How to use Publish or Perish effectively?

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Presentation outline

1. Short intro to Publish or Perish: history, philosophy, data sources, type of users and usage

2. How PoP can help librarians or bibliometricians (to help academics)
   - Track someone’s citation metrics
   - Help an academic to make their case for promotion or grant application
   - Help with literature reviews
   - Help with cleaning GS Profiles
   - Exporting bibliographic details
   - Doing bibliometrics research
PoP: a bit of history

- Created in 2006 for a very specific purpose: establishing Google Scholar metrics for an individual
- PoP is a tool primarily aimed at (often naïve and computer illiterate) users, not bibliometricians
- Its main audience is still the individual academic “battling against the system” of increasing audit cultures in universities
- The program’s name is meant to be ironic, tongue-in-cheek!
- Over the years “professional” and organizational use has increased
  - Government departments: e.g. US EPA, US Agency for International Development, Colciencias (Columbia), Poland, France
  - Grant giving agencies: e.g. SSHRC in Canada, CNRS in France
  - Research laboratories: e.g. Microsoft, Hewlett Packard, IBM, Google
  - Use by UG/MA/PhD students for literature reviews and use by (citizen) bibliometricians for bibliometric research, mainly with Google Scholar
  - Presently it has an estimated one million users

PoP’s philosophy:
Democratise access to citation data

- Provide free access to citation data for:
  - Lay users who are not able to cope with the complexity of traditional data sources and just want to get their personal citations/h-index quickly
  - Users in less-developed countries and less-resourced universities who do not have access to Web of Science and Scopus
  - (Citizens) bibliometricians everywhere who need more control than is available in web interfaces that typically:
    - Are excruciatingly slow to load, PoP is very fast
    - Lack the ability to store, organize and rerun queries
    - Lack a high level overview (usually only 10-20 results/page)
    - Lack sophisticated sorting and exporting of results

- Wide geographical base: PoP used in more than 100 countries
  - Prestigious Western universities: e.g. Harvard, Stanford, MIT, Oxford, Cambridge, INSEAD
  - Very popular in Italy, Poland, France, and Greece as a tool to expose nepotism in academic appointments
  - But also… used in countries such as Armenia, Botswana, Ethiopia, Lesotho, Mongolia, Paraguay, Tajikistan, Ukraine, and Uruguay
Publish or Perish data sources and recent features

- Google Scholar, the origin of PoP [2006]
  - Remember this was **long** before GS Profiles were introduced in 2012
  - Added Microsoft Academic version 1 [2013]
- PoP Version 5 [2016]
  - Introduced GS Profile search
  -Introduced Microsoft Academic version 2
  -Introduced import options for WoS and Scopus
- PoP Version 6 [2017]
  - Introduced Crossref
  - Direct querying of WoS & Scopus for users with subscription to them
- PoP Version 7 [Silent release in June 2019]
  - Native Mac version that mirrors Windows version
  - Expanded Google Scholar Profile searches with profile label/field searches
  - Facilitated repeating similar queries across data sources
  - Improved keyword/title words and ISSN searches
  - New metrics: ACC ≥ 1, 2, 5, 10, 20

What do you use PoP for? [multiple answers possible]
PoP data sources used? [multiple answers possible]

- Google Scholar
- Scopus
- Web of Science
- Google Scholar Profiles
- Crossref
- Microsoft Academic

What is your position?

- 30.2% Undergraduate or Masters Student
- 33.2% PhD student
- 6.1% Postdoc
- 6.8% Lecturer/Researcher/Instructor
- 23.3% Full Professor
- 4.5% Research Fellow/Researcher in university
- 2.1% Research Associate/Assistant Professor
- 2.5% Librarian
- 2.3% Research administrator
- 0.8% Government official
- 4.6% Emeritus Professor/Retired academic
- 2.9% Consultant
- 6.2% Other - Write in
How PoP 7 can help librarians and bibliometricians (to help academics)?

[Six key examples]

PoP helps with dozens of daily academic tasks

- Making your case for impact
- Looking for John Smith: disambiguate authors in GS
- Preparing a case for tenure or promotion
- Deciding where to submit your next paper, which journals publish on your topic?
- Meeting with an official guest your academic hero?
- Impressing your academic interview panel
- Doing a literature review
- Evaluating your research group/department/school [PoP Tutorial aggregation]
- And many many more… [PoP: a Swiss army knife]
- These have all been written up as blogposts on my blog, just follow the links or search in Google for the title + harzing
Common tasks librarians or bibliometricians will be asked to help with

1. Track someone’s citation metrics in six data sources [detailed illustration]
2. Help an academic to make their case for promotion or grant application [detailed illustration]
3. Help with literature reviews [detailed illustration]
4. Help with cleaning GS Profiles [quick review]
5. Exporting bibliographic details [quick review]
6. Doing bibliometrics research [quick review]

1. Track citation metrics in six data sources
   - Run an author search, e.g. “A Harzing”
   - Review various measures of impact
     - Many well-cited pubs (h-index) vs some highly-cited pubs (g-index, total citations)
     - Single versus co-authored (hl norm metric corrects for multiple authors)
     - Combined corrections for co-authorship & career stage (hla)
   - Which of your publications is a star?
     - Review citations per year for each publication
     - Shows which of your research topics have more impact
### GS Citation Profile search

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Publication</th>
<th>Publisher</th>
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<tr>
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<td>year</td>
<td>journal</td>
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</table>

- **Crossref search**
- **Microsoft Academic search**
- **Google Scholar search**

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**ESSS Workshop Leuven**  
July 2019
1. Compare citation metrics across six data sources

- Publish or Perish makes it easy to compare citation metrics across data sources.
- This example again illustrates differential coverage across data sources for the Social Sciences.
2. How to make your case?

- It is all about finding your “diamonds” and polishing them to make them shine!

- Find your reference group
  - Overall record: Average or range for academics at the same level in your department or field of research (nationally or worldwide)
  - Individual papers: Other publications in the same journal in the same year

- How does your article score within the journal?
  - One of the top 3/5/10/20(%) most cited in the journal that year?
    (Scientometrics 2016) (see top slide 18)
  - One of the top 3/5/10/20(%) most cited in the journal to date?
    (AMLE 2009) (see bottom slide 18)
  - Most cited single-authored paper in the journal that year, esp. in a field where single-authorship is rare (JIBS 2000) (see top slide 19)
  - Top 3/5/10/20(%) most cited paper on a cites/year basis in the journal since inception (MIR 2016) (see bottom slide 19)

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**Top-3 most cited in the journal in year of publication**

<table>
<thead>
<tr>
<th>Authors</th>
<th>Year</th>
<th>Title</th>
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<tbody>
<tr>
<td>Z. Smith, J. Johnson</td>
<td>2015</td>
<td>The Impact of Social Media on Academics</td>
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<tr>
<td>T. Zhao, X. Wu</td>
<td>2017</td>
<td>A Review of Advanced Research Techniques</td>
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</table>

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**Top-5 most cited in the journal since its inception**

<table>
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<tr>
<td>L. Brown, J. Clark</td>
<td>2010</td>
<td>Advancements in Knowledge Management in Higher Education</td>
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<tr>
<td>M. Lee, K. Kim</td>
<td>2012</td>
<td>Innovative Approaches to Teaching and Learning</td>
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<td>Y. Zhang, X. Wang</td>
<td>2013</td>
<td>The Role of Information Technology in Education</td>
</tr>
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<td>T. Zhao, X. Wu</td>
<td>2014</td>
<td>A Systematic Review of Research on Academic Achievement</td>
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</table>
3. Literature reviews

- Doing a comprehensive review of previous research at the start of a project
- OR: Do a quick review before submitting to a journal to ensure you have not missed any publications on your topic

Enter journal title in publication field

Enter topic key words in keywords field
- If you get too many results, use the title words field instead
- For most data sources, you can combine complex searches by using AND/OR/NOT (in capitals)

Use flexible sorting options to get additional information
- Sort by year to get most recent publications
- Sort by citations per year to get most impactful publications
### 4. Easily clean out Google Scholar Profiles

- I created my GS profile through bulk import of over 300 publications.
- However, getting an overview of the “dross” (e.g., EB memberships) in GS is hard in the GS Profile interface; you can only see a few publications on screen at the same time and cannot sort by publications or author.
- PoP allows me to easily spot dross, strays (which can then be merged in GSP), incomplete references (which can then be completed in GSP), resulting in a (now) very clean profile.
- Profile can be sorted in any way you like, including cites/year or earliest publication first. Google Scholar only allows sorting by most recent publication first.

### Sorted by cites/year

<table>
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### Sorted by year

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<tr>
<td>2020</td>
<td>Title 3</td>
<td>Author(s) 3</td>
</tr>
</tbody>
</table>

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**P.S.**

- Minimal use of Google Scholar Professors (GSP) and Google Scholar (GS) for tracking citations. Instead, use human supervision and reference management. 

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**References**

5. Export full bibliographic details

- Copy one, many or all results into any format!

### References


5. The result? A neat list of references in a few clicks

6. Intuitive exporting of results or metrics

6. The result: A neat list of data for further analysis
Any questions or comments?