

Leverage Your VIVO Profiles with Modern Metrics to Tell the Stories of Your Research

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Plum Analytics

Texas A&M University Libraries



The Need



Defining Goals

TAMU Strategic Planning

TAMU's embarking on the final phase of **Vision 2020: Creating a Culture of Excellence.**

To achieve this vision, TAMU will:

- Provide an outstanding educational experience for all students
- Produce impactful new knowledge, innovations, and creative works
- Place the needs of the public good at the forefront of our mission

The screenshot shows the website for the Office of the Provost, Executive Vice President. The page is titled "Strategic Planning 2015-2020" and contains the following text:

Strategic Planning 2015-2020

We are embarking on the final phase of *Vision 2020: Creating a Culture of Excellence*, which articulates Texas A&M University's bold recognition of necessary institutional evolution required to achieve its mission as a land, sea, and space grant institution of global preeminence. Adopted in 1999, with an explicit vision for acceptance as a consensus leader among peer public institutions, more than 250 stakeholders worked to identify benchmarks, which if achieved, would enhance the value of Texas A&M to The Texas A&M University System, the State of Texas, and the nation.

The next five years will be critically important for Texas A&M University. The University as a whole – including all colleges and divisions – is currently formulating strategic plans for the period leading up to 2020. It is vital that all our planning efforts be as coordinated and inclusive as possible. To that end, the Office of the Provost, the Faculty Senate and the Council of Principal Investigators are jointly convening four planning forums, open to all faculty and staff and also broadcast by TTVN to our campuses outside College Station. The forums will be brown bag, with drinks provided.

Strategic Planning Process

[Download PDF of Strategic Planning Process.](#)

Strategic Planning Open Forums

The forums will be organized as follows:

Forum 1 Tuesday, Feb. 10, 11:30 a.m. - 1 p.m., Rudder 601
Overview with discussion of university academic goals and measures of success
[\[Download PDF of Highlights of Forum 1.\]](#)
[\[Download PDF of Dr. Watson's PowerPoint slides.\]](#)
[\[Click here to watch video recording of the forum.\]](#)

Forum 2 Thursday, Feb. 26, 11:30 a.m. - 1 p.m., Rudder 601
Dialogue on Texas A&M's strengths and inhibitors, both internal and external
[\[Download PDF of Highlights of Forum 2.\]](#)
[\[Click here to watch video recording of the forum.\]](#)
Note: There is a delay between the beginning of the audio recording and the start of the video recording.

Forum 3 Friday, March 13, 11:30 a.m. - 1 p.m., Rudder 601
Dialogue on strategies for excellence at Texas A&M
[\[Download PDF of PowerPoint Slides.\]](#)
[\[Click here to watch video recording of the forum.\]](#)

TAMU Strategic Planning, 2015-2020
[http://provost.tamu.edu/initiatives/
strategic-planning-2015-2020](http://provost.tamu.edu/initiatives/strategic-planning-2015-2020)



Moving Forward The Manziel Effect

The University has a real
commitment to improve.

Resources

Legislative Support

Alumni Engagement



AAU Membership Policies

The members of Association of American Universities should be comprehensive universities distinguished by the disciplinary breadth and quality of their programs of graduate education and research.

Phase 1 Indicators

- Competitively funded federal research support
- Membership in the National Academies (NAS, NAE, IOM)
- Faculty awards, fellowships, and memberships
- Citations: Thomson Reuters InCites™ citations (Web of Science) database

Phase 2 Indicators

- USDA, state, and industrial research funding
- Doctoral education
- Number of postdoctoral appointees
- Undergraduate education

Scholarly Impact
(Re)Claiming The Narrative

Faculty want control of their narrative

<http://www.aaup.org/reports-and-publications/academe>



Scholarly Impact

Empowering the Faculty

Students learn what is assessed.....

.....Faculty act on what is measured.



Tell the Story





ONLINE IN
60
 SECONDS
 A YEAR LATER

Qmee.com

DATA
www.internetlivestats.com
www.thesocialskinny.com
www.econsultancy.com
www.cnn.com
www.wikibon.org
www.flickr.com
www.weldert.com

www.linkedin.com
www.tumblr.com
www.quora.com
www.amazon.com
www.lacpsocialmedia.org
www.flickr.com
www.mashable.com

Measuring data exhaust to tell the story...

TECHNOLOGY HAS FINALLY CAUGHT UP
































What is Research Output?

- Articles
- Blog posts
- Book chapters
- Books
- Cases
- Clinical Trials
- Conference Papers
- Data Sets
- Figures
- Grants
- Interviews
- Letters
- Media
- Patents
- Posters
- Presentations
- Reports
- Source Code
- Theses / Dissertations
- Videos
- Web Pages



Samples of PlumX Metrics Sources

- | | | |
|--|---|---|
|  Amazon |  Github |  Scopus |
|  Bit.ly |  Goodreads |  SlideShare |
|  CrossRef |  Google+ |  SourceForge |
|  Delicious |  Medwave |  Stack Overflow |
|  Dryad |  Mendeley |  Twitter |
|  dSpace |  PLOS |  USPTO |
|  EBSCO |  PubMed Central |  Vimeo |
|  ePrints |  Reddit |  Wikipedia |
|  Facebook |  Research Blogging |  Worldcat (OCLC) |
|  figshare | |  YouTube |

PLUMx
Metrics
Categories



USAGE

(clicks, downloads, views, library holdings, video plays)



CAPTURES

(bookmarks, code forks, favorites, readers, watchers)



MENTIONS

(blog posts, comments, reviews, Wikipedia links)



SOCIAL MEDIA

(+1s, likes, shares, tweets)



CITATIONS

(PubMed Central, Scopus, patents)



USAGE

clicks, downloads, views,
library holdings, video
plays

-
- Is anyone reading our work?
 - Did anyone watch our videos?
 - Usage is the #1 stat researchers want to know after Citation counts
 - PlumX is the only product that includes Usage



CAPTURES

bookmarks, favorites, readers, watchers

-
- Captures indicate that someone wants to come back to the work
 - Early indicator of future citations



MENTIONS

blog posts, comments,
reviews, Wikipedia links

-
- This category measures people truly engaging with your research
 - Automatically uncover the conversations about your research
 - Discover feedback, opinions, etc.



SOCIAL MEDIA

+1s, likes, shares,
tweets

-
- Social media measures how well a researcher is promoting their work
 - This is especially important for early career researchers to measure and understand
 - Track the buzz and attention around your research output

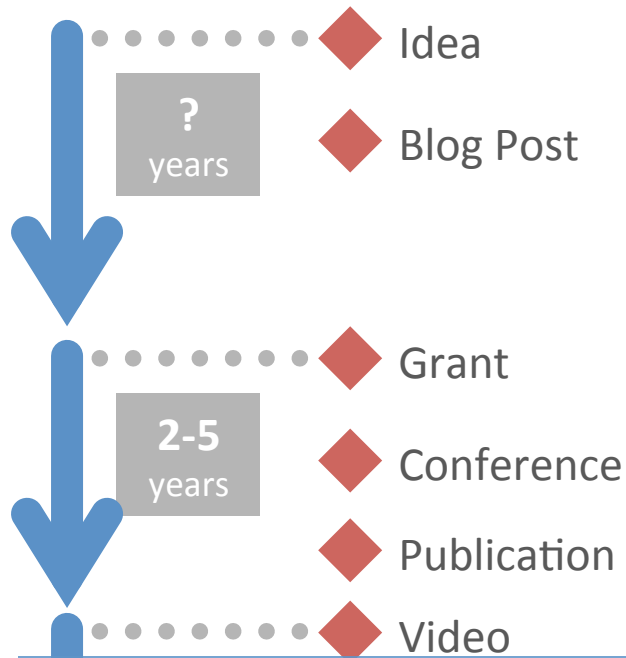


CITATIONS

PubMed Central, Scopus, patents

-
- Citations still a standard of long-term impact
 - Including citations enables side-by-side analysis with other metrics categories

Metrics timeline: From Idea to Impact



It can take at least 2-5 years from idea to a published peer-reviewed journal article

Before PlumX

From idea to measurable citation counts can take 5 - 10 years

Due to the pace of scholarly publishing, it takes another 3 - 5 years from the time the work is published to get to critical mass of citation counts

After PlumX

Metrics available immediately

- click
- tweet
- presentation view
- dataset download
- PDF download
- bookmark
- save reference
- video play
- share
- citation counts

5 Categories in Action – Example Article



Why Do People Transmit Word-of-Mouth? The Effects of Recipient and Relationship Characteristics on Transmission Behaviors

Usage

Bitly - Clicks: 11
Bitly - Clicks: 1
RePEc - Abstract Views: 430
RePEc - Downloads: 181
SSRN - Abstract Views: 15860
SSRN - Downloads: 4390

Captures

Delicious - Bookmarks: 1
Mendeley - Readers: 19

Mentions

Facebook - Comments: 5

Social Media

Facebook - Likes: 160
Facebook - Shares: 72
Google+ - +1s: 91

Citations

RePEc - Cited by: 1

Ratings

SSRN - Rating: 918

Article level
metrics are the
building blocks
for PlumX

Designing the Program

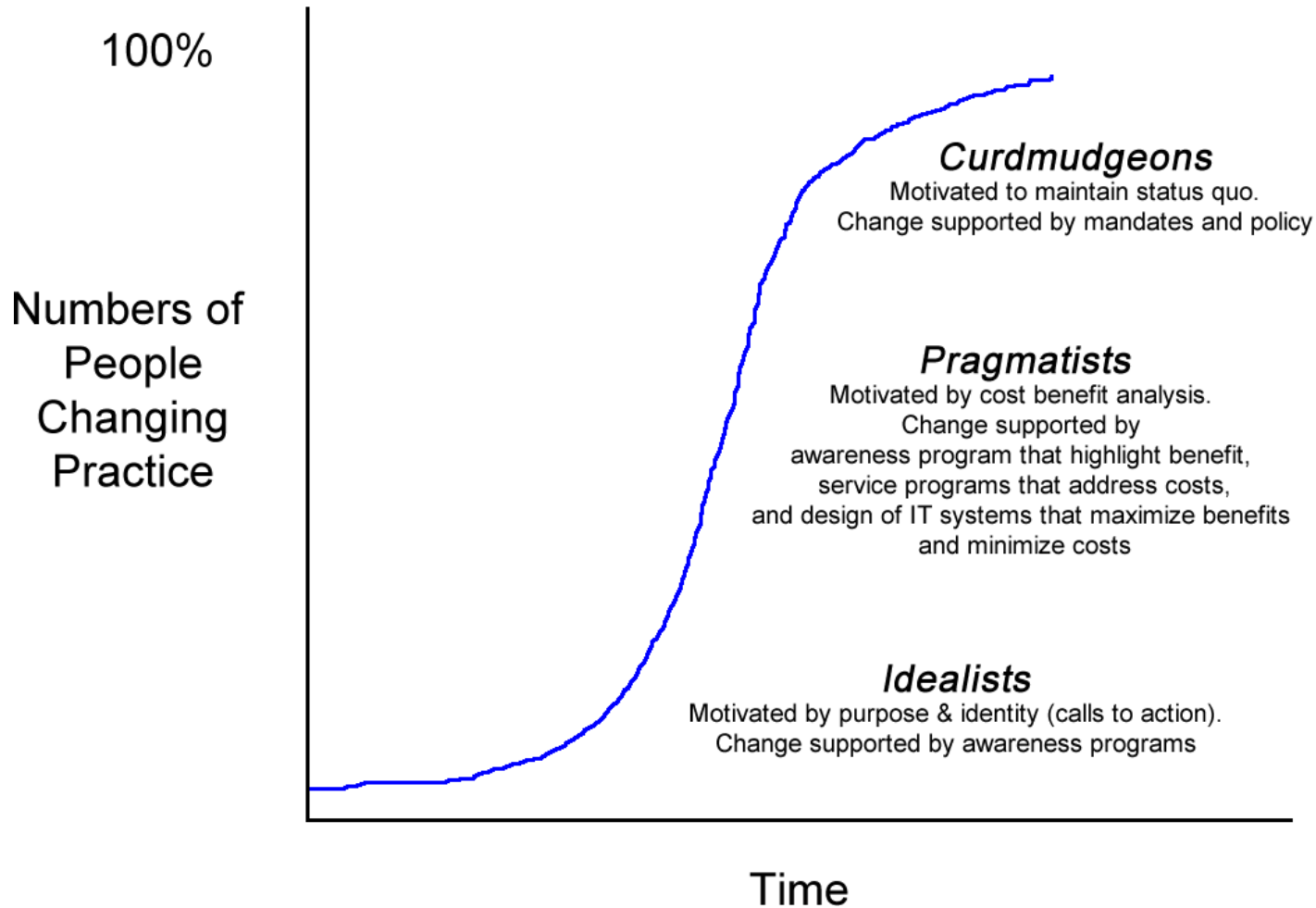


Organizational Change Designing Systemic Programs

Scholarly communication
initiatives are focused on
supporting behavioral changes

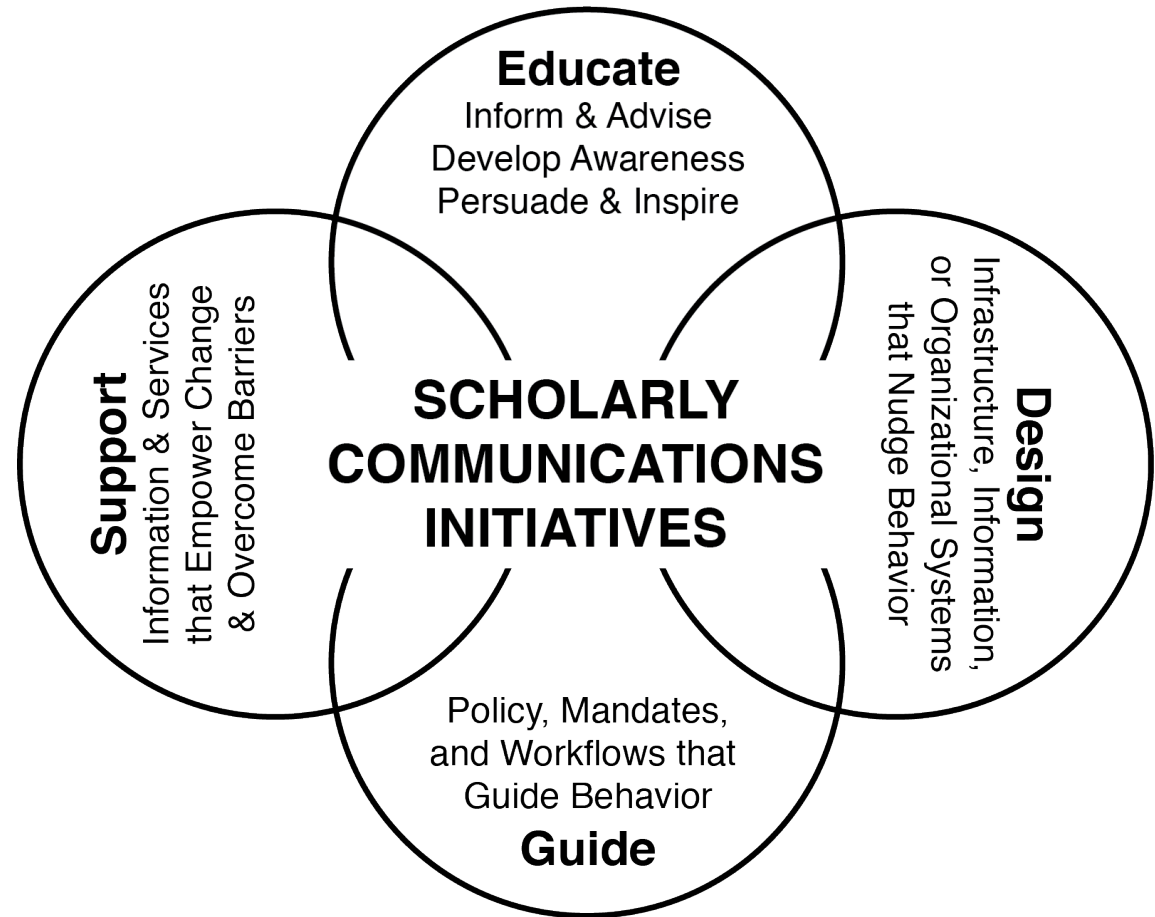


Organizational Change Designing Systemic Programs



Organizational Change
Designing
Systemic
Programs

Student, Faculty &
Societal Needs



Institutional
Goals

Design

Scholarly Identity & Impact Information Ecosystem



Elements



Search

Search VIVO

Search


Research


32,312 Academic Articles

[View all ...](#)

Faculty

 [Dronen, Norman O.](#)

 [Lee, Kyung Hee](#)

 [Crouse, Stephen F.](#)

 [Mankin, Joseph M.](#)

[View all ...](#)

Departments

- > [Industrial and Systems Engineering](#)
- > [Teaching Learning and Culture](#)
- > [Petroleum Engineering](#)
- > [Oceanography](#)
- > [Economics](#)
- > [Marketing](#)

[View all ...](#)

Statistics

3.6_k

People

107

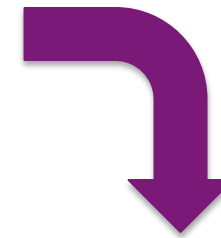
Organizations

37_k

Research

316

Locations



Home / Texas A&M University

[Edit this Group] [Embed Widget]



Texas A&M University

Links: Website, Facebook, Twitter, Instagram, Pinterest, YouTube, Google+, LinkedIn, YouTube

Artifact Summary

36131	29036	23174	7287	6111
Article	Image	Thesis	Book	Other

Researchers:

Showing 50 of 3342

Show All

Narrow by:

Showing 10 of 16

- Associate Provost - Dean of Faculties
- Bush School of Government and Public Service
- College of Agriculture and Life Sciences
- College of Architecture
- College of Education and Human Development
- College of Geosciences
- College of Liberal Arts
- College of Science
- College of Veterinary Medicine and Biomedical Sciences
- DSpace

Show All

[All \(103477\)](#)
[Article \(36131\)](#)
[Image \(29036\)](#)
[Thesis / Dissertation \(23174\)](#)
[Book \(7287\)](#)
[Other \(5111\)](#)
[Presentation \(1440\)](#)
[Report \(777\)](#)
[Export Data](#)

[Book Chapter \(257\)](#)
[Conference Paper \(86\)](#)
[Other \(61\)](#)
[Letter \(48\)](#)
[Video \(19\)](#)
[Review \(17\)](#)
[PrePrint \(10\)](#)
[Interview \(9\)](#)
[Blog Post \(5\)](#)
[Blog \(4\)](#)

[Data \(3\)](#)
[Web resource \(1\)](#)
[Paper \(1\)](#)

[Filter...](#) [Analytics](#)

Impact by Type: All



Year	Title	Type	All				
			Captures	Citations	Social Media	Mentions	Usage
2103	Assessing corrosion of uns s30403 stainless steel for applications in nuclear waste reprocessing systems	Article					
2015	Protein for exercise and recovery.	Article	19	8	24	14	104



Scholarly Identity & Impact PlumX Dashboard

<https://plu.mx/tamu/g/>



Analytics across all research output in VIVO

◀ Back

Artifacts by Publication Year - Texas A&M University

Download as... ▼

Artifacts by Publication Year

Researchers Overview

Subgroups Overview

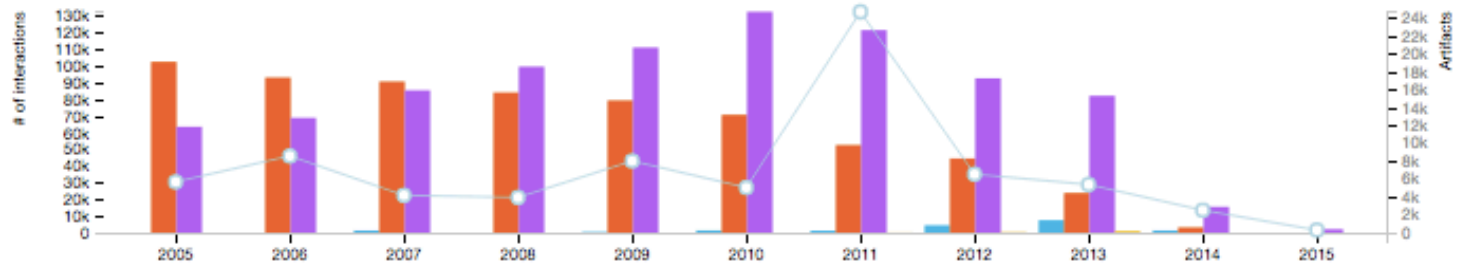
Artifacts Overview

Sunburst

Filter...

Hide tables

Metrics by publication year



	Social Media	Citations	Captures	Mentions	Artifacts
2015	320	285	2628	75	400
2014	1933	3764	16068	289	2620
2013	8090	24379	82573	1536	5484
2012	4991	45066	93109	900	6644
2011	1811	53102	21960	699	24764
2010	1964	71214	32932	515	5152
2009	998	79824	11512	352	8116
2008	483	84592	100043	335	4044
2007	1920	91125	85847	631	4282
2006	301	93549	69367	238	8675
2005	422	103002	64053	199	5784

PLUMX Texas A&M University Groups [dropdown] [gear icon] [search icon]

Home / College of Liberal Arts / Department of Performance Studies / Jeffrey M. Morris

Jeffrey M. Morris
Associate Professor of Performance Studies, Studio Director, Director of Undergraduate Studies
Profile

Researcher from:
College of Liberal Arts / Department of Performance Studies

Artifact Summary

- Video (11)
- Article (3)
- Conference (2)
- Chapters (2)
- Web resource (2)

All (24) Video (11) Article (3) Conference Paper (2) Book Chapter (2) Web resource (2) Paper (2) Thesis / Dissertation (1) Audio (1) Export Data

Filter... Analytics

Impact by Type: All

Year	Title	Type	All			
			Captures	Social Media	Mentions	Usage
2015	Hudson Lanier, guitar playing for Ulrich Maiss mix on Weblogmusic	Video	+	+	1	13
2015	Jeff Morris, feedback mixer, for Ulrich Maiss mix on Weblogmusic	Video			1	4
2015	Jeff Morris, first track in Screen Capture mix for Weblogmusic	Video			1	3
2015	Jeff Morris playing first track of Live Sampling mix on Weblogmusic	Video			1	6
2015	PerfTech presents InterMEDIA Performance #2 2014—Installations	Video			1	13
2015	Exhale for Dance and Electroacoustic Music	Video				
2015	Fast Standing Still by Jeff Morris	Video				
2015	Sonic Glimpses, art installation	Video				
2014	Open House Chicago 2014: Airstream Building	Video		3		92
2014	Weblogmusic MG on UM Mix 20140604	Video				4
2014	Ferin Martino: A Small Piano Algorithm and Its Lessons on Creativity, Interaction, and Expression	Conference Paper				

Scholarly Impact Metrics Faculty Profiles in PlumX

Identity

Control

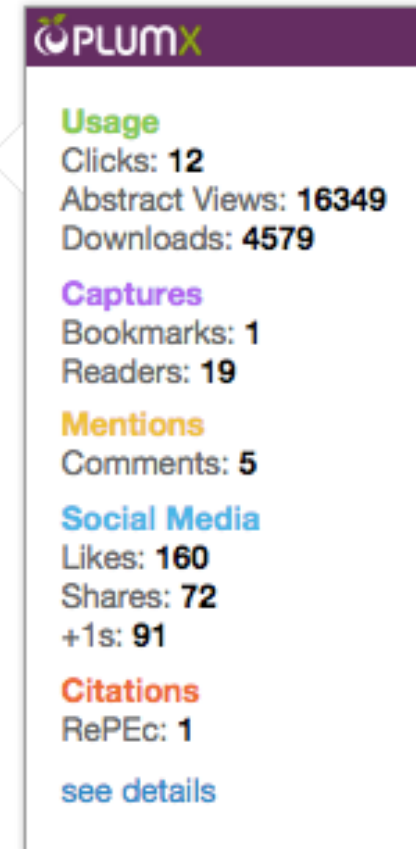
Evaluations

Strategic Decision Making



Visualizing Impact: Plum Print

- Includes the 5 categories of metrics
- Circles dynamically change size based on metrics in each category





Herbert, Bruce E. | Faculty Member

Positions

- Faculty, [University Libraries](#)

Publications in VIVO

32 total [i](#)

[Co-author Network](#)

[Map of Science](#)

Overview Publications Other View All

selected publications

academic article

[A New Spectrophotometric Method For Rapid Semiquantitative Determination Of Soil Organic Carbon.](#) *Soil Science Society Of America Journal.* 73:822.

[Addressing Sulfate-induced Heave In Lime Treated Soils.](#) *Journal Of Geotechnical And Geoenvironmental Engineering.* 136:110.

[An Index-based Approach To Assessing Recalcitrance And Soil Carbon Sequences In Engineered Black Carbons \(biochars\).](#) *Environmental Science And Technology*

[Arsenic Risk Assessment: The Importance Of Speciation In Different Hydrological Settings And Soil Pollution.](#) 204:385.

[Bitumen Surface Energy Characterization By Inverse Gas Chromatography.](#) *Journal Of Evaluation.* 35:100080.

PLUM X

Usage
Abstract Views: **537**
Link-outs: **3**

Captures
Exports-Saves: **4**
Readers: **54**

Social Media
Tweets: **1**


Citations
PubMed: **2**
Scopus: **47**
[see details](#)

PlumX Metrics in VIVO



LIBRARIES
TEXAS A&M UNIVERSITY

Institutional Repository OAKTrust: Integrated PlumX Metrics

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Annual Report for the OAK Fund, Academic Year 2013-2014

No Thumbnail

Annual report (year 1) for the OAK Fund, the funding to support publication fees for open access articles written by Texas A&M faculty.

URI
<http://hdl.handle.net/1969.1/153711>

View/Open
 [Oak Fund Annual Report \(1.943Mb\)](#)

Subject
OAK Fund, open access publication fee funding

Date
2015-02-17

Department
University Libraries


Author
Herbert, Bruce E.


Collections
Faculty Publications [1029]


Metadata
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Citation
Herbert, Bruce E. (2015). Annual Report for the OAK Fund, Academic Year 2013-2014. Available electronically from <http://hdl.handle.net/1969.1/153711>.

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 [PLUMX - see details](#)



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- Register



Expected Outcomes

- Faculty empowerment through data
- Improved scholarly identity
- Productivity gains through enhanced business practices
- Open access

Future Metrics

- Scholarly conversation
- Societal impact
- Identify funding opportunities

Storify the tweets from a keynote



Dhanashree Thorat
@shree_thorat

Follow

Enjoying tweets about @amyeeetx's talk on Small Data at #csdhach2015 Thank you to all the tweeters!

6:48 PM - 3 Jun 2015



Toniesha L. Taylor
@DrTonieshaT

Follow

YES!!! All the lives were got during @amyeeetx keynote. #csdhach2015 [twitter.com/miriamkp/statu...](https://twitter.com/miriamkp/status...)

6:46 PM - 3 Jun 2015



Élika Ortega
@elikaortega

Follow

Fantastic first #csdhach2015
Thanks everyone for three amazing days!!
More please!

6:46 PM - 3 Jun 2015

