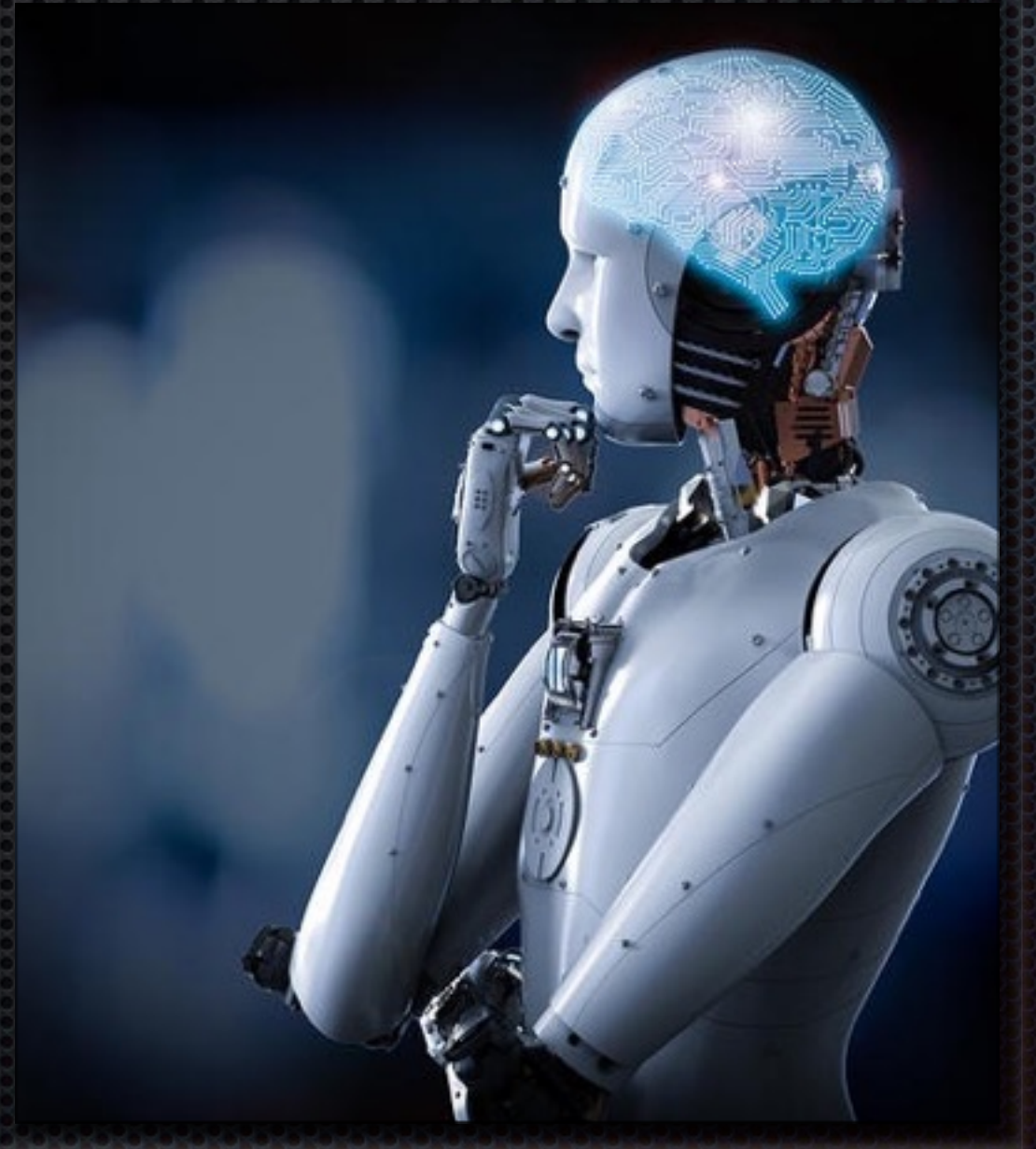# Research and impact in the digital era.

By Gonzalo J. Olmo
Science Communication Manager CA15117

Dissemination of results

* Science is a driving force of social and economic change .

* But **invisible research** is useless, a waste of time and money.

* **Invisible**=**low impact**.

ec.europa.eu/eusurvey/runner/CDB

What to disseminate and why?

Who, whom, and why.

- **Early Career Investigators:** may want to influence potential employers, gain extra citations, or give back to society some of their scientific results.

- **Senior researchers:** may want to gain visibility as leaders in their field, influence authorities to re-shape funding programs, or simply give back to society some of their scientific results.

- **A COST Action:** may want to attract new members to the collaboration, influence policy makers at larger scales, or give back to society some of their scientific results.

Important notice to all readers:

Publishing is not enough: to generate impact **you need to campaign.**

Increase the visibility of your research activities: **build an online reputation**

How to build an online reputation

- **Be present in social media:** write posts about your papers, your talks, visits to other researchers, interesting people that you meet, … and tweet about it.

- **Engage in online conversations:** interact with research leaders and influencers, attract attention of their audience upon you, … add value to gain visibility.

- **Practice Open Science:** share not only papers, but also code, data sets, figures, negative results, … multiple repositories for different purposes are out there.

No need to invent the wheel

- Stacy Konkiel's **e-book** is very helpful. Also this **video**.

- Useful **example**: maximizing dissemination and engaging readers.

THE
30-DAY IMPACT CHALLENGE
THE ULTIMATE GUIDE TO RAISING THE PROFILE OF YOUR RESEARCH
★ STACY KONKIEL ★

Keep track of your impact

ImpactStory is an open source, web-based tool that provides altmetrics to help researchers measure the impacts of their research outputs including journal articles, blog posts, datasets, and software.

Altmetrics allows similar things for your research and for other people research. You can start to track this information as soon as your research is published and the chance to engage directly with the audiences who are interested in your work.

Kudos has very useful resources for promoting your papers and tracking their impact.

This gives a new dimension to your research impact beyond citations.

Cantata In G Major

What about CANTATA?

Promoting our video:

- **Multi language** website and subtitles.

- Coordinated campaign to **share** and speak about the video **on social networks**.

- Also, use the **Tuzla meeting** as an excuse to write a short **post on our blogs or institutional websites.**

- Recall that there is a whole **documentary coming up!**