Research Impact Metrics

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Thursday 4th July 2019
Workshop Outline

• Welcome & Introductions
• Definitions, Context & Discussion
• Demonstration & Hands-On Exploration
  • Journals; Authors; Research Outputs
• Conclusions and Evaluation
What are Research Metrics?

Quantity indicators or measures that are used to evaluate research activity and performance, including:

- *Journals*,
- *Authors / Researchers*, &
- *Research Outputs e.g. Articles*
Who uses Research Metrics?

- Researchers
- University Departments & Faculties
- Editors & Publishers
- Librarians
- University Administrators & Managers
- Funders & Policy Makers
How might you use them?

• Tracing development of research area & locating key papers for literature review
• Developing a publishing strategy & choosing journals
• Seeking grant funding
• Applying for jobs, research contracts, or promotions
What else are metrics used for?

- Checking dissemination of research findings
- Comparing performance of academic institutions
- Informing research policy & strategy
- Assessing and improving research performance
- Recruiting staff
Some Key Questions

- Can we quantify the quality of anything?
- What is actually being measured?
- What about local/national excellence outside of English-speaking world?
- Is it possible to game or skew the measures?
- How are these measures actually calculated?
- Can we compare across disciplines?
Discussion: Reasons for Citing

- It exists in the field we are writing about
- It is well-known or notorious in field, so is a useful reader shorthand
- It came up in the journal we are trying to publish in, so we can link our work to it
- It says something we agree with or that was correct
- It says something we disagree with or that was incorrect
- It says something outrageous or provocative
- It offered a specifically useful case or insight
- It offered a really unhelpful or misleading case or insight

Source: Meera Sabaratnam, “Why Metrics Cannot Measure Research Quality”
What are we measuring?

Measuring Journals

The Journal of Awesome Studies

Vol. 1, July 2010

Measuring Authors

Measuring Research Outputs
Where to Start?

Research Publishing and Impact

Publishing your research requires these steps in order to maximise your research impact.

1. Get published
   - But, before you submit your publication, ensure you...
2. Increase your researcher visibility
   - By sharing your research... and finally,
3. Track the citations for your publications
   - To measure your research impact.

Research Support

Do you need assistance to get published, measure your research outputs or maximise your research impact?

Contact your Subject Librarian from:

- Commerce
- Education
- Health
- Sciences
- Humanities
- Law
- Sciences
- Canterbury Medical
- Wellington Medical

Or contact these campus specialists:

- Enterprise Manager or Research Advisor
- Manager of Copyright and Open Access
- Publications/Outputs Office
- PBRF Office
- ITS

What's New?

We're constantly updating this guide as we discover new resources for measuring research:

- Google Scholar Metrics - 2011-2016 data
- My Research Impact (MyRI)
- The Research Whisperer

http://otago.libguides.com/research_publishing_impact
Measuring Journals

The Journal of Awesome Studies

Vol. 1, July 2010
Measuring Journals

Journal metrics have come to serve as an indicator of a journal’s prestige.

Journals are often ranked by calculating the average number of times their papers are cited in other research outputs or by other scholars.
Scenario – Measuring Journals

Marlene has just graduated from Otago with a PhD in Sociology. One of her external examiners recommends that she submit part of her research to a high impact journal for publication.

Which tools and metrics could help her to identify those sorts of journals?
Where to Start?

http://otago.libguides.com/research_publishing_impact
Measuring Authors

Source: Bell Hooks Institute
Measuring Authors

Author metrics can offer insight the productivity and citation impact of a scholar.

Authors are often based on citations to their work, and may be required as part of job application, tenure, or grant application processes.
Scenario – Measuring Authors

Marama wants to study for PhD in Comparative Literature. She thinks the *h-index* may help her to identify highly-cited scholars in the field to begin her background reading.

What is an *h-index* and which tools could help her with her search?
Where to Start?

http://otago.libguides.com/research_publishing_impact
Measuring Research Outputs

INEQUALITY
A NEW ZEALAND CRISIS
INEQUALITY
Max Rashbrooke | Robert Wade | Ganesh Nana
Jonathan Boston | Karlo Mila | Philippa Howden-Chapman
INEQUALITY
Sarah Bierre | Chris Cunningham | Kim Workman
Tracey McIntosh | Cathy Wylie | Evan Te Ahu Poata-Smith
INEQUALITY
Paul Barber | Paul Dalziel | Nigel Haworth
Mike O'Brien | Linda Tuhuiwai Smith

SPECIAL MEDIA IN TOURISM AND HOSPITALITY: A LITERATURE REVIEW
Daniel Long
Bai Li
Hubert van Hoof
Dimitrios Baltas

ABSTRACT: Being one of the “social media” that has significantly impacted the tourism and hospitality industry, the role and use of social media in tourism and hospitality research, and its impacts on research and manage- ment have been widely discussed in tourism and hospitality research. This study reviews and analyzes the current social media-related research articles published in academic journals during 2007 to 2016. The findings of the literature review show that the current social media-related research articles published in academic journals during 2007 to 2016. The findings of the literature review show that social media is being used in tourism and hospitality research for a range of purposes, including for marketing, management, and research functions. This study also contributes to the literature by identifying some research voids in social media research and providing a agenda for future research.

KEYWORDS: Social media, Web 2.0, journal review, tourism research, hospitality research, consumers, suppliers

INTRODUCTION
Social media and Web 2.0 are two popular terms associated with technological concepts, which have brought about widespread changes in business and communication. Businesses are increasingly using social media to enhance customer communication and encourage social media marketing. In a survey conducted by Forrester Research in 2013, it was found that social media was becoming more widespread. The survey also found that businesses were using social media to engage with customers and encourage social media marketing. In a survey conducted by Forrester Research in 2013, it was found that social media was becoming more widespread. The survey also found that businesses were using social media to engage with customers and encourage social media marketing. University of Otago Library
Measuring Research Outputs

Individual research outputs include journal articles, but also books and book chapters, sound recordings, performances and even datasets.

This might mean counting citations, or exploring other, alternative measures of impact, such as downloads, tweets, reviews, or even public policy uptake.
Scenario – Research Outputs

Billy has applied for a Postdoc position at another university, and the hiring committee has asked him to provide evidence of his research impact. Billy has only published one article and a book chapter within the Commerce subject area.

Where could he go to find evidence of its impact?
Where to Start?

http://otago.libguides.com/research_publishing_impact
Discussion: Altmetrics

Why would you use Altmetrics?

• Self-promotion
• Faster than academic citations
• Viral?
• Wider coverage – audience & formats
• Expand research/er profile
• Free?
• Scholarly communication method
• Build prestige for a journal
• Predictor of future citations

Why should you be cautious?

• Self-promotion?
• Not recognised by academia
• Tweeting – from whom, what and why?
• Have they read it??
• Topic of interest v. value?
• Quantity over quality – too fast?
• Peer-reviewed sources or not?
• Fraudulent claims & gaming
• Popular ≠ best
Engaging with Metrics

• Cannot avoid metrics and indicators – you will be measured!

• Know the rules of the game, within your discipline and start from there

• Critically engage with metrics – learn their strengths and weaknesses – this might be helpful
For further information…

• Contact your Subject Librarian to learn more about Research Metrics, and

• Explore the Research Publishing and Impact guide
Evaluation

Please take a moment before leaving the workshop to give some feedback! Go to:

https://otago.libwizard.com/PGworkshops
References & Further Links


  [http://www.findcbt.org/docs/Students/RP_29-2-Publish-II.pdf](http://www.findcbt.org/docs/Students/RP_29-2-Publish-II.pdf)