KEEPING TRACK OF YOUR IMPACT

LAMAR SOUTTER LIBRARY SKILLS SERIES:
ISSUES IN SCHOLARLY PUBLISHING AND COMMUNICATION
DECEMBER 8, 2017
“Impact” refers to the effect that your research has on scholarly discourse in your and other fields.

Impact is a reflection of the significance of your work with respect to how it is read, cited, shared, and folded back into the scientific conversation.
Metrics measure impact through the attention a research product receives.

Citation-based metrics
- Output counts
- Citation counts
- Source and topic counts
- Impact Factor
- H-Index
- Collaborations

Altmetrics
- Downloads
- Page views
- Saves
- Tweets
- Likes
- Demographics
- Bookmarks
- Mentions
- F1000 Score

Other
- Data Sets
- Data Citations
- Software
- Reviewing
- Supervision
- Curricula
- Patents
- Service
CITATION-BASED METRICS

• **Citation** is the formal expression of attribution, a reference within a published research product.
  – Quantify the use of scholarly outputs within the academic literature
  – Cumulative, slow to accrue
  – Traditional benchmark for academic success

• Bibliometrics/scientometrics
  – Statistical analysis of publications/measurement of the work of scientists through publications and citations they contain
CITATION-BASED METRICS

Productivity
outputs over time, output types, output topics, sources

Impact
citation count, cited publications, citations per publication, field-weighted citation impact, h-indices, journal impact factors, outputs in top percentiles

Collaboration
intra-sector collaboration, co-authorship networks, citation patterns
CITATION-BASED METRICS

Account for <1% of article use

“Academics are influenced by many more papers than they actually cite.”


ALTMETRICS

• Data that reveal the volume and nature of the online attention an article (or any sort of research output) receives

• The “digital footprint” of research, including:
  – mainstream media coverage,
  – social media activity,
  – scholarly commentary (blogs, post-publication peer-review)
  – scholarly activity (online reference managers)
  – policy documents
  – Wikipedia integration

• A complement to citation-based metrics (citation counts, h-index)

• Quickly accumulated
Altmetric.com attention summary for all UMMS research outputs (December 2017)

<table>
<thead>
<tr>
<th>Category</th>
<th>Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIKIPEDIA</td>
<td>2,578</td>
</tr>
<tr>
<td>GOOGLE+</td>
<td>1,629</td>
</tr>
<tr>
<td>LINKEDIN</td>
<td>7</td>
</tr>
<tr>
<td>REDDIT</td>
<td>236</td>
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<tr>
<td>PINTEREST</td>
<td>14</td>
</tr>
<tr>
<td>FOURSQUARE</td>
<td>1,748</td>
</tr>
<tr>
<td>Q&amp;A</td>
<td>68</td>
</tr>
<tr>
<td>VIDEO</td>
<td>181</td>
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<tr>
<td>NEWS</td>
<td>11,443</td>
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<tr>
<td>BLOG</td>
<td>4,019</td>
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<tr>
<td>POLICY</td>
<td>2,172</td>
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<tr>
<td>TWITTER</td>
<td>90,751</td>
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<tr>
<td>PEER REVIEW</td>
<td>379</td>
</tr>
<tr>
<td>WEIBO</td>
<td>200</td>
</tr>
<tr>
<td>FACEBOOK</td>
<td>8,775</td>
</tr>
</tbody>
</table>

Showing mentions over time for 36,189 research outputs in your search query.
CITATION-BASED + ALTMETRICS

• Altmetrics are not a complete answer to any shortcomings in traditional metrics but can help provide evidence of impact
  – Altmetrics measure attention, not quality or importance
  – Altmetrics correlate to new styles for consuming information
  – Altmetrics can accommodate other research products
  – New metrics are likely to grow in importance
• Altmetrics are complementary to traditional citation-based metrics and together they provide a balanced picture of scholarly impact
<table>
<thead>
<tr>
<th>Dimension</th>
<th>Example Metrics</th>
<th>Entity</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Productivity</td>
<td>Scholarly outputs, outputs over time, output types, subject areas</td>
<td>Individuals, Groups, Journals</td>
<td>Scopus/SciVal; Google Scholar</td>
</tr>
<tr>
<td>Impact</td>
<td>Citation-count, citations per publication, cited publications, field-weighted citation impact, h-indices, sources, outputs in top percentiles, impact factor, download count</td>
<td>Articles, Individuals, Groups, Journals</td>
<td>Scopus/SciVal; Google Scholar; eScholarship@UMMS</td>
</tr>
<tr>
<td>Collaboration</td>
<td>Co-authorship, collaboration by sector or by institution</td>
<td>Individuals, Groups</td>
<td>Scopus/SciVal</td>
</tr>
<tr>
<td>Attention</td>
<td>News media mentions; blog mentions; Twitter, Twitter demographics; Facebook, Google+, LinkedIn; Research Highlights (IE: F1000); policy; video; Mendeley readers; Altmetric.com Attention score in context</td>
<td>Articles, Individuals, Groups, Journals</td>
<td>Altmetric Explorer for Institutions</td>
</tr>
</tbody>
</table>
A LOOK AT THE TOOLS

- Scopus
  http://www.scopus.com/
- Altmetric Explorer for Institutions
  https://www.altmetric.com/explorer/
- eScholarship@UMMS
  http://escholarship.umassmed.edu
- Google Scholar
  https://library.umassmed.edu/node/185

http://library.umassmed.edu/
TRACKING YOUR IMPACT

CITATION-BASED

• Scopus
  – Refine your author record
  – Include your ORCID
  – Set up an alert for new articles and citations
• Google Scholar
  – Create public profile
  – Follow your profile for new article and citations
• eScholarship@UMMS
  – Save your monthly download reports

ALTMETRICS

• Altmetric Explorer for Institutions
  – Save a search for yourself
  – Create reports
  – Sign up for reporting emails
PROMOTING YOUR RESEARCH

Things you can do
• Identify yourself
• Share your work
• Utilize social media
• Keep track of your impact
• Tell your story

As the author, you have the network and knowledge to make a dramatic difference to the reach and usage of your work
--Kudos

Resource: Tips & Tricks: promoting your research online
IDENTIFY YOURSELF

Register for a unique author ID such as ORCID and link your publications to your ID

ORCID
0000-0002-2462-8797

Step-by-step guide for UMMS faculty and students for creating and updating an ORCID account:
Managing Your Professional Identity with a Unique Researcher ID
DISSEMINATE, DISSEMINATE, DISSEMINATE

Make your research as widely available as possible to maximize readership and impact

- eScholarship@UMMS
- Slideshare
- GitHub
- FigShare
- Kudos
- ResearchGate and Academia.edu (cautiously)
UTILIZE SOCIAL MEDIA

Share links (DOIs) to your work and participate in discussion

- Twitter
- LinkedIn
- Mendeley
- Blogs
KEEP TRACK OF YOUR IMPACT

Experiment with tools

• Scopus and SciVal
• Altmetric Explorer for Institutions
• ImpactStory
• Google Scholar
TELL YOUR STORY

• Use altmetrics data to help tell your story
  – CVs
  – Biosketches
  – Tenure and promotion packages

• Blog posts with examples of how to include research impact metrics on your biosketch and in grant proposals:
  - Consider Ways to Write about Your Impact in the New NIH Biosketch
  - How I Use Altmetrics Data in My Proposals
  - 23 Diverse Metrics to Use in Your Next Grant Application
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