

Field-Weighting Mendeley Readership as an alternative research performance indicator

Mrs Sarah Huggett
Analytical Services Product Manager, Elsevier

(E-mail: s.huggett@elsevier.com)

There have been calls for the use of a “basket of metrics” in research evaluation, since such indicators can inform and enhance research assessment through the benefits of being impartial, comparable, and scalable. However, research is a multi-faceted and complex endeavour, so quantitative data need to be used appropriately, and in conjunction with peer evaluation and careful interpretation. Research outputs and outcomes vary, so that measuring research impact can be challenging. With the advent of the Internet and the rise of online networks, we now have access to a wider array of data than ever before. Mendeley, for instance, started as a reference manager and has expanded over the years into social media for researchers. In this presentation, I propose the use of Mendeley readership as an alternative indicator that provides insights on a novel part of the research cycle. I will first introduce the concept of field-weighting and its application to Mendeley readership data. I will then present comparative analyses of field-weighted citation impact (FWCI) and field-weighted readership impact (FWRI), overall, per subject area, and per country, uncovering correlations as well as distinctive patterns.

- Contact information (e-mail address) s.huggett@elsevier.com