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**Table 1 Regression analysis of factors associated with academic impact**

Independent variables	Dependent variable: Academic Impact					
	Average citations (All outputs) (2008-2015) Regression 1		Top cited article Regression 2		Total citations (excluding self-citations) Regression 3	
	IRR	SE	IRR	SE	IRR	SE
Academic position (Professor = 1)	<b>1.69***</b>	<b>(0.19)</b>	<b>2.79***</b>	<b>(0.21)</b>	<b>1.92***</b>	<b>(0.20)</b>
Region (London = 1)	0.85	(0.31)	1.09	(0.36)	1.28	(0.40)
Highest qualification (PhD = 1)	0.92	(0.31)	1.55	(0.38)	<b>3.02**</b>	<b>(0.45)</b>
Year's since academic's highest qualification	1.01	(0.14)	0.99	(0.02)	1.02	(0.18)
Status of academic current institution (RG = 1)	0.747	(0.31)	1.01	(0.36)	1.69	(0.36)
Average number of co-authors (outputs 2008 to 2015)	<b>1.25**</b>	<b>(0.99)</b>	<b>1.29**</b>	<b>(0.13)</b>	<b>0.77*</b>	<b>(0.14)</b>
Total external mentions outside of academia	<b>0.99*</b>	<b>(0.01)</b>	0.99	(0.01)	<b>1.04***</b>	<b>(0.12)</b>
Status of highest qualification institution (RG = 1)	0.88	(0.19)	0.96	(0.22)	1.06	(0.24)
LinkedIn (Yes = 1)	0.97	(0.17)	0.90	(0.20)	0.82	(0.21)
Twitter (Yes = 1)	0.95	(0.22)	<b>1.71*</b>	<b>(0.30)</b>	<b>1.67*</b>	<b>(0.27)</b>
Webpage/Blog (Yes = 1)	0.86	(0.31)	0.83	(0.38)	0.69	(0.33)
University web profile (Yes = 1)	0.75	(0.42)	0.68	(0.50)	0.68	(0.53)
Online CV (Yes = 1)	1.46	(0.36)	1.18	(0.43)	<b>2.09*</b>	<b>(0.41)</b>
Membership of external associations/organisations (Yes = 1)	1.35	(0.19)	1.40	(0.22)	1.03	(0.23)
Positions of external responsibility (Yes = 1)	1.17	(0.19)	1.14	(0.22)	1.09	(0.22)
Age 2015	1.03	(0.25)	<b>1.10***</b>	<b>(0.32)</b>	1.03	(0.04)
Age <sup>2</sup>	<b>1.00*</b>	<b>(0.00)</b>	<b>1.00**</b>	<b>(0.00)</b>	1.00	(0.00)
Gender (Male = 1)	1.12	(0.16)	1.08	(0.19)	1.16	(0.20)
Nationality (British = 1)	<b>1.32*</b>	<b>(0.16)</b>	0.83	(0.20)	<b>1.63**</b>	<b>(0.20)</b>
Model significance		0.00		0.00		0.00
Log likelihood		-409.47		-609.64		-372.41
Dispersion indicator		0.38		0.59		0.57

\*\*\*Significant at p<.01 \*\* Significant at p<.05 \* Significant at p<.10

IRR = Incidence Rate ratio.

SE = Standard Error