

The visibility of research in academic social media platforms at S.A. universities

By

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Agenda

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- What is Academic Social Media (ASM)?
- Context
- Objectives
- Methodology
- Findings
- Strategies to promote academic social media
- Conclusion

Introduction

- ASM provides researchers with limitless opportunities to promote, share, preserve, and evaluate research.
- ASM includes ResearchGate, Mendeley, Academia.edu, Zotero, ORCID.
- This study seeks to determine the visibility and impact of SA universities' research output and researchers in ASM platforms and bibliographic databases, specifically Academia.edu, ORCID, Scopus and GS.
- This study was motivated by the existence of an academic *lacuna* on the visibility and impact of SA researchers in ASM.

What is ASM?

- Combination of tools and capabilities to support research activities, communication, collaboration and networking.

Context

The logo for ORCID, with 'ORCID' in a sans-serif font. The 'O', 'R', 'C', and 'I' are grey, while the 'D' is green. A small green dot is positioned above the 'i'.

Connecting Research
and Researchers

Stands for **O**pen **R**esearcher & **C**ontributor
Identification with more than 7 million researchers.

Launched in 2012.

Eliminates name ambiguity.

Improves visibility & discoverability of your
research.

13 South African universities are members

Context

Academia.edu

- Semi-commercial ASM site with more than 98 million members.
- The platform can be used to share papers.
- Monitor their impact.
- Open opportunities for collaborations.
- Offers stats on views, downloads and citations of academic papers.

Context

Google Scholar

- Free access database launched by Google in 2004
- Indexes the full-text or metadata of peer and non-peer-reviewed scholarly literature.
- Monitors their impact.
- Opens opportunities for collaborations.
- Offers stats on citations and h-index of research outputs and researchers

Context

Scopus

- Commercial database launched by Elsevier in 2004
- Indexes peer-reviewed scholarly literature
- Monitor their academic impact.
- Offers stats on citations of research outputs and researchers.
- Better coverage of the Humanities and Social Sciences and literature published in 3rd world countries than Web-of-Science.

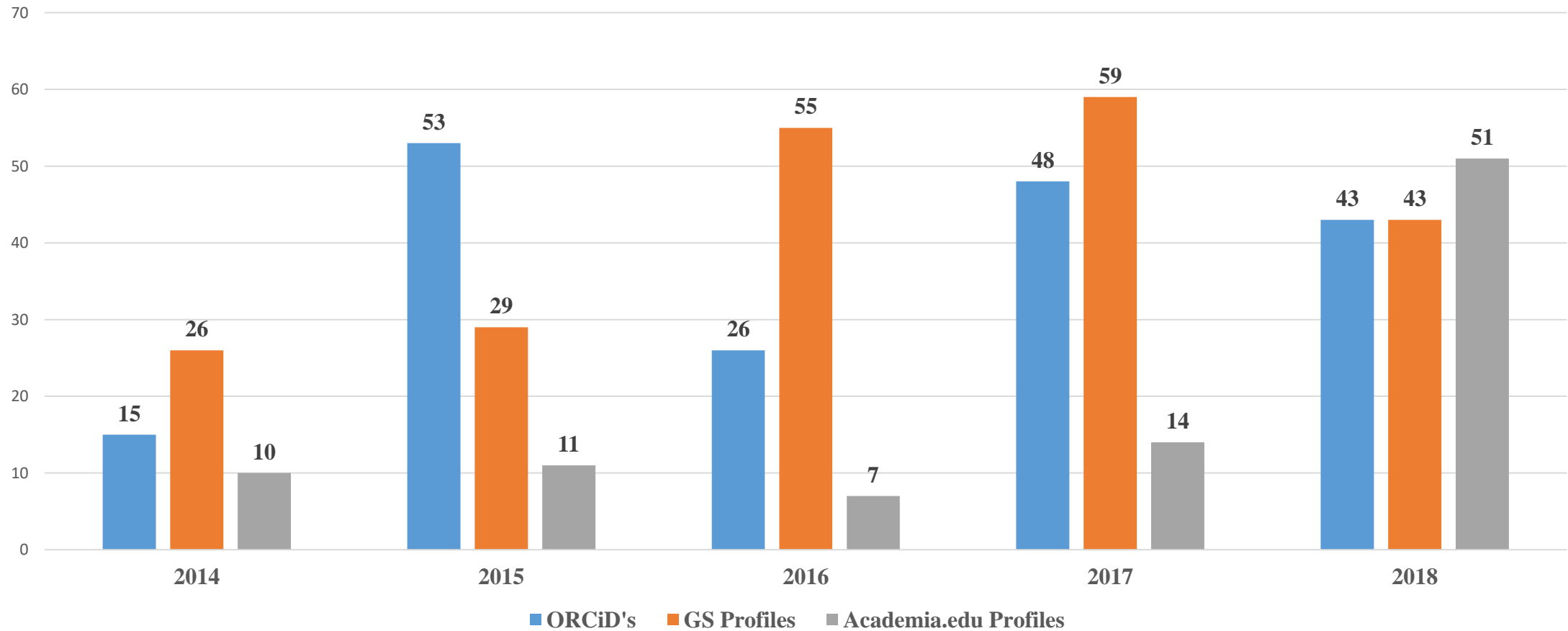
Objectives

- To determine the visibility of SA researchers in ASM
- To establish the impact of SA researchers in ASM and bibliographic databases.
- To compare Academia.edu views with GS citations
- Outline strategies used by librarians to market and promote ASM to researchers.

Methodology

- **Bibliometrics** – make use of mathematical and statistical methods to study documents and patterns of publications. Primary indicators are research outputs (numbers and types) and citations.
- **Altmetrics** – portmanteau combining alternative and metrics. Originates from a tweet by Priem in 2010. Refers to the common web or social media indicators such as views, likes, reads, readership, downloads, tweets, comments, followership etc.
- **Self-study method** – method of research in which the researcher is also the primary participant of research. It is about the study of self actions, perceptions, attitudes, views etc.

Visibility of researchers in ASM (n=60 in each year)



Academic impact in Scopus

| Year | 2014 | 2015 | 2016 | 2017 | 2018 | Total |
|--------------------------------|------|------|------|------|------|-------|
| No. of Scopus documents | 195 | 180 | 190 | 226 | 121 | 912 |
| Scopus citations | 115 | 77 | 101 | 2482 | 205 | 2980 |
| Average citations per document | 0.59 | 0.43 | 0.53 | 11 | 1.69 | 3.27 |

Academic impact of documents in GS

| Years | No. of documents | No. of citations | Average |
|-------|------------------|------------------|---------|
| 2014 | 413 | 13875 | 33.6 |
| 2015 | 307 | 2277 | 7.42 |
| 2016 | 828 | 13263 | 16.02 |
| 2017 | 713 | 21512 | 30.17 |
| 2018 | 384 | 1930 | 5.03 |

Social impact of documents in Academia.edu

| Years | Number of documents | Number of views | Average number of views |
|--------------|----------------------------|------------------------|--------------------------------|
| 2014 | 19 | 216 | 11.37 |
| 2015 | 21 | 265 | 12.62 |
| 2016 | 24 | 274 | 11.42 |
| 2017 | 81 | 805 | 9.98 |
| 2018 | 384 | 1930 | 5.03 |

Relationship between Academia.edu views and GS citations

| Correlations | | | |
|--------------|---------------------|----------|----------|
| | | VAR00001 | VAR00002 |
| VAR00001 | Pearson Correlation | 1 | -.043 |
| | Sig. (2-tailed) | | .836 |
| | N | 26 | 26 |
| VAR00002 | Pearson Correlation | -.043 | 1 |
| | Sig. (2-tailed) | .836 | |
| | N | 26 | 26 |

Strategies to promote academic social media

- Library campaigns.
- Library posters
- Library visits to the faculties
- Presentations during research days and in faculty boards and other academic meetings.
- Presentations by vendors and publishers.
- Librarians personal profiles
- Conduct research and publish on ASM.
- Provide bibliometrics reports to faculties and departments

Conclusion

- The results of this study show that SA researchers are somewhat visible in ASM.
- The number of documents in ASM grew from 2014 to 2018.
- This somewhat vindicates the librarians who are involved in various initiatives to promote ASM.
- GS is more preferred than other platforms.
- ORCID adoption improved since 2014

Thank You!



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