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
<table>
<thead>
<tr>
<th>Title</th>
<th>Cited by</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual right whales call louder in increased environmental noise</td>
<td>123</td>
<td>2011</td>
</tr>
<tr>
<td>SE Parks, M Johnson, D Nowacek, PL Tyack</td>
<td></td>
<td></td>
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<tr>
<td>Biology Letters 7 (1), 33-35</td>
<td></td>
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<tr>
<td>Evidence that ship noise increases stress in right whales</td>
<td>116</td>
<td>2012</td>
</tr>
<tr>
<td>RM Rolland, SE Parks, KE Hunt, M Castellote, PJ Corkeron, DP Nowacek</td>
<td></td>
<td></td>
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<tr>
<td>Proceedings of the Royal Society of London B: Biological Sciences 279</td>
<td></td>
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<td>(1737 ...</td>
<td></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>SE Parks, CW Clark, PL Tyack</td>
<td></td>
<td></td>
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<tr>
<td>The Journal of the Acoustical Society of America 122 (6), 3725-3731</td>
<td></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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<tr>
<td>SM Van Parijs, CW Clark, RS Sousa-Lima, SE Parks, S Rankin, D Risch</td>
<td></td>
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<tr>
<td>Marine Ecology Progress Series 395, 21-36</td>
<td></td>
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</tbody>
</table>
### Author: Parks, Susan E.

**Affiliation:** Syracuse University, Department of Biology, Syracuse, United States

**Author ID:** 8502988000

#### Summary
- **Documents:** 37
- **Citations:** 511 (total citations by 361 documents)
- **H-Index:** 11
- **Co-authors:** 76

#### Subject Areas:
- Agricultural and Biological Sciences
- Medicine

#### Publications

<table>
<thead>
<tr>
<th>Title</th>
<th>Year</th>
<th>Journal</th>
</tr>
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<tr>
<td>Humans, fish, and whales: How right whales modify calling behavior in response to shifting background noise conditions</td>
<td>2016</td>
<td>Advances in Experimental Medicine and Biology</td>
</tr>
<tr>
<td>Anthropogenic noise and physiological stress in wildlife</td>
<td>2016</td>
<td>Advances in Experimental Medicine and Biology</td>
</tr>
<tr>
<td>Noise-induced frequency modifications of tamarin vocalizations: Implications for noise compensation in nonhuman primates</td>
<td>2015</td>
<td>PLoS ONE</td>
</tr>
</tbody>
</table>
SAVED AND SHARED 146 TIMES

- 127 Mendeley saves (click to show over the last 6 years by multiple readers)

- 15 tweets (click to show a year ago)

- S&amp;TL &gt; Introduction to Altmetrics for Science, Technology, Engineering, and Mathematics (STEM) Librarians
  3 years ago by Scholarship 2.0: An Idea Whose Time Has Come
  Introduction to altmetrics for science, technology, engineering, and…

- 3 tweets (click to show 3 years ago)
Linda M Galloway  Syracuse University, Syracuse

Information Science

8 PUBLICATIONS  70 Views  1 Download  11 Citations  1.03 Impact Points

FEATURED PUBLICATIONS

Article: Introduction to Altmetrics for Science, Technology, Engineering, and Mathematics (STEM) Librarians
Linda M. Galloway, Janet L. Pease, Anne E. Rauh

25 Views  0 Downloads  4 Citations

Article: Using Google Scholar Citations to...
Journey to the Center of a CV: Our Library's Role in Developing an Institutional Bibliography
Institutional repositories

Selected Works of Anne Rauh
Science and Engineering Librarian; Interim Collection Development and Analysis Librarian at Syracuse University
Anne Rauh is the Science and Engineering Librarian and the Interim Collection Development and Analysis Librarian at Syracuse University Libraries. She holds a B.A. in International Studies and a M.A. in Library and Information Studies, both from the University of Wisconsin-Madison. Anne is an active member of the American Society for Engineering Education, the Eastern New York Chapter of Association of College and Research Libraries, and Beta Phi Mu. She has presented at conferences throughout the country.

Articles (5)

A Survey of Physical Sciences, Engineering and Mathematics Faculty Regarding...
Issues in Science and Technology Librarianship (2014)
Jeremy Ouiskar and Anne E. Rauh
Discussions of the potential of open access publishing frequently must contend with the skepticism of research authors regarding the need...

Using Google Scholar Citations to Profile Scholars' Work
Issues in Science and Technology Librarianship (2014)
Linda M. Galloway and Anne E. Rauh
Scholars can showcase and promote their academic products using the Google Scholar Citations profile feature within Google Scholar. In addition...
Even more tools...

- FigShare
- Mendeley
- Zotero
- Discipline-specific repositories
Skills librarians bring
Author disambiguation

Joan V. Dannenhoffer  
Syracuse University

John F. Dannenhoffer III  
Syracuse University

Joanne M. Dannenhoffer  
Central Michigan University

Joanne V. Dannenhoffer  
M.D. May 2013

John F. Dannenhoffer IV  
Engineer, Pratt & Miller

Databases see all of these people as:  
J Dannenhoffer
JV Dannenhoffer
JF Dannenhoffer
JM Dannenhoffer
Elsevier clamps down on academics posting their own papers online
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/ Material Engineering
Biomedical/ Nanoscale Engineering, Drug Delivery, Nanotechnology, Smart Materials for Healthcare, and System Biology / Metabolic 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

What is Research Reputation?
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

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>SoVAl Agreement Signed</td>
<td></td>
<td>6/30/2016</td>
<td></td>
<td>SSM/Customer</td>
</tr>
<tr>
<td>Send SoVAl documentation to Customer</td>
<td>Quick guide, metrics guidebook, usage guidebook</td>
<td>7/1/2016</td>
<td></td>
<td>CC</td>
</tr>
<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>
</tr>
<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>
</tr>
<tr>
<td>Initial &quot;roll out&quot; training</td>
<td>Objective is to start creating familiarity and excitement around SoVAl 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

- 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?