



Taylor & Francis Group
an **informa** business



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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@gyjh2

Maxims in academic publishing

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

Quality 4* REF-able outputs

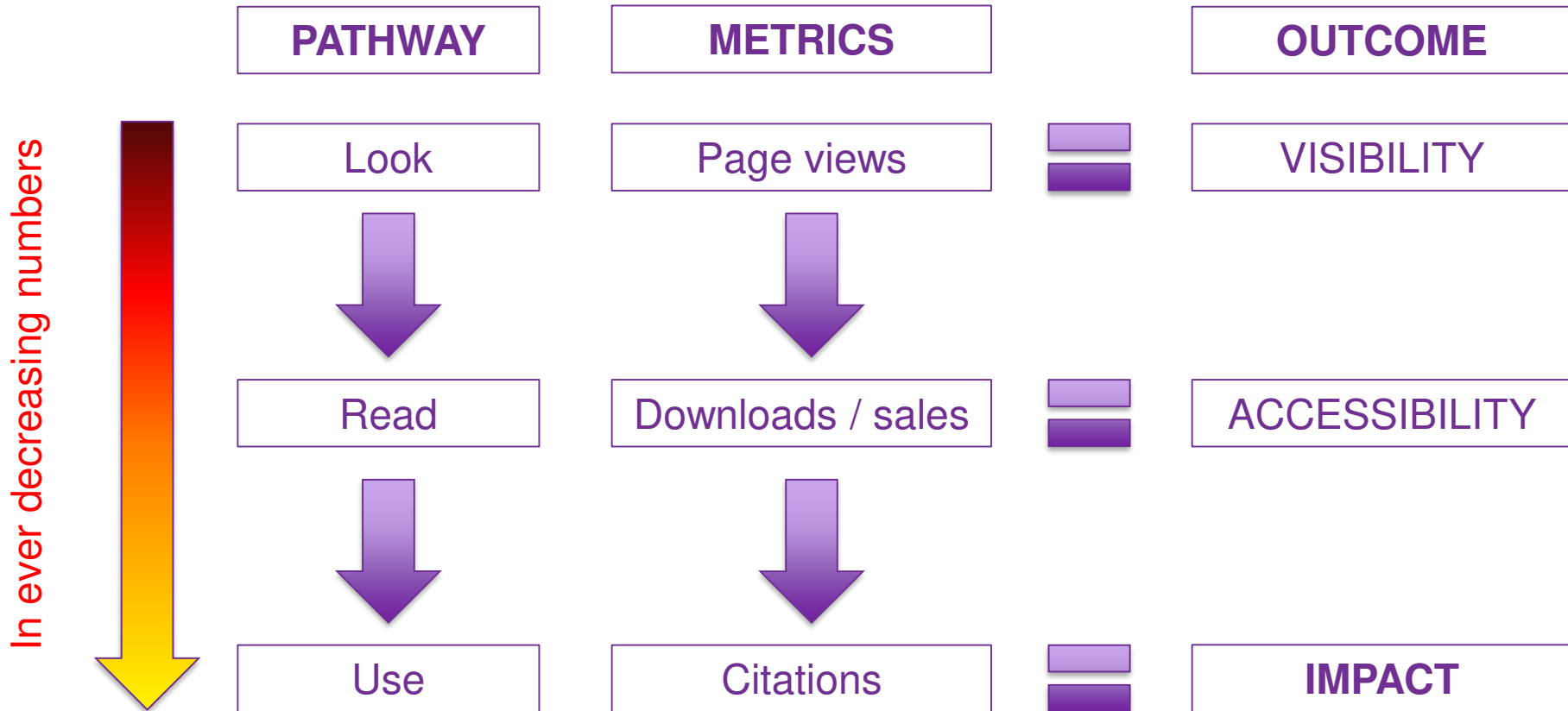
... measured by:

- Originality
- Significance
- Rigour



Publishers are looking for this too ... but authors are increasingly looking to get this from their publishers!

“The Donald Rumsfeld”



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**.

- 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)