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
- apps
- books
- article (peer-reviewed v non-peer)
- presentations
- lessons/guides
Tracking your Products

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

team members
stakeholders
administrators
funders
your boss/chair/dean/president

failure is a product
Credits

Jennifer Guiliano
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