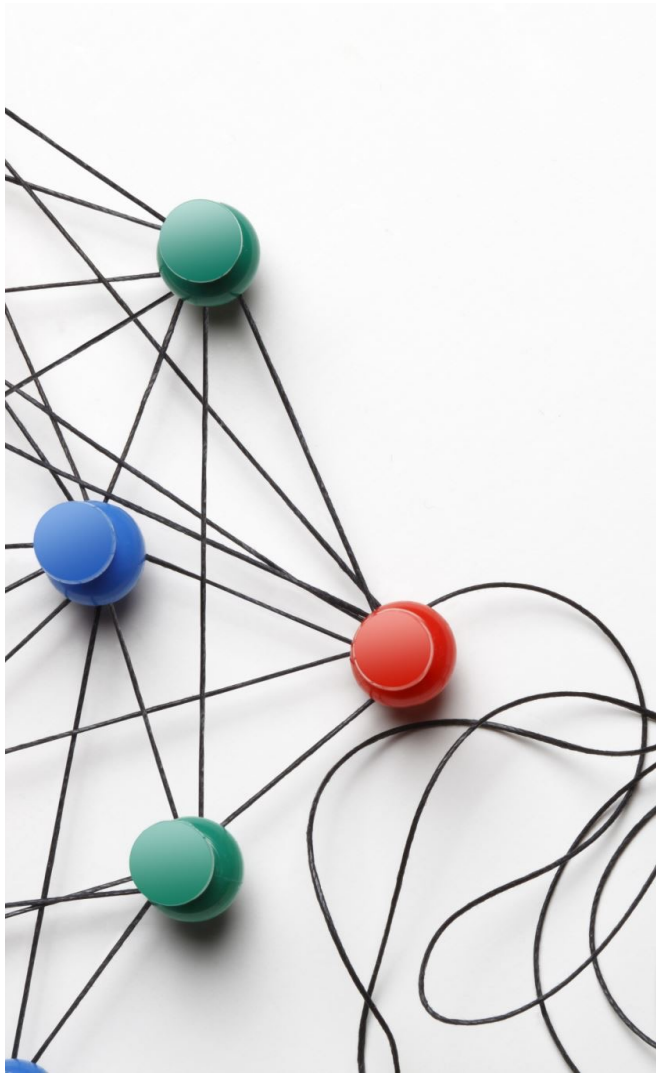


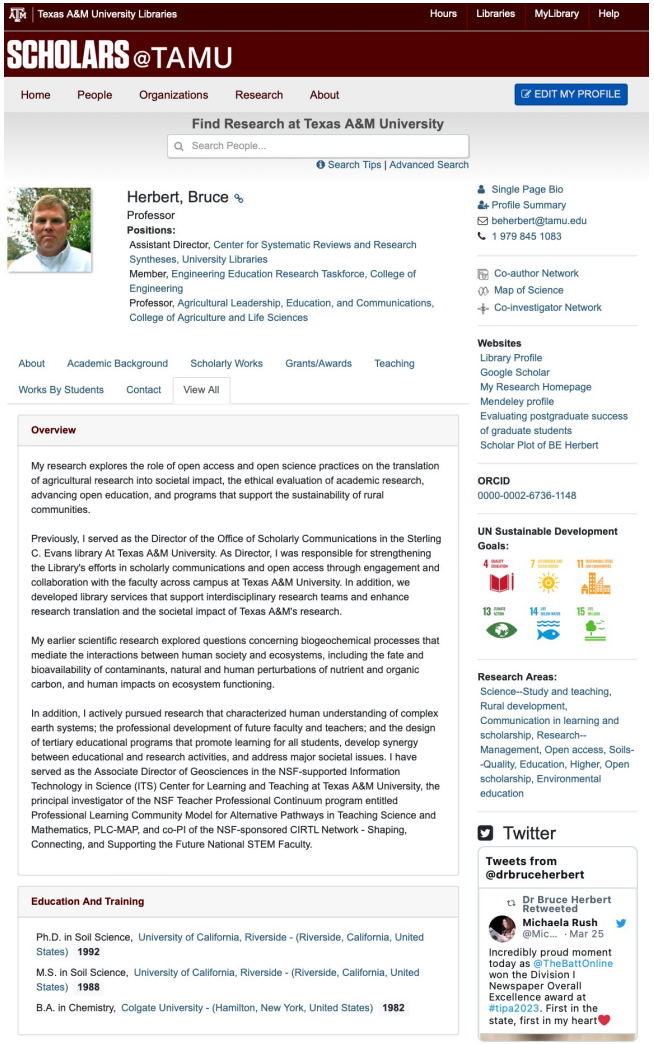
2023 Eastern Communications Association

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



TEXAS A&M UNIVERSITY
Faculty Affairs

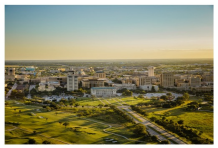
≡ Menu

/ Faculty Affairs Intranet / **Promotion & Tenure**

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

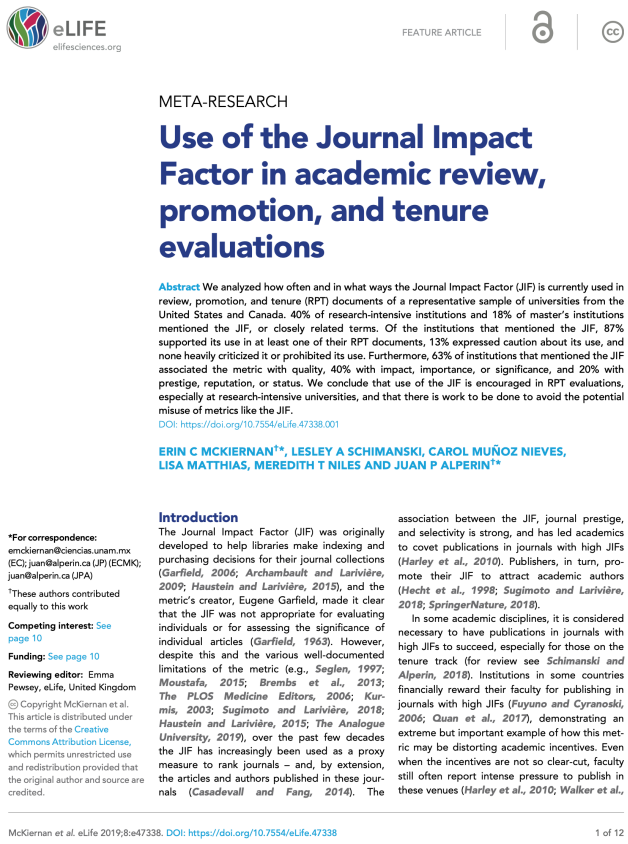
Faculty Consultations to Support P&T

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



eLIFE elifesciences.org 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

ERIN C MCKIERNAN[†]*, LESLEY A SCHIMANSKI, CAROL MUÑOZ NIEVES, LISA MATTHIAS, MEREDITH T NILES AND JUAN P ALPERIN[†]*

***For correspondence:** emckiernan@ciencias.unam.mx (EC); juan@alperin.ca (JP) (ECMK); juan@alperin.ca (JPA)

[†]These authors contributed equally to this work

Competing interest: See page 10

Funding: See page 10

Reviewing editor: Emma Pewsey, eLife, United Kingdom

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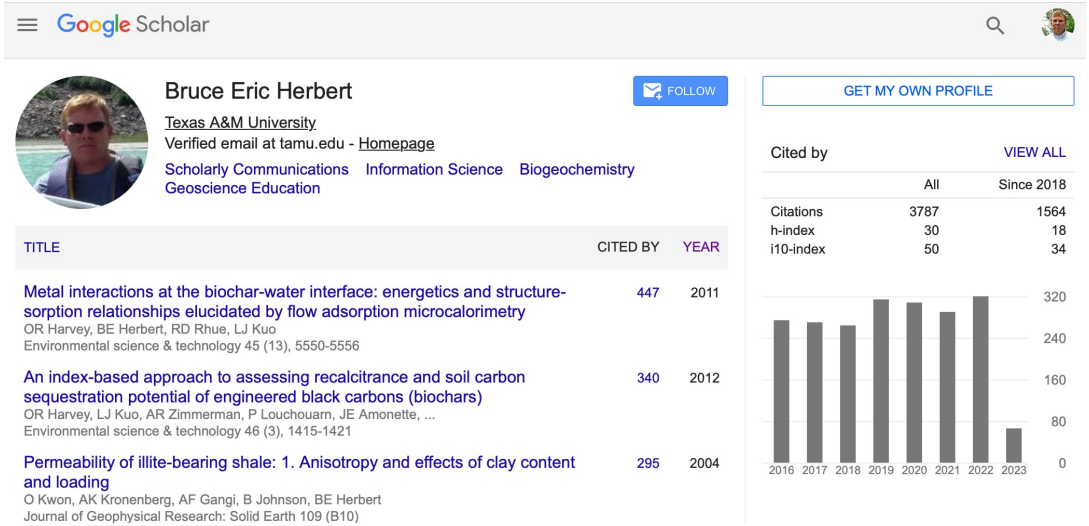
Introduction

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***; ***Brembs 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.,***

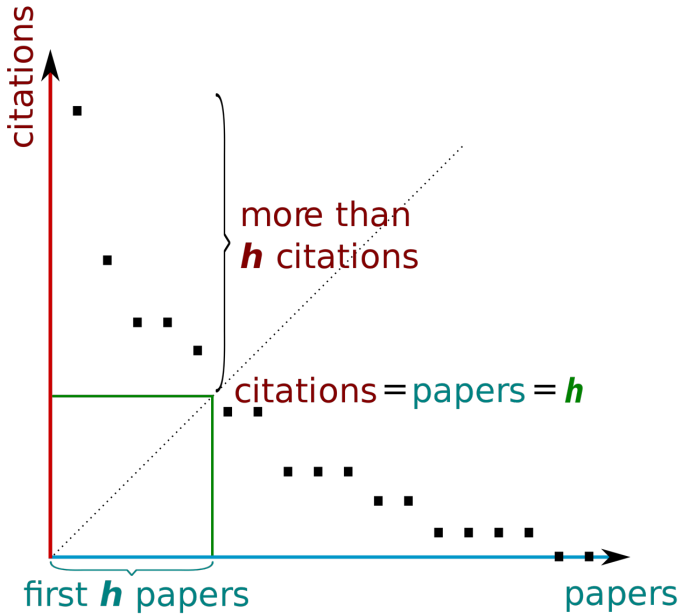
Bibliometrics & Research Evaluation



- 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:

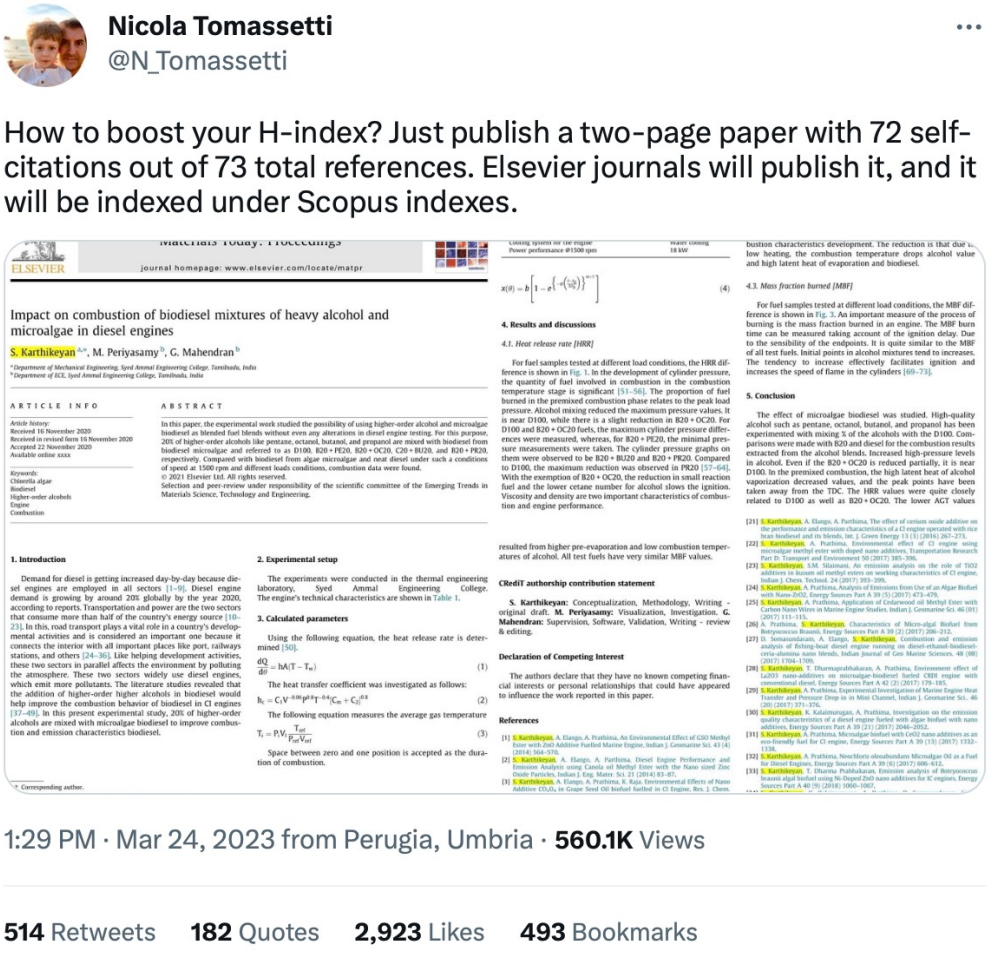
“About half the scientific community loves the h-index and half hates it,” writes Hirsch. “The h-index of the scientist itself is a great predictor of whether s/he belongs to the first or the second group.”

"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

H-index: 38.
H-index without self-citation: 24



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.

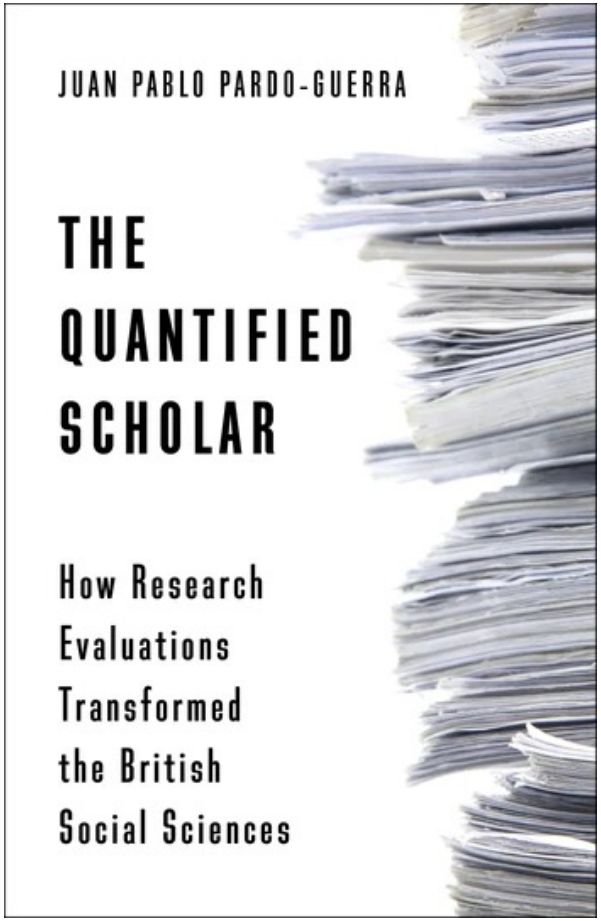
1:29 PM · Mar 24, 2023 from Perugia, Umbria · **560.1K** Views

514 Retweets **182** Quotes **2,923** Likes **493** Bookmarks

More on Perverse Incentives: The UK's REF

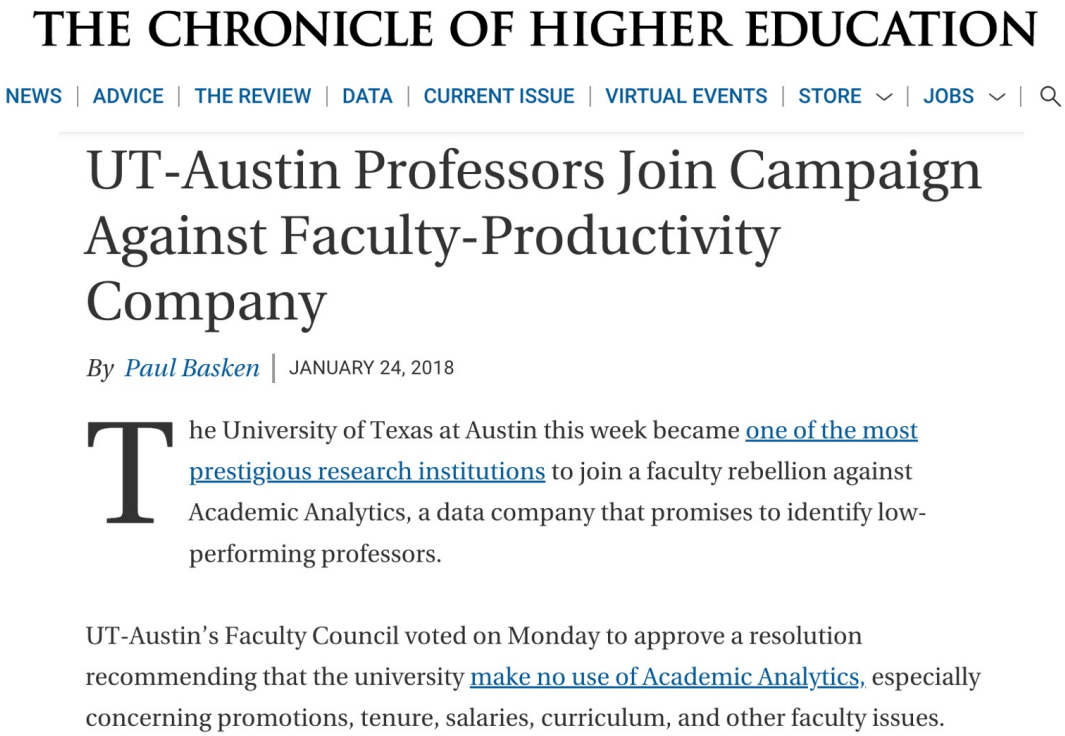
The REF's "standardized research evaluations altered the incentives of scientists and administrators by rewarding forms of scholarship that were closer to established disciplinary canons."

"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

NEWS | ADVICE | THE REVIEW | DATA | CURRENT ISSUE | VIRTUAL EVENTS | STORE | JOBS |

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

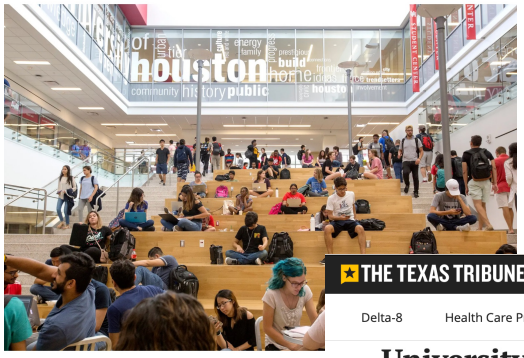
TEXAS LEGISLATURE 2023

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

COPY LINK



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

THE CHRONICLE OF HIGHER EDUCATION

NEWS | ADVICE | THE REVIEW | DATA | CURRENT ISSUE | VIRTUAL EVENTS | STORE | JOBS

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

By *Francie Diep* and *Emma Pettit* | JANUARY 31, 2023

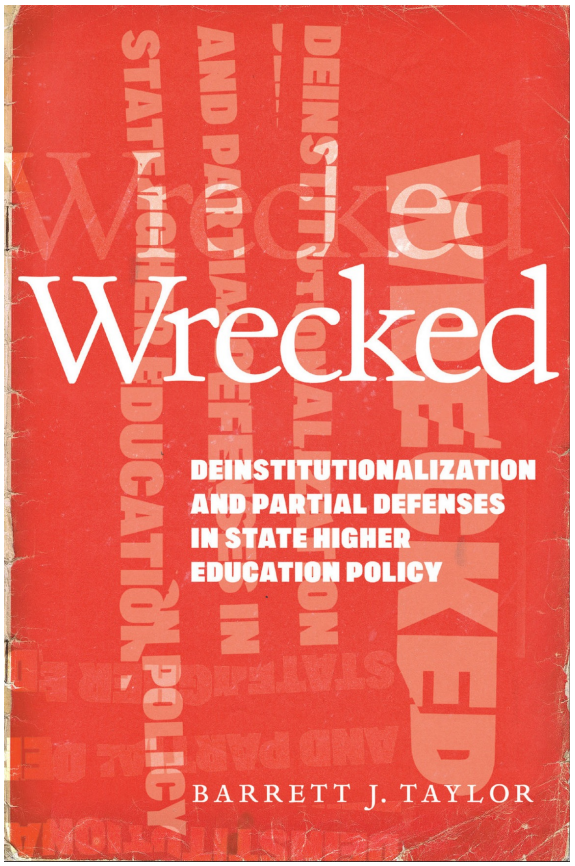
THE TEXAS TRIBUNE INVESTIGATIONS NEWSLETTERS EVENTS AUDIO DATA DONATE

Delta-8 | Health Care Professionals | Property Tax Cuts | Education Savings Accounts | 2023 Legislative Session

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

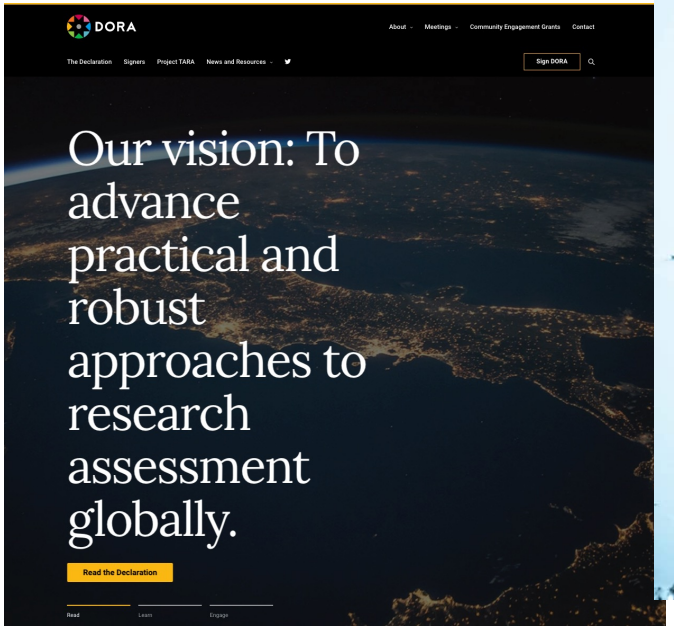
BARRETT J. TAYLOR is an associate professor of higher education at the University of North Texas in Denton

Responsible Evaluation of Research

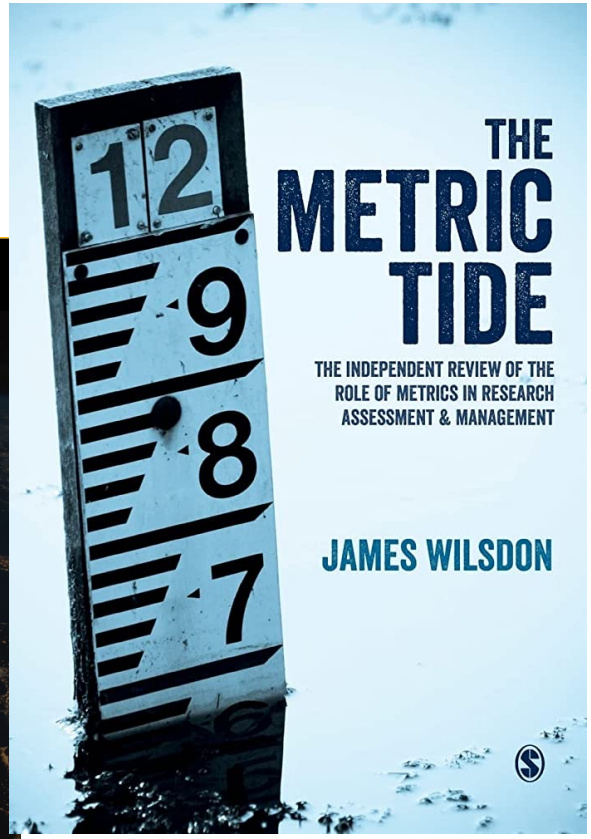
Responsible Evaluation of Research

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

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



San Francisco Declaration on Research Assessment
https://sfdora.org/



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

COMMENT

SUSTAINABILITY Data needed to drive UN development goals p.432

CONSERVATION Economics and environmental catastrophe p.434

GEOLOGY Questions raised over proposed Anthropocene dates p.436

HISTORY Music inspired Newton to add more colours to the rainbow p.436

The Leiden Manifesto for research metrics

Use these ten principles to guide research evaluation, urge **Diana Hicks, Paul Wouters** and colleagues.

Data are increasingly used to govern science. Research evaluations that were once bespoke and performed by peers are now routine and reliant on metrics[1]. The problem is that evaluation is now led by the data rather than by judgement. Metrics have proliferated: usually well intentioned, not always well informed, often ill applied. We risk damaging the system with the very tools designed to improve it, as evaluation is increasingly implemented by organizations without knowledge of, or advice on, good practice and interpretation.

Before 2000, there was the Science Citation Index on CD-ROM from the Institute for Scientific Information (ISI), used by experts for specialist analyses. In 2002, Thomson Reuters launched an integrated web platform, making the Web of Science database widely accessible. Competing citation indices were created: Elsevier's Scopus (released in 2004) and Google Scholar (beta version released in 2004). Web-based tools to easily compare institutional research productivity and impact were introduced, such as InCites (using the Web of Science) and SciVal (using Scopus), as well as software to analyse individual citation profiles using Google Scholar (Publish or Perish, released in 2007).

In 2005, Jorge Hirsch, a physicist at the University of California, San Diego, proposed the *h*-index, popularizing citation counting for individual researchers. Interest in the journal impact factor grew steadily after 1995 (see 'Impact-factor obsession'). Lately, metrics related to social usage ▶

ILLUSTRATION BY CHRIS PHILPOT

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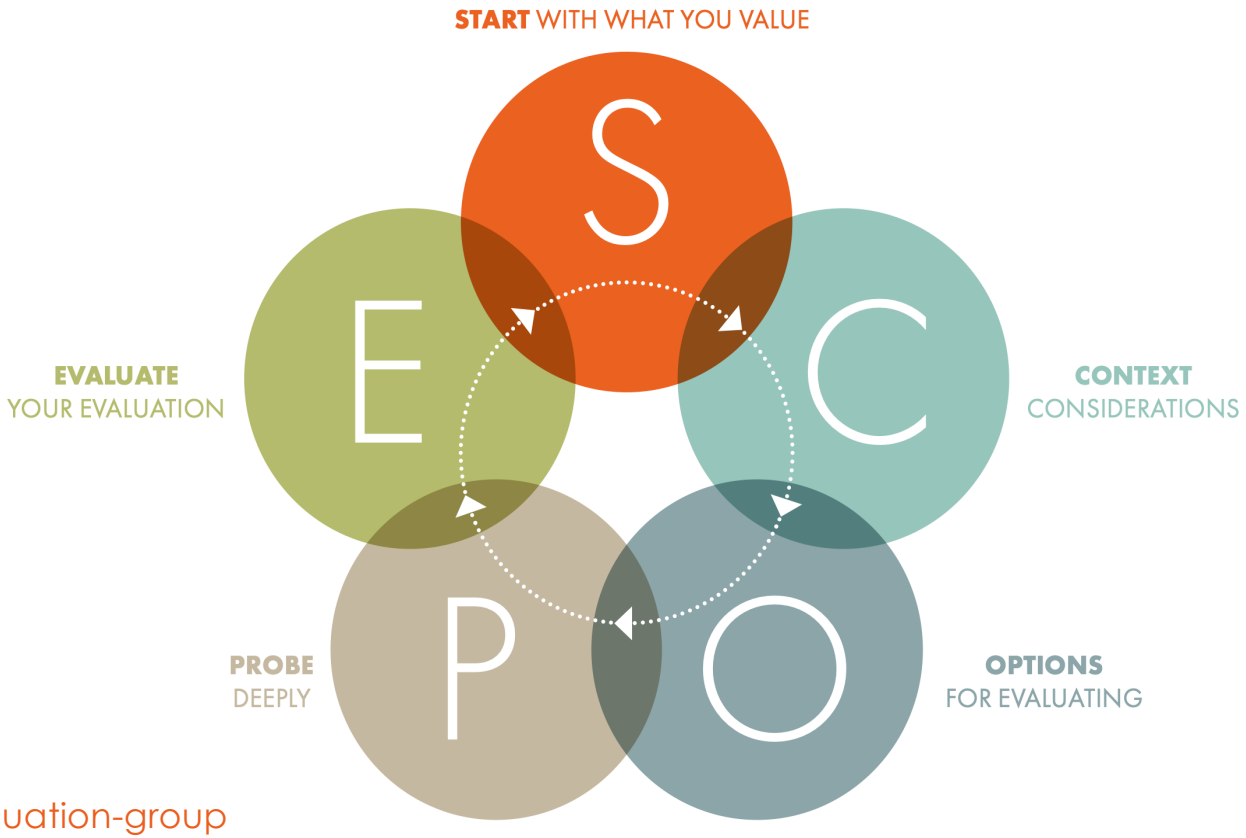
https://www.nature.com/articles/520429a

Five-Stage SCOPE Framework

scopes inorms research evaluation group



inorms.net/research-evaluation-group

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.

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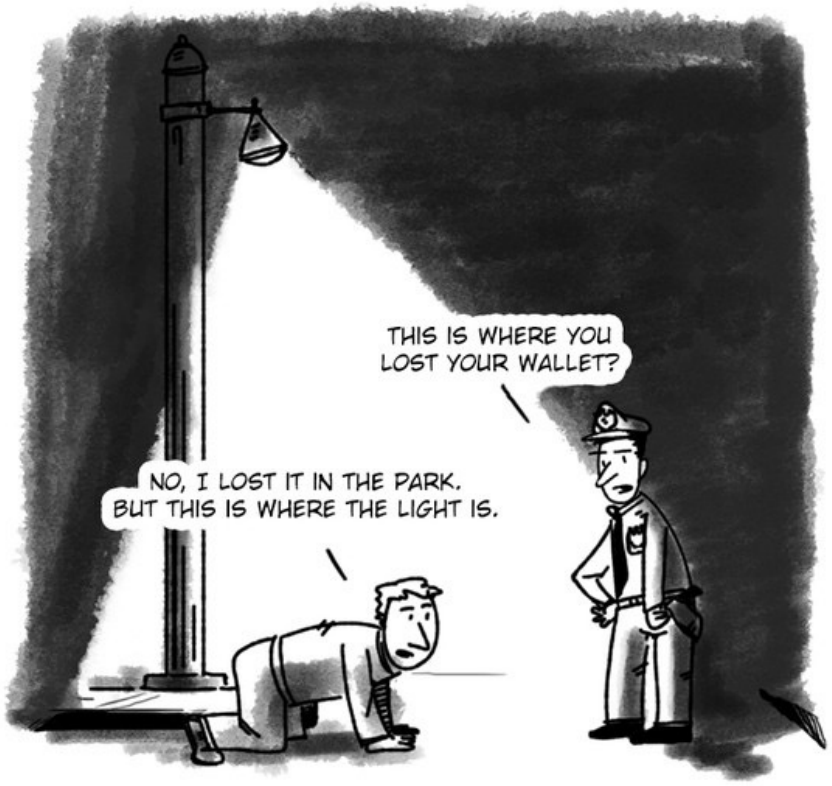
Measure What Matters



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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

- 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

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

Make Your Work Accessible

Open Access and Coronavirus Research

Sections

The Washington Post
Democracy Dies in Darkness

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

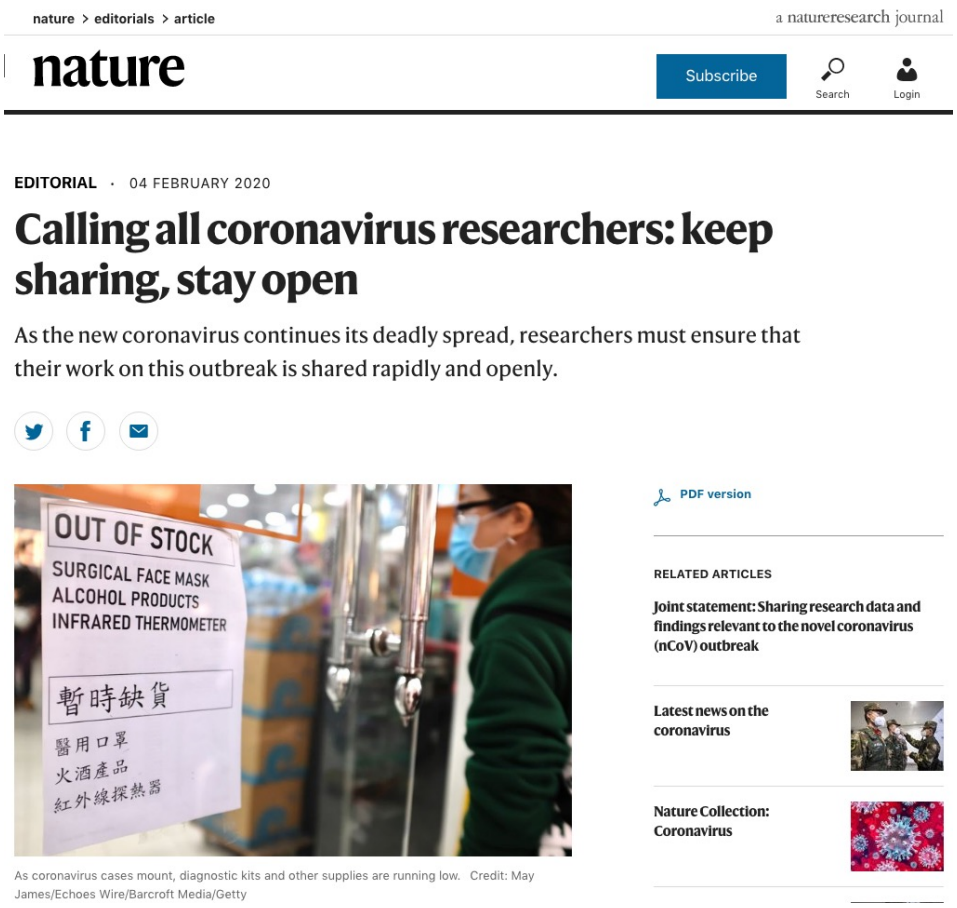
Just 10 days after a pneumonia-like illness was first reported among people who visited a seafood market in Wuhan, China, scientists released the genetic sequence of the coronavirus that sickened them. That precious bit of data, freely available to any researcher who wanted to study it, unleashed a massive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

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.

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

PDF version

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Joint statement: Sharing research data and findings relevant to the novel coronavirus (nCoV) outbreak

Latest news on the coronavirus

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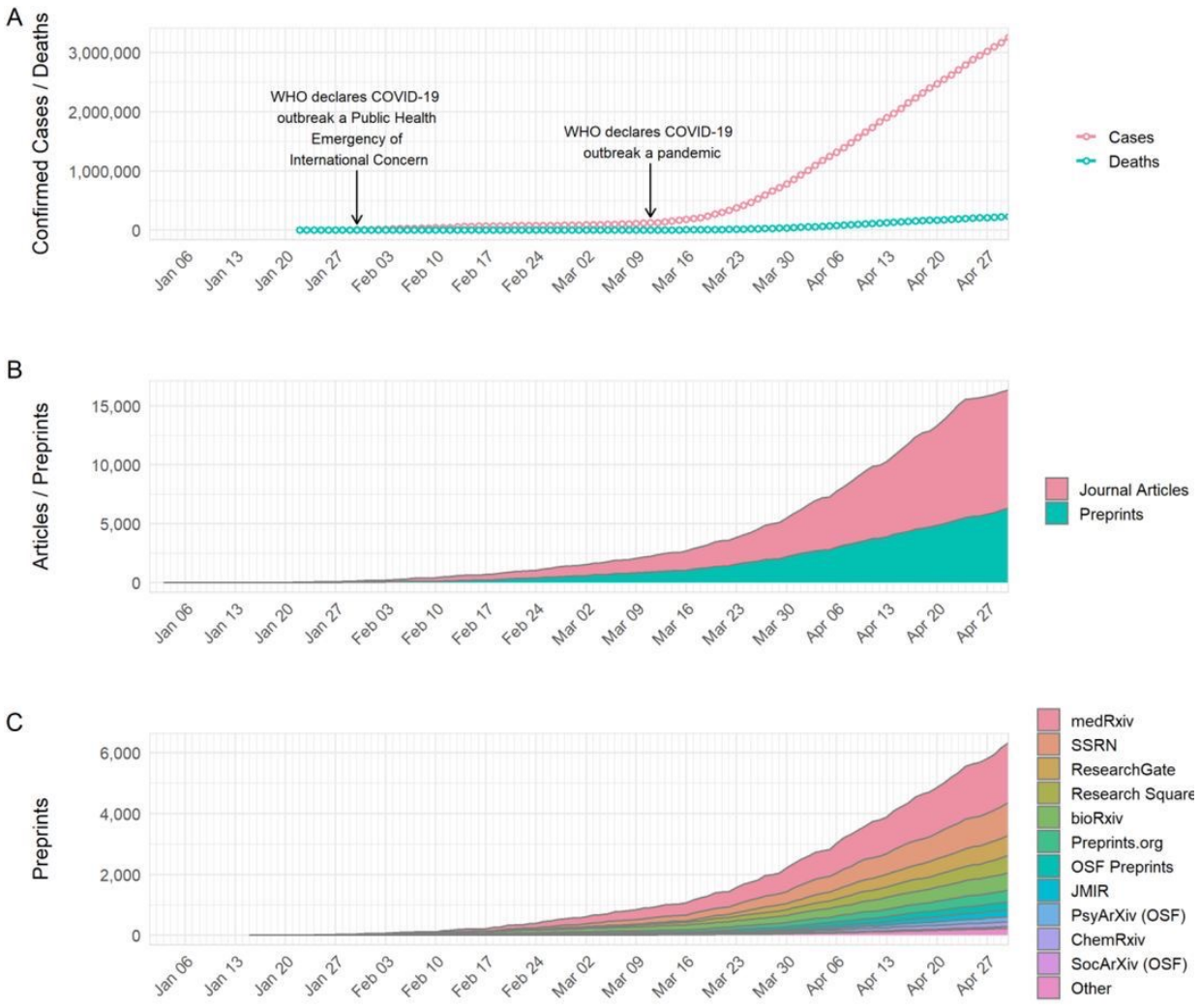
The Rise of Open Access COVID Publications



COVID-19 Preprints

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

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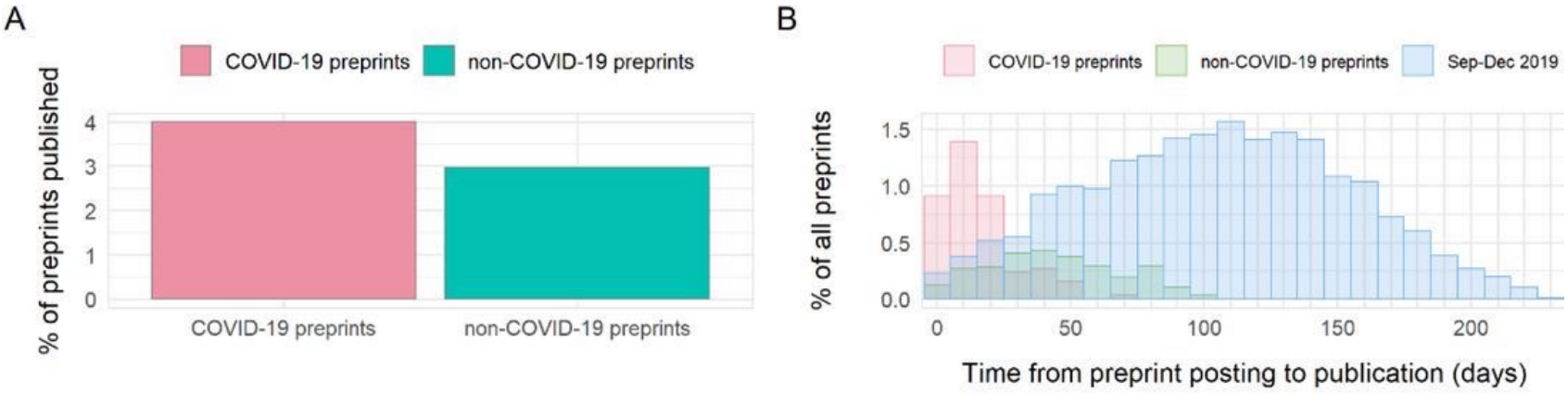
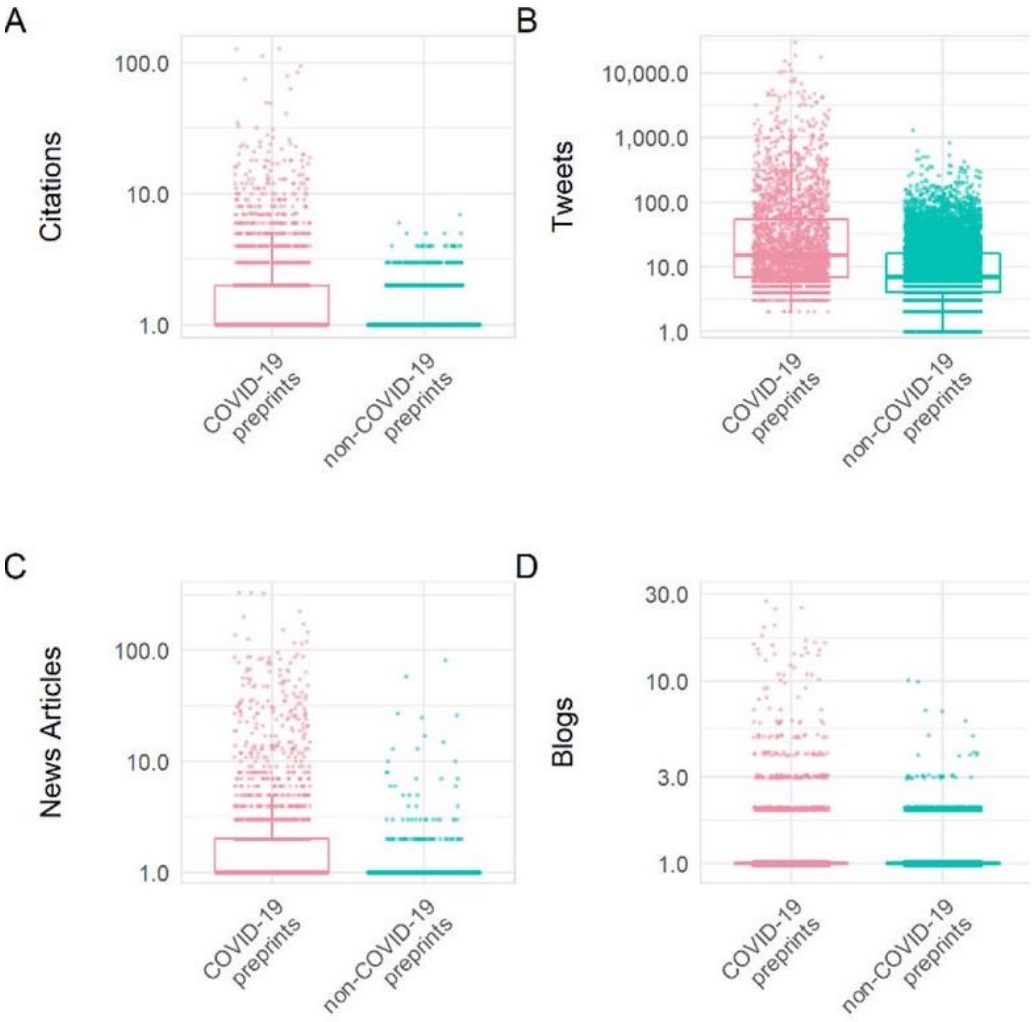
Preprints Allow Rapid Publication



% of COVID-19 Preprints
Published between Jan-April

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

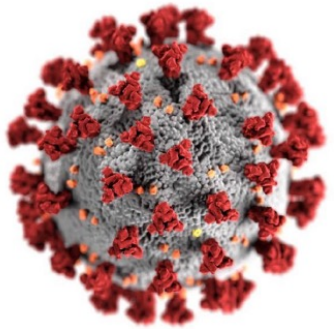
SPHERES

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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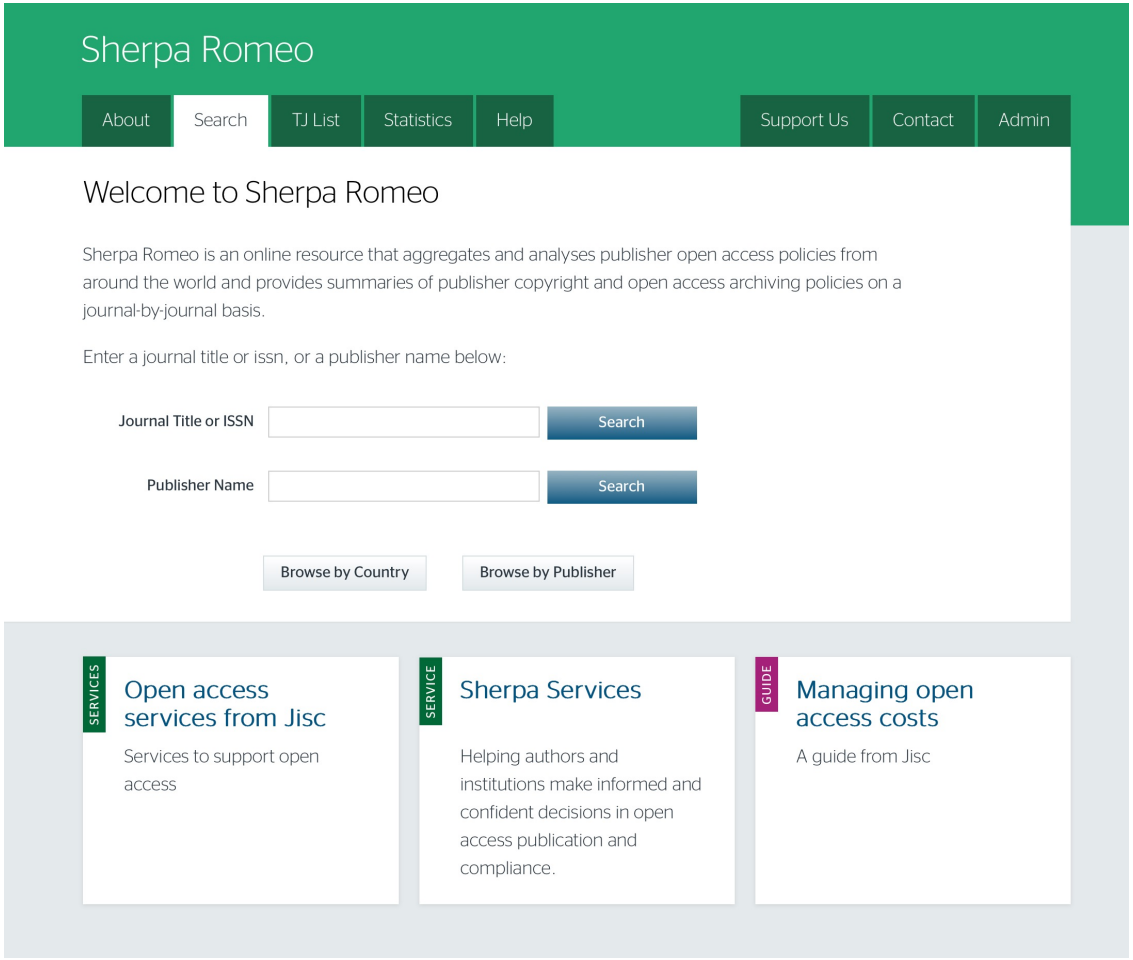
Make Your Work Accessible

Find a Journal's OA Policies

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



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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.

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Published Version [pathway b]	None, CC BY	Any Website, Journal Website
Accepted Version [pathway a]	18m, CC BY-NC, PMC	Institutional Repository, Subject Repository, PMC, +4
Accepted Version [pathway b]	None	Author's Homepage
Submitted Version	None	arXiv, bioRxiv, SocArXiv, +2

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

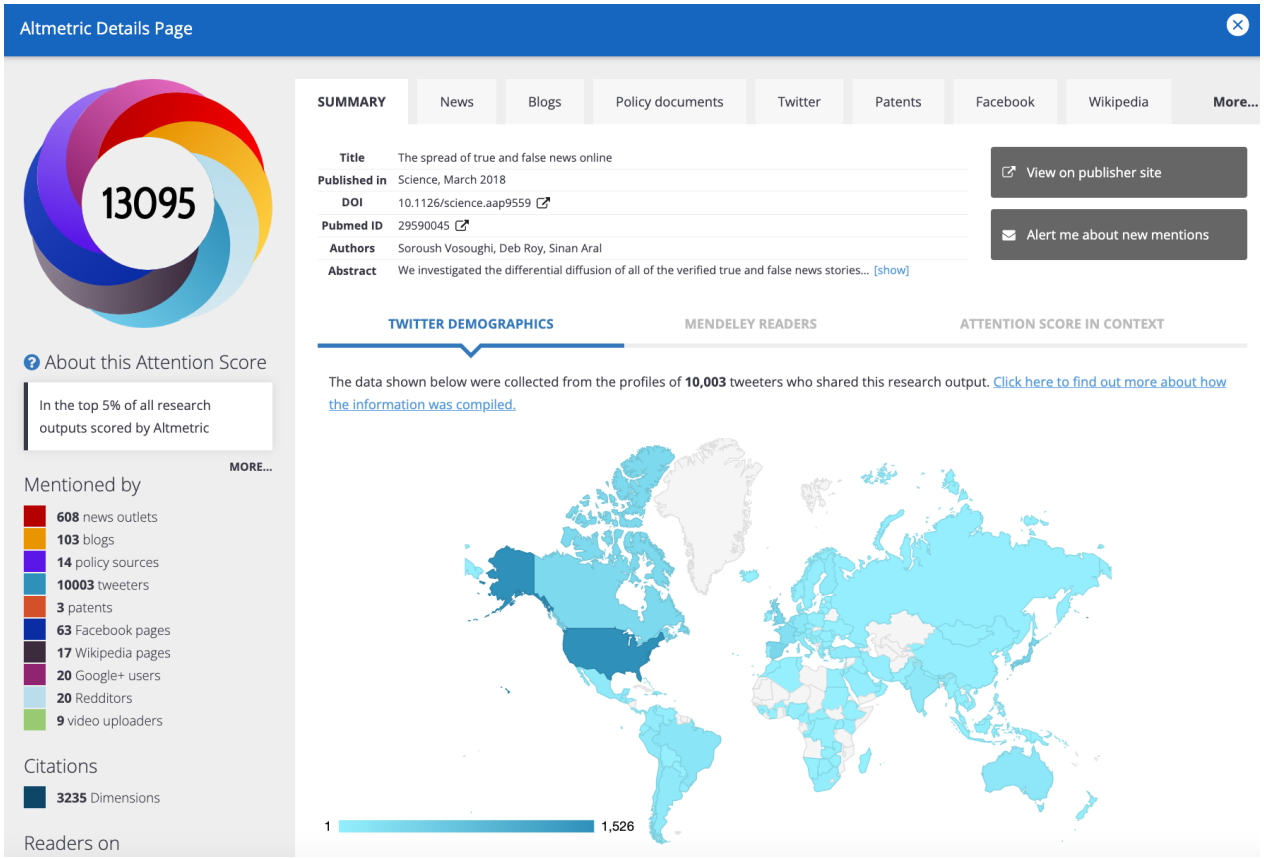
Justify Your Narrative with Metrics

Multidimensional Impact metrics: Thinking Beyond Citations

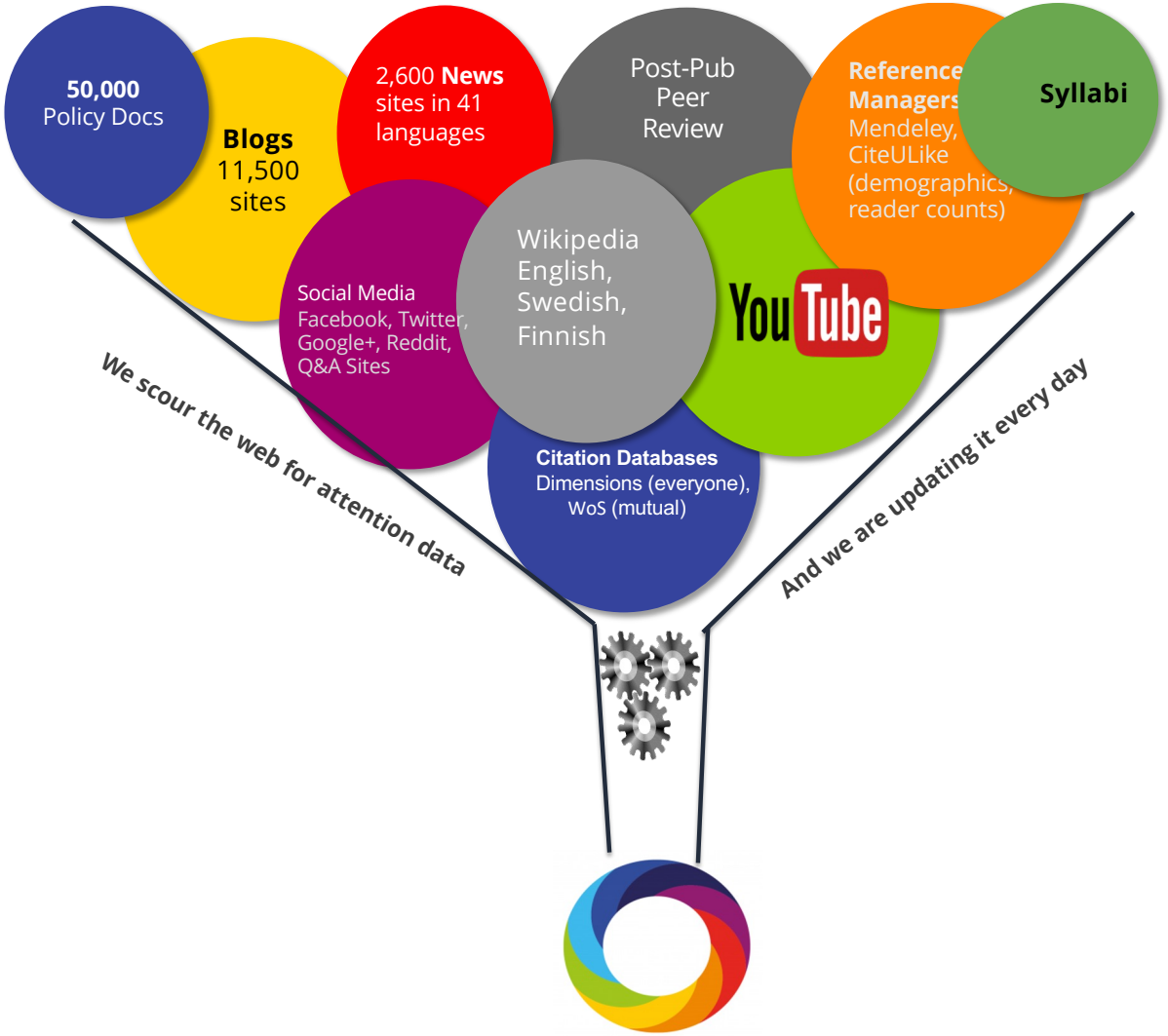
- Field citation ratios: a normalized citation rate where citations are compared to the mean of citations of publications in the same discipline.
- Alternative metrics: societal engagement with research on social media, newspapers Wikipedia, and government reports that show impact on policy
- Library 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/)

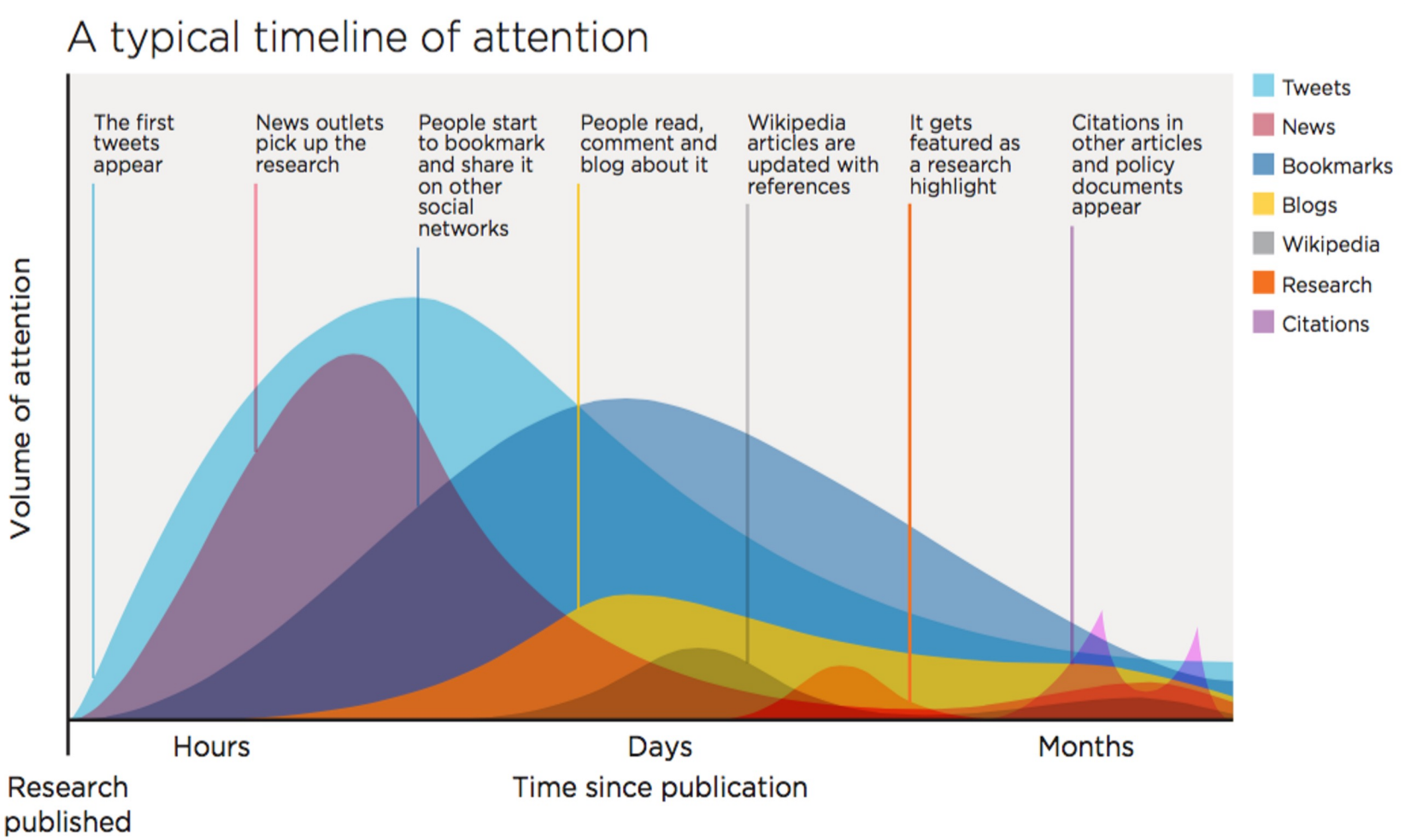
Justify Your Narrative with Metrics

Altmetrics as Indicators of Societal Engagement

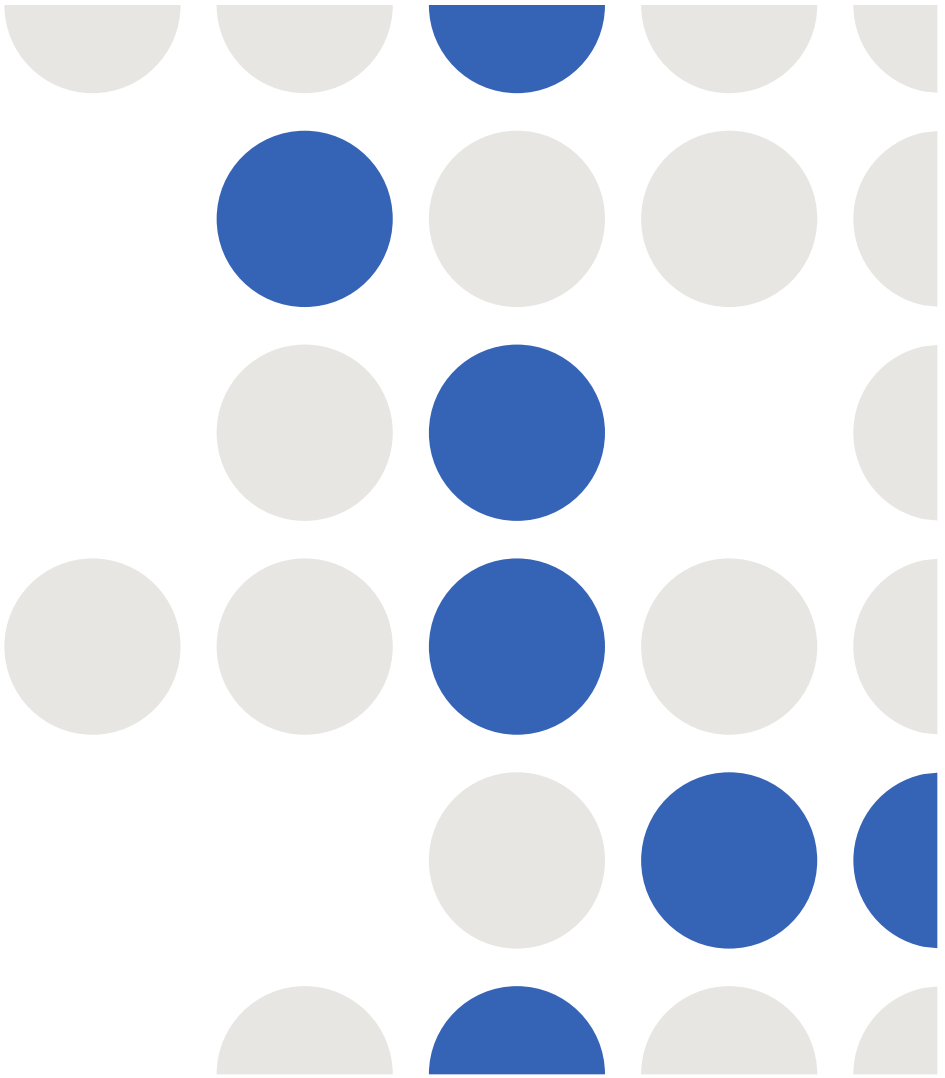


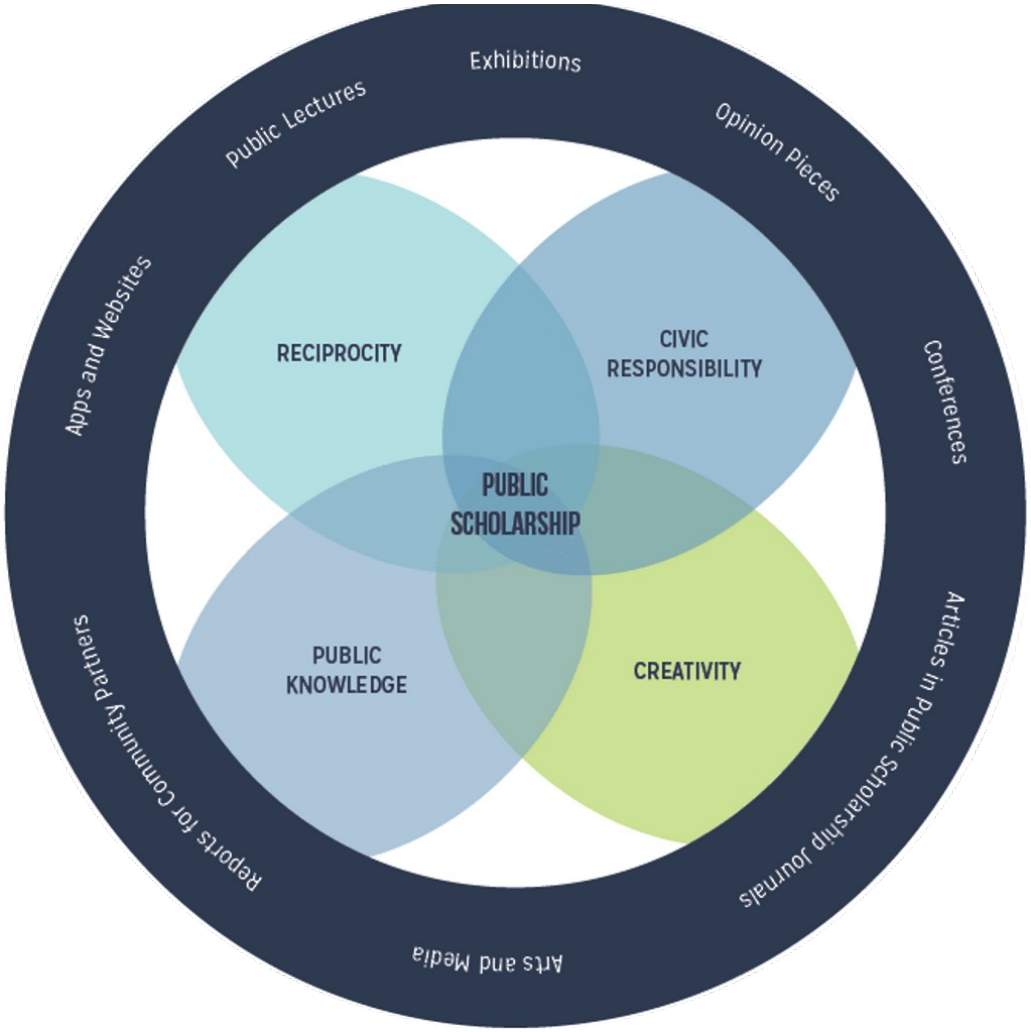
Altmetrics highlighting **Communications and Media Studies** research


50,000
Policy Docs
Blogs
11,500
sites
2,600 News
sites in 41
languages
Post-Pub
Peer
Review
Reference
Managers
Mendeley,
CiteULike
(demographics,
reader counts)
Syllabi
Social Media
Facebook, Twitter,
Google+, Reddit,
Q&A Sites
Wikipedia
English,
Swedish,
Finnish
YouTube
Citation Databases
Dimensions (everyone),
WoS (mutual)
We scour the web for attention data
And we are updating it every day


A typical timeline of attention
The first tweets appear
News outlets pick up the research
People start to bookmark and share it on other social networks
People read, comment and blog about it
Wikipedia articles are updated with references
It gets featured as a research highlight
Citations in other articles and policy documents appear
Tweets
News
Bookmarks
Blogs
Wikipedia
Research
Citations
Volume of attention
Hours
Days
Months
Research published
Time since publication

Two Examples





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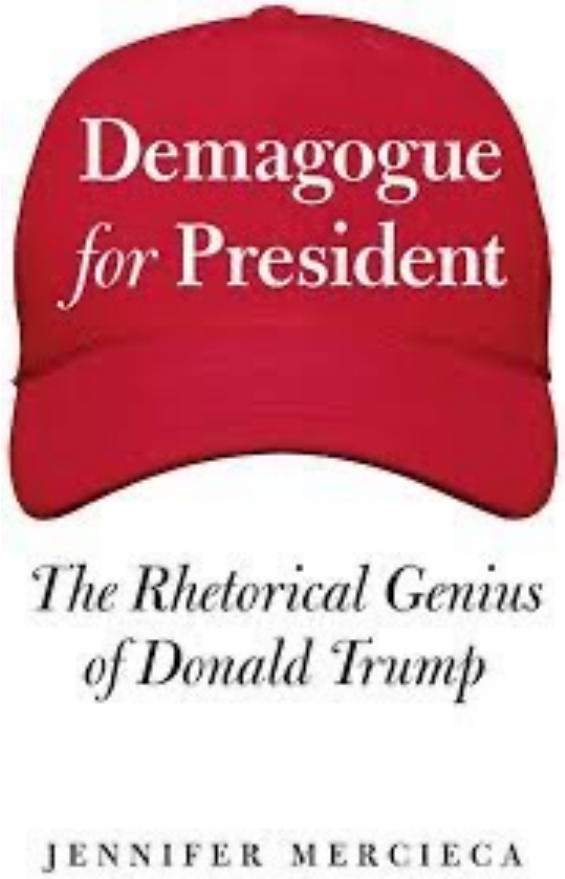
"... Mercieca shows how Trump turns America's foundational pillar—speech—against its own underlying values. Her book is an eye-opening Rosetta Stone for deciphering—and countering—Trump's oratorical tactics as we approach the 2020 election."

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



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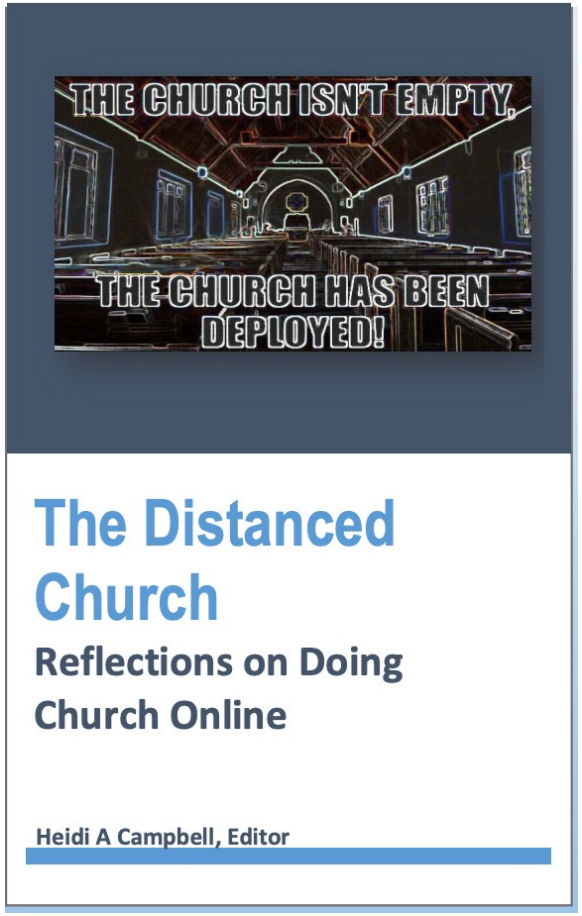
60.3 K Followers



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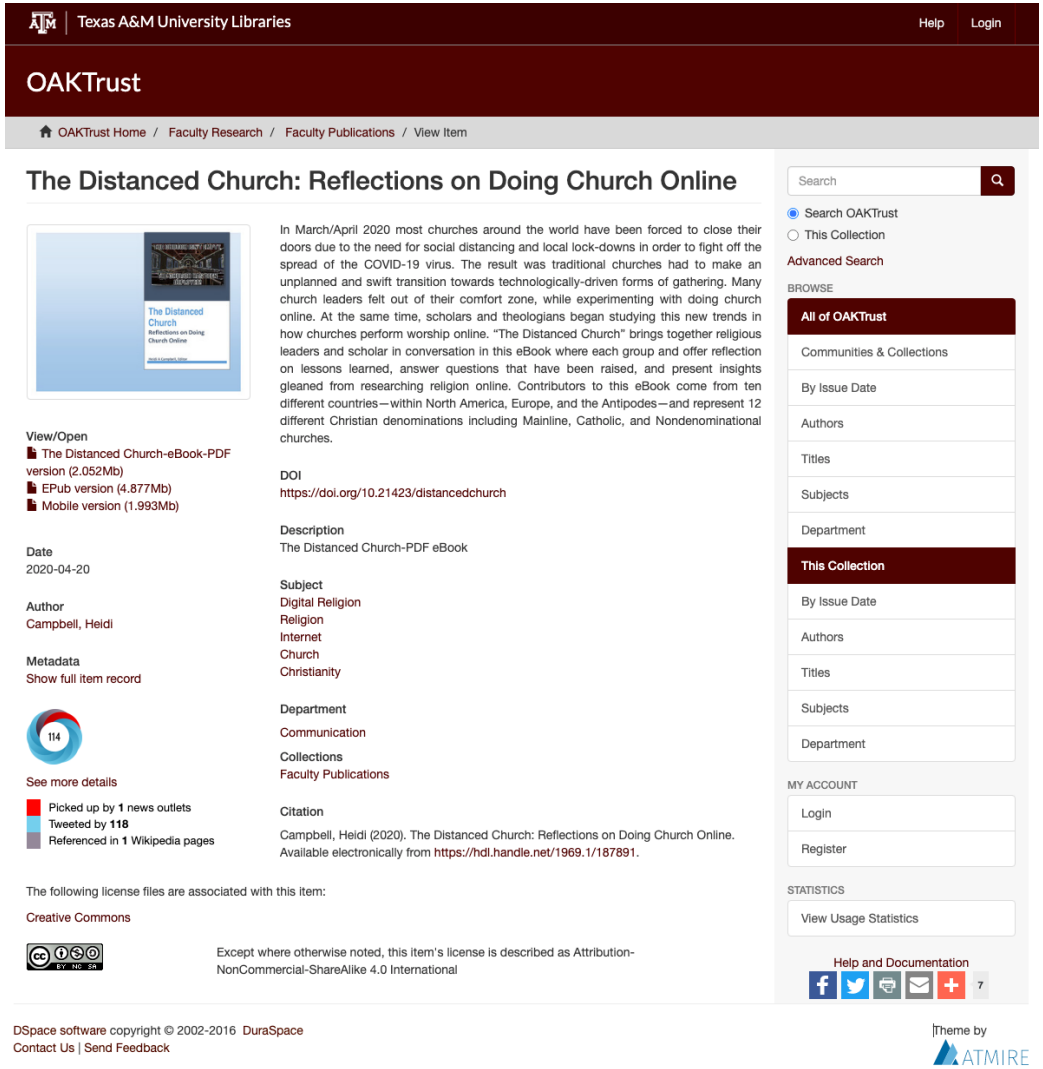

Public Scholarship During the Pandemic

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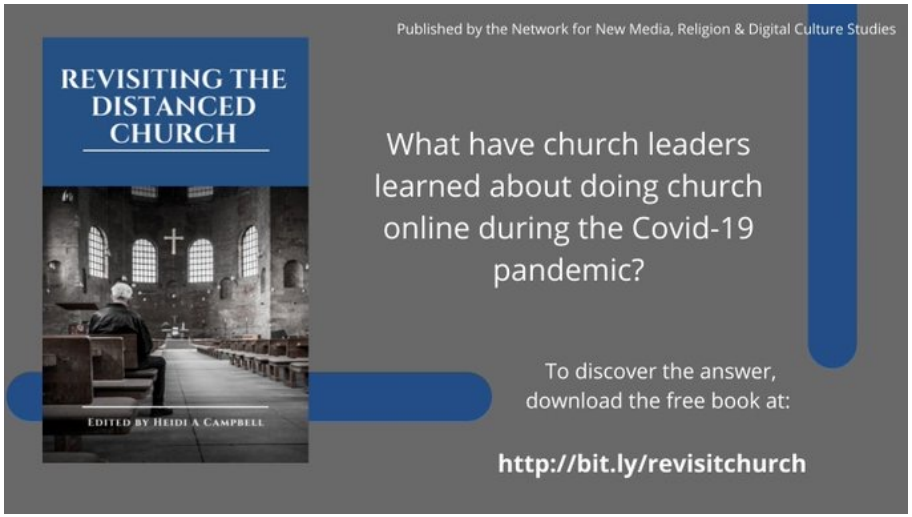
Texas A&M's Institutional Repository

Public Scholarship During the Pandemic



Published Open Access through TAMU's Institutional Repository

Public Scholarship During the Pandemic

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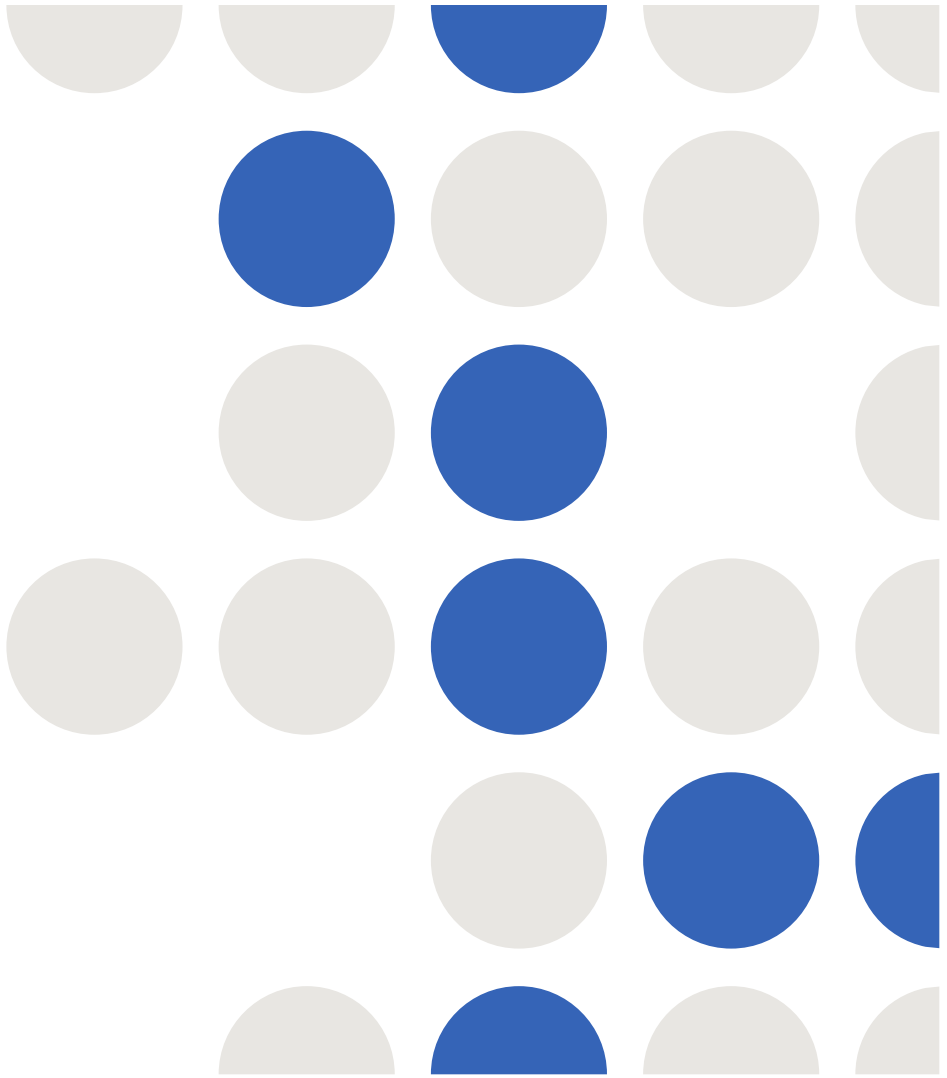
Final Thoughts



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

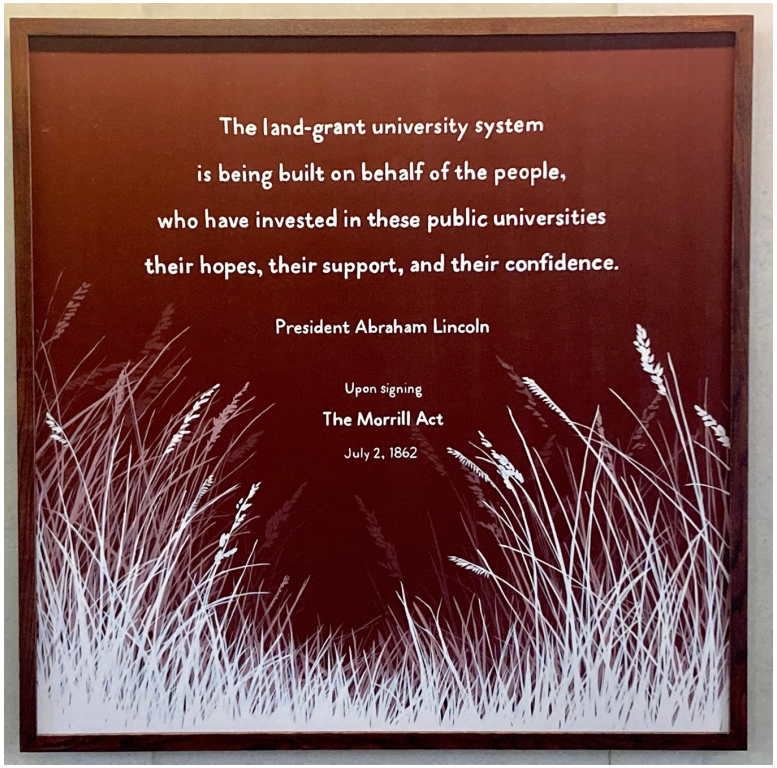
- People are precious
- Get the granularity correct
- Invest in potential
- Measure what matters
- Recognition not evaluation
- Profiles not rankings
- Formative not summative

Develop a scholarly narrative or one will be assigned to you

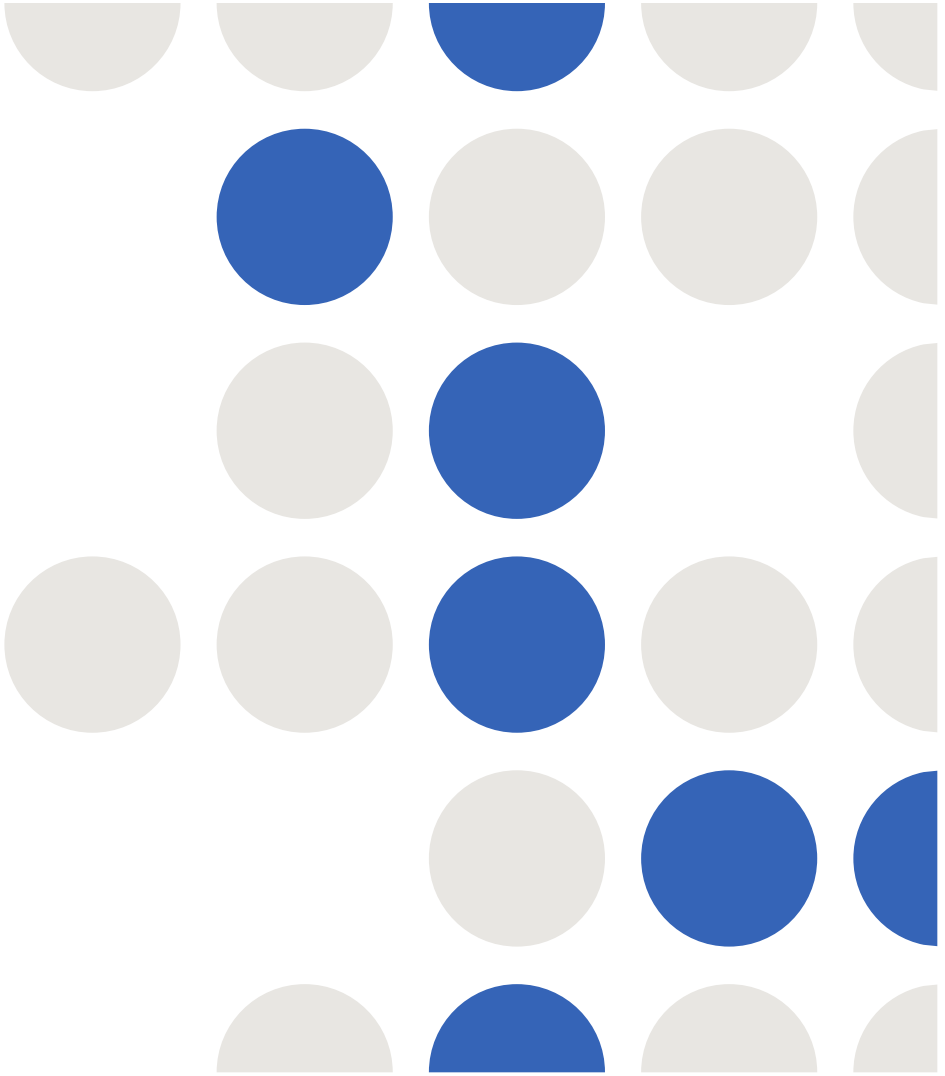
Dr. Karan Watson, Provost

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

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