SocialCite

Because not all citations are created equal
Quality vs. Quantity

- More citations across the literature
  - 2.6% inflation rate
- More references per paper
  - From 8.4 in 1970 to 34.63 in 2005, and growing
- Less monitoring of the quality of citations
  - Quality is multidimensional
- No network tool across citations
- Impact factor remains a blunt instrument in the networked era
Untapped Potential

- Citations point to evidence, bolster arguments
- Citation lists represent a firm intellectual footprint left by the researchers
- Citations can influence reader behavior
  - Rhetorical power can be significant
- Citations are now linkable in the network age
- ORCID, CrossRef, and other tools make it possible to reconcile citations to authors, journals, and papers
Quality Barely Assessed

- Does the citation exist?
  - Does the context of the citation match the conclusions of the cited work?
  - Is the cited work itself of high quality?
  - Is the citation itself an act of criticism of the cited work?
  - Does the cited work actually provide evidence itself? Or is it just a middleman, and therefore needs to be viewed differently?
Citations = Workflow

- Scientists evaluate references all the time
  - No current avenue for expression
- Lack of vocabulary and tool
- Networked tool provides key advantages
  - Scope, customization, engagement
Two Clicks = Lots of Data

**Citing Journal:** *Journal of Proximal Research*


**SocialCite:**

<table>
<thead>
<tr>
<th>Appropriate Citation?</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong Evidence?</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

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**Citing Journal**

**Authors**

**Appropriate Citation**

**Cited Journal**

**Authors**

**High-Quality Material**
Critiques Cited Work
Cites Evidence
Cites Assertions
Cites Methods
Cites Authority

How citation distortions create unfounded authority: analysis of a citation network

Steven A Greenberg, associate professor of neurology

ABSTRACT

Objective To understand belief in a specific scientific claim by studying the pattern of citations among papers stating it.

Design A complete citation network was constructed from all PubMed indexed English literature papers addressing the belief that β amyloid, a protein accumulated in the brain in Alzheimer’s disease, is produced by and injures skeletal muscle of patients with inclusion body myositis. Social network theory and graph theory were used to analyse this network.

Main outcome measures Citation bias, amplification, and...

The belief system studied is that a protein, β amyloid, known for its role in injuring brain in Alzheimer’s disease, is also produced by and injures skeletal muscle fibres in the muscle disease sporadic inclusion body myositis. This belief system was chosen for analysis because of its importance to the care of patients with inclusion body myositis, as this view seems to be accepted by many as likely or established fact (at least 200 different journal articles have stated such), with β amyloid production often reported to be a central element in the pathogenesis of the disease (see web extra note 1), and directs research and treatment trials in the speciality. The approach taken here was simply to col...
Inferring Journal Practices

• Does the journal cite higher-quality information than average?
• Are the citations more appropriate than average?
• Does the journal contain more critical citations than average?
• Does the journal contain more citations to review articles than average?
• Does the journal contain more citations to methods than average?
Inferring Author Practices

- Does the author typically cite high-quality information?
- Does the author cite appropriately?
- Does the author produce more critical citations than average?
- Are the author’s articles themselves viewed as high-quality citable sources?
- Are the author’s articles themselves cited appropriately more often than average?
Available SERVICES

Strong publishers will benefit from the validation of SocialCite’s tools, while others will have clear indications about how to improve their editorial operations in order to reach new heights. Best of all, your readers get new tools at no cost.

Publishers of all kinds know that reputation is the coin of the realm. Using SocialCite shows that you care about quality, while also providing your readers and users with the chance to use their expertise and leverage SocialCite at no cost. Editors can also benefit from SocialCite’s unique approach, catching potential problems before they get out the door. Enhance your reputation, give new value to your readers, and provide new ways to monitor quality to your editors. Join SocialCite today.

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SocialCite’s unique data unites the ratings of your articles from across journals, and shows you how readers in various disciplines and across titles rated the evidence provided by your published research. SocialCite also helps you identify articles that may be misusing your findings, distorting their conclusions, or misrepresenting their power.

If you are registered with ORCID, simply enter your ORCID number to gain access to our updated online reports. Annual, certified reports are also available for purchase.
1. Add the following lines just before the closing body tag on your page.

```html
<script type="text/javascript" src="http://social-cite.org/socialcite.js"></script>
<script type="text/javascript">socialcite_partner_id='5251ee4e-98f3-4012-b309-2532952fb9e3';</script>
```

2. Add the class name `socialcite-doi` followed by the doi of the referenced article to any element containing links to a citation provider.

```html
<p class="socialcite-doi-10.1099/1234.1234">
</p>
```

3. Example:

patients in the intensive care unit (ICU). Hospitals commonly screen patients in the ICU for nasal carriage of MRSA and use contact precautions with carriers. 2-6 Nine states mandate such screening. 7

Decolonization has been used to reduce transmission and prevent disease in *S. aureus* carriers, primarily carriers of methicillin-resistant strains but also carriers of methicillin-sensitive ones. 8,9
Targeted versus Universal Decolonization to Prevent ICU Infection

Incentivizing Usage

- Testing with researchers and editors showed that citations are part of the normal intellectual workflow, and that citations are being evaluated continually and within context.
- Providing a way to quickly express their judgment of citations was very enticing to these intellectuals.
- Providing a personal citation dashboard with preliminary citation and journal quality data, in real-time, would also incentivize usage.
Business Model

- **Publishers** – Participation is free, paid access to reports and reporting tools
- **Platforms** – Free inclusion of the code and free access to customization toolbox
- **Individuals** – Free access to a personal dashboard, paid access to reports and deeper reporting tools
- **Organizations and institutions** – Paid access to reports and reporting tools
- **Editorial systems** – Small fee per journal for utilization of data via APIs
Preparing to Launch

- Technology being evaluated by platform providers
- Potential publishing partners being approached
- Planned launch in 2014
- Contact SocialCite at socialcite@verizon.net
- Follow us @socialcite on Twitter
- Review the value proposition at social-cite.org
Next Steps

• Created registration system and dashboard for individuals
• Identifying charter platform and publishers
• Begin gathering and analyzing data
• Publish any interesting findings
• Begin integration with manuscript processing systems
• Generate metrics and reports
Time’s Up!

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