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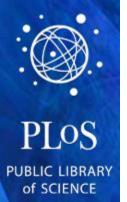
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Mark Patterson, Director of Publishing

PIRUS 2, London: Feb 23rd, 2011







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Who cares about measuring research impact?

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The public

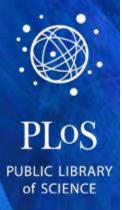




**Publishers** 







## How do we measure 'impact'?

The impact factor of the journal in which an article is published.

Recommended reading:

Adler, R., Ewing, J. Taylor, P. Citation statistics. A report from the International Mathematical Union.

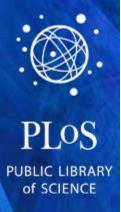
http://www.mathunion.org/publications/report/citationstatistics/



## **How <u>could</u>** we measure impact?

- Citations
- Web usage
- Expert Ratings
- Social bookmarking
- Community rating
- Media/blog coverage
- Commenting activity
- and more...

Current technology now makes it possible to measure many of these with...



## **'Article-Level Metrics'**

- Citations Scopus, PubMedCentral, CrossRef
- Web usage HTML, PDF, XML (COUNTER)
- Expert Ratings F1000
- Social bookmarking CiteULike, Connotea
- Community rating User-generated
- Media/blog coverage Postgenomic, Nature Blogs, Bloglines
- Commenting activity Notes and Comments
- and more...



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### RESEARCH ARTICLE

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### Order in Spontage us Behavior

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Metrics

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### Alexander Maye<sup>1</sup>, Chih-hao Hsieh<sup>2</sup>, George Sugihara<sup>2</sup>, Björn Brembs<sup>3\*</sup>

1 Universitätsklinikum Hamburg-Eppendorf, Zentrum für Experimentelle Medizin, Institut für Neurophysiologie und Pathophysiologie, Hamburg, Germany, 2 Scripps Institution of Oceanography, University of California San Diego, La Jolla, California, United States of America, 3 Freie Universität Berlin, Institut für Biologie-Neurobiologie, Berlin, Germany

### Abstract Top

Brains are usually described as input/output systems: they transform sensory input into motor output. However, the motor output of brains (behavior) is notoriously variable, even under identical sensory conditions. The question of whether this behavioral variability merely reflects residual deviations due to extrinsic random noise in such otherwise deterministic systems or an intrinsic,

adaptive indeterminacy trait is central for the basic understanding of brain function. Instead of random noise, we find a fractal order (resembling 1 Lévy flights) in the temporal structure of spontaneous flight maneuvers in tethered Drosophila fruit flies. Lévy-like probabilistic behavior patterns are evolutionarily conserved, suggesting a general neural mechanism underlying spontaneous behavior. Drosophila can produce these patterns endogenously, without any external cues. The fly's behavior is controlled by brain circuits which operate as a Lanonlinear system with unstable dynamics far from equilibrium. These findings suggest that both general models of brain function and autonomous agents ought to include biologically relevant nonlinear, endogenous behavior-initiating mechanisms if they strive to realistically simulate biological brains or out-compete other agents.

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Results

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Methods

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Citation: Maye A, Hsieh C-h, Sugihara G, Brembs B (2007) Order in Spontaneous Behavior. PLoS ONE 2(5): e443. doi:10.1371/journal.pone.0000443

(http://tiny.cc/ALM1)



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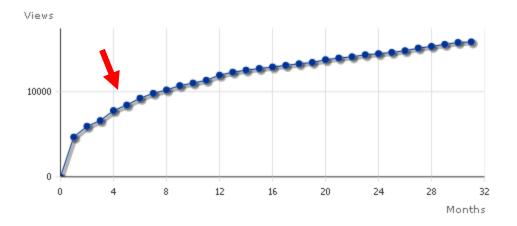
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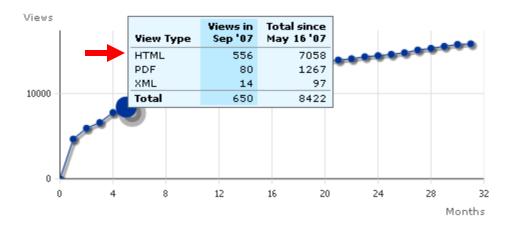
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 Reliability
 ★ ★ ★ ★

 Style
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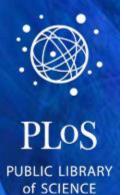
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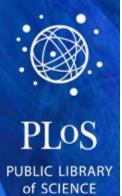
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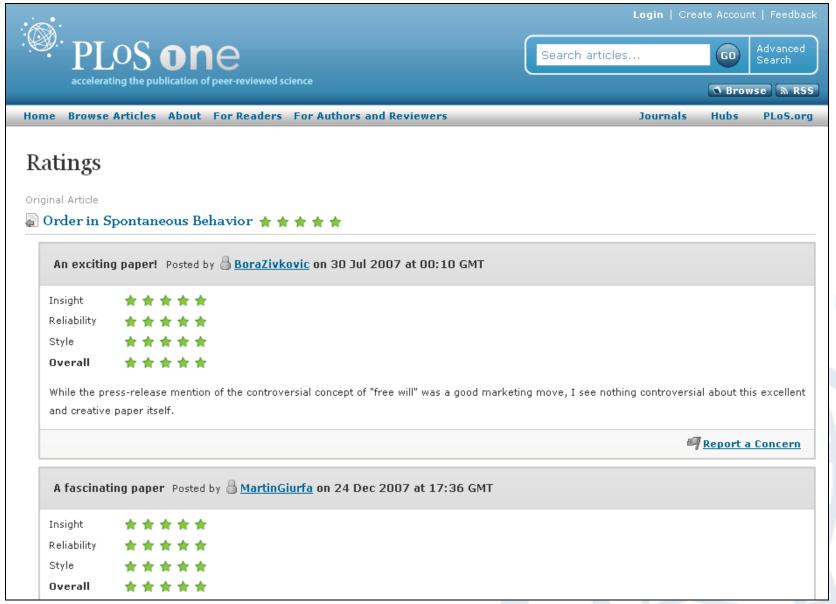
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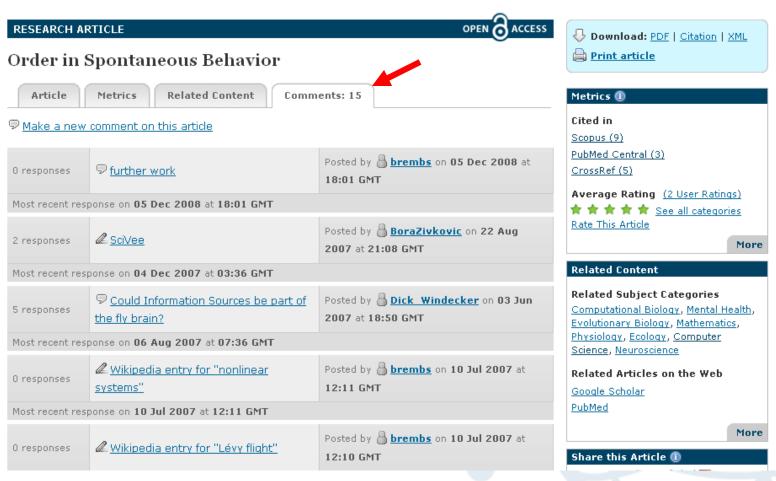


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### Clickstream Data Yields High-Resolution Maps of Science

by: Johan Bollen, Herbert Van de Sompel, Aric Hagberg, Luis Bettencourt, Ryan Chute, Marko A Rodriguez, Lyudmila Balakireva

PLoS ONE, Vol. 4, No. 3. (11 March 2009), e4803.

▼ Abstract



K <sec> <title>Background</title> Intricate maps of science have been created from citation data to visualize the structure of scientific activity. However, most scientific publications are now accessed online. Scholarly web portals record detailed log data at a scale that exceeds the number of all existing citations combined. Such log data is recorded immediately upon publication and keeps track of the sequences of user requests (clickstreams) that are issued by a variety of users across many different domains. Given these advantages of log datasets over citation data, we investigate whether they can produce high-resolution, more current maps of science. </sec><sec> <title>Methodology</title> Over the course of 2007 and 2008, we collected nearly 1 billion user interactions recorded by the scholarly web portals of some of the most significant publishers, aggregators and institutional consortia. The resulting reference data set covers a significant part of world-wide use of scholarly web portals in 2006, and provides a balanced coverage of the humanities, social sciences, and natural sciences. A journal clickstream model, i.e. a first-order Markov chain, was extracted from the sequences of user interactions in the logs. The clickstream model was validated by comparing it to the Getty Research Institute's Architecture and Art Thesaurus. The resulting model was visualized as a journal network that outlines the relationships between various scientific domains and clarifies the connection of the social sciences and humanities to the natural sciences. </sec><sec> <title>Conclusions</title> Maps of science resulting from large-scale clickstream. data provide a detailed, contemporary view of scientific activity and correct the underrepresentation of the social sciences and humanities that is commonly found in citation data.

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## **Postgenomic Landing Page**



BACKGROUND: Melanin pigments are ubiquitous in nature. Melanized microorganisms are unit to properties of melanin pigments, suggesting that the presence of melanin is beneficial in their varie. We hypothesized that ionizing radiation could change the electronic properties of melanin and might enhance the growth of melanized microorganing at METHODO, SY/PRINCIPAL FINDINGS: lonizing irradiation changed the electron spin resonance (ESR) signal of melanin, consistent with changes in electronic structure. Irradiated melanin manifested a 4-fold increase in its capacity to reduce NADH relative to non-irradiated melanin. HPLC analysis of melanin from fungi grown on different structures and possible influence of melanin composition on its analysis of melanin composition on its analysis and exposure to ionize addia and enhanced the electron-transfer properties of melanin in melanized cells. Melanized Wangiella dermatitidis and Cryptococcus neoformans cells exposed to ionizing radiation, and possibly of melanized cells of electron-transfer properties of melanin in melanized cells. Melanized by higher CFUs, more dry weight biomass and 3-fold greater incorporation of (14)C-acets of than non-irradiated melanized cells or irradiated albino mutants. In addition, radiation, and possibly other forms of electromagnetic radiation, changes its electronic properties. Melanized fungal cells manifested increased growth relative to non-melanized cells after exposure to ionizing radiation, raising intriguing questions about a potential role for melanin in energy capture and utilization.

### Fungus eats radiation for breakfast at Chernobyl!



posted to A Blog Around The Clock on Mon 24th Sep 07

Sarah Wallace, Matt Ford, ScienceGoGo and Jason Stajich comment on the fungus that gets its energy from radiation. I've heard of Deinococcus radiodurans before, but this is a fungus! Well, if there is an energy source to tap into, even if it is in the middle...

### Melaninized fungi use ionizing radiation for energy



📀 👸 linked to by 1 posted to Fungal Genomes and Comparative Genomics on Tue 29th May 07

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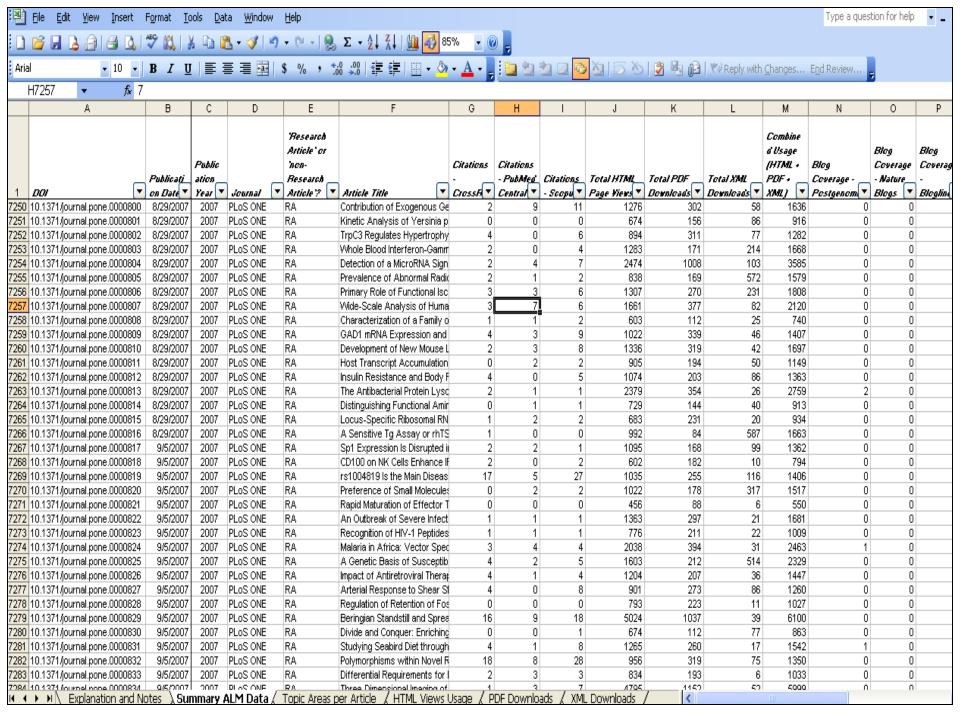
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This page contains summary tables relating solely to article usage data. We have also provided <u>detailed text</u> describing the full range of article-level metrics at PLoS, <u>detailed information about usage data</u> in particular, and a <u>summary Excel file</u> containing the full data set.

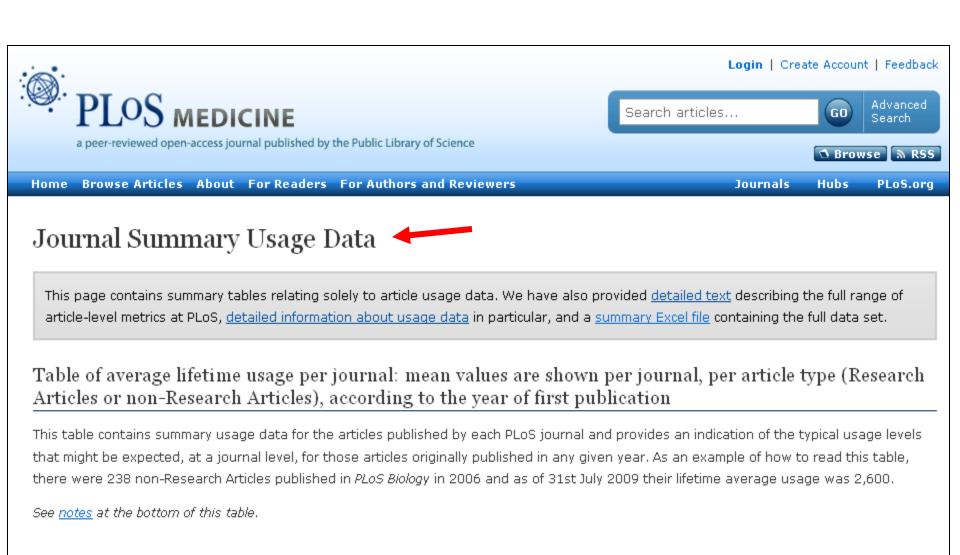
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## **Evaluating the (usage) data**



## **Evaluating the (usage) data**

	2006	2006	2007	2007	2008	2008
	Non-Research Articles Avg (n)	Research Articles Avg (n)	Non-Research Articles Avg (n)	Research Articles Avg (n)	Non-Research Articles Avg (n)	Research Articles Avg (n)
PLoS Biology	2600 (238)	6400 (185)	4700 (118)	5600 (203)	3900 (131)	4200 (197)
PLoS Clinical Trials	4000 (15)	2700 (25)	1400 (9)	2000 (19)	n/a	n/a
PLoS Computational Biology	4700 (32)	3400 (136)	5200 (48)	2800 (203)	4900 (36)	2200 (251)
PLoS Genetics	3300 (35)	3800 (173)	3300 (20)	3400 (210)	2600 (27)	2400 (325)
PLoS Medicine	3700 (342)	5200 (145)	3300 (211)	5000 (135)	3200 (140)	6900 (110)
PLoS Neglected Tropical Diseases	n/a	n/a	2500 (16)	2100 (26)	1600 (46)	1700 (133)
PLoS ONE	n/a	n/a	n/a	2100 (1070)	n/a	1500 (2718)
PLoS Pathogens	3000 (26)	3500 (97)	2600 (25)	2700 (172)	2200 (15)	1900 (271)

## **Evaluating the (usage) data**

### PLoS Medicine

See notes at the bottom of this page.

	2006	2007	2008
Topic	Avg (n)	Avg (n)	Avg (n)
Cardiovascular Disorders	3300 (10)	5100 (8)	9300 (6)
Diabetes and Endocrinology	4600 (7)	6100 (13)	3200 (7)
Genetics and Genomics	4300 (29)	3300 (19)	3400 (13)
Immunology	3400 (31)	4100 (19)	2800 (8)
Infectious Diseases	5700 (69)	4700 (53)	4000 (36)
Neuroscience	5200 (9)	3700 (9)	5400 (5)
Non-Clinical Medicine	7400 (41)	7900 (18)	19600 (3)
Oncology	4500 (18)	4100 (17)	4600 (9)
Pediatrics and Child Health	4200 (10)	4000 (15)	4400 (10)
Public Health and Epidemiology	6000 (81)	5100 (77)	6600 (58)

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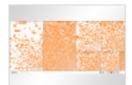
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Oct 19 2009 Journals RA and non-RA Citations per Day matrix chart.



Oct 19 2009 Journals RA and non-RA Citations per Day



Oct 19 2009 PLoS article citations per day colored by publication year



Oct 19 2009 Citation rate and article age



PLoS article age and PDF downloads per day



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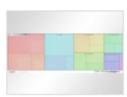
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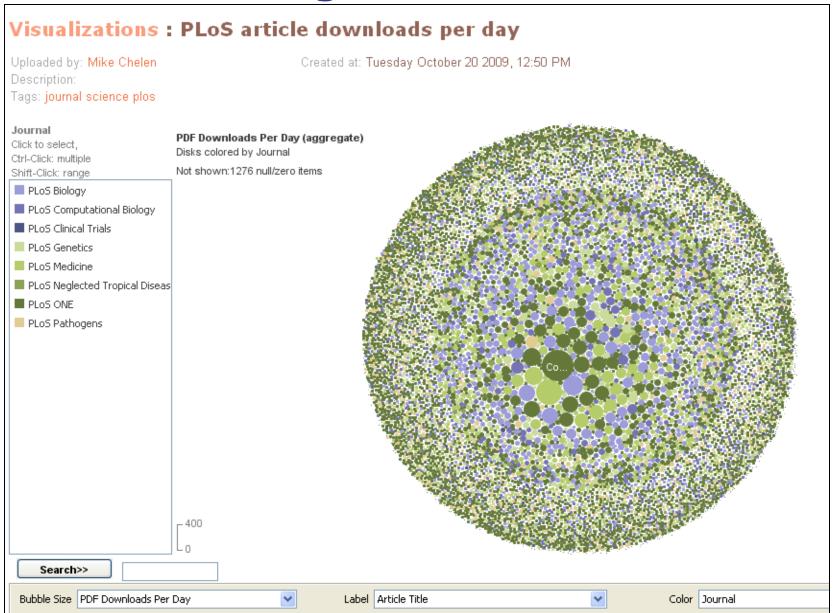


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Mike Chelen



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## Johan Bollen $\frac{1*}{}$ , Herbert Van de Sompel $\frac{1}{}$ , Aric Hagberg $\frac{2#}{}$ , Rvan Chute $\frac{1#}{}$

1 Digital Library Research and Prototyping Team, Research Library, Los Alamos National Laboratory, Los Alamos, New Mexico, United States of America, 2 Theoretical Division, Mathematical Modeling and Analysis Group, and Center for Nonlinear Studies, Los Alamos National Laboratory, Los Alamos, New Mexico, United States of America

### Abstract Top

### Background

The impact of scientific publications has traditionally been expressed in terms of citation counts. However, scientific activity

has moved online over the past decade. To better capture scientific impact in the digital era, a variety of new impact measures has been proposed on the basis of social network analysis and usage log data. Here we investigate how these new measures relate to each other, and how accurately and completely they express scientific impact.

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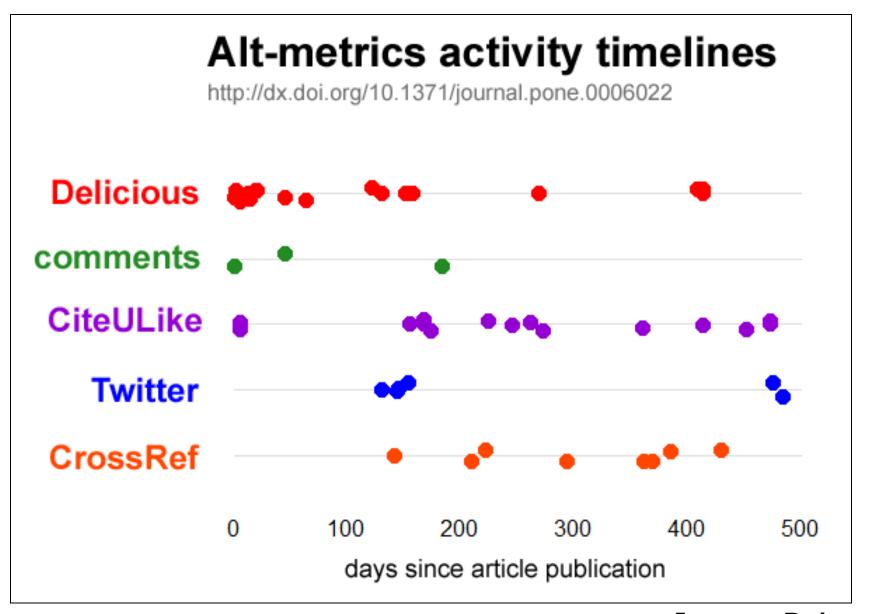
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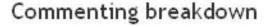
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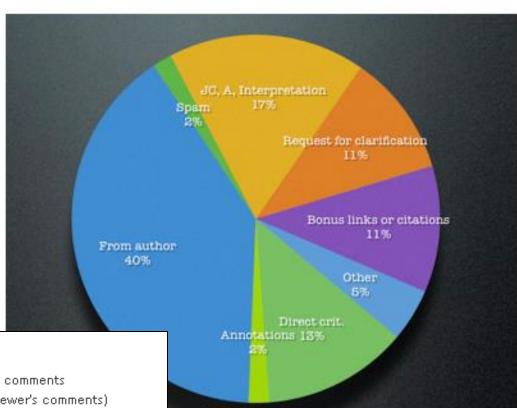
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(<a href="http://tiny.cc/ALM5">http://tiny.cc/ALM5</a>) Euan Adie

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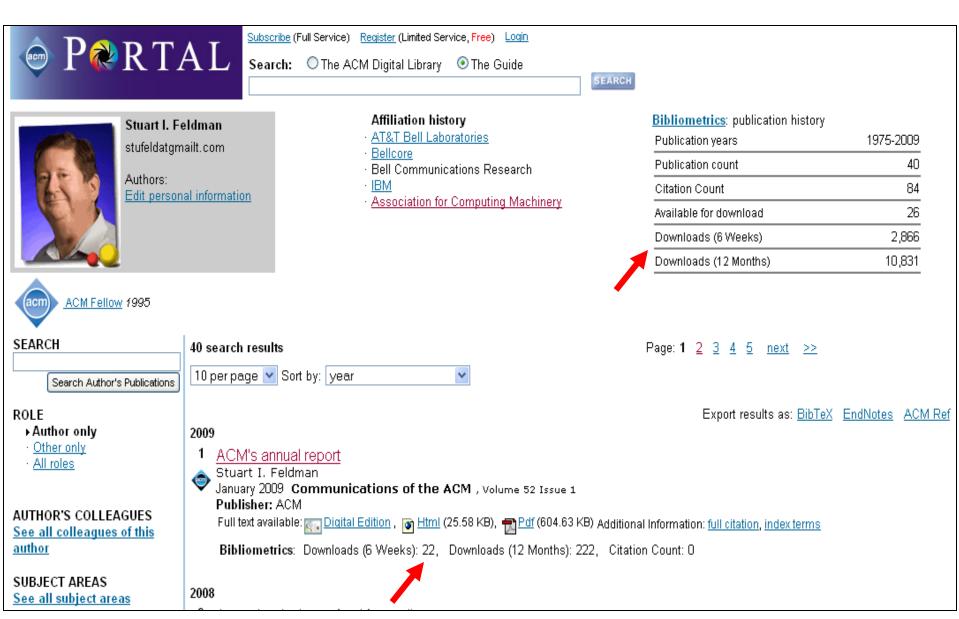




### Summary

- 18% of PLoS ONE papers have reader or author submitted comments
- 39% if you count comments added by editors (usually reviewer's comments)
- Very few comments are of the 'omg, wow variety (as opposed to comments on blogs)
- authors are responsible for a high percentage (~ 40%) of user submitted comments
- 17% of user submitted comments contain interpretation or journal club style precis
- 13% of user submitted comments are direct criticism
- 11% are direct questions or requests for clarification
- These %s are similar to what we saw in the BMC dataset
- The trackbacks protocol is inadequate for picking up blog chatter about papers

## **Extending Article Level Metrics**



**The Assoc for Computing Machinery** 

(http://tiny.cc/ALM8)

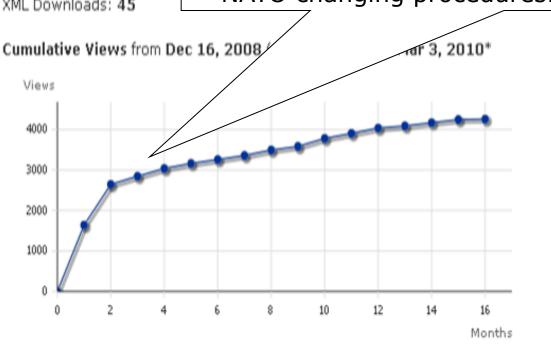


use in NATO military environments to monitor civilian, woman and child casualties. This version of the DWI is called a 'Civilian Battle Damage Assessment Ratio' (CBDAR).

Since October 2009, the CBDAR methodology has been used by NATO forces in Southern Afghanistan in order to reduce the possibility of injuring Afghan civilians. The methodology has identified a number of military activities that historically lead to civilian mortality that has led to NATO changing procedures."

"The Dirty War Index (DWI) method has been adapted for





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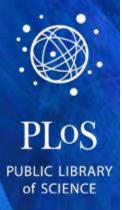
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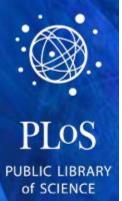
## Next steps for article-level metrics

- More data sources
  - F1000, Mendeley, media coverage, tweets
- Impact that is hard to measure
- Expert analysis and tools
- Broader adoption
  - By publishers
  - By tenure committees, funders etc
- Develop and adhere to standards



## What is the 'more'?

- Digg
- Reddit
- Zotero
- Tweets
- Delicious
- Facebook
- Mendeley
- Wikipedia
- FriendFeed
- Google Scholar
- Mainstream Media
- Measuring the unmeasurable



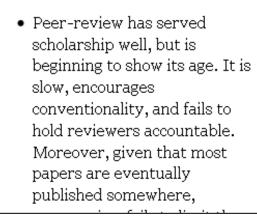
## **Alternative Metrics ('Alt-Metrics')**

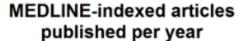
## Alt-metrics: a manifesto

version 1 - released October 26, 2010

No one can read everything. We rely on filters to make sense of the scholarly literature, but the narrow, traditional filters are being swamped. However, the growth of new, online scholarly tools allows us to make new filters; these alt-metrics reflect the broad, rapid impact of scholarship in this burgeoning ecosystem. We call for more tools and research based on alt-metrics.

As the volume of academic literature explodes, scholars rely on filters to select the most relevant and significant sources from the rest. Unfortunately, scholarship's three main filters for importance are failing:

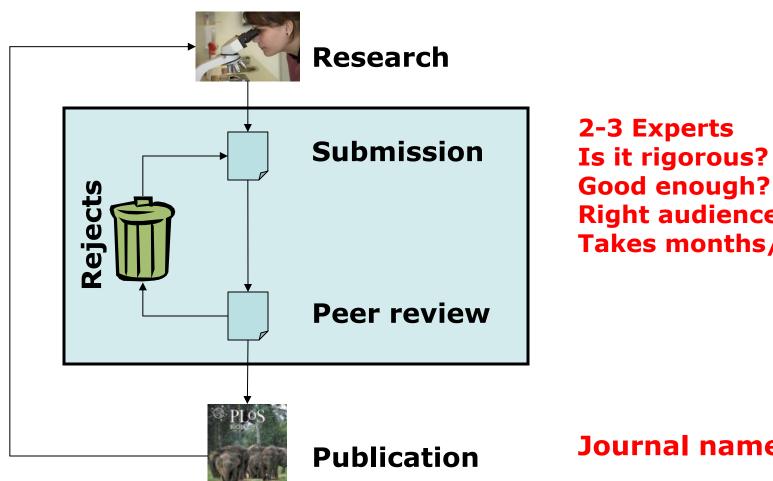






http://altmetrics.org/manifesto/ Priem, Taraborelli, Groth, Neylon

## The life cycle of a research article



Right audience? **Takes months/years** 

**Journal name is key** 

## Accelerating research communication

