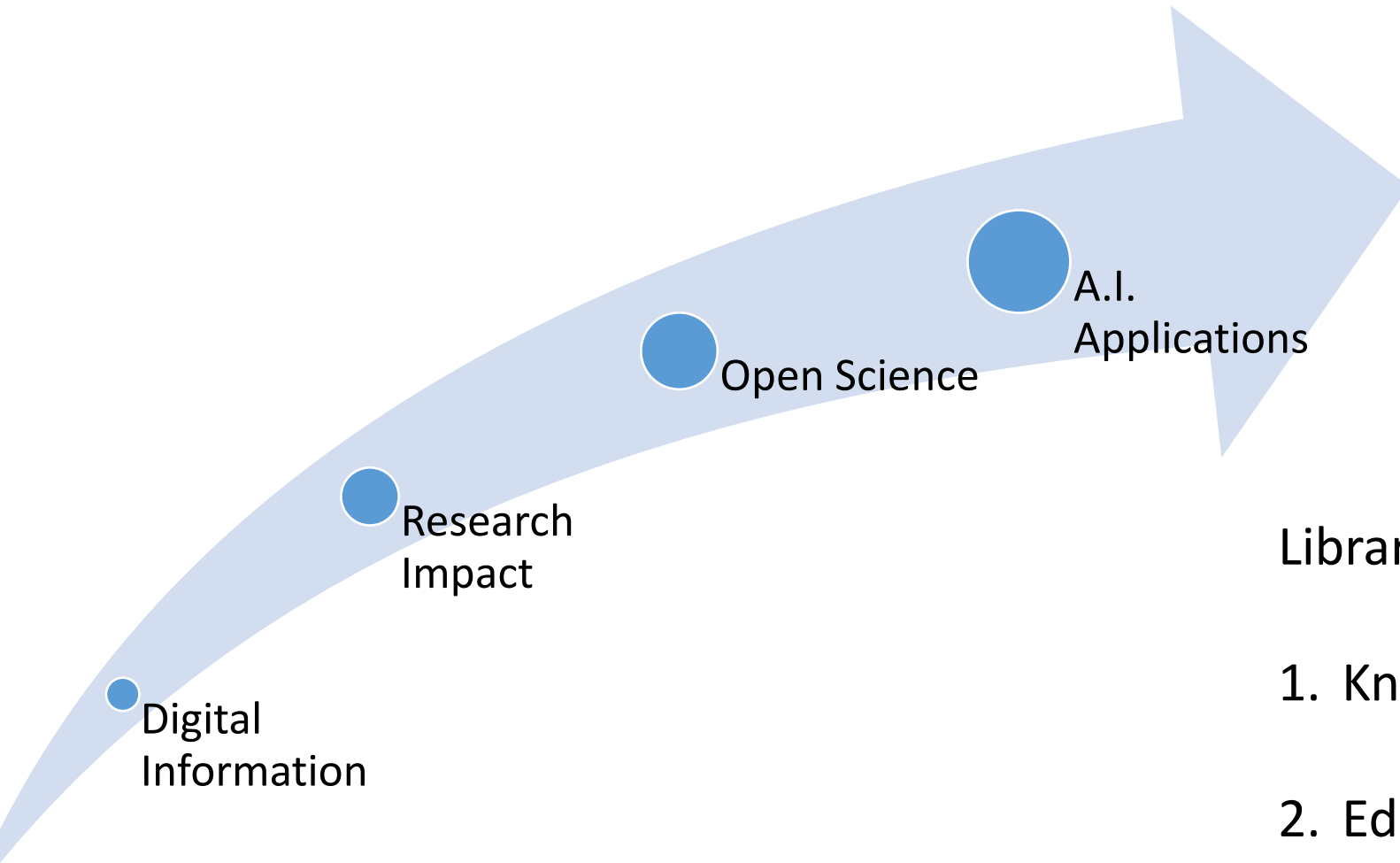




To be Future Ready.....



*Future ready means,  
“same roles,  
but different jobs!”*

Librarians' roles:

1. Knowledge Management & Access
2. Educational Support
3. Community & Cultural Engagement

Research  
Output



Citations



Visibility



Social Impact

Research Impact

Open Access



Open Data



Open Peer  
Review



Open  
Innovation

Open Science

Task Specific



Conversational  
Search

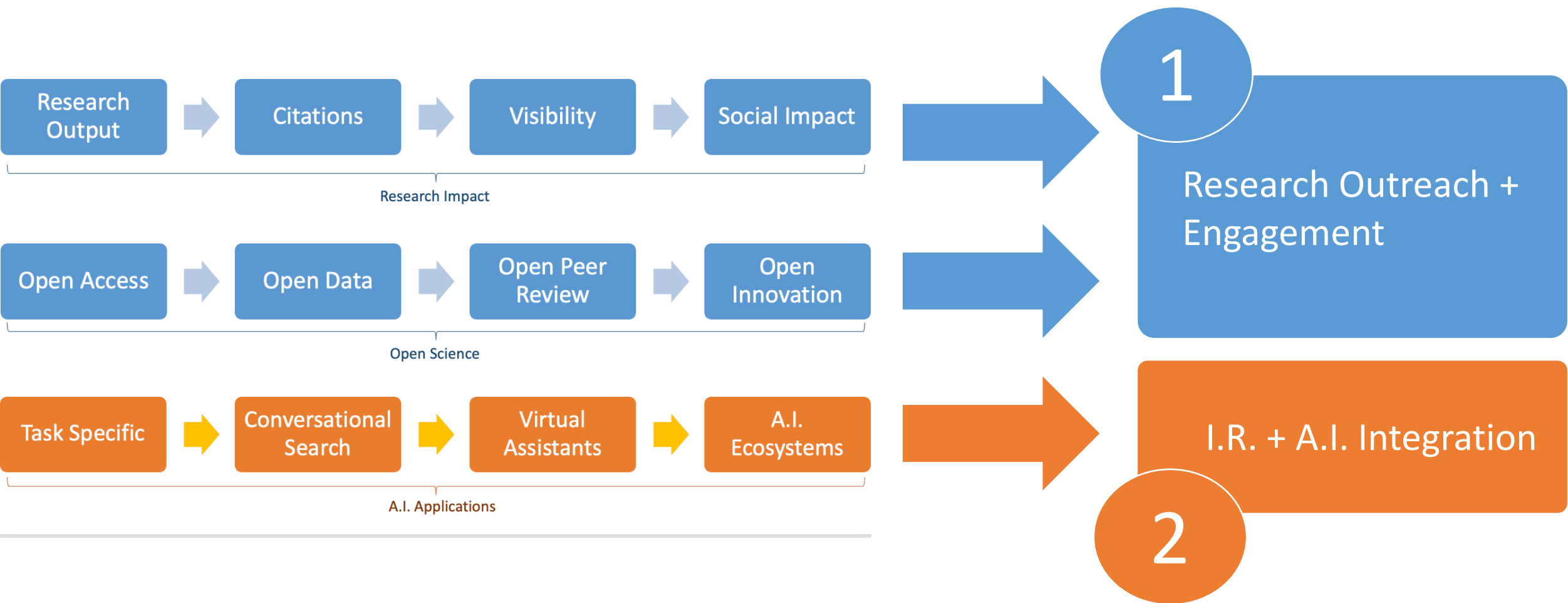


Virtual  
Assistants



A.I.  
Ecosystems

A.I. Applications



# Proactive Librarianship:

Amplifying Research Visibility and  
Impact



Wong Woei Fuh PhD MBA  
iesResearch  
Singapore

NEWS FEATURE • 13 DECEMBER 2017

# The science that's never been cited

Nature investigates how many papers really end up without a single citation.

Richard Van Noorden

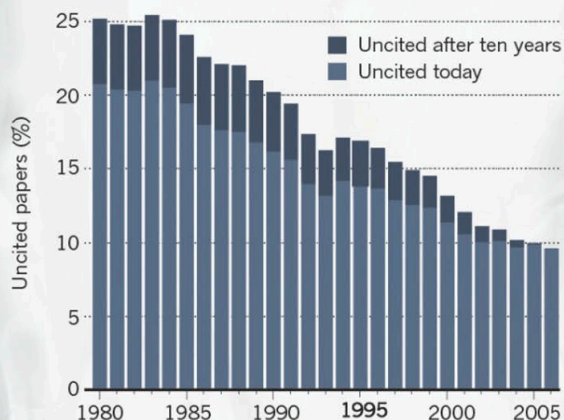


## UNCITED SCIENCE

Data from the Web of Science give an incomplete picture of how much science is never cited: many papers it records as having no citations have actually been cited somewhere.

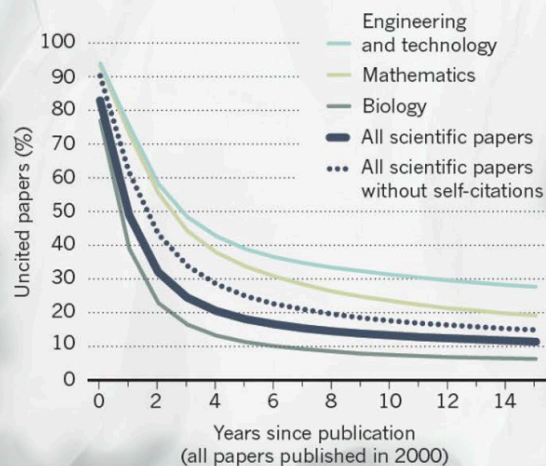
### Downward trend

The share of scientific articles recorded as 'uncited' in each year is falling.



### Disciplinary differences

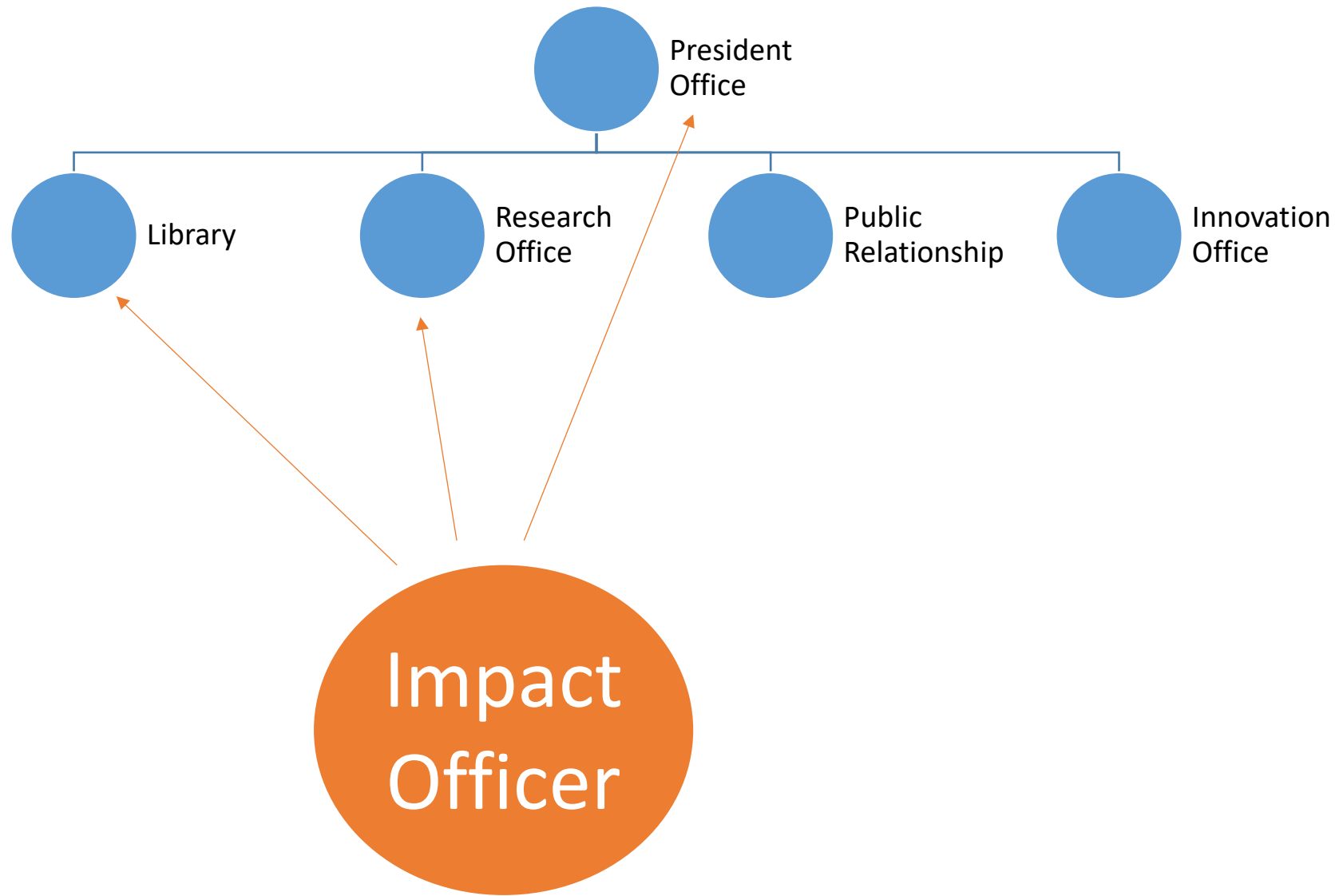
The share of uncited papers from any year falls as time goes by, but at differing rates in different disciplines.



©nature

Research Outreach  
is an essential part  
of knowledge  
sharing and  
bringing impact to  
society

1. Focus on multi-community engagement
2. Separate bots from real metrics
3. Optimize both channels and algorithm for discoverability





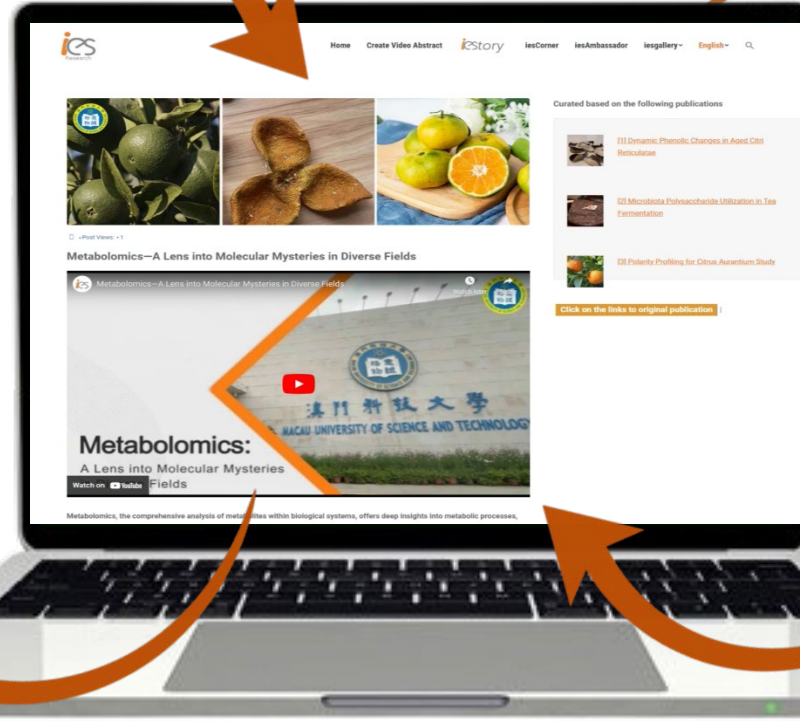
# 1. Focus on multi-community engagement

1. Curate

2. Outreach

4. Link

3. Engage



ResearchGate

\*Kudos  
Science needs Stories

AAAS

EurekAlert!

news wise

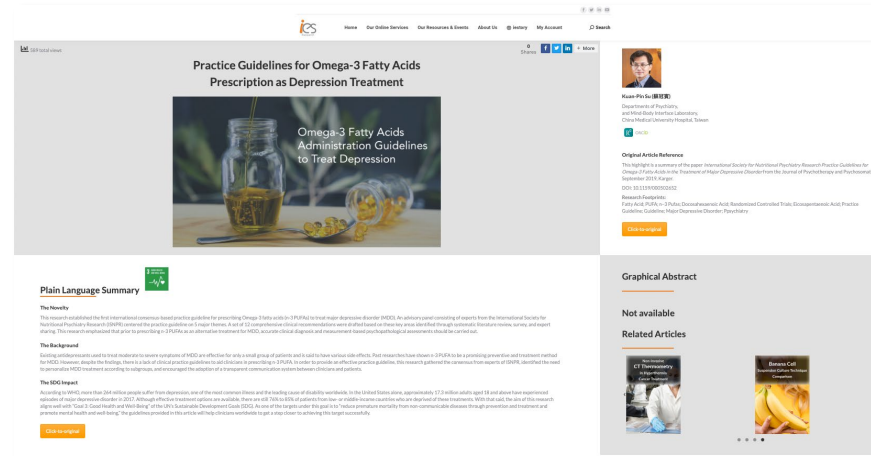


AlphaGalileo



# Social media outreach for science

Research teaser



institutional research branding



engaging statement

Did you know?

Omega-3 fatty acids (n-3 PUFAs) have been proven to be a promising preventive and treatment method for major depressive disorder (MDD).

What is this research about?... See More

clickable within the graphic



catchy headline

IESRESEARCH.SOLUTIONS  
**Practice Guidelines for Omega-3 Fatty Acids Prescription as Depression...**

Learn More

You and 2 others

Like

Comment

Share

Write a comment...

Press Enter to post.

Facebook posting

Full-text,  
if it is Open Access



# The Topical Clustering from Publications

Example: 16 publications from Mahidol University that are coming from different departments and collaborated with different departments are related to **Blockchain**

## Departments at Mahidol University

**Faculty of Information Technology**

**Faculty of Innovation Engineering**

**Faculty of Law**

**Institute for Social and Cultural Research**

**Macau Institute of Systems Engineering**

**School of Business**

**School of Computer Science and Engineering**

1. Crisis-driven regulation: evidence from engineering China's banking wealth management market
2. RS-chain: a decentralized reputation-sharing framework for group-buying industry via hybrid blockchain
3. Latency-Efficient Wireless Federated Learning With Quantization and Scheduling
4. Smart City plus IoT Standardization Application Practice Model and Realization of Key Technologies
5. The Future of Management: DAO to Smart Organizations and Intelligent Operations
6. ParaDefender: A Scenario-Driven Parallel System for Defending Metaverses
7. Web3-Based Decentralized Autonomous Organizations and Operations: Architectures, Models, and Mechanisms
8. Locality sensitive hashing-aware fruit fly optimization algorithm and its application in edge server placement
9. Smart Contract Generation Assisted by AI-Based Word Segmentation
10. Secure distributed power trading protocol for networked microgrids based on blockchain and elliptic curve cryptography
11. A Novel Approach for Predictable Governance of Decentralized Autonomous Organizations Based on Parallel Intelligence
12. Parallel cognition: hybrid intelligence for human-machine interaction and management
13. Complex Network Analysis of the Bitcoin Transaction Network
14. DeSci Based on Web3 and DAO: A Comprehensive Overview and Reference Model
15. Intelligent contracts: Making smart contracts smart for blockchain intelligence
16. The DAO to DeSci: AI for Free, Fair, and Responsibility Sensitive Sciences

# Our Institutional Customer's Research Account

<https://www.facebook.com/researchcmu/>

PLEASE CLICK THROUGH THE ACCOUNT TO  
EXPERIENCE THE BITE-SIZED CONTENT TO FULL-TEXT



## The Discovery of CMU Taiwan

4.9K likes · 5K followers

Liked Message Search

Posts About Mentions Reviews Followers Photos More

See What Others Are Posting  
Tap Mentions to see what their followers are saying about them.

### Intro

Sharing the wonderful research discoveries of China Medical University, Taiwan in plain language, in

Page · College & university

No. 100, Sec. 1, Jingmao Rd., Beitun Dist., Taichung, Taiwan

cpr@mail.cmu.edu.tw

english.cmu.edu.tw

Not yet rated (2 Reviews)

Suggest Edits

### Photos

See all photos



### Posts

Filters



The Discovery of CMU Taiwan

Yesterday at 9:00 AM ·

The 24-hour urine creatinine excretion rate (U-CER)-adjusted eGFR allowed a more accurate evaluation of mortality risk.

The inclusion of muscle mass in the estimations was able to correct the bias.

#musclemass #kidneydiseases #medical #research #scicomm... See more



IESRESEARCH.SOLUTIONS

High-Accuracy Mortality Evaluation by 24-h Urine Creatinine Excretion Rate Adjustment

2

- China Medical University is one of the top private universities in Taichung City, Taiwan. It is ranked #51-100 in QS WUR Ranking By Subject 2022 ([more info](#))
- The Facebook account was built from scratch with zero followers in two years ago focusing 100% on research activities. Now it has 5K followers of research communities including their collaborators





# Our Publishing Customer's Research Account

## Nuclear Science and Techniques

<https://www.facebook.com/nstscience/>

PLEASE CLICK THROUGH THE ACCOUNT TO  
EXPERIENCE THE BITE-SIZED CONTENT TO FULL-TEXT

**NST Science**  
@nstscience · Scientist

Follow

Home About Photos Videos More

Like Message

**Ask NST Science**

"Where are you located?" Ask

"Are you available to chat?" Ask

"Can I learn more about your background?" Ask

"Can you tell me more about yourself?" Ask

Type a question Ask

**About** See all

Editorial Office of NST, 2019 Jialuo Road, Jiading, Shanghai 201800, China 201800 Shanghai, China

Sharing curated research stories to global communities with aim to improve research visibility and impact.

2,214 people like this

2,258 people follow this

<https://www.nst.sinap.ac.cn/>

Typically replies within a day

Send message

[nst@sinap.ac.cn](mailto:nst@sinap.ac.cn)

Always open

Create post

Photo/video Check in Tag friends

**NST Science**  
July 29 ·

The findings in this research make it possible to perform reactor shielding calculations through a Monte Carlo criticality calculation. As a result, the criticality calculation, shielding calculation, and burnup calculation can be coupled to achieve a high-fidelity reactor shielding calculation.

#nuclear #physics #engineering #research #scicomm... See more

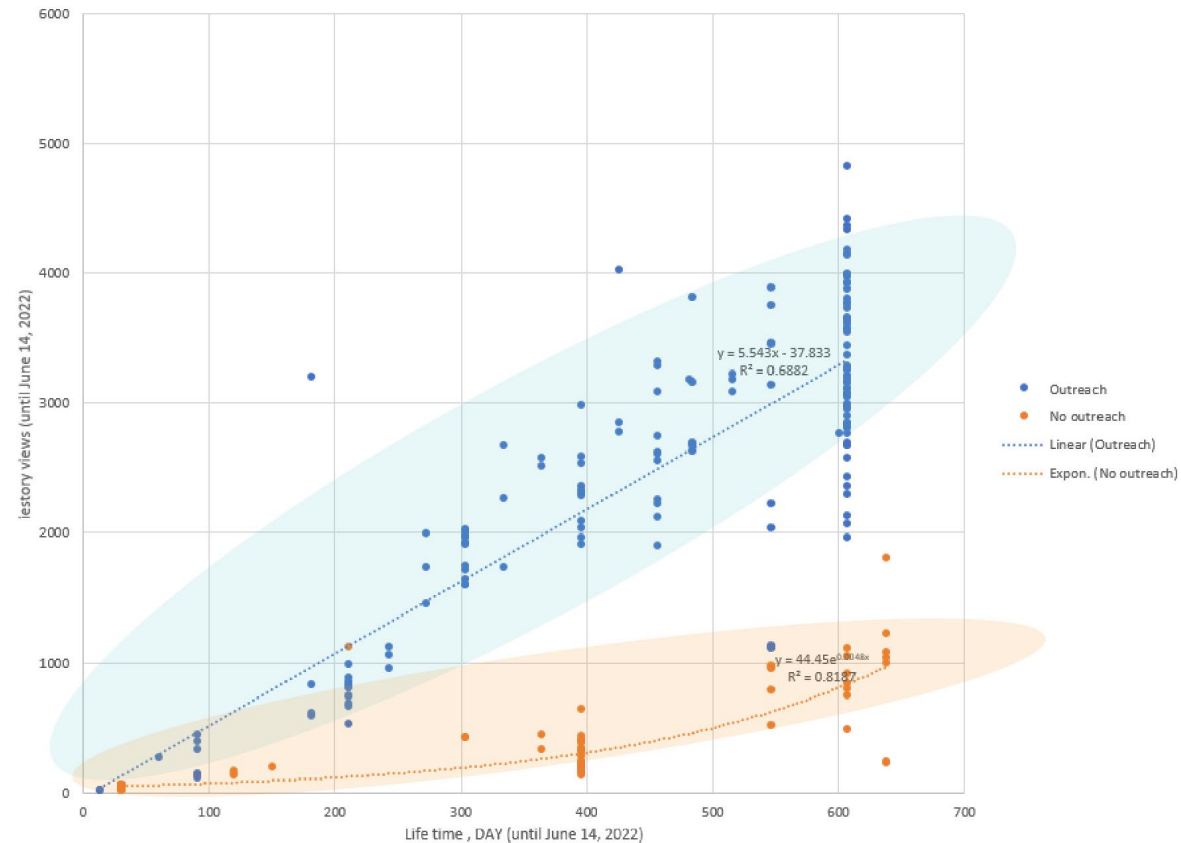
Improving the Efficiency of Nuclear Reactor Design

IESRESEARCH.SOLUTIONS

- Nuclear Science and Techniques (NST) reports scientific findings, technical advances and important results in the fields of nuclear science and techniques. It is a top Chinese journal associated with Springer ([more info](#))
- The Facebook account was designed to reach out to wider research audience outside China seeking for more publication and collaboration

# Active Outreach 5X the View

Data shows, by actively disseminate research stories via social media channels, views and download of research papers can be increased up to 500%\*



## With Outreach

*...the sky is the limit*

- Reached out to 80+ countries
- 5x increased downloads

- To establish the university research branding
- To support the visibility of research publications
- To increase research citations & collaborations

## Without Outreach

*...exposure and potential are limited*

\*Data retrieved and analyzed from actual iesResearch projects

## 2. Separate bots from real metrics

**The chatbot optimisation game: can we trust AI web searches?**

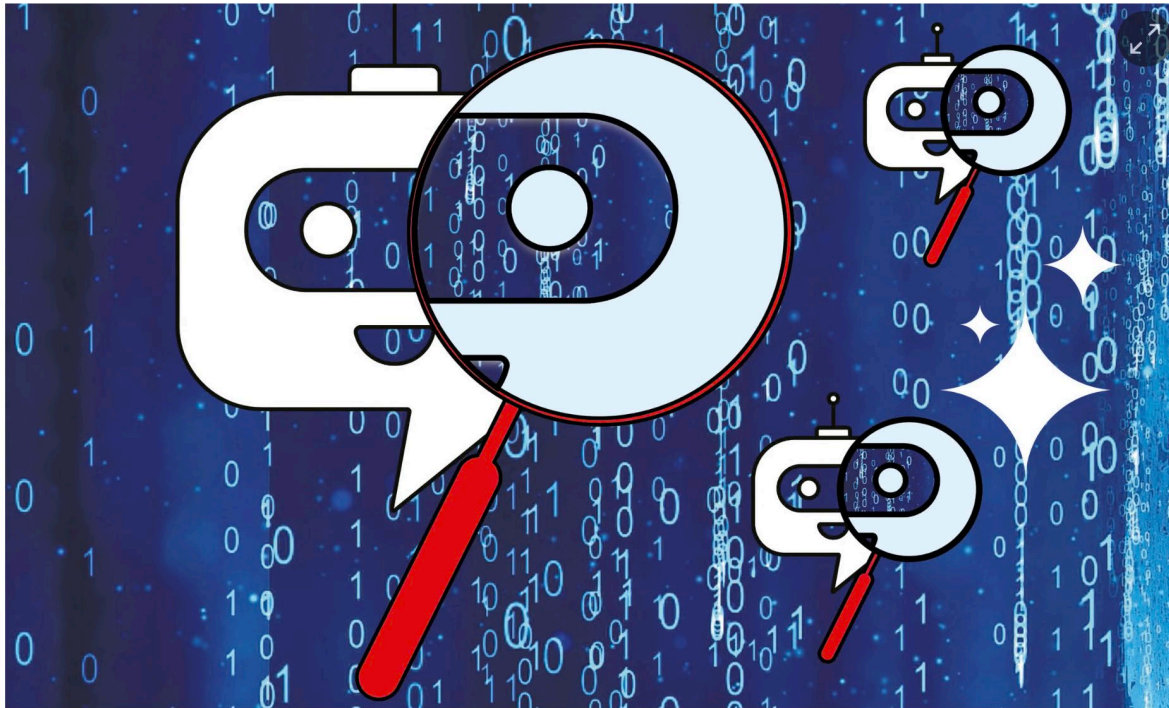


Illustration: Observer design

Google and its rivals are increasingly employing AI-generated summaries, but research indicates their results are far from authoritative and open to manipulation

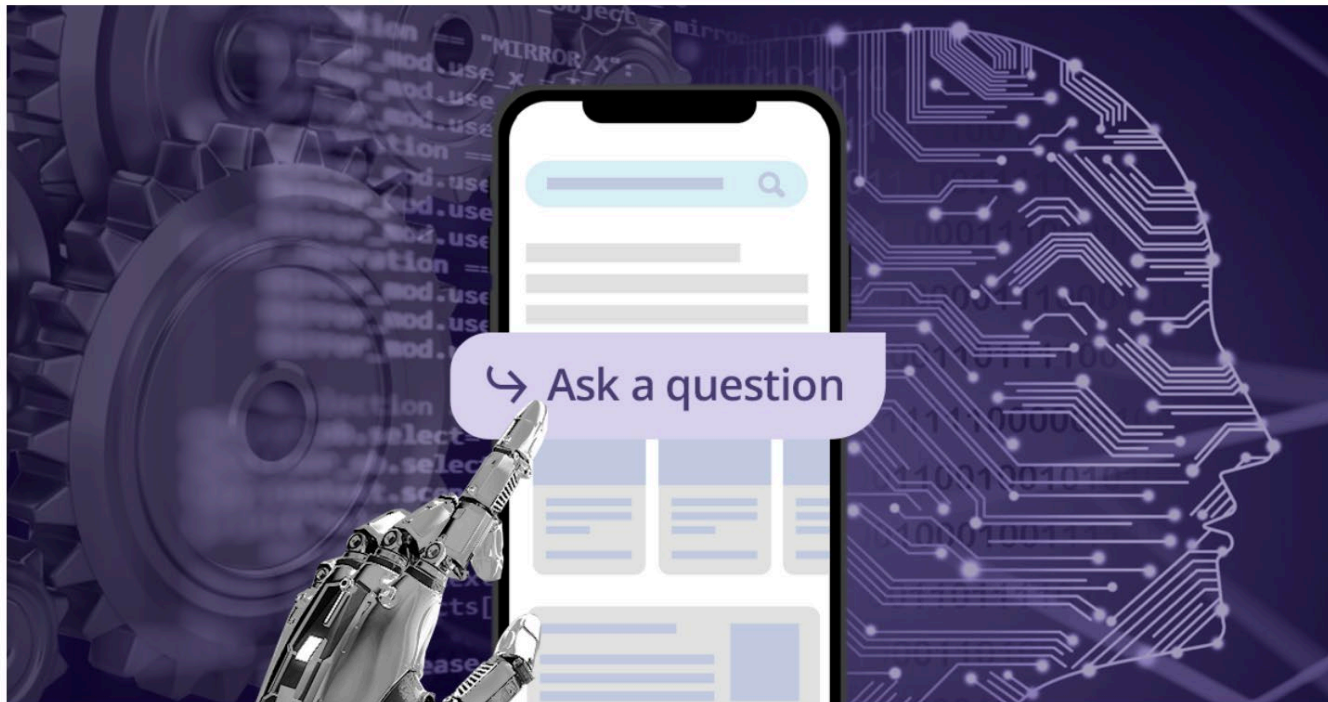
- GEO (generative engine optimization) inflates automated engagement metrics
- Focus on human-centered content value
- Use qualitative metrics for true impact e.g. UK REF Case Studies



# But all these will change very soon....

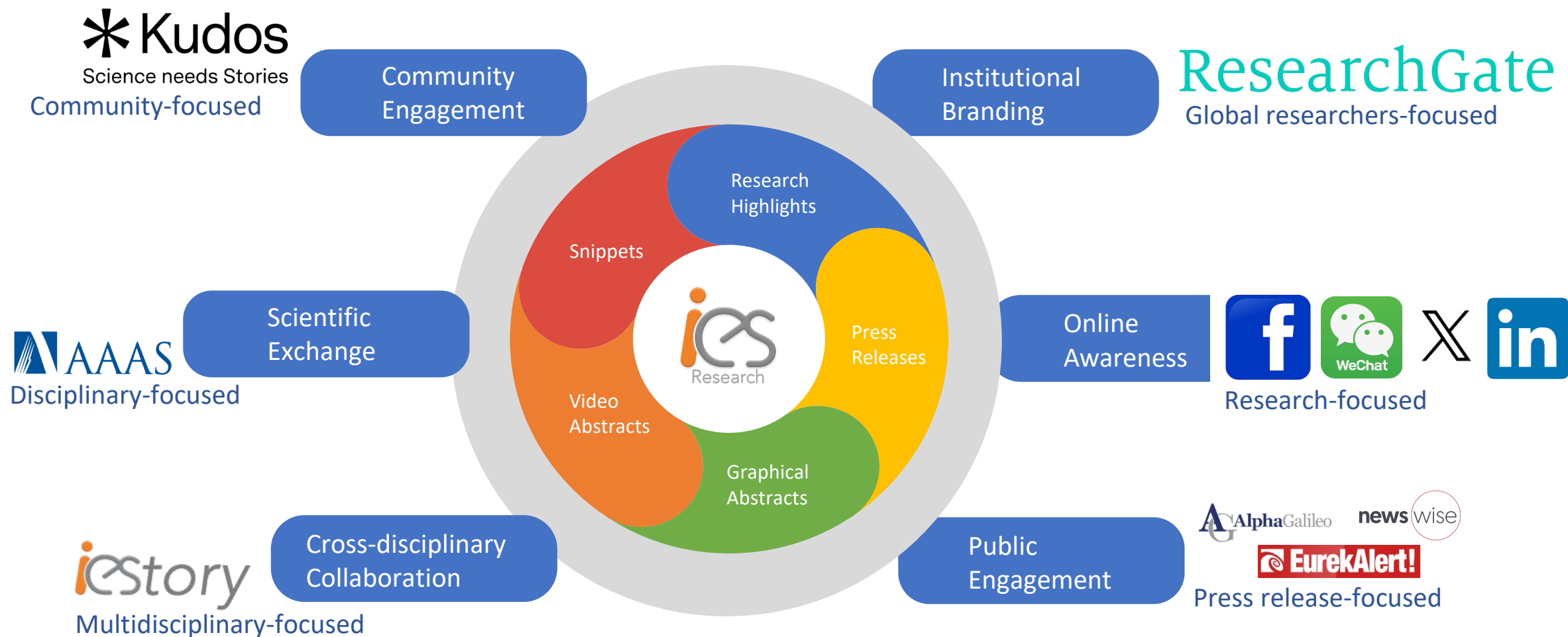
## Generative Engine Optimization (GEO): A New Frontier for SEO

By **Gina LiVorio** Posted June 13, 2024 In **SEO**



1. Citation optimization
2. Statistical integration
3. Contextual relevance

### 3. Optimize both channels and algorithms for discoverability



# The Monthly Report

Researcher Name		Research Paper Title		Number of Reach			Number of Engagement			Number of Click			Number of iestory View			Number of Click to Full-text			Altmetric™				Citation Count			
No.	Name	Research Topic	FB Reach			FB Engagement			FB Link Clicks			Ads Targeting Country	iestory Views			Click to Full-text			Altmetric				Citations			
			June	July	Cumulative	June	July	Cumulative	June	July	Cumulative		June	July	Cumulative	June	July	Cumulative	May	June	July	Cumulative	May	June	July	Cumulative
1	Mian-Chieh Hung (洪明奇)	targeting glycosylated PD-1 induces potent anti-tumor immunity	4,997	2,155	7,152	419	170	589	80	49	129	Spain > UK	476	246	722	8	3	11	6	7	7	7	0	1	3	3
2	Mian-Chieh Hung (洪明奇)	The glucosylated enzyme PDE1 phosphorylates PKG1/2 for lipogenesis	3,718		3,718	394		394	155		155	Sweden > UK	649	81	730	6	4	10	79	76	76	76	0	0	1	1
3	Chang-Ming Chuang (鍾正明)	The Making of a Right Feather: Bio-architectural Principles and Adaptation	1,214	5,449	6,663	29	96	125	14	22	36	Germany > UK	425	231	656	3	2	5	109	110	110	110	2	4	5	5
4	Bing-Fang Huang (黃彬芳)	Intra-particulate matter exposure during pregnancy and infancy and incident asthma	31,744	2,009	33,753	2,541	80	2,621	557	11	568	India > Germany	1,162	170	1,332	10	0	10	20	20	21	21	10	11	11	11
5	Pou-Jen Tsai (蔡朝仁)	Genetic Architecture Associated With Familial Short Stature	15,597	2,074	17,671	304	119	423	118	24	142	Brazil > Germany	753	131	884	10	0	10	1	1	1	1	1	2	2	2
6	Chih-Hsin Tang (湯智衍)	Malatonin attenuates TNF-α and IL-1β expression in synovial fibroblasts and diminishes cartilage degradation: Implications for the treatment of rheumatoid arthritis	1,686	1,688	3,374	165	119	284	64	35	99	Japan > UK	492	582	1,074	0	5	5	0	0	0	0	14	17	19	19
7	Shih-Chieh Hung (洪世杰)	Methylation and PTEN activation in dental pulp mesenchymal stem cells promotes osteogenesis and represses oncogenesis	8,503	2,044	10,547	422	121	543	79	41	120	Brazil > UK	342	227	569	3	1	4	1	1	1	1	4	4	4	4
8	Wen-Hua Liao (李文華)	Dithiophene peroxidase 8 negatively regulates caspase-4/11 to protect against colitis	2,652	7,271	9,923	236	264	500	88	98	186	UK > Brazil	390	302	692	3	2	5	22	22	22	22	2	3	4	4
9	Shih-Wai Lu (盧世偉)	Real-World Database Examining the Association Between Avascular Necrosis of the Femoral Head and Diabetes in Taiwan	1,266	23,937	24,603	55	866	921	25	353	378	US > India	211	516	727	1	1	2	4	4	4	4	15	18	19	19
10	Shih-Chieh Hung (洪世杰)	EA-B27-mediated activation of TNAP phosphatase promotes pathogenic synovial hyperplasia formation in arthralgia spondylitis	2,130	1,410	3,540	121	151	272	48	63	111	Italy > Germany	299	322	621	2	1	3	82	79	79	79	3	4	4	4
11	Kuan-Pin Su (蘇冠賓)	International Society for Nutritional Psychiatry Research Practice Guidelines for Omega-3 fatty Acids in the Treatment of Major Depressive Disorder	866	4,135	5,001	56	115	171	24	53	77	US > Brazil	221	285	506	2	2	4	76	76	75	75	11	12	13	13
12	Kuan-Pin Su (蘇冠賓)	Association of Delirium Response and Safety of Pharmacological Interventions for the Management and Prevention of Delirium A Network Meta-analysis	942	1,286	2,228	55	43	98	16	15	31	US > Germany	231	275	506	2	2	4	168	167	168	168	13	13	18	18
13	Lu-Hsi Wang (王淑熙)	Intactness		1,303	1,303		94	94		35	35	UK		286	286		2	2				1	1		1	1
14	Hung-Rong Yen (顏宏容)	A Potential Herbal Adjuvant Combined With a Peptide-Based Vaccine Acts Against HPV-Related Tumors Through Enhancing Effector and Memory T-Cell Immune Responses		1,333	1,333		114	114		19	19	UK		245	245		0	0			1	1			0	0
15	Chang-Chieh Lin (林正介)	Pink-to-Violet Variations in Fasting Plasma Glucose and HbA1c Associated With an Increased Risk of Alzheimer Disease: Taiwan Diabetes Study		1,541	1,541		124	124		41	41	UK		237	237		1	1				32	32		28	28
Total			75,315	57,035	132,350	4,797	2,476	7,273	1,268	859	2,127	0	5,651	4,136	9,787	50	26	76	568	563	598	598	75	89	132	132

# What We Do

## Identify your specialties for research outreach

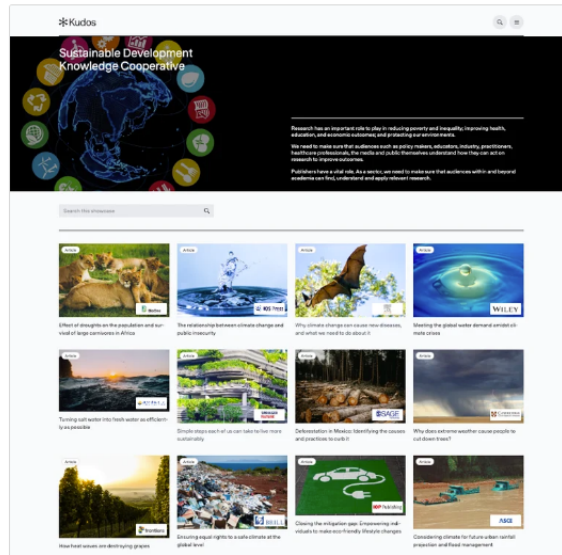






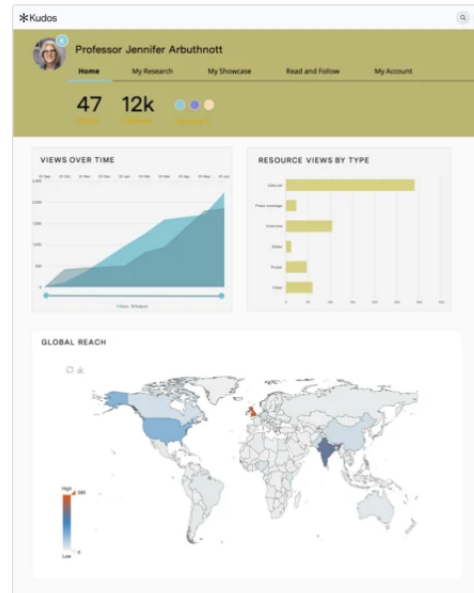
# What We Do

## Hosting at different platforms



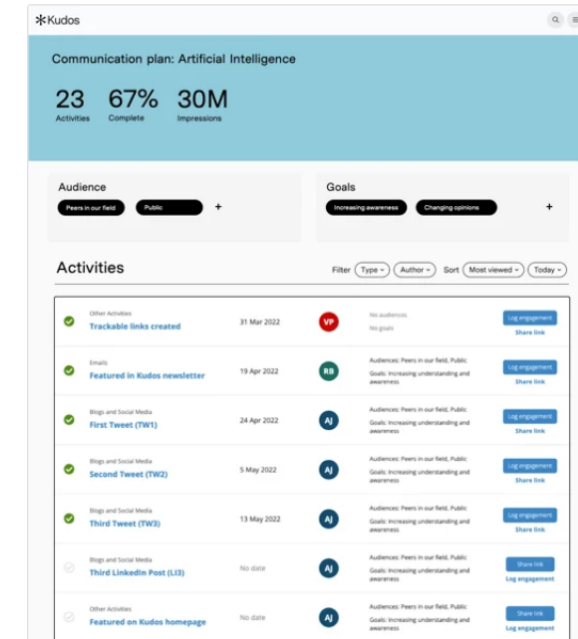
### Showcasing research excellence

Kudos gives you a beautiful, magazine-style interface through which you can showcase your research publications and projects to a global audience.



### Growing citations and broader impacts

Kudos connects you with your research community to collaboratively explain the significance of research in a way that can be understood by a broad audience, within and outside of academia.



### Tracking impact as it develops

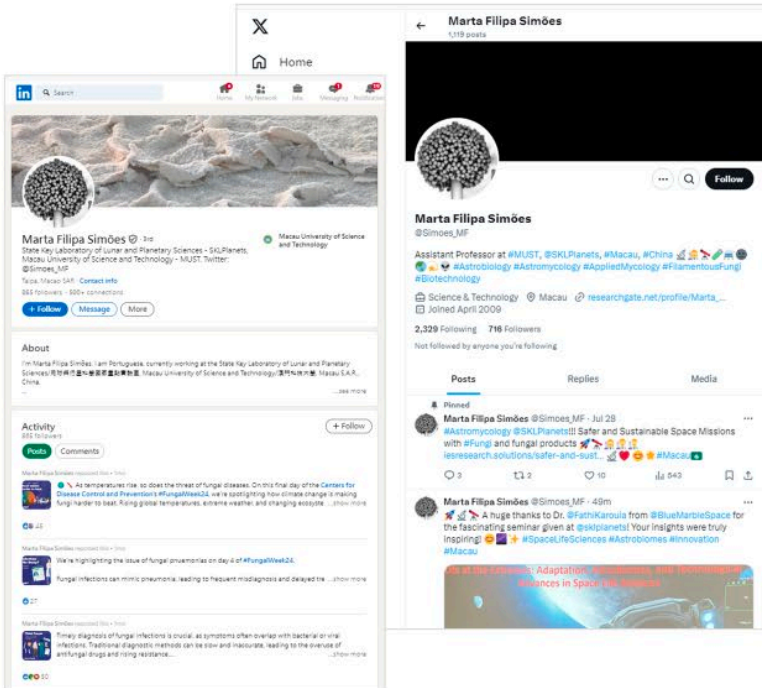
Kudos makes it easy to capture and log impact as it happens, bringing key data and evidence all together into one place for ongoing tracking and reporting.



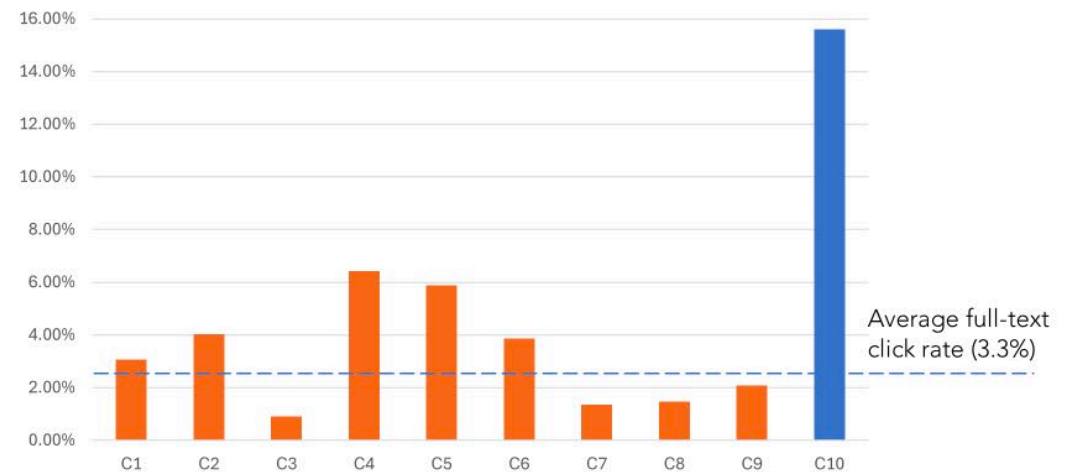
# What We Do



Active engagement by researchers lead to higher visibility



➤ 3-10 times higher full-text click rate compared to other clusters in the same project





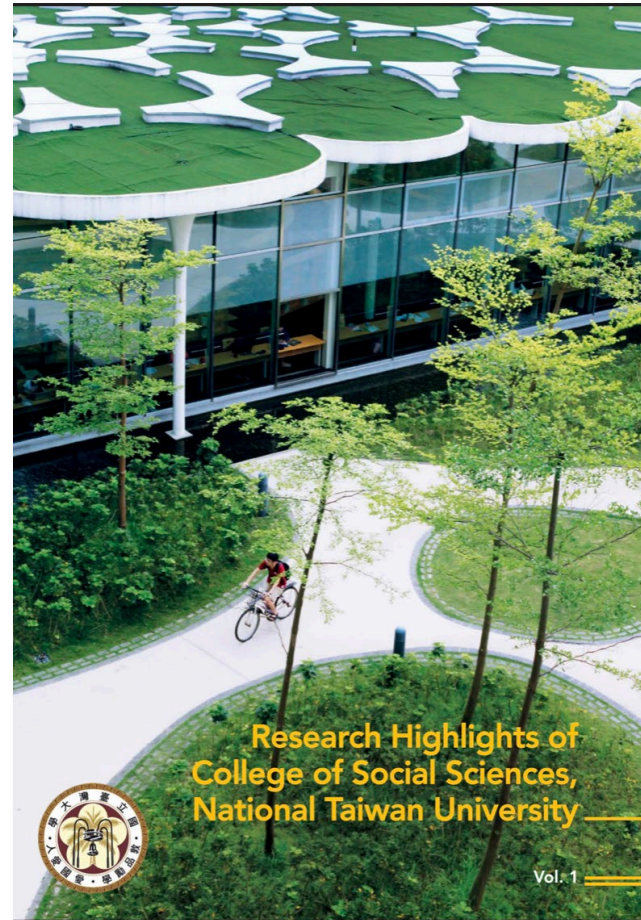
# What We Do

## Research Showcase via Impact Stories

Collection of research papers can be curated into Research Highlights to showcase strength of research group, labs, and institutions



[Click for PDF](#)



[Click for PDF](#)





[Click for PDF](#)



# What We Do

## Press release platforms: Bringing latest research globally from the university's angle



HOME NEWS RELEASES MULTIMEDIA MEETINGS

NEWS RELEASE 10-JAN-2024

### Mushrooms, coffee grounds and natural pineapple fibers: The future of eco-friendly materials

Peer-Reviewed Publication  
TSINGHUA UNIVERSITY PRESS

This innovative study, spearheaded by Dr. Nattawut Boonyuen ([https://scholar.google.co.th/citations?user=R\\_5ATcAAAAJ&hl=en](https://scholar.google.co.th/citations?user=R_5ATcAAAAJ&hl=en)), a renowned mycologist from the National Center for Genetic Engineering and Biotechnology (BIOTEC) at the National Science and Technology Development Agency (NSTDA), and Dr. Pitak Laoratanakul (<https://www.researchgate.net/profile/Pitak-Laoratanakul>) from the National Metal and Materials Technology Center (MTEC), also at NSTDA, marks a significant advancement in sustainable material sciences. Collaborating with other researchers from King Mongkut's University of Technology Thonburi (KMUTT) and King Mongkut's Institute of Technology Ladkrabang (KMITL), they have developed a novel eco-friendly material, dubbed

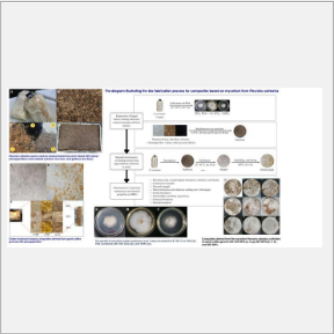


IMAGE:  
MYCELIUM-BASED COMPOSITES CREATED FROM *PLEUROTUS OSTREATUS*, GROWN ON SPENT COFFEE GROUNDS (SCG) AS THE PRIMARY SUBSTRATE, ARE ENHANCED WITH NATURAL PINEAPPLE FIBERS (NPFs). THESE NPFs ARE MIXED WITH SCGS IN VARYING RATIOS (FROM 10% TO 30%) TO INVESTIGATE THEIR EFFECTIVENESS IN



HOME NEWS RELEASES MULTIMEDIA MEETINGS

NEWS RELEASE 16-JAN-2020

### VHF radar operation starts in Thailand for observation of plasma bubble



High-precision plasma bubble observation from the initial generation by installation at the magnetic equator  
Business Announcement  
NATIONAL INSTITUTE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY (NICT)

[Abstract]

The National Institute of Information and Communications Technology (NICT, President: Hideyuki Tokuda, Ph.D.), in collaboration with King Mongkut's Institute of Technology Ladkrabang (KMITL, President: Prof. Dr. Suchatvee Suwansawat), starts operation of a radar installed at KMITL Chumphon campus in Thailand to observe plasma bubbles that cause radio propagation disturbances. Chumphon is close to the magnetic equator where plasma bubbles are expected to be generated, and is the best place to observe plasma bubbles from their initial generation stage. In the vicinity of the plasma bubble, radio propagations are disturbed, which



IMAGE: THIS IS A SCHEMATIC ILLUSTRATION OF MONITORING PLASMA BUBBLES BY VHF RADAR SYSTEM. [view more >](#)  
CREDIT: NATIONAL INSTITUTE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY



HOME NEWS RELEASES MULTIMEDIA MEETINGS

NEWS RELEASE 27-NOV-2017

### CMU and KMITL announce research & education collaboration

Carnegie Mellon University and King Mongkut's Institute of Technology Ladkrabang (KMITL) to Launch Research & Education Collaboration  
Business Announcement  
CARNEGIE MELLON UNIVERSITY

Carnegie Mellon University (CMU) and King Mongkut's Institute of Technology Ladkrabang (KMITL), a leading engineering university in Thailand, today announced a long-term collaboration to significantly expand research and education in the areas of information, computing, and autonomous technologies.

The collaborative activities, to be known collectively known as the Carnegie Mellon - KMITL (CMKM) program, will occur both in Thailand and at Carnegie Mellon University in Pittsburgh, Pennsylvania.

The CMKM program will involve professors, researchers and students from both Carnegie Mellon and KMITL, and include several industry partners from Thailand.

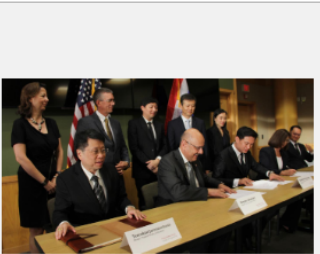


IMAGE: CARNEGIE MELLON UNIVERSITY (CMU) AND KING MONGKUT'S INSTITUTE OF TECHNOLOGY LADKRABANG (KMITL), A LEADING ENGINEERING UNIVERSITY IN THAILAND, TODAY ANNOUNCED A LONG-TERM COLLABORATION TO SIGNIFICANTLY EXPAND RESEARCH AND EDUCATION IN THE AREAS OF INFORMATION, COMPUTING, AND AUTONOMOUS



Academic  
Research



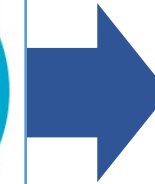
Idea  
Readiness



Business  
Model



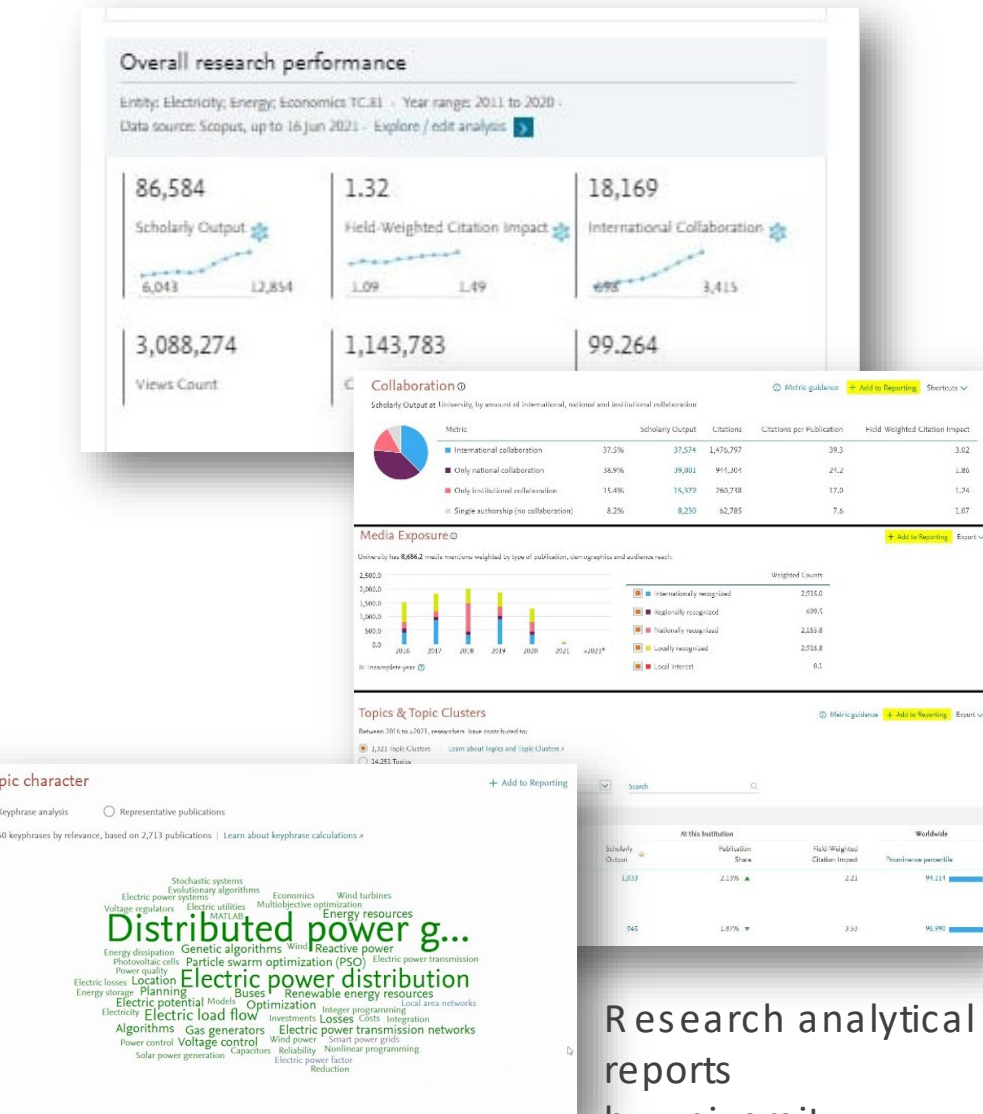
Innovative  
Leadership



Social  
Impact

Business Innovation Program

# From analytics to actions



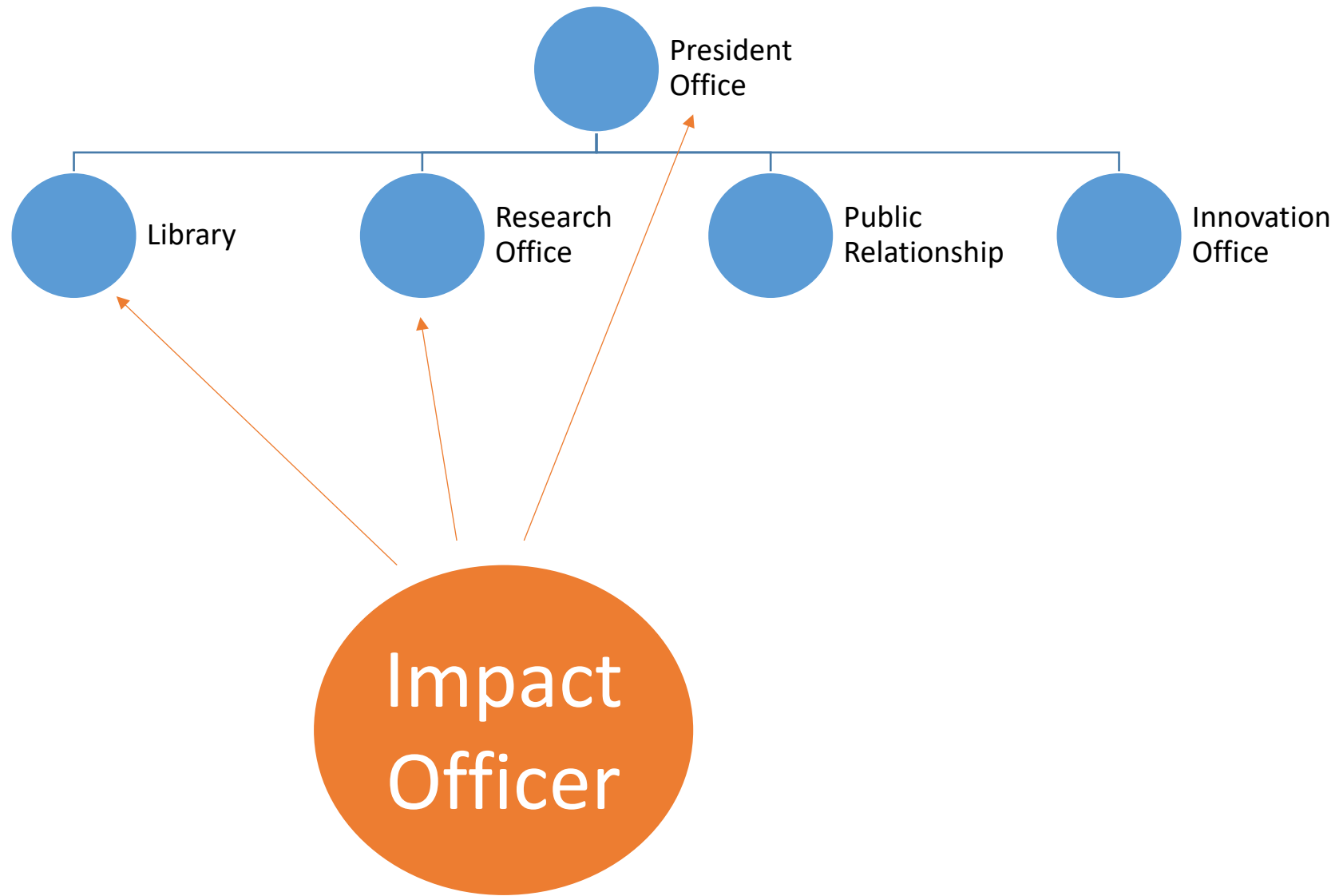
Multidisciplinary  
Clustering

Content  
Curation

Online  
Outreaching

1. Review university's analytics and **cluster** them into multidisciplinary social impacts
2. Curate the selected publication into **engaging media** for different channels
3. Targeted outreach leveraging different channels for **different audiences**
4. Evaluate the outcomes of both online analytics and bibliometrics to **sharpen** the branding

Research analytical  
reports  
by university







## RESEARCH OUTREACH ENTRY-LEVEL PACKAGE

### 5 Reasons to Join in this Project!

Entry Price: USD 6,500

- 1 Multidisciplinary Cluster for Broader Engagement:** Target audiences with a unique cluster of five curated research papers, showcasing the diversity and relevance of research across multiple fields.
- 2 Three-Month Outreach Campaign:** Sustain interest and build momentum over three months on one social media platform, ensuring the research reaches and resonates with a wide range of stakeholders.
- 3 Learn Analytics and Management:** Gain hands-on experience with outreach metrics, analytics, and the process of managing a research promotion campaign, providing valuable insights for future initiatives.
- 4 Engaging Content Through Videos and Press Release:** Utilize six videos (five individual paper videos and one cluster video) and a press release to effectively communicate research highlights and impacts, enhancing message clarity and audience engagement.
- 5 Cost-Effective Impact for USD 6,500:** Benefit from a comprehensive outreach solution that offers measurable results and helps demonstrate research impact, all at a budget-friendly price.



## The Outreach Process



### What to expect in 3 months?

- Article Selection & Clustering
- Pre-launch workshop for authors
- 1 Cluster + 5 Individual teasers writeup & landing pages design
- Video Making (5 + 1 videos)
- Official launch workshop (Includes 1 Press Release)
- Begin 3-month outreach
- Review analytics & optimize for next steps



# Thank You

<https://iesresearch.solutions>

