

# Know Moore About

Making an Impact

Claire Sewell

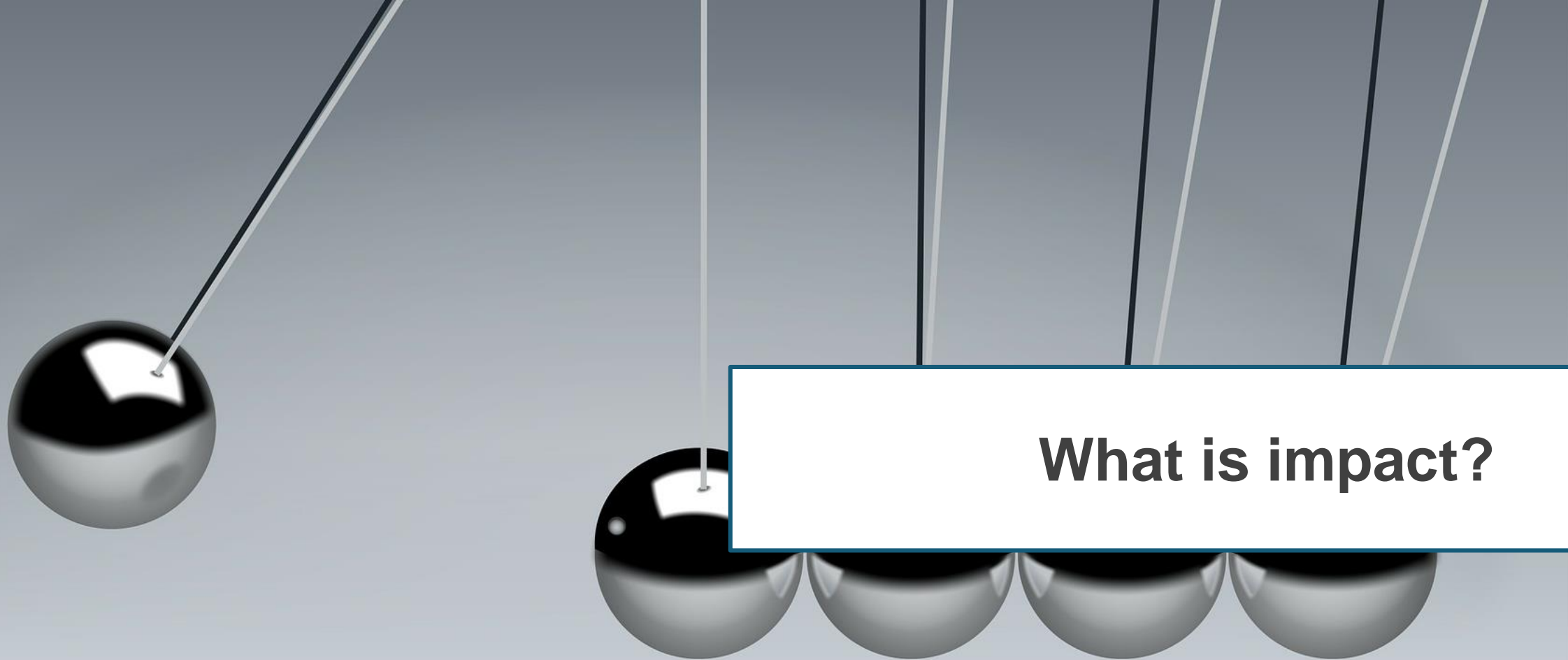
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## Topics

1. The problem with 'impact'
2. Bibliometrics
3. Altmetrics
4. The move to responsible metrics
5. Your research, your impact



**What is impact?**

# Using metrics

- Judging research quality
- Publishing decisions
- Performance reviews
- Career advancement
- Evidence of impact
- Identify potential collaborators

# Levels of metric

- Individual scholarly contributions e.g. research paper
- Venues of production e.g. American Journal of Physics
- Individual authors e.g. Alan Turing
- Groups and institutions e.g. University of Cambridge

# Bibliometrics

- Numerical analysis of outputs

Citation counts

H-Index

Journal Impact Factor

- Relies on numbers without context



# Common bibliometrics



## Journal Impact Factor (JIF)

Calculates citations from the past 2 years



## Eigenfactor

Considers the source of the citation



## Citation analysis

Counts the number of times a work is cited



## H-index

Compares outputs and citations

# Altmetrics

- Alternative metrics to judge new research formats

Social media

News stories

Policy documents

- Aims to add more context to the numbers





# Altmetric sources



Policy documents



Blogs



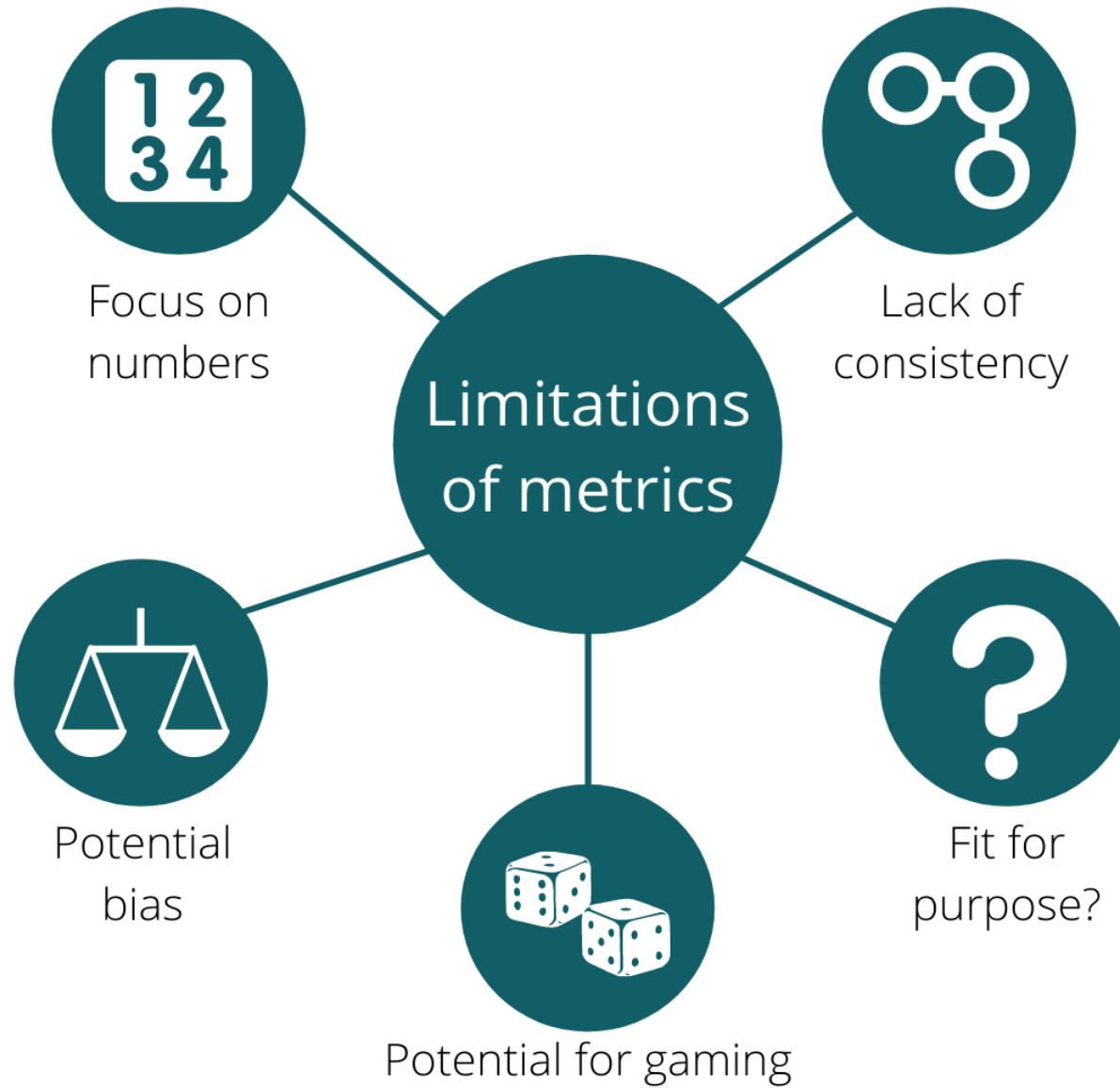
News stories



Twitter



Post-publication peer review





3884  
citations



- News reports
- Twitter
- Wikipedia

**Ileal-lymphoid-  
nodular  
hyperplasia,  
non-specific  
colitis, and  
pervasive  
developmental  
disorder in  
children**

Andrew Wakefield

# Responsible metrics

Metrics are part of your impact toolkit ...

... but they are only **ONE** part

Research and the researcher should be judged on their own merits

# **DORA (2012)**

San Francisco  
Declaration on  
Research  
Assessment  
advocates merits  
not metrics.

# **Leiden Manifesto (2015)**

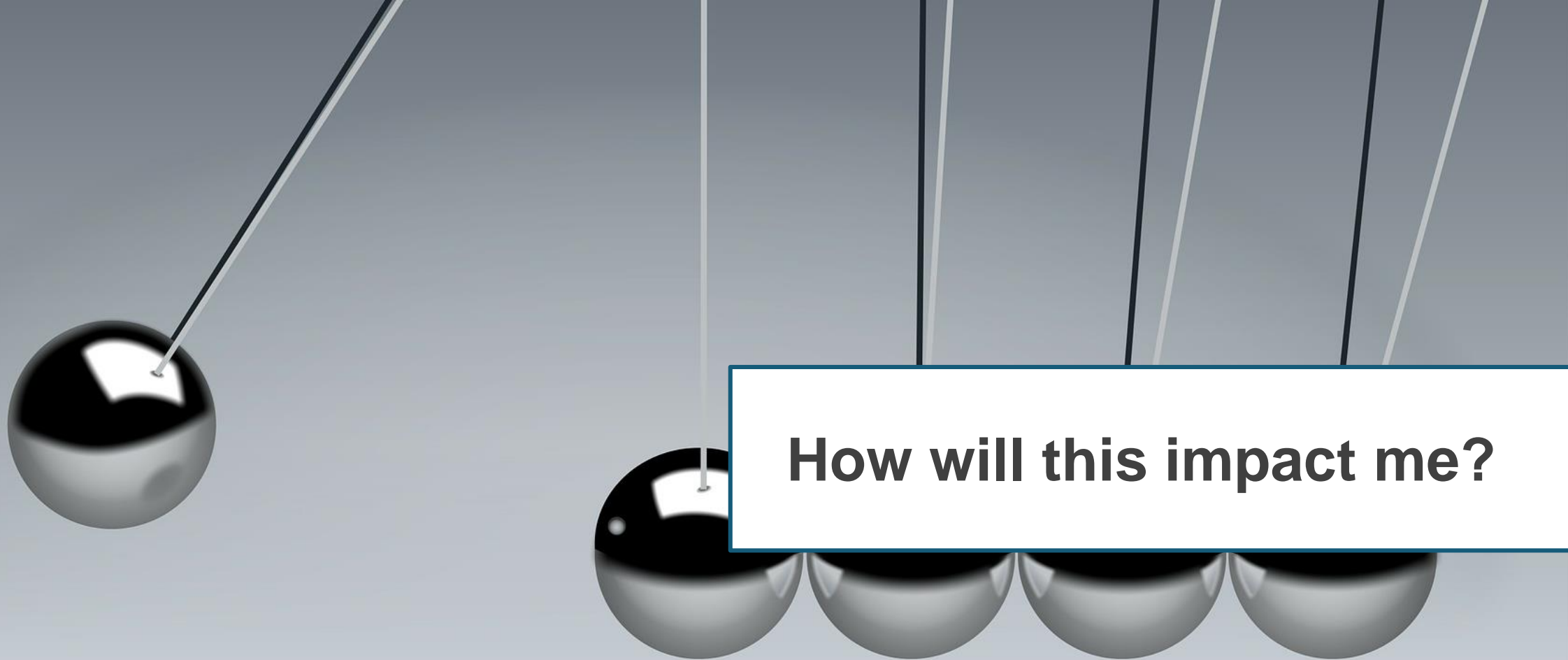
Ten principles  
aiming to take  
into account  
professional  
judgement  
alongside  
metrics.

# **Metric Tide (2015)**

Recommends  
inclusion of more  
qualitative  
measures of  
impact in the  
REF.

# Summary of key points

- Mixture of both **qualitative and quantitative** methods should be used.
- Methods used should be **open and transparent**.
- Assess the research based on its **quality**, not where it was published.
- Consider a **range** of assessment methods.
- Regularly **review and update** these methods.



# Best practice

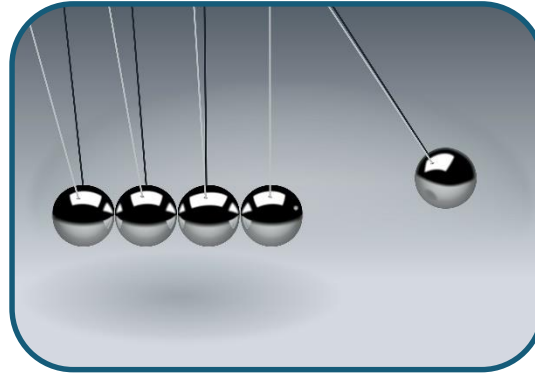
- Choose the **right surrogate measures** for your project
- Offer **context** for quantitative measures
- Keep control of your **online presence**
- Take action around **responsible metrics**



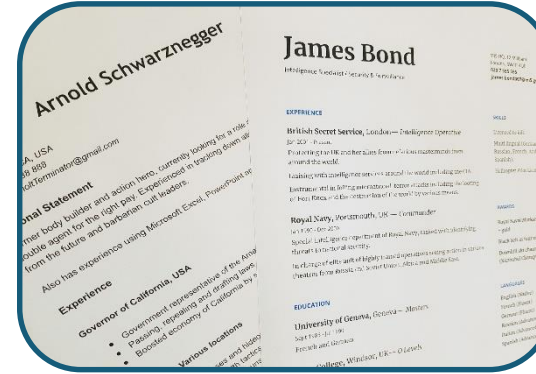
# Actions to take



Record  
impacts as  
they happen



Be broad in  
your  
definition



Creative an  
annotated  
CV



Think about  
the impact  
chain

A background image featuring several white LEGO Stormtrooper figures. One figure in the foreground is in sharp focus, showing its helmet with black visor and blue markings. The other figures are blurred in the background.

## Questions?

Contact [moore-rso@lib.cam.ac.uk](mailto:moore-rso@lib.cam.ac.uk) for help