

2023 Eastern Communications Association

Crafting a Scholarly Narrative: Innovative Ways to Demonstrate Scholarly and Societal Impact

Dr. Bruce Herbert
Agricultural Leadership, Education & Communication
Texas A&M University



Director of Scholarly Communications

- Support faculty/College's ability to craft rich narratives of the significance and impact of their work
- Support (emerging) research practices and open access publishing that enhance the productivity, significance, funding, and impact of Texas A&M's research and creative work
- Advance the use of open educational resources (OER) that improve access to higher education and enhance important student educational outcomes

The screenshot shows the SCHOLARS@TAMU profile for Bruce Herbert. The page includes a navigation bar with links for Home, People, Organizations, Research, and About. A search bar is prominently displayed. The profile header identifies Herbert as a Professor and Assistant Director. Below this, a detailed 'Overview' section describes his research interests in open access, agricultural research, and ecosystem functioning. An 'Education And Training' section lists his degrees from the University of California, Riverside and Colgate University. On the right side, there are links for 'Single Page Bio', 'Profile Summary', and 'Co-author Network'. At the bottom right, a 'Twitter' section features a tweet from @drbruceherbert celebrating a moment with Michaela Rush.

Promotion & Tenure

Faculty are the foundation of a university, and are integral to fulfilling the land, sea, and space grant missions of Texas A&M University. The process of promotion and review is intended to support faculty as they move through a career path, and to recognize their growing expertise and contributions in their areas of responsibility. It is imperative for the individual faculty members and for the integrity of the university that each member of the faculty community take the promotion and review process seriously, and carefully follow the established procedures and criteria for these reviews. See the [Q&A](#) for answers to common questions.



[University Timeline](#)



[Entire Timeline](#)



[Candidate Process](#)



[External Reviewer Letters](#)

Faculty Consultations to Support P&T

Statement on Teaching, Research and/or Other Scholarly Creative Activities & Service

Quality
Productivity over time
Impact of your work

Journal Impact Factor & the Granularity of Research Evaluation

- 10%–20% of the papers published in a journal are responsible for 80%–90% of a journal's impact factor (Mohr et al., 2018)
- Journal lists limit the range of research questions that will be addressed
- Use article-level metrics to characterize the impact of published research



FEATURE ARTICLE



META-RESEARCH

Use of the Journal Impact Factor in academic review, promotion, and tenure evaluations

Abstract We analyzed how often and in what ways the Journal Impact Factor (JIF) is currently used in review, promotion, and tenure (RPT) documents of a representative sample of universities from the United States and Canada. 40% of research-intensive institutions and 18% of master's institutions mentioned the JIF, or closely related terms. Of the institutions that mentioned the JIF, 87% supported its use in at least one of their RPT documents, 13% expressed caution about its use, and none heavily criticized it or prohibited its use. Furthermore, 63% of institutions that mentioned the JIF associated the metric with quality, 40% with impact, importance, or significance, and 20% with prestige, reputation, or status. We conclude that use of the JIF is encouraged in RPT evaluations, especially at research-intensive universities, and that there is work to be done to avoid the potential misuse of metrics like the JIF.

DOI: <https://doi.org/10.7554/eLife.47338.001>

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Introduction

The Journal Impact Factor (JIF) was originally developed to help libraries make indexing and purchasing decisions for their journal collections (Garfield, 2006; Archambault and Larivière, 2009; Haustein and Larivière, 2015), and the metric's creator, Eugene Garfield, made it clear that the JIF was not appropriate for evaluating individuals or for assessing the significance of individual articles (Garfield, 1963). However, despite this and the various well-documented limitations of the metric (e.g., Seglen, 1997; Moustafa, 2015; Bremis et al., 2013; The PLOS Medicine Editors, 2006; Kurmis, 2003; Sugimoto and Larivière, 2018; Haustein and Larivière, 2015; The Analogue University, 2019), over the past few decades the JIF has increasingly been used as a proxy measure to rank journals – and, by extension, the articles and authors published in these journals (Casadevall and Fang, 2014). The

association between the JIF, journal prestige, and selectivity is strong, and has led academics to covet publications in journals with high JIFs (Harley et al., 2010). Publishers, in turn, promote their JIF to attract academic authors (Hecht et al., 1998; Sugimoto and Larivière, 2018; SpringerNature, 2018).

In some academic disciplines, it is considered necessary to have publications in journals with high JIFs to succeed, especially for those on the tenure track (for review see Schimanski and Alperin, 2018). Institutions in some countries financially reward their faculty for publishing in journals with high JIFs (Fuyuno and Cyranoski, 2006; Quan et al., 2017), demonstrating an extreme but important example of how this metric may be distorting academic incentives. Even when the incentives are not so clear-cut, faculty still often report intense pressure to publish in these venues (Harley et al., 2010; Walker et al.,

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Competing interest: See page 10

Funding: See page 10

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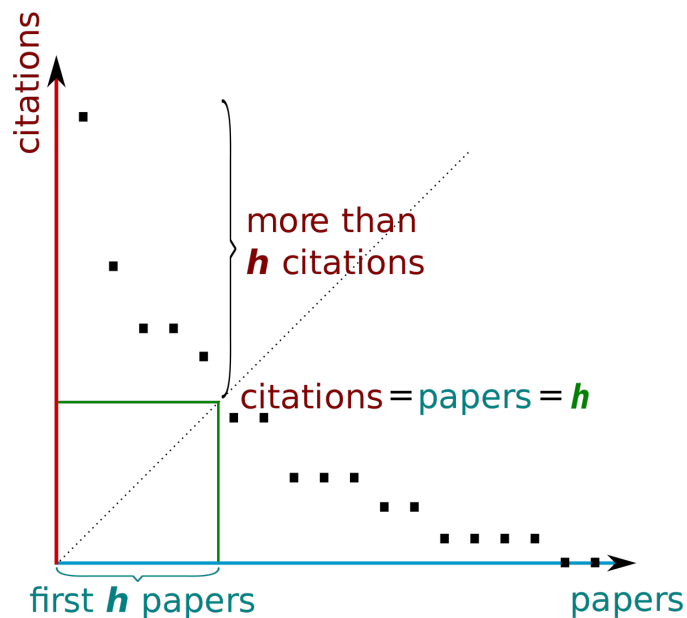
TITLE	CITED BY	YEAR
Metal interactions at the biochar-water interface: energetics and structure-sorption relationships elucidated by flow adsorption microcalorimetry OR Harvey, BE Herbert, RD Rhue, LJ Kuo Environmental science & technology 45 (13), 5550-5556	447	2011
An index-based approach to assessing recalcitrance and soil carbon sequestration potential of engineered black carbons (biochars) OR Harvey, LJ Kuo, AR Zimmerman, P Louchouart, JE Amonette, ... Environmental science & technology 46 (3), 1415-1421	340	2012
Permeability of illite-bearing shale: 1. Anisotropy and effects of clay content and loading O Kwon, AK Kronenberg, AF Gangi, B Johnson, BE Herbert Journal of Geophysical Research: Solid Earth 109 (B10)	295	2004

Cited by	All	Since 2018
Citations	3787	1564
h-index	30	18
i10-index	50	34

- Citations as indicators of scholarly impact
- Citation dependency on database
- Citation dependency on discipline

Google Scholar: 3787 Dimensions: 2371 Web of Science: 2097

H Index as Single Index of Scholarly Impact



Jorge Hirsch:

"About half the scientific community loves the h-index and half hates it," writes Hirsch. "The h-index of the scientist itself is a great predictor of whether s/he belongs to the first or the second group."

"Severe unintended negative consequences."

<https://www.nature.com/nature-index/news-blog/whats-wrong-with-the-h-index-according-to-its-inventor>

Perverse Incentives of Scholarly Impact Metrics



Nicola Tomassetti
@N_Tomassetti

How to boost your H-index? Just publish a two-page paper with 72 self-citations out of 73 total references. Elsevier journals will publish it, and it will be indexed under Scopus indexes.

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Impact on combustion of biodiesel mixtures of heavy alcohol and microalgae in diesel engines

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ABSTRACT

In this paper, the experimental work studied the possibility of using higher-order alcohol and microalgae biodiesel as blended fuel blends without even any alteration in diesel engine testing. For this purpose, 20% of higher-order alcohols like pentane, octane, butanol, and propanol are mixed with biodiesel from biodiesel microalgae and referred to as D100, B20 + P20, B20 + O20, C20 + B20, and B20 + P20, respectively. Compared with biodiesel from algae microalgae and neat diesel under such a condition of speed at 1500 rpm and different loads conditions, combustion data were found.

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Selection and peer-review under responsibility of the scientific committee of the Emerging Trends in Materials Science, Technology and Engineering.

1. Introduction

Demand for diesel is getting increased day-by-day because diesel engines are employed in all sectors [1–9]. Diesel engine demand is growing by around 20% globally by the year 2020, according to reports. Transportation and power are the two sectors that consume more than half of the country's energy source [10–22]. In this, road transport plays a vital role as a country's developmental activities and is considered an important one because it connects the interior with all important places like port, railway stations, and others [24–36]. Life helping development activities, these two sectors in parallel affects the environment by polluting the atmosphere. These two sectors widely use diesel engines, which emit more pollutants. The literature studies revealed that the addition of higher-order higher alcohols in biodiesel would help improve the combustion behavior of biodiesel in CI engines [37–40]. In this present experimental study, 20% of higher-order alcohols are mixed with microalgae biodiesel to improve combustion and emission characteristics biodiesel.

2. Experimental setup

The experiments were conducted in the thermal engineering laboratory, Syed Ammal Engineering College. The engine's technical characteristics are shown in Table 1.

3. Calculated parameters

Using the following equation, the heat release rate is determined [50]:

$$\frac{dQ}{dt} = h_c(T - T_w) \quad (1)$$

The heat transfer coefficient was investigated as follows:

$$h_c = C_1 V^{0.8} P^{0.4} T_w^{0.4} C_{2n} + C_3 d^{0.4} \quad (2)$$

The following equation measures the average gas temperature T_{avg} :

$$T_{avg} = P V \frac{P_{avg} V_{avg}}{P_{atm} V_{atm}} \quad (3)$$

Space between zero and one position is accepted as the duration of combustion.

4. Results and discussions

4.1. Heat release rate (HRR)

For fuel samples tested at different load conditions, the HRR difference is shown in Fig. 1. In the development of cylinder pressure, the quantity of fuel involved in combustion in the combustion temperature stage is significant [51–56]. The proportion of fuel burned in the premixed combustion phase relates to the peak load pressure. Alcohol mixing reduced the maximum pressure values. It is near D100, while there is a slight reduction in B20 + O20. For D100 and B20 + O20 fuels, the maximum cylinder pressure differences were measured; whereas, for B20 + P20, the minimal pressure measurements were taken. The cylinder pressure graphs on them were observed to be B20 + B20 and B20 + P20. Compared to D100, the maximum reduction was observed in P20 [57–60]. With the exemption of B20 + O20, the reduction in small reaction fuel and the lower octane number for alcohol slows the ignition. Viscosity and density are two important characteristics of combustion and engine performance.

4.3. Mass fraction burned (MBF)

For fuel samples tested at different load conditions, the MBF difference is shown in Fig. 3. An important measure of the process of burning is the mass fraction burned in an engine. The MBF burn time can be measured taking account of the ignition delay. Due to the sensitivity of the endpoints, it is quite similar to the MBF of all test fuels. Initial points in alcohol mixtures tend to increase. The tendency to increase effectively facilitates ignition and increases the speed of flame in the cylinders [60–73].

5. Conclusion

The effect of microalgae biodiesel was studied. High-quality alcohol such as pentane, octane, butanol, and propanol has been experimented with mixing 5% of the alcohols with the D100. Comparisons were made with B20 and diesel for the combustion results extracted from the alcohol blends. Increased high-pressure levels in alcohol. Even if the B20 + O20 is reduced partially, it is near D100. In the premixed combustion, the high latent heat of alcohol vaporization decreased values, and the peak points have been taken away from the IDC. The HRR values were quite closely related to D100 as well as B20 + O20. The lower AGT values

resulted from higher pre-evaporation and low combustion temperatures of alcohol. All test fuels have very similar MBF values.

CRediT authorship contribution statement

S. Karthikeyan: Conceptualization, Methodology, Writing – original draft, M. Periyasamy: Visualization, Investigation, G. Mahendran: Supervision, Software, Validation, Writing – review & editing.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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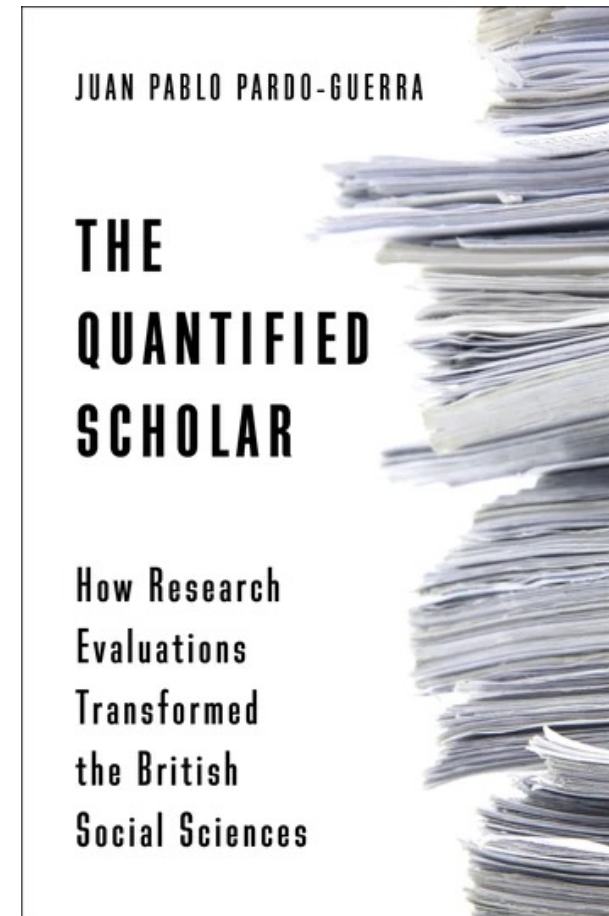
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More on Perverse Incentives: The UK's REF

The REF's "standardized research evaluations altered the incentives of scientists and administrators by rewarding forms of scholarship that were closer to established disciplinary canons."

"In doing so, research evaluations amplified publication hierarchies and long-standing forms of academic prestige to the detriment of diversity."



Rise of the Neoliberal University

Opaque evaluation systems like Academic Analytics

THE CHRONICLE OF HIGHER EDUCATION

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UT-Austin Professors Join Campaign Against Faculty-Productivity Company

By *Paul Basken* | JANUARY 24, 2018

The University of Texas at Austin this week became [one of the most prestigious research institutions](#) to join a faculty rebellion against Academic Analytics, a data company that promises to identify low-performing professors.

UT-Austin's Faculty Council voted on Monday to approve a resolution recommending that the university [make no use of Academic Analytics](#), especially concerning promotions, tenure, salaries, curriculum, and other faculty issues.

And Then There Is This

THE TEXAS TRIBUNE MENU

Trump Rally Uvalde Gunman's AR-15 Budget Surplus LGBTQ Legislation 2023 Legislative Session

TEXAS LEGISLATURE 2023

Texas Senate's priority bills on higher ed would end tenure, diversity policies

The bills are part of Lt. Gov. Dan Patrick's list of priorities and, if passed as filed, could have profound impacts on how Texas universities recruit top faculty and other employees.

BY KATE MCGEE MARCH 10, 2023 UPDATED: 8 PM CENTRAL

f t e COPY LINK



University of Houston students return to their campus on Sept. 5, 2017. Stravato for The Texas Tribune

DeSantis's Higher-Ed Push Just Got Bigger. Fresh Resistance Is Starting to Bubble Up.

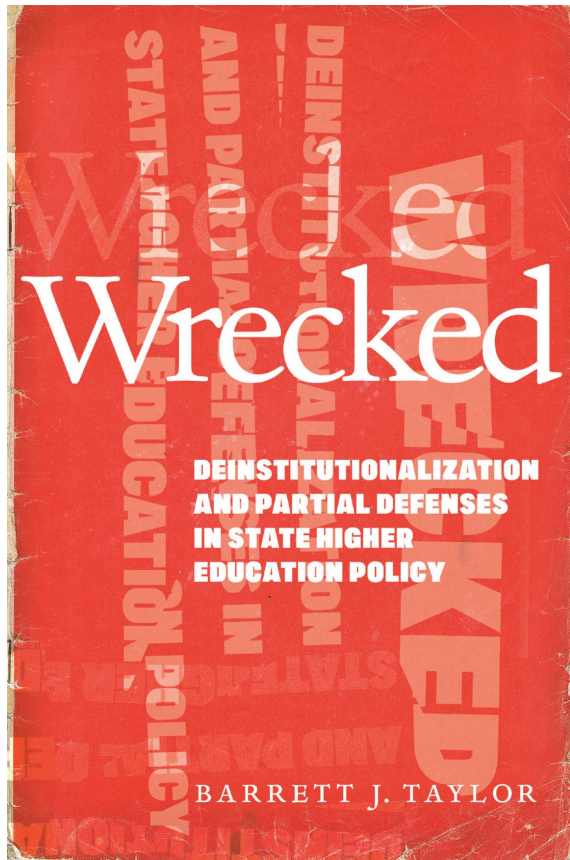
By Francie Diep and Emma Pettit | JANUARY 31, 2023



University of Texas System pauses new diversity, equity and inclusion policies

The system leaders' decision comes weeks after Gov. Greg Abbott ordered state agencies to stop considering diversity in hiring. Texas A&M University also recently changed its hiring practices.

BY KATE MCGEE FEB. 22, 2023 17 HOURS AGO



Deinstitutionalization of Higher Education

BARRETT J. TAYLOR is an associate professor of higher education at the University of North Texas in Denton



Responsible Evaluation of Research

Responsible Evaluation of Research

A movement that seeks to ensure that the evaluation of research using metrics limits perverse effects and unintended consequences.



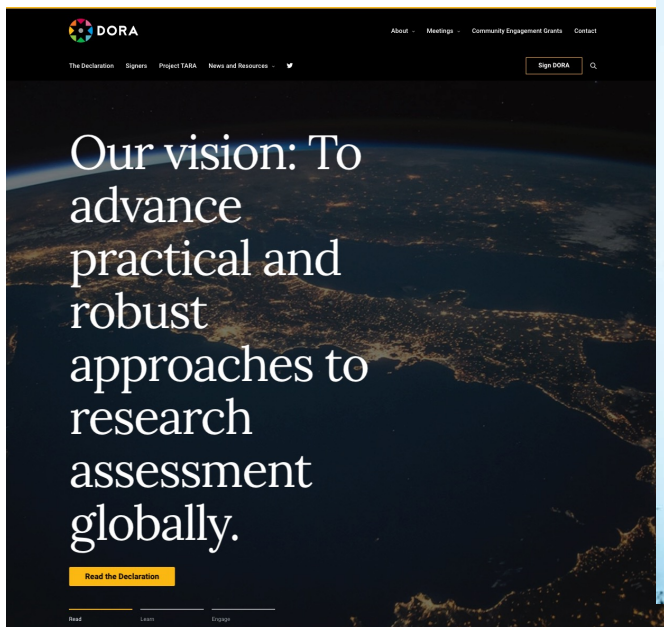
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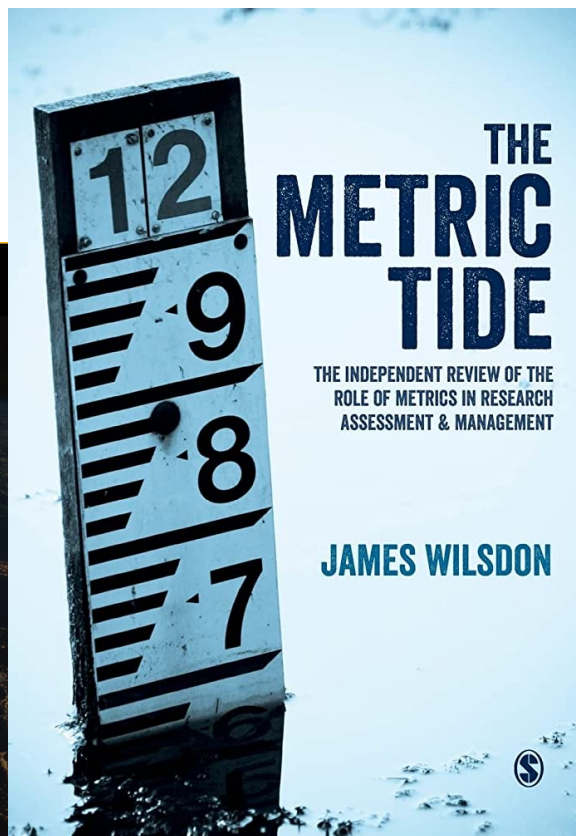
Responsible metrics:
what's the state of the art?



https://repository.lboro.ac.uk/articles/presentation/Responsible_metrics_what_s_the_state_of_the_art_/10003274



San Francisco Declaration on Research Assessment
<https://sfedora.org/>

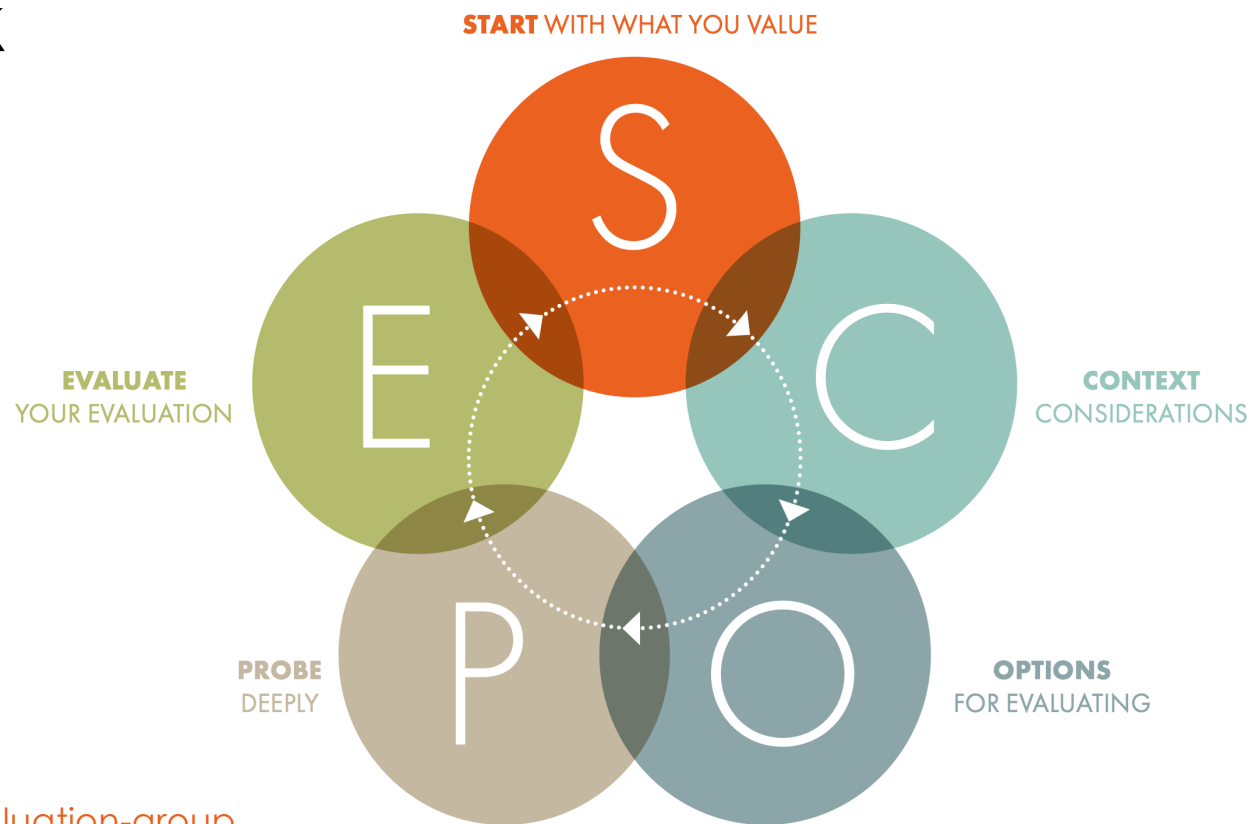


<https://www.ukri.org/publications/review-of-metrics-in-research-assessment-and-management/>



<https://www.nature.com/articles/520429a>

Five-Stage SCOPE Framework



The SCOPE Principles

The five stages of SCOPE operate under three main principles:

1. Evaluate only where necessary.

Evaluation is not always the right strategy. When it comes to incentivising behaviours, for example, it may be more fruitful to enable them than to evaluate them.

2. Evaluate with the evaluated.

Any evaluation should be co-designed and co-interpreted by the communities being evaluated.

3. Draw on evaluation expertise.

We should apply the same rigour to our evaluations that we apply to our academic research.

START with what you value

- Clearly articulate what you value about the entity being evaluated
- Not with what others' value (external drivers)
- Not with available data sources (the 'Streetlight Effect')

CONTEXT considerations

- Ensure your evaluation is context-specific
- WHO are you evaluating? (Entity size and discipline)
- WHY are you evaluating?

OPTIONS for evaluating

- Consider both quantitative and qualitative options
- Be careful when using quantities to indicate qualities

PROBE deeply

- WHO might your evaluation approach discriminate against?
- HOW might your evaluation approach be gamed?
- WHAT might the unintended consequences be?
- CONSIDER the cost-benefit of the evaluation

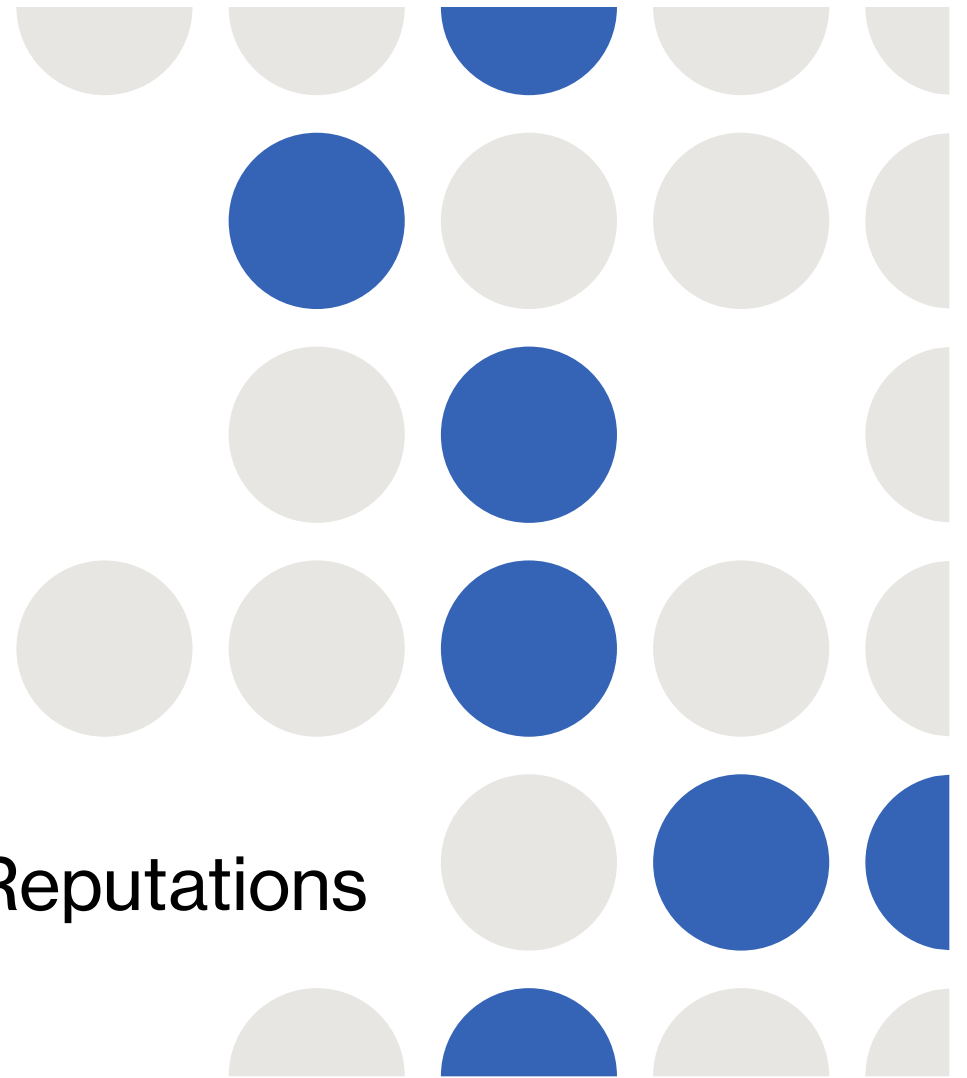
EVALUATE your evaluation

- Did your evaluation achieve its aims?
- Was it formative as well as summative?
- Use SCOPE to evaluate your evaluation.

Measure What Matters



<https://2.bp.blogspot.com/-nNTvmiO7N9k/WIQS7wlquel/AAAAAAAAABGY/IG8jA7R9uSs-S4F-DFlsqnRoBftbZ-0NACLcB/s1600/streetlight1.jpeg>



Scholarly Narratives and Reputations

Strategies for Building Your Reputation



- Craft Your Scholarly Narrative
- Build Your Digital Identity
- Make your work accessible
- Justify your narratives with metrics and other indicators (responsibly)

Craft Your Narrative

(Re)Claiming Your Narrative



"The personal statement ... is your opportunity to make your own case. The statement communicates a quick sense of whether you know who you are, where you've been, and where you're going in your career."

Texas A&M Tenure & Promotion Guidelines

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

Build Your Digital Identity

Build Your Digital Identity

- Websites
- ResearchGate or Academia.edu
- Social Media
- Blogs or other narrative tools – work in progress
- Curated works – manuscripts, data, models



How to Maintain Your Digital Identity As An Academic

See more at: <https://chroniclevitae.com/news/854-how-to-maintain-your-digital-identity-as-an-academic>

Build Your Digital Identity

Build Community Through Scholarly Profiles and Social Media

Tell Your Story



Build a Scholarly Profile



Build Your Digital Identity

Identity in the Emerging Internet-based Scholarly Ecosystem



This Scholars ID helps link researchers and scholars with their professional activities.

- Name ambiguity
- Discoverability within and across databases
- Author, grantee, and faculty record management
- Output tracking
- Research reporting and impact assessment

Make Your Work Accessible

Open Access

- Open Access literature is digital, online, free of charge, and free of most copyright and licensing restrictions
- Works are still covered by copyright law, but Open Access terms apply to allow sharing and reuse
- All major OA initiatives for scientific and scholarly literature insist on the importance of peer review

The screenshot shows the White House website's navigation bar with links for BLOG, PHOTOS & VIDEO, BRIEFING ROOM, ISSUES, the ADMINISTRATION, the WHITE HOUSE, and our GOVERNMENT. Below the navigation is the Office of Science and Technology Policy header, including a search bar and a menu with links for About OSTP, Pressroom, OSTP Blog, Divisions, Initiatives, R&D Budgets, Resource Library, NSTC, PCAST, and Contact Us.

The main content area features a blog post titled "Expanding Public Access to the Results of Federally Funded Research" by Michael Stebbins, dated February 22, 2013. The post includes social media sharing options (E-Mail, Tweet, Share) and a "Subscribe" button. The text of the post states: "The Obama Administration is committed to the proposition that citizens deserve easy access to the results of scientific research their tax dollars have paid for. That's why, in a policy memorandum released today, OSTP Director John Holdren has directed Federal agencies with more than \$100M in R&D expenditures to develop plans to make the published results of federally funded research freely available to the public within one year of publication and requiring researchers to better account for and manage the digital data resulting from federally funded scientific research. OSTP has been looking into this issue for some time, soliciting broad public input on multiple occasions and convening an interagency working group to develop a policy. The final policy reflects substantial inputs from scientists and scientific organizations, publishers, members of Congress, and other members of the public—over 65 thousand of whom recently signed a *We the People* petition asking for expanded public access to the results of taxpayer-funded research."

Links provided in the post include: http://www.whitehouse.gov/sites/default/files/microsites/ostp/ostp_public_access_memo_2013.pdf and <https://petitions.whitehouse.gov/response/increasing-public-access-results-scientific-research>.

Michael Stebbins is Assistant Director for Biotechnology at OSTP.

On the right side of the page, there are two promotional boxes: "GIVE FEEDBACK ABOUT THIS PAGE" and "YOUR FEDERAL TAXPAYER RECEIPT" with a "Launch the Receipt" button. Below these is a "WHITE HOUSE BLOGS" section listing: The White House Blog, Middle Class Task Force, Council on Economic Advisers, Council on Environmental Quality, and Council on Women and Girls.

<http://www.whitehouse.gov/blog/2013/02/22/expanding-public-access-results-federally-funded-research>

Science

Scientists are unraveling the Chinese coronavirus with unprecedented speed and openness



Medical workers of the Union Hospital with the Tongji Medical College of the Huazhong University of Science and Technology in Wuhan participate in a ceremony to form an "assault team" to battle a coronavirus epidemic in China. (Cheng Min/Xinhua/AP)

By **Carolyn Y. Johnson**

Jan. 24, 2020 at 3:17 p.m. CST

Just 10 days after a [pneumonia-like illness](#) was first reported among people who visited a seafood market in [Wuhan](#), China, scientists released the genetic sequence of [the coronavirus](#) that sickened them. That precious bit of data, freely available to any researcher who wanted to study it, unleashed a massive collaborative effort to understand the mysterious new pathogen that has been rapidly spreading in [China](#)

Make Your Work Accessible

Open Access and Coronavirus Research

<https://www.washingtonpost.com/science/2020/01/24/scientists-are-unraveling-chinese-coronavirus-with-unprecedented-speed-openness/>

Make Your Work Accessible

Call to Make Coronavirus Research Open Access

<https://www.nature.com/articles/d41586-020-00307-x>

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EDITORIAL · 04 FEBRUARY 2020

Calling all coronavirus researchers: keep sharing, stay open

As the new coronavirus continues its deadly spread, researchers must ensure that their work on this outbreak is shared rapidly and openly.


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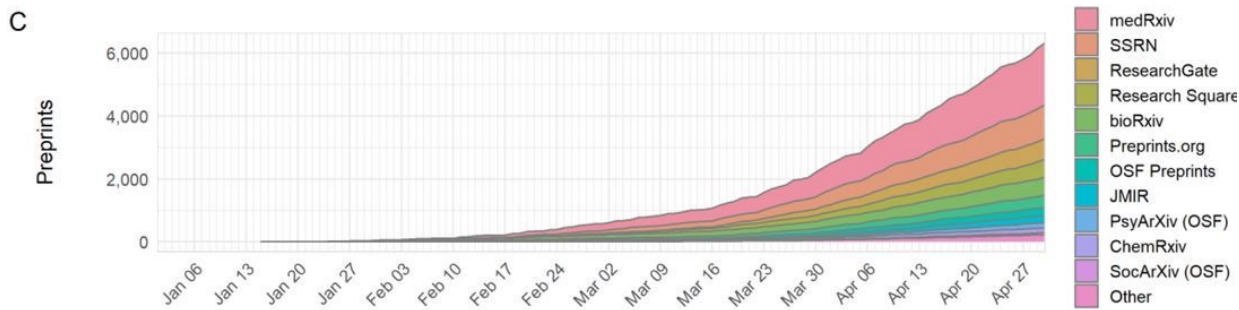
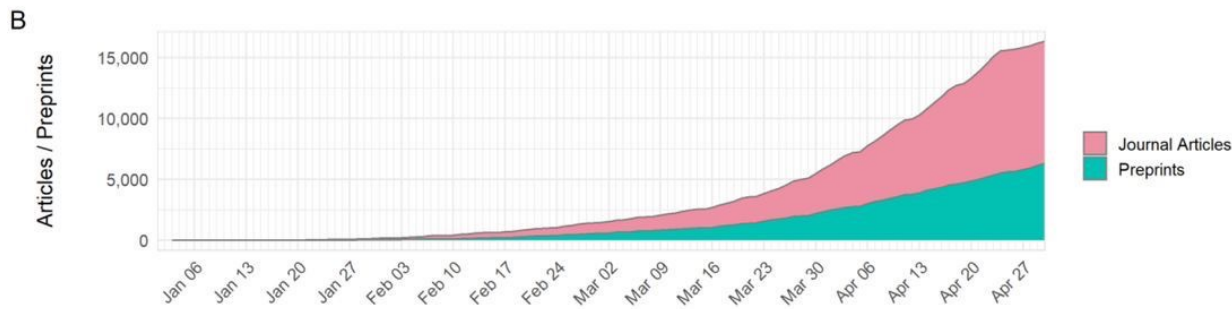
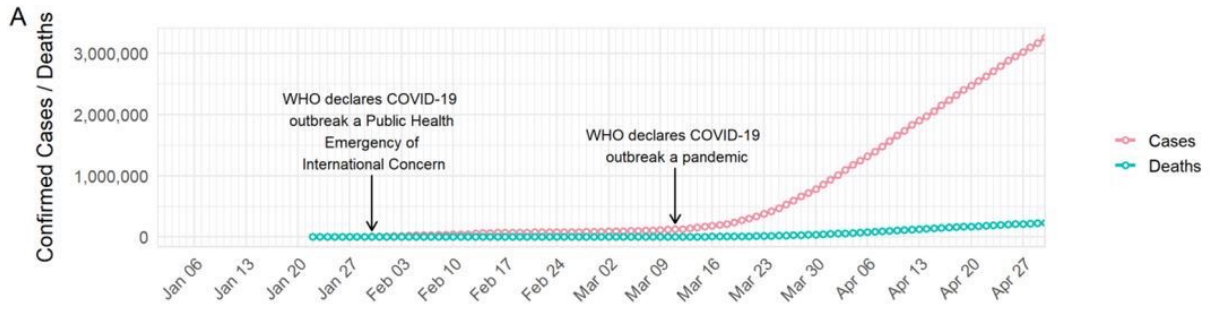
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As coronavirus cases mount, diagnostic kits and other supplies are running low. Credit: May James/Echoes Wire/Barcroft Media/Getty



Make Your Work Accessible

The Rise of Open Access COVID Publications

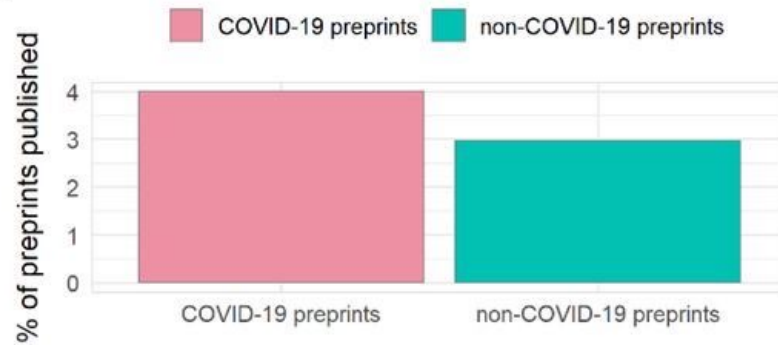
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<https://www.biorxiv.org/content/10.1101/2020.05.22.111294v1.full>

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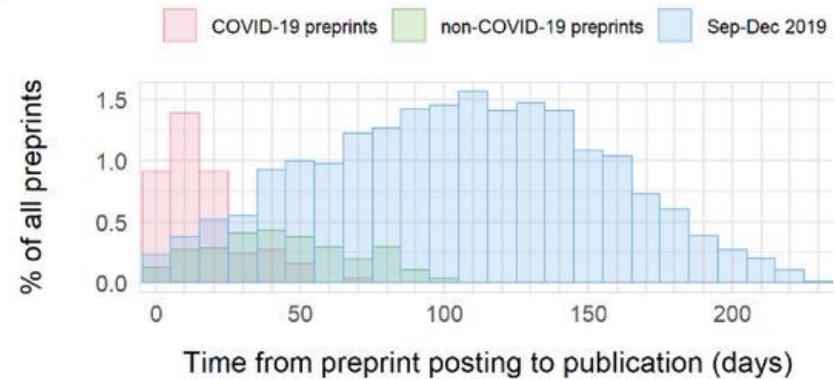
Preprints Allow Rapid Publication

A



% of COVID-19 Preprints
Published between Jan-April

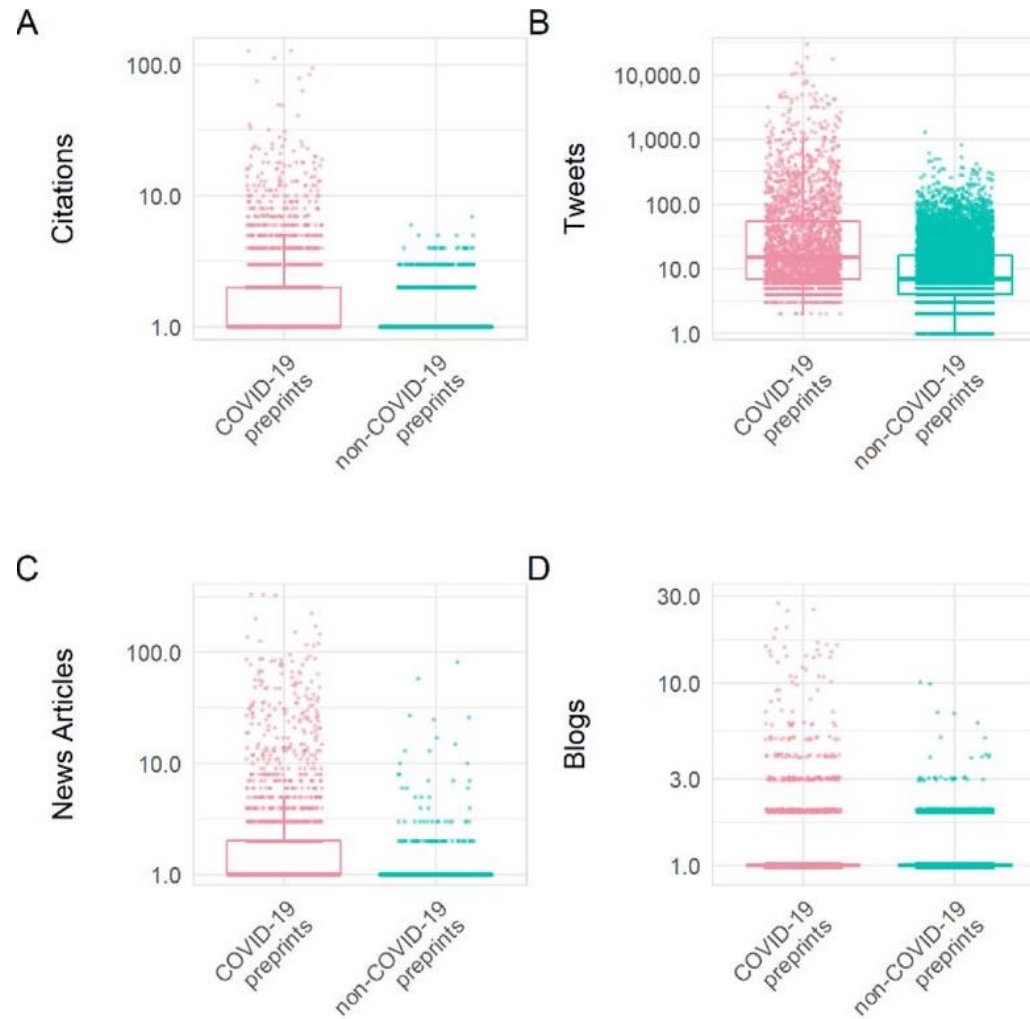
B



<https://www.biorxiv.org/content/10.1101/2020.05.22.111294v1.full>

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Open Access COVID Publications Had Higher Impact



Preprint Impact

<https://www.biorxiv.org/content/10.1101/2020.05.22.111294v1.full>

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The Significance of Open Data of COVID Genomics

The Move to Open Science

CASES, DATA & SURVEILLANCE

SPHERES

SARS-CoV-2 Sequencing for Public Health Emergency Response, Epidemiology, and Surveillance

Updated July 7, 2020

Print

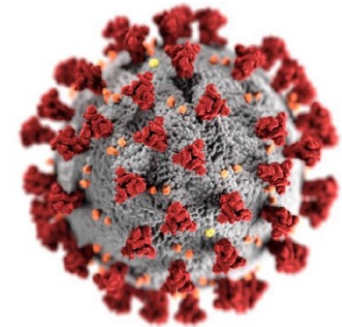


A National Open Genomics Consortium for the COVID-19 Response

CDC is leading the **SARS-CoV-2 Sequencing for Public Health Emergency Response, Epidemiology and Surveillance (SPHERES)**, a new national genomics consortium to coordinate SARS-CoV-2 sequencing across the United States. Large-scale, rapid genomic sequencing of the virus that causes COVID-19 will allow public health experts to

- Monitor important changes in the virus as it continues to circulate.
- Gain important insights to support contact tracing.
- Provide crucial information to aid in identifying diagnostic and therapeutic targets.
- Advance public health research in the areas of transmission dynamics, host response, and evolution of the virus.

With extensive participation from US clinical and public health laboratories, academic institutions, and the private sector, the SPHERES consortium aims to generate information about the virus that will strengthen COVID-19 mitigation strategies.



<https://www.cdc.gov/coronavirus/2019-ncov/covid-data/spheres.html>

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“Publish” Your Work Open Access



Make Your Work Accessible
**Find a Journal's
OA Policies**

<https://v2.sherpa.ac.uk/romeo/>

The screenshot shows the Sherpa Romeo website. At the top is a green navigation bar with the site name 'Sherpa Romeo' and a menu of links: About, Search, TJ List, Statistics, Help, Support Us, Contact, and Admin. Below the navigation bar is a white content area with a 'Welcome to Sherpa Romeo' heading. A paragraph explains that the site aggregates and analyzes publisher open access policies. Below this is a search prompt: 'Enter a journal title or issn, or a publisher name below:'. There are two search input fields: 'Journal Title or ISSN' and 'Publisher Name', each with a 'Search' button. Below the search fields are two buttons: 'Browse by Country' and 'Browse by Publisher'. At the bottom of the page is a grey footer area containing three white boxes. The first box is titled 'Open access services from Jisc' (with a 'SERVICES' tag) and describes services to support open access. The second box is titled 'Sherpa Services' (with a 'SERVICE' tag) and describes help for authors and institutions. The third box is titled 'Managing open access costs' (with a 'GUIDE' tag) and describes a guide from Jisc.

Make Your Work Accessible

Review of Communication Policies

Publisher Policy


Open Access pathways permitted by this journal's policy are listed below by article version. Click on a pathway for a more detailed view.

Published Version [pathway a]	    None  CC BY  PMC 	 Any Website, Journal Website, +2	+
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Published Version [pathway b]	   None  CC BY 	 Any Website, Journal Website	+
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Accepted Version [pathway a]	 18m  CC BY-NC  PMC 	 Institutional Repository, Subject Repository, PMC, +4	+
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Accepted Version [pathway b]	 None 	 Author's Homepage	+
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Submitted Version	 None 	 arXiv, bioRxiv, SocArXiv, +2	
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<https://v2.sherpa.ac.uk/romeo/>

Justify Your Narrative with Metrics

Qualitative Assessment of Citations

- Consistent citation through corpus
- Citation through time
- Who is citing your work?
 - (Famous) people
 - Transdisciplinary
 - Global
- Read and synthesize what others say about your work

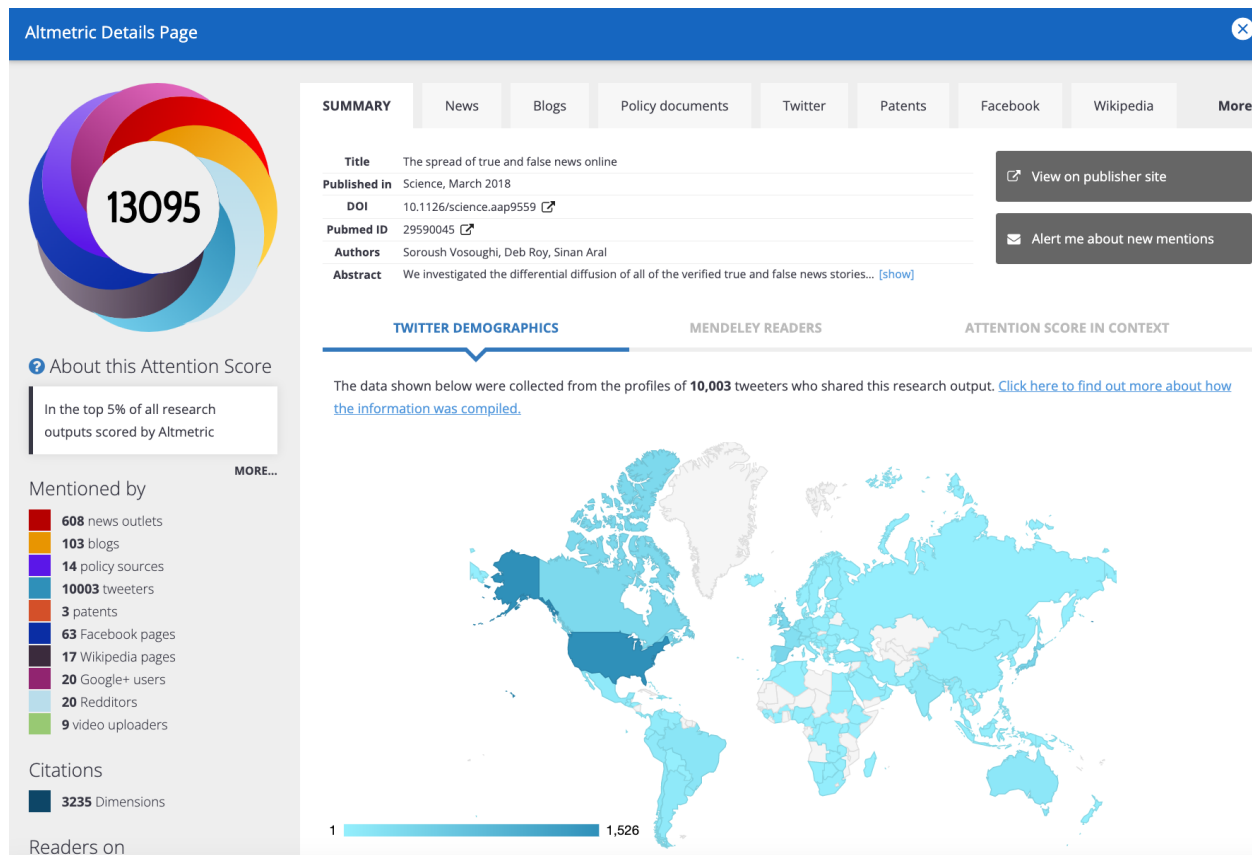
Justify Your Narrative with Metrics

Multidimensional Impact metrics: Thinking Beyond Citations

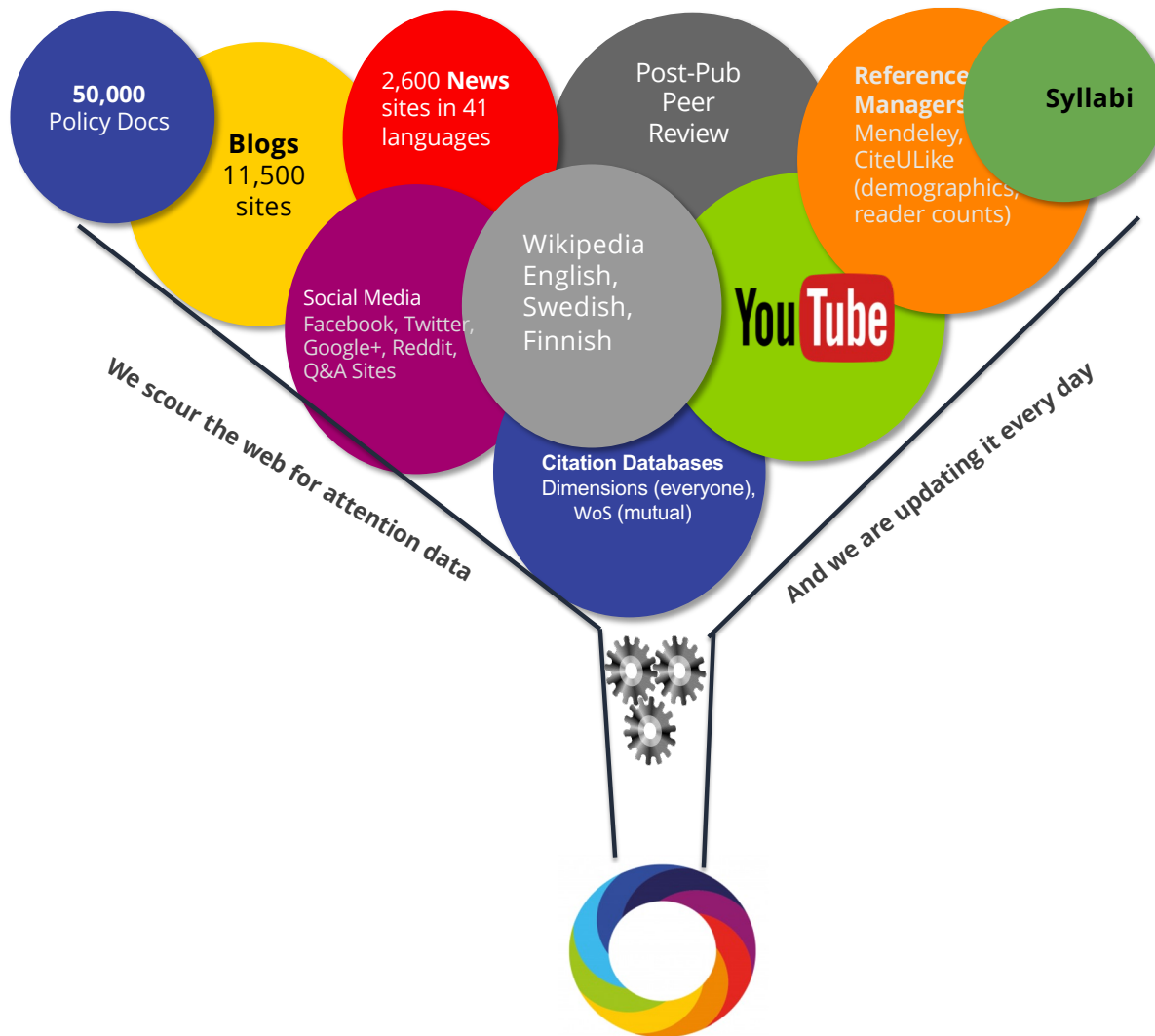
- **Field citation ratios:** a normalized citation rate where citations are compared to the mean of citations of publications in the same discipline.
- **Alternative metrics:** societal engagement with research on social media, newspapers Wikipedia, and government reports that show impact on policy
- **Library purchases** of monographs (WorldCat)
- Are you reaching the next generation? **Citations on syllabi** collected from US institutions identified through the Open Syllabus Project (<https://opensyllabus.org/>)

Justify Your Narrative with Metrics

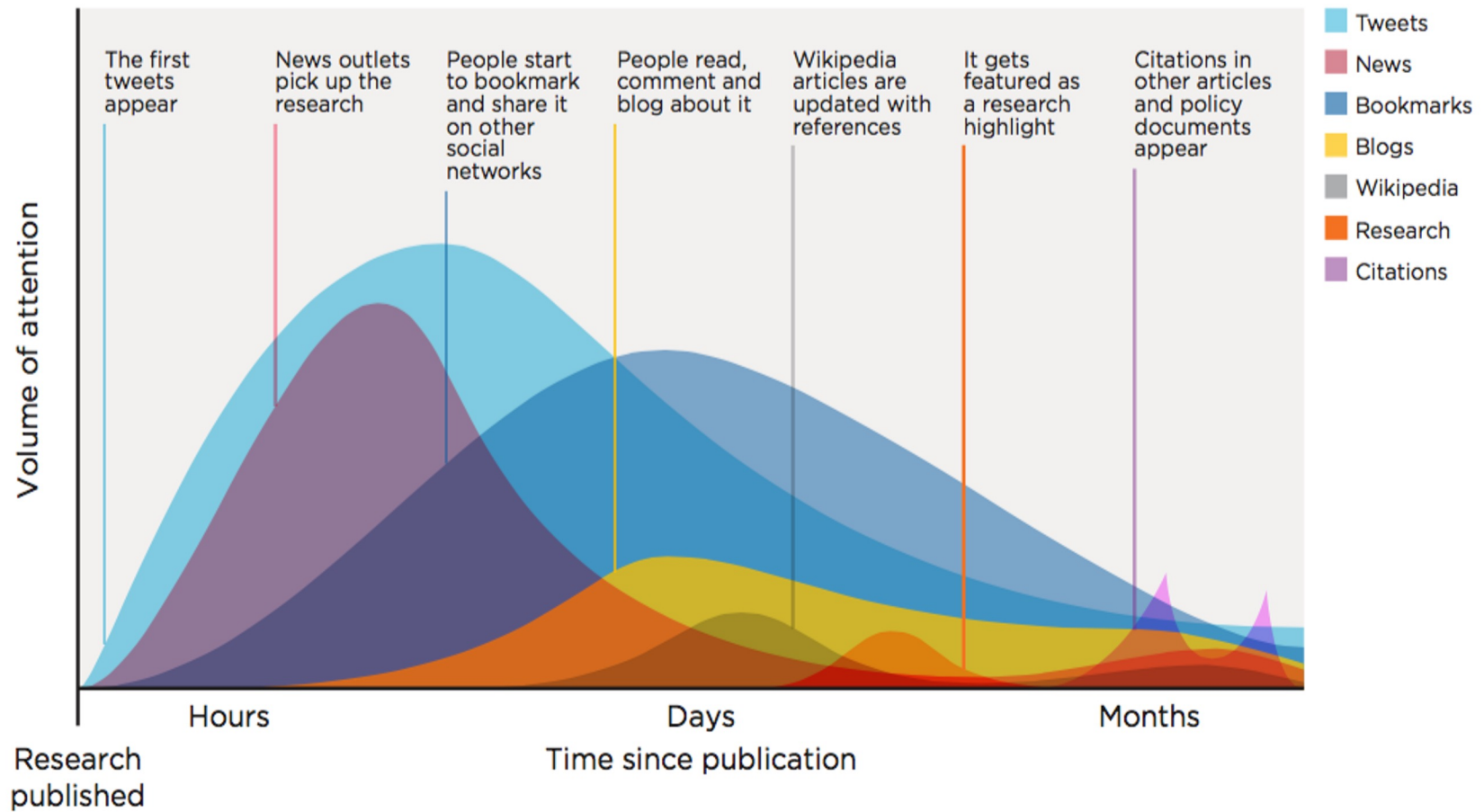
Altmetrics as Indicators of Societal Engagement



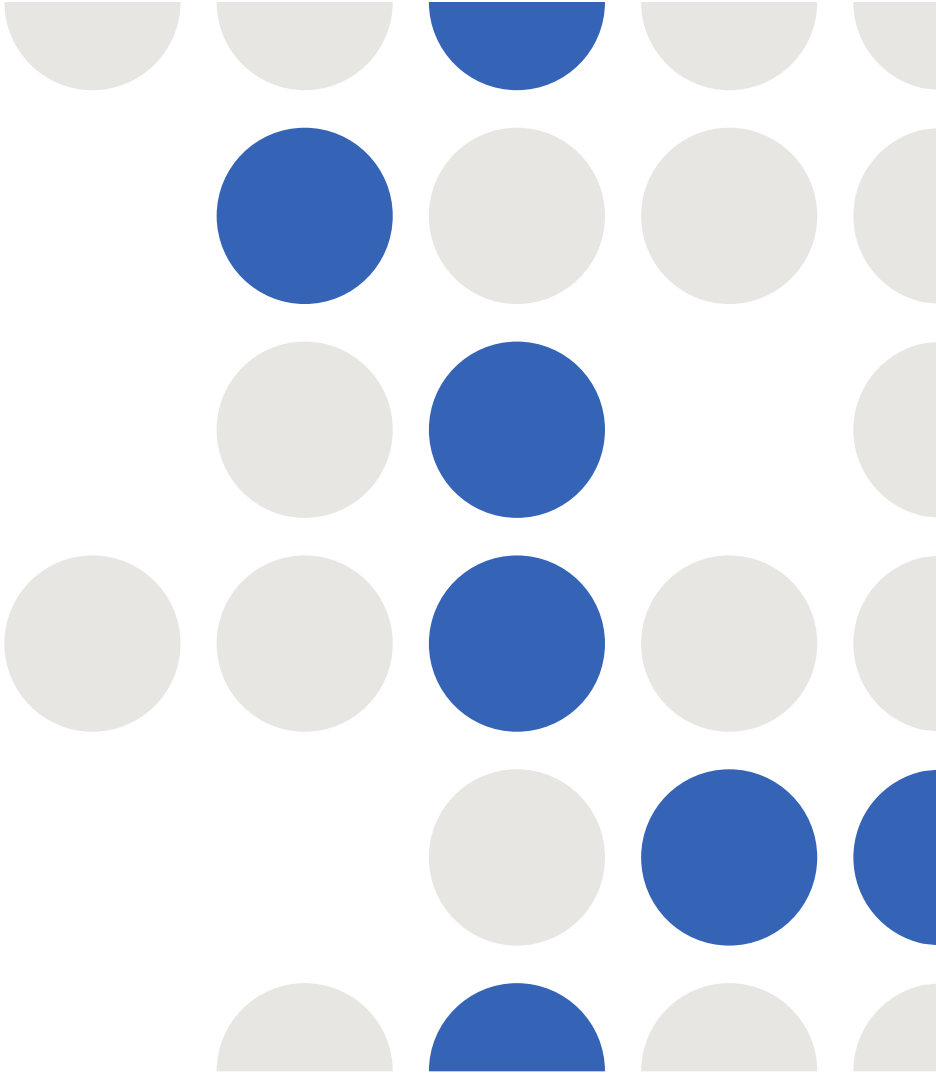
Altmetrics highlighting
Communications and
Media Studies
research

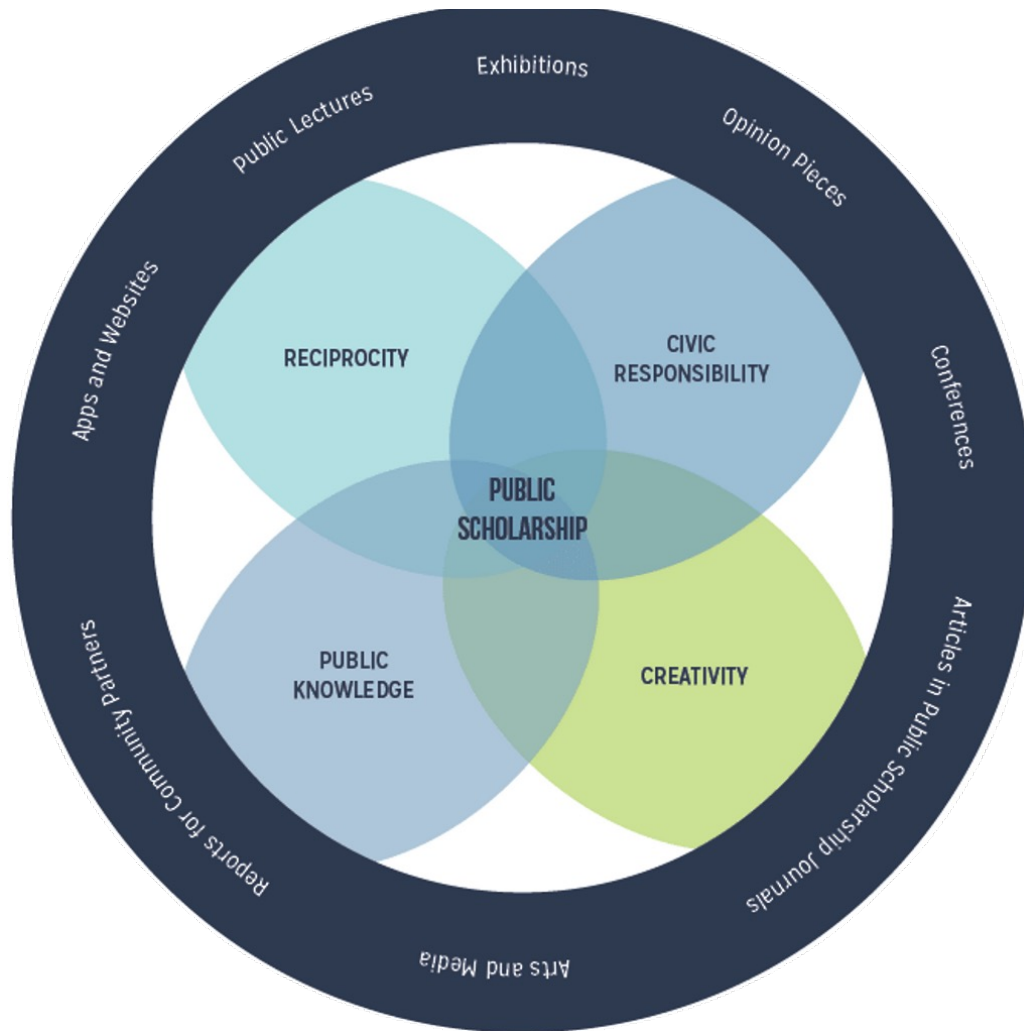


A typical timeline of attention



Two Examples





Dr. Jennifer Mercieca

Professor of Communications,
Texas A&M University
@jenmercieca



Dr. Jennifer Mercieca

Professor of Communications,
Texas A&M University
@jenmercieca

“... Mercieca shows how Trump turns America’s foundational pillar—speech—against its own underlying values. Her book is an eye-opening Rosetta Stone for deciphering—and countering—Trump’s oratorical tactics as we approach the 2020 election.”

— **ASHA RANGAPPA**, senior lecturer at Yale University’s Jackson Institute for Global Affairs and a legal and national security analyst for CNN



*The Rhetorical Genius
of Donald Trump*

JENNIFER MERCIECA

Dr. Jennifer Mercieca

Professor of Communications,
Texas A&M University
@jenmercieca

60.3 K Followers



Twitter profile page for Jennifer Mercieca. The profile includes a navigation sidebar on the left with icons for Home, Hashtags, Notifications, Messages, Bookmarks, Profile, and a plus sign for more options. The main content area shows a pinned tweet from Jennifer Mercieca (@jenmercieca) dated July 24, 2020. The tweet features a photo of President Trump speaking outdoors and a link to a Washington Post article titled 'WOW Review | A deep dive into President Trump's doublespeak and other rhetorical tricks'. The tweet has 187 replies, 1,188 retweets, and 2,340 likes. The user's bio indicates she has 58.5K tweets and is followed by the viewer.

Jennifer Mercieca ✓
58.5K Tweets

Following

Pinned Tweet

Jennifer Mercieca ✓ @jenmercieca · Jul 24, 2020

WOW Review | A deep dive into President Trump's doublespeak and other rhetorical tricks [washingtonpost.com/outlook/a-deep...](https://www.washingtonpost.com/outlook/a-deep-...)
#DemagogueForPresident



washingtonpost.com
Review | A deep dive into President Trump's doublespeak and other r...
Studying his language helps explain how he came to power, writes Jennifer Mercieca.

187 1,188 2,340



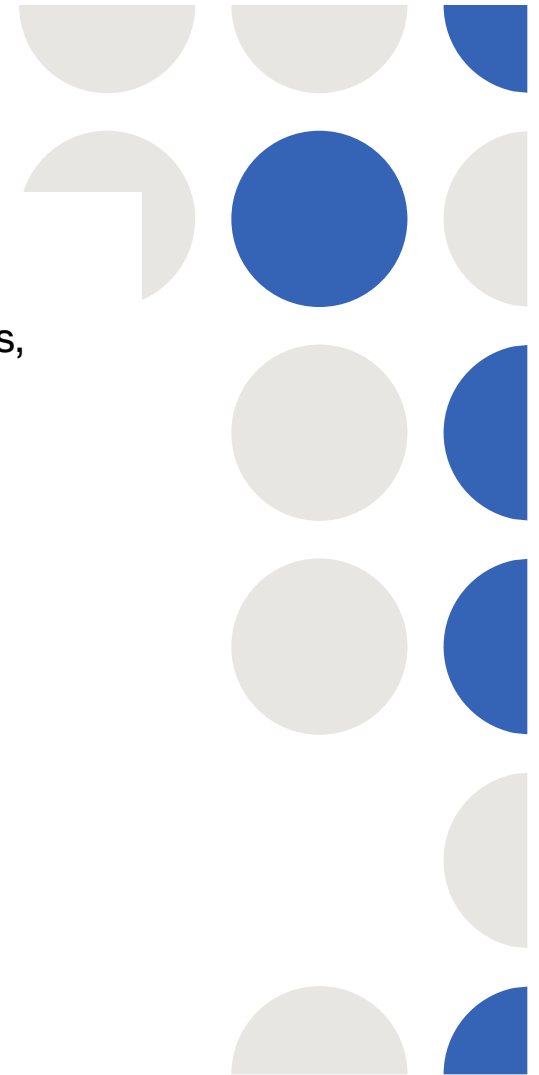
The Distanced Church

Reflections on Doing Church Online

Heidi A Campbell, Editor

Dr. Heidi Campbell

Professor of Communications,
Texas A&M University
[@heidiacampbell](#)



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The Distanced Church: Reflections on Doing Church Online

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- The Distanced Church-eBook-PDF version (2.052Mb)
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- Mobile version (1.993Mb)

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Author
Campbell, Heidi

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In March/April 2020 most churches around the world have been forced to close their doors due to the need for social distancing and local lock-downs in order to fight off the spread of the COVID-19 virus. The result was traditional churches had to make an unplanned and swift transition towards technologically-driven forms of gathering. Many church leaders felt out of their comfort zone, while experimenting with doing church online. At the same time, scholars and theologians began studying this new trends in how churches perform worship online. "The Distanced Church" brings together religious leaders and scholar in conversation in this eBook where each group offer reflection on lessons learned, answer questions that have been raised, and present insights gleaned from researching religion online. Contributors to this eBook come from ten different countries—within North America, Europe, and the Antipodes—and represent 12 different Christian denominations including Mainline, Catholic, and Nondenominational churches.

DOI
<https://doi.org/10.21423/distancedchurch>

Description
The Distanced Church-PDF eBook

Subject
Digital Religion
Religion
Internet
Church
Christianity

Department
Communication
Collections
Faculty Publications

Citation
Campbell, Heidi (2020). The Distanced Church: Reflections on Doing Church Online. Available electronically from <https://hdl.handle.net/1969.1/187891>.

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Public Scholarship During the Pandemic

Dr. Heidi Campbell

Professor of Communications,
Texas A&M University
@heidiacampbell

Texas A&M's Institutional
Repository

Published by the Network for New Media, Religion & Digital Culture Studies

REVISITING THE DISTANCED CHURCH



What have church leaders learned about doing church online during the Covid-19 pandemic?

To discover the answer, download the free book at:

<http://bit.ly/revisitchurch>

EDITED BY HEIDI A. CAMPBELL

Published Open Access through TAMU's Institutional Repository

Public Scholarship During the Pandemic



Heidi Campbell @heidiacampbell · Feb 24

Unknown

I am happy to announce the launch my Fifth eBook.—What Should Post-Pandemic Religion Look Like?— summarizing a year of research on the challenges and opportunities the global pandemic creates for religious communities & organizations. Get it for free at: oaktrust.library.tamu.edu/handle/1969.1/...

2 8 21

Public Scholarship During the Pandemic

Dr. Heidi Campbell

Professor of Communications,
Texas A&M University
@heidiacampbell



Heidi Campbell @heidiacampbell · May 23

Unknown

Since it's release 3 months ago we have had over 1200 downloads of our new ebook, *What Should Post-Pandemic Religion Look Like?* It's FREE and downloadable at ow.ly/a3ma30rypRU Check it out!



Heidi Campbell @heidiacampbell · Mar 20

Unknown

It's not everyday you wake up to an email from the Vatican asking you to speak with the members of Dicastery for Communication about your research. Will be zooming in to Vatican City in May!

1

2

22

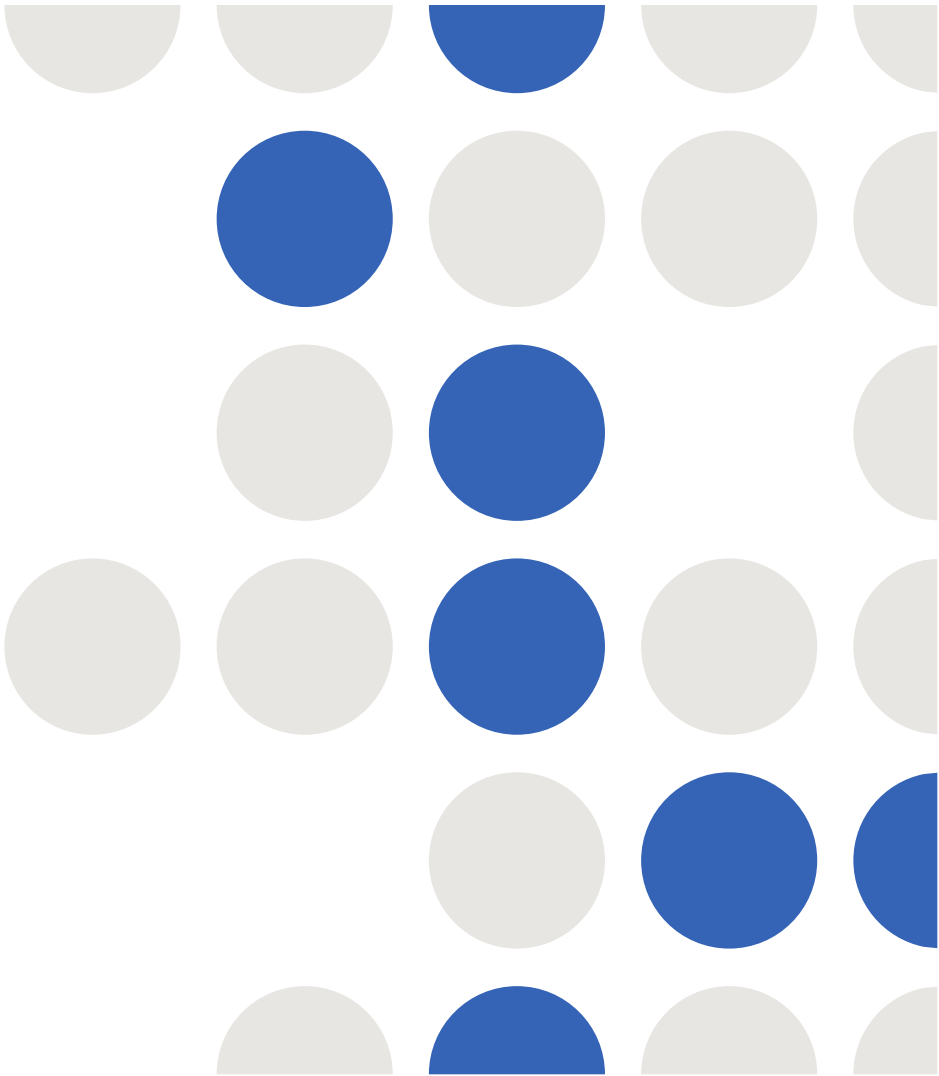


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4



Final Thoughts



Blog Admin
September
27th, 2018

Better, fairer, more meaningful research evaluation – in seven hashtags

5 comments | 14 shares

Estimated reading time: 5 minutes



14
Shares



Considering the future of research assessment, Elizabeth Gadd outlines how she believes research evaluation could be made better, fairer, and more meaningful. The resulting seven guiding principles, neatly framed as hashtags, range from understanding our responsibilities to researchers as people, through to ensuring our evaluations are a more formative process, offering valuable, constructive feedback.

Imperial College recently held an event called “Mapping the Future of Research Assessment”. It was a chance for Imperial College staff to consider how becoming a DORA (Declaration on Research Assessment) signatory would affect their approach to research evaluation and I was kindly invited to speak more broadly about the concept of responsible metrics. In putting together my talk, I found myself trying to articulate what guided me when I sought to do metrics responsibly, as well as how I'd like to see the world of research evaluation improve. What resulted was seven high-level concepts – principles, if you like – that, I believe, would make research evaluation better, fairer, and more meaningful. And as I spend way too much time on Twitter it seemed only natural to frame them in hashtags. A [recording](#) of the event is available and what follows is a transcript (almost) of that.

<https://blogs.lse.ac.uk/impactofsocialsciences/2018/09/27/better-research-evaluation-in-seven-hashtags/>

Dr. Elizabeth Gadd Loughborough University

- People are precious
- Get the granularity correct
- Invest in potential
- **Measure what matters**
- Recognition not evaluation
- **Profiles not rankings**
- **Formative not summative**

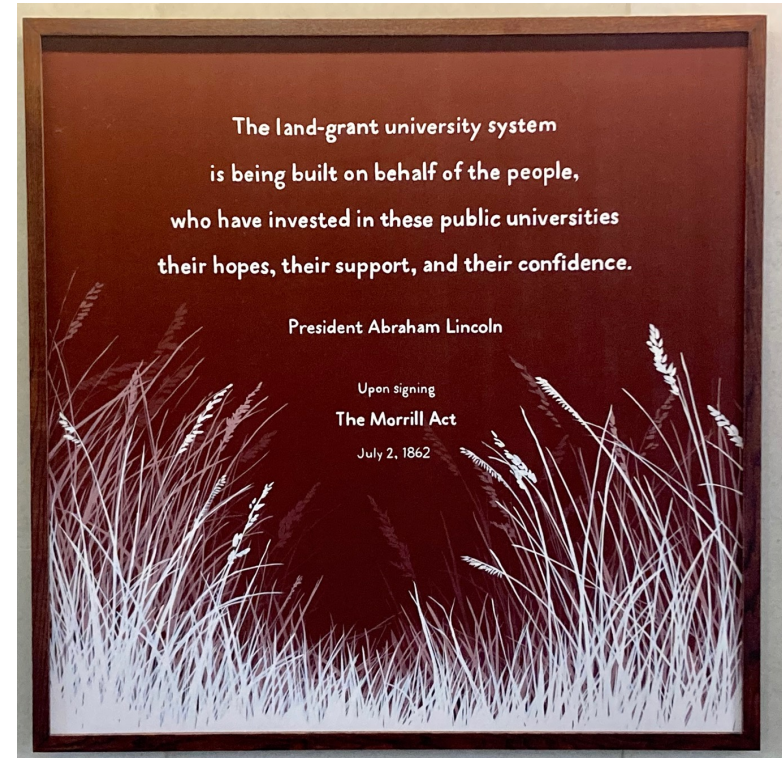
Develop a scholarly narrative or
one will be assigned to you

Dr. Karan Watson, Provost



Role of Higher Education

Serve and Challenge
Society



A wall plaque as I enter my building celebrating Texas A&M's status as a Land Grant Institution.

Thank You

beherbert@tamu.edu
@drbruceherbert

