

Introducing the Impact of LSE Blogs project!

[LSE blogs.lse.ac.uk/impactofsocialsciences/2017/05/31/introducing-the-impact-of-lse-blogs-project/](https://blogs.lse.ac.uk/impactofsocialsciences/2017/05/31/introducing-the-impact-of-lse-blogs-project/)

5/31/2017

Since launching in 2010, more than 2000 contributors have written for LSE's public-facing academic blogs, reaching an ever-expanding, international audience. But how do we measure the impact of this particular form of research communication? In the first of a short series of posts, **Carlos Arrebola** and **Amy Mollett** introduce the Impact of LSE Blogs project. As well as following the progress of the project here on the Impact Blog, you are also invited to join us at a dedicated [event](#) at LSE on Wednesday 14 June!



For centuries, the only option for academics and researchers looking to get their work published was to rely on academic publishers. It is only in the last decade that this has changed, with open access platforms such as [socarxiv](#), [arxiv](#) and [institutional repositories](#) now offering the possibility of instantly putting research at the fingertips of anyone with an internet connection.



It is also the case that up until the last decade or so, the only outlets that could report on research in lay terms were the mainstream media. But that too has changed. Social media and [blogs](#) across the spectrum of academic disciplines offer the possibility of sharing research with a broader, non-specialist audience, as well as traditional academic readers. Academic blogs allow many of us to engage with new audiences to discuss ideas, promote activities, or even publish original research in a timely fashion without ever even being submitted to an academic journal.

In this new landscape, the academic of today has many options for communicating the findings of their research: whether to discuss ideas and results in a blog post, upload a working paper before submitting it to a journal, or to [use social media](#) to share their findings on the big story of the day.



It is in this context that our project at the London School of Economics has sought to investigate the role of social media in research communication – specifically, the role of [LSE's public-facing academic blogs](#) as channels of academic communication. The project aim is to help us – and our contributors – better understand the platform that we use to communicate academic work and inform our decisions on how to use it.

the blog posts themselves are cited in academic publications.

Finally, findings will be presented at a dedicated event, to be held at LSE on 14 June, where a variety of experts across different panels will discuss the role of social media in research communication. We invite readers to follow this project as we unveil the findings in future posts and via other social media.

Please [join us](#) at LSE on Wednesday 14 June to find out more about the findings of the research project and to hear a number of expert panellists from the Financial Times, The Economist, House of Commons Library, and Altmetric, among others, discuss the future of research communication. Sign up [here](#)!

Also, if you're a PhD student or early career researcher interested in blogging about your research but unsure about where to begin, please join us for one of two workshops being held on Monday 12 June at LSE's PhD Academy, run by LSE blog editors and LSE academics. "How to Blog Your Research" sessions are being held at [2:30pm-4pm](#) and [4:15pm-5:45pm](#) – sign up today!

Note: This article gives the views of the authors, and not the position of the LSE Impact Blog, nor of the London School of Economics. Please review our [comments policy](#) if you have any concerns on posting a comment below.

About the authors

Carlos Arrebola is Research and Blog Impact Officer for the Impact of LSE Blogs project, exploring the impact that LSE Blogs have on the academic community. He is also a research student at the University of Cambridge, where his work focuses on European Union and Competition law. Prior to that, he studied Law and Economics at Universidad Carlos III de Madrid. He sometimes tweets as [@carrebola](#).

Amy Mollett is Social Media Manager at the London School of Economics and Impact of LSE Blogs Project Manager. She is co-author of the new SAGE book [Communicating Your Research with Social Media](#). She previously managed several blogs at LSE, including LSE Review of Books and the Impact Blog. With her co-authors, Amy has won a Times Higher Education Award for Knowledge Exchange. Amy is a graduate of the London School of Economics and the University of Sussex. She tweets [@amybmollett](#).

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