



PROOF OVER PROMISE: DATA SOURCES AND METRICS IN RESEARCH EVALUATION

Professor Anne-Wil Harzing
Middlesex University
www.harzing.com

PRESENTATION OUTLINE

- ▶ Why are citations as important as journals ranks? [proof over promise]
- ▶ What's the difference between ISI, Scopus and Google Scholar
- ▶ What is a h-index, why is h1a better?
- ▶ How can I use Publish or Perish to
 - ▶ Track my own citations?
(<http://www.harzing.com/popbook/ch3.htm>)
 - ▶ Present my case for confirmation or promotion?
(<http://www.harzing.com/popbook/ch7.htm>)
 - ▶ Ensure I don't miss key publications in the journal I am submitting to?
(http://www.harzing.com/popbook/ch10_3.htm)
 - ▶ Prepare for a meeting with an academic I don't know?
(http://www.harzing.com/popbook/ch8_1.htm)
 - ▶ Systematically store queries so I can run them again?
(http://www.harzing.com/popbook/ch6_2_3.htm)

PROOF OVER PROMISE

- ▶ Publication in AMR/ASQ/AMJ (ranked A***, JIF very high) only means that 3 or 4 individuals thought your work was a quality contribution to the field, what if very few academics subsequently cite your paper?
 - ▶ Publication in e.g. *Journal of Managerial Psychology* (ranked C, not ISI-listed till 2009) with 1950 citations means that nearly 2,000 individuals thought your work was useful to the field.
 - ▶ Granted, the 4 individuals **might** be real experts, but if very few other academics cite your work, I would still argue you have made a more important contribution in the second case.
- ▶ Farfetched? No it's a real-life example, four articles all published in 2007
 - ▶ Levinthal, D. & Posen, H.E. (2007). Myopia of selection: Does organizational adaptation limit the efficacy of population selection? *Administrative science quarterly* 52(4): 586-620. **65 GS citations, 15 WoS citations** [Levinthal 50,000+ GS cites, 5 ASQ articles before this one]
 - ▶ Barden, J. Q., & Mitchell, W. (2007). Disentangling the influences of leaders' relational embeddedness on interorganizational exchange. *Academy of Management Journal*, 50(6), 1440-1461, **68 GS citations, 26 WoS citations** [Mitchell 12,000+ GS cites, 30+ papers in AMJ/ASQ/MS/OS/SMJ].
 - ▶ Kalnins, A. (2007). Sample selection and theory development: implications of firms' varying abilities to appropriately select new ventures. *Academy of Management Review*, 32(4), 1246-1264. **20 GS citations, 8 WoS citations** [Even though it is a methods paper]
 - ▶ Bakker, A. B. & Demerouti, E. (2007) The job demands-resources model: State of the art. *Journal of managerial psychology* 22(3): 309-328. **1950 GS citations, NO WoS citations in general search, 735 WoS citations in cited reference search**
 - ▶ In fact only ONE of the articles published in AMJ/ASQ/AMR that year (Eisenhardt's paper on case study research) matched the JMP article in terms of citations.
- ▶ For more info see:
 - ▶ Harzing, A.W.; Mijndhardt, W. (2015) Proof over promise: Towards a more inclusive ranking of Dutch academics in Economics & Business, *Scientometrics*, 102(1): 727-749. [Available online...](#)

GS TO COMPLEMENT ISI WHY (I)?

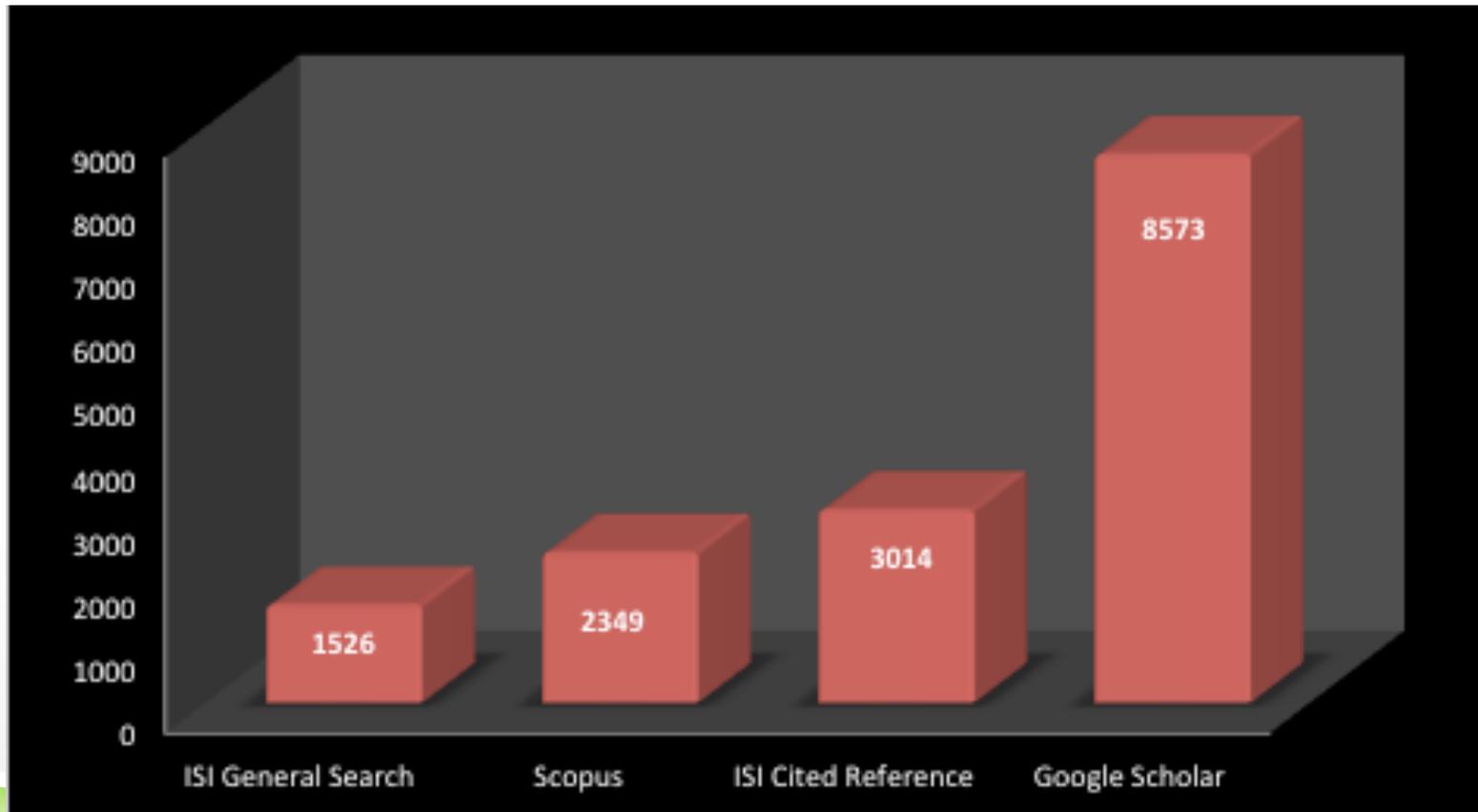
- ▶ WoS General Search is limited to ISI-listed journals
 - ▶ Citations to books, book chapters, dissertations, theses, working papers, reports, conference papers, and journal articles published in non-ISI journals are not included
 - ▶ Of the journals included in my JQL, ISI coverage runs from 30%-43% for Finance & Accounting, Management & Marketing to 73%-80% for Eco, MIS, Mgt Science/OR/Ops
- ▶ WoS Cited Reference Search
 - ▶ Does include citations **to** non-ISI publications. However, it only includes citations **from** journals that are ISI-listed
- ▶ WoS has very limited coverage of non-English sources
 - ▶ e.g. one French Accounting academic has 30 cites in ISI, but >1000 in GS as most of citations are in French journals
 - ▶ Non-English coverage is particularly important for disciplines with a strong local content such as accounting and industrial relations
- ▶ WoS has very poor aggregation of minor variations of the same title/name
 - ▶ “Stray” citations are very common
 - ▶ A Harzing, AW Harzing, A-W Harzing, AWK Harzing, AK Harzing, A-W K
 - ▶ Books suffer from frequent typos in data entry: Culture’s consequences > 200 instances: Clotures Consequence, Clultural Consequenc, Culcultures Consequenc, Cult Consequences In, Culture’s consequences

GS TO COMPLEMENT ISI WHY (2)?

TIMELINESS OF GOOGLE SCHOLAR

- ▶ Google Scholar captures citations as soon as they appear on the web, including online first, working papers, conference papers etc.
 - ▶ Costas, Rodrigo, Zohreh Zahedi, and Paul Wouters. "Do "altmetrics" correlate with citations?" *Journal of the Association for Information Science and Technology* (2014), Online first
 - ▶ 41 Google Scholar citations
 - ▶ Article not yet included in WoS, no WoS citations
 - ▶ Zahedi, Zohreh, Rodrigo Costas, and Paul Wouters. "How well developed are altmetrics?" *Scientometrics* 101.2 (2014): 1491-1513.
 - ▶ 58 Google Scholar citations
 - ▶ 9 WoS citations
- ▶ Scopus has a wider coverage of Business journals than ISI, but still does not include as many journals as Google Scholar and does not include non-journal publications

DIFFERENT DATA SOURCES: DOES IT REALLY MATTER? YES IT DOES....



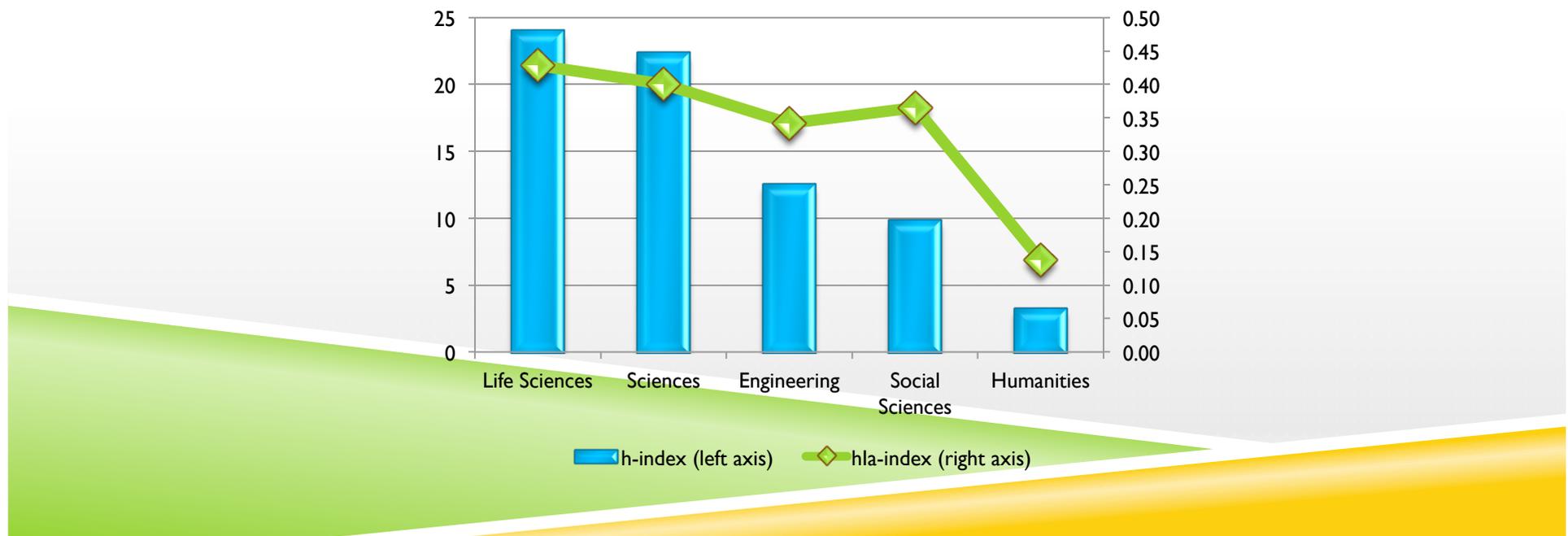
GOOGLE SCHOLAR FOR INDIVIDUALS

WHAT MEASURES TO USE?

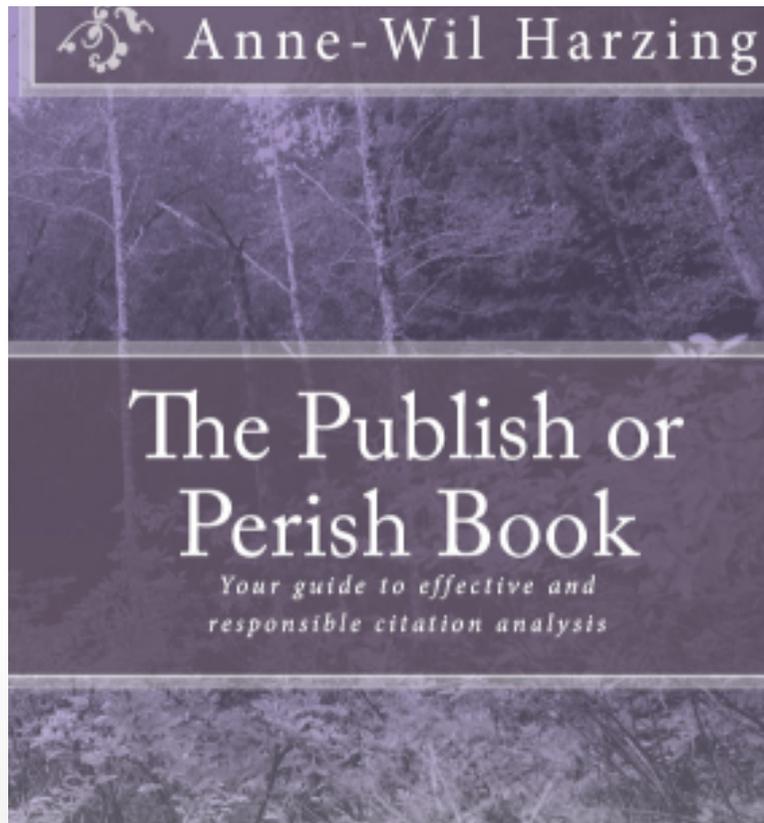
- ▶ H-index increasingly seen as a convenient summary of quantity & impact and used in many research assessments
 - ▶ H-index of 10 means 10 papers with at least 10 citations each
 - ▶ Can be adjusted for co-authorships (hi norm) and for age of paper (hc index) or for both co-authorship and professional age (hla = annualised individual h-index)
- ▶ Total citations is probably the fairest way to assess impact for individuals
 - ▶ Focus on citations per paper might discourage people to publish additional papers
 - ▶ Can be adjusted by years (Total citations/years active) and number of authors (Sum of citations for each paper divided by the number of authors)
 - ▶ Only relevant for more senior researchers; own example, published since 1995:
 - ▶ in the first five years I had about 20 ISI citations
 - ▶ in the next five years I had about 125 ISI citations
 - ▶ in the last five years I had nearly 2000 ISI citations

4. A NEW METRIC: INDIVIDUAL ANNUAL H-INDEX

- ▶ Harzing, Alakangas & Adams (2014) propose hla: Individual annual h-index
 - ▶ Corrects the h-index for co-authorship and length of academic career
 - ▶ The average number of single-author equivalent **impactful** publications per year, hence a hla of more than one shows excellent research performance
 - ▶ Provides a more reliable comparison between disciplines (see graph, based on a sample of 150 Associate and Full Professors at the University of Melbourne)
 - ▶ For more details see: [DOI 10.1007/s11192-013-1208-0](https://doi.org/10.1007/s11192-013-1208-0)



MORE INFORMATION?



- ▶ Chapter 1: Introduction to citation analysis
- ▶ Chapter 2: Introduction to Publish or Perish
- ▶ Chapter 3: Author searches
- ▶ Chapter 4: Journal searches
- ▶ Chapter 5: General citation search queries
- ▶ Chapter 6: Multi-query centre
- ▶ **Chapter 7: Making your case for tenure or promotion**
- ▶ Chapter 8: How to evaluate other academics?
- ▶ **Chapter 9: Tips for deans and other academic administrators**
- ▶ **Chapter 10: Where to submit your paper?**
- ▶ **Chapter 11: Conducting a literature review**
- ▶ Chapter 12: Doing bibliometric research on authors & journals
- ▶ Chapter 13: Evaluating Google Scholar
- ▶ Chapter 14: Evaluating Thomson ISI Web of Science
- ▶ Chapter 15: A Google Scholar h-index for journals
- ▶ Chapter 16: Author citation analysis across disciplines

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