

Research Assessment to Support Research Impact

Cameron Neylon - 4 December 2012 - London
The Future of Academic Impacts

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3

key points

番号が見えるようにスタンドを立てて、しばらく



I don't have answers...



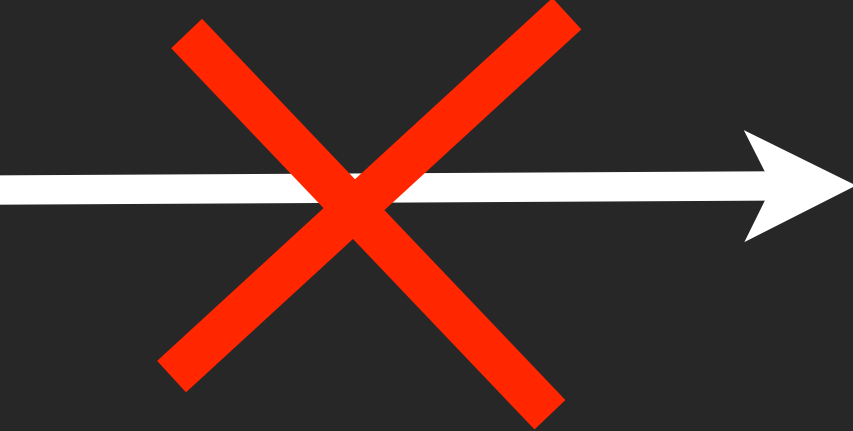
...only questions

What do you value?

What is your mission?

Values —————> Mission

Mission → Assessment

Mission  Assessment

Mission ← Assessment



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Can we measure better?

<http://www.flickr.com/photos/sterlic/4299631538> CC-BY

An assertion.

We want to see
scholarship *used*.

In the right places...

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A close-up photograph of a man with a light beard and safety glasses, looking intently at a piece of scientific equipment. The equipment has a white cylindrical component with a red cap. In the background, there is a computer monitor displaying a graph and a red curtain. The text "In the right places..." is overlaid in white on the right side of the image.

In the right places...

In the right places...



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...at the right time.

We want scholarship to
be re-used and *re-usable*

Impact = Re-use

Application = Re-use

Commercialised = Re-use

Education = Re-use

Engagement = Re-use

...but also...

Citation = Re-use







I can't tell you which
ones matter to you...

...but we do have
new ways to
measure these...

A close-up photograph of a person's face and torso. They are wearing a red and white plaid shirt and large, shiny red boxing gloves. The person's mouth is slightly open, and they have a determined expression. The background is dark and out of focus.

Articles with impact...

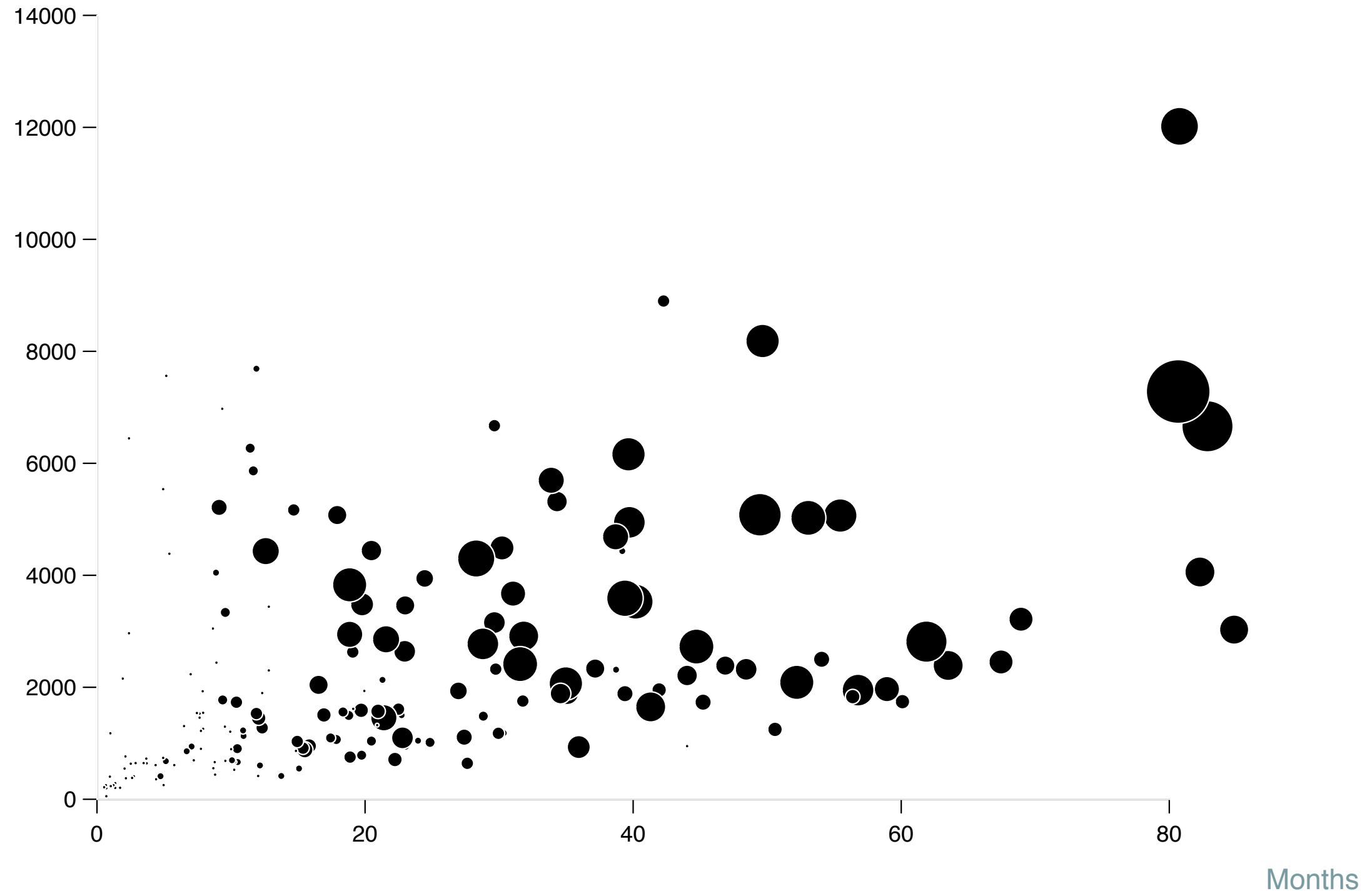
...but (relatively)
few citations (yet)

ALM data visualisations courtesy of Martin Fenner

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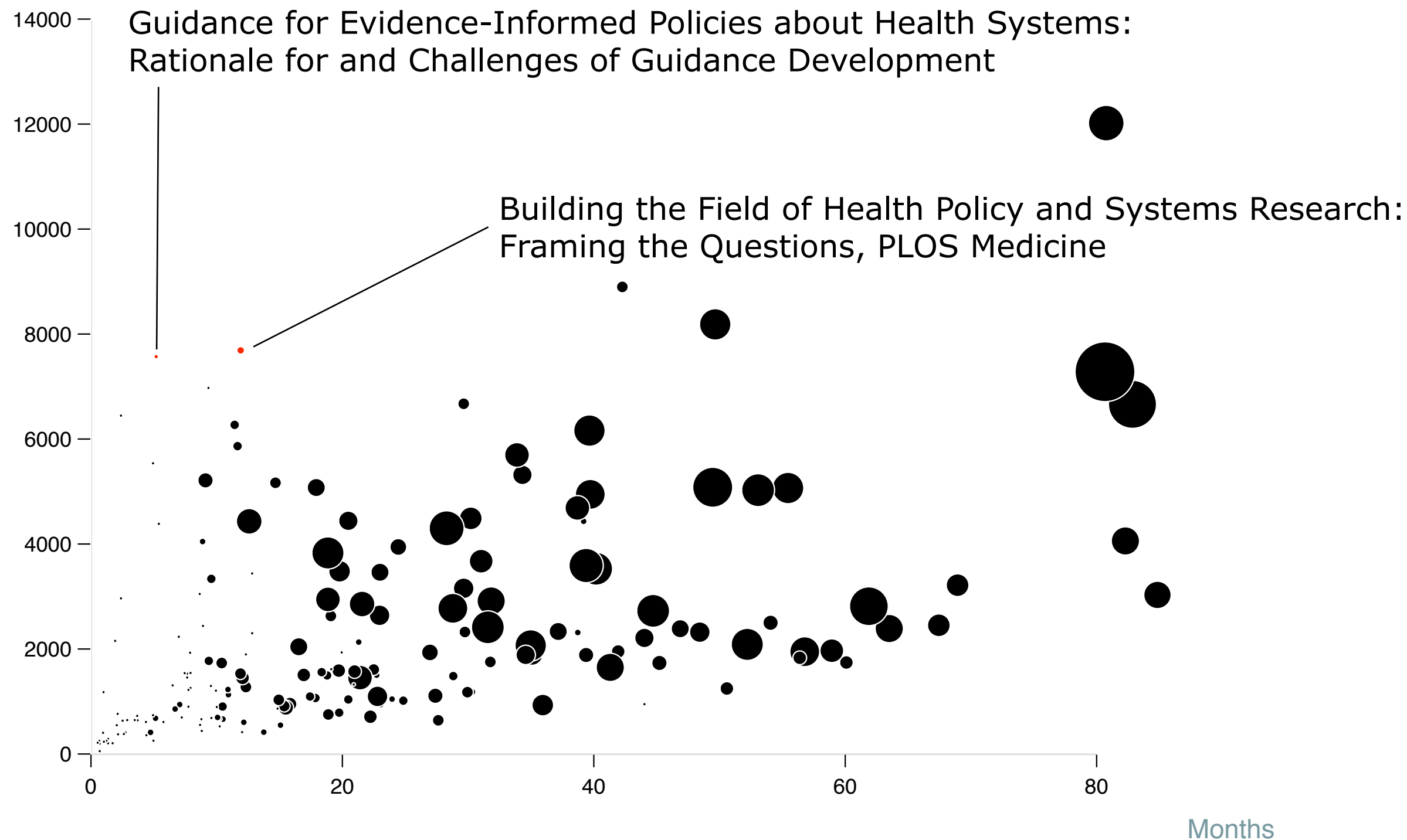
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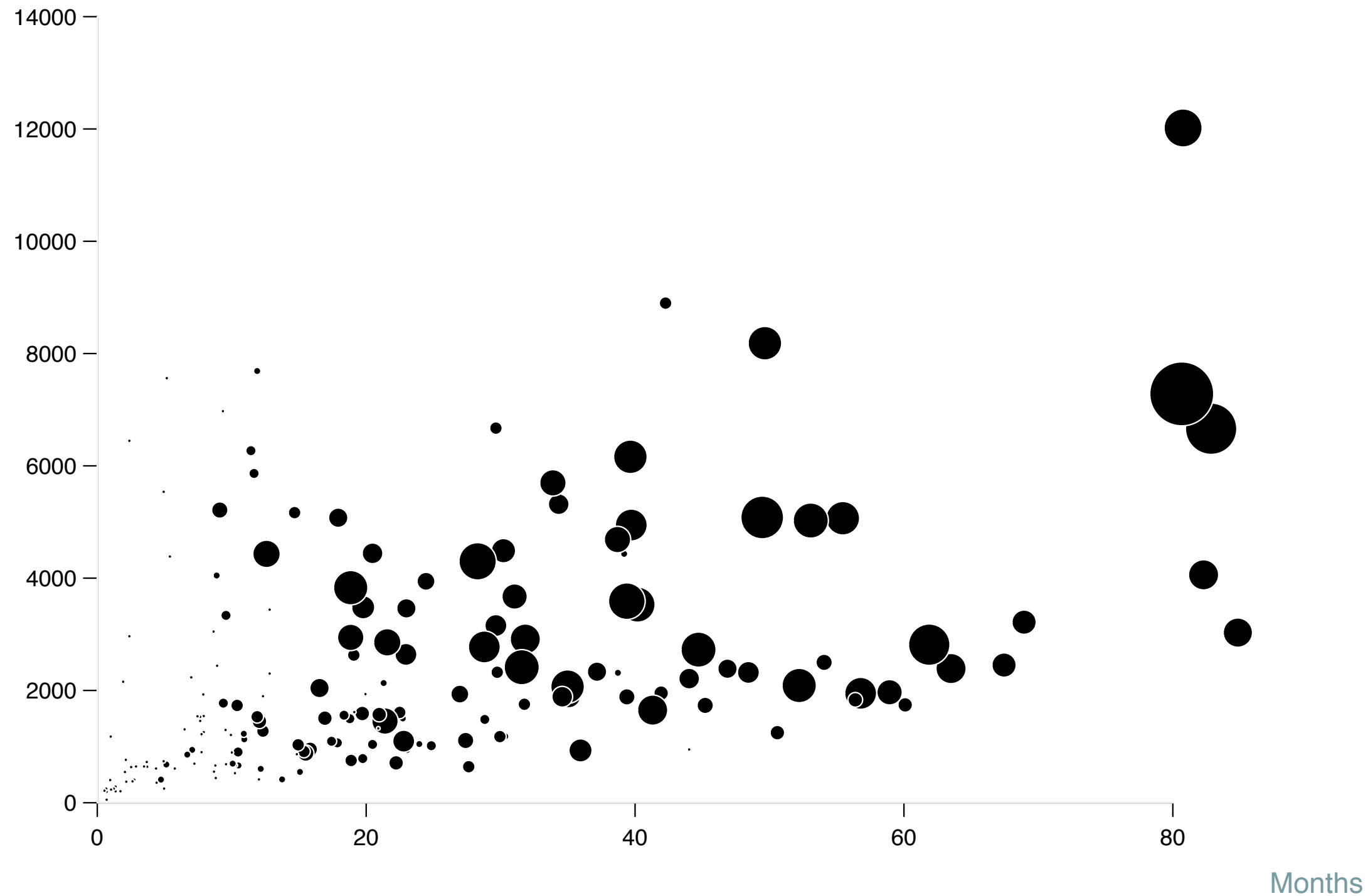
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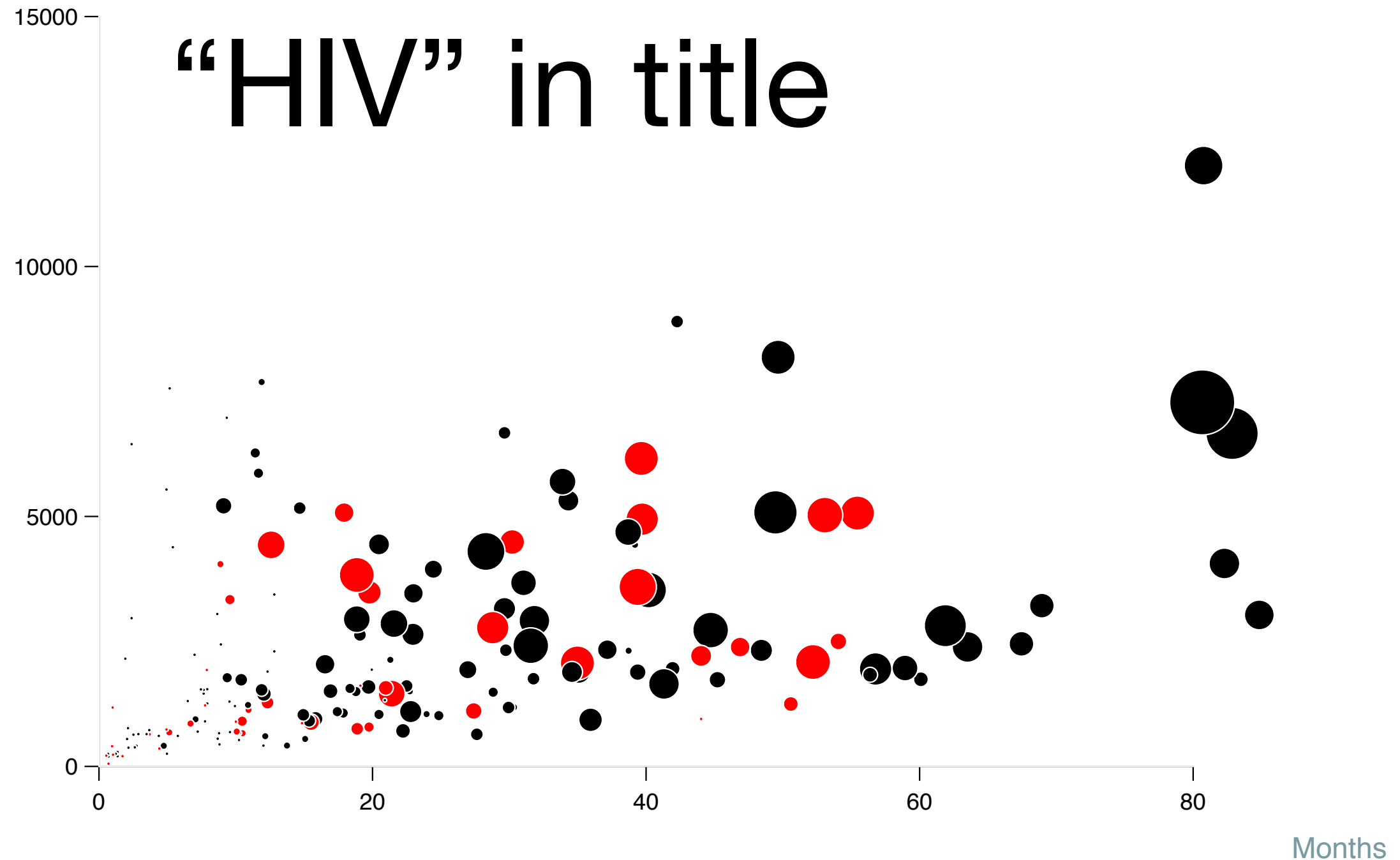
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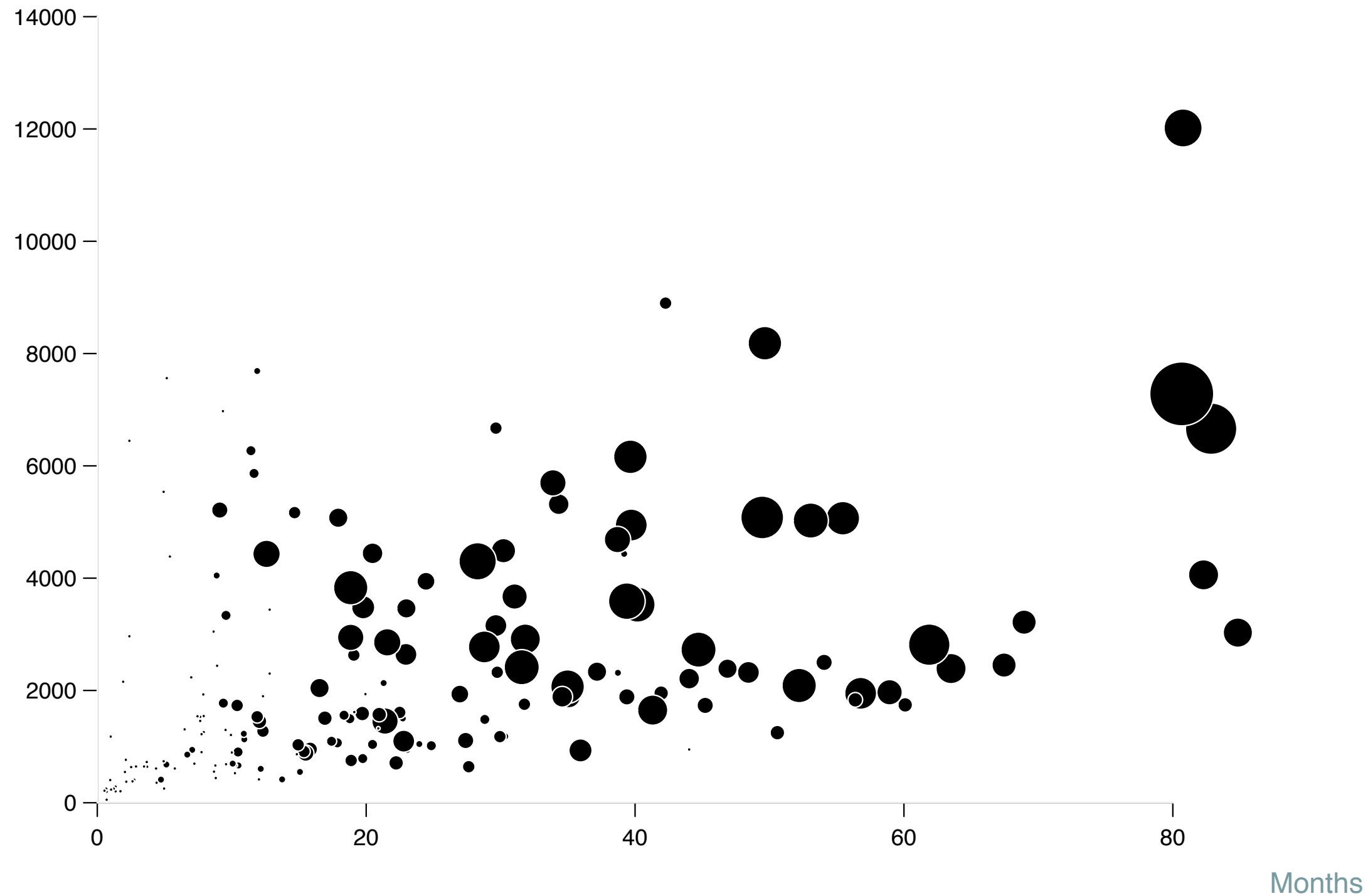
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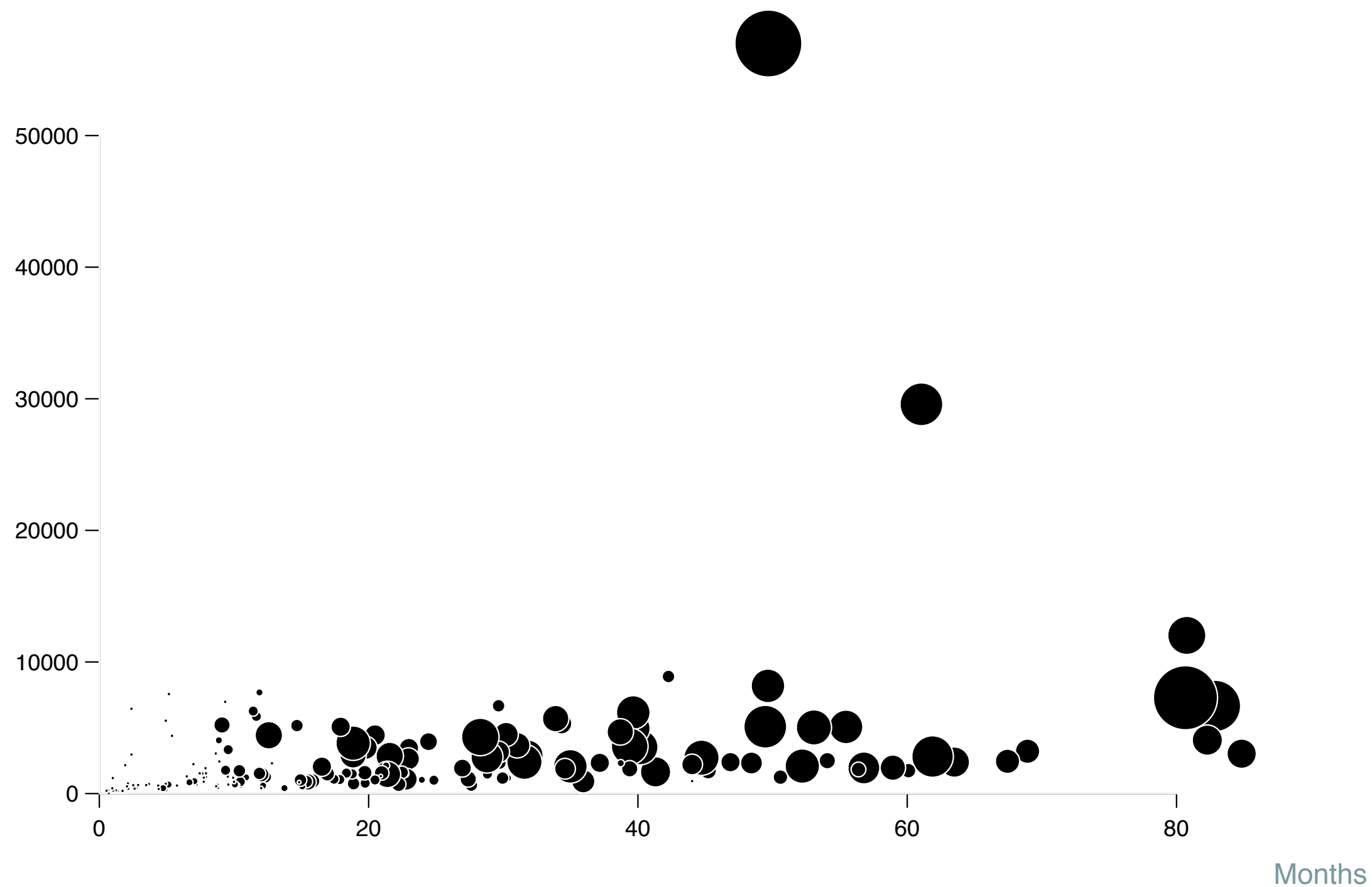
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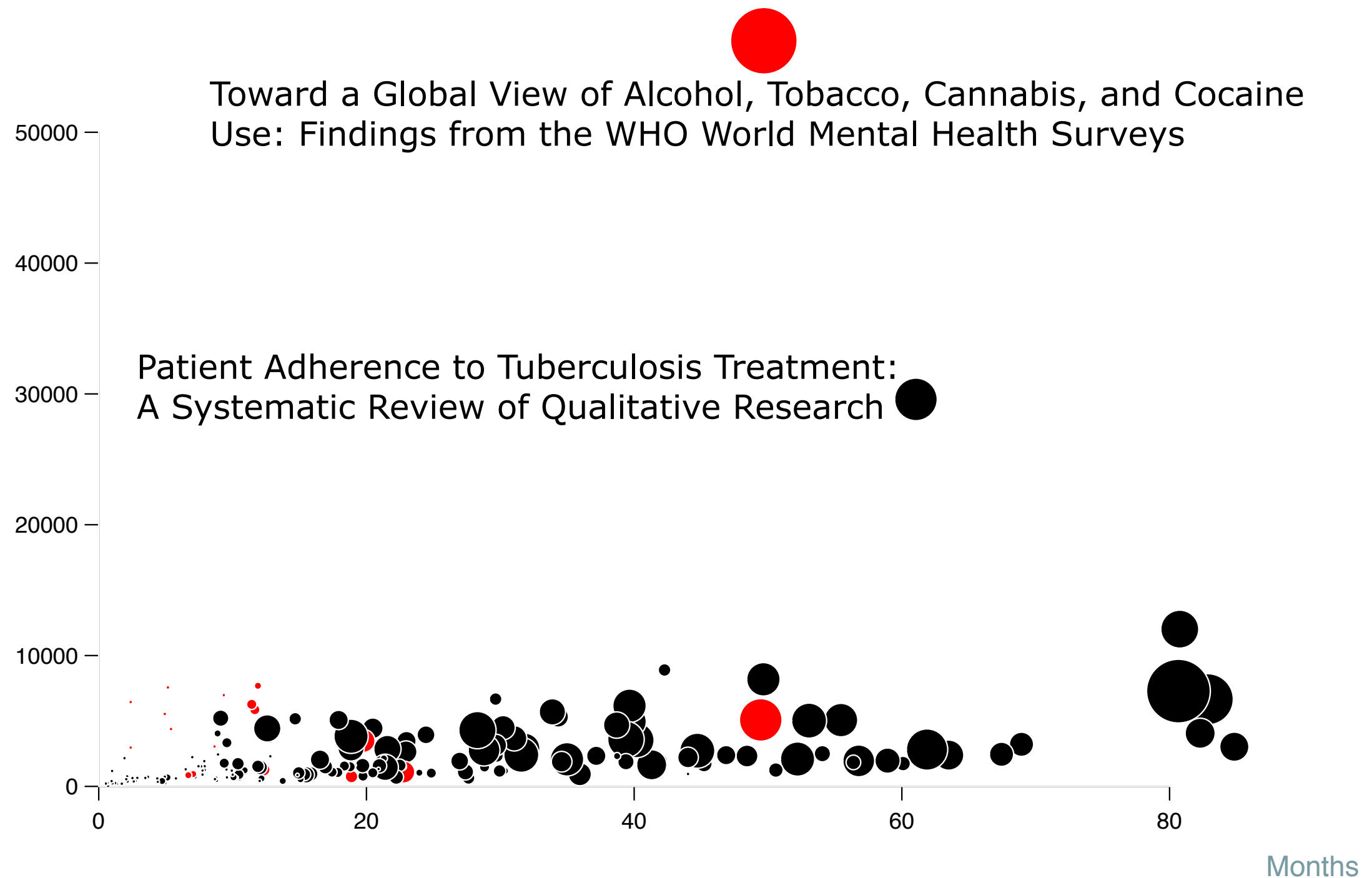
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Total Views



article

Article-Level Metrics and the Evolution of Scientific Impact

(2009) Neylon, Wu *PLoS Biol*

highly saved highly cited highly discussed
viewed viewed

Covalent Attachment of Proteins to Solid Supports and Surfaces via Sortase-Mediated Ligation

(2007) Chan, Cross, She et al. *PLoS ONE*

highly saved highly cited viewed viewed

Three stories about the conduct of science: Past, future, and present

(2011) Neylon *J Cheminf*

highly saved highly discussed cited

Diffractive Micro Bar Codes for Encoding of Biomolecules in Multiplexed Assays

(2008) Broder, Ranasinghe, She et al. *Anal. Chem.*

highly saved highly cited

An analysis of the feasibility of short read sequencing

(2005) Whiteford *Nucleic Acids Research*

highly saved highly cited

Chemical and biochemical strategies for the organization of protein encoding or A sequences: library construction methods for directed evolution

(2004) Neylon *Nucleic Acids Research*

highly saved highly cited

A Molecular Mousetrap Determines Polarity of Termination of DNA Replication in *E. coli*

(2006) Mulcair, Schaeffer, Oakley et al. *Cell*

highly saved highly cited

Small angle neutron and X-ray scattering in structural biology: recent examples from the literature

(2008) Neylon *Eur Biophys J*

highly saved highly cited

Kinetics and Thermodynamics of Biotinylated Oligonucleotide Probe Binding to Particle-Immobilized Avidin and Implications for Multiplexing Applications

(2011) Broder, Ranasinghe, Neylon et al. *Anal. Chem.*

highly saved cited discussed

Optimized Conjugation of a Fluorescent Label to Proteins via Intein-Mediated Activation and Ligation

highly saved cited

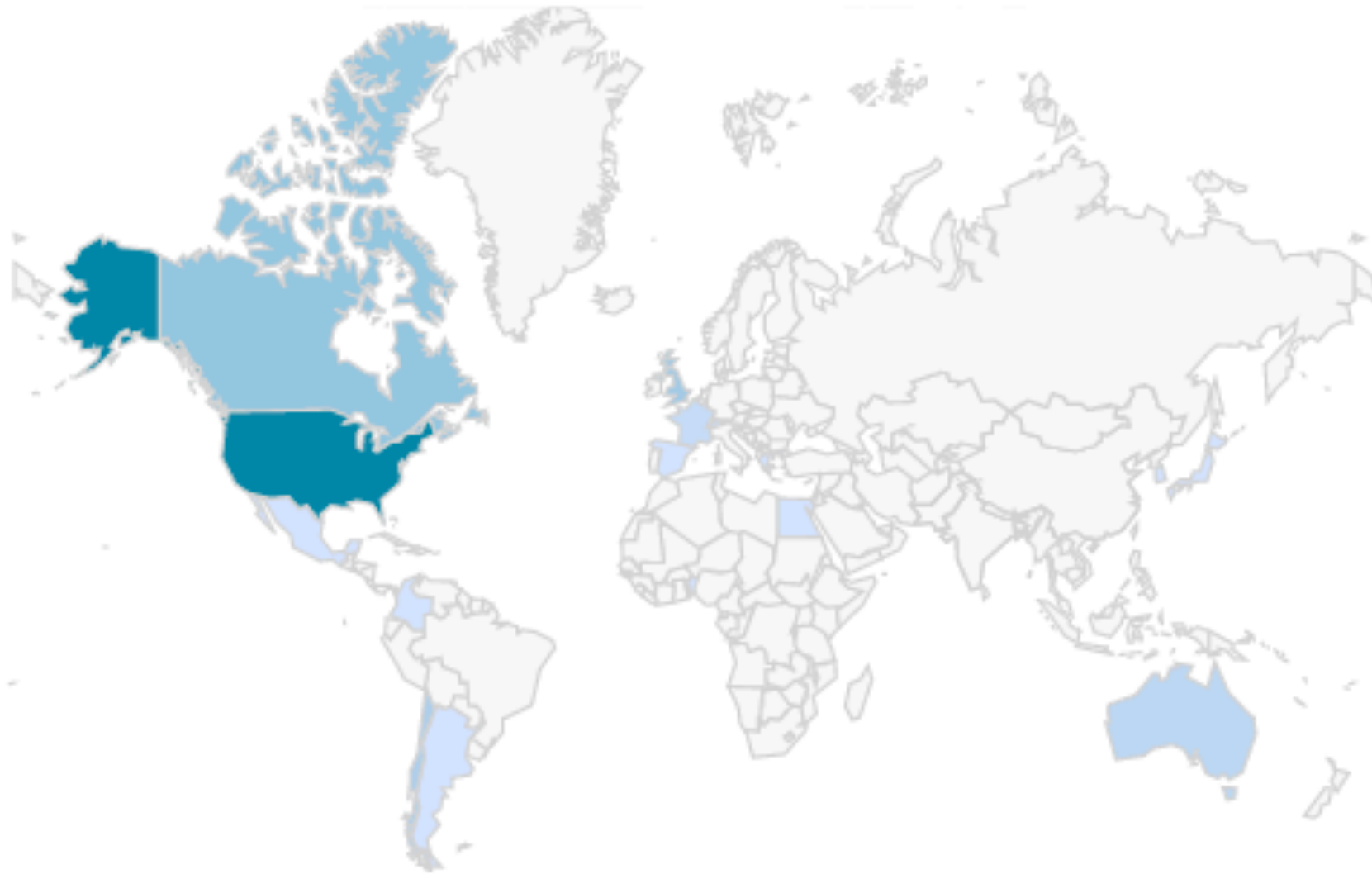
Lots of data...

<http://impactstory.org/collection/i51dva>

...but here's a story



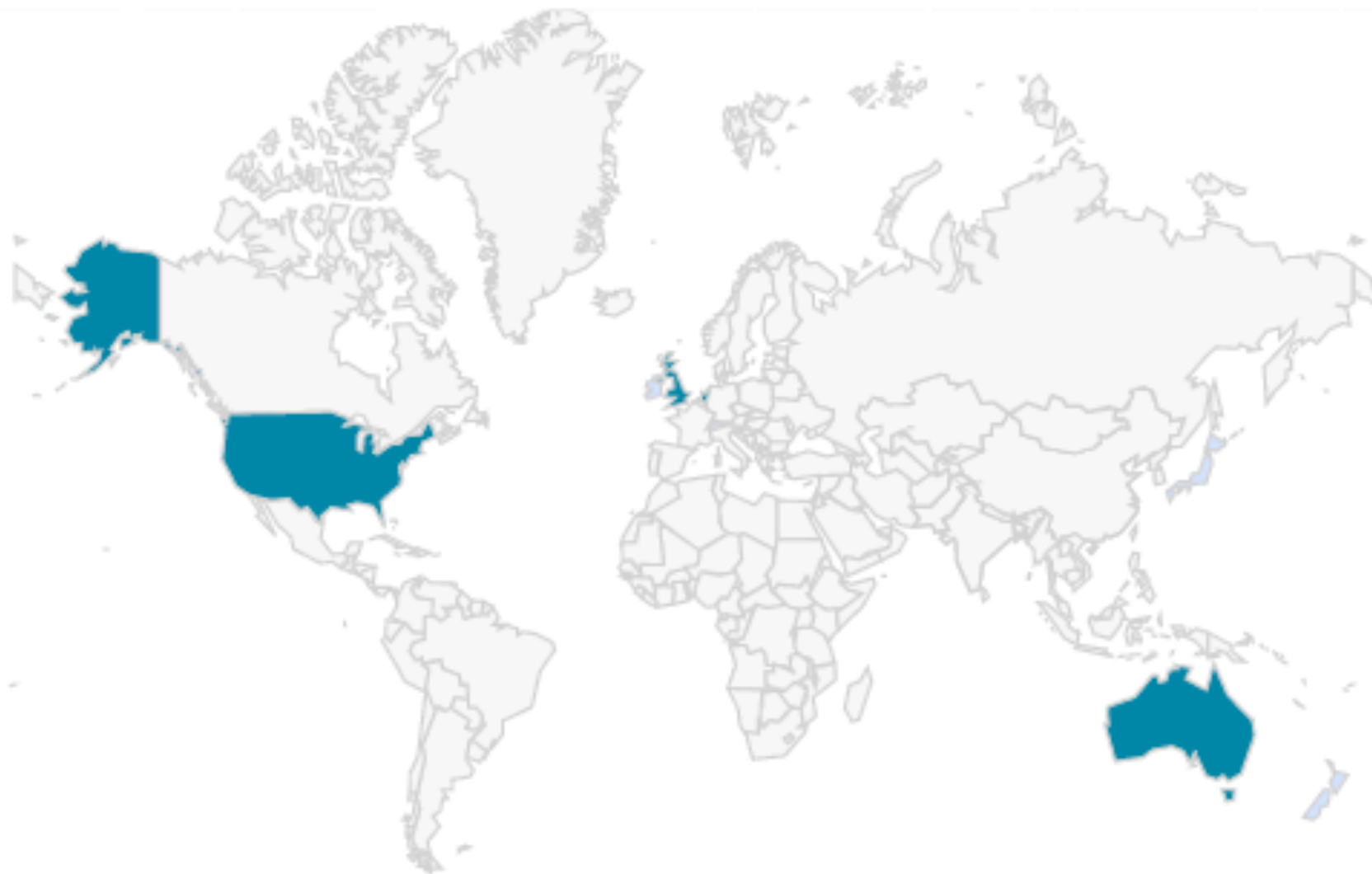
Geographical breakdown



#	Country	As %
1	US	31%
2	CA	12%
3	GB	10%
4	CL	8%
5	AU	6%
6	FR	4%
7	CH	4%
8	ZZ	2%
9	CO	2%

What's the missing
audience for these
South African papers?

Geographical breakdown



#	Country	As %
1	NL	16%
2	GB	16%
3	AU	16%
4	US	16%
5	JP	8%
6	NZ	8%
7	CH	8%
8	IE	8%

Geographical breakdown



#	Country	As %
1	NL	16%
2	GB	16%
3	AU	16%
4	US	16%
5	JP	8%
6	NZ	8%
7	CH	8%
8	IE	8%

Twitter

Blogs

Demographics

Geographical breakdown



#	Country	As %
1	US	53%
2	ZA	33%
3	CA	6%
4	AR	6%

...here's one...

The Relationship between Intimate Partner Violence, Rape and HIV amongst South African Men: A Cross-Sectional Study

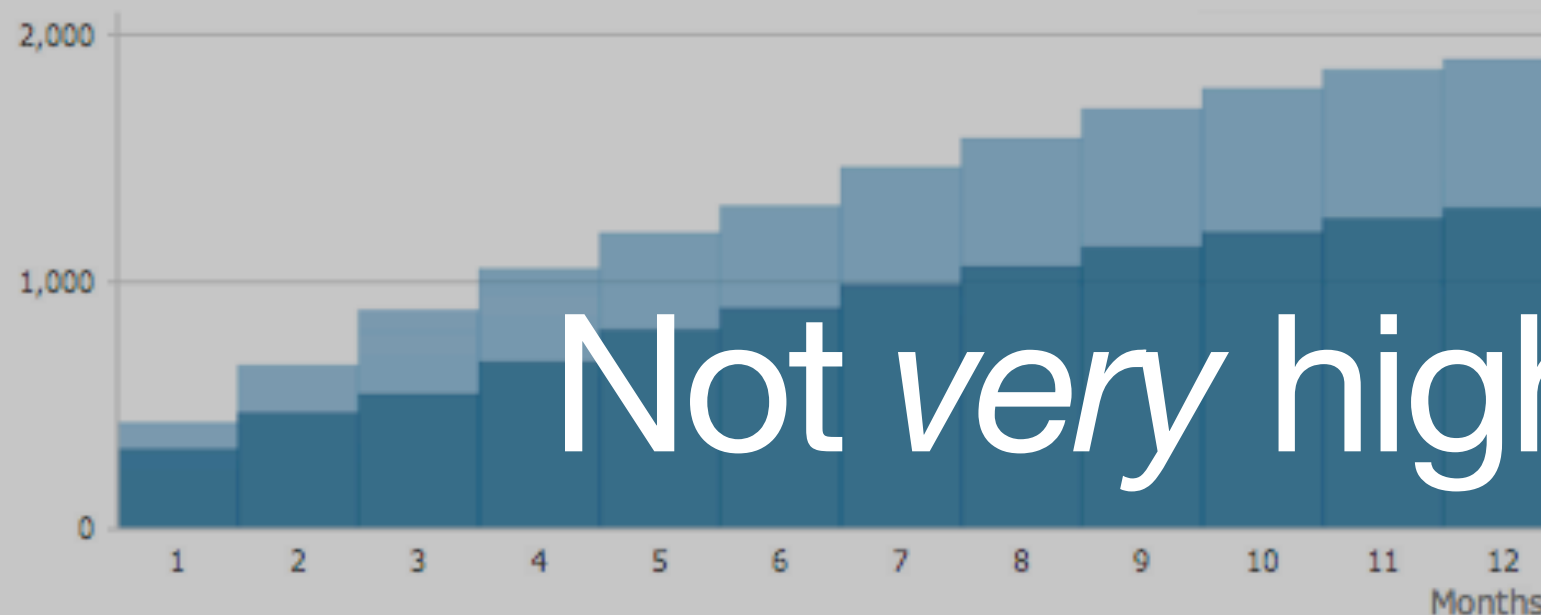
[Article](#)[Metrics](#)[Related Content](#)[Comments: 0](#)

Article Usage

Total Article Views

1,900Sep 14, 2011 (publication date)
through undefined NaN, NaN*

	HTML Page Views	PDF Downloads	XML Downloads	Totals
PLoS	907	284	107	1,298
PMC	482	120	n.a.	602
Totals	1,389	404	107	1,900

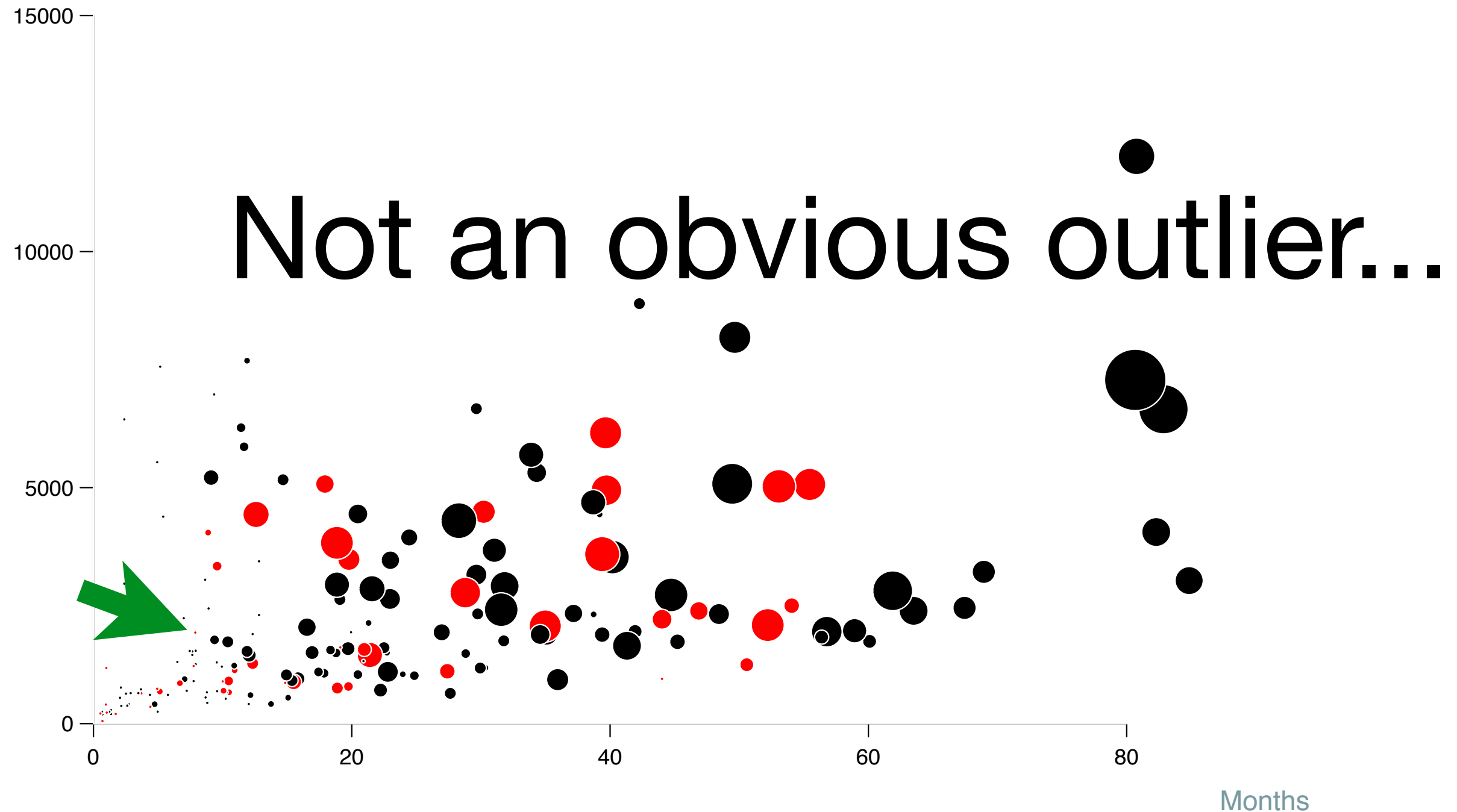
Cumulative
Views

Not very high views

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Total Views



The Relationship between Intimate Partner Violence, Rape and HIV amongst South African Men: A Cross-Sectional Study



@FeministsSA

amongst South African Men: A Cross-Sectional Study. <http://t.co/LqwFBzBc>

19 Oct 11



@lizleloots

The Relationship between Intimate Partner Violence, Rape and HIV amongst South African Men: A Cross-Sectional Study. <http://t.co/LqwFBzBc>

19 Oct 11



Sonke
@SonkeTogether

#PLoS: The Relationship between Intimate Partner Violence, Rape & HIV amongst South African Men: Cross-sectional survey <http://t.co/WRTuDxsF>

20 Oct 11



Shukumisa
@Shukumisa

@lizleloots a really important study, we have linked to it on our site <http://t.co/jJJlfnDu>

20 Oct 11



Goedgedacht Forum
@Ggd_Forum

RT @SonkeTogether: #PLoS: The Relationship between Intimate Partner Violence, Rape & HIV amongst South African Men: Cross-sectional survey <http://t.co/WRTuDxsF>

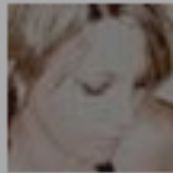
20 Oct 11

...but highly relevant interactions



Feminist in SA
@FeministsSA

RT @lizleloots: The Relationship between Intimate Partner Violence, Rape and HIV amongst South African Men: A Cross-Sectional Study. <http://t.co/LqwFBzBc>



lizle loots
@lizleloots

The
Afr



Sonke

@SonkeTogether Cape Town

Work with men and boys to promote gender transformation. Tweets mostly by Londi.

<http://genderjustice.org.za>



Sonke
@SonkeTogether

#PLoS: The Relationship between Intimate Partner Violence, Rape & HIV amongst South Africa



Shukumisa
@Shukumisa

@lizleloots



Shukumisa

@Shukumisa South Africa

Shaking up social attitudes to sexual violence & treatment of survivors by the criminal justice system

<http://www.shukumisa.org>



Goedgedacht Forum
@Ggd_Forum



Goedgedacht Forum

@GGD_Forum

The Goedgedacht Forum promotes discussion and dialogue at a national level. We have a proud tradition of creating a safe space for thought-leaders to gather.

Cape Town, South Africa · <http://www.goedgedachtforum.co.za>

...driven by this person...



Feminist in SA
@FeministSA
Feminist in SA: The Relationship between Intimate Partner Violence, Rape and HIV amongst South African Men: A Cross-Sectional Study. <http://t.co/LqVFB-B>



Sonke

@SonkeTogether Cape Town

19 Oct 11



lizle loot

@iliadswar

FOLLOWS YOU

Sociologist & feminist researcher @thesvri & @mrcza. Promoting public understanding of violence against women & girls. Creating networks, translating research

South Africa · <http://www.svri.org>



Shukumisa
@Shukumisa

@lizleloots

Shaking up social attitudes to sexual violence & treatment of survivors by the criminal justice system
<http://t.co/jJlfnDu>
<http://www.shukumisa.org>

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Goedgedacht Forum
@Ggd_Forum



Goedgedacht Forum

@GGD_Forum

The Goedgedacht Forum promotes discussion and dialogue at a national level. We have a proud tradition of creating a safe space for thought-leaders to gather.

Cape Town, South Africa · <http://www.goedgedachtforum.co.za>

20 Oct 11

...who I can talk to.



CameronNeylon

@CameronNeylon

[@iliadswar](#) I'm trying to reconstruct a trail.
Any chance you recollect finding&tweeting
this paper (19 Oct last year)?
plosone.org/article/info%3...

← Reply 🗑 Delete ★ Favorite

3:47 PM - 7 Aug 12 via web · Embed this Tweet



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@CameronNeylon

@iliadswar I'm trying to reconstruct a trail. Any chance you recollect finding&tweeting this paper (19 Oct last year)?
plosone.org/article/info%3...

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lizle loots

@iliadswar

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@CameronNeylon I work in research translation/dissemination, so always share what I find useful. I've always found that people read/engage

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lizle loots

@iliadswar

Follow



@CameronNeylon having sources like Plos opens the scientific field to wider audiences who wld generally not know/be able to access

← Reply ↻ Retweet ★ Favorite

5:59 PM - 7 Aug 12 via UberSocial for BlackBerry · Embed this Tweet

See <http://bit.ly/NJOyUn> for the whole conversation



Shukumisa
@Shukumisa

@lizeleloots a really important study, we have linked to it on our site <http://t.co/jJJlfnDu>

20 Oct 11

This. Is Impact.

It's not about where
you publish...

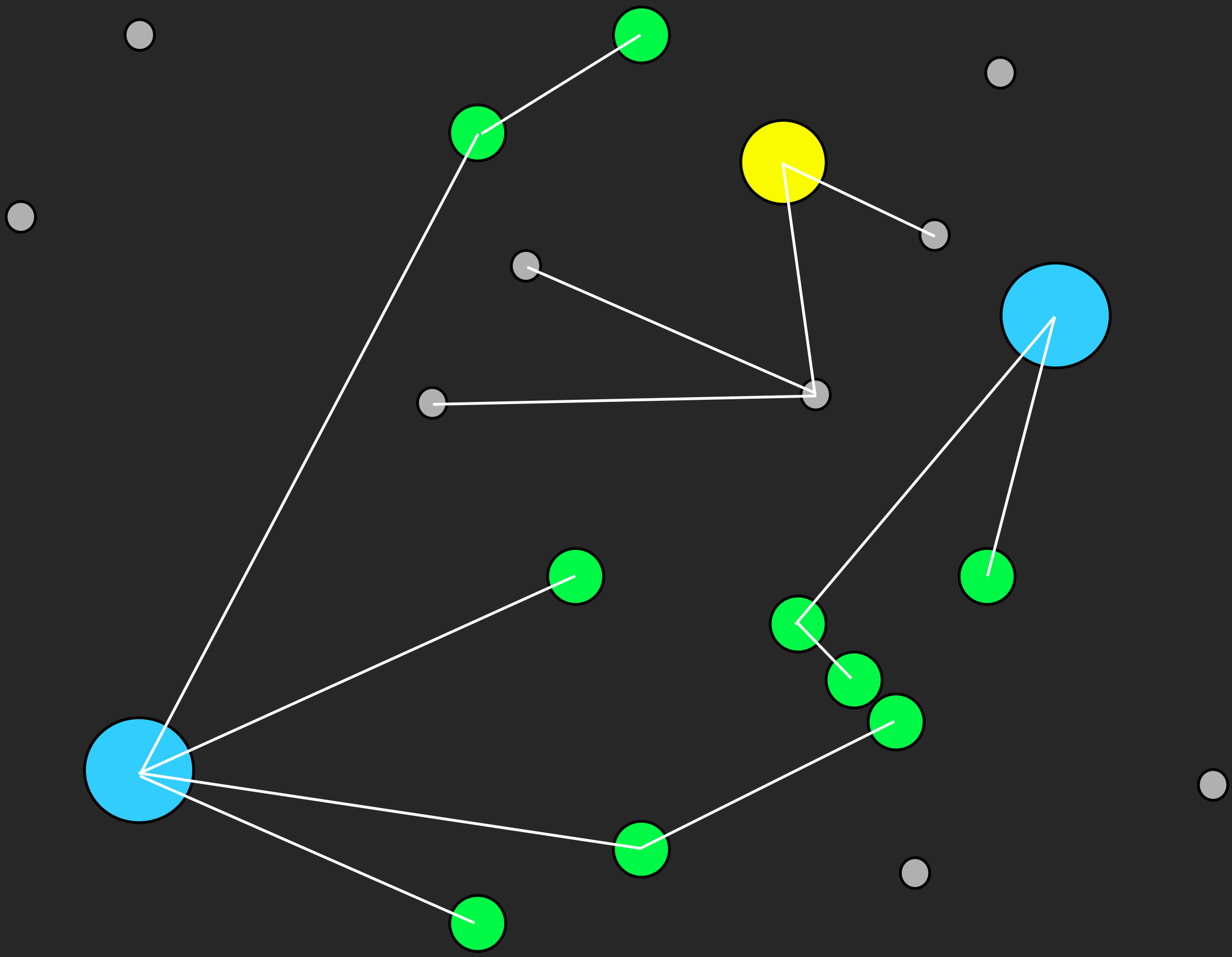
...but who you reach



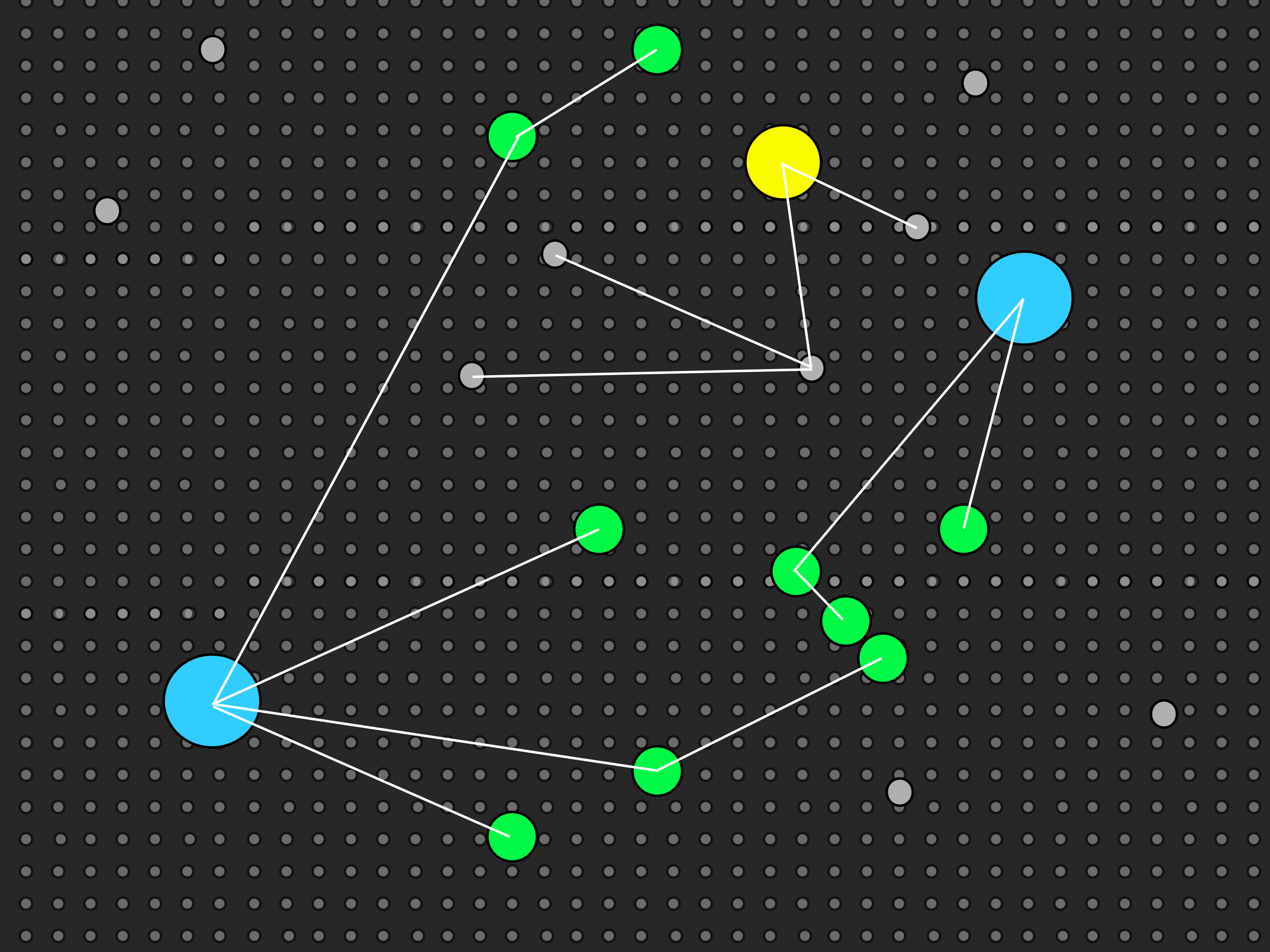
The image features a large, complex network graph visualization on a black background. The graph is composed of numerous nodes, represented as small white star-like shapes, and a dense web of edges in various colors including blue, green, yellow, and purple. The overall structure is highly interconnected and somewhat circular. In the bottom right corner, there is a smaller, rectangular inset window that provides a zoomed-in view of a specific portion of the main graph, showing the detailed connections between individual nodes and edges. The text "Think at network scale..." is overlaid in the center of the image in a white, sans-serif font.

Think at network scale...

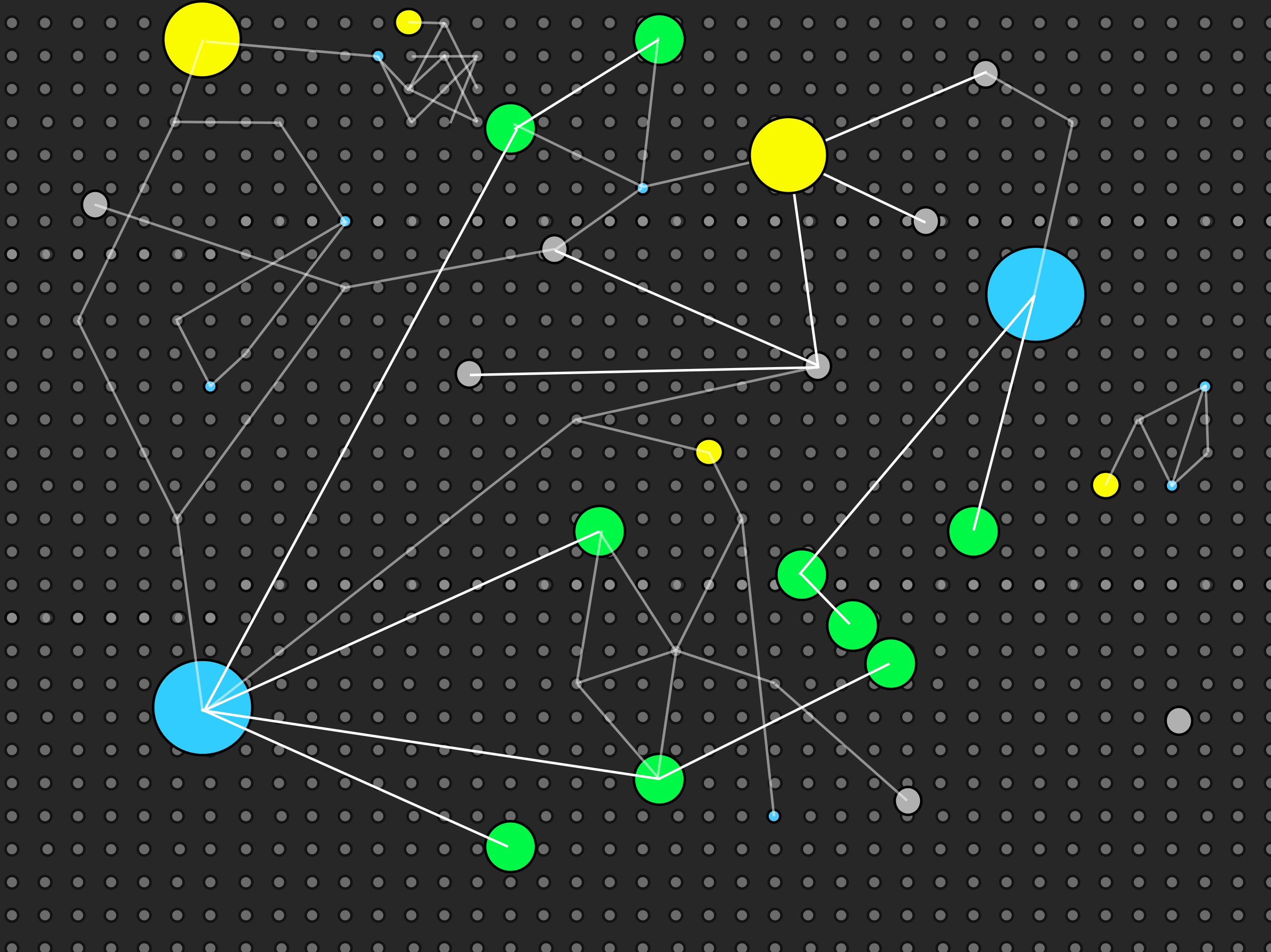
You're used to thinking
about reaching scholars...



...but at the scale of the network...



...there are many
ways to make
connections...



...and not all of them with
your traditional audience...

We don't even know who
most of them are..

...so how do you
maximise reach?



3

key points

番号が見えるようにスタンドを立てて、しばらく



Values → Mission



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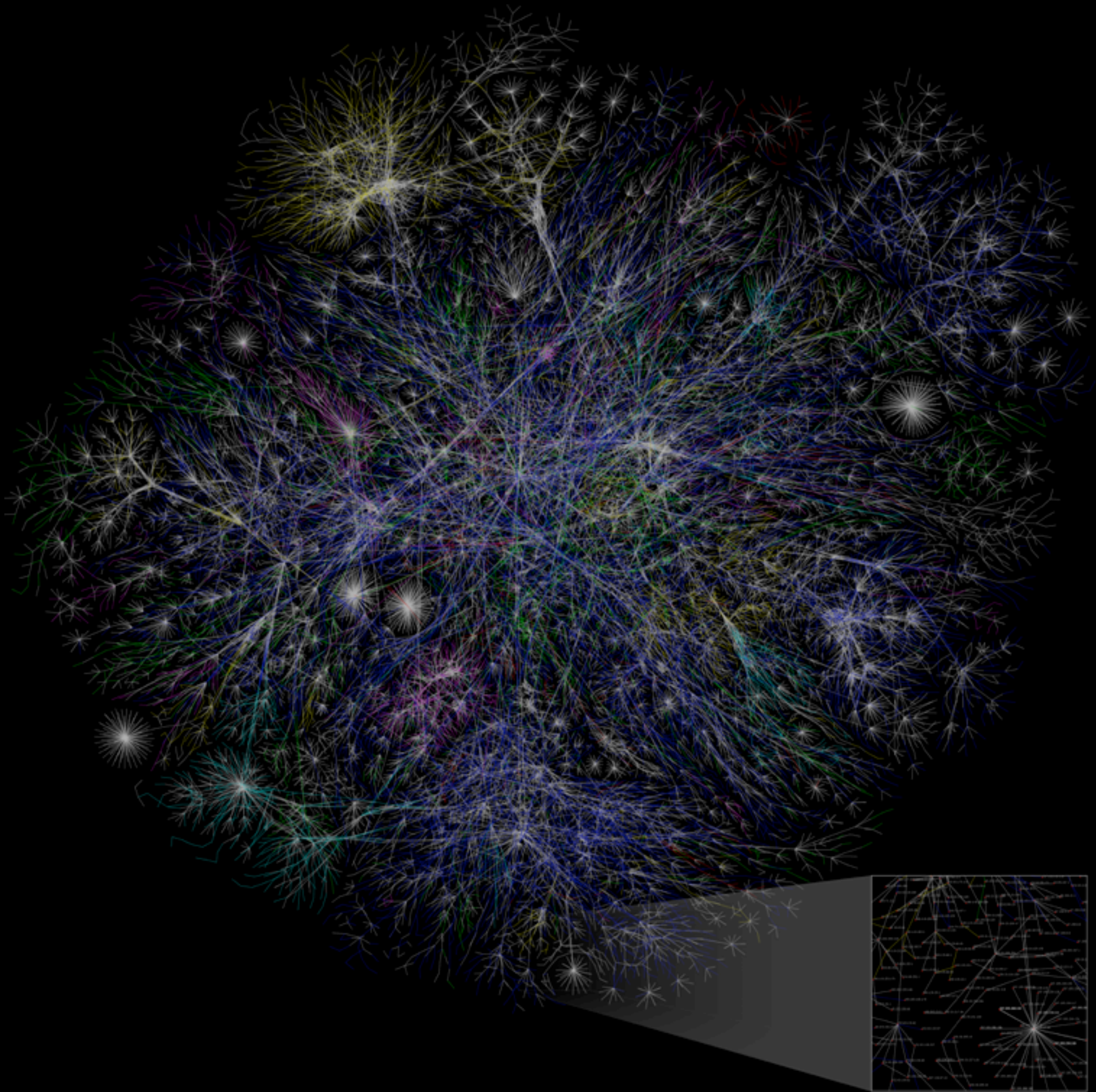


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Mission → Assessment

Assessment → Impact







OCTOBER 22 - 28, 2012 | EVERYWHERE

Set the Default to OPEN ACCESS.

We can't build a system
on yesterday's truths.

We could maintain a
system on today's....

...for a while



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You *build* for the future
on tomorrow's realities...



Innovators don't
follow markets...

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...they build them.

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@cameronneylon

<http://cameronneylon.net>