Concrete Products
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Each project transforms the questions and opens up new sources.

If your research wouldn’t change anything, why are you doing it?

Your idea for research might be the product of an earlier one.

Failure is a product.
Types of Product

- blog post
- press releases
- code
- websites
- tweets/social media
- lessons/guides
- apps
- books
- article (peer-reviewed v non-peer)
- presentations
Tracking your Products

- frequency (re-tweets/re-posts)
- location (distribution network)
- citations
- engagement (comments, visits)

google.com/analytics
Reporting Your Products

team members

stakeholders

administrators

funders

your boss/chair/dean/president