WEBINAR: DEMONSTRATING YOUR RSCA IMPACT
April 19, 2019 | 10-11am

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- Webinar on demonstrating RSCA impact
- Hosted by: Yen Tran, Research Impact Librarian (University Library)
My goal is to provide you with an introduction to some common impact metrics (some you may be familiar with, and some not), and resources that you can use to gather those metrics.

The tools discussed will be mostly those available through SJSU Library.
Citation Analysis

A way of measuring the relative importance or impact of an author, article, or publication, by counting the number of times that author, article, or publication has been cited by other works.

Examples of citation analysis:
- # of citations accrued since publication
- # of items published by author or group

Tools:
- Scopus Library database
- Google Scholar Online
- Web of Science Library database
Sample Citation


- Sample citation I will use to show you the different tools.
Web of Science (a library database) is a tool for finding citation analysis metrics.

After conducting a search you can see the number of times cited, as well as, create a citation report that includes citation trends and citation information.
Google Scholar is another tool for finding citation analysis metrics.
In Google Scholar, you can set up alerts to know whenever one of your publications has been cited.

To do this

- go to your Google Scholar profile
- click on “Follow”
- Select the “new citations to my articles” alert
Boost Your Citation Count with ScholarWorks!

Send your CV to: scholarworks@sjsu.edu

- ScholarWorks is the University’s institutional repository where we archive faculty and student work.
- Having a profile in ScholarWorks could help to boost citation counts because it’s easier for people to find your research.
- To create a ScholarWorks profile, send your CV to scholarworks@sjsu.edu. Our staff will do all of the work for you!
- If you haven’t sent your CV to ScholarWorks or haven’t updated them on your latest RSCA, please do so that they can update your profile for you.
- To see if you have submitted your CV to ScholarWorks, go to the ScholarWorks website and browse the author listing.
Journal Impact

Essentially, a measure of journal quality. There are a couple of methods.

Methods of Measure:
- CiteScore
- Source Normalized Impact by Paper (SNIP)
- Scimago Journal Rank (SJR)
- Journal Impact Factor

- Besides citation analysis, measuring the quality of the journal is also another method for demonstrating impact.
- There are several methods for measuring journal impact.
One most people are familiar with

Cabell’s library database focuses mostly on computer science, business, and social sciences subjects.
CiteScore

Citations received in year to documents published in previous 3 years ÷ Number of documents published in previous 3 years

Available in:
• Scopus Library database

- CiteScore is similar to Journal Impact Factor – uses a different equation
- CiteScore is specific to Elsevier and their Scopus database
- Image is example of CiteScore for Journal of Academic Librarianship.
• When comparing quantitative metrics, best to benchmark.
• CiteScore allows for benchmarking within a particular discipline or field of study.
• Example: Journal of Academic Librarianship, the CiteScore is 2.32 which places it within the 89th percentile for journals in Library and Information Science in 2017.
Access CiteScore by:

- Going into Scopus library database
- Click on “Sources” up at the top
- Search for journal title or subject category
- Example is for Journal of Academic Librarianship – CiteScore within education discipline, as well as within library and information sciences.
Source Normalized Impact Per Paper (SNIP)

Journal's citation count per paper ÷ Citation potential in its subject field

The impact of a single citation will have a higher value in subject areas where citations are less likely and vice versa. Stability intervals indicate the reliability of the score. Smaller journals tend to have wider intervals than larger journals.

Available in:
- Scopus Library database

- Similar to the other methods, difference is that it normalizes citation by subject areas.
In Scopus, you can find the SNIP in the same way that you would find the CiteScore.

You can also benchmark SNIP with other journals in the field.
Scimago Journal Rank (SJR)

Average # of weighted citations received in a year
÷
# of documents published in previous 3 years

Citations are weighted [worth more or less] depending on the source they come from. The subject field, quality, and reputation of the journal have a direct effect on the value of a citation. Can be applied to journals, book series, and conference proceedings.

Available in:

- Scimago Online
- Scopus Library database

- Another metric that can normalize journal impact
- Available in Scopus and online via a free website.
You can find the Scimago Journal Rank in Scopus, as well as via the Scimago website that is freely available. There is different information in both. Within Scopus, you can benchmark. With the online version, you can view more trend information.
Book / Book Chapter Impact

For disciplines that value book or monograph publications.

Examples of assessing book impact:
- Book reviews (scholarly & popular)
- Publisher influence
- Sales figures (if available)
- Number of libraries that provide access to the title
- Which libraries provide access to the title
- “Cited by” in Google Scholar

The strategy and the metrics that you choose to present might depend on when the book or book chapter was published and what sort of information is available to you. For example, if the book is recently published, you might want to focus more on publisher reputation, as sales figures and number of libraries that have the book may be small.
For reviews, consider both reviews in scholarly sources as well as popular sources
Researcher / Author Impact

A measure of author productivity and impact over time. Currently, the most common measure used is the h-index.

H-Index Formula

# of articles in the collection (h) that have received at least (h) citations over the whole period.

Tools:

- Scopus Library database
- Web of Science Library database
- Google Scholar Online
A number of databases have calculated your H-index based on the information that they have in their database. Examples Google scholar and Scopus.
Calculating Your H-Index

Example: You have 5 papers A, B, C, D, and E with 68, 12, 10, 3 and 3 citations, respectively.

The highest H-index you could have is 5 because you have published 5 papers. Start with this number and ask yourself...

Do all of my papers have 5 citations? No.
4 citations? No.
3 citations? Yes. So my H-index is 3.
Enhance Researcher Impact with ORCID ID

ORCID iD is a unique identifier for researchers and scholars. For some grant funders and publishers, an ORCID iD is required.

1. Create an ORCID iD 0000-0003-2895-9144
   - To go: https://orcid.org/register
   - Sign in using "Personal Account"
   - Fill out the information

2. Populate your ORCID profile

- One way to enhance your researcher impact is with an ORCID ID.
- ORCID stands for “Open Researcher and Contributor ID” and it is a unique identifier for researchers and scholars.
- With an ORCID, you can distinguish yourself from other scholar with the same or similar name or initials.
- With an ORCID, you also have a persistent identifier for yourself, even if you change your name or your institution.
- For some funders and publishers, having an ORCID is now a requirement.
- It is very easy to sign up for an ORCID (takes about 30 seconds).
Other Websites for Enhancing Researcher Impact & Disseminating RSCA

- ResearchGate
- Academia.edu
- Citation managers (Mendeley, Zotero, etc.)
- and more...

- You need to decide for yourself which ones you want to invest in.
Social & Cultural Impact

If your works are not necessarily cited in scholarly literature, information in news publications, reviews, recordings, screenings, exhibitions, grants awarded, and prizes won can be indicative of the culture/social impact and influence.

Tools:

- Newspapers and magazines
  - ProQuest News and Newspapers
  - Nexis Uni
- Google Search/Social Search
- PlumX Metrics

Library database
Library database
Online
Elsevier & EBSCO databases only
Example

Yvonne Escalante
Lecturer
Department of Art & Art History
San Jose State University
● One of the ways to demonstrate cultural or social impact is to see if something has been written in newspapers and what they are saying in the newspapers.

● Library has Nexis Uni.
● One of the ways to demonstrate cultural or social impact is to see if something has been written in newspapers and what they are saying in the newspapers.
● Library has ProQuest News and Newspapers.
Altmetrics

Measures of research impact that measure the wider, societal impacts of scholarly works by tracking how they are discussed, shared, saved, read, and reused by scholars and the public.

Examples of altmetrics:
- Mentions on social media, blogs, Wikipedia, and other online webpages
- Saves in citation managers
- Likes on Instagram, Facebook, Twitter, etc.

Tools:
- Websites
- PlumX Metrics
  - Online
  - Elsevier & EBSCO databases

Another way to measure cultural or social impact is through the use of altmetrics or alternative metrics outside of simply counting citation numbers.
Hashtag searches in Twitter, on Instagram, and Facebook can be a strategy.
Look at Instagram, social media, and other places where visual or performance art might be displayed and shared. See how many likes or engagement there is.
Another resource for finding altmetrics is through the use of PlumX. It is an add-on product that the library has purchased; it is currently only integrated with Elsevier and EBSCOhost databases.

PlumX allows you to see (for a specific item), citation numbers, usage numbers, saves in citation managers such as Mendeley, mentions in Wikipedia as well as mentions in social media.

In PlumX, you can track down the tweet and the Wikipedia entry.

The virtual sphere: The internet as a public sphere

The internet is a remarkable technological tool in the hands of the public sphere. However, some aspects of these new technologies consciously use the digital format to create a new sense of community and a new kind of public sphere. In this sense, the digital format is a new medium for the expression of political ideas and for the dissemination of political ideas beyond the traditional boundaries of the political community. It is a new way of thinking about political issues and the role of the public sphere in the political process.
Other strategies to consider – especially qualitative strategies…

- For both research methods as well as creation methods, are other people using your methods for their own research or creative activities?
- What is the impact of your RSCA on teaching? Are other people using your teaching methods in their own?
- If you have a patent, is your patent being referenced in other patent applications?
- For grey literature, such as reports, has your report made an impact on policies?
- Is there anyone using your software/code/script/data/product? If yes, how so?
It is important to curate your online scholar identity

- Register for an ORCID and create a profile
- Submit your CV to ScholarWorks
- Make choices about creating a profile in ResearchGate and Academia.edu
- Claim your Google Scholar Profile
- Claim your Amazon Author Profile (for book creators only)

Future webinar to come!

From all of these methods, sharing your RSCA and making sure that your RSCA is being attributed to you is very important to demonstrating impact. Therefore, it is important for you to curate your online scholar identity.
**Recommendations for using RSCA metrics...**

- Use more than one number and consider ones that put your work in the best light.
- Use a mix of quantitative and qualitative evidence to demonstrate the influence, engagement, use, or impact of your RSCA.
- Present quantitative data in context and with normalized metrics.
- If benchmarking, compare like to like.
- Consider values of the university or department and use those metrics.

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<thead>
<tr>
<th>Recommendations</th>
<th>Metrics</th>
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<tr>
<td>Different databases will provide different numbers, be sure to check all of them and see which one would put your work in the best light.</td>
<td>Citation Analysis</td>
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<tr>
<td>It is important to use both quantitative and qualitative pieces of evidence.</td>
<td>Journal Impact</td>
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<td>Benchmark and provide normalized metrics – do not compare your art metrics with physical science metrics. If you are putting together a dossier for full professor, compare your h-index with others of the same rank within your same field.</td>
<td>Book / Book Chapter Impacta</td>
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<td>Consider what your department values or wants to see and include that information.</td>
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<td>Social &amp; Cultural Impact</td>
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Everyone will provide the information differently, and different departments will have different expectations. Check in with your colleagues to see how they are providing the information.

I personally provide it in the description for each of my RSCA items because the narrative has a word limit, but may include a substantial quote or bit of information in the narrative to demonstrate RSCA impact.
For more information, go to: libguides.sjsu.edu/ResearchImpact

The guide has a link at the bottom left to a toolkit that has different metrics and recommends different metrics or different types of RSCA output.

Contact me for questions or schedule an appointment to meet to discuss your needs.
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Thanks to...

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- https://guides.temple.edu/impact_media
- https://library.rice.edu/dss
- http://www.metrics-toolkit.org/