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, Karlheinz 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

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ISSUE 101

Prof Carl Johansson & Dr Lynn Kimsey

IMPACT ANALYSIS

Issue 101
Capturing images and data before the slides degrade into uselessness

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


Demographics

- Male 49%
- Female 51%

Age range

- 18-24: 25%
- 25-34: 25%
- 35-44: 25%
- 45-54: 10%
- 55-64: 5%
- 65+: 5%

Geographical location of web viewers

- 29% in Asia
- 33% in the Americas
- 17% in Europe
- 8% in Oceania
- 5% in Africa

Browser stats

- Internet Explorer: 9%
- Firefox: 15%
- Safari (in app): 16%
- Android: 33%
- Chrome: 38%

Platform and device stats

- Windows: 36%
- iOS: 31%
- Android: 18%
- Mac: 12%
- Linux: 3%

Tablet: 30%
Desktop: 43%
Mobile: 27%

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
Twitter @ResOutreach analysis

Key metrics for all content promoted on Twitter

<table>
<thead>
<tr>
<th>Audience</th>
<th>Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>49219</td>
<td>3677</td>
</tr>
</tbody>
</table>

Top interests

<table>
<thead>
<tr>
<th>Technology</th>
<th>Biology</th>
<th>Healthcare</th>
</tr>
</thead>
<tbody>
<tr>
<td>68%</td>
<td>53%</td>
<td>48%</td>
</tr>
</tbody>
</table>

Demographics

<table>
<thead>
<tr>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>52%</td>
<td>48%</td>
</tr>
</tbody>
</table>

The link to your Twitter post

http://bit.ly/2mFhX8Z

Geographical location of web viewers

Device stats

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>iOS</td>
<td>42%</td>
</tr>
<tr>
<td>Android</td>
<td>35%</td>
</tr>
<tr>
<td>Desktop</td>
<td>23%</td>
</tr>
</tbody>
</table>
Key metrics for all content promoted on Facebook

- People reached: 42412
- Engagements: 5658

Age range

Demographics

- Male: 53%
- Female: 47%

Geographical location of web viewers

Device stats

- iOS: 43%
- Android: 31%
- Desktop: 16%
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