Expert view on journal metrics

Join our panel of experts to explore the range of journal metrics available in a live interactive webinar

Wednesday 28 June & Monday 3 July

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The “80/20” publishing climate

Maxims in academic publishing

1. “Publish or perish”: myth or reality?
2. “Visible or vanished”

Quality 4* REF-able outputs … measured by:

- Originality
- Significance
- Rigour

Publishers are looking for this too … but authors are increasingly looking to get this from their publishers!
Do current metrics provide the answer?

Yes … to WHAT and WHERE questions
Yes/No … to WHO, HOW and WHY questions

… best strategy to see metrics generating questions rather than answers
1. Why do those who look not read?

_Usually there is an obstacle putting readers off (most likely the title or abstract)._ 

2. Why do those who read not use?

_Usually the work does not engage the reader (most likely because it fails to go beyond saying “I set out to research this, this is how I did it, this is what I found.”)_

**Improving ‘impact’**

1. Increase the number at the start of the process (looks), and/or
2. Minimise the rate of attrition from looks, to reads, to users

The former puts a premium on **visibility**; the latter a premium on **quality**.
Strategies for authors, editors, publishers

- What characterises your 80%/20% type papers?
  - Titles – short and snappy vis-a-vis long and narrow
  - Topics – emerging, dominant, receding
  - Tackling more/less important questions

- How do you spot and attract research with potential to be of the 20% type?
  - What is your pipeline? Are you pro-active in seeking out the interesting new research?

- Can you spot those papers which can be uplifted through the review process from an 80% type to a 20% type with some astute editorial input
  - Do you advise authors on their title/abstract? Do you or your publisher provide guidance to authors on making their research visible?
▪ Are you maximising **visibility**?
  - Commissioned special issues
  - Themed issues from backlog + editorial
  - Open access
  - Social media editor

▪ Are you attracting/maximising **quality**?
  - Early career researchers (institutional loyalty)
  - Incentivise researchers and reviewers (prizes)