

research OUTREACH

The public outreach quarterly for the research community



IMPACT ANALYSIS

FEATURING RESEARCH FROM:

Columbia University, Boise State University, University of Leeds, University of Strathclyde, University of Southampton, West Virginia University, Research Experiences and Exploration in Materials Science (REEMS), The Leadership Alliance, Synapse Neurobiology Training Program (SNTP), University of Michigan, University of Nottingham, Purdue University, University of Louisville, Green Biologics, European Society for Evolutionary Biology (ESEB), Florida International University (FIU), University of Minnesota, Fresno City College, University of Wisconsin, Cornell University

Issue 101

Prof Carl Johansson & Dr Lynn Kimsey

Capturing images and data before the slides degrade into uselessness

Prof Carl Johansson & Dr Lynn Kimsey
Fresno City College & UC Davis

<https://researchoutreach.org/articles/capturing-images-and-data-before-the-slides-degrade-into-uselessness/>

Demographics

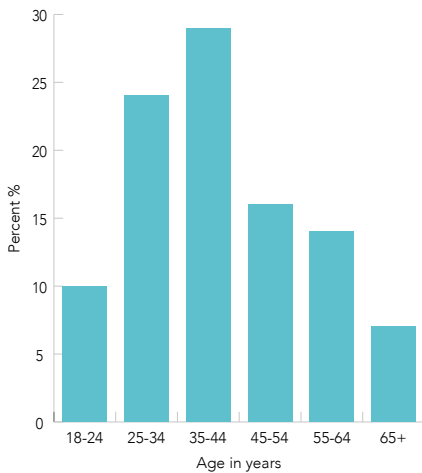


Male 49%

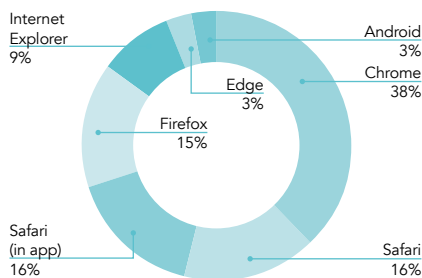


Female 51%

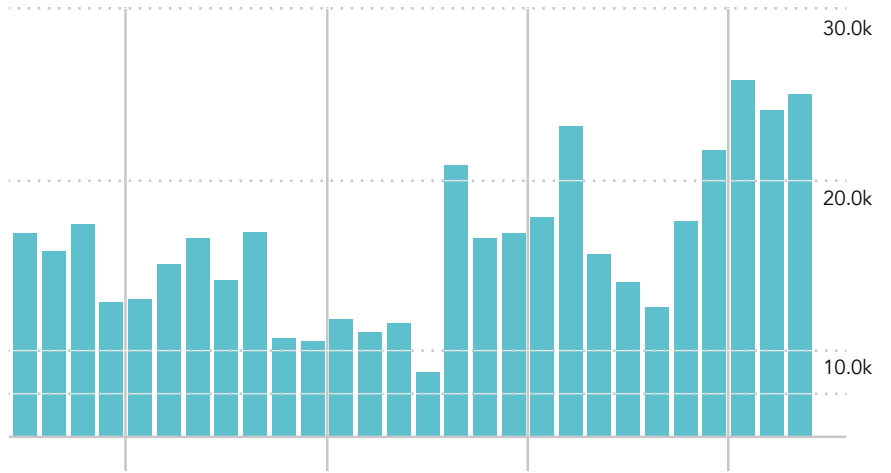
Age range



Browser stats



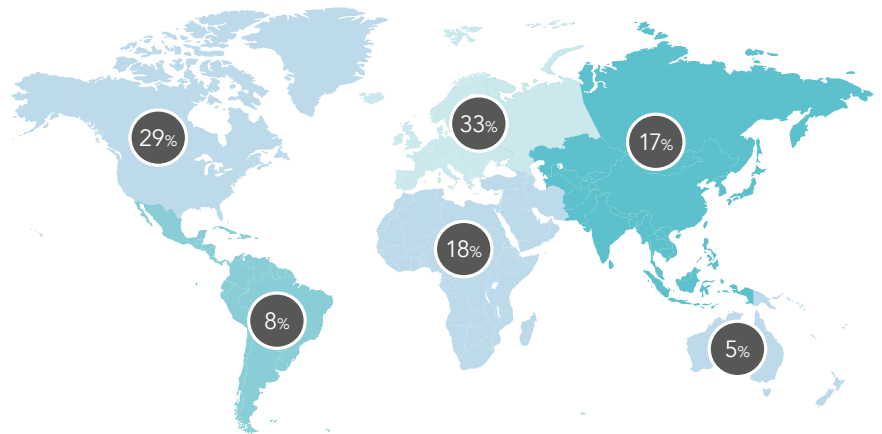
Number of visits for Research Outreach website



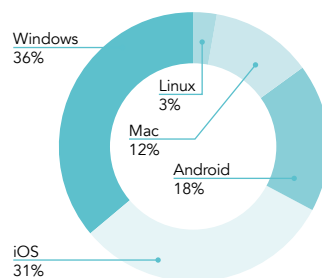
Total number of sessions	98,624
Total number of page views	137,258
Total number of users	76,012
Total number of pages/session	2.64



Geographical location of web viewers



Platform and device stats



Tablet 30%



Desktop 43%



Mobile 27%



Twitter @ResOutreach analysis

Research Outreach
@ResOutreach

Follow

Prof Carl Johansson studies the #tardigrades (Tardigrada, or the 'water bears') and is offering the opportunity for @fresnocity students to join him in his exciting research on this intractable group of organisms



Capturing images and data before the slides degrade into uselessness - Res...
Microscopic and enigmatic, the tardigrades are little known to science. However, their remarkable ability to enter suspended animation and withstand extreme cond...
researchoutreach.org

The link to your Twitter post

 <http://bit.ly/2mFhX8Z>

Demographics



Male 52%



Female 48%

Key metrics for all content promoted on Twitter



Audience

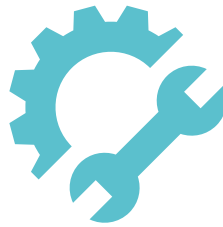
49219



Engagements

3677

Top interests



Technology

68%



Biology

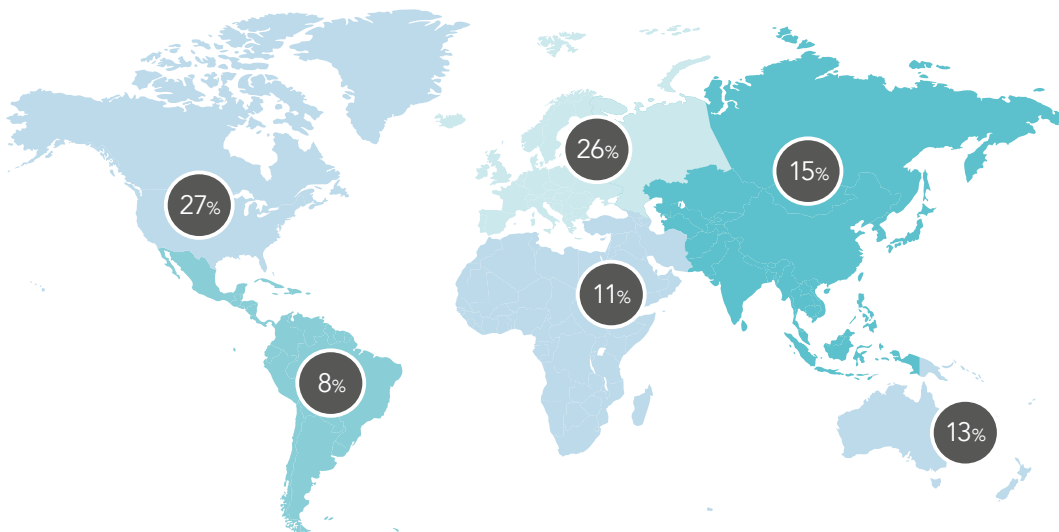
53%



Healthcare

48%

Geographical location of web viewers



Device stats



iOS 42%



Android 35%



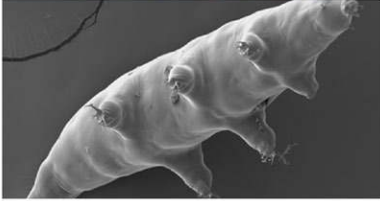
Desktop 23%



Research Outreach
11 July at 11:50 · E

Prof Carl Johansson studies the tardigrades (Tardigrada, or the 'water bears') and is offering the opportunity for Fresno City College students to join him in his exciting research on this intractable group of organisms. The aim is not only to find out more about these little-known species and their relevance to the human population, but to also engage students' interest in and passion for science.

<https://researchoutreach.org/.../capturing-images-and-data-b-.../>



Capturing images and data before the slides degrade into uselessness - Research Outreach

Microscopic and enigmatic, the tardigrades are little known to science. However, their remarkable ability to enter suspended animation and withstand...

RESEARCHOUTREACH.ORG

5.8K Likes 2 Comments 10 Shares

Share

The link to your Facebook post

<http://bit.ly/2JPOMsF>

Demographics



Male 53%



Female 47%

Key metrics for all content promoted on Facebook



People reached

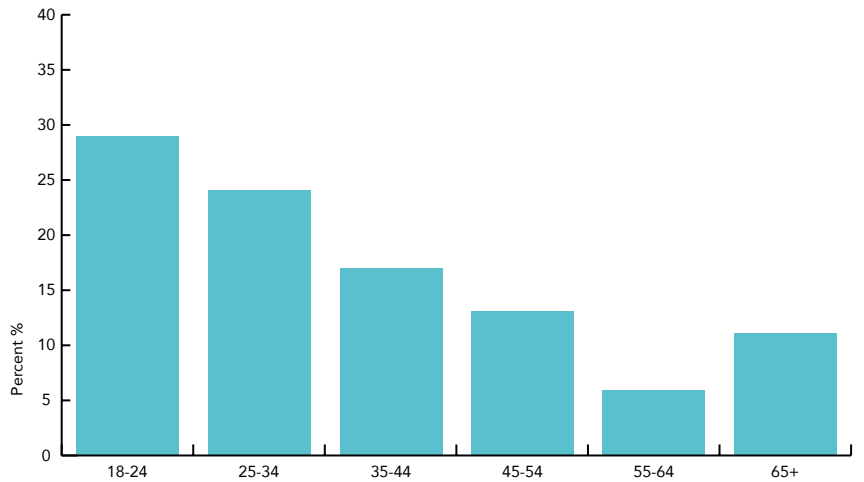
42412



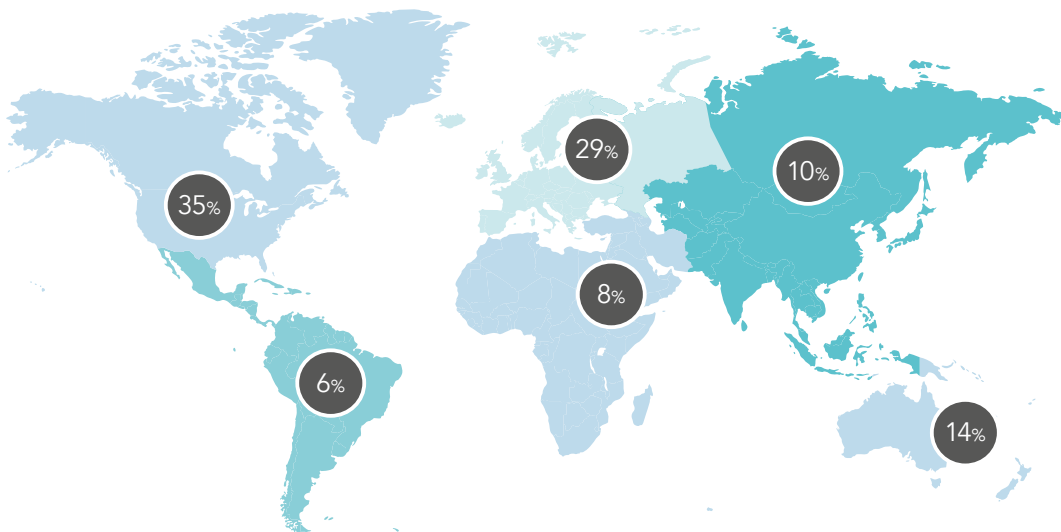
Engagements

5658

Age range



Geographical location of web viewers



Device stats



iOS 43%



Android 31%



Desktop 16%



OUR SERVICES

Research Outreach isn't just in the business of producing cutting-edge, jargon-free scientific publications. Oh no, we specialise in a range of media services to assist scientists and research teams from all disciplines to achieve next-level communication goals.

- **Research Outreach Quarterly**
The public outreach quarterly for the research community
- **researchoutreach.org**
Online portal and catalogue of content
- **Research Project Web Design**
From a single page to a complex outlet
- **Research Project Posters and Displays**
- **Research Project Video**
From 1-minute explainers to an entire movie
- **Annual Reports and Research Project Brochures**
- **Workshop and Events**
From venue hire and stand design, to event promotion and management



Partnership enquiries: simon@researchoutreach.org
Careers and guest contributions: emma@researchoutreach.org

researchoutreach.org

