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
Tools for Tracking your Products

Twitter Archiving Google Spreadsheet TAGS v5

Mailchimp.com (for announcements)

http://www.google.com/analytics/ (websites)

Hootsuite (social media)

Quick Tips:

Keep a running excel document (contribute quarterly if not monthly)

provide a copy of your reports to stakeholders (annual and ending)

make it someone’s job to track the products
Reporting Your Products

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