

Concrete Products



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Concrete Products

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

apps

press releases

books

code

article (peer-reviewed v non-peer)

websites

presentations

tweets/social media

lessons/guides

Tracking your Products

frequency (re-tweets/re-posts)

location (distribution network)

citations

engagement (comments, visits)

Reporting Your Products

team members

stakeholders

administrators

fundors

your boss/chair/dean/president

failure is a product

Credits

Jennifer Guiliano

Simon Appleford

“Concrete Products”

www.devdh.org



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