INTERROGATING IMPACT:
Altmetrics as indicators of influence in & beyond the academy

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Altmetrics:
... metrics based on the Social Web for analyzing and informing scholarship

- altmetrics.org

Or, more sophisticated, e.g. List of Impact Indicators, Becker Medical Library
WHAT ARE WE TALKING ABOUT?

**Traditional**: citations, journal impact factors, h-index

**Altmetrics**: bookmarking, web analytics, YouTube plays, Facebook shares, Tweets, non-traditional formats & distribution
WHO WE ARE, WHY THIS PROJECT

• Applied scholarship, professional grad programs
• Faculty teaching & scholarship = non-traditional mix
• Faculty applying scholarship to practice in community (knowledge mobilization)
• Libraries interested in emerging models of scholarly communication
RESEARCH QUESTIONS

• What issues do scholar-practitioners, grad students face trying to establish, grow, measure scholarly presence on the web?
• How do scholar-practitioners, grad students perceive, negotiate issues of scholarly presence on the web?
• How can librarians assist scholar-practitioners to create, discover, manage online reputation using traditional & emerging tools?
WHAT WE DID

• 22 participant interviews x ~45 min each

• Faculty selected via VIU’s Annual Report on Research & Scholarly Activity; existing social media, altmetrics profile

• Students referred by interested faculty
ISSUES & THEMES

• Factors that influence participation/interest
• Perceived benefits/drawbacks of tools
• How to make decisions about degree/nature of sharing
• Discipline-related themes
• Library role/value added
ALT-METRICS: SELECTED TOOLS
(Not a comprehensive list)

• http://scholar.google.ca
• http://www.mendeley.com
• http://impactstory.org
• http://www.plumanalytics.com
• http://orcid.org
• http://altmetric.com
• http://article-level-metrics.plos.org/alt-metrics/
• http://citedin.org/
• http://klout.com/home
• http://www.carboncaptureresport.org/
• http://sciencecard.org/ (“this is not the end...”)
• Reader Meter
• Reports from Research Gate and Academia.edu
TRADITIONAL ARTICLE METRICS
GOOGLE SCHOLAR: A GOOD PLACE TO START

Rosie Croft
Royal Roads University

Citation Indices

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Citations to my articles

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<td>Discovery layers and the distance student: online search habits of students</td>
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Abstract

Has your institution purchased discovery layer tools? Are you wondering how students are using them and how much return your institution is getting on that investment? Not only are there more resources available to students online than ever before, but there are also more avenues for students to discover those resources. RRU Library puts links to Google Scholar, Summon, LibGuides, Captivate tutorials, and more onto its web pages. This paper is an investigation of how students are using those resources and what they think of them. It presents student feedback on these discovery layers combined with empirical evidence from usage statistics. The paper explains how RRU Library will use this evidence to inform both the electronic paths designed to lead students to its resources and the outcomes of its information literacy instructional sessions.

Related

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Hulya Ergul in Online (2004)
Save reference to library

Cite this document (BETA)

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E-Books Revisited: Surveying Student E-Book Usage in a Distributed Learning Academic Library 6 Years Later
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What do these numbers mean?
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Article


Treebase: an R package for discovery, access and manipulation of online phylogenies
CURATE & PRESENT INDICATORS: PROPRIETARY

http://demo.plu.mx/u/tschleyer/
PUBLICATIONS
Top thematic publications

1. The contribution of bamboo to household income and rural livelihoods in a poor and mountainous county in Guangxi, China

2. What is the relevance of smallholders’ agroforestry systems for conserving tropical tree species and genetic diversity in situ and ex situ settings?

3. Ten principles for a landscape approach to reconciling agriculture, conservation, and other competing land uses

4. How are REDD+ proponents addressing tenure problems?

5. A global analysis of deforestation due to biofuel development

PRESENTATIONS
Top 5 presentations from CIFOR Slideshare

1. Ten principles to apply at the nexus of agriculture, conservation, and other land uses

2. Financial incentive benchmark for REDD+

3. Drivers of deforestation and forest degradation

4. Forests, ecosystems services and poverty alleviation - World Bank

5. Investing in sustainable landscapes for green returns

VIDEOS
Top 5 videos from CIFOR TV

1. Global Landscapes Forum 2019

2. The race for space: Human-wildlife conflict in Indonesia’s national parks

3. Dirty Science: Excavating the truth about mangroves and carbon

4. Harvesting Brazil nuts and timber in the Peruvian Amazon

5. Indonesia burning: CIFOR expert on haze crisis

PHOTOS
Our editor’s picks from CIFOR Flickr

1. A rare Javan leopard

2. Transporting wood in the Amazon

3. Communities and rice

4. Brazil nut processing

5. Logging in the Amazon

BLOGS
Top 5 stories from CIFOR Blog

1. 28 January 2013
   Forests as rainmakers: CIFOR scientist gains support for a controversial hypothesis

2. 8 July 2013
   FACT FILE - Indonesia world leader in palm oil production

3. 19 September 2013
   The multi-million dollar question: Is forest certification working?

4. 16 April 2013
   Can climate change hold back commodity-driven deforestation in Southeast Asia?
“I’VE SEARCHED FOR MYSELF IN GOOGLE…”

• All participants had at least googled themselves

• Some already knew of Google Scholar profiles, some didn’t. Some very strategic

• General awareness of impact in relation to the concept of journal impact factor

• Different disciplines may favour different tools & services
HOW PARTICIPANTS SAW THEMSELVES

- Stage of career, field of scholarly activity
- Value that institution may/not place on research & publishing in faculty role; in/formality of requirements for research in promotion
- Relative emphasis on research, teaching, service
- Dependence on traditional impact measures to obtain, retain funding
- Publishing as formula, game, or hazing
- Idea of disseminating research beyond academe – knowledge mobilization & community impact
ALT-METRICS & SOCIAL MEDIA

• Awareness of tools
• Time, time, time & more time
• Which tools to use for what purpose
• Maturity, reliability of tools
• How social media, innovation in Scholarly Communication is viewed in their field
• Advantages, disadvantages of engaging with or reporting out results in social media
FACULTY RESPONSE
Cautious to uncontained enthusiasm

- “I would book an appointment tomorrow”
- “I think I got more out of this than you did”
- Early adoption, right time to “invest”
- Cool factor, skepticism
- How to make comparisons across disciplines
- Caution about being reduced to just numbers
- Promise of measuring value they’ve not been able to capture
MANAGING SCHOLARLY PROFILE & LIBRARY ROLE

- Awareness of strategies, tools complements field-specific understanding that scholars may have
- **Guides, self help**, workshops – department
- Integrate with research methods, grad curric
- Custom consultations
- Anticipate risks in engaging broader community than academics; consider strategies for mitigating
- Potential for institution-wide/portfolio view
THANK YOU!

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