

Mastering Research Impact:

*A workshop for
Librarians*



A little about me...



Hi!

I'm Fiona Glasgow,

I'm the Scholarly Communications Librarian at the American University of Sharjah.

I've been working in Research Support/Scholarly Communications for 7 years. I started at the University of Otago, in Dunedin, New Zealand.

When I started I didn't know what bibliometrics were...

A little about AUS...



1997

AUS Opened

5876

Students

337

Faculty
Across 4 colleges

10

Librarians
Public and Technical Services teams

Today's session

- What is research impact?
- Planning for impact
 - impact plans
 - publishing strategies
 - online presence
- Demonstrating impact
 - traditional metrics
 - alternative metrics
- Engagement and outreach programs at AUS
- Questions



Research Impact

The demonstrable contribution that excellent research makes to society and the economy. This can include both;

- **Academic impact**, which is demonstrable contribution that excellent social and economic research makes in shifting understanding and advancing scientific method, theory and applications across and within disciplines.
- **Economic and societal impact**, which is the demonstrable contribution that excellent social and economic research has on society and the economy, and its benefits to individuals, organisations, or nations.



ACADEMIC

Contribution to advances across and within disciplines, including significant advances in understanding, method, theory and application.

CULTURAL

Contribution to people's understanding of ideas and reality, values and beliefs.

ECONOMIC

Contribution to a company's costs and revenues (micro level), and economic returns through increased productivity or economic growth (macro level).

EDUCATIONAL

Contribution to education, training and capacity-building, including through curricula, educational tools, and qualifications.

ENVIRONMENTAL

Contribution to managing the environment, such as protecting natural resources, reducing environmental pollution, improving weather forecasting, and tracking the climate crisis.

HEALTH

Contribution to public health, life expectancy, health-related quality of life, prevention of illness, and reduced health inequality.

POLITICAL

Contribution to how policymakers act, to how policies are constructed, and to political stability.

SOCIAL

Contribution to community welfare and quality of life, and to behaviors, practices, and activities of people and groups.

TECHNOLOGICAL

Contribution to the creation or improvement of products, processes and services.

9 Types of Research Impact



Impact = Benefit



How to help faculty...

Plan for Impact





Impact Plans

- Impact plans help faculty prepare for and visualise impact from the beginning of a research project
- Breaks impact down into component parts
- Systemic way impact should be integrated into research
- Fill it in using post-it notes or digital board (so they can be agile)



UCD IMPACT PLANNING CANVAS

UCD RESEARCH & INNOVATION



CHALLENGE

What challenges in society could your research help address?

1



RESPONSE

How does your research plan respond to the challenge(s)?

2



UNIQUE VALUE PROPOSITION

What unique value will your research results bring to each beneficiary?

4



ENGAGEMENT

How will you connect with the beneficiaries during your research programme?

5



BENEFICIARIES

Who will benefit from or use the results of your research?

3



RESOURCES AND TEAM

What resources and collaborators do you need to help create impact?

8



EVIDENCE OF IMPACT

What evidence (quantitative or qualitative) will you collect to demonstrate impact? Over what time frame?

7



FUNDING

What is your funding roadmap to enable this research programme and create impact?

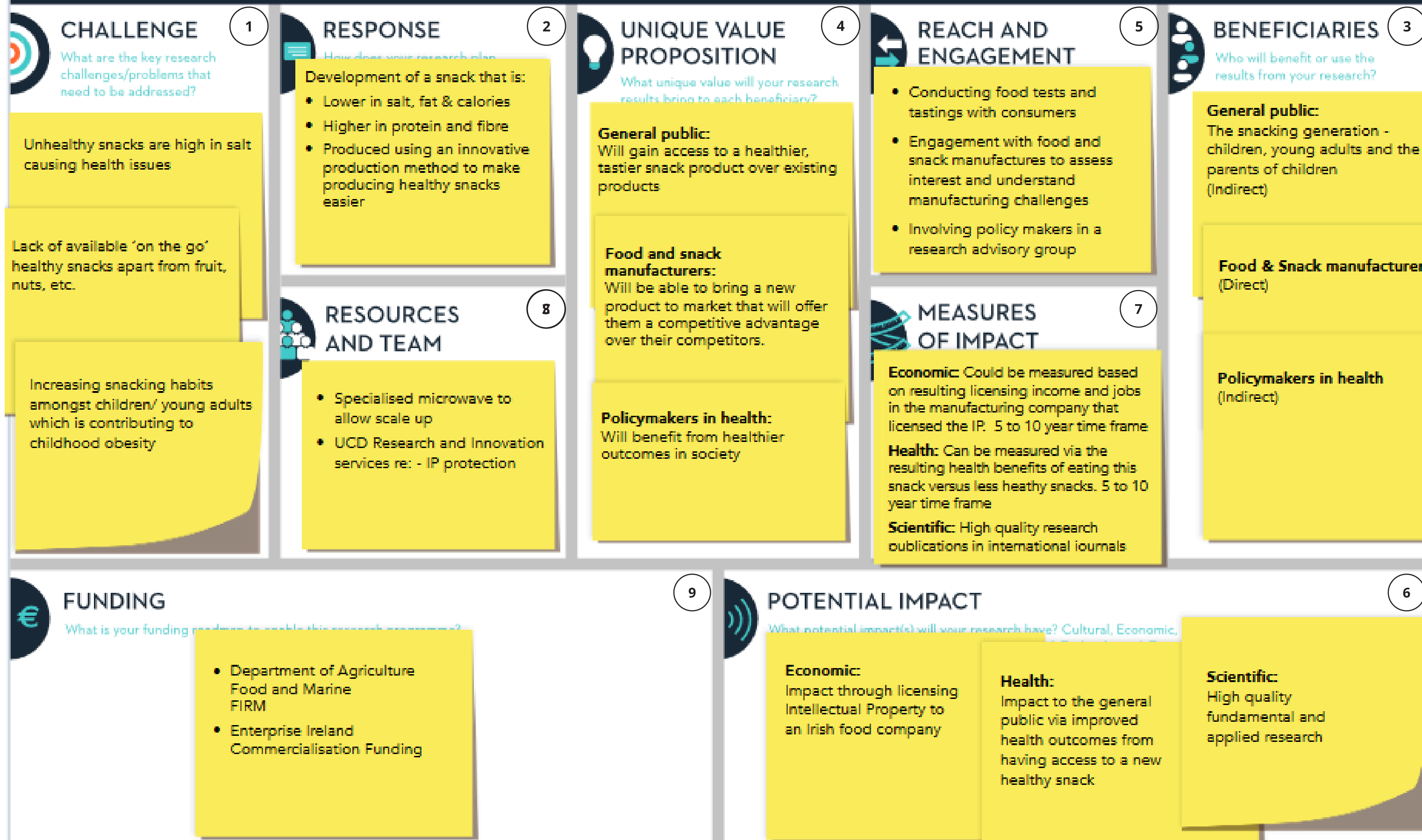
9



POTENTIAL IMPACT

What potential impact(s) will your research have? Cultural, Economic, Educational, Environmental, Health, Political, Social, Technological.

6

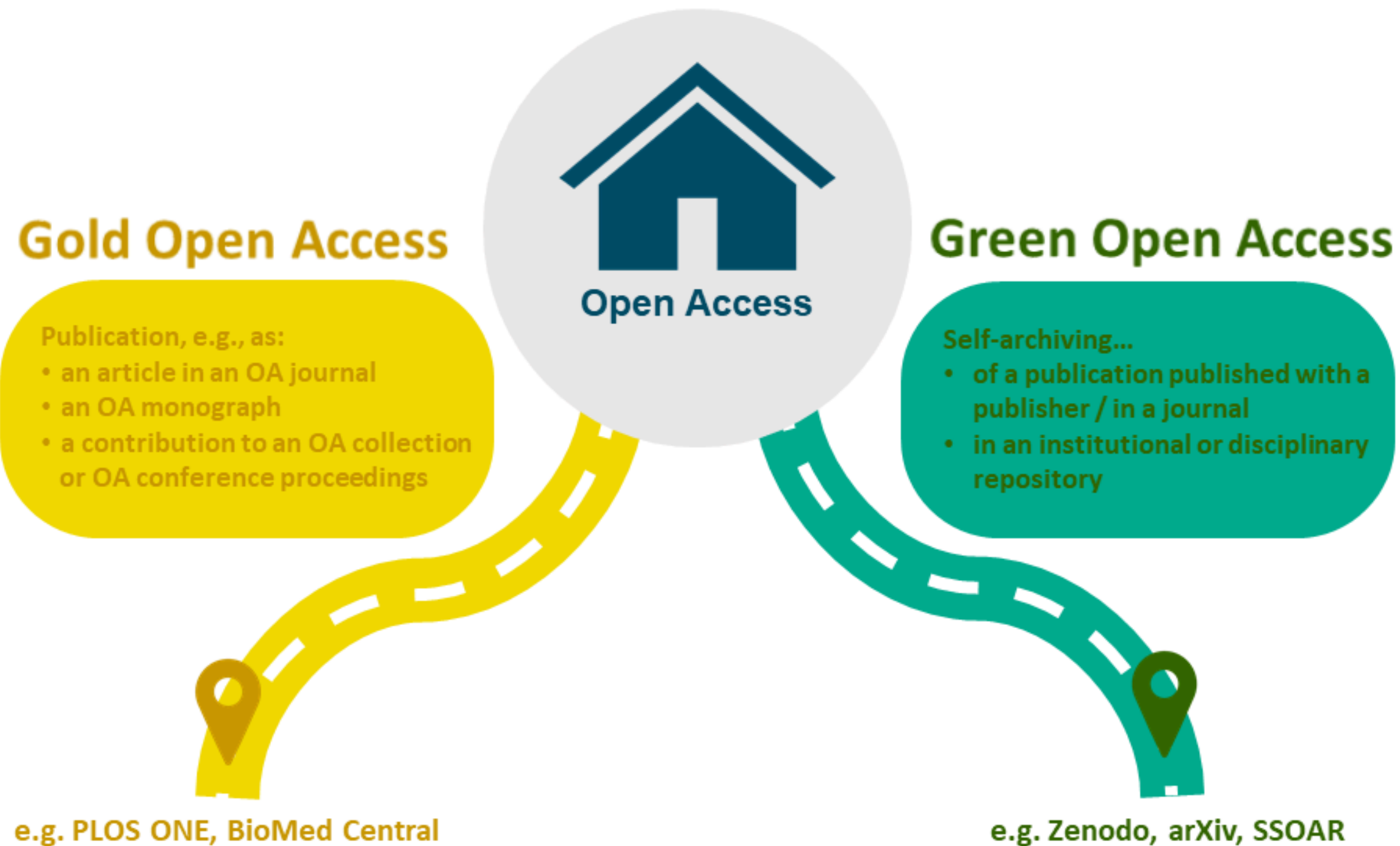


Journal selection

- Different factors:
 - Where is their audience?
University/funder requirements
- Scopus Sources
- Tools
 - Elsevier Journal Finder
 - T&F Journal Suggester
 - Wiley Journal Finder
- Journal Metrics
 - CiteScore/JIF/SJR
- Avoiding Predatory Publishers
 - Think. Check. Submit.



Open Access



- Doesn't have to be Gold, Green is just as "open"!
- Finding open journals:
 - DOAJ
- Reputable repositories
 - figshare.com
 - Your own institutional repository
 - Recommended list
- Sherpa Romeo








Having good profiles will...

- Increase online presence and make work more visible
- Greater potential impact through shares, attention and downloads
- Increase connection with other researchers in their field
- Meet publishers and funder requirements



Online Presence Checklist

The list below is not exhaustive. Choose a few profiles based on your needs and maintain them well. See your Subject or Reference Librarian for support

	Good	Better	Best
	<ul style="list-style-type: none"> • Create account and make it public • Add name variations • Add or import publications • Add ORCID URL to email signature • Link to your department profile 	<ul style="list-style-type: none"> • Add your research field keywords • Link to website or other profiles • Display ID on submissions • Enable updates from Scopus, Crossref, etc • Download your unique QR code 	<ul style="list-style-type: none"> • Add email, bio, employment • Add education and qualifications • Add memberships, service, funding and distinctions
	<ul style="list-style-type: none"> • Check publications • Claim unassigned publications • Check affiliation • Add name variants and merge profiles if needed 	<ul style="list-style-type: none"> • View potential matches • Add Scopus ID to department profile • Add preferred name 	<ul style="list-style-type: none"> • Authorize ORCID integrations • Set up citation alerts • Follow authors or interest (or yourself)
	<ul style="list-style-type: none"> • Check publications • Claim unassigned publications • Check affiliation • Add ResearcherID URL to email signature 	<ul style="list-style-type: none"> • View potential matches • Add ResearcherID to department profile • Add your peer review history 	<ul style="list-style-type: none"> • Authorize ORCID integrations • Set up citation alerts • Follow authors or interest (or yourself)
	<ul style="list-style-type: none"> • Create account • Check and claim auto-added publications • Add a professional portrait photo • Make your profile public 	<ul style="list-style-type: none"> • Manually add missing publications • Add research fields of interest • Add website of other profiles 	<ul style="list-style-type: none"> • Add co-authors • 'Follow' your articles, citations • 'Follow' other researchers' articles citations
	<ul style="list-style-type: none"> • Create account • Add a succinct headline • Add a brief research statement • Add a professional portrait photo • Add skills 	<ul style="list-style-type: none"> • Add CV highlights • Give and seek endorsements and recommendations • Personalize you invitations • Add links to your other profiles • Add content - links, slides, photos 	<ul style="list-style-type: none"> • Use your LinkedIn updates to send content to your networks • Write and share short opinion pieces
	<ul style="list-style-type: none"> • Create account • Add a professional portrait photo • Add skills and expertise • Add institution and department • Add ORCID ID 	<ul style="list-style-type: none"> • Add PDFs where your copyright/licenses allow • Follow researchers • Follow research interests • Link to your other profiles 	<ul style="list-style-type: none"> • Add project updates • Share draft versions to receive feedback • Write short reviews on articles
	<ul style="list-style-type: none"> • Create account • Add a professional portrait photo • Link to your other profiles • Link to your publications 	<ul style="list-style-type: none"> • Add PDFs where your copyright/licenses allow • Check your profile and document views 	<ul style="list-style-type: none"> • Follow researchers • Follow 'followers' of researchers • Follow 'groups' • Share drafts, talks, conferences

How to help faculty...

Demonstrate Impact





Metrics

Traditional metrics, such as citation counts, h-index, and journal metrics, help faculty demonstrate the scholarly influence and visibility of their work within the academic community.

By providing **quantifiable evidence** of research output and influence, these metrics support faculty in securing funding, promotions, and collaborative opportunities.

Metrics



H-Index (*author-level*)

- A metric that measures both the productivity and citation impact of a researcher's publications. An H-index of 10 means a researcher has at least 10 papers that have each been cited 10 times.
- Why it matters: Balances productivity and impact, helping to assess both the quantity and the influence of a researcher's work. However, it favors established researchers with a longer publication history.
- Limitations: Doesn't factor in career breaks, favors established researchers, favors disciplines with high citation patterns, and article-based publishing.

CiteScore (*journal metric*)

- A metric that calculates the average number of citations received in a year by all articles published in a journal over the previous four years.
- Why it matters: Provides a broader view of a journal's citation performance compared to JIF, as it includes more document types (e.g., reviews, conference papers) and uses a 4-year citation window.
- Limitations: Journal metrics should not be conflated with research quality.

Metrics



Citation Count (*article-level*)

- The total number of times a research article is cited by other publications.
- Why it matters: Citations indicate how influential or useful a piece of research is to the academic community. A higher citation count generally suggests that the work has had a broader impact.
- Limitations: Not all citations are positive, citation patterns differ across disciplines.

Field-Weighted Citation Impact (FWCI) (*article-level*)

- Compares the number of citations a publication has received to the average number of citations for similar publications in the same field.
- Why it matters: FWCI accounts for disciplinary differences in citation practices, offering a more field-sensitive way to measure impact.
- Limitations: Easily skewed (when used to measure publication sets)

Metrics



Goodhart's Law

- "When a measure becomes a target, it ceases to be a good measure."

Use metrics responsibly

- Citation-based metrics are valuable, but they should be complemented by qualitative evaluations of research quality and context.

Limitations

- Citation patterns vary across disciplines; newer researchers may have fewer citations due to the time it takes for citations to accumulate.

Database differences

- Databases have different information, and so metrics are different accordingly. GS tends to have highest citations and h-indexes, for example.

Metrics



DORA's new guidance on research indicators

No single indicator can convey research quality and impact.

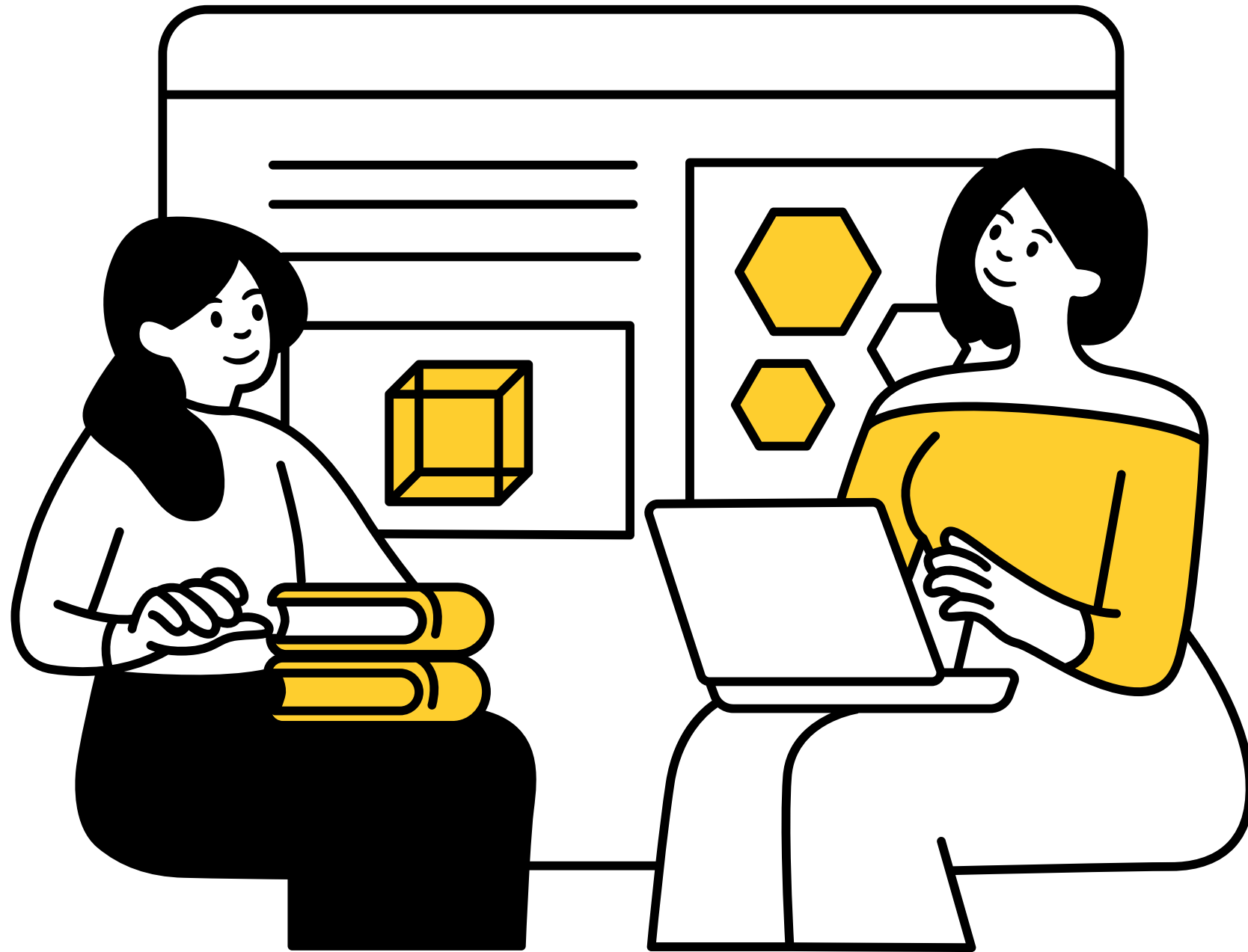
1. Be Clear
2. Be Transparent
3. Be Specific
4. Be Contextual
5. Be Fair

The new guidance describes limitations of the indicators to help provide context in the use of quantitative indicators.

Altmetrics

Alternative metrics, such as social media mentions, policy document citations, and news coverage, provide a broader view of faculty research impact by capturing attention from diverse audiences beyond academia.

These metrics highlight **immediate engagement** and **societal influence**, offering additional impact evidence to help faculty showcase the real-world reach of their work.



Alternative Metrics



Altmetric.com (and [bookmarklet](#))

- Tracks mentions of research outputs across online sources like news articles, social media, blogs, policy documents, and Wikipedia.

Altmetrics Attention Score

- An Altmetrics Attention Score is provided for each output in the database.
- The colors in the 'donut' around the score represent data sources, for example, red = news outlets.
- The Score is weighted and based on: the volume, the source (relative to reach), and the author of the online activity.
- See [How is the Altmetrics Attention Score calculated](#) for more detail.

At AUS

- LibGuides
 - Tracking Research Impact
 - Researcher Support
- Open Access Week events
 - Workshops, faculty talks
- Departmental Reporting
 - Annual SciVal reports to HoDs, Deans
 - Delivered in person, to answer questions
- Researcher Needs Survey
 - Delivered to faculty to assess Research Support needs
 - Analysed data provided unique information for each college



Research Impact Challenge

- [Research Impact Challenge link](#)
- Popularised by Stacey Konkiel, in her ebook *[The 30-Day Research Impact Challenge](#)* (2014).
- Created to address gap in faculty understanding of research impact.
- Aimed at faculty, research-active staff, and graduate students.
- 2023 RIC redesigned as an OER using Articulate Rise 360.
- Articulate Rise 360 allows for interactive, self-paced learning that appeals to busy faculty.



Research Impact Challenge

AUS | الجامعة الأميركية في الشارقة
American University of Sharjah

LIBRARY.AUS.EDU

RESEARCH IMPACT CHALLENGE

Maximize the impact of your research with the AUS Library's **new** and **improved** Research Impact online course.



ONLINE
15-25
APRIL 2024

REGISTER



Sign-ups

41 registrations (20 faculty, 21 students). Record number of registrations - up from 22 in 2023.

Promotion

Faculty newsletter, posters in library, library website and social media, and on digital signage around campus. Timing is tricky, as it's best to avoid the month of Ramadan.

Feedback

Google Form hyperlinked at end of each module (for AUS affiliated emails only).

Certificate of Completion

Available on request.

Workshops

- Topics
 - Maximise your Research Impact
 - RDM and DMPTool
 - Scholarly Profiles
 - AI Tools
 - Journal selection
 - Open access
 - SciVal demos
- What works?
 - Lunch-time sessions
 - Online, recorded
 - Registration required
 - Reminders from Research Services



Tools and Links

- [12 Research Impact Things \(IATUL\)](#)
- [The Metrics Toolkit](#)
- [Fast Track Impact](#)



Questions?

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