What is research impact in an interconnected world?

Dr Danny Kingsley
Let’s get interactive

- The hashtag for this event is #AF2015Impact
- The blog is live here:
  - [https://unlockingresearch.blog.lib.cam.ac.uk/?p=252](https://unlockingresearch.blog.lib.cam.ac.uk/?p=252)
- The slides will be available in Slideshare:
- I will be tweeting from @dannykay68 using the hashtag during this event...
What is ‘impact’?

• Much to the chagrin of many researchers it is increasingly a factor in the Higher Education Funding Councils for England's (HECFE) Research Excellence Framework.

• ‘An effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia’
Lifecycle of scholarly information

- Formation
- Measurement
- Registration
- Evaluation
- Reuse
- Preservation
- Dissemination
Lifecycle of scholarly information

1. Formation
2. Measurement
3. Registration
4. Evaluation
5. Reuse
6. Preservation
7. Dissemination
Dissemination?

- There are a LOT of papers published. Global scientific output doubles every 9 years*
- Except for a minority of papers, citations are low numbers
- Many published articles are **never** read.

Hirsch’s index

• "The number of papers with citation number $\geq h$."

• An h index of 5 means the author has at least 5 papers with at least 5 citations.

• After 20 years of scientific activity, an h index of 20 is a 'successful scientist'.

• That is not that many.

‘An index to quantify and individual’s scientific research output’ - [http://www.pnas.org/content/102/46/16569.full](http://www.pnas.org/content/102/46/16569.full)
Never cited....

- Medicine - 12% of articles
- Natural Sciences - 27% of articles
- Social Sciences - 32% of articles
- Humanities - 82% of articles [Note prestigious research is published in books, but many books are rarely cited too]

http://blogs.lse.ac.uk/impactofsocialsciences/2014/04/23/academic-papers-citation-rates-remler/

If a tree falls in the forest....

Pic credit: Danny Kingsley
Readers beyond the academy

- Policy makers in government
- Practitioners – nurses, economists, teachers, pharmacists
- Start-up technology companies
- Ex-students (that could be you soon!)
- Researchers in smaller universities
- Average people wanting to look something up
Open Access to the rescue!

“the results of publicly funded scholarly research should be freely available to anyone with access to the internet”
Open access is ‘A Good Thing’

http://aoasg.org.au/
Scooped or ignored?

If My Dissertation Is Publicly Available, Won't Someone Steal My Ideas?

Office Hours: Open Access

Thomas Dodson

Office Hours: Open Access 3:24-5:24 https://www.youtube.com/watch?v=jD6CcFxReIY
Access is more than an online paper

• Is a 9.5MB pdf downloadable onto a telephone, or through a dial-up connection? If the download fails at 90% you get nothing.

• At the turn of last century scientific articles had the same readability as the New York Times.

It takes a lot of education to be able to write this badly
Not ‘dumbing down’. Translating.

• Communication to the public needs to be part of formal training.
We have only just begun

Publishing a paper is not the end of the process. It is the beginning....
20 things to do when you publish a paper

Mike Taylor - 4 June 2015

• Write a blog-post on SV-POW!
• Create a new page about paper in the SV-POW! sidebar.
• Add the full-resolution figures to the sidebar page.
• Update my online publications list.
• Update my University of Bristol IR page.
• Update my ORCID page.
• Update my LinkedIn page.
• Mendeley, if you do it (I don’t).
• ResearchGate, if you do it (I don’t).
• Academia.edu, if you do it (I don’t).
• Keep an eye on the new taxon’s Wikipedia page (once it exists).
• Add the paper to the Paleobiology Database (or ask someone to do it for you if you’re not authorised). [Credit: Jon Tennant]
• Tweet about it! [Credit: Matt Hodgkinson]
• Update Google Scholar, if it doesn’t pick up on the publication on its own [Credit: Christopher Taylor]
• Post on Facebook [Credit: Andy Farke]
• Send PDF to the institution that hosts the material [Credit: Andy Farke]
• Email colleagues who might be interested [Credit: Andy Farke]
• Write short popular language account for your institution if applicable [Credit: Andy Farke]
• Submit any silhouettes to PhyloPic [Credit: Mike Keesey]

What tools are available?

The project website is here: https://innoscholcomm.silk.co/
Sharing research

Typical workflow examples

- Discovery → Analysis → Writing → Publication → Outreach → Assessment

- Traditional: 
  - Google Scholar
  - SPSS
  - ENDNOTE

- Modern: 
  - Google Scholar
  - ResearchGate
  - arXiv.org

- Innovative: 
  - Mendeley
  - Authorea
  - figshare

- Experimental: 
  - Papers
  - OpenSci

Where do you fit?

https://innoscholcomm.typeform.com/to/Csvr7b?source=M

Jeroen Bosman (@jeroenbosman) and Bianca Kramer (@MsPhelps),
Lots of opportunities

• Three minute thesis competitions are held around the world
  • https://www.vitae.ac.uk/events/three-minute-thesis-competition

• The British Library held a #Share your thesis competition - entrants were first asked to tweet why their PhD research is/was important
  • http://www.bl.uk/share-my-thesis/

• In November the eighth winner of the annual 'Dance your PhD' competition sponsored by Science, Highwire Press and the AAAS will be announced.
  • http://news.sciencemag.org/people-events/2015/05/announcing-2015-dance-your-ph-d-contest
Thinkable open innovation award

- Open to all researchers in any field around the world
- Thinkable researchers and members to vote on their favourite idea.
- The winner of the award receives $5000 to help fund their research.
- “Tell us about your research in a video of three minutes or less. The goal of the video is to engage your research with a wide audience.”
- Uni of Manchester PhD biomedical student. Didn’t win but thousands of people engaged with her work in just a few weeks of voting.
During my PhD I aim to improve chondrogenesis of embryonic stem cells by investigating the role of microRNAs in chondrogenesis.
Right. Got the message.
So what do I need to do?

Managing your online presence
Shall we play?

- How many people here have devices that are internet connected?
- Write down your name (clearly) on a post it note
- Swap names with someone
- Look their name up (or look over someone’s shoulder....)
- Impressed?
Scholarly peer networks

Display your research, collate the research you are finding or create an environment for academic discourse or job searching.
Google Scholar

https://scholar.google.co.uk/citations?user=4kW-r2QAAAAJ&hl=en

Dr Danny Kingsley
Head of Scholarly Communication at University of Cambridge and Visiting Fellow - Australian National
can access, scholarly communication, repositories, publication, authorship
Verified email at cam.ac.uk - Homepage
My profile is public

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<tr>
<th>Title</th>
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Add co-authors

Roger Clarke
Lisa Kruezi
Mary Anne Kennan
ResearchGate

http://www.researchgate.net/profile/Danny_Kingsley
(You need to be a member of ResearchGate to see other people’s profiles)
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The Australian National University, Australian National Centre for the Public Awareness of Science, Visiting Fellow

Research: Open Access, Scholarly Communication, Open Access
Interests: Publishing, Institutional Repositories, Digital repositories, Assessment, and 10 more

About: Dr Danny Kingsley is the Head of Scholarly Communication at the University of Cambridge and Visiting Fellow at the A... more

PAPERS

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Danny joined the department Australian National Centre for the Public Awareness of Science. 4 months ago
Danny uploaded 3 papers 2 years
Publons

https://publons.com/search/?q=danny+kingsley
LinkedIn

Publishing platforms

Blogging, Slideshare, Twitter, figshare...

This is not about broadcasting.
Successful communicators interact.
How many readers?
Twitter

https://twitter.com/dannykay68
What is ‘research impact’ in an interconnected world?

© September 25, 2015  •  Uncategorised  •  impact, open access, repositories  •  Edit

Perhaps we should start this discussion with a definition of ‘impact’. The term impact is used by many different groups for different purposes, and much to the chagrin of many researchers it is increasingly a factor in the Higher Education Funding Councils for England’s (HEFCE) Research Excellence Framework. HEFCE defined impact as:

‘an effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia’.

So we are talking about research that affects change beyond the ivory tower. What follows is a discussion about strengthening the chances of increasing the impact of research.

Is publishing communicating research?

Follow us on Twitter

Recent Posts

- It’s time for open access to leave the fringe
- Data sharing – build it and they will come
- Tips for preparing and presenting online learning
- Dutch boycott of Elsevier – a game changer?
- Libraries of the future – insights from a talk by Lorcan Dempsey
How many readers?
You need to take control

- If you do not have a clear online presence, you are allowing Google, Yahoo, and Bing to create your identity for you.
- There is a risk that the strongest 'voices' will be ones from websites such as Rate My Professors.
Don’t panic – we do OK
What happens if I leave?

• Many profiles are attached to an institutional log-in. This disappears when you leave.
• A solution is a persistent personal identifier – like ORCID
**ORCID**

https://orcid.org/my-orcid

Note: Biography, Education and Work History are provided by the user orcid.org/0000-0002-3636-5939
We seem to have drifted a long way from impact?

Not really. It’s all ‘interconnected’
If it can be measured....

• Traditional measures of peer review:
  – Journal Impact Factor (JIF)
  – H-index.

• There are many issues with the JIF, not least that it measures the vessel, not the contents.

• For these reasons: the San Francisco Declaration on Research Assessment (DORA) calls for the scrapping of the JIF to assess a researcher's performance.

  • https://en.wikipedia.org/wiki/San_Francisco_Declaration_on_Research_Assessment
Digital activity is fairly easily measured

• Altmetrics measure:
  – The article itself, not where it is published
  – The activity of the articles beyond academic borders - where the impact is occurring.
Summary

- Publishing a paper is the beginning not the end
- Making work open access does not mean it is accessible
- Writing in plain language is translating, not dumbing it down
- Sharing work involves peer networks and publishing platforms
- If you don't take control of your online presence someone/something else will
Take home message

People who are serious about being successful academics with high impact need to commit to managing their online presence.
Thanks and questions

- Office of Scholarly Communication
  - Email: info@osc.cam.ac.uk
  - Web: www.osc.cam.ac.uk
  - Unlocking Research blog: https://unlockingresearch.blog.lib.cam.ac.uk/
  - Twitter: @dannykay68 @CamOpenData @CamOpenAccess