

Syracuse University

**SURFACE**

---

Libraries' and Librarians' Publications

Libraries

---

11-3-2016

## From One to Many: Creating a Culture of Research Reputation

Scott Warren

*Syracuse University*

Anne E. Rauh

*Syracuse University*

Jen Hill

*Elsevier*

Follow this and additional works at: <https://surface.syr.edu/sul>



Part of the [Library and Information Science Commons](#)

---

### Recommended Citation

Warren, Scott, Anne E. Rauh, and Jennifer Hill. "From One to Many: Creating a Culture of Research Reputation Management." presented at the Charleston Conference, Charleston, SC, November 3, 2016.

This Presentation is brought to you for free and open access by the Libraries at SURFACE. It has been accepted for inclusion in Libraries' and Librarians' Publications by an authorized administrator of SURFACE. For more information, please contact [surface@syr.edu](mailto:surface@syr.edu).

# From One to Many

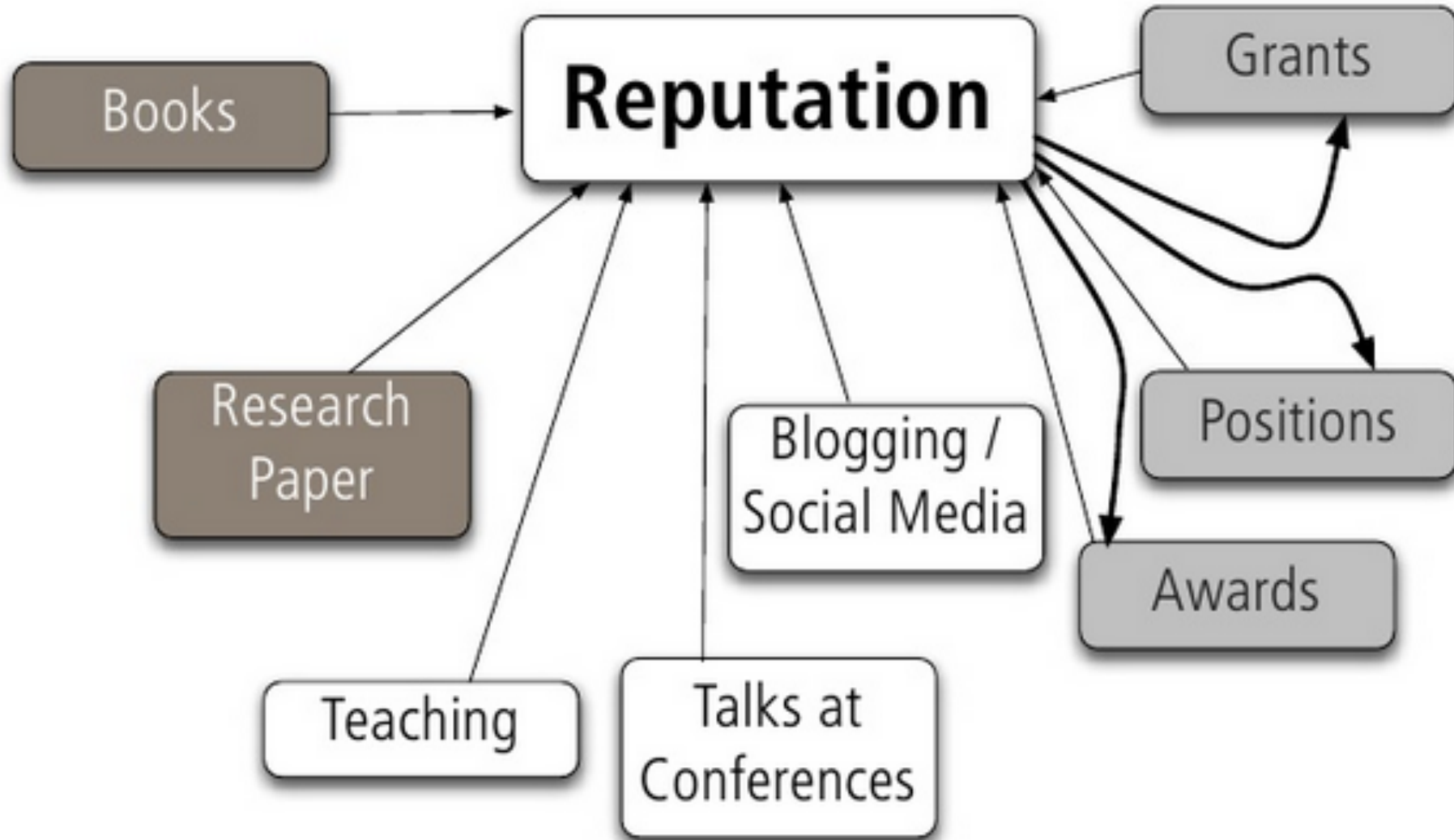
## Creating a Culture of Research Reputation

Jennifer Hill, Anne Rauh, and Scott Warren  
November 3, 2016



ELSEVIER

# What is Research Reputation?



# **Individual Research Reputation**

# Google Scholar



**Susan Parks**

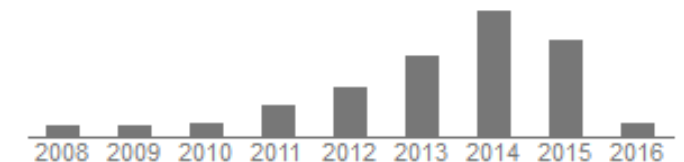
Assistant Professor of Biology, Syracuse University  
Bioacoustics, Behavioral Ecology, Communication, Conservation Biology  
Verified email at syr.edu - [Homepage](#)

[Follow](#)

Title	1-20	Cited by	Year
<a href="#">Individual right whales call louder in increased environmental noise</a>	SE Parks, M Johnson, D Nowacek, PL Tyack Biology Letters 7 (1), 33-35	123	2011
<a href="#">Evidence that ship noise increases stress in right whales</a>	RM Rolland, SE Parks, KE Hunt, M Castellote, PJ Corkeron, DP Nowacek, ... Proceedings of the Royal Society of London B: Biological Sciences 279 (1737 ...	116	2012
<a href="#">Short-and long-term changes in right whale calling behavior: the potential effects of noise on acoustic communication</a>	SE Parks, CW Clark, PL Tyack The Journal of the Acoustical Society of America 122 (6), 3725-3731	112	2007
<a href="#">Management and research applications of real-time and archival passive acoustic sensors over varying temporal and spatial scales</a>	SM Van Parijs, CW Clark, RS Sousa-Lima, SE Parks, S Rankin, D Risch, ... Marine Ecology Progress Series 395, 21-36	99	2009

Google Scholar

Citation indices	All	Since 2011
Citations	1084	922
h-index	17	15
i10-index	25	24



**Co-authors** [View all...](#)

- [Peter L. Tyack](#)
- [Peter Teglberg Madsen](#)
- [Lee A. Miller](#)
- [Colin Ware](#)
- [Mark Johnson](#)
- [Douglas Gillespie](#)
- [Elliott L. Hazen](#)

# Scopus

Back to results | 1 of 1

Print | E-mail

## Parks, Susan E.

Syracuse University, Department of Biology, Syracuse, United States

Author ID: 8502898000

About Scopus Author Identifier | View potential author matches

Other name formats: Parks, Susan E  
Parks, Susan  
Parks

Documents: 37

Citations: 511 total citations by 361 documents

*h*-index: 11

Co-authors: 76

Subject area: Agricultural and Biological Sciences , Medicine [View More](#)

Analyze author output

View citation overview

View *h*-graph

37 Documents | Cited by 361 documents | 76 co-authors

37 documents [View in search results format](#)

Sort on: Date Cited by

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

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., Urazghildiiev, I.R.

2016

Advances in Experimental Medicine and Biology

0

SULinks

[View at Publisher](#)

Anthropogenic noise and physiological stress in wildlife

Tennessen, J.B., Parks, S.E., Langkilde, T.L.

2016

Advances in Experimental Medicine and Biology

0

SULinks

[View at Publisher](#)

Noise-induced frequency modifications of tamarin vocalizations: Implications for noise compensation in nonhuman primates

Hotchkin, C.F., Parks, S.E., Weiss, D.J.

2015 PLoS ONE

0

[Open Access](#)

SULinks

[View at Publisher](#)

Follow this Author

Receive emails when this author publishes new articles

Get citation alerts

Add to ORCID

Request author detail corrections



## Author History

Publication range: 2003 - Present

References: 862

Source history:

Marine Ecology Progress Series

[View documents](#)

Applied Acoustics

[View documents](#)

Biological Reviews

[View documents](#)

[View More](#)

Show Related Affiliations

# Impactstory



Anne Rauh  

 2  3  1



OVERVIEW



ACHIEVEMENTS



ACTIVITY



PUBLICATIONS

## 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&TL > 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

## Filter by activity


 Mendeley saves (127)

 Tweets (18)

 Blog posts (1)

# ResearchGate

ResearchGate Join for free | Log in




**Linda M Galloway** Syracuse University, Syracuse  
Information Science Follow  
2.27

OVERVIEW | CONTRIBUTIONS | INFO | STATS

<b>8</b> PUBLICATIONS	<b>70</b> Views	<b>1</b> Download	<b>11</b> Citations	<b>1.03</b> Impact Points	<a href="#">View stats</a>
--------------------------	--------------------	----------------------	------------------------	------------------------------	----------------------------

**Syracuse University Libraries**  
Syracuse, United States

**FEATURED PUBLICATIONS** [View all](#)



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

<b>25</b> Views	<b>0</b> Downloads	<b>4</b> Citations
--------------------	-----------------------	-----------------------



**Article: Using Google Scholar Citations to**

**ABOUT**  
Linda Galloway is the STEM Collection Development and Analysis Librarian, and the subject specialist for chemistry and forensic sciences at Syracuse University Libraries. Linda is passionate about connecting students, faculty, and researchers to the best information available by promoting the libraries' resources and providing value-added content and collaborative services. Linda holds a M.S.L.I.S. from Syracuse University and a B.S. in chemistry from Long Island University.






# academia.edu

ACADEMIA

 HOME ANALYTICS SESSIONS  


---

 **Anne Rauh** FOLLOWS YOU

 Syracuse University, Syracuse University Libraries, Associate Librarian |  Altmetrics +6

Address: Syracuse, New York, United States

4 Followers | 5 Following | 3 Co-authors | 9 Total Views



## PAPERS



### Journey to the Center of a CV: Our Library's Role in Developing an Institutional Bibliography

 Bookmark |  0 |  More

# Institutional repositories

Syracuse University | View other faculty profiles



+ Follow

## 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 and [read more](#) →

Works

About

Jump to Category ▾

Search works of Anne Rauh



### Articles (5)



#### A Survey of Physical Sciences, Engineering and Mathematics Faculty Regarding ...

Issues in Science and Technology Librarianship (2014)

Jeremy Cusker and Anne E. Rauh

Discussions of the potential of open access publishing frequently must contend with the skepticism of research authors regarding the need ...

Link

Article



#### 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 ...

Link

Article

# Even more tools...

- FigShare
- Mendeley
- Zotero
- Discipline-specific repositories

# Skills librarians bring



# Author disambiguation



Joan V. Dannenhoffer  
Syracuse University

(spouses)



John F. Dannenhoffer III  
Syracuse University

(siblings)



Joanne M. Dannenhoffer  
Central Michigan University



Joanne V. Dannenhoffer  
M.D. May 2013

(siblings)



John F. Dannenhoffer IV  
Engineer, Pratt & Miller

Databases see all of these people as:  
J Dannenhoffer  
JV Dannenhoffer  
JF Dannenhoffer  
JM Dannenhoffer

# Copyright knowledge

WIRED.CO.UK SCIENCE ELSEVIER COPYRIGHT OPEN ACCESS

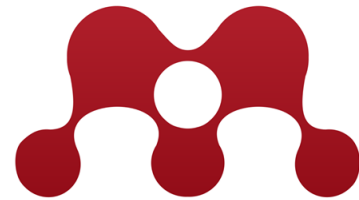
## Elsevier clamps down on academics posting their own papers online

SCIENCE / 17 DECEMBER 13 / by OLIVIA SOLON



599 shares  
6 comments

# Understanding of the information market



**MENDELEY**



**ELSEVIER**



INFORMATION SERVICES

# **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

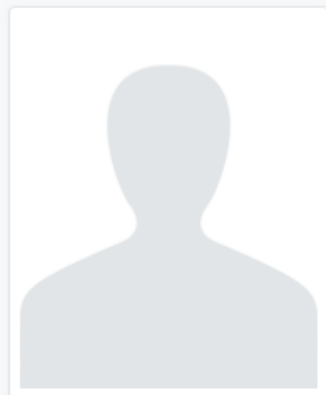
# The metrics

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

# The tools

- Pure
  - Symplectic Elements
  - Converis
  - Vivo
- 
- Or build your own (not recommended!)

# Pure



## Mary Elizabeth Manning

College of Arts & Sciences > Syracuse University, Department of Physics

576

Citations

12

h-Index



[View Scopus Profile](#)


- [Overview](#)
- [Fingerprint](#)
- [Network](#)
- [Grants \(10\)](#)
- [Research Output \(27\)](#)
- [Similar Profiles \(29\)](#)


## Fingerprint


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

29

Similar Profiles

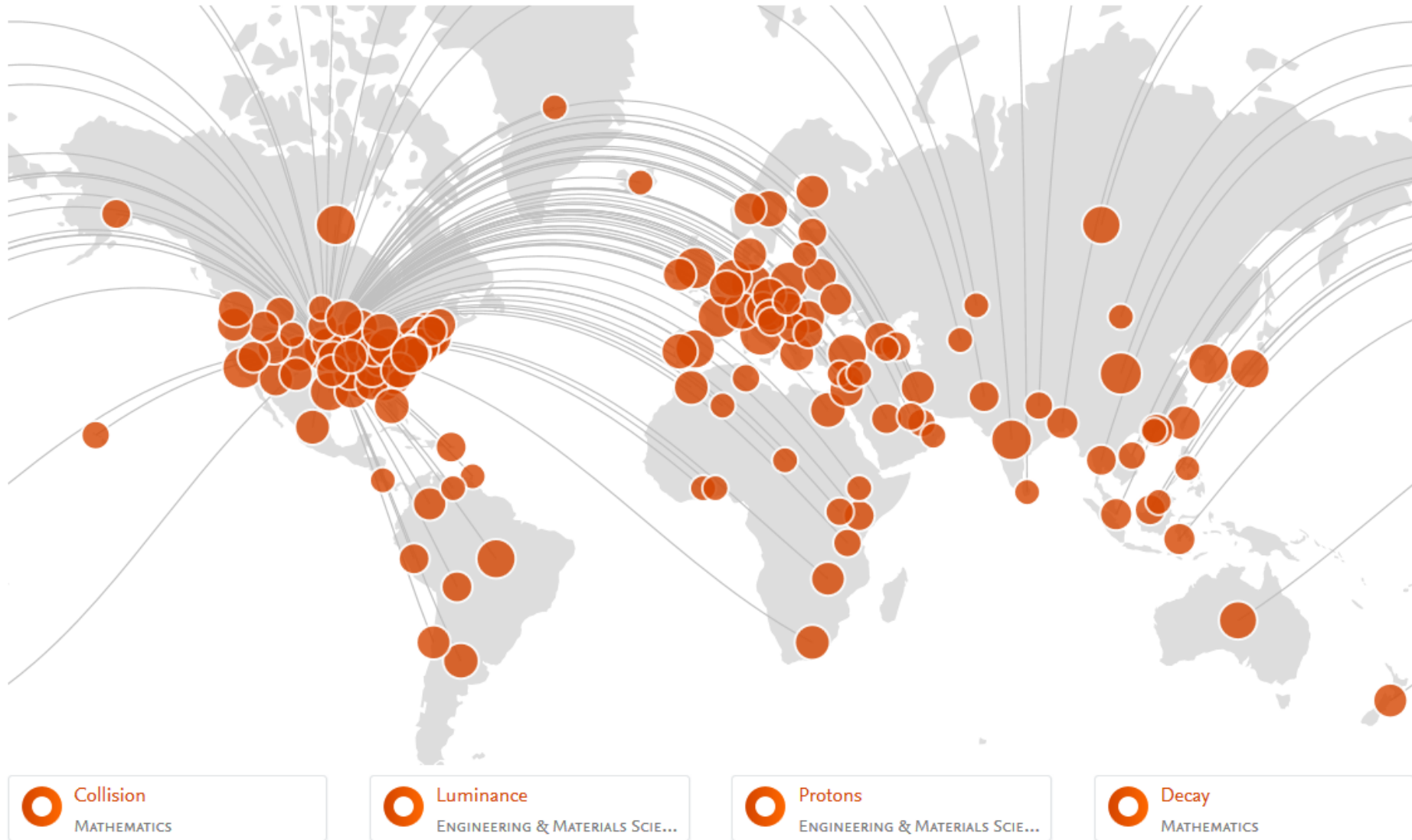
 Tissue  
ENGINEERING & MATERIALS SCIE...

 Temperature  
ENGINEERING & MATERIALS SCIE...

 Jamming  
ENGINEERING & MATERIALS SCIE...

 Cells  
ENGINEERING & MATERIALS SCIE...

# Benefits to institutions



# Benefits to researchers



Shikha Nangia

Biomedical Engineering  
Biomedical Engineering, Drug Delivery, Nanotechnology, Smart Materials for Healthcare, and Systems Biology / Metabolic Engineering  
Link Hall  
5-443-0571  
[snangia@syr.edu](mailto:snangia@syr.edu)  
<http://www.shikha.org>

## Recent Publications

- Effect of nanoparticle charge and shape anisotropy on translocation through cell membranes, S. Nangia and R. Sureshkumar, Langmuir, ASAP (2012). Featured on Langmuir's cover.
- Theoretical advances in dissolution studies of mineral-water interfaces, S. Nangia and B. J. Garrison, J. Phys. Chem. C, 114, 2267-2274 (2010). Invited feature article.
- Role of intrasurface hydrogen bonding on dissolution of silica, S. Nangia and B. J. Garrison, J. Phys. Chem. 114, 2267-2274 (2010).
- Advanced Monte Carlo approach to study evolution of quartz surface during the dissolution process, S. Nangia and B. J. Garrison, J. Phys. Chem. Soc. 12, 546 (2009).
- Ab-initio study of dissolution of quartz at the kink, and surface sites, S. Nangia and B. J. Garrison, Mol. Phys. (invited), 107, 831-843 (2009).

# Who should be involved?





# Institutional investment



# Limitations



# Why libraries?



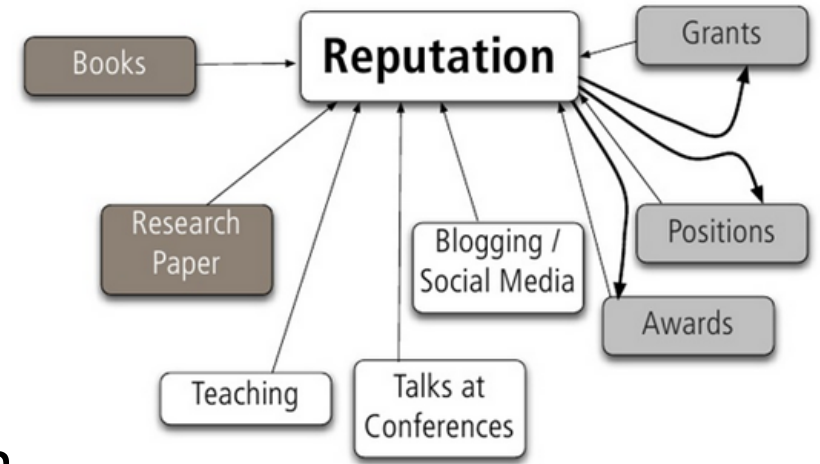
# Vendor Partners

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



ELSEVIER Research Intelligence

## Scopus includes content from more than 5,000 publishers and 105 different countries

65M records from 22K serials, 96K conferences and 134K books

- Updated daily
- More accurate and complete citation data pre-1996
- 40 different languages covered
- 3,487 Active Gold Open Access journals indexed

	JOURNALS	CONFERENCES	BOOKS
Physical Sciences	11,865	22,411 peer-reviewed journals	539 book series
Health Sciences	12,992	322 trade journals	34K Volumes / 1.3M items
Social Sciences	10,158		134,082 stand-alone books >1.1M items
Life Sciences	6,394	Full metadata, abstracts and cited references (ref's post-1995 only)	Focus on Social Sciences and A&H
		Mainly Engineering and Computer Sciences	

Source: May 2016 title list at <https://www.elsevier.com/solutions/scopus/content>

## SYRACUSE UNIVERSITY

### Welcome to Experts@Syracuse

Everything ▾ Explore profiles, expertise and research at Experts@Syracuse 🔍

598	45	1331	21826	56	1
Profiles	Research Units	Grants	Research Output	Press / Media	Prizes

# 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

Institutions collaborating with SUNY Stony Brook

Worldwide

Corporate

7 collaborating Institutions 8 co-authored publications



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

FWCI
7.84
0.57
1.30
2.70
2.95
4.53
6.37

Institution
Genentech Incorporated
Pfizer
Eisai Co. Ltd
Eli Lilly
Hoffmann-La Roche Inc.
New England Research Institutes
Sharp

Title	Authors	Year	Journal	Citations
Phase II randomized study of trastuzumab emtansine versus trastuzumab plus docetaxel in patients with human epidermal growth factor receptor 2-positive metastatic breast cancer	Hurvitz, S.A., Dirix, L., Kocsis, J. and 9 more	2013	Journal of Clinical Oncology	121

[View abstract](#) | [View in Scopus](#)

Provide access to data institutions wouldn't otherwise have



# What should we do tomorrow?



Worldwide **Corporate**

View on chart

Institution	Scholarly Output	Views Count	FWCI
IBM	3	126	5.82
Bristol-Myers Squibb	197	3,108	5.42
Boehringer Ingelheim GmbH	112	1,403	5.04
F. Hoffmann-La Roche AG	184	2,494	4.22
Isis Pharmaceuticals	12	210	4.00
AstraZeneca			3.60
Northrop Grumman			3.46
Merck KGaA			3.45
Hoffmann-La Roche			3.44
			3.39
			3.37

### Activity of IBM

Within: Oncology | Year range: 2010 to 2015

**Summary**

Performance

Scholarly Output	Views Count	Field-Weighted Citation Impact	Citation Count	International Collaboration
3	126	5.82	104	1

**Collaboration**

International Collaboration

Publications co-authored with Institutions in other countries

Improved e

View abstr

IBM: 33.3%

**Academic-Corporate Collaboration**

Publications with both academic and corporate affiliations

View abstract | View in Scopus

Regorafenib (BAY 73-4506): A new oral multit kinase inhibitor of ... Wilhelm, S.M., Dumas, 2011 International Journal of ... 217

### Publications at Bristol-Myers Squibb

Within: Oncology | Year range: 2010 to 2015

▼ Authors

- All authors
- Gottardis, M.M. 13
- Carboni, J.M. 11
- Hoos, A. 11
- Maio, M. 10
- Mukhopadhyay, P. 10

Show more

▼ Institutions

- All institutions
- Bristol-Myers Squibb 197
- University of Texas M. D. Anderson Cancer Center 27
- Memorial Sloan-Kettering Cancer Center 25
- Dana-Farber Cancer Institute 21
- University of South Florida 13

Show more

► Countries

► Journals

► Journal Categories

► Publication years

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.



**UNIVERSITY RESEARCH**

## Network to connect public universities with businesses

### Six institutions in Michigan to participate in new collaboration

By **ADAM RUBENFIRE**  
*Daily Staff Reporter*

Several public universities in Michigan are joining forces with businesses across the state in a new collaborative association.

Six public universities, including the University of Michigan Ann Arbor and Dearborn campuses, have joined together to create the Michigan Corporate Relations Network — an effort that will connect industry leaders with academic talent at state universities. The universities were selected because of the widespread research conducted at the intuitions and the diverse geographic backgrounds of the students and faculty.

In the 2011 fiscal year, the University spent \$1.24 billion on research — an 8.5-percent increase from the previous year.

The network will receive \$1.8 million in funding from the Michigan Economic Development Corporation, and the Michigan Strategic Fund Board, organizations that promote economic growth in Michigan. The goals of the network include creating or further developing business engagement offices at the institutions, establishing an online search function for private businesses to find faculty to aid in corporate research and expanding small businesses' access to university libraries.

Michael Finney, Michigan Strategic Fund chairman and CEO of the MEDC said that the network will help foster turning more campus innovations into success.

"Michigan is one of the top states in the nation for research and development with more than \$16 billion in industrial R&D and close to \$2 billion in university research," said Finney, former Ann Arbor SPARK CEO, in a Nov. 10 University press release. "Companies like Google, Facebook and Dell were born on college campuses and we want to keep helping our leading universities turn the latest developments into jobs."

Daryl Weinert, executive director of the University's Business Engagement Center, said the network allows the University to put a larger focus on relationships between business and academia.

"We benefit in — getting this network of offices that really can take forward more comprehensive and really beneficial relationships between University and then academia around the state," Weinert said. "That's going to be good for the whole state of Michigan, which is certainly good for the University of Michigan."

See **NETWORK**, Page 3

# User groups

Elsevier Research Intelligence  
Pure North American User Group  
November 16, 2015 | Northwestern University | Evanston, IL



Pure | International Conference

**Berlin 2016**

October 10-11

Research Intelligence

LEARNING FROM THE  
**PURE COMMUNITY**

Assists with connecting you with your peers

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

2<sup>ND</sup> ANNUAL

NORTH AMERICAN PURE USER GROUP

**NAPUG CONFERENCE**

**Nov. 6-8, 2016**

Houston Methodist Research Institute | Houston, Texas



# 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.*

[View previous Pure releases](#)

Release notes – webinars – documentation

# Training and engagement

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

Item	Explanation	Planned Completed by Date	Actual Completed by Date	Responsible Party
Initial call to discuss the roadmap	Discuss and tweak the plan	6/10/2016		CC/Customer
SciVal Agreement Signed		6/30/2016		SSM/Customer
Send SciVal documentation to Customer	Quick guide, metrics guidebook, usege guidebook	7/1/2016		CC
July Checkpoint	This will ensure that our roadmap stays on track.	7/7/2016		CC/Customer
End of July Checkpoint	Review engagement plan dates. This will ensure that our roadmap stays on track. Prepare for initial "roll out" training.	7/29/2016		CC/Customer
Initial "roll out" training	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	July		CC/Customer

# 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?**