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“The Bigger Impact Picture”

Nicolo’ Pierini – Open Access
Business Development Executive
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www.tandfonline.com/page/openaccess

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TIME TO
EVALUATE



www.howresearchers.com



A promotional graphic for a podcast. The background is dark blue with glowing orange and purple particle trails. The title 'HOW RESEARCHERS CHANGED THE WORLD' is centered in large white letters. Below the title, it says 'LAUNCHING 7TH MAY' and 'WWW.HOWRESEARCHERS.COM SUPPORTED BY TAYLOR & FRANCIS GROUP'. At the bottom, there are logos for 'Apple Podcasts', 'Spotify', and 'STITCHER', along with the text 'AVAILABLE ON'.

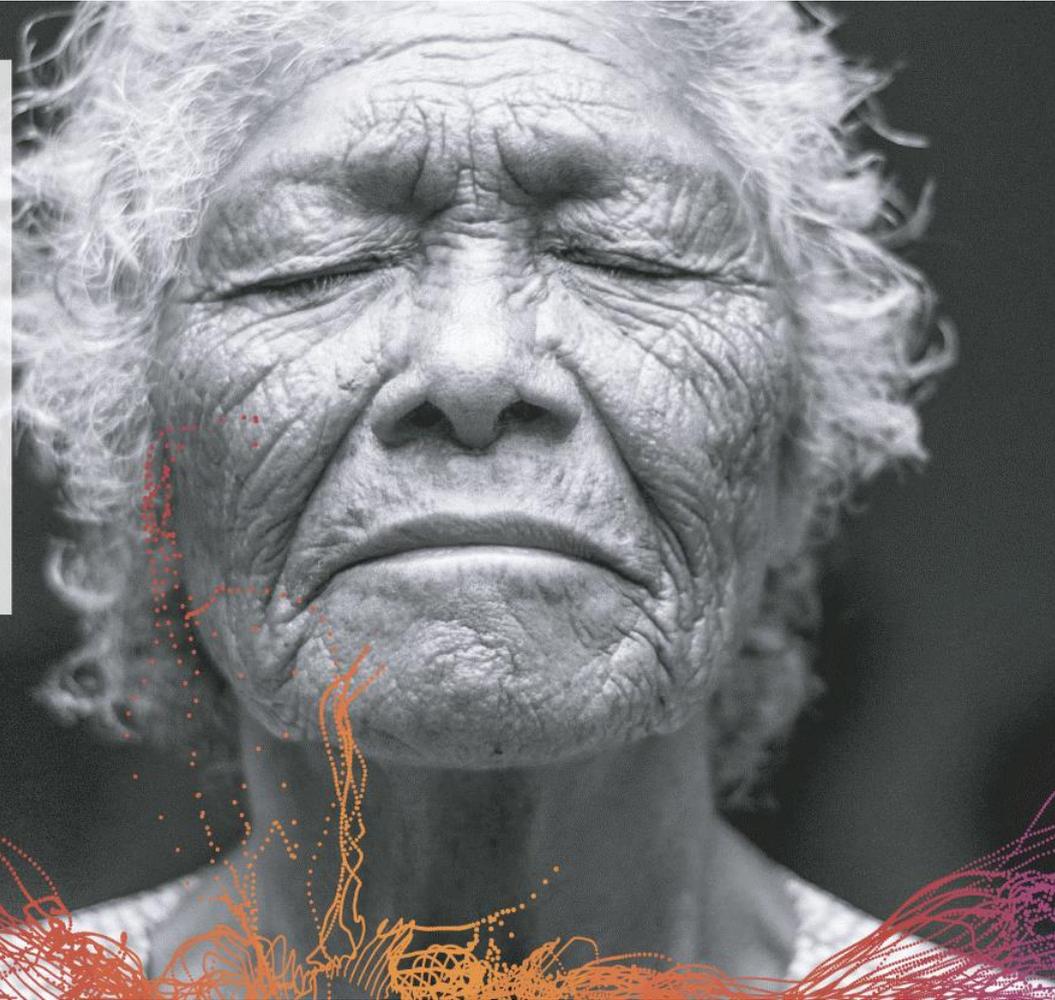
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**“I think music,
for me, is just a
fundamental part
of a human being,
that direct link to
emotion.”**

– Dr Orii McDermott, Senior
Research Fellow at University of
Nottingham





EPISODE 3

Seline Meijer: The human side of conservation: people's needs and planting trees in sub-Saharan Africa

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Getting your research into the European Parliament

Why?

HELPS MEPs SCREEN/PROPOSALS FROM THE EUROPEAN COMMISSION

INFORMS POLICES AND LAWS

DEMONSTRATES THE SOCIAL IMPACT OF RESEARCH...

...WHICH IS HIGH ON THE AGENDA FOR EU UNIVERSITIES AND FUNDERS

The routes in:

COMMITTEE HEARINGS

EUROPEAN COMMISSION PROPOSALS

MEP INITIATIVES AND EVENTS

THE EUROPEAN PARLIAMENTARY RESEARCH SERVICE (EPRS)

INTERGROUPS

CORRESPONDENCE WITH INDIVIDUAL MEMBERS

A CIBILITY, THINK TANK, OR EVIDENCE BROKER

TOP 10 TIPS:

Making connections

1. BE VISIBLE ONLINE OR AT EVENTS SO POLICY MAKERS CAN FIND YOU. MAKE SURE YOUR CONTACT DETAILS ARE EASY TO FIND.

2. INVEST TIME TO FIND OUT WHO IS MAKING THE POLICY DECISIONS.

3. TEAM UP WITH RESEARCHERS FROM OTHER FIELDS, NGOs AND LOCAL ORGANIZATIONS TO WIDEN YOUR CONNECTIONS.

4. USE NETWORKS WITHIN YOUR INSTITUTION OR PROFESSIONAL ASSOCIATION.

Presenting research

5. SOMEONE IS REPRESENTING YOU IN PARLIAMENT. FIND OUT WHO YOUR MEP IS AND GET IN TOUCH WITH THEM.

6. PUT YOURSELF IN THE MIND OF A POLICY MAKER. DON'T TELL POLICY MAKERS WHAT YOU WANT, ASK THEM WHAT THEY NEED.

7. THINK: FIND OUT WHERE YOUR TOPIC IS IN THE POLICY CYCLE - A USEFUL TOOL IS THE LEGISLATIVE TROOP SCHEDULE.

8. TRANSLATE: EXPLAIN YOUR RESEARCH IN A WAY THAT NON-SPECIALIST POLICY MAKERS WILL BE ABLE TO UNDERSTAND.

9. IN SHORT USE SHORT KEY MESSAGES WITH LINKS TO EVIDENCE. CONSIDER VISUALS - A PICTURE CAN PRINT A THOUSAND WORDS.

IT'S NOT HOW BIG OR HOW MANY WORDS YOU SAY BUT HOW CLEARLY YOU COMMUNICATE YOUR MESSAGE.

10. PROVIDE CONTEXT: HOW DOES YOUR RESEARCH FIT INTO THE BIGGER POLICY QUESTION? BE HONEST ABOUT STRENGTHS AND LIMITS.

AUTHOR SERVICES

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Home > Insights > Research communication > Science communication: the view from researchers, policy makers and journalists

Science communication: the view from researchers, policy makers and journalists

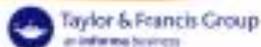
Highlights from a 'Standing up for Science' workshop in Brussels

We're proud to support the popular 'Standing up for Science' EU workshops run by Sense about Science. At these day-long events, researchers can learn how the media works, how evidence informs policy, what journalists and policy makers want and need from researchers, and how to communicate research effectively.

Applications are open for the next 'Standing up for Science' workshop which will be held at Science Gallery Dublin on 22 March. [Apply for your free place today.](#) The closing date for applications is 20 February 2019.



Read in full at: <http://bit.ly/researchineuropeparl>





Research metrics

A simple guide



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How to use research metrics

FOR RESEARCHERS

Metrics can help you to choose which journal to submit your work to, and assess the ongoing impact of an individual piece of research (including your own).

FOR JOURNAL EDITORS

Metrics can help you assess your journal's standing in the community, raise your journal's profile, and support growth in high-quality submissions.

FOR LIBRARIANS

Metrics can help you to select journals for your institution, and analyze their usage and impact. They can also help you assess the impact of research published by those in your institution.



Journal Metrics



Article Metrics





Delivering reach for research

How we're using marketing automation to share the **right research** at the **right time** with the **right person**

↑
Grows individual journal circulation and impact

Growing journal circulation

Helps librarians to meet their users' needs

Tracking access requests at institutions globally to inform librarians of their users' needs

Tracking institutional research output to update libraries on researchers' publishing activities

Leading to tailored content solutions based on current and emerging reader and author behavior



Tracking impact

Enables authors to track their research impact

Authors receive article metrics updates 6 and 12 months after publication

Quick links to share on social media

Citation alerts powered by **WEB OF SCIENCE™**

Including links to citing article



Click-through rate for citation alerts is **6x higher** than industry standard

50% of researchers opening 6-month updates click on social media links



2.1 million readers reached annually

Reaching readers

Delivers visibility for articles and journals

A showcase of the latest research delivered to readers via email

Tailored to readers' subject preferences
Featuring personalized calls for papers including publishing guidance from Author Services

Content is always relevant so readers never opt out

Our unsubscribe rate is **6x lower** than industry average



Informing authors

Helps authors to share their newly published work

Automated alerts at key stages in the publishing journey

Accepted manuscript · Version of record · Assigned to a journal issue

Links to access 'Authored Works'
Authors can download the PDF or view the HTML of their article

Sharing services

Free e-prints for authors of non-OA articles to share their work with peers
Quick links to share on social media

Brand visibility for individual journals in every alert

Adapts to every journal's publishing model



380,000 free e-prints issued

Informed **180,000+** authors in 2018



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Informing authors

Helps authors to share their
newly published work

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Sharing services

- Free e-prints for authors of non-OA articles to share their work with peers
- Quick links to share on social media



A grayscale background image of a woman with long hair, looking through a magnifying glass. The magnifying glass is positioned over the text, making it appear as if she is examining it closely.

Informed
180,000+ authors
in 2018

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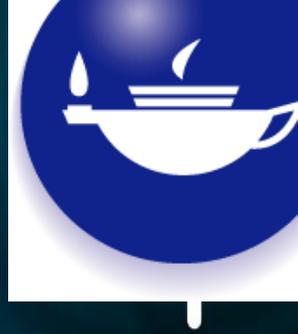


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380,000
free e-prints issued





Tracking impact

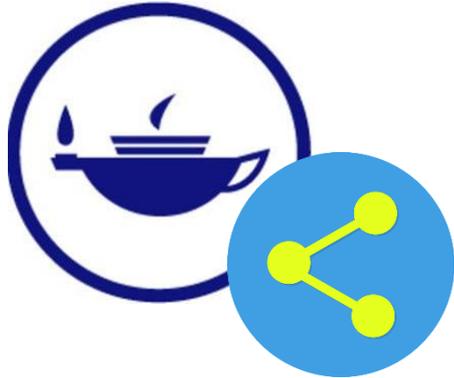
Enables authors to track their research impact

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Taylor & Francis Open Research initiatives



Taylor & Francis Data Sharing Policies

- We launched our data sharing policies at the start of 2018.
- Policies are tiered, with the Basic policy encouraging authors to deposit data in a suitable repository and provide a Data Availability Statement, through to our Open Data and Open + FAIR which mandate the sharing of data. All policies make exceptions to data sharing for privacy, legal or ethical reasons.
- To date, over 1,600 T&F journals have a data sharing policy in place.

Initiative for Open Citations (I4OC)

- A collaboration between publishers, researchers and organizations to promote access to data on citations that is structured, separable and open.
- *“We believe that opening up and linking citation data, and enhancing the discoverability of content will improve knowledge, accelerate research and allow exciting new services to be developed for the benefit of all the players in the research network.” – Deborah Kahn, Publishing Director, Taylor & Francis*

I4OC

Metadata 2020

- Metadata 2020 is a collaboration that advocates richer, connected, and reusable, open metadata for all research outputs, which will advance scholarly pursuits for the benefit of society.
- *“Richer metadata should be a high priority for all publishers and stakeholders. It’s not an operational issue but a strategic priority, for the research community and also for increased visibility and usage of content.” – Ginny Hendricks, Outreach Director, Crossref*



Open Science Badges

- From the Center for Open Science. Aim is to award authors contributing to scientific transparency and their efforts to make their research more open.
- *“It is only after many studies conducted on the same question can be combined and evaluated in a meta-analysis that research becomes convincing. To make these meta-analyses studies more effective, we need to make it easier to conduct them by sharing data.” – Jon Grahe, Editor, Journal of Social Psychology*

Code Ocean Trial

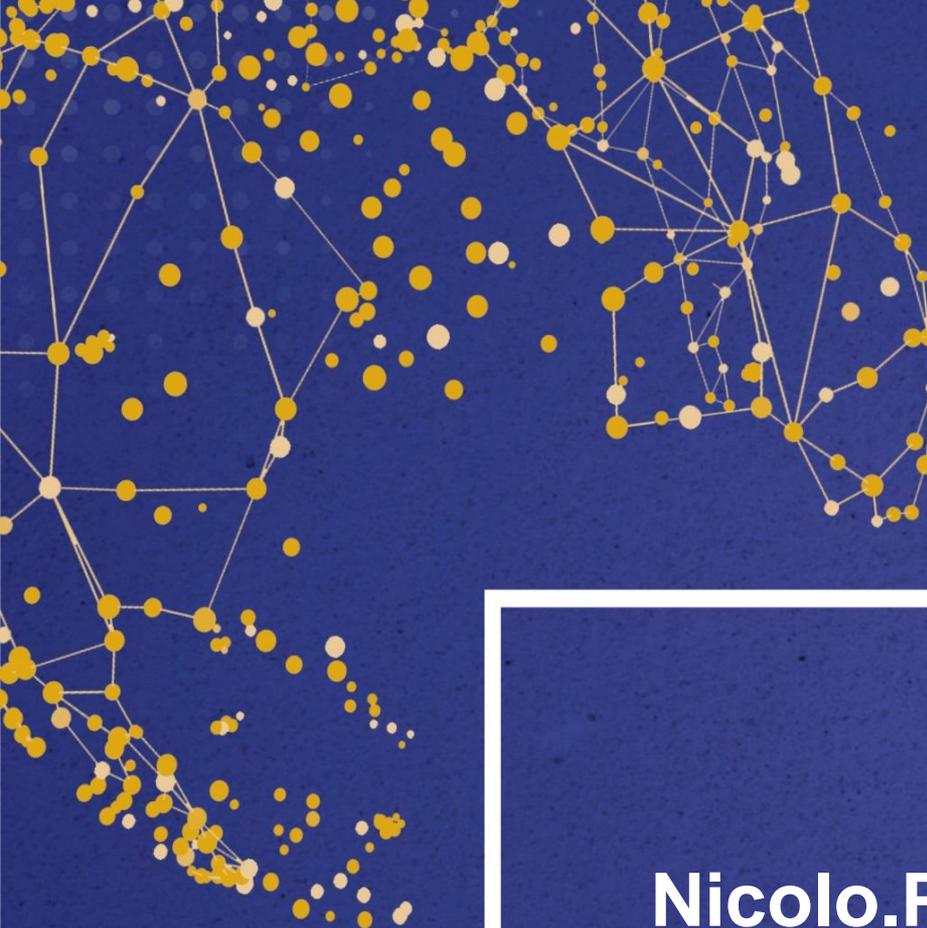
- A cloud-based computational reproducibility platform that provides researchers and developers an easy way to share, discover, and run code. Currently available on 25 Taylor & Francis journals.
- A compute capsule will get a DOI and be embedded within your article upon the manuscript’s publication, enabling readers to view and verify the article’s results. Code Ocean capsules can be freely edited, modified, or downloaded by readers for extension and reuse.



Sketchfab

Sketchfab

- 3D content platform which develops an exciting new feature for journals on Taylor & Francis Online. 3D models, can now be published in the main text of an article. This pilot program makes Taylor & Francis the first major publisher to incorporate 3D models within the HTML version of online journal articles.
- Publishing these models will help readers to interact with research in a new way and promote better understanding of results. Authors using this new feature will also benefit from increased discoverability of their research



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Thank you!

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