



HOUSES OF PARLIAMENT
PARLIAMENTARY OFFICE OF SCIENCE & TECHNOLOGY

Publishing for Impact

Jane Tinkler

@janetinkler

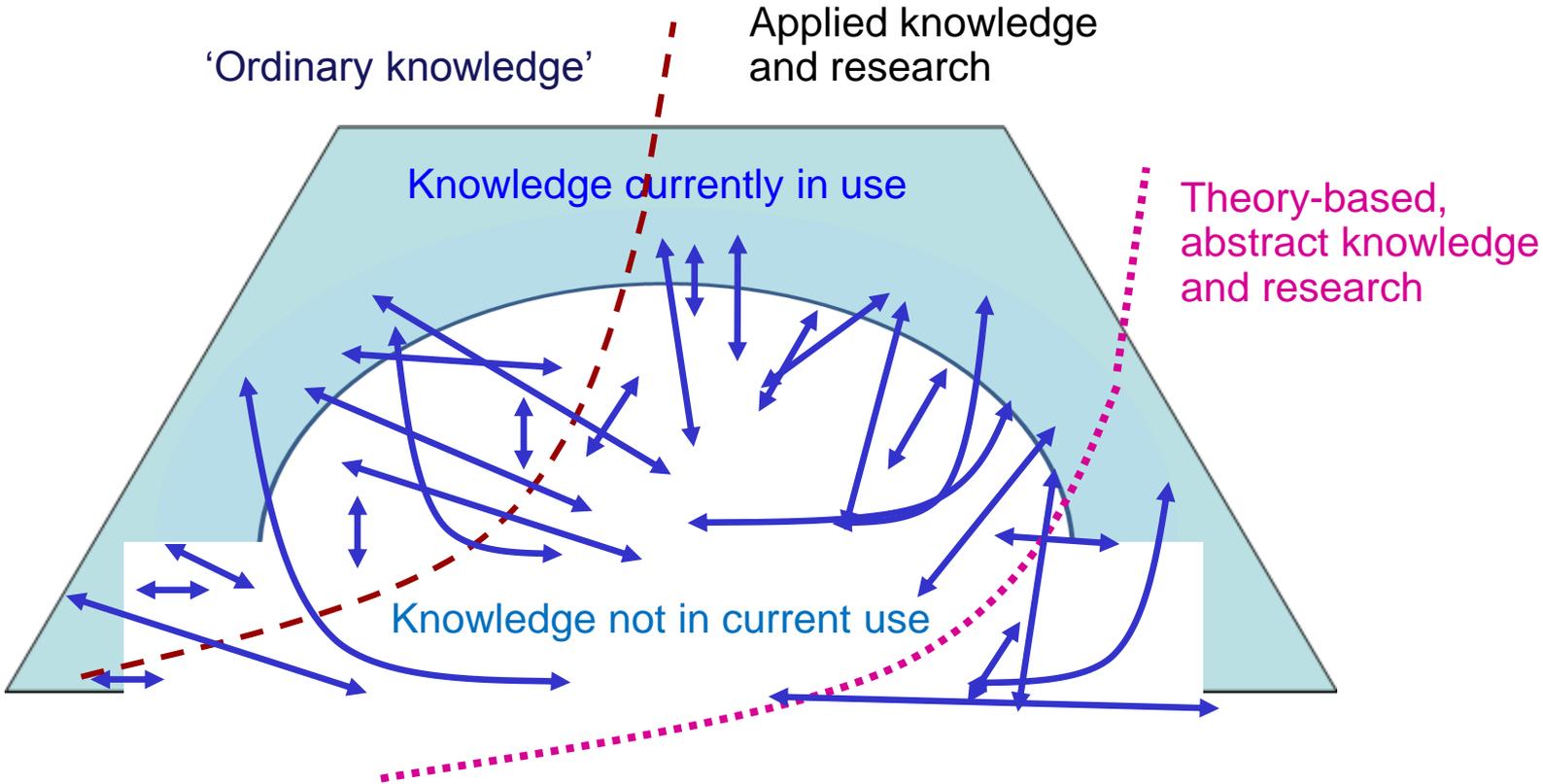
STM Publishing Impact

19 November 2015

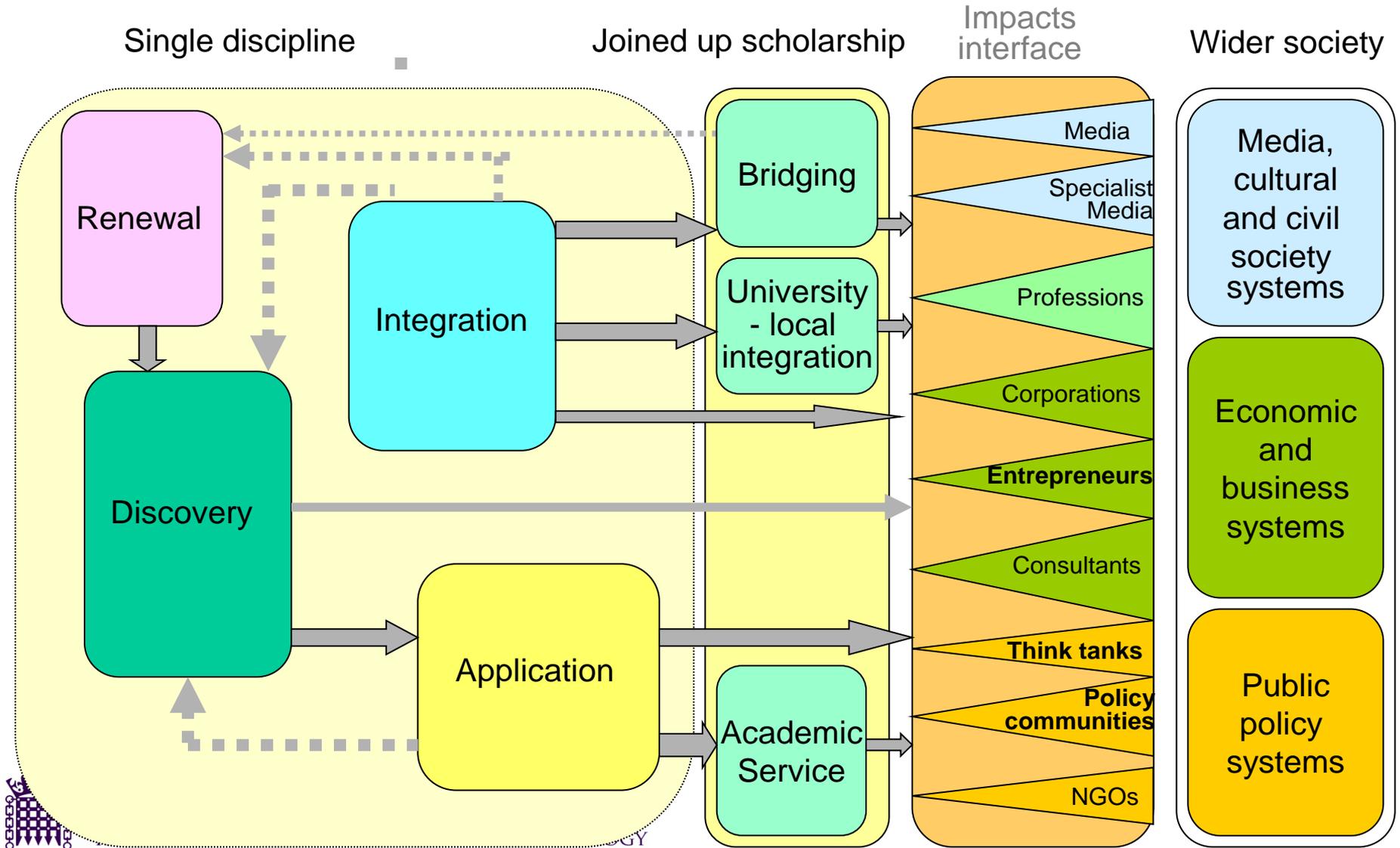
How does impact happen?



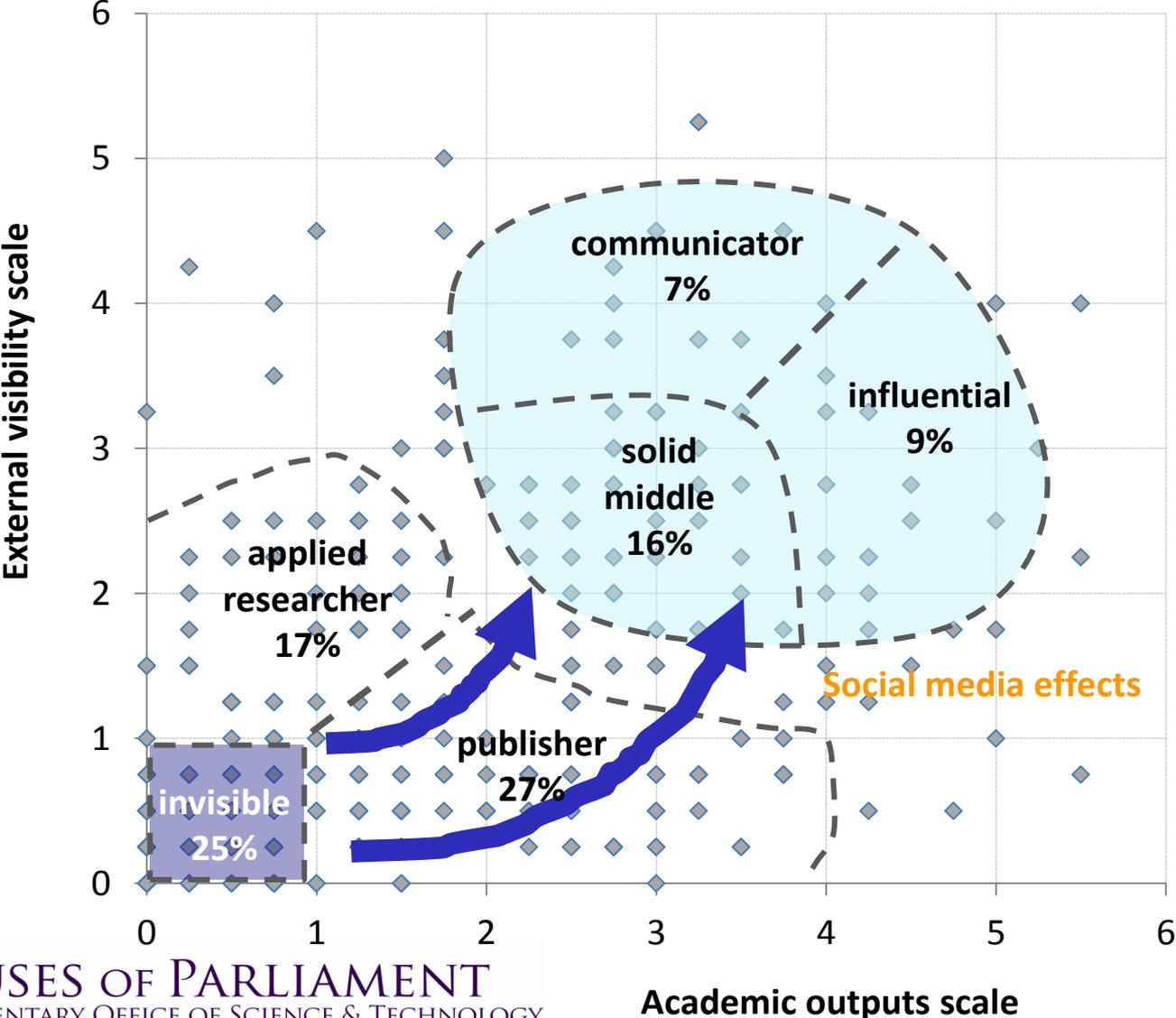
Dynamic Knowledge Inventory: a model of impact for the humanities and the social sciences



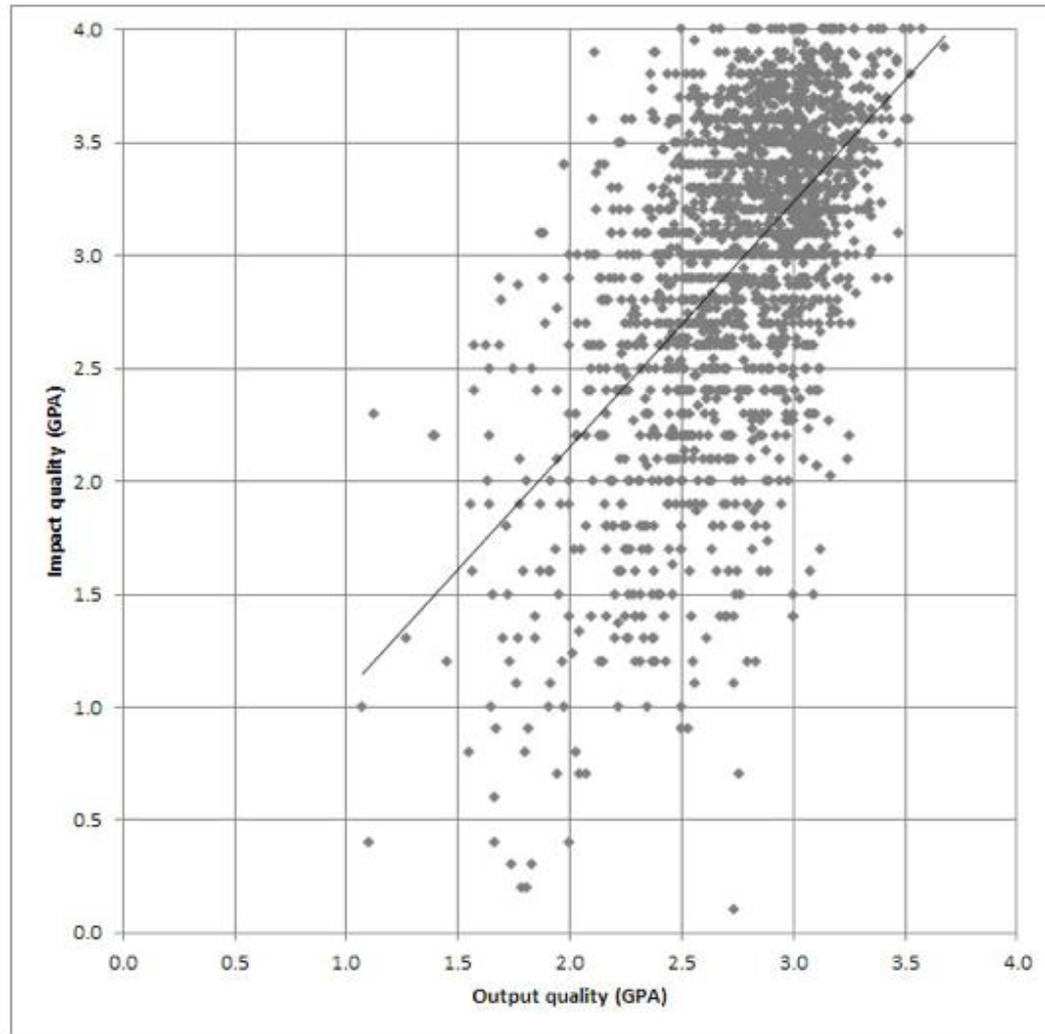
The flow of knowledge from academia to wider society



Can academics both publish and have impact?



And results from the UK Research Excellence Framework in 2014 agree



What can focusing on impact
show us?



A. What and how we are researching



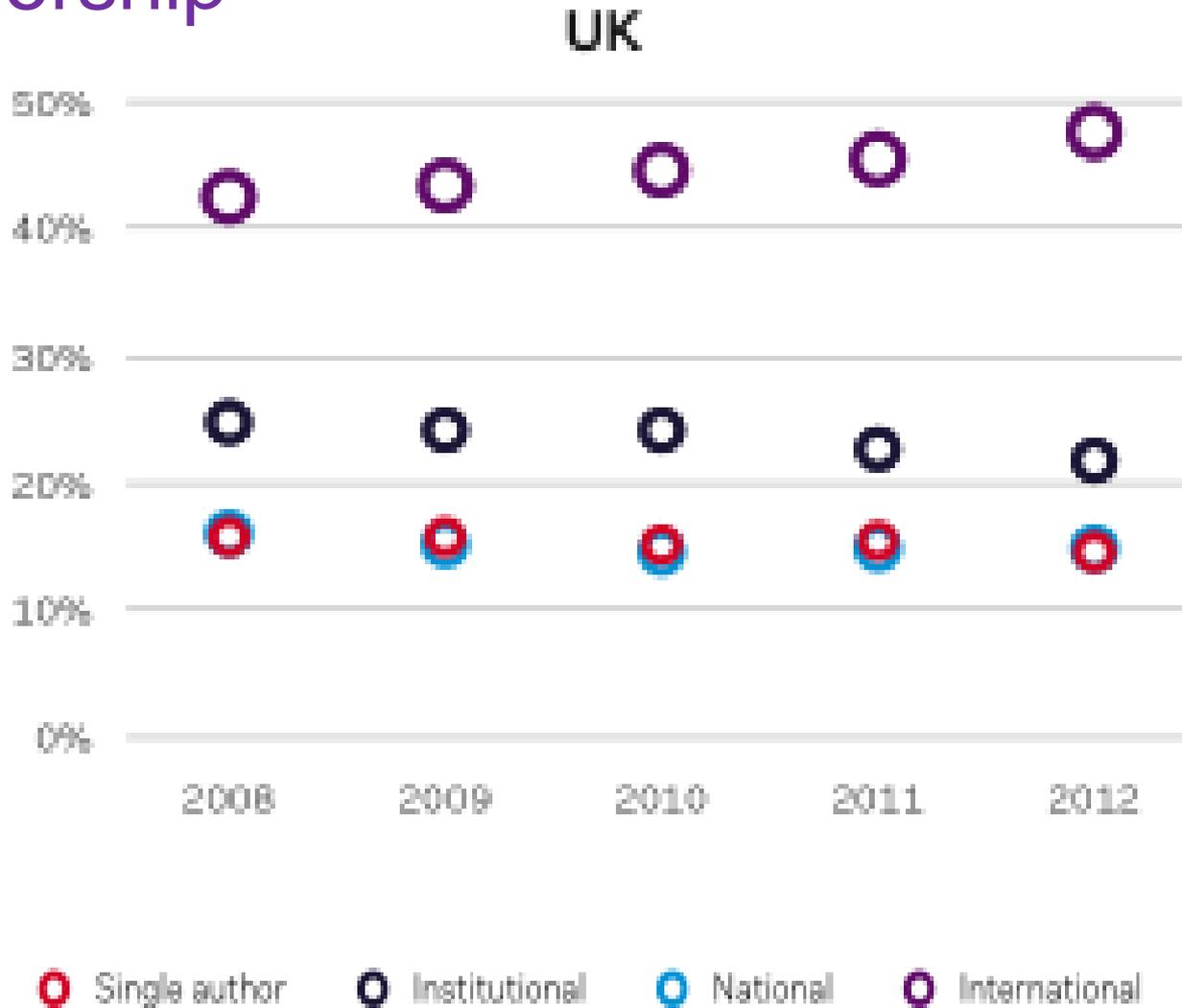
Impactful research tends to be multidisciplinary and multi-authored



Over 80 per cent of the REF impact case studies included underpinning research that was multidisciplinary.

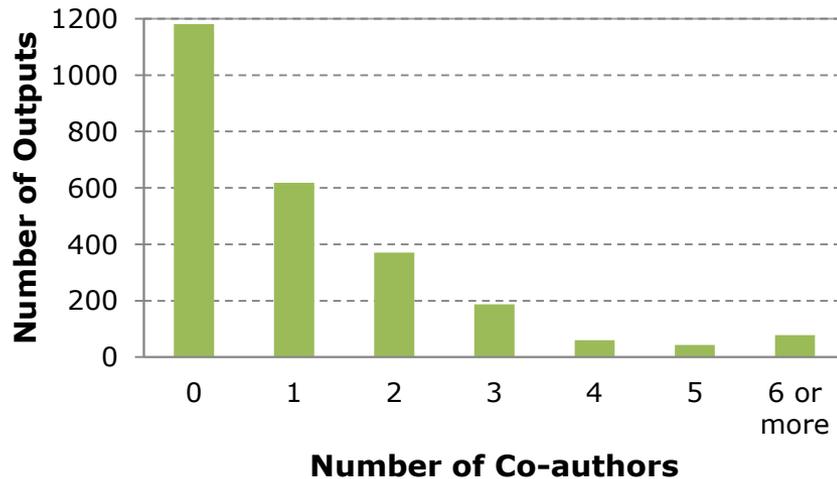


And we are seeing increasing international co-authorship



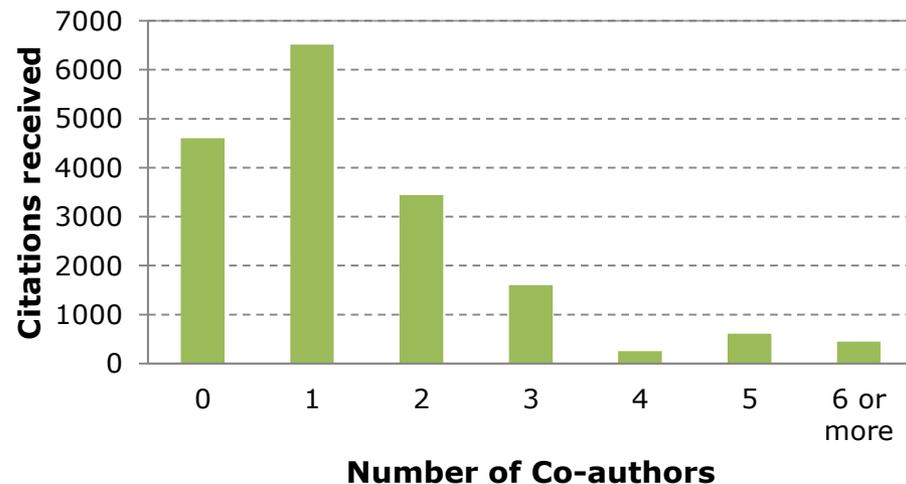
Collaborative research also tends to get more citations

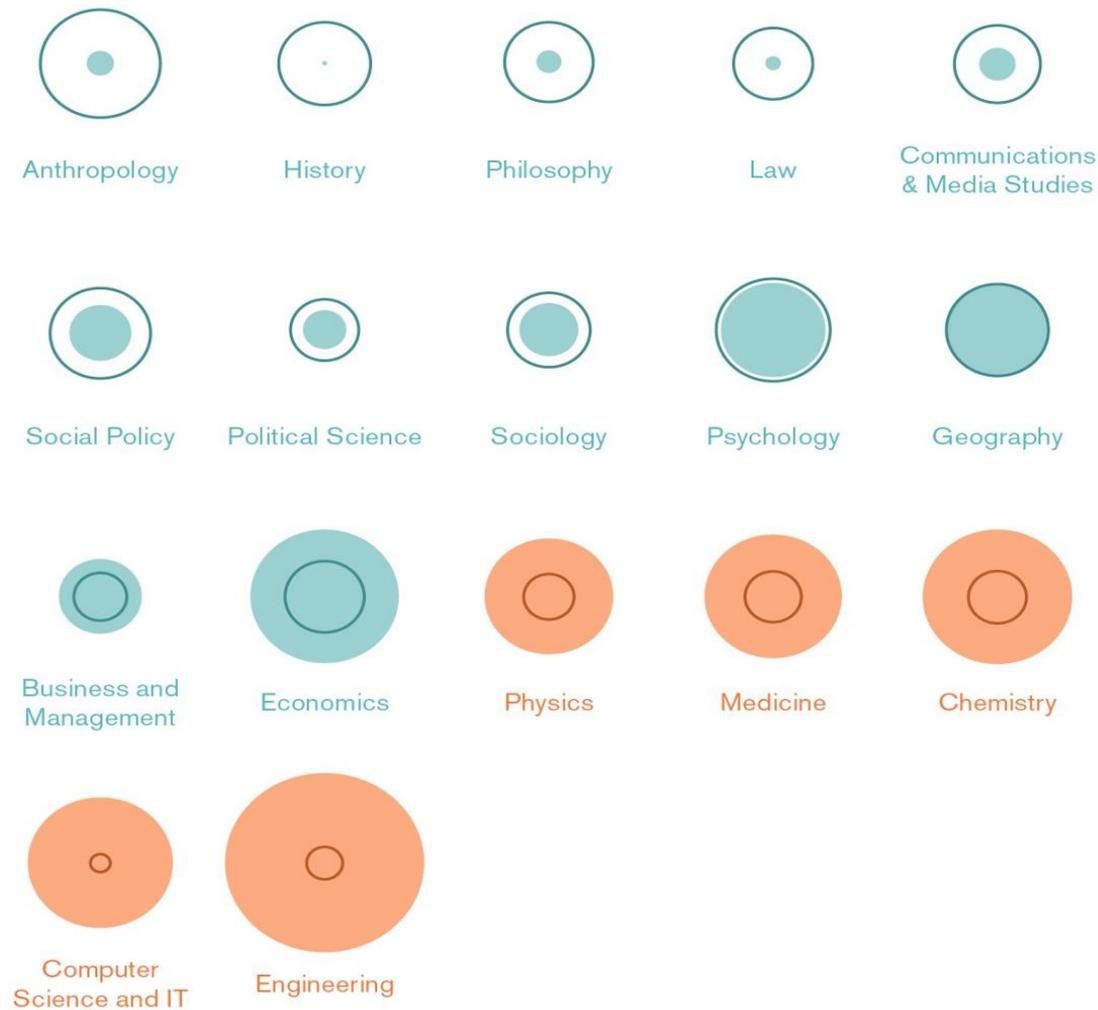
Co-authorship and Number of Outputs



Most outputs in our dataset were single authored, but more cites went to outputs that had at least one other author

Co-authorship and Citations





Comparing academic and external citations shows interesting differences between disciplines



Average number of external mentions per academic



Average number of citations per article



For example, the wider one circle is over the other, the greater the orientation towards academic mention or external citation the

STEM

Social Science

B. How our work is communicated



The increase in open access publishing in the UK

Laakso and Björk *BMC Medicine* 2012, 10:124
<http://www.biomedcentral.com/1745-7015/10/124>

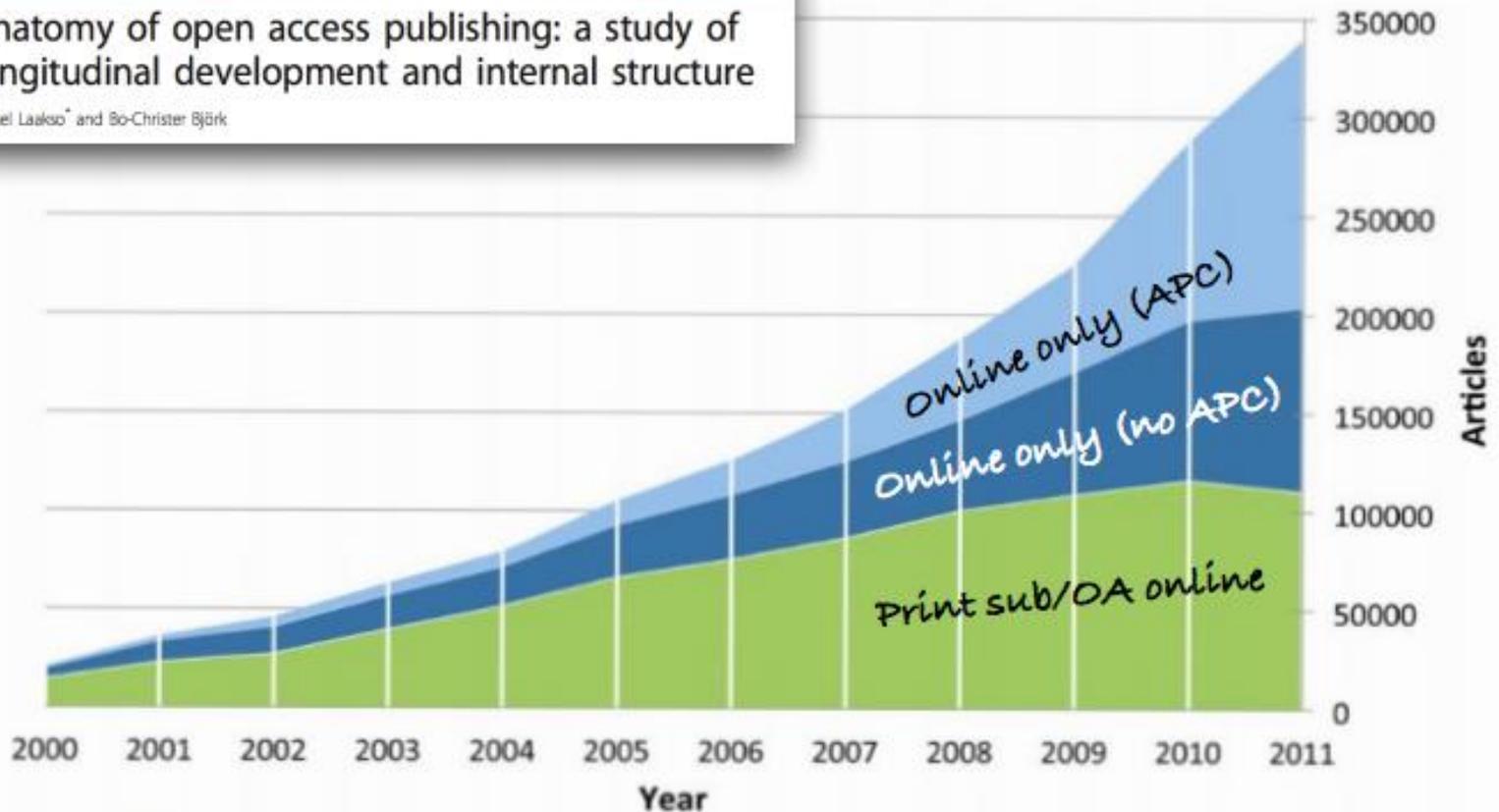
BMC Medicine

RESEARCH ARTICLE Open Access

Anatomy of open access publishing: a study of longitudinal development and internal structure

Mikael Laakso* and Bo-Christer Björk

UK: 35% Green OA
UK: 5% Gold OA
World: 17% Gold OA





Jane Tinkler

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Title Add More 1-20 Cited by Year

- New public management is dead—long live digital-era governance
Digital era governance: IT corporations, the state, and e-government
The impact of the social sciences: how academics and their research make a difference
Policy Learning and Public Sector Information Technology



Jane Tinkler 4.09

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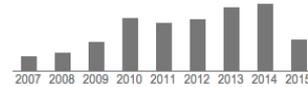
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Citation indices table with columns All and Since 2010, rows Citations, h-index, i10-index



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UPLOAD EDIT

PAPERS



The impact of the social sciences: how academics and their research make a difference

More Edit

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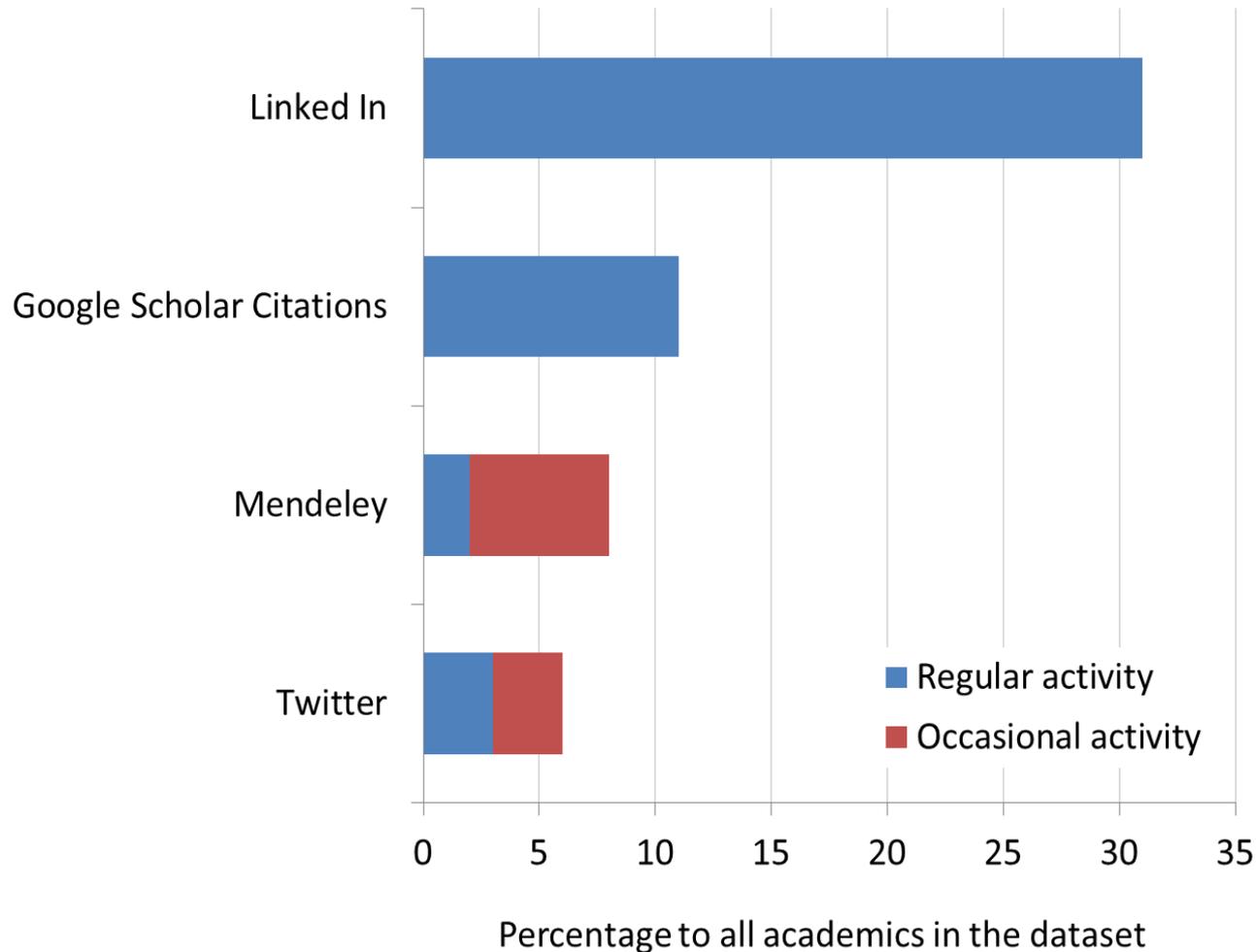
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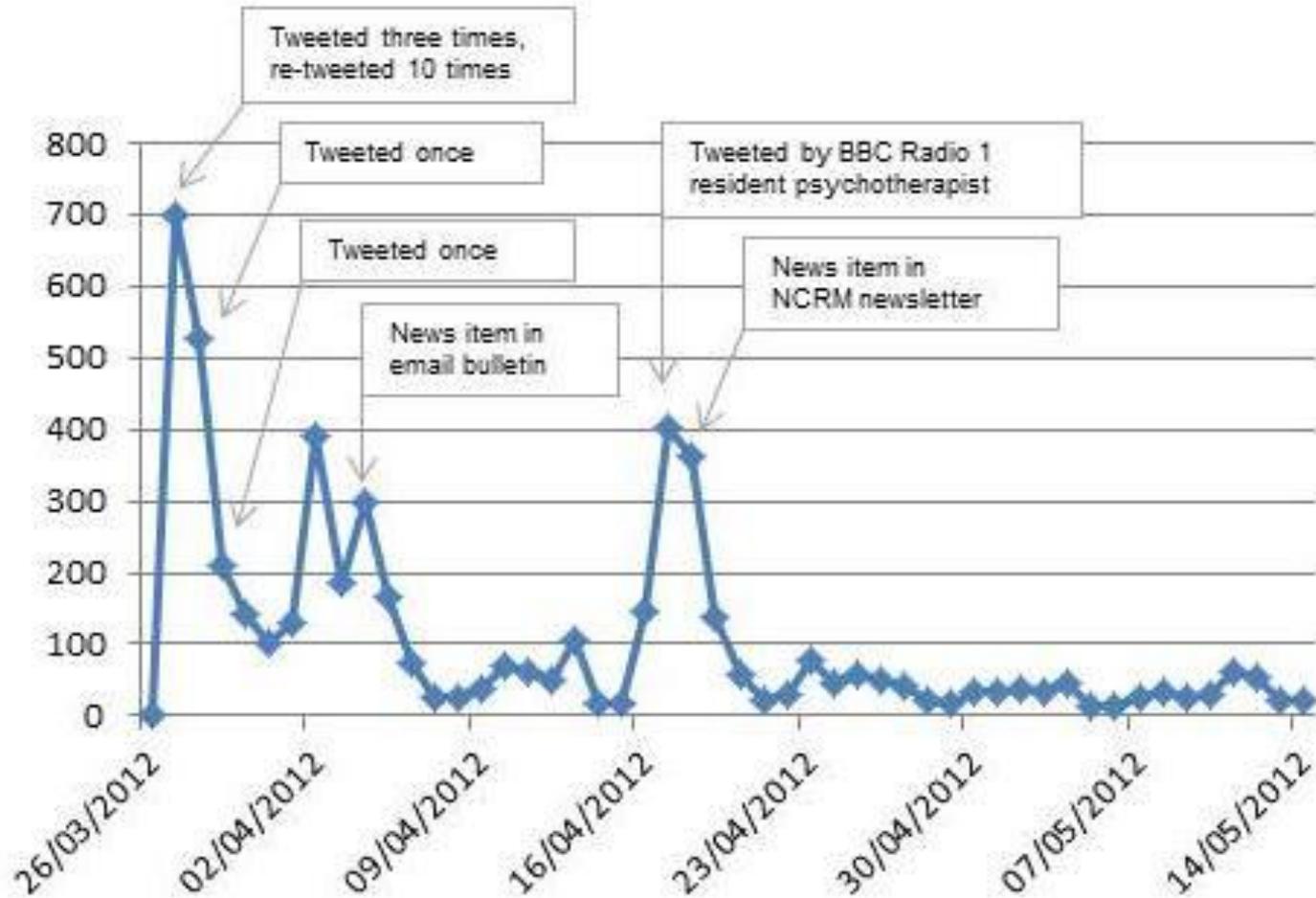
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Digital scholars

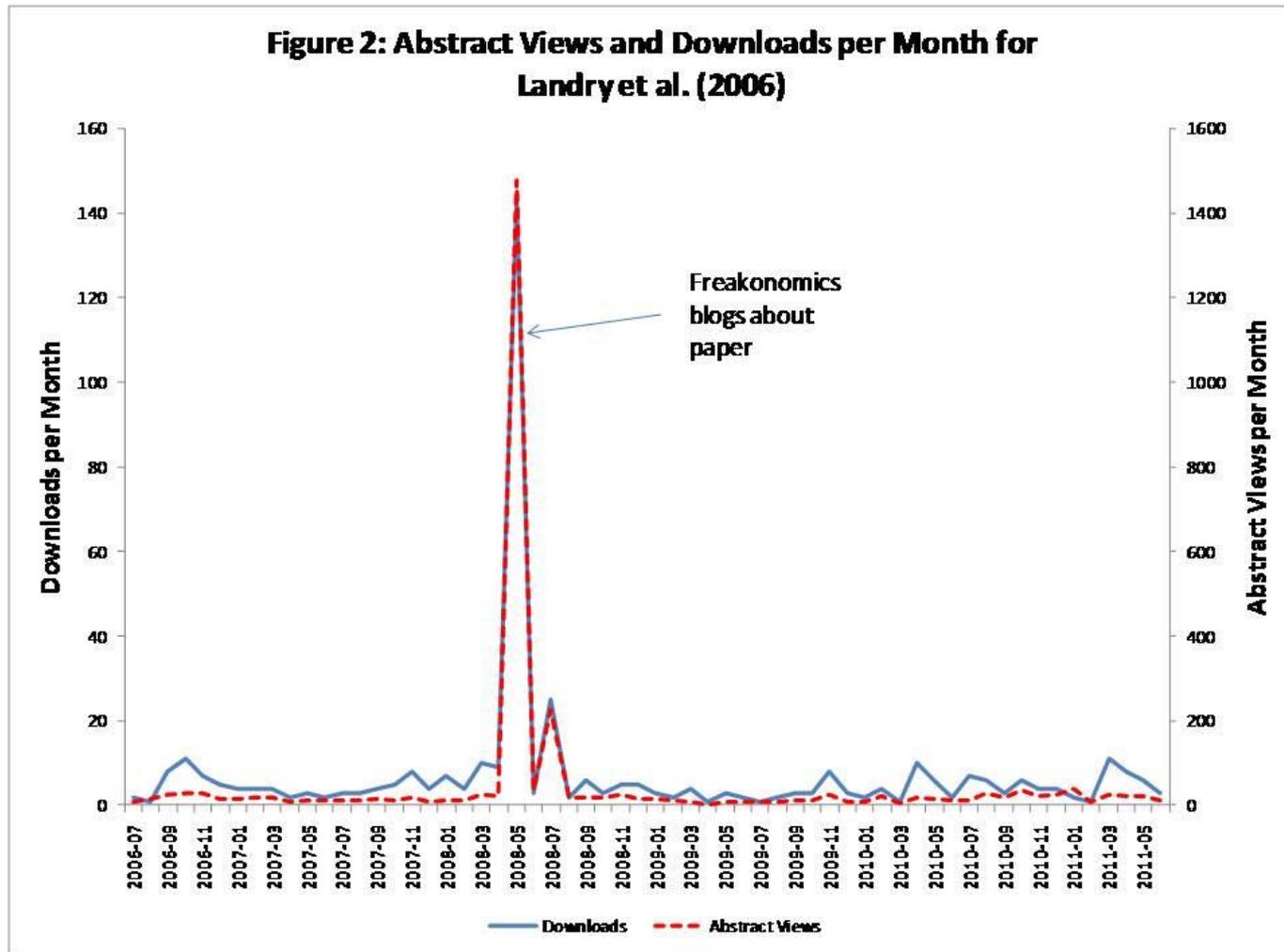
Academics are making use of digital tools to share their research



Twitter is increasingly more useful for dissemination than other channels



The academic blogosphere is now a key way to communicate your work



Social media could change how we do research

From Tweet to Blog Post to Peer-Reviewed Article: How to be a Scholar Now

Tweet 941 Share / Save



*Digital media is changing how scholars interact, collaborate, write and publish. Here, **Jessie Daniels** describes how to be a scholar now, when peer-reviewed articles can begin as Tweets and blog posts. In this new environment, scholars are able to create knowledge in ways that are more open, more fluid, and more easily read by wider audiences.*

Digital media is changing how I do my work as a scholar. How I work today bears little resemblance to the way I was trained as a scholar, but has everything to do with being fluid with both scholarship and digital technologies. To illustrate what I mean by this, I describe the process behind a recent article of mine that started with a Tweet at an academic conference, then became a blog post, then a series of blog posts, and was eventually an article in a peer-reviewed journal.

My article, [Race and racism in Internet Studies: A review and critique](#) (*New Media & Society* 15 (5): 695-719), was just published in the August, special issue of *New Media & Society* on The Rise of Internet Studies, edited by Charles Ess and William Dutton. The germ of an idea for the paper began at the [American Sociology Association Annual Meeting](#) in 2010. I attended sessions about online discourse and, given my interest in racism in online discourse, I kept expecting some one to bring up this issue.

I was disappointed by the lack of attention to racism, or race more generally, in the sessions I attended, and Tweeted that observation, using the hashtag of the conference (#asa2010). When I consulted the program for the conference I was truly perplexed to find that **the only session** on race and digital media was the one I'd help organize. In a lot of ways, a Tweet is just a "soundbite" in 140-characters of



Still waiting for someone to mention race/racism in online discourse. So far, not so much. #asa2010



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Tweets

emily dawson 18m
@emilyadawson
Massive new grant scheme from @wellcometrust @ESRC @NSF: bit.ly/1etoQ0g £9

Perhaps though we are replicating offline habits of talking amongst ourselves

Dec 12 2013

Academic blogging is part of a complex online academic attention economy, leading to unprecedented readership.

Blog Admin

Tweet

66



loudest voices?

Given the far-reaching attention of their paper on the nature of academic blogging, [Inger Mewburn](#) and [Pat Thomson](#) find blogging is now part of a complex online 'attention economy' where social media can help your work travel further. But in this new world awash with academic papers, the signal to noise ratio is low. Will the highest quality papers be read most? Or will it be only those backed by the

- Mewburn and Thomson: small-scale study of 100 blogs
- Rather than a site for translation, more evidence of conversations happening between academics – and much of it about academia itself.
- Discourse, is similar in purpose, if not necessarily in form or content, to the academic discourse happening in journals

Nov 1 2013

The academic career path has been thoroughly destabilised by the precarious practices of the neoliberal university.

Blog Admin

Tweet

288

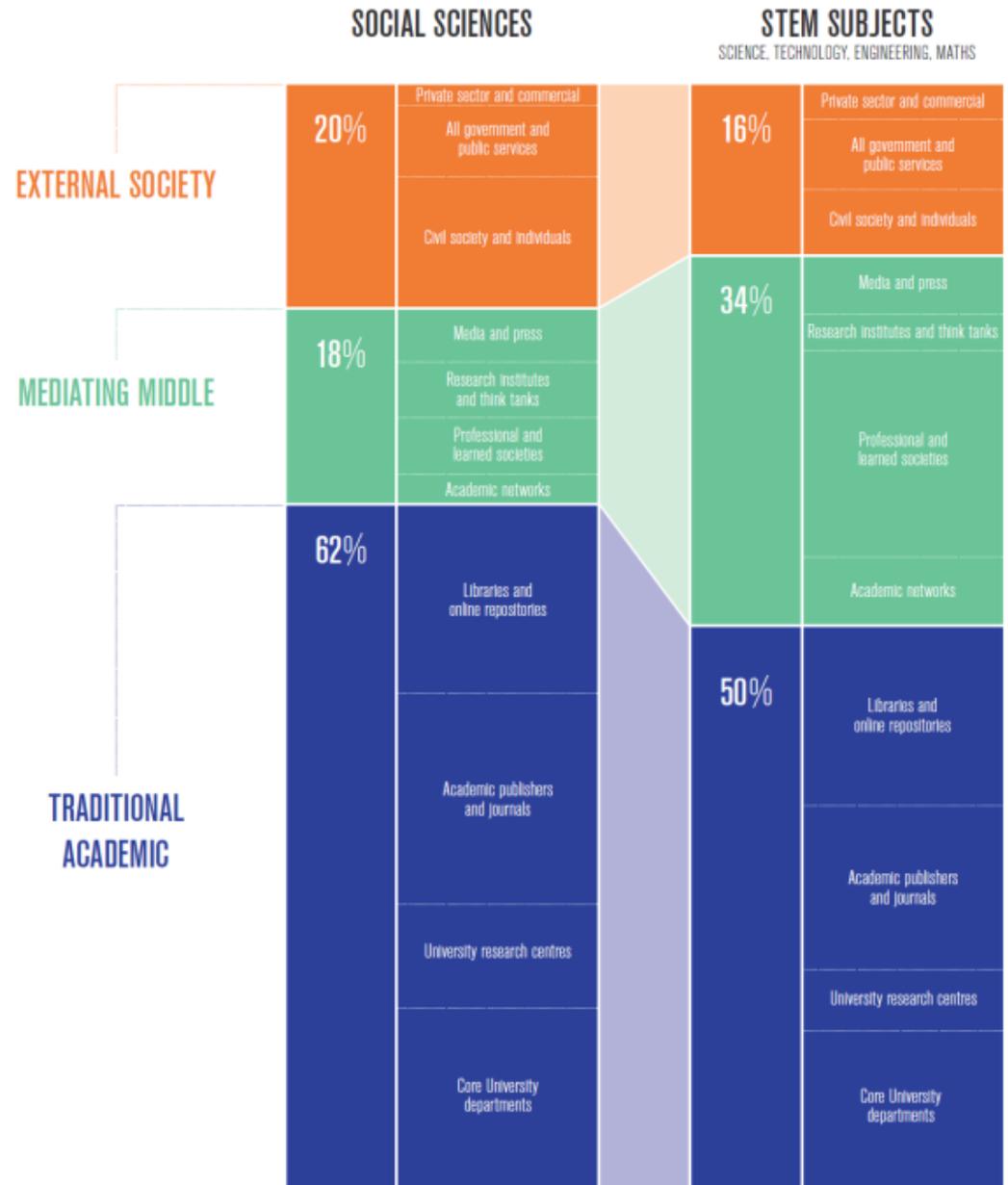


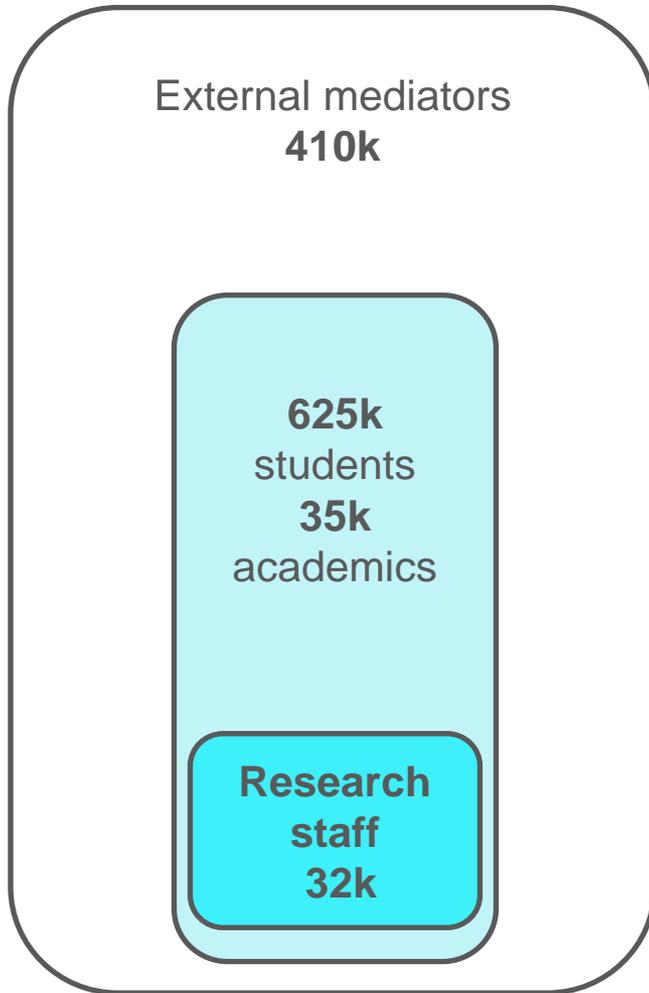
It is an increasingly difficult time to begin an academic career. The pressures of the REF, casualization and adjunctification of teaching and the disappearance of research funding are enormous obstacles academics face. [Sydney Calkin](#) looks at how academics have in many ways become model neoliberal subjects. How might we effectively challenge the growing acceptance of the unpaid, underpaid, zero hours work within universities?

C. How our work is translated

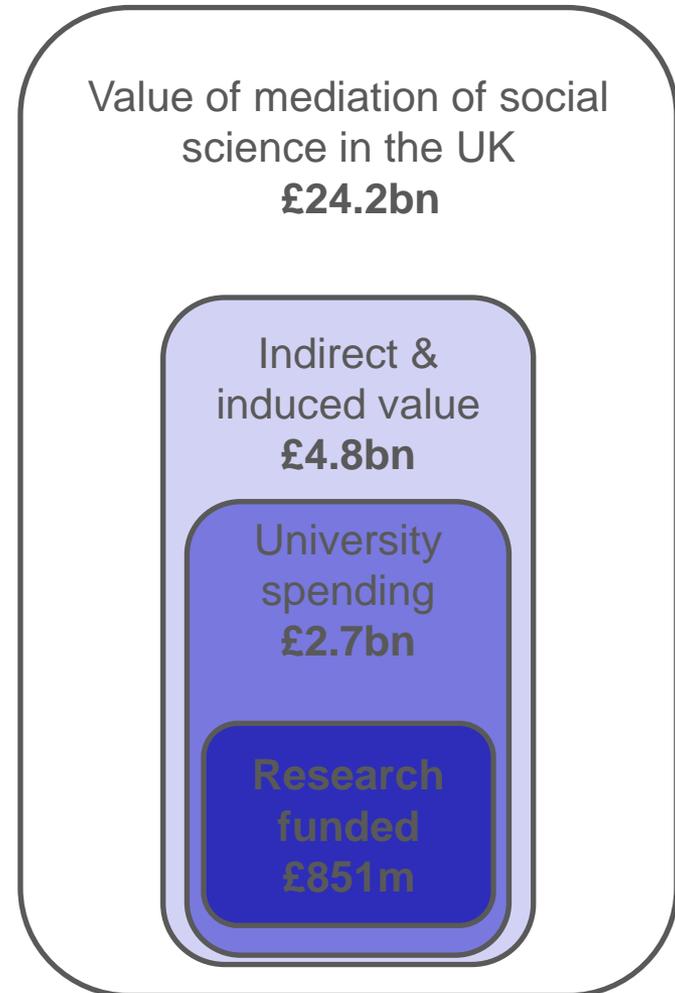


A key problem for the social sciences is the relative lack of 'mediating middle' that builds long-term links and identifies impacts





People value



Economic value



D. How we are going to 'measure' impact



The key concern about metrics

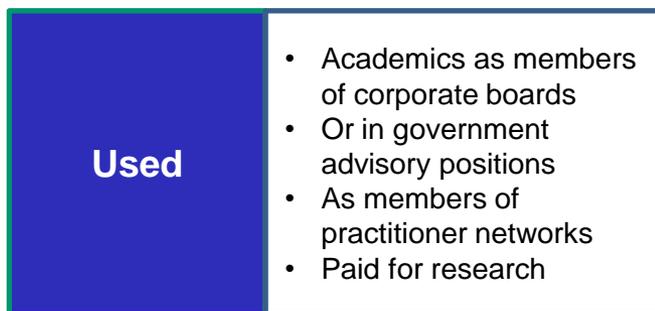
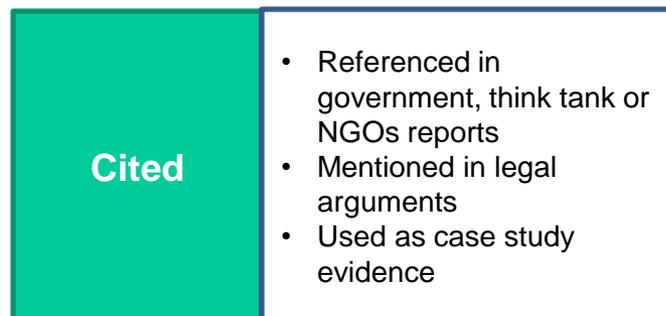
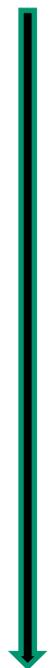
One of the most common concerns that colleagues discussed with us is that impact metrics focus on **what is measurable at the expense of what is important**. But, as the report highlights in relation to excellence, it's more than this. When you design a metric for impact you are explicitly constructing a definition of what impact is and when you go on to use that metric, **you are locking in that definition** (blog post on The Metric Tide, 2015).



A 'basket' of metrics could include . . .



Dissemination



Impact



From REF2014 we can see there is no agreement on what impact metrics to use



The quantitative evidence supporting claims for impact was diverse and inconsistent, suggesting that the **development of robust impact metrics is unlikely** ... impact indicators are not sufficiently developed and tested to be used to make funding decisions.

And metric tools are developing quickly

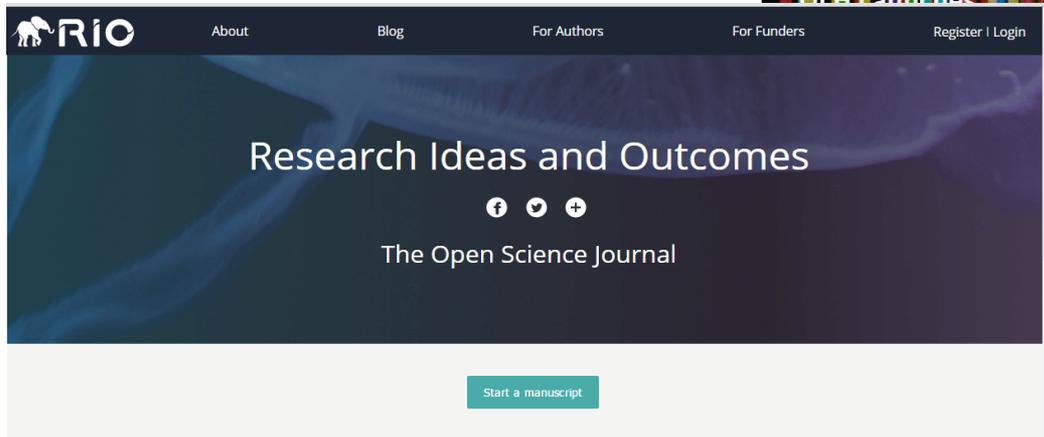
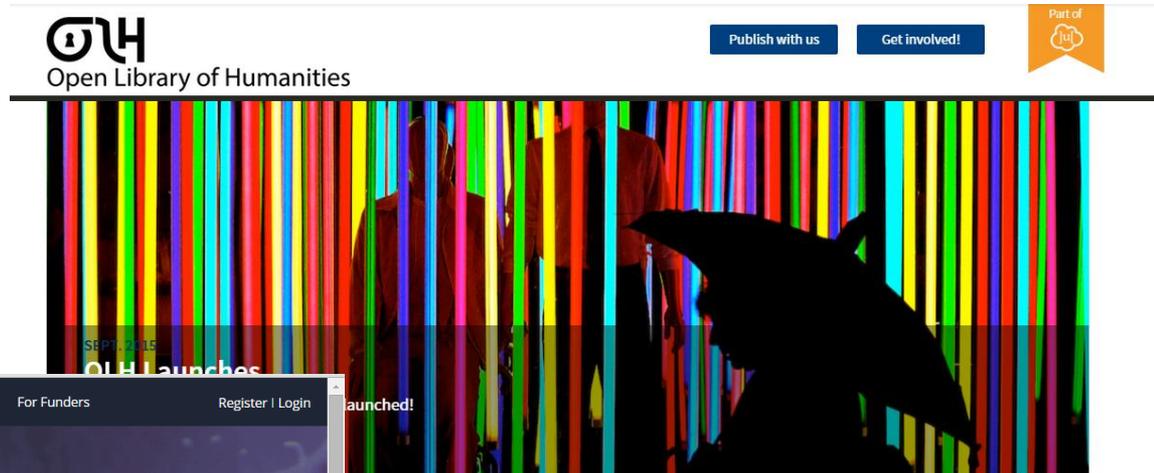


The Colours of the Donut

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|--|--|
|  Policy documents |  Google+ |
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|  Blogs |  Reddit |
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|  Post-publication peer-reviews |  Q&A (stack overflow) |
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|  Wikipedia | |



What innovations in publishing for impact will be seen?



The **Research Ideas and Outcomes (RIO)** journal publishes all outputs of the **research cycle**, including: project proposals, data, methods, workflows, software, project reports and research articles together on a single collaborative platform, with the most transparent, open and public peer-review process. Our scope encompasses all areas of academic research, including science, technology, humanities and the social sciences.

