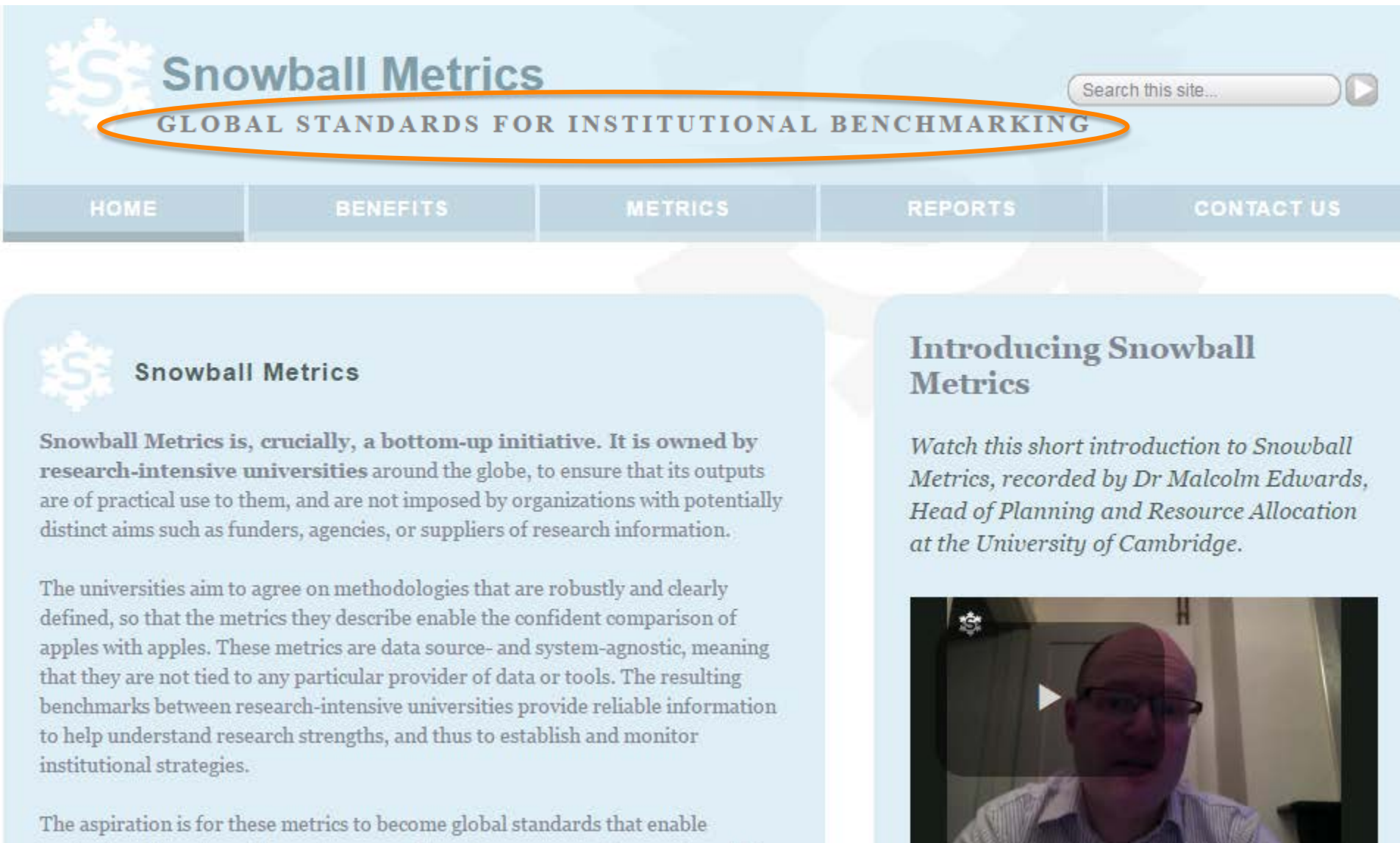



Métricas: Uma Perspectiva da Elsevier


Setembro, 2018

Sobre Métricas, há consenso de que não existe consenso... mas:




 **Snowball Metrics**

GLOBAL STANDARDS FOR INSTITUTIONAL BENCHMARKING

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 **Snowball Metrics**

Snowball Metrics is, crucially, a bottom-up initiative. It is owned by research-intensive universities around the globe, to ensure that its outputs are of practical use to them, and are not imposed by organizations with potentially distinct aims such as funders, agencies, or suppliers of research information.

The universities aim to agree on methodologies that are robustly and clearly defined, so that the metrics they describe enable the confident comparison of apples with apples. These metrics are data source- and system-agnostic, meaning that they are not tied to any particular provider of data or tools. The resulting benchmarks between research-intensive universities provide reliable information to help understand research strengths, and thus to establish and monitor institutional strategies.

The aspiration is for these metrics to become global standards that enable

Introducing Snowball Metrics

Watch this short introduction to Snowball Metrics, recorded by Dr Malcolm Edwards, Head of Planning and Resource Allocation at the University of Cambridge.



Snowball: Uma iniciativa de universidades mundialmente reconhecidas



Project partners

Snowball Metrics is an academia-industry collaboration. The universities involved are following the recommendations outlined by the sector in the **2010 report on research information management**, and collaborating with an industry supplier of research information, Elsevier, to ensure that the methodologies are technically feasible before they are shared with the sector.

Snowball Metrics was initiated in the United Kingdom, and the project partners are:

University of Oxford
University College London
University of Cambridge
Imperial College London
University of Bristol
University of Leeds
Queen's University Belfast
University of St Andrews
Elsevier

The creation of the United States Working Group was stimulated by a 2012 report from the **Research Universities Futures Consortium**, and is composed of:

University of Michigan
University of Minnesota
Northwestern University
University of Illinois at Urbana-Champaign
Arizona State University
MD Anderson Cancer Center
Kansas State University

Exemplos de Métricas : nível da revista

Scopus

Source details

Physical Review Letters
 Scopus coverage years: from 1958 to Present
 Publisher: American Physical Society
 ISSN: 0031-9007 E-ISSN: 1079-7114
 Subject area: Physics and Astronomy

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CiteScore 2016	6.33	i
SJR 2016	3.560	i
SNIP 2016	2.133	i

Exemplos de Métricas : nível do autor

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Author details

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Author ID: 55151030000

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Other name formats: [Gregores, E. De Moraes](#)
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Documents: 884

Citations: 34136 total citations by 15654 documents

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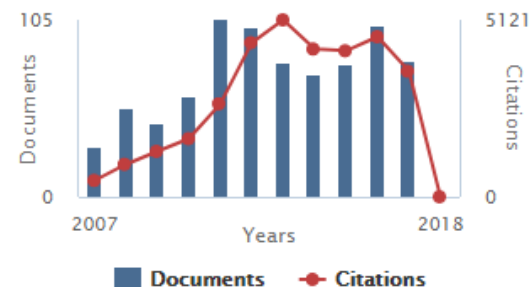
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Exemplos de Métricas: nível do artigo


Spontaneous knotting - From oligoamide threads to trefoil knots [Back to article](#)
 (2007) *Angewandte Chemie - International Edition*, 46(1-2), pp. 254-259


[About Snowball Metrics](#)

Scopus Metrics [?](#)


Citation Count 


33


Cited by in Scopus 


Field-Weighted Citation Impact 

0.89



Citation Benchmarking 

70th percentile 

Compared to Chemistry articles of same age and document type 

Cited by

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33 Citations

Date range: to

- Exclude self citations
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Measures of activity relative to specific research domains, based on cited by in Scopus

Compared to Chemistry articles of the same age and document type

All Citations  70th PERCENTILE

PlumX Metrics [?](#)

[see details](#)

Usage

EBSCO - Abstract Views: **7**
 EBSCO - Link-outs: **1**

Captures

Mendeley - Readers: **21**

Citations

CrossRef - Citation Indexes: **40**

Exemplos de Métricas: nível do artigo



Spontaneous knotting-from oligoa...



Spontaneous knotting-from oligoamide threads to trefoil knots.

Citation data: Angewandte Chemie (International ed. in English), ISSN: 1433-7851, Vol: 46, Issue: 1-2, Page: 254-9
Publication Year: 2007

USAGE [^]

8

Abstract Views [⊙]

7

EBSCO

7

Link-outs [⊙]

1

EBSCO

1

CAPTURES [^]

21

Readers [⊙]

21

Mendeley

21

CITATIONS [^]

40

Citation Indexes [⊙]

40

CrossRef

40

Scopus




































33

Explore PlumX Metrics

What are PlumX Metrics? How can they help tell the story about this research? How can I use them?

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 CABI	 Mendeley	 Stack Exchange
 CrossRef	NICE NICE (UK)	 Twitter
 Delicious	PKP OJS Journals	 USPTO
 Dryad	 PLOS	 Vimeo
 dSpace	 PubMed	 Wikipedia
DMP DynaMed Plus	 PubMed Central	 Worldcat
 EBSCO	 Reddit	 (OCLC)
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PlumX Metrics



USAGE

(clicks, downloads, views,
library holdings, video plays)



CAPTURES

(bookmarks, code forks, favorites,
readers, watchers)



MENTIONS

(blog posts, comments, reviews,
Wikipedia links)



SOCIAL MEDIA

(+1s, likes, shares, tweets)



CITATIONS

(citation indexes, patents,
clinical, policy)

PlumX Metrics



Usage – A way to signal if anyone is reading the articles or otherwise using the research. Usage is the number one statistic researchers want to know after citations.



Captures – Indicates that someone wants to come back to the work. Captures can be an leading indicator of future citations.



Mentions – Measurement of activities such as news articles or blog posts about research. Mentions is a way to tell that people are truly engaging with the research.



Social media – This category includes the tweets, Facebook likes, etc. that reference the research. Social Media can help measure “buzz” and attention. Social media can also be a good measure of how well a particular piece of research has been promoted.



Citations – This is a category contains both traditional citation indexes such as Scopus, as well as citations that help indicate societal impact such as Clinical or Policy Citations.

PlumX Metrics



An example of a Plum Print for an article that has metrics balanced in all categories.

[Link to article on PlumX.](#)



An example of a Plum Print with a lot of Citations and Captures, a small amount of Usage, and no Mentions or Social Media.

[Link to article on PlumX.](#)



An example of a Plum Print with an outsized amount of Social Media.

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Exemplo: revista no Scielo



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Writing scientific articles like a native English speaker: top ten tips for Portuguese speakers.

Citation data: Clinics (Sao Paulo, Brazil), ISSN: 1980-5322, Vol: 69, Issue: 3, Page: 153-7
 Publication Year: 2014

USAGE ▾	9936	CAPTURES ▾	16	MENTIONS ▾	25
Full Text Views ☺	9650	Readers ☺	16	Comments ☺	25
Clicks ☺	256				
Abstract Views ☺	26				
Link-outs ☺	4				
SOCIAL MEDIA ▾	57815	CITATIONS ▾	8	RATINGS ▾	
Shares, Likes & Comments ☺	57587	Citation Indexes ☺	8	Reddit ☺	113
Tweets ☺	228				



Obrigado

Referencias

“A ‘basket of metrics’—the best support for understanding journal merit”
by L. Colledge, 2015, European
Science Editing (41(3)), 61. Copyright 2015 by the European
Association of Science Editors

- http://www.ease.org.uk/sites/default/files/origarticle_1.pdf

Extras



Elsevier and research metrics

Our Metrics Manifesto

- Need to use different metrics and common sense
 - Decisions should be based on both quantitative and qualitative input
 - Should always use at least two metrics (more than one way to 'excellence')
- The methodologies should be open, transparent, valid and replicable
- Definitions should be owned by the community
 - Need trust between the parties using metrics to evaluate

