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

Andrea Michalek, Bruce Herbert and Marianne Parkhill

Plum Analytics

Texas A&M University Libraries

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The Need

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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

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

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Moving Forward

The Manziel Effect

The University has a real commitment to improve.

Resources

Legislative Support

Alumni Engagement

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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

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Scholarly Impact

Empowering the Faculty

Students learn what is assessed……

……..Faculty act on what is measured.

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Defining Goals

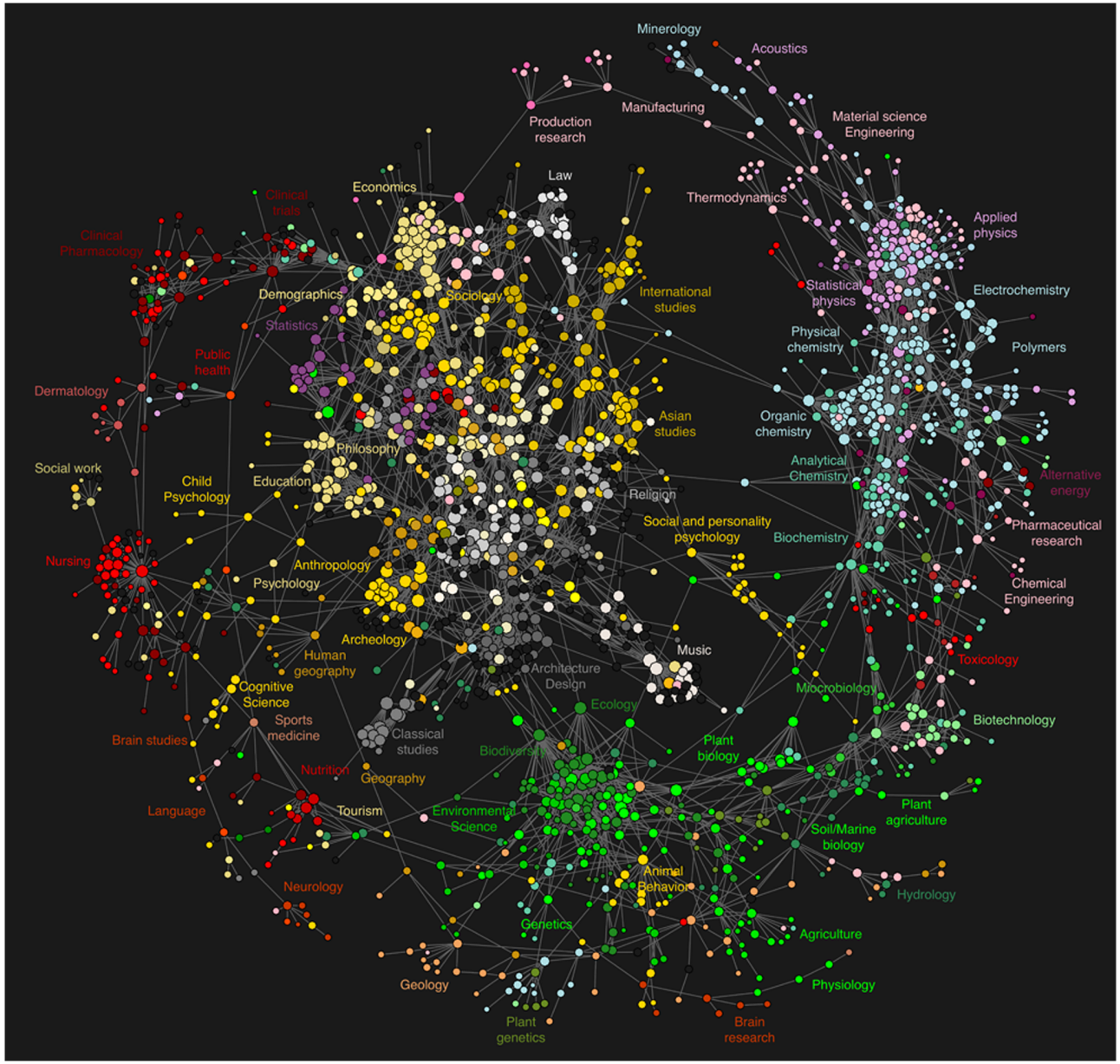
Diversity in Disciplinary Communities

Books & Monographs

Articles

Creative Works

Digital Projects/ Collections



Bollen, J., H. Van de Sompel, A. Hagberg, L. Bettencourt, R. Chute, et al. (2009). Clickstream Data Yields High-Resolution Maps of Science. PLoS ONE 4 (3): e4803. doi: 10.1371/journal.pone.0004803.

Tell the Story

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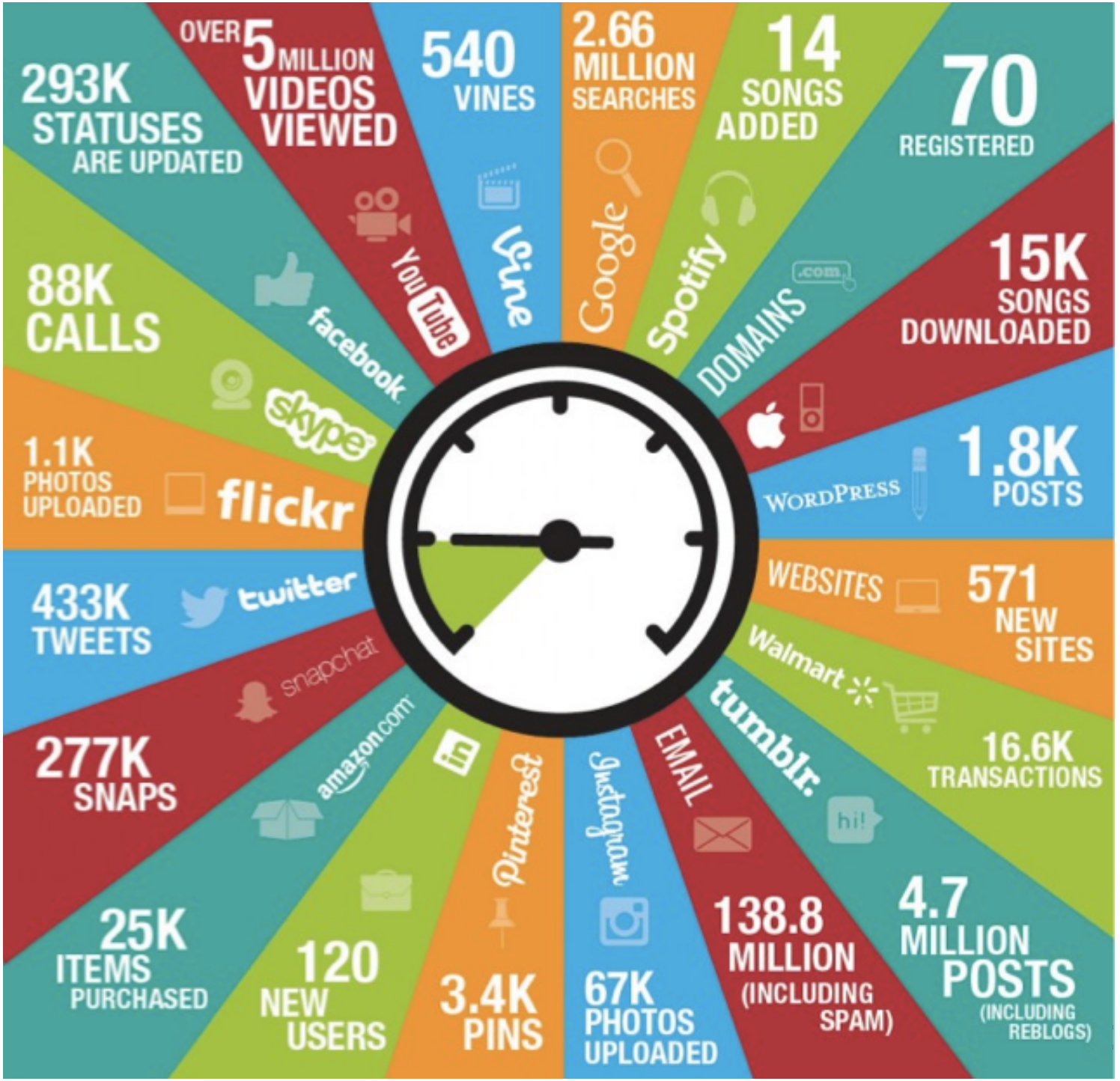

ONLINE IN 60 SECONDS
A YEAR LATER

qmee.com

DATA

www.internetlivestats.com
www.thesocialskinny.com
www.econsultancy.com
www.cnn.com
www.wikibon.org
www.flickr.com
www.weidert.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

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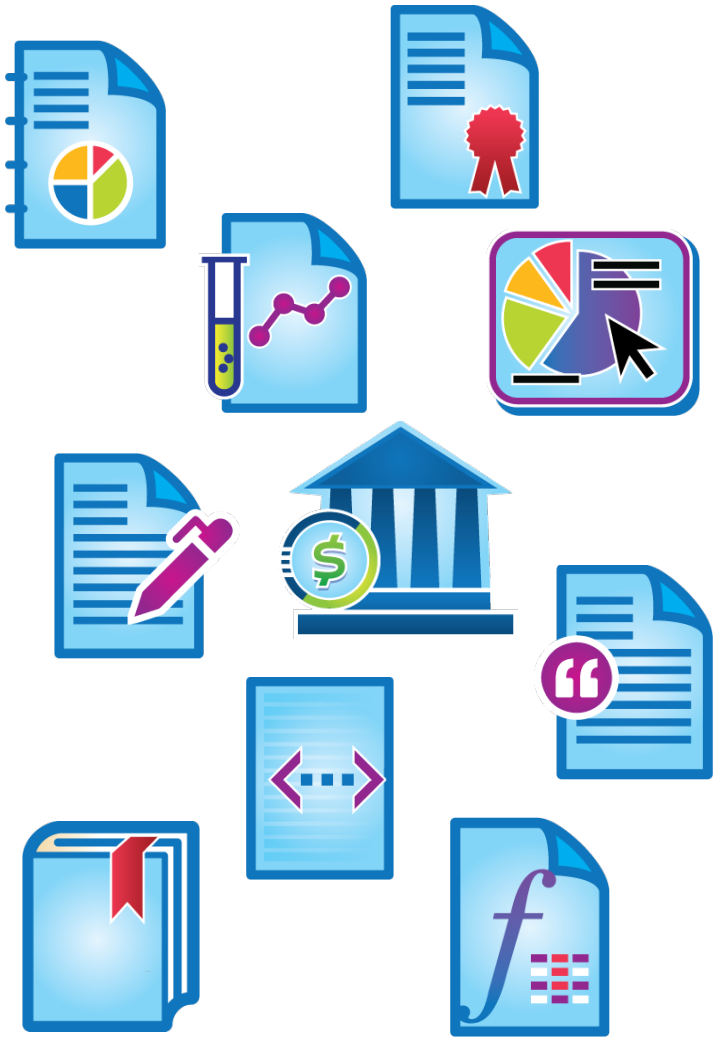
What is Research Output?

- 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



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Samples of PlumX Metrics Sources

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

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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)

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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

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CAPTURES

bookmarks, favorites, readers, watchers

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

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blog posts, comments, reviews, Wikipedia links

MENTIONS

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

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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

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CITATIONS

PubMed Central, Scopus, patents

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

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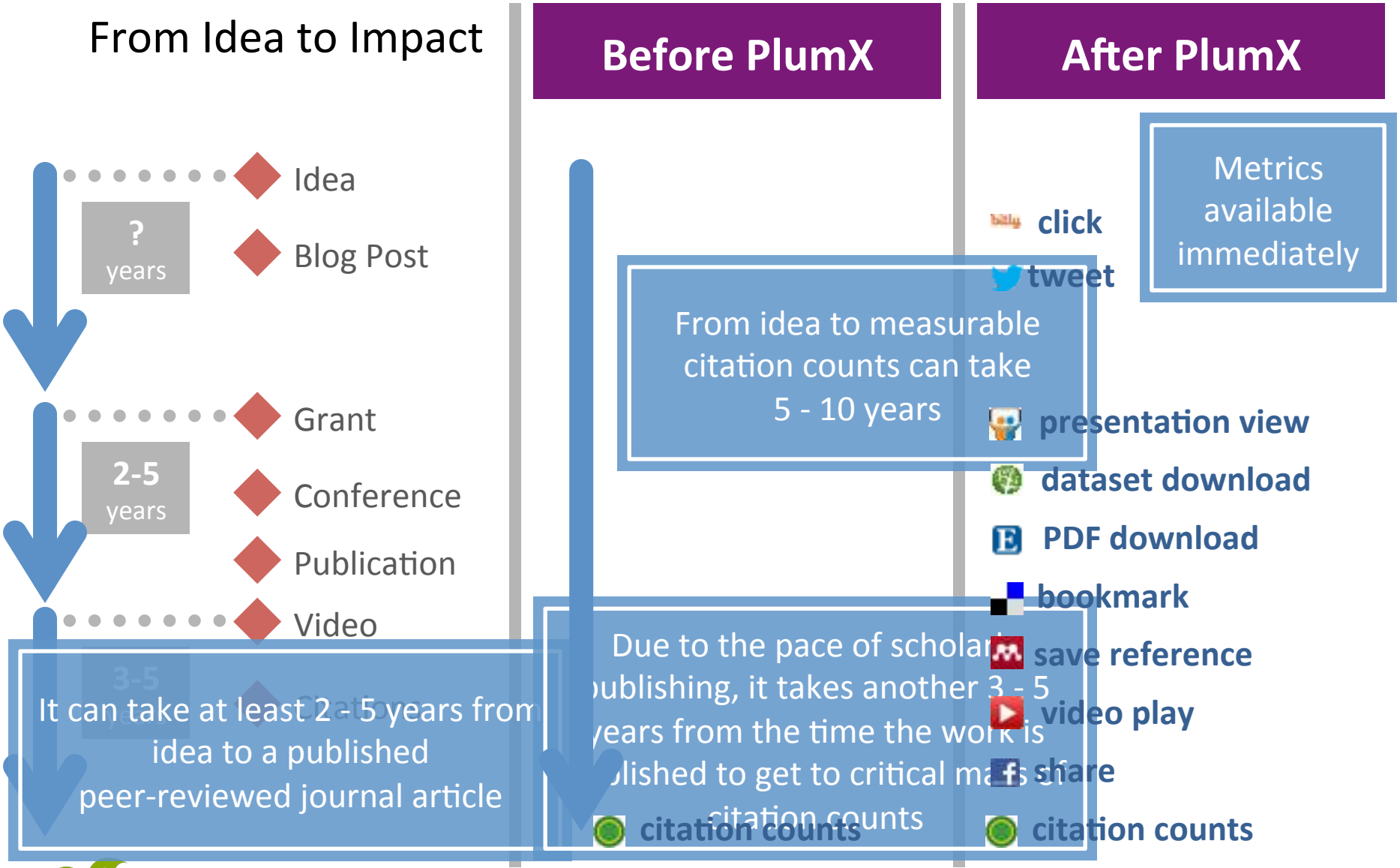
Metrics timeline:

From Idea to Impact



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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

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Designing the Program

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Organizational Change

Designing Systemic Programs

Scholarly communication initiatives are focused on supporting behavioral changes

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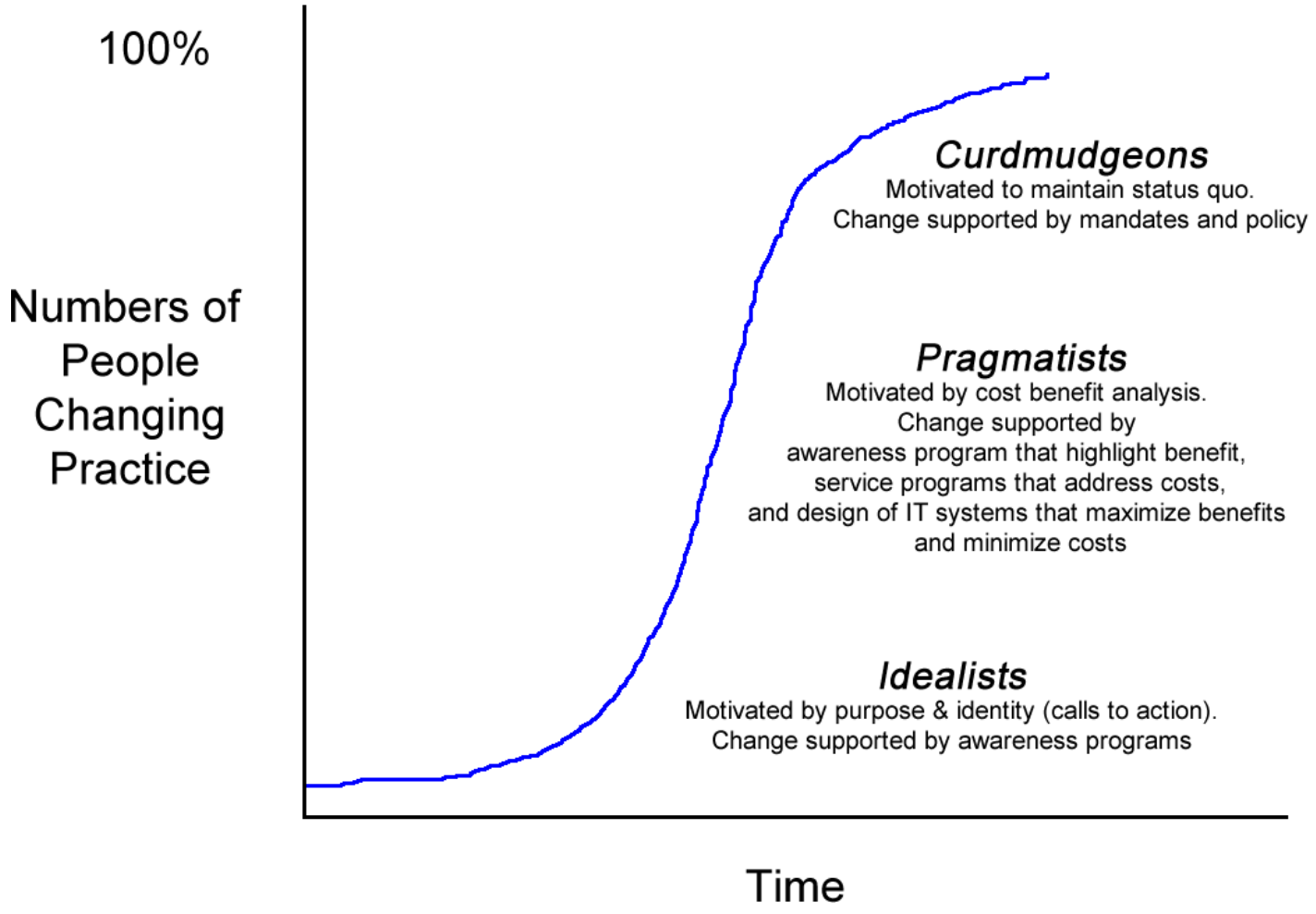
Organizational Change

Designing Systemic Programs



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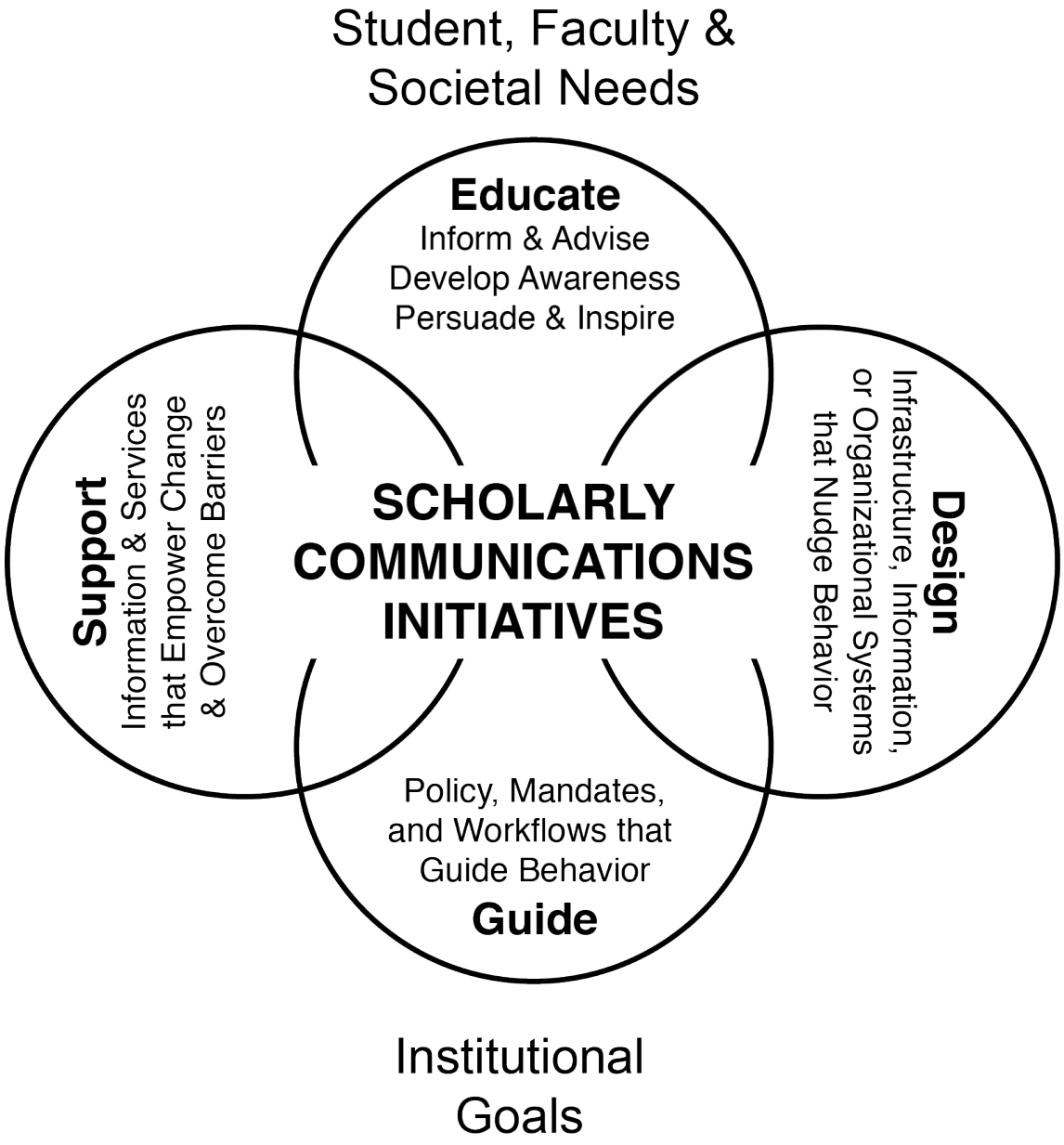
Organizational Change

Designing Systemic Programs



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Design

Scholarly Identity & Impact Information Ecosystem

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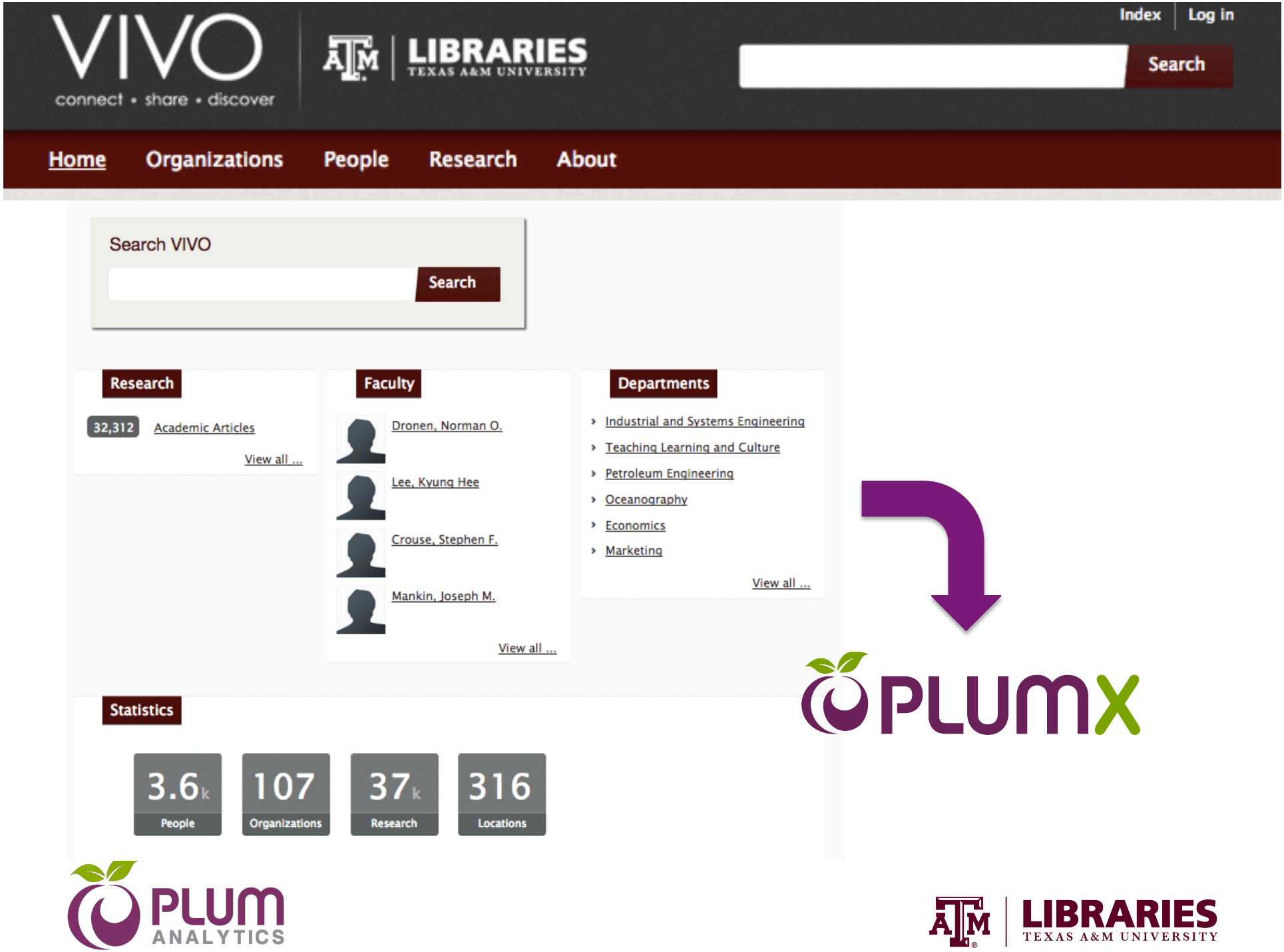
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Index
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Search
Home
Organizations
People
Research
About
Search VIVO
Search
Research
32,312
Academic Articles
View all ...
Faculty
Dronen, Norman O.
Lee, Kyung Hee
Crouse, Stephen F.
Mankin, Joseph M.
View all ...
Departments
Industrial and Systems Engineering
Teaching Learning and Culture
Petroleum Engineering
Oceanography
Economics
Marketing
View all ...
Statistics
3.6k
People
107
Organizations
37k
Research
316
Locations
PLUMX
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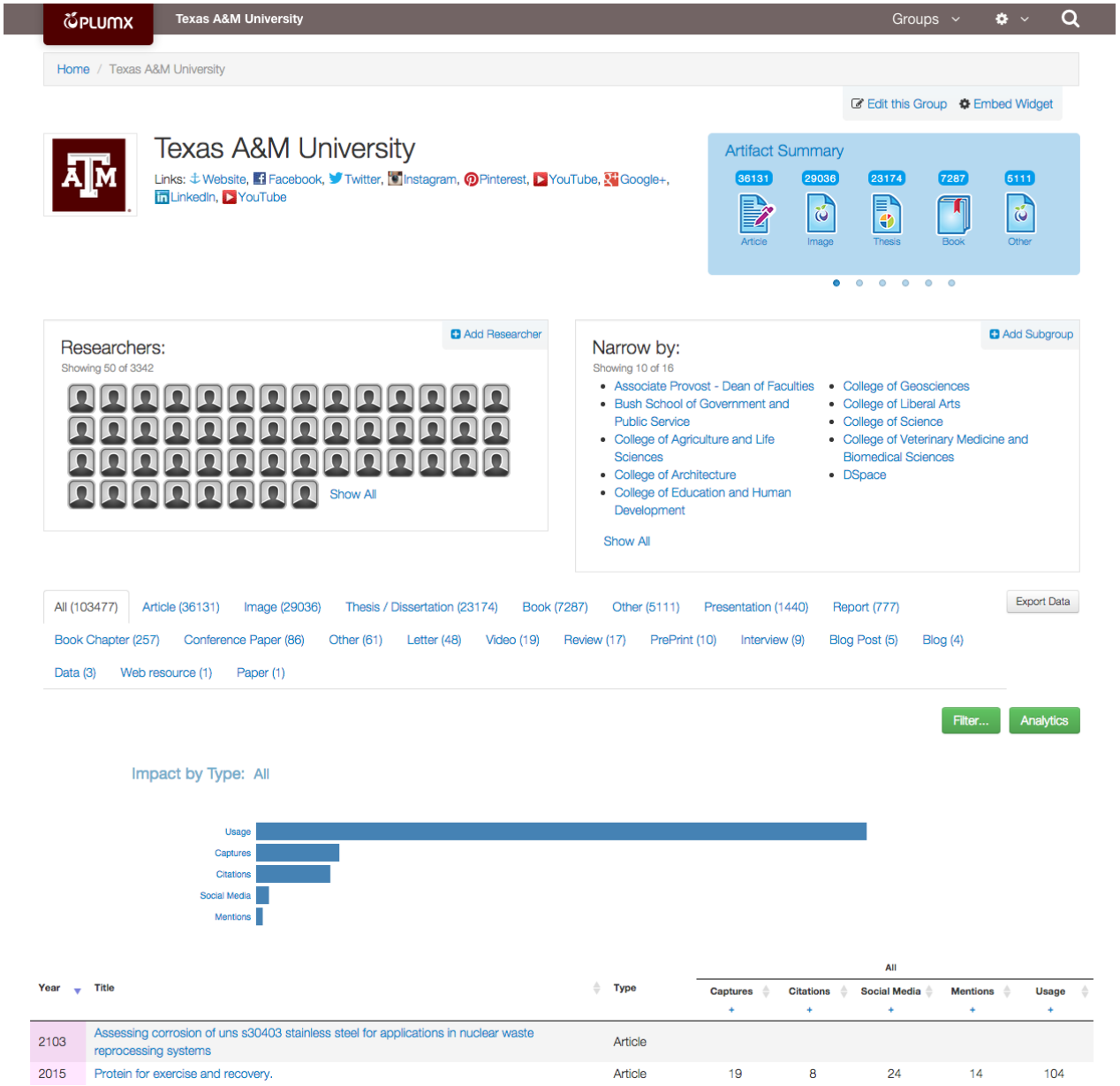

Scholarly Identity & Impact

PlumX Dashboard

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

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Analytics across all research output in VIVO

PLUMX | Texas A&M University | Groups

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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	121960	699	24764
2010	1964	71214	132932	515	5152
2009	998	79824	111512	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

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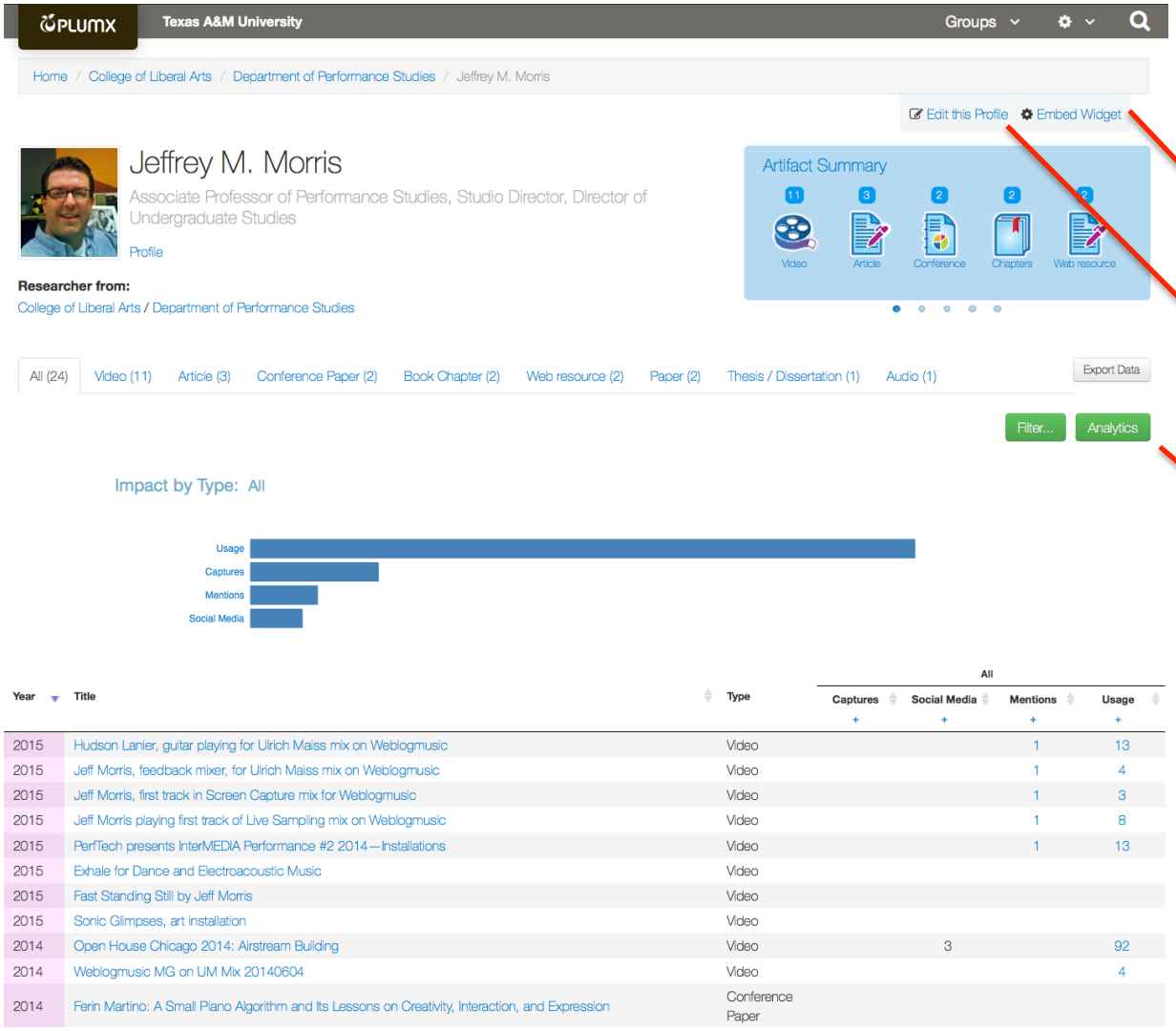
Scholarly Impact Metrics
Faculty Profiles in PlumX



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	8
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				

Identity

Control

Evaluations

Strategic Decision Making

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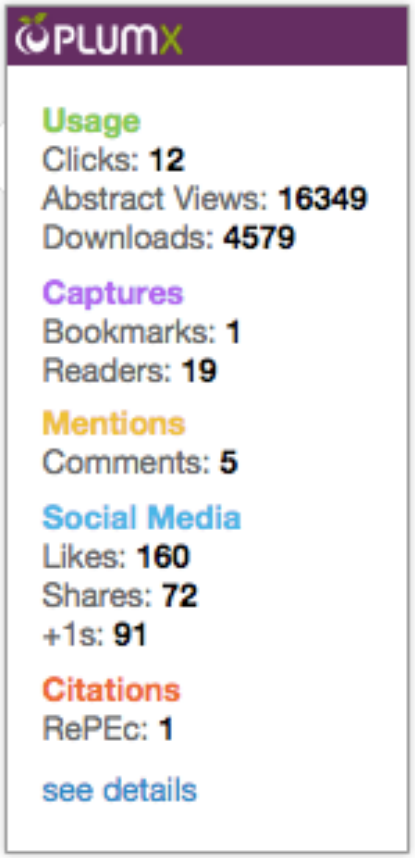
Visualizing Impact: Plum Print

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



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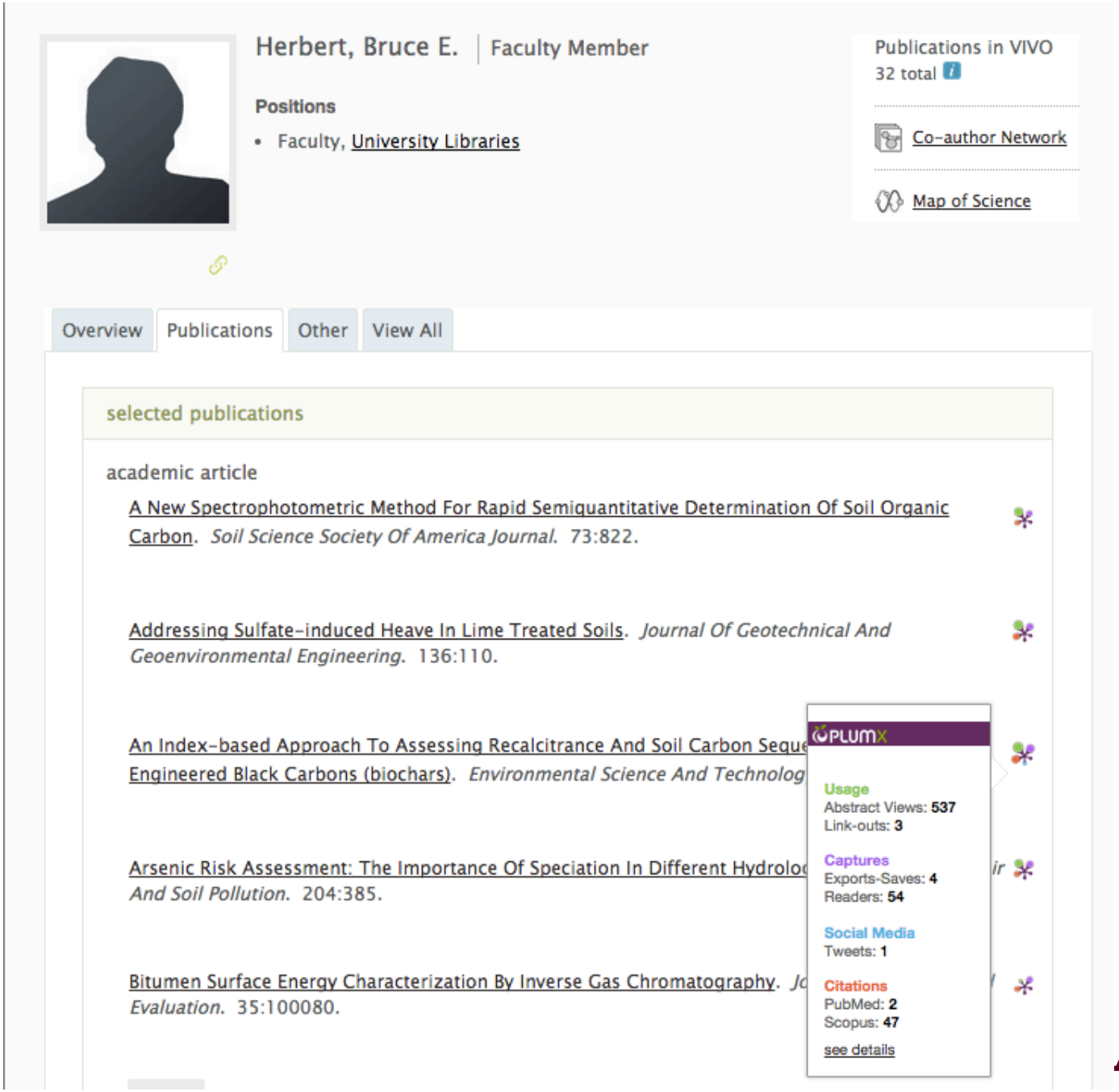

PlumX Metrics in VIVO

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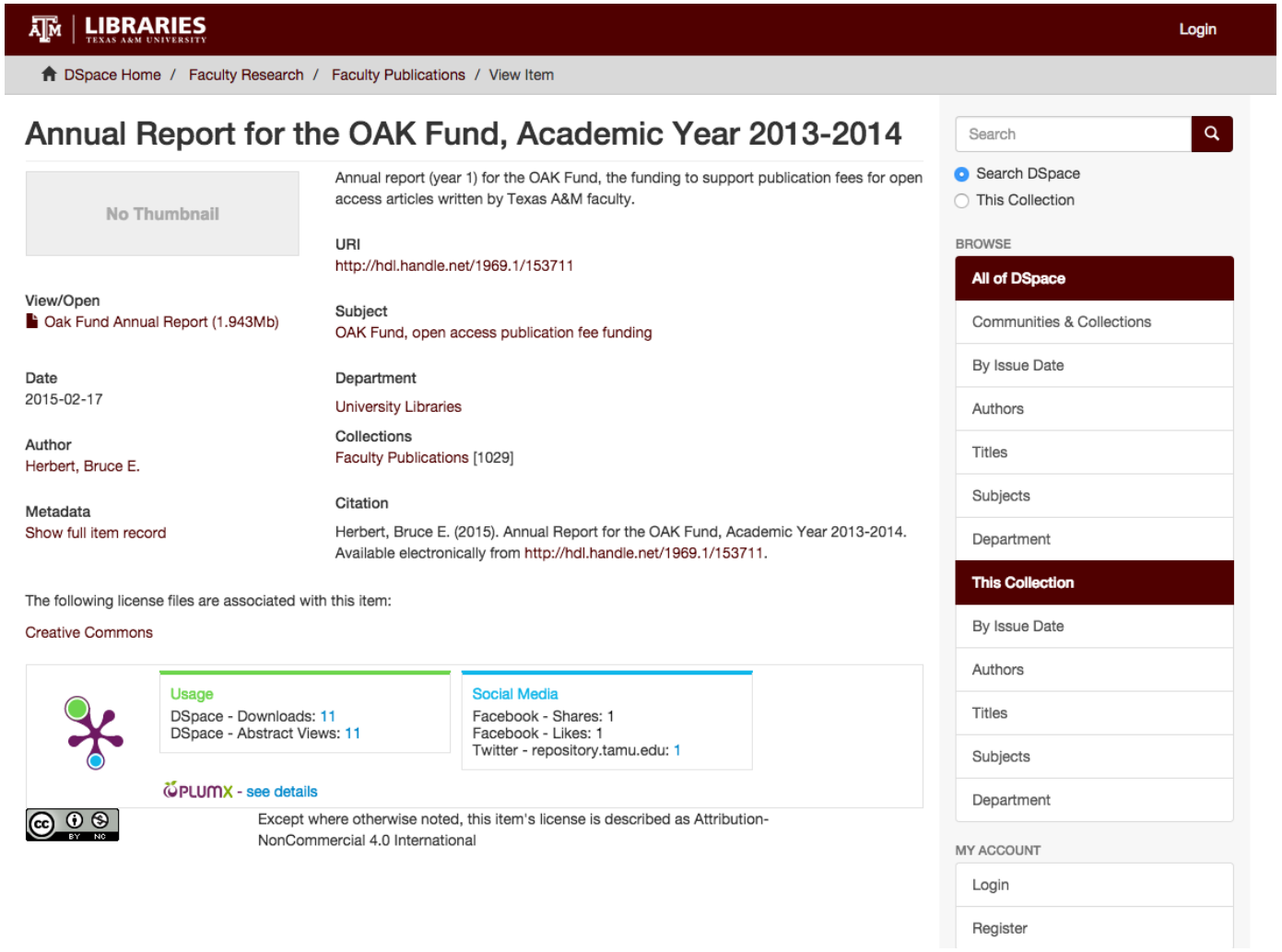
Institutional Repository

OAKTrust: Integrated PlumX Metrics



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Expected Outcomes

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

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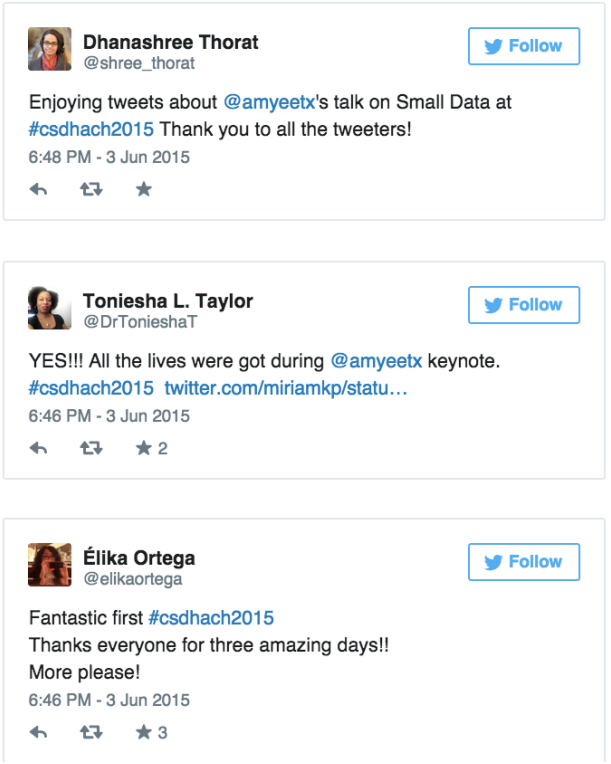
Future Metrics

- Scholarly conversation
- Societal impact
- Identify funding opportunities



Storify the tweets from a keynote

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