



FAMILIARIZE YOURSELF WITH SNOWBALL METRICS

1

Visit snowballmetrics.com or talk to a Research Librarian

The Snowball Metrics Framework is a documented and internationally recognized methodology for measuring – among other things – the impact of your journal articles, conference papers, and other scholarly outputs. PNNL is using this framework for Lab-level publication performance and benchmarking analysis.



CURATE PROFILES THAT CONTAIN PUBLICATION METRICS

2

Like calibrating an instrument, reference databases need tuned to give the most accurate measurements possible.

Databases try their best to get the information about your papers correct when they are ingesting information from publishers and connecting them with your profile. However, it is not a perfect process. Web of Science and Scopus have processes in place for researchers to request corrective actions.



GET TO KNOW SOURCES FOR ALTMETRICS

3

If you found out that your work was written about in a New York Times article or tweeted by Neil deGrasse Tyson, wouldn't you want to promote that alongside your citation count?

You should because visibility is impactful. Measuring this type of media is what the field of altmetrics is about. Look for the Altmetric donut or Plum Print on the publisher's website for the article, or in databases that incorporate altmetrics data.



FIND OUT WHO IS CITING YOUR WORK

4

It says something if you are being cited by leading researchers or organizations.

A citation is a citation right? Yes, however, your citation count has added value when you know which researchers, organizations, and journals are citing your work. You should elevate your citation count metric by promoting high-profile acknowledgments. Scopus and Web of Science have capabilities to analyze your papers for this information.



CREATE A STRATEGY AROUND BENCHMARKING YOURSELF

5

Does it make sense to compare your niche research (in, say, gut microbiomes) to the whole of biology? No.

Use Web of Science or Scopus to build and save a set of publications in your research field, then compare the metrics of it against your work. Go one step further and setup an alert so new research can be periodically added to your set.

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THE NUMBER OF SNOWBALL METRICS PERTAINING TO PUBLICATIONS & CITATIONS, COLLABORATION, AND SOCIETAL IMPACT

CONSIDERATIONS FOR SELECTING PUBLICATION METRIC SOURCES

SCOPUS¹; WEB OF SCIENCE²

- Industry-leading best practices for monitoring citations
- Transparent methodologies for calculating values
- Highly-regarded sources of information

VS

GOOGLE SCHOLAR^{3, 4}

- Incorrect attribution of documents
- Improper attribution of citations
- Duplicate or missing citations
- Limited oversight challenges metrics' accuracy

A ROUTINE PUBLICATION EXAM IS AN ESSENTIAL PART OF UNDERSTANDING YOUR OVERALL SCHOLARLY HEALTH.

¹ <https://www.elsevier.com/solutions/scopus/content>
² <http://wokinfo.com/webofscience-quality/>

³ <https://arxiv.org/abs/1602.02412>
⁴ <https://onlinelibrary.wiley.com/doi/full/10.1002/asi.23056>