



INTERROGATING IMPACT:

Altmetrics as indicators of influence in & beyond the academy

Rosie Croft, Royal Roads University
Kathleen Reed, Vancouver Island University
Dana McFarland, Vancouver Island University

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

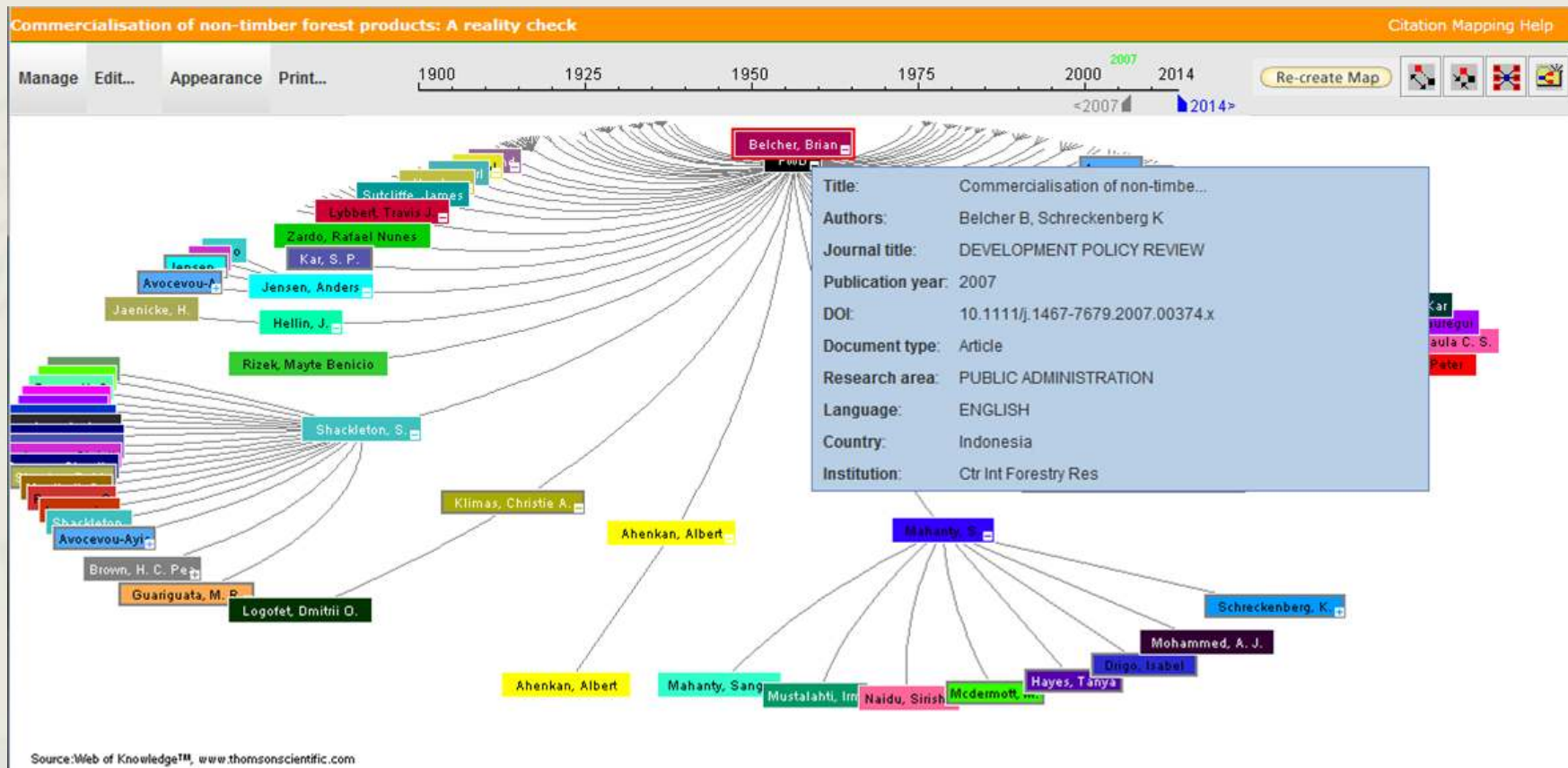
- Factors that influence participation/interest
- Perceived benefits/drawbacks of tools
- How to make decisions about degree/nature of sharing
- Discipline-related themes
- Library role/value added

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.carboncapturereport.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



Change photo

Rosie Croft Edit

Royal Roads University Edit

academic libraries - ebooks - discovery layers - altmetrics Edit

Verified email at royalroads.ca Edit

My profile is public Edit Link Add homepage

Citation indices

	All	Since 2008
Citations	36	31
h-index	3	3
i10-index	2	2

Citations to my articles



Select: All, None Actions

1-5

Title / Author	Cited by	Year
<input type="checkbox"/> eBooks for a Distributed Learning University R Croft, S Bedi Journal of library administration 41 (1-2), 113-137	15	2004
<input type="checkbox"/> E-books revisited: Surveying student e-book usage in a distributed learning academic library 6 years later R Croft, C Davis Journal of Library Administration 50 (5-6), 543-569	14	2010
<input type="checkbox"/> E-mail Reference in a Distributed Learning Environment R Croft, N Eichenlaub Journal of library administration 45 (1-2), 117-147	6	2006
<input type="checkbox"/> Discovery layers and the distance student: online search habits of students R Croft, J Mussell Taylor & Francis (Routledge)	1	2012
<input type="checkbox"/> Mapping the treasures: free ebook collections R Croft, N Eichenlaub		2005

Select: All, None Actions

1-5

Google scholar

Search Authors

My Citations - Help

Follow this author

Follow new articles
Follow new citations

Add co-authors

Jessica Mussell Add -
View all co-authors

Co-authors

Naomi Eichenlaub
View all co-authors

 Name
 Email

Inviting co-author
Send invitation

"NON-CITATION" INDICATORS

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.

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.

Introduction

In order to compete with the complex interface and historical design of search engines such as Google and Google Scholar, many academic libraries are investigating their services around the concept of the single search box. It gives their users with a single file search experience. Academic discovery services such as Hathi's Solr-based Summon™, ILL™, Kuali™, and Local, and the EDAS Discovery Service™, allow students to discover the search results identified by their users and provide them with the option to search over all of their library's collection at once. But for the full, will they work?

Academic libraries spend a considerable amount of money purchasing and supporting online journals, database collections, and e-books. Discovery tools and services are considered an integral part of building and maintaining online portals (e.g. a LibGuides) and other learning objects or services. However, can they be provided their users with multiple discovery services. It is not clear what the response is, it is important for libraries to evaluate what resources are used and how well they are used to better inform their existing ongoing services. It is also the purpose of the authors to explore the various discovery products and services provided to students and others, to investigate if there has indeed been a return on investment.

Library Services

Regardless of if the time and effort libraries can use providing a variety of research-based resources for their website, the libraries suggest that students will prefer to use their research using through one online form of search engine (Ergul, 2004; Madsen, 2001; Kuhl, 2001). One of the most popular ways for libraries to provide a search service is through the use of LibGuides (Lofgren, 2004). The purpose of this research is to investigate the use of LibGuides and other services. It is also the purpose of the authors to explore the various discovery products and services provided to students and others, to investigate if there has indeed been a return on investment.

Related

Relationship Between Student Characteristics and Academic Achievement in Distance Education and Application on Students of Anadolu University

Hulya Ergul in *Online* (2004)

Save reference to library

Cite this document (BETA)

- APA
- BibTeX
- Cell
- Chicago
- Harvard
- MLA
- Nature
- Science

Choose a citation style from the tabs above.



CURATE & PRESENT INDICATORS: OPEN TOOLS

ImpactStory.

create embed follow about sign in

BETA
Send us your
feedback!

My Collection

6 products (expand all) add products refresh metrics download Tweet 0

article

E-Books Revisited: Surveying Student E-Book Usage in a Distributed Learning Academic Library 6 Years Later

(2010) Croft, Davis *Journal of Library Administration*

highly saved highly discussed cited

saved by scholars



discussed by public



What do these numbers mean?

cited by scholars





Carl Boettiger

56 research products

 Embed  Download

Article

rfishbase: exploring, manipulating and visualizing FishBase data from R.

(2012) Boettiger, Lang, Wainwright. *Wiley Blackwell (Blackwell Publishing)*. Journal of fish biology

[highly discussed](#) [cited](#) [highly saved](#) [saved](#)

Modeling stabilizing selection: Expanding the Ornstein-Uhlenbeck model of adaptive evolution

(2012) *Wiley Blackwell (Blackwell Publishing)*. Evolution; international journal of organic evolution

[highly cited](#) [highly saved](#) [discussed](#)

Early warning signals and the prosecutor's fallacy.

(2012) Boettiger, Hastings. *The Royal Society*. Proceedings of the Royal Society B: Biological Sciences

[highly cited](#) [highly saved](#) [discussed](#)

Treebase: an R package for discovery, access and manipulation of online phylogenies

[highly saved](#) [highly discussed](#) [cited](#)

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 *circa situm*, 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? Evidence from Cameroon and Indonesia



5
A global analysis of deforestation due to biofuel development



BLOGS

Top 5 stories from CIFOR Blog



28 January 2013

1
Forests as rainmakers: CIFOR scientist gains support for a controversial hypothesis



8 July 2013

2
FACT FILE - Indonesia world leader in palm oil production



19 September 2013

3
The multi-million dollar question: Is forest certification working?



16 April 2013

4
The landscape approach: Ten principles to apply at the nexus of agriculture, conservation, and other land uses

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 2013



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



3
Communities and rice



4
Brazil nut processing



5
Logging in the Amazon

“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!

rosie.croft@royalroads.ca

kathleen.reed@viu.ca

dana.mcfarland@viu.ca

@kathleenreed

@danamcfarland