



# **Sharing, showcasing and understanding the impact of NTROs**

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**March 21,2023**

# Today's agenda

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- What are Non-Traditional Research Outputs (NTROs)?
  - Why do they matter?
  - How to best publish and share NTROs
  - How to promote, track, and analyze NTROs
  - Q&A
-

# Our Speakers



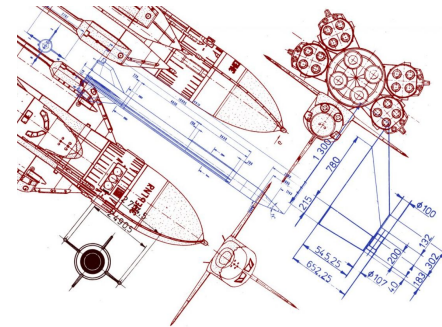
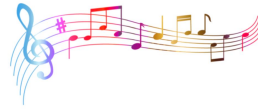
**Andrew  
McKenna-Foster**  
Product Specialist  
Figshare



**Shannon  
O'Reilly**  
Product Specialist  
Dimensions & Altmetric

# Research outputs = anything scholarly

- Articles & pre-prints
- Books, book chapters & monographs
- Datasets & figures
- Theses & dissertations
- Media files (audio & visual)
- Software & code
- Performances & events
- Compositions
- Digital collections
- Transcriptions
- Clinical trial records
- Presentations & posters
- Educational materials
- Reports & grey lit
- Online resources
- Physical objects
- Data management plans





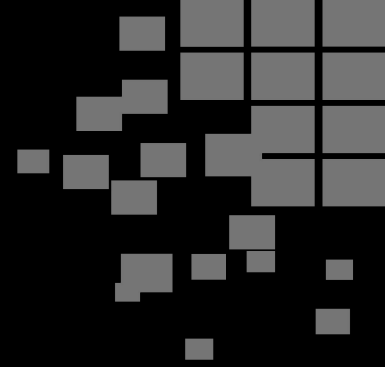
# Traditional vs Non-traditional

## Traditional Research Outputs

- “Standard” in the scholarly publishing world
- Primarily journal articles with assigned identifiers. Like a DOI
- Books with ISBNs
- Easier to promote and track

## Non-Traditional Research Outputs

- Range of formats with no universal identifier standards
- May have to request from authors
- Many live on web pages
- Harder to promote or cite due to how research is stored and accessed



# What are NTROs?



# What are NTROs?

**Anything OUTSIDE of published books, book chapters, journal articles or conference publications.**

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## **Examples from ARC:**

- original creative works
- live performance of creative works
- recorded/rendered creative works
- curated or produced substantial public exhibitions and events
- research reports for an external body
- portfolio

## **But also:**

- figures
- media
- models
- code
- supporting visualizations/files

Australian Research Council (ARC):

<https://dataportal.arc.gov.au/era/nationalreport/2018/pages/section1/non-traditional-research-outputs-ntros/>

# Everyone produces NTROs

- Early-Career Researchers
  - Mid-Career Researchers
  - Established/Senior Researchers
  - Industry-connected academics
  - Creative works academics
- 
- Humanities, Arts, Social Sciences
  - Science, Technology, Engineering, Math



Credit image: <https://ime.springerhealthcare.com/art-vs-science-in-a-global-pandemic/>


# Sharing expectations are expanding



EXECUTIVE OFFICE OF THE PRESIDENT  
OFFICE OF SCIENCE AND TECHNOLOGY POLICY  
WASHINGTON, D.C. 20502

August 25, 2022

MEMORANDUM FOR THE HEADS OF EXECUTIVE DEPARTMENTS AND AGENCIES

FROM: Dr. Alondra Nelson   
Deputy Assistant to the President and Deputy Director for Science and Society  
Performing the Duties of Director  
Office of Science and Technology Policy (OSTP)

SUBJECT: Ensuring Free, Immediate, and Equitable Access to Federally Funded Research

This memorandum provides policy guidance to federal agencies with research and development expenditures on updating their public access policies. In accordance with this memorandum, OSTP recommends that federal agencies, to the extent consistent with applicable law:

1. Update their public access policies as soon as possible, and no later than December 31<sup>st</sup>, 2025, to make publications and their supporting data resulting from federally funded research publicly accessible without an embargo on their free and public release;
2. Establish transparent procedures that ensure scientific and research integrity is maintained in public access policies; and,
3. Coordinate with OSTP to ensure equitable delivery of federally funded research results and data.

## 1. Background and Policy Principles

Since February 2013, federal public access policy has been guided by the *Memorandum on Increasing Access to the Results of Federally Funded Research* (2013 Memorandum).<sup>1</sup> Issued by the White House Office of Science and Technology Policy (OSTP), the 2013 Memorandum




# NTROs in the wild


Caveat: These examples are North American and English language  
biased, but NTROs are everywhere!

---

UNIVERSITY of WISCONSIN-MADISON


**CROWE**  
Center for Research on the Wisconsin Economy

MENU



Research Reports

Expand all | Collapse all

+ 2022

+ 2021

- COVID-19


[11/2020: The Wisconsin Economic and Mental Health Experiences of the COVID-19 Pandemic](#)

[4/2020: Reopening Wisconsin: Regional Health and Economic Factors](#)

+ 2020

+ 2019




Center for Research  
**On the**  
**Wisconsin**  
**Economy**  
University of Wisconsin- Madison

## The Wisconsin Economic and Mental Health Experiences of the COVID-19 Pandemic

Reka Sundaram-Stukel

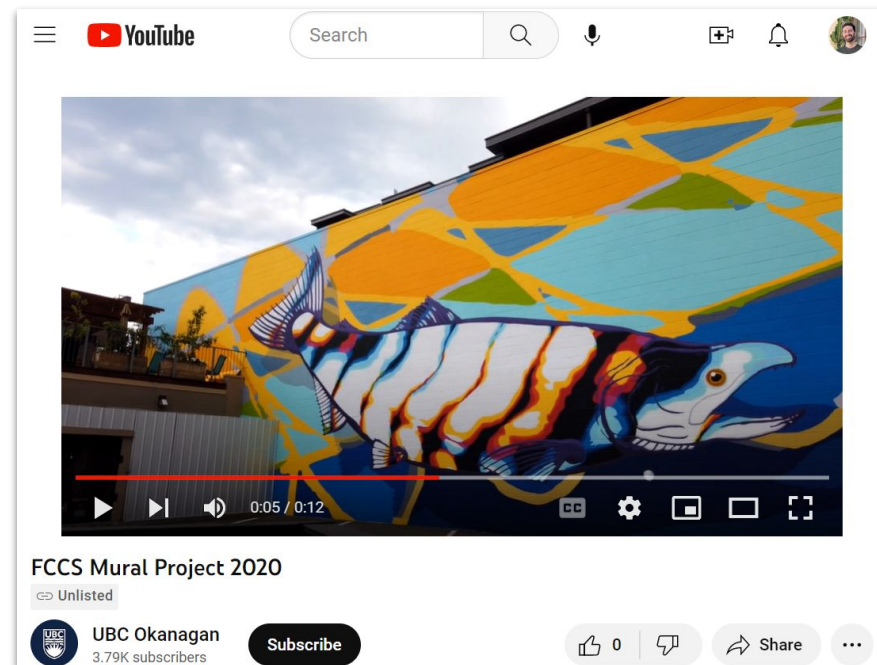
November 12, 2020

**Executive Summary**

The COVID-19 shock is like no other. The effects of the pandemic have been crippling to the labor force globally and especially in the U.S., which has suffered the worst hit with 7+ million people infected. For some segments of the population the effects of COVID-19 go beyond the containment measures and threaten security in key areas of wellbeing: food, shelter, income, and mental health. The primary purpose of this report is to examine these threats to human wellbeing and suggest potential pathways for economic and mental health stimulus that will aid faster recovery.

Wisconsin has had 278,843+ confirmed cases with its seven-day average reaching 5,828+ on November 10th and the infection rates are still climbing. Most containment

<https://crowe.wisc.edu/research-overview/>



<https://news.ok.ubc.ca/2022/02/28/art-in-the-streets/>




HOME > ARCHITECTURE > THE END OF THE OFFICE: LIVE/WORK HOUSING BY JULIET CHUI

# THE END OF THE OFFICE: LIVE/WORK HOUSING BY JULIET CHUI



***2021-2022 Design  
Excellence Award  
Winner***

<https://soa.utexas.edu/architecture/end-office>

models that allow published works (typically scholarly journal articles and conference proceedings) to be made freely available online. Often the open lock symbol  indicates that a work is published under an OA model.

### Green, Gold, and Platinum models

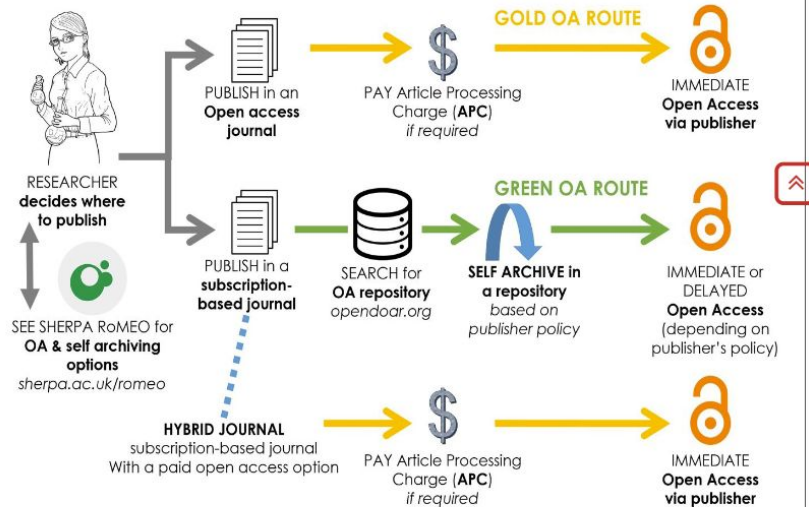
**Green OA** is a model that allows an author to deposit a **pre- or post-print** in an institutional repository (IR). IR content is indexed by search engines like [Google Scholar](https://scholar.google.com/) and discoverable to a worldwide audience.

**Gold OA** is a model from publisher's that requires the author(s)

## Green and Gold OA

### Green and Gold Open Access Publishing

## Open Access Publishing



Darren Chase | [darren.chase@oneonta.edu](mailto:darren.chase@oneonta.edu)

### Green Open Access at SUNY Oneonta

Green OA is free online access to your reviewed articles and other research and

<https://libguides.oneonta.edu/openaccess/oneonta>


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## Spring 2020 FOCUS Student Art Show

June 5, 2020




Due to COVID-19 restrictions, our Spring 2020 FOCUS Student Art Show went virtual. You can now virtually walk through a gallery of our students' art work from the 2019-2020 school year through this fantastic presentation created by the SHEA School!





Click the button below to view the gallery and click "Present".

[Click Here to View The Gallery](#)

[News / Blog / Spring 2020 FOCUS Student Art Show](#)




FO...
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Slideshow
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- 

Welcome to the

SCHOOL OF HUMANITIES, EDUCATION & THE ARTS

**Cumberland**  
UNIVERSITY

## Student Art Show

Follow the links on the bottom to move between rooms. Click on the artwork to see a larger image. Due to the Corona Virus we were unable to have our annual FOCUS Student Art Show. In lieu of the show, we have a sampling of student work from the 2019-2020 academic year. These were selected to give an overview of studio projects at Cumberland University. These images are the sole property of the artist and should not be copied or duplicated in any way.

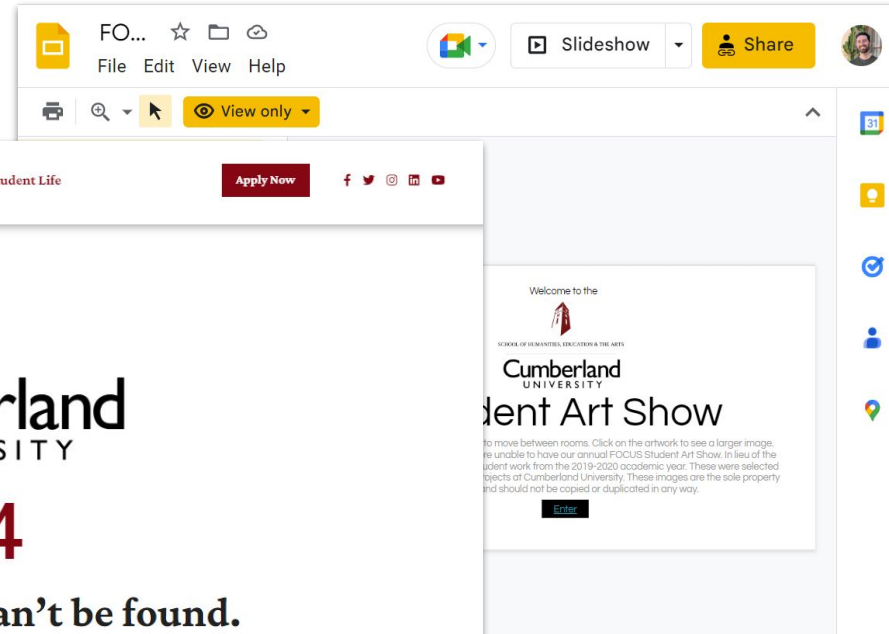
[Enter](#)

<https://www.cumberland.edu/spring-2020-focus-student-art-show/>

# Why not just publish to a website?

- Uncertain persistence
- Low discoverability
- Difficult to track reuse

# Why not just publish to a website?




https

Start your CU journey today. Take the first step.

Apply Now

how/

# Why not just publish to a website?

models that allow published works (typically scholarly journal articles and conference proceedings) to be made freely available online. Often the open lock symbol  indicates that a work is published under an OA model.

## Green, Gold, and Platinum models

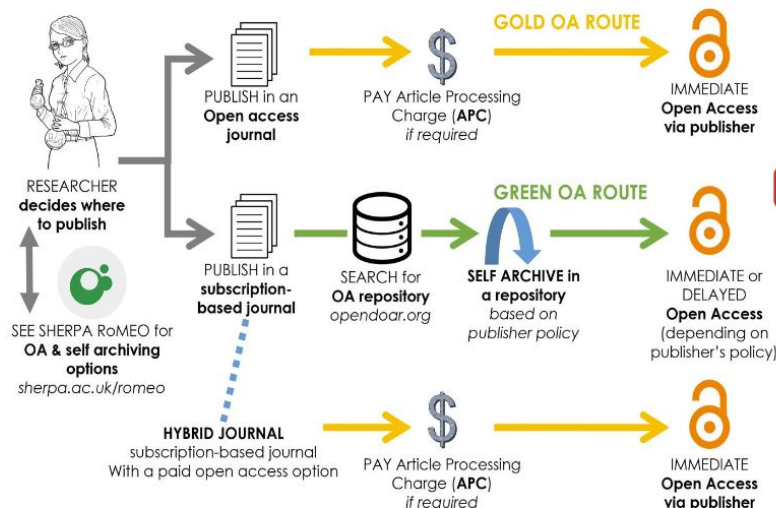
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## Green and Gold OA

### Green and Gold Open Access Publishing

## Open Access Publishing



Darren Chase | [darren.chase@oneonta.edu](mailto:darren.chase@oneonta.edu)

## Green Open Access at SUNY Oneonta

Green OA is free online access to peer-reviewed articles and other research and

## Citation?

Chase, Darren. Date?? Open Access Publishing. Accessed March, 9, 2023 at <https://libguides.oneonta.edu/openaccess/oneonta>

## License?

*How can Darren know if this is reused or referenced?*

# Store and share NTROs

Where they can be discovered, cited, and tracked

## Alternative Metrics and Bibliometrics Services

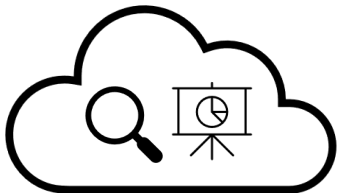
## Repository



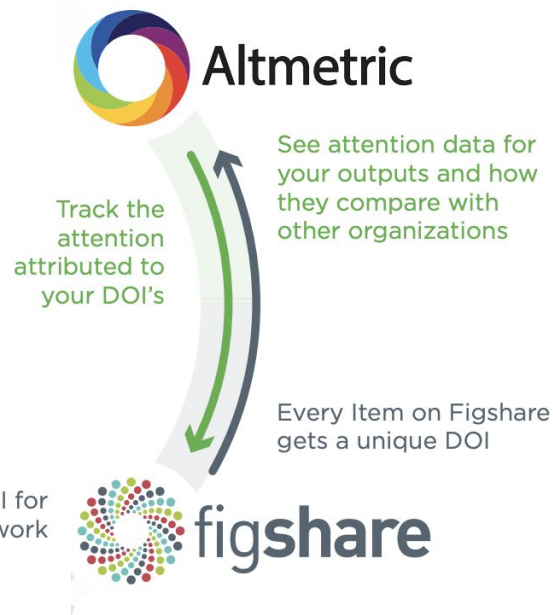
Store files

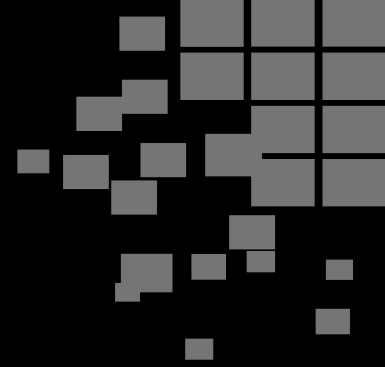


Add  
metadata



Discoverable  
and reusable





# Figshare Repository





# Figshare Overview

Figshare is a repository platform for storing, managing, and publishing all types of research outputs in one place.

## Enables you to:

- Add a persistent identifier, usually a DOI
- Describe outputs with standard metadata
- Add a license to guide reuse - open as possible!
- Adhere to sharing policies/mandates
- Track reuse metrics

## Enables others to:

- Find your NTROs in the vastness of the internet
  - Understand the context around your work through metadata
  - Visualize the NTROs in the browser
  - Mention, reuse, and cite your work
-

# Who uses Figshare?



Researchers  
Academics  
Scholars



Academic Institutions



Government/Funders/Publishers



Other Research Organizations

# Researcher Friendly Interface

to upload, drag file(s) on the page or [browse](#)

☐ Metadata record only [Link file](#)

Title

Untitled Item

Authors

Team Upload

Search co-authors by name, full email or ORCID. Hit enter after each.

Categories

Select categories

Group

figshare

Item type

Select item type

Keyword(s)

Add keywords for easy discovery. Hit enter after each.

Description

Describe the data as well as you can. Formatting is preserved when pasting from other sources and counts towards character limits

needed to publish

Tips


Use this form to edit all information related to your data. Please be as descriptive as possible. The file upload is independent from the rest of the form, so you don't need to save an upload. This message will be replaced with helpful tips and suggestions as you begin interacting with the form.


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**Robin Champieux**

 [0000-0001-7023-9832](#)

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Portland, Oregon, USA

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Specialist - Portland, OR


 [Matthew Brush](#)


 [Julie McMurry](#)

 [Marianne White](#)  
Data and Research Engagement  
Librarian - Portland, OR


 Publications


- Lions, Tigers, and Gummi Bears: Springing Towards Effective Engagement with Research Data Management DOI: [10.6083/M4QC0273](#)
- Framing a Repository Solution for Biomedicine Datasets: Preserving Utility, Not Bits DOI: [10.6084/m9.figshare.1224346](#)
- ARCS: Advancing Research Communication & Scholarship DOI: [http://dx.doi.org/10.6084/m9.figshare.840576](#)
- Data Management Open House DOI: [http://dx.doi.org/10.6084/m9.figshare.840573](#)
- Navigating Open Access DOI: [http://dx.doi.org/10.6084/m9.figshare.826029](#)
- Data Management Open House DOI: [http://dx.doi.org/10.6084/m9.figshare.840573](#)
- By Popular Demand: Building a Consortial Demand-Driven Program DOI: [10.5703/1288284314974](#)

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
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
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
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TEXT



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**2012 Santorini LiDAR data**

[Cite](#) [Download all \(3.11 GB\)](#) [Share](#) [Embed](#) [Collect](#)

Version 2

Dataset posted on 2014-08-14, 08:08 authored by [David Pyle](#), [Michelle Parks](#), [Tamsin Mather](#), [Paraskevi Homolou](#)

Datasets from a LiDAR survey of the Greek volcanic islands of Itea Kameni and Patia Kameni, Santorini, Greece. Data were collected during a NERC ARSF flight campaign EU-12-12-137.

See the open access paper in [Geoforum](#) by [Evi Homolou et al.](#), (2014) for details; [http://dx.doi.org/10.1016/j.geoforum.2014.02.002](#)

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CATEGORIES

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# Administrative Tools for Institutions














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<input type="checkbox"/> Example Astronomy Sub...	0	0	0 kB <div><div></div>100 MB</div>	
<input type="checkbox"/> Computer Science	0	0	0 kB <div><div></div>5 MB</div>	
<input type="checkbox"/> Drama	0	0	0 kB <div><div></div>0 kB</div>	
<input type="checkbox"/> English	0	0	0 kB <div><div></div>100 MB</div>	
<input type="checkbox"/> Environmental Science	0	0	0 kB <div><div></div>0 kB</div>	
<input type="checkbox"/> Health Sciences	0	0	0 kB <div><div></div>1 MB</div>	
<input type="checkbox"/> Physics	0	0	0 kB <div><div></div>0 kB</div>	
<input type="checkbox"/> Reports and Publications	1	0	0 kB <div><div></div>100 MB</div>	
<input type="checkbox"/> Robotics	0	0	0 kB <div><div></div>0 kB</div>	




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Faber College statistics  
in-depth statistics of Faber College data on figshare

This year ▾


Stats map



Count  
● 1 - 5.6  
● 5.6 - 16.2  
● 16.2 - 23.8  
● 23.8 - 31.4  
● 31.4 - 39

OpenStreetMap contributors, OpenMapTiles, MapTiler, Elastic Maps Service

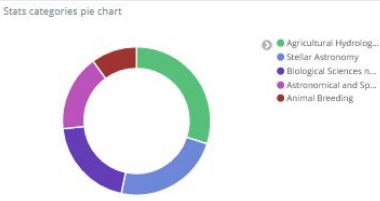
Monthly stats chart



Count

created per month

Stats categories pie chart



- Agricultural Hydrolog...
- Stellar Astronomy
- Biological Sciences R...
- Astronomical and Sp...
- Animal Breeding

# All Research in One, Discoverable Place



Robin Champieux's public data  
15 posts

SOFTWARE  
Request for Community partnership in data ...  
Journal contribution posted on 2017-05-04  
Melissa Haendel

BD2KSite  
Software posted on 2017-04-14  
Bjorn Pederson

g almetrics to transform action development decisions  
ACRL 2017: "Using almetrics to transform collection ...  
Presentation posted on 2017-03-20  
Stacy Konkiet

The Ontology Development Group: A Visual Timeline  
Poster posted on 2016-10-31  
Nicole Vasilevsky

Enhancing SciEncv through semantic research profile ...  
Poster posted on 2016-09-06  
Marijane White

Are we ready to define the scholarly commons?  
Presentation posted on 2016-04-21  
Maryann Martone

Charleston Conference 2015 Presentations  
Dataset posted on 2015-11-11  
Robin Champieux

Graphing the Literature to Understand Our ...  
Presentation posted on 2015-11-11  
Robin Champieux

Research Data Management Services: A Primer  
Presentation posted on ...

Measuring the Openness of Our Science: A Case Study in Building Tools & Missing ...  
Presentation posted on ...

FROM DATA TO APPLICATION: NEW METRICS & THE RESEARCH WORKFLOW  
Presentation posted on ...

Framing a Repository Solution for Bioimaging Datasets...  
Dataset posted on ...

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Repositioning Graphic Heritage booklet (online version)  
Report posted on 2021-04-01  
Robert G. Harland

Shanghai Architectural Heritage / Graphic Redesign ...  
Media posted on 2020-08-07  
Huiqi Yang

Introduction to Building Stock Optimization and ...  
Media posted on 2021-06-10  
Jonathan Wright

socialMediatron5000  
Software posted on 2017-01-09  
Jason Cooper

On Empathy for the Other  
Media posted on 2021-04-13  
Linje Manyozo

Paulo Freire and the principle of love in communication ...  
Media posted on 2021-04-13  
Karin Gwinn Wilkins

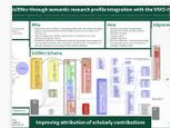
# Discoverable and Citable Records

Robin Champieux's public d  
15 posts



Request for  
Community  
partnership in data ...  
Journal contribution posted  
on 2017-05-04

Melissa Haendel ▾



Enhancing SciEncv  
through semantic  
research profile ...  
Poster posted on 2016-09-06

Marijane White ▾



Research Data  
Management  
Services: A Primer  
Presentation posted on

Loughborough University

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## Repositioning Graphic Heritage

A Newton Fund project co-ordinated by the Arts and Humanities Research Council in co-operation with UNESCO Creative City (Shanghai) Promotion Office

图形遗产再定位

Explore more content ▾

1959 RGH Brochure 34\_ONLINE.pdf (8.14 MB) 1/79

### Repositioning Graphic Heritage booklet (online version)

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DataCite

TIPS  
Select your citation style and then place your mouse over the citation text to select it or use the Copy button.

Harland, Robert G.; Xu, Johnny (2021): Repositioning Graphic Heritage booklet (online version). Loughborough University. Report. <https://doi.org/10.17028/rd.liboro.14273105.v1> Copy citation

<https://doi.org/10.17028/rd.liboro.14273105.v1> Copy DOI

Report posted on 2021-04-01, 01:23 authored by Robert G. Harland, Johnny Xu

Usage Metrics  
997 views 276 downloads 0 citations

This booklet provides an account of the Newton Fund project *Repositioning Graphic Heritage*, undertaken by researchers at Loughborough University (UK) and Tongji University (China) between 2018–2021. It contains eight case studies, four from several cities in the UK and four from Shanghai in China. It features extensive photo-

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Media posted on 2020-08-07

Huiqi Yang

### Introduction to Building Stock Optimization and ...

Media posted on 2021-06-10

Jonathan Wright ▾

### socialMediatron5000

Software posted on 2017-01-09

Jason Cooper

### On Empathy for the Other

Media posted on 2021-04-13

Linje Manyozo

### Paulo Freire and the principle of love in communication ...

Media posted on 2021-04-13

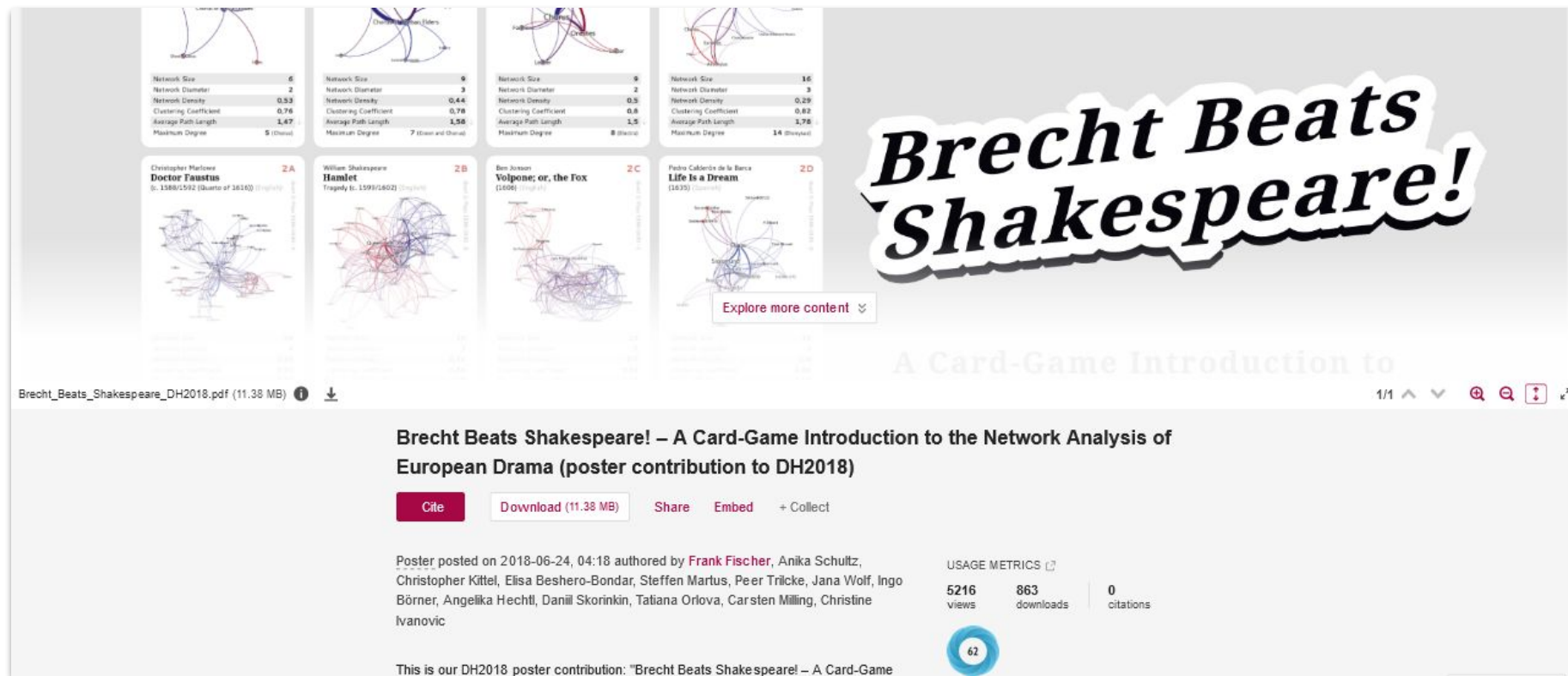
Karin Gwinn Wilkins



A close-up photograph of a dandelion seed head with a clear glass sphere placed over it. The background is dark green with bokeh light effects.


# Some NTROs in Figshare repositories


Poster: <https://doi.org/10.6084/m9.figshare.6667424.v1>












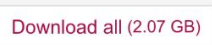



Video: <https://doi.org/10.26180/5f850f0458132>



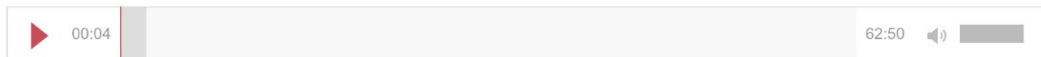
MD5: 8494d1b60b53a954b8be231cf3870dab | 

 Switch View    1/2 DARK WATER\_1080.mp4 (2.07 GB)  

**Music for the film Dark Water**

Audio: <https://doi.org/10.25375/uct.14140724.v1>



MD5: c62eb03b729e393b27fb622a277ed612 | 

Full performance audio - Tia maji.wav (1.01 GB)  



## Tia Maji – Full Performance Audio

Cite

Download (1.01 GB)

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Composition: <https://doi.org/10.17866/rd.salford.10304951.v1>

Mar.

Vln. I

Vln. II

pizz

arco ricochet

pizz

arco ricochet

arco ricochet

pizz

arco ricochet

pizz

The Rivet's Tale .pdf (870.29 kB)



9/60



### The Rivet's Tale (score)

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Exhibition: <https://hdl.handle.net/2134/12249701.v1>



*Advice Bar (Expanded  
for the Times)*, 2017  
Steel, concrete, newspapers;

*Part Edit, Track A (Repurposed  
for Waverley)*; 1994  
Speaker, soundtrack of spoken

*VO2 Max*, 2011  
Pen, spray paint on paper;  
45 x 65.5 x 3.5cm

JD\_INSERT\_FTP.pdf (2.33 MB) ⓘ ⬇

4/4 ⬆ ⬇ 🔍 🔍 ⬆ ⬇

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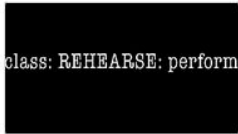





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Images: <https://doi.org/10.25416/edgehill.11902632.v3>

1/3



1 12-D-N-9.jpg (422.75 kB)







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1 12-D-N-13.jpg (656.79 kB)

1 12-D-N-16.jpg (491.82 kB)

1 12-D-N-19.jpg (619.95 kB)

2 0 12 REHEARSE.jpg (266.56 kB)



2 12-D-N-21.jpg (2.1 MB)

2 12-D-N-24.jpg (1.9 MB)

2 12-D-N-25.jpg (1.62 MB)

2 12-D-N-26.jpg (2.09 MB)

2 12-D-N-27.jpg (601.18 kB)

2 12-D-N-28.jpg (1.26 MB)

Switch View | 41 files

### PHOTOGRAPHY 12 Degrees North: CLASS

Cite

Download all (54.66 MB)

Share

Embed

+ Collect

Version 3 ▾

Performance posted on 2021-02-10, 05:40 authored by [Helen Newall](#)

Practice-Research: dance performance documentation by Helen Newall, as part of the 12+ North project: Visual Literacy and the Emerging Artist (2014+) with Karen Jaundrill-Scott. The 12+ North Company initiative served to support the cultural economy in the Northern Powerhouse by incubating early career practitioners whose contribution would

USAGE METRICS

812  
views

2754  
downloads

0  
citations

4

Media files: <https://doi.org/10.6084/m9.figshare.1453169.v7>

1/7

 PB\_F.mov (10.45 MB)

 RV\_R\_F.mov (2.84 MB)

 RV\_R\_S.mov (3.54 MB)

 PB\_S.mov (10.45 MB)

 PC\_S.mov (10.73 MB)

 PC\_F.mov (10.46 MB)

 H-Dance\_Database.docx (20.73 kB)

 BA\_R\_WA.mov (1.58 MB)

 AS\_L\_NA.mov (1011.35 kB)

 AS\_L\_WA.mov (1.4 MB)

 BA\_R\_NA.mov (1.49 MB)

 AS\_L\_WA.mov (1.4 MB)

 BA\_R\_WA.mov (1.58 MB)

 AR.mov (6.88 MB)

Switch View 146 files

### A visual dataset of dance steps for behavioral experimentation

Cite

Download all (1.04 GB)

Share

Embed

+ Collect

**Version 7** Dataset posted on 2015-06-23, 23:56 authored by **Argiro Vatakis, Helena Sgouramani**

USAGE METRICS

4005  
views

3040  
downloads

2  
citations

A database of short video clips of dance steps with a number of manipulations (e.g., dance step with or without arm movements, slow or fast executions of the same step).



Infographic: <https://doi.org/10.6084/m9.figshare.13082618.v26>



## The Swiss Cheese Respiratory Virus Defence

Cite

Download all (34.37 MB)

Share

Embed

+ Collect

Version 26 Figure posted on 2022-10-17, 14:35 authored by Ian M. Mackay

An infographic I made to help clarify that in order to best limit personal risk and community risk from being infected by, or passing on, SARS-CoV-2 and any other respiratory viruses like influenza, RSV and rhinoviruses. We need to think of using a range of risk reduction measures. Each has its own failings and these can be affected by circumstances so layering them up helps avoid any single measure's (layer) problems (holes).

USAGE METRICS

97458  
views

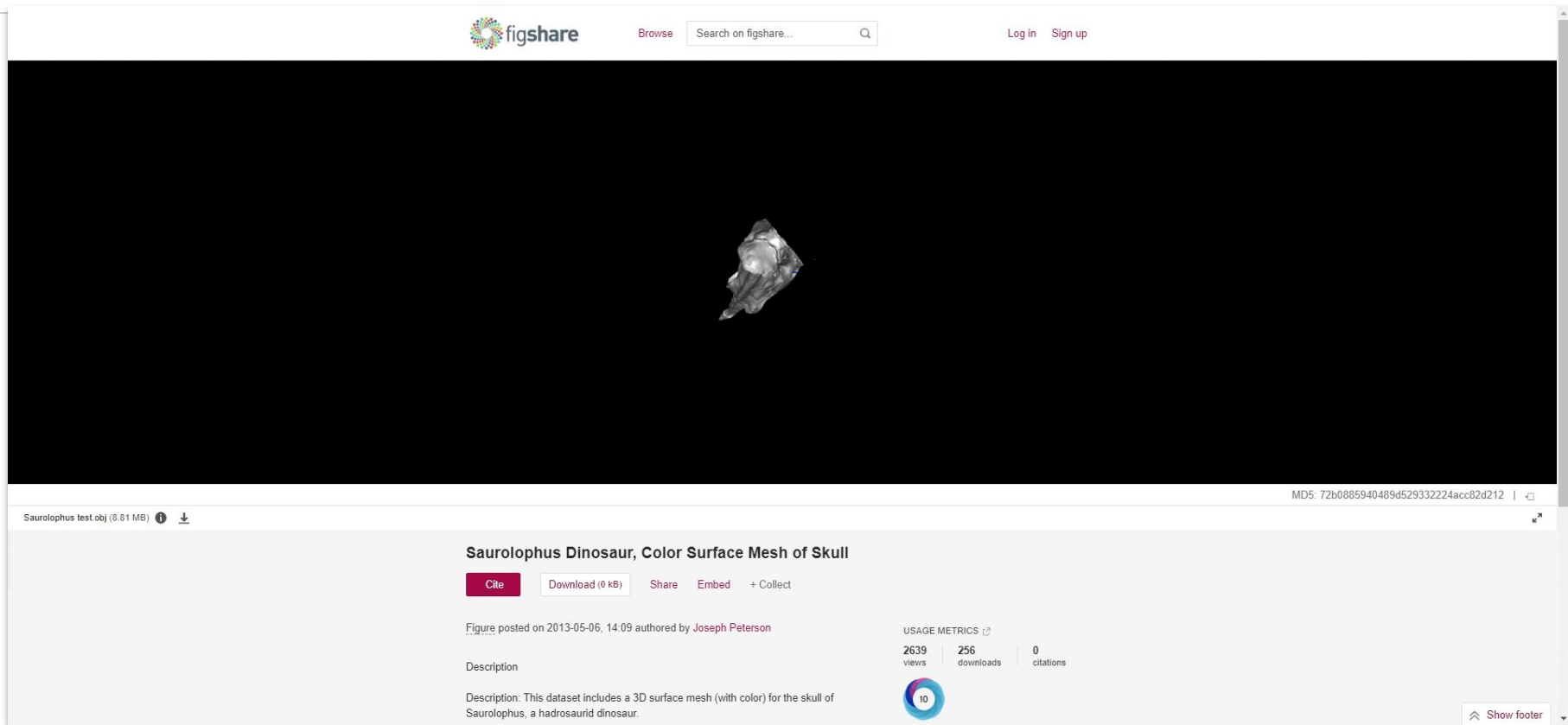
17407  
downloads

1  
citations



CATEGORIES

Interactive 3D media: <https://doi.org/10.6084/m9.figshare.697549.v1> 



The screenshot shows a web browser displaying a Figshare page. At the top, the Figshare logo is on the left, and navigation links for 'Browse', 'Search on figshare...', 'Log in', and 'Sign up' are on the right. The main content area is a large black rectangle with a 3D model of a dinosaur skull in the center. Below the model, the file name 'Saurolophus test.obj (8.81 MB)' is shown with a download icon. To the right of the model, the MD5 hash 'MD5: 72b0885940489d529332224acc82d212' is displayed. Below the model, the title 'Saurolophus Dinosaur, Color Surface Mesh of Skull' is followed by buttons for 'Cite', 'Download (8 kB)', 'Share', 'Embed', and '+ Collect'. Below the title, it says 'Figure posted on 2013-05-06, 14:09 authored by Joseph Peterson'. Under 'Description', it states: 'Description: This dataset includes a 3D surface mesh (with color) for the skull of Saurolophus, a hadrosaurid dinosaur.' To the right of the description, there is a 'USAGE METRICS' section with a table showing 2639 views, 256 downloads, and 0 citations, along with a circular progress indicator showing 10. At the bottom right, there is a 'Show footer' link.

figshare

Browse Search on figshare... Log in Sign up

Saurolophus test.obj (8.81 MB) MD5: 72b0885940489d529332224acc82d212

### Saurolophus Dinosaur, Color Surface Mesh of Skull

Cite Download (8 kB) Share Embed + Collect

Figure posted on 2013-05-06, 14:09 authored by Joseph Peterson

Description

Description: This dataset includes a 3D surface mesh (with color) for the skull of Saurolophus, a hadrosaurid dinosaur.

USAGE METRICS

2639 views	256 downloads	0 citations
------------	---------------	-------------

10

Show footer

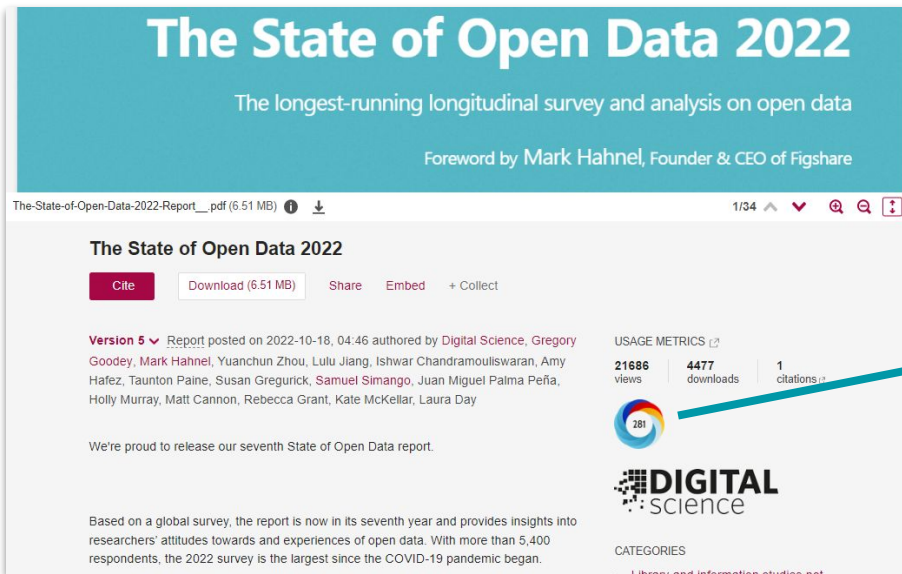


# **So you've published an NTRO in Figshare**

How can you promote and track it?

# Figshare items receive metrics

Figshare provides traditional metrics like views, downloads, and citations. Altmetric provides Alternative metrics.



**The State of Open Data 2022**

The longest-running longitudinal survey and analysis on open data

Foreword by Mark Hahnel, Founder & CEO of Figshare

The-State-of-Open-Data-2022-Report\_...pdf (6.51 MB)


**The State of Open Data 2022**

[Cite](#) [Download \(6.51 MB\)](#) [Share](#) [Embed](#) [+ Collect](#)

**Version 5** [Report](#) posted on 2022-10-18, 04:46 authored by [Digital Science](#), [Gregory Goodey](#), [Mark Hahnel](#), [Yuan Chun Zhou](#), [Lulu Jiang](#), [Ishwar Chandramouliswaran](#), [Amy Hafez](#), [Taunton Paine](#), [Susan Gregurick](#), [Samuel Simango](#), [Juan Miguel Palma Peña](#), [Holly Murray](#), [Matt Cannon](#), [Rebecca Grant](#), [Kate McKellar](#), [Laura Day](#)

USAGE METRICS [↗](#)

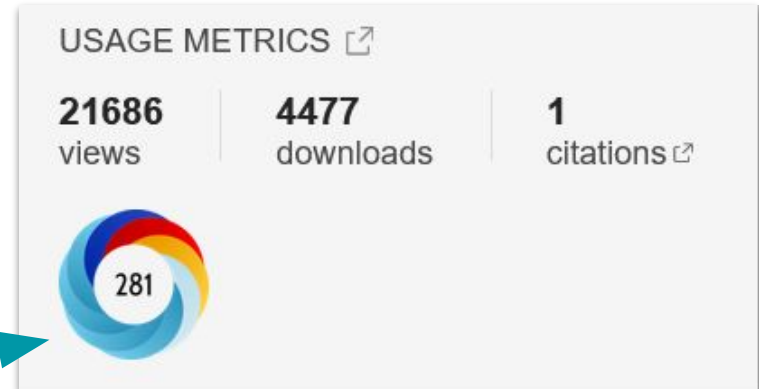
21686 views	4477 downloads	1 citations <a href="#">↗</a>
----------------	-------------------	----------------------------------



**DIGITAL**  
science


CATEGORIES

[Libraries and information studies.net](#)



USAGE METRICS [↗](#)

<b>21686</b> views	<b>4477</b> downloads	<b>1</b> citations <a href="#">↗</a>
-----------------------	--------------------------	---



Report:

<https://doi.org/10.6084/m9.figshare.21276984>



# **Altmetric**

## **“alternative metrics”**

---

## How?

We deliver intuitive tools and expert services that enable users to track and report on the online attention to research, as soon as it's published.

## What?

We help everyone gauge the influence of published research in ways that are meaningful to them.



## Why?

We broaden and deepen understanding of the value of research and its influence on people and communities.

# Research's stakeholders

Most stakeholders that research is meant to reach do not publish or do research. They talk about research.

Altmetric uncovers who they are...



General Public



Government &  
Policy Makers



Investigators



Research  
communicators  
/ watchdogs



Practitioners



Advocacy/  
Non-profits



Tech Transfer



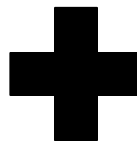
Interested  
parties

# Why altmetrics?

## ACADEMIC ATTENTION

Journal Impact Factor  
Citation counts  
H-index  
Number of Publications

Traditional  
Bibliometrics



## BROADER ATTENTION

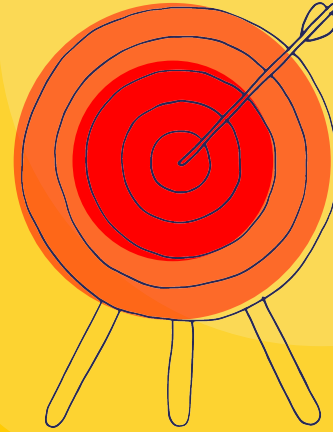
Mentions in news reports  
References in policy  
Mentions in social media  
Wikipedia citations  
Reference manager  
readers...etc

Alternative Metrics  
"altmetrics"



## Citations

Often slow to accrue  
(2-5 years)



## ALTMETRICS

Immediate

---

# ALternative Metrics



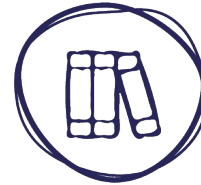
Data that explain both the volume and nature of attention research has received online



Provides evidence of engagement with diverse audiences and potential impact



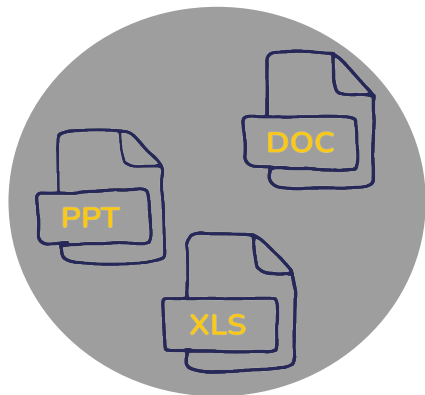
Can measure how many people have shared or engaged with a scholarly output online and where



Complimentary to bibliometrics (citation-based)



# For research to be tracked we need...



A research output  
with a



Persistent identifier  
that is



Mentioned in a  
source we track



# How to publish, promote, track, and analyze NTROs

---

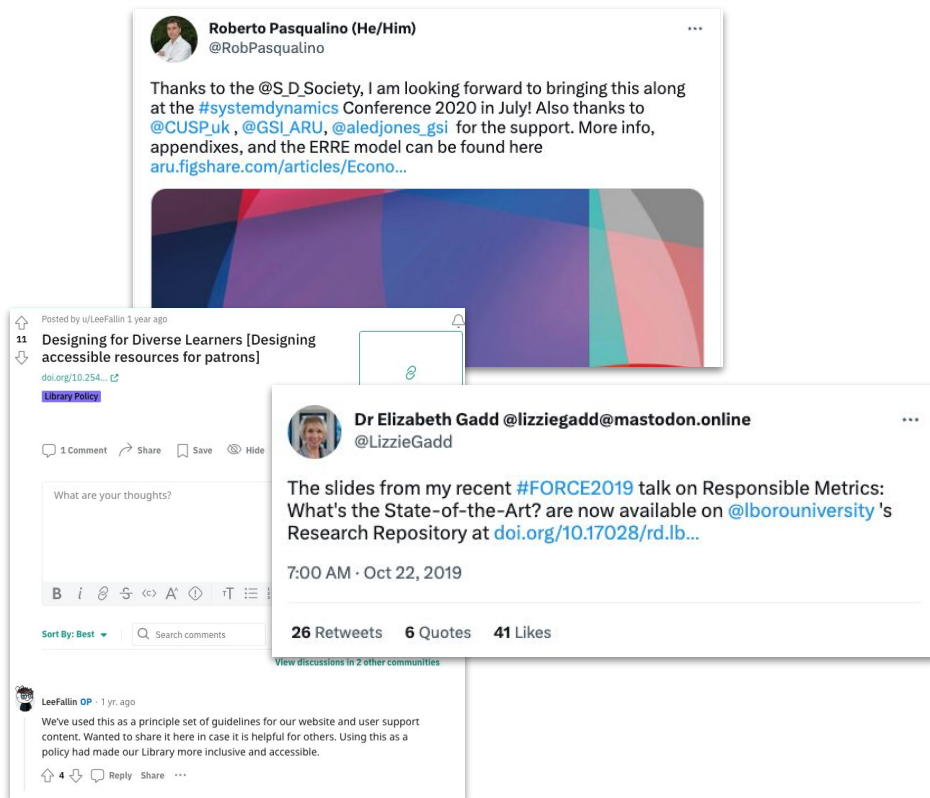
# Benefits of showcasing your outputs

## Publishing an NTRO in a Figshare repository provides:

- A persistent home
- A Digital Object Identifier (DOI)
- Greater awareness, discoverability, citability, and reuse
- And a greater possible contribution to knowledge advancement



# Benefits of sharing your research

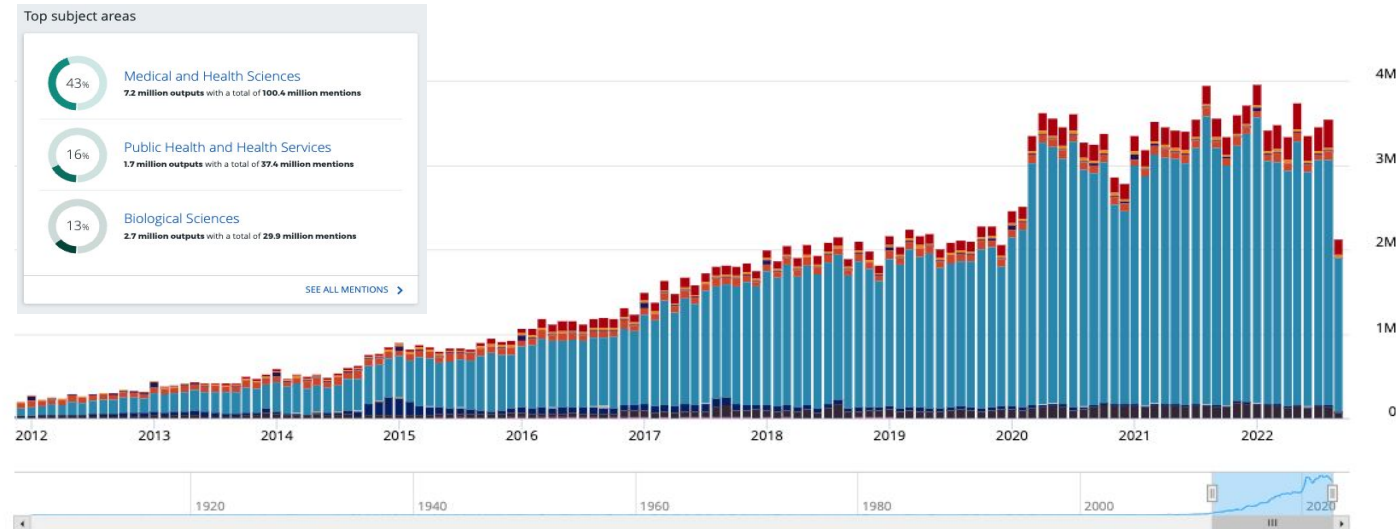


- Understand your online influence and stakeholders (keep an eye on quality over quantity)
- Find out who's saying what about your research or similar research and create a dialogue
- Build relationships and grow your network, maybe you'll even find a collaborator
- Keep an eye on how your research is being used and received
- Maximize the influence of your research within and beyond your field
- Make your research discoverable and accessible to everyone
- Stay updated on the latest in your field while contributing to the conversation

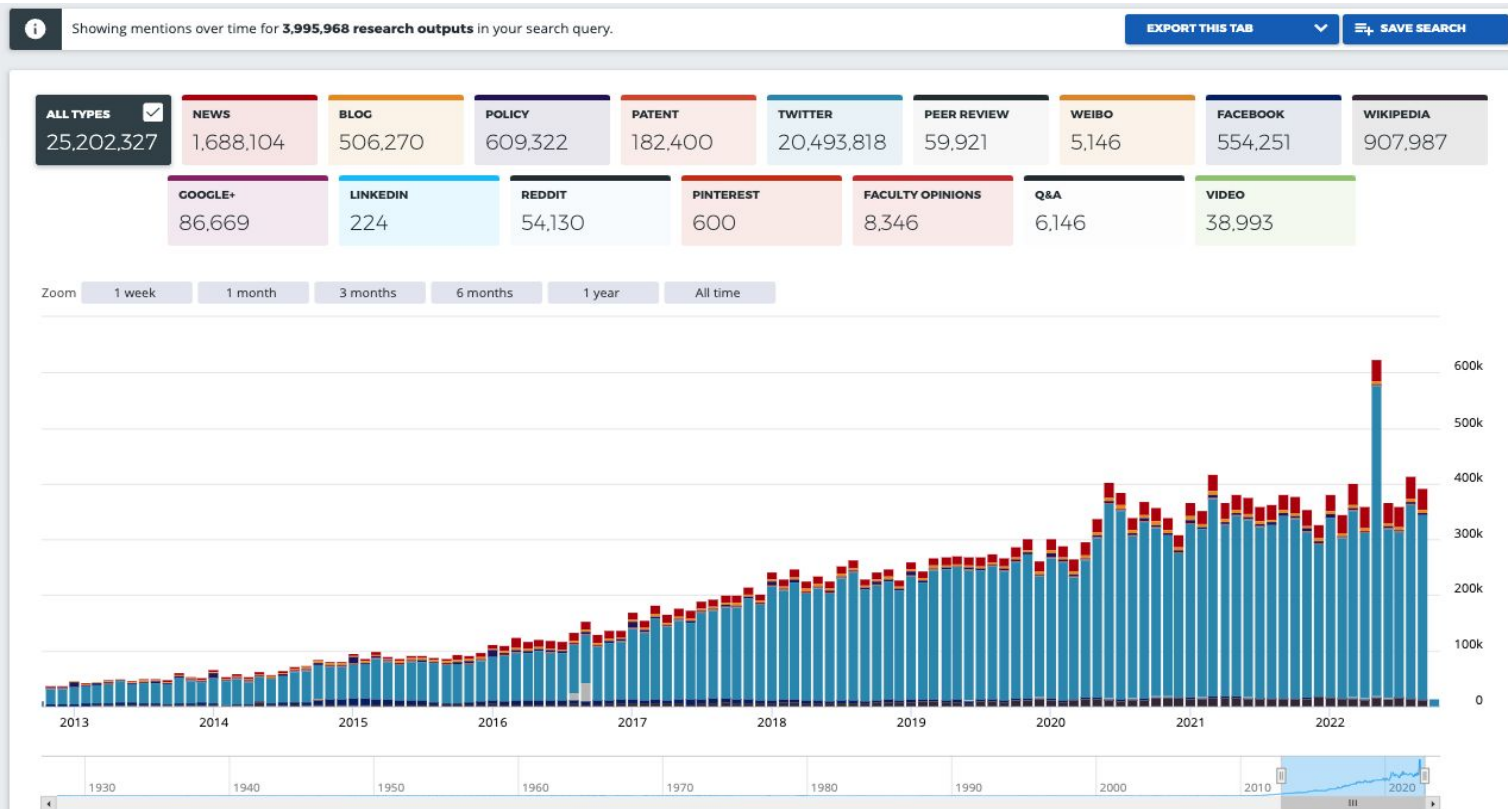
# The sharing online of research



Zoom 1 week 1 month 3 months 6 months 1 year All time



# A look at the humanities and social sciences



Creative arts

Economics

Law and legal studies

Language, comms, & culture

Psychology

Cognitive Science

Philosophy

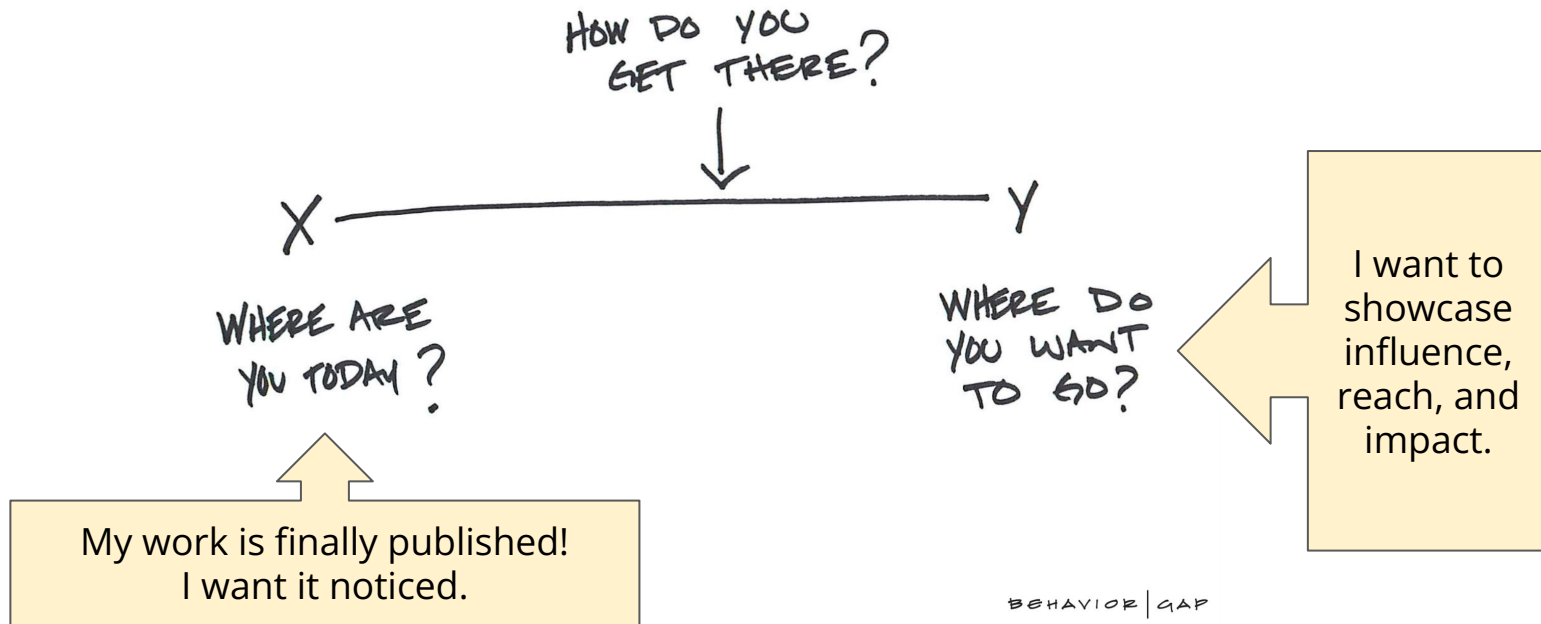
Religious Studies

History

Archeology

Human studies

# How do you get attention?



# Start talking about your research!



## 10 clever tips for promoting your research online

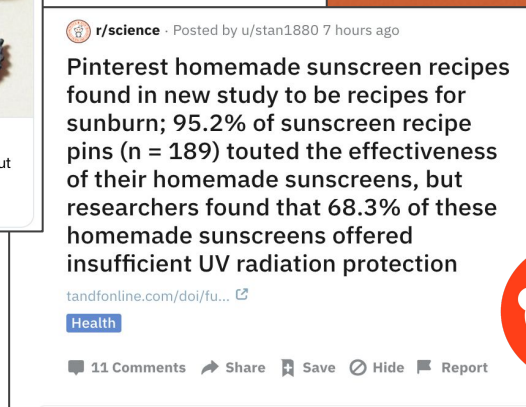
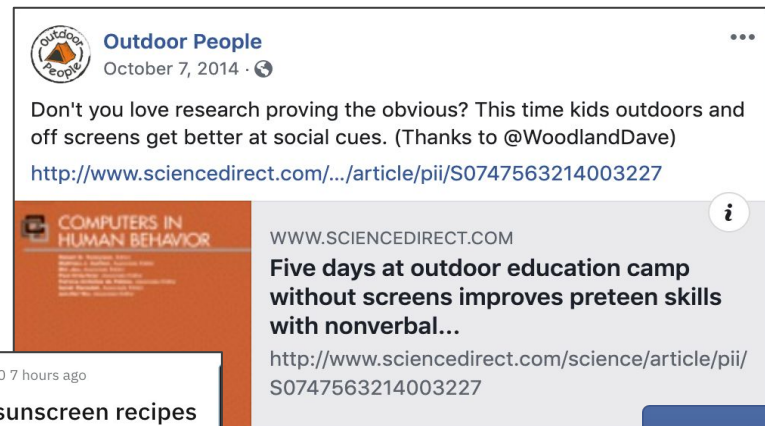
Promoting your research online is vital if you need to provide evidence of the online engagement for your work, particularly when applying for promotion or tenure and funding. We've put some tips together as well as the tools you'll need to spread the word about your work and efficiently manage your online reputation.



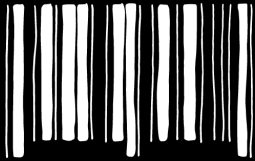
# Be proactive when it comes to sharing

- Diversify platforms - consider sharing on Facebook, Twitter, LinkedIn, Reddit...
  - Research office, library, and researchers can work together to increase visibility
  - Focus promotions around conferences or special events, use relevant hashtags
  - Link to research wherever possible: email signatures, newsletters, department communications, university social accounts, etc.
  - Diversify content when sharing - write a blog post, pitch local bloggers and news outlets
  - Have prepared key points on why the work matters and the key outcomes
-

# Sharing best practices for online



## Ensure your online attention is trackable



Altmetric relies on identifiers, like DOIs, to match up mentions with publications. Identifiers are usually located on journal websites or repositories



When sharing research online, e.g. Twitter, always include a link to the output, not a secondary source.



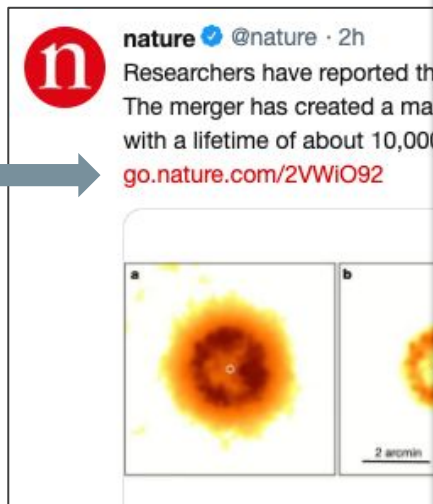
Encourage your institution, journalists, bloggers and other science communicators to do the same and watch attention to your research grow!



Learn more by watching this short [video](#) or view this [blog post](#)

# Tweet example

Link to research



repository.lboro.ac.uk/articles/presentation/Responsible\_metrics\_what\_s\_the\_state\_of\_the\_art/10003274/1

URL with DOI

# Designing for diverse learners



## Always...

Always use a combination of colour, shapes and text to convey meaning.

Start

Explore more content

## Avoid...

Avoid the use of colour as the only way to convey meaning.



Designing%20for%20Diverse%20Lear...pdf (391.77 kB)

1/1

### Designing for Diverse Learners Poster [3.2.2]

Cite

Download (391.77 kB)

Share

Embed

+ Collect



facebook



twitter



linkedin



email

Poster posted on 2021-10-20, 18:09 authored by Lee Fallin, Sue Watling

The *Designing for Diverse Learners Poster* is a resource developed to help educators (teachers, academics and professional services) create inclusive and accessible content for learners.

The poster distils advice on how to support learners that fall into one of the following

#### USAGE METRICS

4412 views

626 downloads

0 citations



Hide footer

About | Features | Tools | Blog | Ambassadors | Contact | FAQ | Privacy Policy | Cookie Policy | T&Cs | Research Data Management Policy (RO-GOV-04) | Accessibility Statement | Disclaimer | Sitemap

Share options

Altmetric details page

# Designing for Diverse Learners Poster [3.2.2]

Overview of attention for research output published on Edge Hill University, October 2021



## About this Attention Score

In the top 5% of all research outputs scored by Altmetric

## Mentioned by

134 tweeters  
1 Redditor

What is this page?

## SUMMARY

**Title** Designing for Diverse Learners Poster [3.2.2]

**Published on** Edge Hill University, October 2021

**DOI** 10.25416/ntr.16840531

**Authors** Fallin, Lee, Watling, Sue

**Abstract** The Designing for Diverse Learners Poster is a resource developed to help educators (teachers... [show]

Explore further

View on publisher site

Alert me about new mentions

## TWITTER DEMOGRAPHICS

## ATTENTION SCORE IN CONTEXT

The data shown below were collected from the profiles of 134 tweeters who shared this research output. [Click here to find out more about how the information was compiled.](#)



**ALD inHE** ALDinHE and LearnHigher  
@aldinhe\_uk

RT @NTRepository: Designing for Diverse Learners. Another awesome-ly useful insightful and practical poster from the amazing @LeeFallin and...

24 Jun 2022

**EHU | Centre for Learning and Teaching**  
@CLTatEHU

@LeeFallin - your posters just get better and better!

24 Jun 2022

**The National Teaching Repository**  
@NTRepository

Designing for Diverse Learners. Another awesome-ly useful insightful and practical poster from the amazing @LeeFallin and colleagues <https://t.co/eyXt5OmN1> (The other one can be viewed here: <https://t.co/W1M6j9b6>) <https://t.co/hw2GPR0SH4>

24 Jun 2022

**Averil Robertson**  
@Averil50

RT @LeeFallin: So happy to be re-sharing the Designing for Diverse Learners poster via @NTRepository. The poster was created by me & @sue...

10 Jun 2022

**Sanna Eronen**  
@sannamaria

RT @LeeFallin: So happy to be re-sharing the Designing for Diverse Learners poster via @NTRepository. The poster was created by me & @sue...

10 Jun 2022

**NTF Tweet**  
@NTF\_tweet

RT @LeeFallin: So happy to be re-sharing the Designing for Diverse Learners poster via @NTRepository. The poster was created by me & @sue...

10 Jun 2022

**Gabriella Rodolico**  
@Grodolico

Thanks @DavidWoodoff for pointing it out. What a great piece of work simple and effective, informative and accessible. I really enjoyed it with my morning coffe @LeeFallin @suewatling <https://t.co/cN2iCtBDMj>

17 Mar 2022

**EHU | Centre for Learning and Teaching**  
@CLTatEHU

RT @beld17: Oh my goodness @LeeFallin! Accumulated overnight in less than 12 hours .. amazing stats for this awesome poster. View it here:...

07 Mar 2022

**Jardin**  
@afdujardin

RT @NTRepository: Check out this brilliant poster: <https://t.co/W1M6j9b6> Thank you @LeeFallin for sharing! The power of #thechat <https://t.co/...>

02 Dec 2021

**Ashley Coffey** ✨ XR/VR/AR  
@ashleycoffey

Great resource to bookmark here for creating #inclusive content for learners: <https://t.co/HsnuSTXptq>

20 Nov 2021

Posted by u/LeeFallin 1 year ago

### Designing for Diverse Learners [Designing accessible resources for patrons]

[doi.org/10.25416/ntr.16840531](https://doi.org/10.25416/ntr.16840531)  
[Library Policy](#)

1 Comment · Share · Save · Hide · Report · 93% Upvoted

What are your thoughts?

Sort By: Best · Search comments · View discussions in 2 other communities

LeeFallin OP · 1 yr. ago

We've used this as a principle set of guidelines for our website and user support content. Wanted to share it here in case it is helpful for others. Using this as a policy had made our Library more inclusive and accessible.

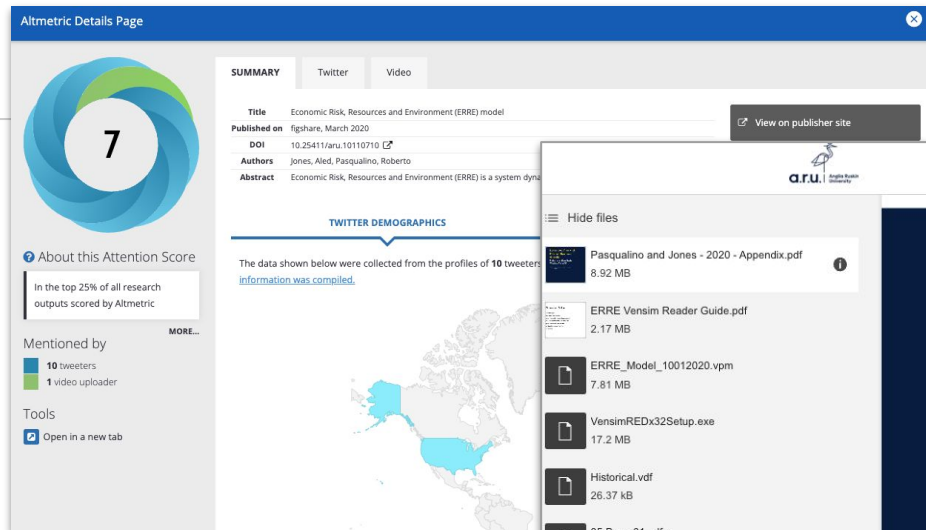


**Dr Lee Fallin** @LeeFallin · Oct 22, 2021

So happy to be re-sharing the Designing for Diverse Learners poster via @NTRepository.

The poster was created by me & @suewatling to help improve #accessibility & promote #inclusive resource design. #loveLD #LTHEchat #MIEExpert

Check it out: [doi.org/10.25416/ntr.16840531](https://doi.org/10.25416/ntr.16840531) [pic.twitter.com/Ca7waZtcYs](https://pic.twitter.com/Ca7waZtcYs)




**Resources, Financial Risk and Dynamics of Growth Systems and Global Society ONLINE APPENDIXES**

Roberto Pasqualino and Aled Wynne Jones  
 January 2020

**Hide files**

- Pasqualino and Jones - 2020 - Appendix.pdf 8.92 MB
- ERRE Vensim Reader Guide.pdf 2.17 MB
- ERRE\_Model\_10012020.vpm 7.81 MB
- VensimREDx32Setup.exe 17.2 MB
- Historical.vdf 26.37 kB
- 05 Base 01.vdfx 51.39 MB
- 05 ST Scenario 0 Calibration H.vdf 8.52 MB
- 05 ST Scenario 1 Fossil Shock 10 s10 H.vdf 8.52 MB
- 05 ST Scenario 1 Fossil Shock 10 s20 H.vdf 8.53 MB

**Economic Risk, Resources and Environment (ERRE) model**

[Cite](#) [Download all \(1.29 GB\)](#) [Share](#) [Embed](#) [+ Collect](#)

**Version 1 (old)** Software posted on 2020-03-04, 06:07 authored by Aled Jones, Roberto Pasqualino

**USAGE METRICS**

3023 views 4386 downloads 1 citations

**Economic Risk, Resources and Environment (ERRE)** is a system dynamics model whose purpose is to analyse the financial pressures emerging from global economic





**Aled Jones**

@aledjones\_gsi

RT @RobPasqualino: My presentation @WPISDclub @S\_D\_Society. Explains how different economics schools of thought can be found in the ERRE S...

10 Feb 2021



**Roberto Pasqualino (He/Him)**

@RobPasqualino

My presentation @WPISDclub @S\_D\_Society. Explains how different economics schools of thought can be found in the ERRE System Dynamics model. Thanks @CUSP\_uk @GSI\_ARU Model: <https://t.co/8K50IM9vBK> Video: <https://t.co/mAD5pE3Vab> <https://t.co/NAJy9LqtV9>

10 Feb 2021



**GSI**

@GSI\_ARU

RT @RobPasqualino: Thanks to the @S\_D\_Society, I am looking forward to bringing this along at the #systemdynamics Conference 2020 in July!...

09 Jun 2020



**Ian Christie**

@IanPChristie

RT @RobPasqualino: Thanks to the @S\_D\_Society, I am looking forward to bringing this along at the #systemdynamics Conference 2020 in July!...

08 Jun 2020



**Barry McGovern**

@Barrywind

RT @RobPasqualino: Thanks to the @S\_D\_Society, I am looking forward to bringing this along at the #systemdynamics Conference 2020 in July!...

08 Jun 2020



**CUSP**

@CUSP\_uk

RT @RobPasqualino: Thanks to the @S\_D\_Society, I am looking forward to bringing this along at the #systemdynamics Conference 2020 in July!...

08 Jun 2020



**Aled Jones**

@aledjones\_gsi

RT @RobPasqualino: Thanks to the @S\_D\_Society, I am looking forward to bringing this along at the #systemdynamics Conference 2020 in July!...

08 Jun 2020



**Marco A K M**

@akmmarco

RT @RobPasqualino: Thanks to the @S\_D\_Society, I am looking forward to bringing this along at the #systemdynamics Conference 2020 in July!...

08 Jun 2020



**System Dynamics Society**

@S\_D\_Society

RT @RobPasqualino: Thanks to the @S\_D\_Society, I am looking forward to bringing this along at the #systemdynamics Conference 2020 in July!...

08 Jun 2020



**Roberto Pasqualino (He/Him)**

@RobPasqualino

Thanks to the @S\_D\_Society, I am looking forward to bringing this along at the #systemdynamics Conference 2020 in July! Also thanks to @CUSP\_uk, @GSI\_ARU, @aledjones\_gsi for the support. More info, appendixes, and the ERRE model can be found here <https://t.co/8K50IM9vBK>

08 Jun 2020



**Roberto Pasqualino (He/Him)**

@RobPasqualino

Thanks to the @S\_D\_Society, I am looking forward to bringing this along at the #systemdynamics Conference 2020 in July! Also thanks to @CUSP\_uk, @GSI\_ARU, @aledjones\_gsi for the support. More info, appendixes, and the ERRE model can be found here [aru.figshare.com/articles/Econo...](https://t.co/8K50IM9vBK)





# The Swiss Cheese Respiratory Virus Defence

Overview of attention for research output published on figshare, October 2020



## About this Attention Score

In the top 5% of all research outputs scored by Altmetric

MORE...

## Mentioned by

- 6 news outlets
- 1 blog
- 3895 tweeters

## SUMMARY

News

Blogs

Twitter

**Title** The Swiss Cheese Respiratory Virus Defence

**Published on** figshare, October 2020

**DOI** 10.6084/m9.figshare.13082618

**Authors** Mackay, Ian M.

**Abstract** An infographic I made to help clarify that in order to best limit personal risk and community...

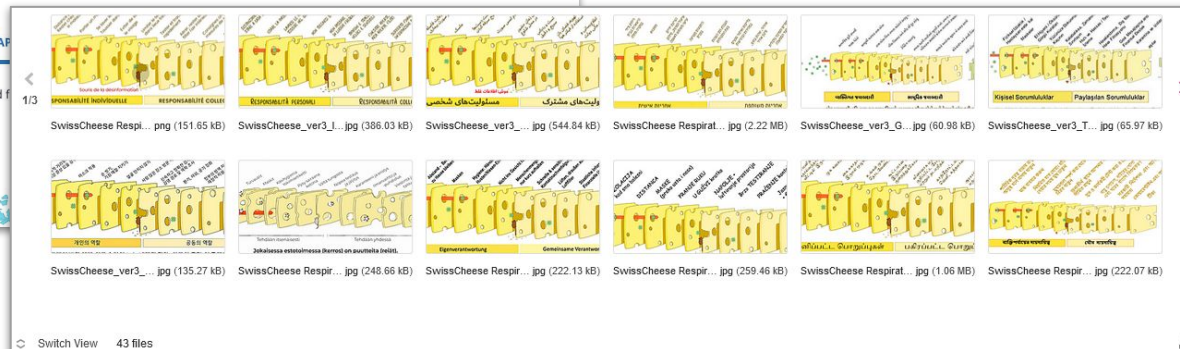
Explore further

View on publisher site

Alert me about new mentions

## TWITTER DEMOGRAPHY

The data shown below were collected from the tweets that mentioned this research output. [View the information was compiled.](#)



## The Swiss Cheese Respiratory Virus Defence

Cite

Download all (34.37 MB)

Share

Embed

+ Collect

**Version 26** Figure posted on 2022-10-17, 14:35 authored by Ian M. Mackay

An infographic I made to help clarify that in order to best limit personal risk and community risk from being infected by, or passing on, SARS-CoV-2 and any other respiratory viruses like influenza, RSV and rhinoviruses. We need to think of using a range of risk reduction measures. Each has its own failings and these can be affected by circumstances so layering them up helps avoid any single measure's (layer) problems (holes).

## USAGE METRICS

97458 views

17407 downloads

1 citations



## CATEGORIES

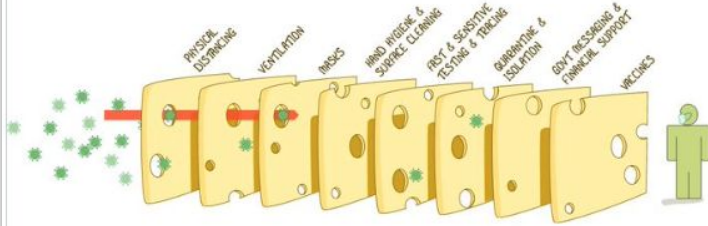
IAN M. MACKAY, PHD 🌱🧐🔗🧼🧻🧑🏻 @MackayIM · Oct 15, 2020

The new version as promised (ver2).  
It adds vaccines (at the end because gen1 won't simply fix everything) & tracing has been combined with the fast & sensitive testing slice.  
I've combined hand & surface cleaning.  
Constructive feedback welcome.

[Show this thread](#)

## THE SWISS CHEESE RESPIRATORY VIRUS PANDEMIC DEFENCE

RECOGNISING THAT NO SINGLE INTERVENTION IS PERFECT AT PREVENTING SPREAD



EACH INTERVENTION (LAYER) HAS IMPERFECTIONS (HOLES).  
MULTIPLE LAYERS IMPROVE SUCCESS.

IAN M. MACKAY  
VIRALDEFENCE.COM  
BASED ON THE SWISS CHEESE MODEL OF ACCIDENT ORIGINATED BY SWISS 'T' BUREAU, 1990  
VERSION 1.0 (OCT 2020)



Damian @DamianTheAussie · Oct 18, 2020

Replying to @MackayIM

The only thing missing from this great illustration, but which plays a very real part in the real world, is media/misinformation. I feel like there should be another red arrow going through every single slice to represent this.

1 2 4



IAN M. MACKAY, PHD 🌱🧐🔗🧼🧻🧑🏻 @MackayIM · Oct 18, 2020

Replying to @DamianTheAussie

That's a good suggestion!

1 2



Vincent Rajkumar  
@VincentRK

RT @70sBachchan: @VincentRK Exactly. A lot that individuals can do given 11 more weeks of an incompetent govt during a huge surge in cases....

07 Nov 2020



Maria Kruse • NDS  
@belden\_trixi

The Swiss Cheese Respiratory Virus Defence <https://t.co/NnN1f7FJU>

07 Nov 2020



Greenfairy  
@Greenfairy\_1

RT @70sBachchan: @V2019N That no single layer helps stop the virus from infecting one person to the next as much as all the layers together...

07 Nov 2020



Rick Harp  
@theRickHarp

RT @70sBachchan: @V2019N That no single layer helps stop the virus from infecting one person to the next as much as all the layers together...

07 Nov 2020



Albert Pinto  
@70sBachchan

@ClimateHuman Wish ppl understood that many "Swiss Cheese" actions can be done by individuals protecting each other even if there is an incompetent Trump govt! <https://t.co/GAFswOfTQU>

07 Nov 2020



Albert Pinto  
@70sBachchan

@VincentRK Exactly. A lot that individuals can do given 11 more weeks of an incompetent govt during a huge surge in cases. <https://t.co/GAFswOfTQU>

07 Nov 2020



debater85  
@debater85

RT @70sBachchan: @V2019N That no single layer helps stop the virus from infecting one person to the next as much as all the layers together...

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Achilleas Kostoulas  
@AchilleasK

RT @70sBachchan: @V2019N That no single layer helps stop the virus from infecting one person to the next as much as all the layers together...

07 Nov 2020



Petit Nicolas  
@L\_petit\_Nicolas

RT @70sBachchan: @V2019N That no single layer helps stop the virus from infecting one person to the next as much as all the layers together...

07 Nov 2020



Marc Arenstein  
@marcarenstein

@mialanda @MackayIM @UQ\_News @kat\_arden looking at the slides at <https://t.co/f4UoLp50M> on Fri Nov 6, slide: 1 German 2 and 12 French 3 to 5 and 8 Spanish 6 and 7 English 9 Icelandic 10 Greek 11 Portuguese 13 Italian 14 Persian 15 Hebrew


06 Nov 2020



UW-Madison Biochem  
@UWBiochem

The Swiss Cheese Respiratory Virus Defence. Sconnies should get this:  
[doi.org/10.6084/m9.fig..](https://doi.org/10.6084/m9.fig..)

9:59 AM · Oct 13, 2020



25

About this Attention Score

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**Title** Responsible metrics: what's the state of the art?

**Published on** Loughborough University, October 2019

**DOI** 10.17028/rd.lboro.10003274

**Authors** Gadd, Elizabeth


**Abstract** Presentation given at the FORCE2019 conference in Edinburgh on Wednesday 16 October, 2019

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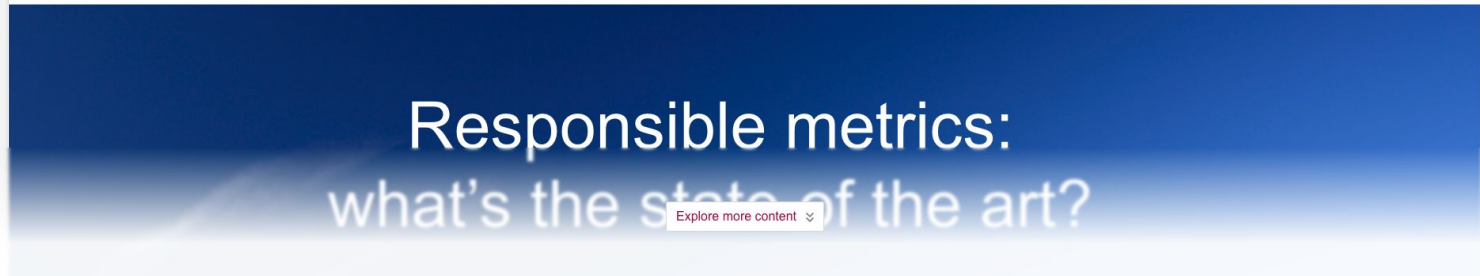
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Loughborough University

Dr Elizabeth Gadd  
@lizziegadd



Responsible metrics:  
what's the state of the art?

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FORCE19-V3-Responsible-Metrics-201.... pdf (7.32 MB)

1/65

Responsible metrics: what's the state of the art?

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**GRE Research Development Services**  
@GRE\_Research

...

We've been (re)considering metrics, and have just been musing around @LizzieGadd's 'Responsible metrics: what's the state of the art' ([doi.org/10.17028/rd.lb...](https://doi.org/10.17028/rd.lb...)) Plenty of food for thought!

6:50 AM · Sep 14, 2020

2 Retweets 6 Likes



Tweet your reply

Reply



**Dr Elizabeth Gadd @lizziegadd@mastod...** @Lizzi... · Sep 14, 2020 ...

Replying to @GRE\_Research

Thank you! The live recording of this session is linked to from my blog if of interest!



[lizziegadd.wordpress.com](https://lizziegadd.wordpress.com)

Recorded talks

For recordings of some recent talks, please click on the links below. The growth and limitation of ...



2



**Dr Elizabeth Gadd @lizziegadd@mastodon.online**  
@LizzieGadd

...

The slides from my recent #FORCE2019 talk on Responsible Metrics: What's the State-of-the-Art? are now available on @lborouniversity's Research Repository at [doi.org/10.17028/rd.lb...](https://doi.org/10.17028/rd.lb...)

7:00 AM · Oct 22, 2019

26 Retweets 6 Quotes 41 Likes



**Rebecca Welzenbach**  
@Rwelzenb

Really useful and important guidance!

22 Oct 2019



**Cecilia Arighi**  
@ArighiCecilia

@LizzieGadd your talk was very enlightening. Thank you for sharing your perspective about metrics at #force2019

22 Oct 2019

# Tips and final thoughts

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Use a Figshare repository to publish and share your NTROs

- All research outputs in one place following best practices
- It provides persistence, discoverability, and reusability

Promote what you've shared

- When promoting your research, ALWAYS link directly to the research output
- There is nothing wrong with self-promotion or promoting colleagues
  - But make your mentions and posts about the research
- Collaborate on campus: more people sharing = higher visibility

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# Thank you!

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**Shannon O'Reilly**  
**[s.oreilly@digital-science.com](mailto:s.oreilly@digital-science.com)**



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# Q&A

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**Andrew McKenna-Foster**  
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**[s.oreilly@digital-science.com](mailto:s.oreilly@digital-science.com)**