

How to Release AI Research So People Actually See It

A practical guide to maximizing the visibility and impact of your work

1. Top-Tier Conferences

The primary venues where AI research gains visibility and credibility are peer-reviewed conferences. Accepted papers receive wide readership, and even rejected submissions often circulate and attract attention. The peer review process also strengthens the work.

Conference	Focus Area
NeurIPS	General machine learning
ICML	General machine learning
ICLR	Representation learning / general ML
AAAI	Broad AI
ACL / EMNLP	Natural language processing
CVPR / ECCV / ICCV	Computer vision

2. arXiv Preprints

Posting to **arXiv** (arxiv.org, sections cs.AI / cs.LG / cs.CL) is standard practice and often done before or simultaneously with conference submission. Many important results are first noticed on arXiv. It is free, fast, and the AI community actively monitors new submissions via tools like Semantic Scholar, Papers With Code, and daily email digests.

3. Social Media & Community Amplification

A concise, well-written thread on **X (Twitter)** summarizing key findings can dramatically boost visibility. AI Twitter/X is very active, and researchers, journalists, and practitioners all monitor it. Similarly, posting to **Reddit** (r/MachineLearning) or **Hacker News** can drive significant attention to your work.

4. Blog Posts & Technical Reports

A well-written blog post explaining results in accessible terms can reach a much wider audience than a paper alone. Many influential results from industry labs (OpenAI, DeepMind, Anthropic) were initially released as blog posts accompanied by technical reports. Consider the Distill.pub style of clear, visual explanation.

5. Papers With Code

Listing your work on paperswithcode.com with associated code and benchmarks makes it discoverable and lets people see how your results compare to existing work on standard leaderboards.

Practical Tips to Maximize Impact

- **Release code and data.** Papers with open-source implementations get far more attention and citations.
- **Write a clear, compelling abstract and title.** Most people decide whether to read further based on these alone.
- **Make a short summary.** A one-page visual abstract, a short video, or a tweet thread explaining the key insight in plain language can significantly widen your audience.
- **Timing matters.** Posting results when they are timely — related to a trending topic or building on recent high-profile work — helps capture attention.
- **Build connections.** If you are not affiliated with a known lab or university, co-authoring with someone who is, or getting a well-known researcher to engage with your work publicly, can help with initial visibility.

Recommended Pipeline for Independent Researchers

Step	Action	Why It Matters
1	Post on arXiv	Timestamp and broad discoverability
2	Share on X / Twitter & Reddit	Immediate community engagement
3	Submit to a top conference	Peer review and credibility
4	Release code on GitHub	Reproducibility and citations
5	Write an accessible blog post	Reach non-specialist audiences

If the results are genuinely strong, this pipeline is usually sufficient to get noticed — regardless of institutional affiliation.