Moving Beyond Citation Analysis
by Mark Hangartner

ANZTLA 2011 Conference
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Moving beyond citation analysis

• Overview of the PBRF process in NZ
• Assisting with research portfolios
• Use of bibliometric data e.g. Citation analysis
• Example from the University of Auckland:
  • Research Outputs – a system used to record and manage Publications, Creative Works, and Professional Activities like Peer Esteem (PE) and Contributions to the Research Environment (CRE).
Citation analysis - research support

Overview of this presentation:
- what citation analysis is
- some tools we use
- helping academics with evidence portfolios
- maintaining a database for the institution.
What is citation analysis?

It starts with a piece of academic work e.g. an article

Benchmarking Google Scholar with the New Zealand PBRF research assessment exercise

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Abstract
Google Scholar was used to generate citation counts to the web-based research output of New Zealand Universities. Total citations and hits from Google Scholar correlated

It gets cited in an indexed publication e.g. a journal in a citation index

Count the number of times it is cited...
... and by whom ... and when.
This helps identify a kind of trail or "web" of research, you can look in detail at one strand

Journal Citation Reports
we look at the citing record for other articles published in the same journal
The Impact Factor and how to calculate it

<table>
<thead>
<tr>
<th>Journal</th>
<th>Impact Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANZTLA EJournal</td>
<td>2.167</td>
</tr>
</tbody>
</table>

The Impact Factor is a measure of the frequency with which the "average article" in a journal has been cited in a particular year or period. It is calculated by dividing the number of citations received by articles published in that journal in a specified previous period by the number of articles published in that journal in the same period.

Context is everything

Rank in Category: SCIENTOMETRICS

For 2009, the journal SCIENTOMETRICS has an Impact Factor of 2.167.

This table shows the ranking of this journal in its subject categories based on Impact Factor.

<table>
<thead>
<tr>
<th>Category Name</th>
<th>Total Journals in Category</th>
<th>Journal Rank in Category</th>
<th>Quartile in Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMPUTER SCIENCE, INTERDISCIPLINARY APPLICATIONS</td>
<td>95</td>
<td>18</td>
<td>Q1</td>
</tr>
</tbody>
</table>
Searching in Google Scholar

make sure you try different citation styles

Google scholar results
**Mini Summary**

- Evidence portfolio increasingly important
- Citation tools e.g. Web of Science & Google scholar can help

**Research outputs**

institutions need to keep these records as well as academics

an example from Auckland
Create your own database?
store the record of your institution's research output.

**pros?**
- adds value for your institution.
- librarians have skills in describing
- builds on existing ARI work
- encourages collaboration with researchers

**cons**
- someone else is doing it
- lack of time
- not important
- lack of skills

**Some considerations**

Do you include non academic work e.g. sermons
Do you keep the fulltext?
Include student work?
Do you keep alumni research?
Would you collaborate with other ANZTLA members?