



The 'economics' of research 'shares': what is the return on our open access investments?

Ina Smith & Naomi Visser
Stellenbosch University
SAOUG 7 June 2012



[Source](#)

“Universities and researchers are coming under increasing pressure to demonstrate the wider impact that their funded research has beyond the end of the research project.”

Manchester Univ. eScholar Blog

Agenda

- ▶ Expected return on investment
- ▶ Bibliometrics vs Altmetrics
- ▶ Metric (impact) indicators
- ▶ Metrics applied at Stellenbosch University
- ▶ Conclusion



Source

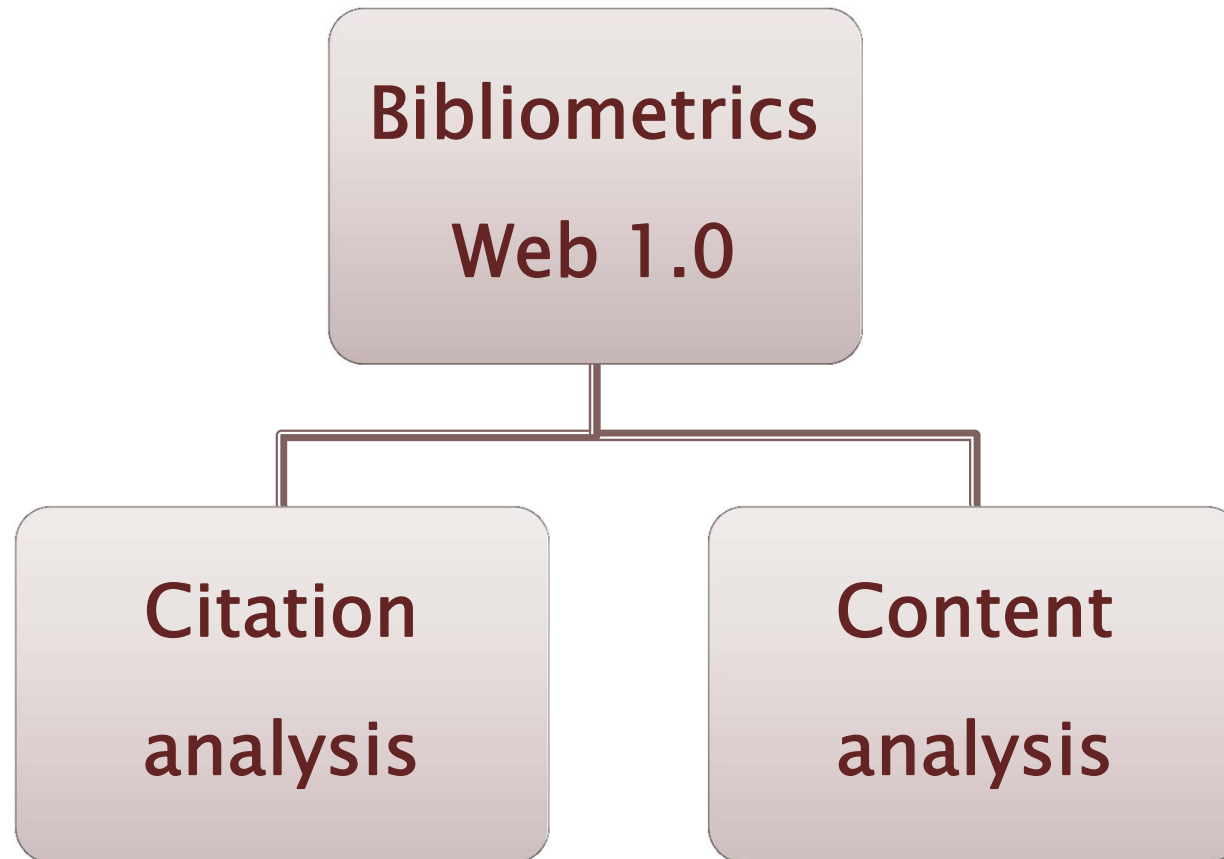
Expected ROI

- Increased views, downloads, citations
- Increased visibility of research output
- Leader in research
- Affordability for Africa
- Immediacy of research
- Long-term preservation



Source

Bibliometrics



Measuring what?

Article Level Metrics

- ▶ Individual article (how often cited)

Author Level Metrics

- ▶ Author (total citations, or average citation count per article)

Journal Level Metrics

- ▶ Journal (average citation count for articles in journal)



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Alternative metrics (Altmetrics)

- ▶ Article usage statistics
- ▶ Citations
- ▶ Social Bookmarks
- ▶ Comments
- ▶ Notes
- ▶ Blog posts



Source

Bibliometrics mined impact on the first scholarly Web. Altmetrics mines impact on the next one.

Jason Priem



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PLoS Altmetrics

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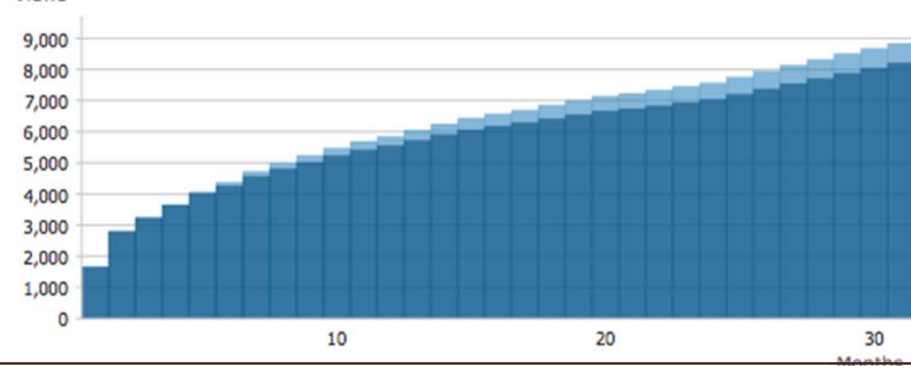
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Sep 8, 2009 (publication date)
through Mar 20, 2012*

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PMC	404	224	n.a.	628
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Cumulative
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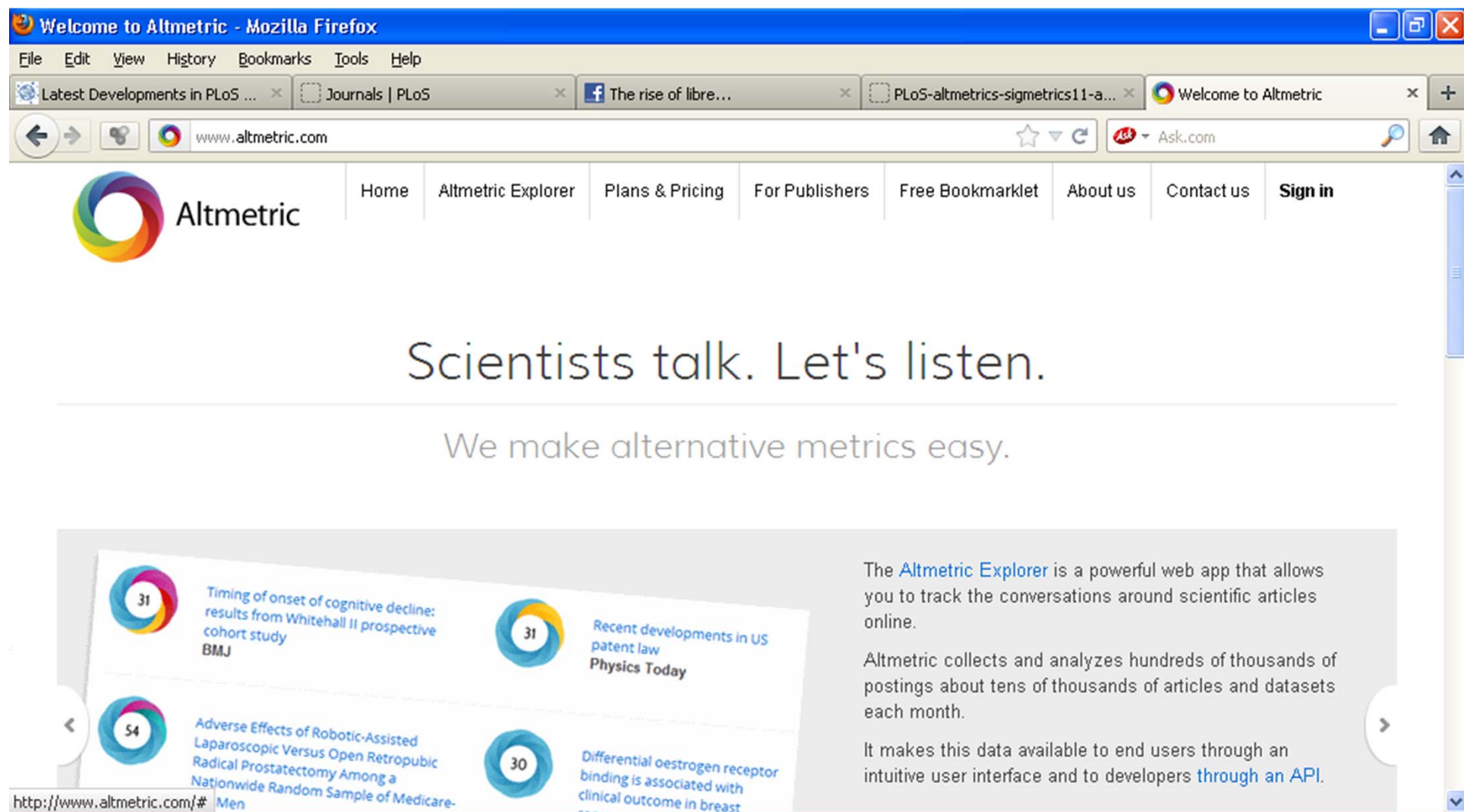
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The main content area has the heading "Scientists talk. Let's listen." followed by the tagline "We make alternative metrics easy." Below this is a carousel of four scientific articles, each represented by a circular icon with a number and a brief description:

- 31** Timing of onset of cognitive decline: results from Whitehall II prospective cohort study *BMJ*
- 31** Recent developments in US patent law *Physics Today*
- 54** Adverse Effects of Robotic-Assisted Laparoscopic Versus Open Retropubic Radical Prostatectomy Among a Nationwide Random Sample of Medicare-Men
- 30** Differential oestrogen receptor binding is associated with clinical outcome in breast

To the right of the carousel, there is a text block explaining the Altmetric Explorer:

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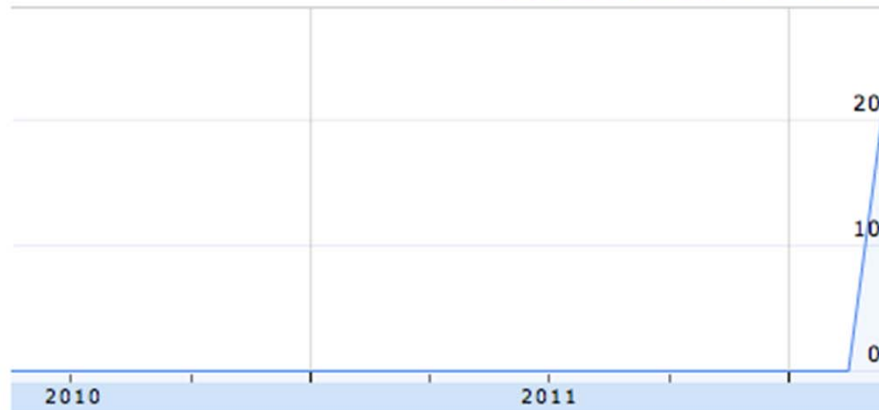
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goo.gl	1
hootsuite.com	1
m.facebook.com	1

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Countries

South Africa	7
Japan	3
Ukraine	3
United Kingdom	2
United States	2
Canada	1
Czech Republic	1
Germany	1
Spain	1
France	1

Browsers

Firefox	9
Chrome	8
Mobile	3
Firebird	1
Instapaper	1
Internet Explorer	1
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Safari	1

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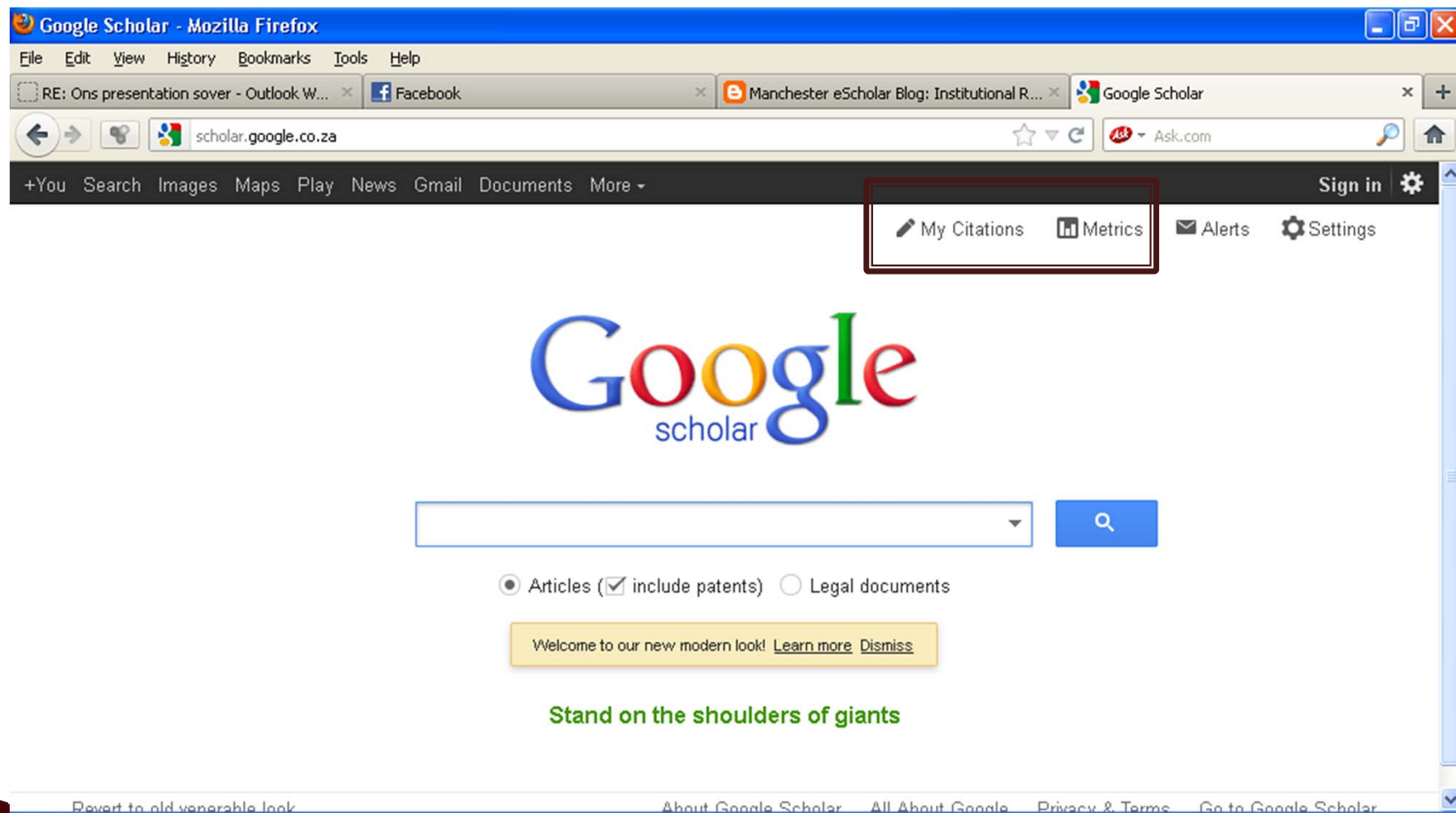
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Chinese	2. New England Journal of Medicine	274	450
Portuguese	3. Science	265	388
German	4. RePEc	259	356
Spanish	5. arXiv	256	367
French	6. The Lancet	205	313
Italian	7. Social Science Research Network	205	290
Japanese	8. Cell	195	279
Dutch	9. Proceedings of the National Academy of Sciences	189	237
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1 - 20 < >

English	Title / Author	Cited by	Year
Chinese	The rise of graphene AK Geim, KS Novoselov Arxiv preprint cond-mat/0702595	5606	2007
Portuguese	Five-Year Wilkinson Microwave Anisotropy Probe (WMAP) Observations: Cosmological Interpretation E Komatsu, J Dunkley, MR Nolte, CL Bennett, B Gold, G Hinshaw, N Jarosik, D ... Arxiv preprint arXiv:0803.0547	3207	2008
German	The electronic properties of graphene AH Neto, F Guinea, NMR Peres, KS Novoselov, AK Geim Arxiv preprint arXiv:0709.1163	3149	2007
Spanish	Seven-Year Wilkinson Microwave Anisotropy Probe (WMAP) Observations: Cosmological Interpretation E Komatsu, KM Smith, J Dunkley, CL Bennett, B Gold, G Hinshaw, N Jarosik, D ... Arxiv preprint arXiv:1001.4538	1916	2010
French	Many-Body Physics with Ultracold Gases I Bloch, J Dalibard, W Zwerger	1768	2007
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Chinese	The electronic properties of graphene AHC Neto, F Guinea, NMR Peres, KS Novoselov, AK Geim	2009
Portuguese	Reviews of Modern Physics 81 (1), 109	
German	Graphene: status and prospects AK Geim	2009
Spanish	science 324 (5934), 1530-1534	
French	Large-scale pattern growth of graphene films for stretchable transparent electrodes KS Kim, Y Zhao, H Jang, SY Lee, JM Kim, KS Kim, JH Ahn, P Kim, JY Choi, BH Hong	2009
Italian	Nature 457 (7230), 706-710	
Japanese	Detection of individual gas molecules adsorbed on graphene F Schedin, AK Geim, SV Morozov, EW Hill, P Blake, MI Katsnelson, KS Novoselov	2007
Dutch	Nature materials 6 (9), 652-655	
Korean	Chemically derived, ultrasmooth graphene nanoribbon semiconductors X Li, X Wang, L Zhang, S Lee, H Dai	2008

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Open Access at Stellenbosch University

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The screenshot shows the SUNScholar Research Repository website. The header features the Stellenbosch University Library logo and the text 'Stellenbosch University LIBRARY AND INFORMATION SERVICE' on the left, and 'SUNScholar Research Repository' on the right. Below the header, there is a 'SUNScholar Home' section with a description of the repository as an open access electronic archive. To the right of this description is a search bar labeled 'Search SUNScholar' with a 'Go' button. Below the search bar are links for 'Advanced Search', 'Browse', and 'All of SUNScholar'. On the left side of the main content area, there is a section titled 'Communities in SUNScholar' with a list of faculties and a 'General Collections' link. The text 'Select a community to browse i' is partially visible above the list.

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Statistics for a specific thesis

Writing black: the South African short story by black writers

Gaylard, Rob

URI: <http://hdl.handle.net/10019.1/1202>

Date: 2008-03

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Total Visits

Writing black: the South African short story by black writers	Views
	91

Total Visits Per Month

	November 2011	December 2011	January 2012	February 2012	March 2012	April 2012	May 2012
Writing black: the South African short story by black writers	0	8	13	15	11	15	29

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Rob Gaylard.pdf	2630
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	Views
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Case study: Doctoral Degrees, Dept of English

The representation of African humanism in the narrative writings of Es'kia Mphahlele Rafapa, Lesibana Jacobus

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The representation of women in the works of three South African novelists of the transition (Ibinga, Stephane Serge)

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Dec 2007	2	March 2008	81	686	1

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Dec 2007	4	March 2007	59	74	1

Writing black: the South African short story by black writers (Gaylard, Rob)

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March 2008	1	Nov 2009	80	2 629	0

An examination of prison, criminality and power in selected contemporary Kenyan and South African narratives (Ndlovu, Isaac)

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Dec 2010	–	Dec 2010	102	221	0

SUNScholar: research articles

Research Articles (Sociology and Social Anthropology)

Recent Submissions

The decline of academic bilingualism in South Africa : a case study

Hill, Lloyd B. (Springer, 2009-10)

Language policies in South African higher education have led to a major restructuring of the higher education system. ...

How wide is the "knowing-doing" gap in invasion biology?

Esler, Karen J. Prozesky, Heidi Sharma, Gyan P. McGeoch, Melodie

Invasion biology is a growing discipline with clear ecological, social and economic implications. A wide range of research effort is thus required to address the invasion problem, and literature on the topic is extensive. However, the extent to which the invasion biology research is addressing the challenges associated with management and mitigation of the impacts of invasions has been questioned. Using bibliometric analysis, we investigated the extent to which the literature on the subject contributes to implementation of knowledge generated, by addressing aspects of management, policy, and/or implementation; the impact of these papers as indicated by the number of citations they attract; and the geopolitical scale of focus of invasion ecology papers, particularly those that attempt to bridge the knowing-doing gap. We then compared these findings with the information needs of conservation practitioners. We first looked globally at popular search engines and then narrowed our focus to South Africa-one of three regions outside USA where researchers producing highly cited papers in invasion ecology are well represented. At this level, we conducted a content analysis of invasion ecology-related papers, of which at least one author was affiliated to a South African institution. The knowledge base in the field of invasion biology is comprised largely of research oriented towards "knowing", while research aimed at strategically applying or implementing that knowledge is poorly represented in the scientific literature, and the scale of its emphasis is not local. Conservation practitioners clearly indicate a need for basic knowledge. However, invasion science must develop channels for effective engagement to ensure that the research is contextualised, and will deal with the complex ecological, social and economic challenges posed by invasions. © 2010 Springer Science+Business Media B.V.

Language and status on the limits of language

Hill, Lloyd (SPIL, 2010)

'Language status' is a concept that has been used in the early days of the negotiated transition in South Africa to describe the status of a language in a developing eleven ...

The South African National Crime Prevention Strategy (NCPS) as well as the context of ...

Van Aswegen, W. F. (Stellenbosch : University of Stellenbosch, 2010)

The article provides an overview of the National Crime Prevention Strategy (NCPS) as well as the context of ...

A case study of landholder attitudes towards critically endangered vegetation in the Overberg

Winter, Susan J. Prozesky, Heidi Esler, Karen J. (Springer, 2010)

The attitudes and behaviours of private landholders towards critically endangered habitat, Overberg Region, ...

How wide is the "knowing-doing" gap in invasion biology?

Esler, Karen J. Prozesky, Heidi Sharma, Gyan P. McGeoch, Melodie

URI: <http://hdl.handle.net/10019.1/11920>

Date: 2010

Abstract:

Invasion biology is a growing discipline with clear ecological, social and economic implications. A wide range of research effort is thus required to address the invasion problem, and literature on the topic is extensive. However, the extent to which the invasion biology research is addressing the challenges associated with management and mitigation of the impacts of invasions has been questioned. Using bibliometric analysis, we investigated the extent to which the literature on the subject contributes to implementation of knowledge generated, by addressing aspects of management, policy, and/or implementation; the impact of these papers as indicated by the number of citations they attract; and the geopolitical scale of focus of invasion ecology papers, particularly those that attempt to bridge the knowing-doing gap. We then compared these findings with the information needs of conservation practitioners. We first looked globally at popular search engines and then narrowed our focus to South Africa-one of three regions outside USA where researchers producing highly cited papers in invasion ecology are well represented. At this level, we conducted a content analysis of invasion ecology-related papers, of which at least one author was affiliated to a South African institution. The knowledge base in the field of invasion biology is comprised largely of research oriented towards "knowing", while research aimed at strategically applying or implementing that knowledge is poorly represented in the scientific literature, and the scale of its emphasis is not local. Conservation practitioners clearly indicate a need for basic knowledge. However, invasion science must develop channels for effective engagement to ensure that the research is contextualised, and will deal with the complex ecological, social and economic challenges posed by invasions. © 2010 Springer Science+Business Media B.V.

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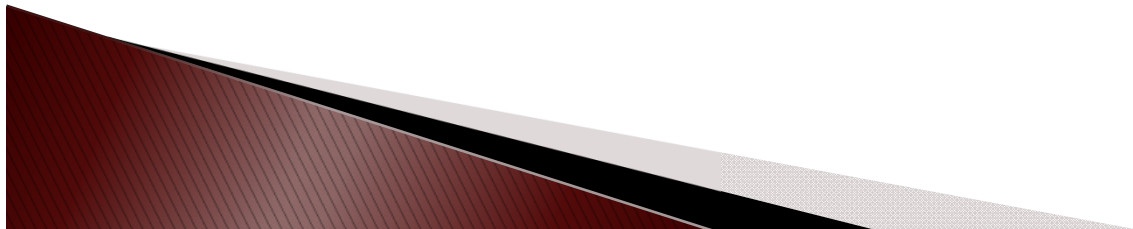
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In the online era,
researchers' own "mandate"
will no longer just be
"publish-or-perish"
but
"self-archive to flourish."

(Gargouri et al., 2010)

Thank you!



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