

Attracting research funding is a key priority for many academics, but how do you make yourself stand out from the crowd? Metrics can help! This graphic gives an overview of the metrics that you might consider using in your next application:

Remember! Impact and attention are different things

And what metrics you choose to highlight in your application should be determined by what you are aiming to demonstrate.

Attention and reach



Evidencing the reach of your work can help evaluators understand how influential it may have been, and how much exposure any subsequent work is likely to receive. Metrics that can help you do this include:

- **Web visitors and downloads** - how many people have viewed your work?
- **Press mentions** - which press outlets internationally have featured your work?
- **Social media reach** - what volume of attention did your research receive via social networks such as Facebook and Twitter?
- **Blog readership** - if you're writing a blog or contribute a piece you should be able to get the stats to showcase how many people have read your post.
- **Demographic data** - not just how people people, but who and where are they?

Engagement amongst public audiences



Showcasing actual engagement with your research can be useful for demonstrating how it's been received and what reactions there were from different audiences. Some examples of engagement would be:

- **Blog comments**
- **Interactions amongst patient groups or practitioners**
- **Inclusion of research in syllabi**
- **Wikipedia mentions**

Scholarly engagement and impact



The way other scholars interact with your published work is likely to be quite different to the broader attention it receives. Scholarly impact is an important thing to be aware of, particularly, for instance, if you want to show how your work has contributed to the development of your academic field. Metrics that can be used to demonstrate scholarly engagement include:

- **Citations**
- **Downloads from scholarly platforms**
- **Expert recommendation**
- **Post-publication peer-review**
- **Mendeley readers**

Potential real-world impacts



Beyond the initial attention and more in-depth engagement are instances where scholarly work actually goes on to have real world impacts. The best way to get a full understanding of these is through case studies and qualitative assessment, but metrics such as these act as indicators to help you identify where there might be a story worth exploring:

- **Citations in patents**
- **References from policy documents**

Metrics for non-article outputs



Not all academics publish journal articles, and it's important that you find the metrics that make sense for your discipline and format. Platforms such as figshare and Dryad make it easy to host non-article outputs in a citable format, whilst code stored in places like github also results in some unique metrics that can be used to indicate its influence:

- **Downloads**
- **Software library inclusion**
- **Citations to datasets and other hosted content**

Make it meaningful



Whatever metrics you choose to feature in your grant applications it's vital to ensure the following:

1. **Think about what you want to demonstrate:** public engagement or scholarly impact? This will determine what metrics you should consider.
2. **Make sure you put everything in context - don't just include numbers!** Explain who was talking about or sharing your work, what they said, and why this is important.

Take the plunge



Get familiar with the metrics relating to your research! The next time you're applying for funding, think about how those metrics could help support your case - you could include them (with added context, of course), as part of your covering letter or in your research profile. Focus on covering the full range of your research as well as highlighting a few specific examples.