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
The Need
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

Defining Goals

**TAMU Strategic Planning 2015-2020**

We are embarking on the final phase of *Vision 2020: Creating a Culture of Excellence*, which articulates TAMU University’s bold recognition of necessary institutional evolution required to achieve its mission as a land, sea, and space grant institution of global prominence. Adopted in 1995, 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 TAMU to The Texas A&M University System, the State of Texas, and the nation.

The next five years will be critically important for TAMU 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, February 14, 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](#)
  - [Click here to watch video recording of the forum.](#)

- **Forum 2 Thursday, February 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 1, 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*

The University has a real commitment to improve.

Resources

Legislative Support

Alumni Engagement
Defining Metrics

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
(Re)Claiming The Narrative

Faculty want control of their narrative

http://www.aaup.org/reports-and-publications/academe
Empowering the Faculty

Students learn what is assessed......

......Faculty act on what is measured.
ONLINE IN 60 SECONDS A YEAR LATER

293K STATUSES ARE UPDATED
88K CALLS
1.1K PHOTOS UPLOADED
433K TWEETS
277K SNAPS
25K ITEMS PURCHASED
120 NEW USERS
540 VINES
5.6 MILLION VIDEOS VIEWED
3.4K PINS
138.8 MILLION POSTS (INCLUDING SPAM)
67K PHOTOS UPLOADED
14 SONGS ADDED
1.8K POSTS
15K SONGS DOWNLOADED
571 NEW SITES
16.6K TRANSACTIONS
70 REGISTERED
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
- 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
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)
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 indicate that someone wants to come back to the work

• Early indicator of future citations
This category measures people truly engaging with your research

- Automatically uncover the conversations about your research
- Discover feedback, opinions, etc.
• 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 still a standard of long-term impact
• Including citations enables side-by-side analysis with other metrics categories
It can take at least 2-5 years from idea to a published peer-reviewed journal article.

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 citation counts.

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

Metrics available immediately
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
Scholarly communication initiatives are focused on supporting behavioral changes.
Organizational Change
Designing Systemic Programs

Numbers of People Changing Practice

100%

Time

Curdmudgeons
Motivated to maintain status quo.
Change supported by mandates and policy

Pragmatists
Motivated by cost benefit analysis.
Change supported by awareness program that highlight benefit,
service programs that address costs,
and design of IT systems that maximize benefits
and minimize costs

Idealists
Motivated by purpose & identity (calls to action).
Change supported by awareness programs
Organizational Change
Designing Systemic Programs

Student, Faculty & Societal Needs

Educate
Inform & Advise
Develop Awareness
Persuade & Inspire

SCHOLARLY COMMUNICATIONS INITIATIVES

Support
Information & Services that Empower Change & Overcome Barriers

Guide
Policy, Mandates, and Workflows that Guide Behavior

Design
Infrastructure, Information, or Organizational Systems that Nudge Behavior

Institutional Goals
Scholarly Identity & Impact Information Ecosystem

PLUM ANALYTICS

VIVO

ORCID

Connecting Research and Researchers

Elements

DSPACE

Design

PLUM ANALYTICS

ATM | LIBRARIES
TENAS A&M UNIVERSITY
Scholarly Identity & Impact
PlumX Dashboard

https://plu.mx/tamu/g/
Analytics across all research output in VIVO
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
selected publications

academic article


An Index-based Approach To Assessing Recalclitance And Soil Carbon Sequestration In Engineered Black Carbons (biochars). Environmental Science And Technology.

Arsenic Risk Assessment: The Importance Of Speciation In Different Hydrogeological And Soil Pollution. 204:385.

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

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)

Date
2015-02-17

Author
Herbert, Bruce E.

Subject
OAK Fund, open access publication fee funding

Department
University Libraries

Collections
Faculty Publications [1029]

Citation

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Facebook - Likes: 1
Twitter - repository.tamu.edu: 1

PLUMX - see details

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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