NOTTINGHAM TRENT UNIVERSITY

PUBLICATION GOOD PRACTICE GUIDELINES: NON-STANDARD OUTPUTS

Background

The Publication Good Practice Guidelines: Non-standard outputs have been produced within the wider context of:

- The commitment made by the Research Excellence Framework (REF) "that all forms of research output will be assessed on a fair and equal basis."
- The emphasis within the REF on impact (in terms of the reach and significance of a research output), and the challenges attendant on proving impact in non-standard outputs.

Examples of non-standard outputs recognised by the REF include:

- Compositions
- Designs
- Exhibitions
- Patents
- Performances
- Works of art

Purpose

These guidelines provide information on how to prepare and disseminate non-standard research outputs in a way which helps to maximise their intellectual, scientific, economic, social and cultural impact, and increase the visibility of research produced by NTU staff. The guidelines provide tips and advice on how to:

1. Choose appropriate places in which to present your output
2. Evidence impact
3. Decide where to publish
4. Disseminate your research for optimal visibility

It is anticipated that the guidelines are used as a framework to help researchers develop a publication strategy; some of the advice provided in the guidelines may not be applicable for all discipline areas, and so academic judgment on the most suitable source to publish, and the most appropriate way to disseminate research outputs, remains paramount.

1. Where to present your non-standard output

There are many tools to help researchers to choose where to publish standard research output for maximum impact. However, the variety of non-standard outputs makes generalisation difficult.

Some non-standard outputs leave little choice as to where to present them, e.g. Patents. However, where there *is* choice, it is important to consider:

- Will my target audience see my research here?
- How *many* people will see my research here?
- Will I be able to prove the impact that my research has, if I present it here?

For instance, if you are choosing to exhibit your output, it would be worth considering

- The reputation of the venue (locally, nationally or internationally renowned?)
- The number of visitors their exhibitions regularly attract.
- Whether their exhibitions usually receive critical reviews in local or national newspapers, or journals.
- Will there be an exhibition catalogue?

Advice on approaching galleries and working with curators is available from ArtQuest, a resource for visual artists, and LUX, an international arts agency for the support and promotion of artists' moving image practice.

2. Evidence of impact

There are numerous ways to demonstrate that your work has reached an audience. In particular, prizes and invitations to take part in exhibitions serve as measures of proxy peer review for artistic and creative research outputs and are highly regarded by the REF.

2.1 Quantitative indicators

You will want to work with the venue exhibiting your work to ensure that they understand what data you need to collect and identify any additional steps you may need to take.

- Audience/visitor numbers
- Ticket income
- Number of downloads/views of online material
- Sales of exhibition catalogues and accompanying material

Such information, if used without further context, is a crude measure of impact. It will be more powerful if you can break it down by demographic or location to demonstrate you have reached particular groups or that you exceeded the number of visitors the venue usually attracts. You may wish to profile a sample of visitors to obtain more detailed data.

2.2 Qualitative indicators

Alongside the data on how many people your work has reached, analysis of the following sources will help you evidence the impact of their attendance.

- Visitor surveys
- Guest books
- Comments on accompanying websites and social media

You may also be able to make use of the following sources.

- Gallery or venue reports corroborating the above types of quantitative and qualitative data.
- Personal testimonials from venue directors or curators.

3. Decide where to publish

One of the challenges facing creative practitioners is how to articulate and communicate the research that underpins their work in order to reach an academic audience. Consider if there is the potential to present your work at a conference or contribute to a journal or book.

3.1 Identifying places to publish

- Search journal databases to find out which titles have published articles that relate to your practice or research interests. The following databases are good places to start and available from Library OneSearch: Art Full Text; ARTbibliographies Modern; DAAI (Design and Applied Arts Index).
- Look at the Scimago list of Visual Arts and Performing Arts journals.
- Is there a publishing opportunity via a professional society e.g. The Society of British Theatre Designers publishes a quarterly magazine, Blue Pages, or galleries e.g. Tate Papers
- Consider publishers with a focus on creative practice.
  - Intellect publishes books and journals covering visual arts; film studies; cultural and media studies; and performing arts.
  - Bloomsbury publishes books and journal in art and visual culture; design; drama and performance; fashion; interior design and architecture; photography; and textiles.
  - Phaidon

- Consider publishing in a title that goes beyond the traditional text-centric journal article format whilst offering the academic rigour of peer-review .
  - The Journal for Artistic Research is an online open access journal which offers contributors a dynamic online canvas where text can be woven together with image, audio and video in a manner that respects artists' modes of presentation.
  - Visual Communication published by Sage includes academic papers, visual essays, short reflective papers by practitioners on aspects of their work, reviews - including books, magazines, films, CD-ROMs, websites, exhibitions and artefacts - covering what's going on in the field of visual communication.

4. Disseminate your research for optimal visibility

Effective dissemination relies on the use of varied channels, including publications and reports, web sites and social media, meetings and conferences, person-to-person communications, formal collaborations and information networks. You will need to ensure that you orient toward the needs of the audience, using appropriate language and information level. In creating a dissemination strategy, researchers should consider several key questions:

- Goal: What are the goals and objectives of the dissemination effort? What impact do you hope to have?
- Audience: Who is affected most by this research? Who would be interested in learning about the study findings? Is this of interest to a broader community than fellow researchers?
- Medium: What is the most effective way to reach each audience? What resources does each group typically access?
- Execution: When should each aspect of the dissemination plan occur (e.g. at which points during the study and afterwards)? Who will be responsible for dissemination activities?

There will be a symbiotic relationship between your dissemination strategy and those activities undertaken to achieve impact.

1. Free media coverage can be an easy way to get results out to as many people as possible. Use your local newspaper, television and radio outlets - press releases offer one of the most efficient and effective ways to disseminate information, particularly to the media and other organisations. The NTU Communications Team will be able to help you disseminate research findings widely through public media.

2. Develop a "research summary document" which clearly and concisely summarises the key conclusions of your research. Alternatively, flyers, posters, brochures, or research briefs about research projects and findings offer a concise and visually-appealing way to disseminate information to broad audiences. The AHRC impact case for 'At home in Renaissance Italy' demonstrates how you can communicate the research that underpins your work.

3. Become an author for The Conversation. The Conversation is an independent source of news and views, sourced from the academic and research community and delivered direct to the public. The team of professional editors work with university and research institute experts to unlock their knowledge for use by the wider public. The Conversation also acts as a media resource, providing free content, ideas and authors to follow up for press, web, radio or television. You can write about your research in general terms for the public, and then either link out or provide a reference to the scholarly article which sits alongside this, as this example illustrates. This Conversation article links out to two related open access articles by the same author, both of which have received citations, and an article in an professional journal. The Conversation also captures social media mentions, so you can see the reach and proliferation of discussion arising from your research.

4. Speaking at your discipline's key conferences; present preliminary research findings at a meeting or conference and consider making your presentation materials available on a sharing site such as SlideShare so that others may discover and share your materials post-event.

5. Set up a web site or start a blog devoted to the research project. Research indicates that blogging about a research paper causes a large increase in the number of abstract views and downloads in the same month (McKenzie and

Ozler[1]). Academic blogging gets your work and research out to a potentially massive audience at very low cost and relative amount of effort. The *Impact of Social Sciences Project* based at the LSE suggests that setting up a multi-author blog is the best way to achieve consistently strong posts and a dedicated readership; it also states that it is important to ensure that every article has a narrative title, so that readers can quickly understand what the article is about and why they should read it - narrative titles can also be easily re-tweeted on Twitter, a potent means of spreading knowledge of key messages. For an example of a multi-author blog, see the Theorising Visual Art and Design (TVAD) Research Group Blog, based in the School of Creative Arts at the University of Hertfordshire. In addition, the University of Warwick have produced a number of useful guides to blogging including, an Easy guide to research blogging, a Guide to building blog readership for researchers and Making your blog more interactive.

6. Register with social media profile sites and starting a library of publications related to a research project (or by author) so that you can share the research project library with users. Sites to consider include:
    - Academia.edu
    - Kudos
    - LinkedIn
    - Mendeley
    - Piirus
    - ResearchGate
    - Selected Works
    - Zotero

   It is recommended that you add listings of your publications on numerous sites, but rather than uploading the full text of papers to external sites, you should include reference details only and link back to IRep for the full text. Kelly and Delasalle[2] provide evidence which suggests that the search engine ranking of a page will be boosted if there are lots of links to it from an external domain, so as well as raising awareness of your research, you can use profile sites to help drive traffic to the repository and increase the number of downloads. A summary of this paper is available as a one-minute Vimeo clip. As well as being indexed by Google, IRep offers many advantages including a permanent archive and a persistent URL.

7. Communicate information about your research via Twitter. Twitter provides an efficient platform for communicating and consuming research. For practical guidance on getting started and background information on the benefits of using Twitter, see the LSE Public Policy Group's guide to Using Twitter in university research, teaching and impact activities. Also, see Melissa Terras' post: Is blogging and tweeting about research papers worth it? The Verdict; this provides evidence that the papers that she tweeted and blogged about had at least more

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[1] McKenzie, D. Özler, B. (2011) The Impact of Economics Blogs, Policy Research Working Paper 5783.

[2] Kelly, B. and Delasalle, J. (2012) Can LinkedIn and Academia.edu enhance access to open rRepositories? In*: OR2012: the 7th International Conference on Open Repositories*, 9.7.12-13.7.12, Edinburgh, Scotland. Available at: http://opus.bath.ac.uk/30227/

than 11 times the number of downloads than their sibling paper which was left to its own devices in the institutional repository.

8. Contribute to a wiki in your area of work or research. Wikis can focus on a particular subject area, enabling researchers in the field to develop a specialist resource such as a community of practice, online manual etc.

   Wikipedia has a broad range of topics to which you can contribute, but if there isn't a page in existence, why not create one; you can find out how here: http://en.wikipedia.org/wiki/Wikipedia:Your_first_article. As wikis are generally easy to use, they are a great way of enabling members of the public to contribute to a research project, such as 'crowdsourcing'. They can be configured to allow as much editorial control as required, e.g:

   - National Gallery Research Wiki set up to present and discuss some of the results of research carried out within or in association with the National Gallery, London.

9. Create a podcast describing the research project and submit it to YouTube or Vimeo. E.g.:

   - Faith and Fashion – London College of Fashion discussions about the interrelationship between religious faith and fashion.
   - TED – Dutch artist Theo Jansen demonstrates his lifelike kinetic sculptures to an audience at TED.

   Also, see the Washington University YouTube channel for examples of podcasts describing research projects.

When disseminating and sharing your output use a combination of different methods. For instance, NTU's Advanced Textiles Research Unit uses a mixture of Twitter, Facebook and Blogging software to communicate their work to the outside world:

- https://twitter.com/advancedtextile
- http://www.facebook.com/NTUAdvancedTextiles
- http://ntuadvancedtextiles.wordpress.com/

Wherever possible use tools that will help you measure how many people access your online information, e.g. Google analytics

Further support

The Library Research Team is able to provide you with advice and guidance on all elements of the NTU Publications Strategy and the Publication Good Practice Guidelines. The team delivers events on open access publishing, developing an effective publication strategy, increasing citations, and how social media can help you to increase the impact of your research, including:

- Deciding where to publish
- Prepare your publication for maximum citation
- Disseminate your research for optimal visibility

Please check the library research support web pages for more details, and information on how to book onto an event:
http://www.ntu.ac.uk/library/research_support/training-support/index.html

Good Practice Guidelines series

NTU Good Practice Guidelines: Monographs
NTU Good Practice Guidelines: Journal Articles

Library Research Team Listing

Research Support Librarian	Subject responsibilities
Victoria Boskett	• Animal, Rural and Environmental Sciences • Science and Technology
Heather Parsonage	• Architecture, Design and the Built Environment • Art and Design • Arts and Humanities
Sharon Potter	• Business • Education • Law • Social Sciences
Research Data Management Officer	**Subject responsibilities**
Benjamin Veasey	• All Schools

Other supporting documents

- NTU Freedom of Speech Policy
- NTU Publications Strategy

Responsibility

Document Owner	Pro Vice-Chancellor for Research

Document Review

The Guidelines will be reviewed by the Pro Vice-Chancellor for Research in association with the University Research Committee in June 2017.