From One to Many
Creating a Culture of Research Reputation

Jennifer Hill, Anne Rauh, and Scott Warren
November 3, 2016
What is Research Reputation?
Individual Research Reputation
Susan Parks
Assistant Professor of Biology, Syracuse University
Bioacoustics, Behavioral Ecology, Communication, Conservation Biology
Verified email at syr.edu - Homepage

<table>
<thead>
<tr>
<th>Title</th>
<th>Cited by</th>
<th>Year</th>
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<tbody>
<tr>
<td>Individual right whales call louder in increased environmental noise</td>
<td>123</td>
<td>2011</td>
</tr>
<tr>
<td>Evidence that ship noise increases stress in right whales</td>
<td>116</td>
<td>2012</td>
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<tr>
<td>Short-and long-term changes in right whale calling behavior: the potential effects of noise on acoustic communication</td>
<td>112</td>
<td>2007</td>
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<tr>
<td>Management and research applications of real-time and archival passive acoustic sensors over varying temporal and spatial scales</td>
<td>99</td>
<td>2009</td>
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Citation indices
Citations: 1084
h-index: 17
i10-index: 25
## Scopus

Parks, Susan E., Department of Biology, Syracuse University, United States
Author ID: 8502898000

<table>
<thead>
<tr>
<th>Documents</th>
<th>Cited by</th>
<th>Co-authors</th>
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<tbody>
<tr>
<td>37</td>
<td>361</td>
<td>76</td>
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</table>

### 37 Documents

#### Humans, fish, and whales: How right whales modify calling behavior in response to shifting background noise conditions
- Parks, S.E., Groch, K., Flores, P., Sousa-Lima, R., Urazhdin, I.R.
- *Advances in Experimental Medicine and Biology*
- 2016

#### Anthropogenic noise and physiological stress in wildlife
- Tennesen, J.B., Parks, S.E., Langloide, T.L.
- *Advances in Experimental Medicine and Biology*
- 2016

#### Noise-induced frequency modifications of tamari vocalizations: Implications for noise compensation in nonhuman primates
- Hatchkin, C.F., Parks, S.E., Weiss, D.J.
- *PLoS ONE*
- 2015

Export all | Add all to list | Set document alert | Set document feed

**Author History**

Publication range: 2003 - Present
References: 662

Source history:
- Marine Ecology Progress Series
- Applied Acoustics
- Biological Reviews

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Journey to the Center of a CV: Our Library's Role in Developing an Institutional Bibliography
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Elsevier clamps down on academics posting their own papers online

SCIENCE / 17 DECEMBER 13 / by OLIVIA SOLON

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Understanding of the information market
University Research Reputation
The challenges

• Integrate data from multiple silos

• Drive grant seeking with less reliance on 1 or 2 point people

• Enhance institutional level identity

• Develop sustainable, scalable, more automated systems

• Collaboration
Cataloging?!?

- Knowledge is heavily distributed on a campus
- Requires organization to reach its maximum potential
The metrics

- Publications
- Citations
- Grant money
- Newspaper mentions
- Awards
- Honors
The tools

- Pure
- Symplectic Elements
- Converis
- Vivo

- Or build your own (not recommended!)
Fingerprint

Fingerprint is based on mining the text of the person's scientific documents to create an index of weighted terms, which defines the key subjects of each individual researcher.

- Tissue
- Temperature
- Jamming
- Cells
Benefits to institutions
Benefits to researchers

Shikha Nangia

Biomedical and Materials Engineering
Biological Sciences, Drug Delivery, Nanotechnology, Smart Materials for Healthcare, and Systems Engineering

Link Hall
315-443-0571
snangia@syr.edu
http://www.shikha.org

Recent Publications

Who should be involved?
Institutional investment
Limitations
Why libraries?
Vendor Partners

Value of and how a subscription based vendor is vital to helping individual researchers and institutions increase their research reputation
Data access and visibility

• Challenges for an institution:
  • Easy access to data internally
  • Making data visible outside of the institution

• Subscription based vendors provide:
  • Collecting and storing data on behalf of the institution
  • Providing the means for adding and tracking additional data.
  • Opportunity to increase awareness – with individual researchers, peers, within the community and to sponsors
  • Making the data appealing and easy to understand
Analyze research reputation through tools
Subscription based vendor tool benefits

• Little to no faculty input required
• Data ingestion / synchronization
• Data extraction to automatically feed into internal systems
  • Feed publications and expertise to faculty websites
  • Download of data to warehouse for additional reporting
    • Example: Study impact of where faculty had assigned space and the implication their location had on grants, publications and concepts
• Provide non-financial view of faculty
• Use concepts to determine which faculty should be collaborating
What are we doing today?

Identify SUNY campus
Filter to Corporate co-authorship

Identify highly-cited work

Drill into detail to understand who is collaborating and on which topics

Provide access to data institutions wouldn’t otherwise have
What should we do tomorrow?

- Identify global corporate leaders in cancer research
- Understand potential partners’ activities
- Expand existing partnerships or build new ones
Provide national recognition

Michigan strategic fund and MEDC invested $6.8M in university-business partnerships

$1.8M invested to build a corporate relations network for Michigan’s research universities.
User groups

Assists with connecting you with your peers

Share ideas about how they are using Pure and provide feedback on the Pure product roadmap.
Products continuously evolving

Pure Roadmap

The Pure development team are continuously adding new features and functionality to Pure based on our customer feedback and to meet evolving or changing market requirements. The introduction of the Faculty and Academic Activity Reporting functionality is an example of direct customer feedback.

Below is a preview of the things to come in Pure.

Please note that as with all roadmaps, the features and timings may change.

Release notes – webinars – documentation
Customers experience vendors not only through products but through all touch points across the whole journey.

- Pre Purchase
- Activation
- Register & Onboard
- Train & Educate
- Notify
- Engage

<table>
<thead>
<tr>
<th>Item</th>
<th>Explanation</th>
<th>Planned Completed by Date</th>
<th>Actual Completed by Date</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial call to discuss the roadmap</td>
<td>Discuss and tweak the plan</td>
<td>6/10/2016</td>
<td></td>
<td>CC/Customer</td>
</tr>
<tr>
<td>ScIVal Agreement Signed</td>
<td></td>
<td>6/30/2016</td>
<td></td>
<td>SSM/Customer</td>
</tr>
<tr>
<td>Send ScIVal documentation to Customer</td>
<td>Quick guide, metrics guidebook, usage guidebook</td>
<td>7/11/2016</td>
<td></td>
<td>CG</td>
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<tr>
<td>July Checkpoint</td>
<td>This will ensure that our roadmap stays on track.</td>
<td>7/7/2016</td>
<td></td>
<td>CC/Customer</td>
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<tr>
<td>End of July Checkpoint</td>
<td>This will ensure that our roadmap stays on track.</td>
<td>7/29/2016</td>
<td></td>
<td>CC/Customer</td>
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<tr>
<td>Initial &quot;roll out&quot; training</td>
<td>Objective is to start creating familiarity and excitement around ScIVal so we can set up for scheduling departmental trainings. Training for core group, including showing how to upload groups of researchers so this can be worked on throughout the summer. TBD whether onsite or via WebEx</td>
<td>July</td>
<td></td>
<td>CC/Customer</td>
</tr>
</tbody>
</table>
Resources

• Subscription based vendors provide tools so institutions do not need to develop them on their own

• Important to remember that institutional resources are still needed
  • Someone to assist with questions, training
  • Technical expertise
  • Marketing and communications
Ongoing marketing and communications efforts

- Researchpalooza
- New faculty orientation
- Research news publications
- “Hot Topics” website menu
- FAQ / training page
- Demos at department meetings

New medical student activities fair
Customized reporting

Times Higher Education (THE) and Quacquarelli Symonds (QS) are leading university ranking organizations and their university rankings are globally recognized.

Research performance data accounts for a significant proportion of these rankings, with a weight of 38.5% for THE and 20% for QS. Both rankings use Elsevier’s Scopus data to derive these components.

Studying an institution’s comparative performance in terms of scholarly output, citation impact, and collaboration offers insights into its position in the rankings. By analyzing the drivers of research performance, we can also provide an understanding as to how it might be improved.
Questions?