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For example, a paper from 2019 titled ‘[Experimental replication shows knives manufactured from frozen human feces do not work](https://doi.org/10.1016/j.jasrep.2019.102002)’ received a lot of online attention, but this was mostly for the humour value people derived from the title rather than it being recognised as a significant piece of research.

Author metrics and article metrics can be a useful tool to help assess impact, but remember that numbers only tell part of the story and they should be used to support expert judgement.