

Research Dissemination through Social Media Platforms: What are the Implications?

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Agenda

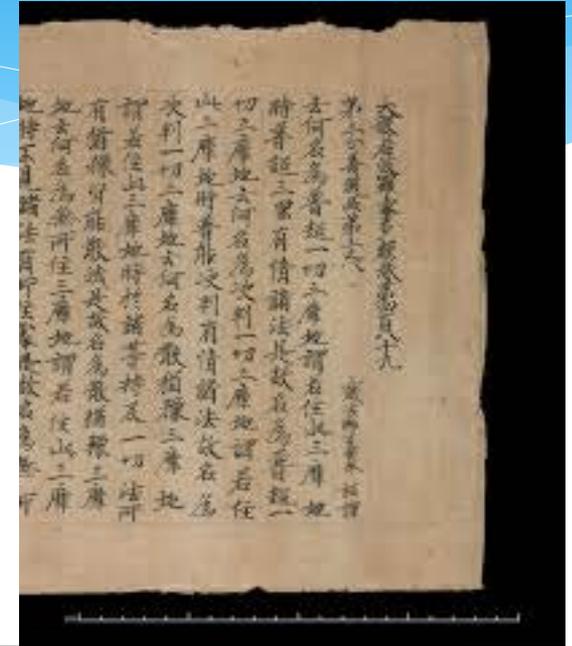
- * Introduction (publishing timelines and paradigm shift)
- * Emergence and growth of social media
- * Research through/in social media
 - * Traditional methods of research dissemination
 - * Application of social media in research
 - * Social media tools for researchers
 - * Research activities on SM
 - * Benefits of using SM in research
- * Role of libraries and librarians: examples
- * Conclusion

Publishing Timeline



The Diamond Sutra

808 AD



1842

Illustrated London News uses woodcuts and engravings for the first time, prompting the growth of illustrated journals throughout the second half of the century.



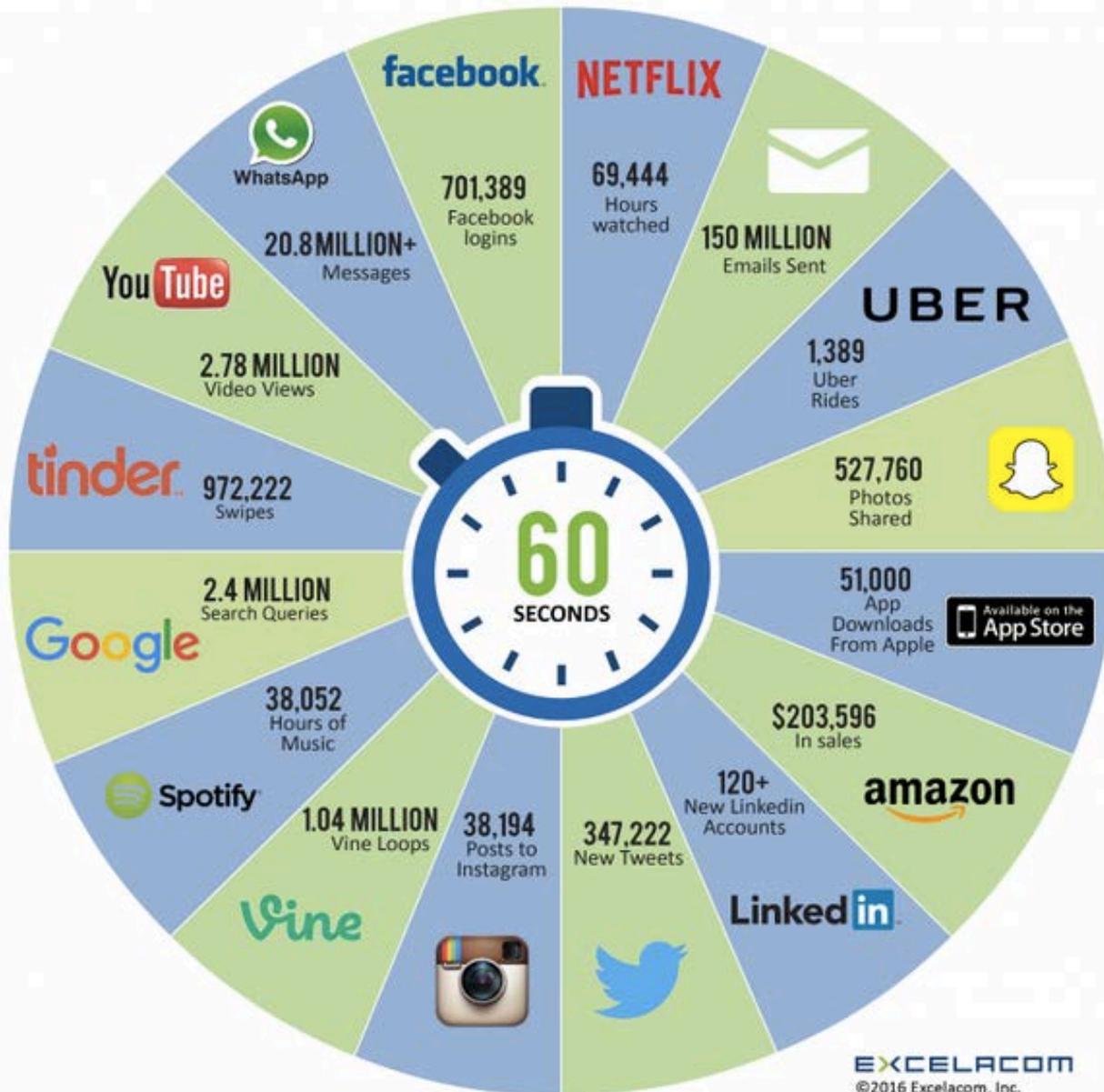
Paradigm shift: Electronic publishing

- * Until the late 1970s, publishing (as a whole) and scholarly publishing in particular was largely carried out in print
- * Around 1983, the *Academic American Encyclopedia* was published in a CD-ROM
- * With the introduction of the Internet, electronic publishing became more popular
- * Several traditional newspapers launched online versions around 1996
- * Some sources place the emergence of an e-journal around the mid 1970s while others talk of 1980s

Introducing social media

- * Current trends are characterized with the emergence of Web 2.0
- * Social media are the most popular of the emerging ICTs and Internet applications
- * There are different views of what constitutes social media
 - * Some believe that the use of the term social media should be restricted to the 'content' being communicated or shared (Burke, 2013)
 - * others (e.g. Cann, 2011) see social media as technologies and practices involved in the sharing of information produced in several formats
 - * Others (e.g. Mulero, 2012) use the words social media and social networks interchangeably

2016 What happens in an INTERNET MINUTE?



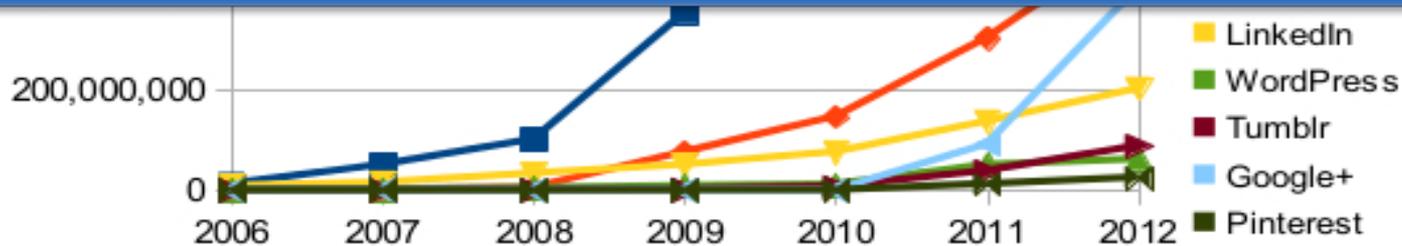
Popularity of Social Media

Growth of online social media

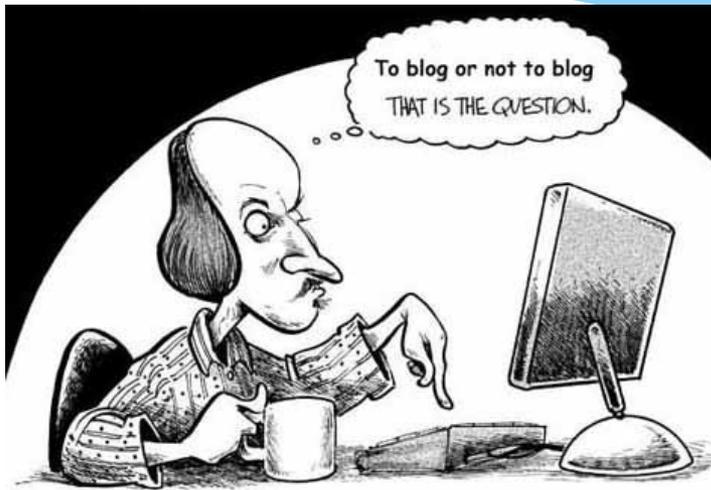
Social Media Growth 2006-2012



While the Internet penetration stands at 35%, social networking penetration has rapidly increased to the current 26% while mobile penetration was 93% of the total number of people in the world as at January 2014, i.e. 7.1 billion people (Dodaro, 2014)



Research through/in social media



- * Research is perhaps the latest entrant in social media



Traditional methods of research dissemination

- * The more traditional methods of research dissemination include
 - * Research reports
 - * Publications in peer-reviewed professional, academic and technical journals
 - * Books
 - * Book chapters
 - * Conference papers and posters
 - * Newsletters, e-bulletins, 'in-house' research forums

Source: Fawcett, B & Pockett, R. 2015. Turning ideas into research: theory, design and practice. Los Angeles: Sage

Application of social media in research

- * Miah (2013) observes that social media can be used to not only promote research but in its development
- * Cann (2011) identifies four areas wherein social media can be applied in research, namely:
 - * identification of knowledge (e.g. undertaking literature reviews using peer reviewed sources;
 - * creation of knowledge by professional researchers usually behind closed doors;
 - * quality assurance of knowledge (e.g. peer review, filtering the best for publication)
 - * dissemination of knowledge (e.g. publication, presentation at conferences)

* Nerds (nd) enumerates the following as applications of social media in research

- ✓ to share exchanges in scientific knowledge... leading to an increase both in learning and flexibility in ways that would not be possible within a self-contained hierarchical organization
- ✓ Social networking is allowing scientific groups to expand their knowledge base and share ideas, and without these new means of communicating their theories might become "isolated and irrelevant".
- ✓ Researchers use social networks frequently to maintain and develop professional relationships
- ✓ to establish collaborations on common fields of interest and knowledge sharing
- ✓ to communicate scientists research results
- ✓ a public communication tool and to connect people who share the same professional interests

Social media for

YouTube
Zotero
Google Scholar
Slideshow
LinkedIn
Twitter
Pinterest
Facebook
CiteULike
Flickr
Google+
FigShare
PlumAnalytics
Pocket (formerly read it later)
Reddit
ResearchGate
Storify
Storyful

Academic tools

PlumX
CiteULike
Mendeley
Institutional repositories
Academia.edu
Social Science Research Network (SSRN)

Non-academic tools

Facebook
Twitter
Youtube
Amazon
Good reads
Slide share
GitHub

Altmetrics harvesting tools

Altmetric.com
ImpactStory
Kudos
ResearchGate

Another look at SM categories

Table 1

Social media categories and listserv groups.

- 1 Blogs (maintain your own blog)
- 2 Blogs (read/comment on other people's blogs)
- 3 Microblogging tools – e.g. Twitter
- 4 Wikis – e.g. Wikipedia, Wikibooks
- 5 Academic social networking tools – e.g. Academia.edu
- 6 Non-academic social networking tools – e.g. Facebook, LinkedIn
- 7 Online document management tools – e.g. Google Docs, Scribd
- 8 Media repositories – e.g. Youtube, Flickr
- 9 Presentation sharing sites – e.g. SlideShare, Slideboom
- 10 Social bookmarking tools – e.g. Delicious
- 11 Bibliographic management sites – e.g. Citeulike, Connotea
- 12 Video/tele conferencing – e.g. Skype, other IMs
- 13 Virtual worlds – e.g. Second Life

Tools Provided by ASNSs

Discussion Boards

File Repository

Email

Instant Messaging

Citation Count

Altmetrics

Public/semi-public profile

Group collaboration

Reference Management

Collaborative document processing

Network visibility

Upload publications

Linking of information to social media sites

ASNS	Academia.edu	ResearchGate	Mendeley	LinkedIn	ImpactStory
Discussion Boards	0	√	√	√	0
File Repository	0	0	√	0	0
Email/Message	√	√	√	√	0
Citation Count	0	√	0	0	√
Alt Metrics	√	√	0	0	√
Public Profile	√	√	√	√	√
Group Space	0	0	√	0	0
Reference Management	0	0	√	0	0
Collaborative Document Processing	0	0	√	0	0
Network Visibility	√	√	√	√	0
Upload Publications	√	√	√	√	√
Link to Social Media Sites.	√	√	√	√	√

Table 3. Comparison of tools across ASNSs

SM Tools preferred by researchers

A. Gruzd et al./Computers in Human Behavior 28 (2012) 2340–2350

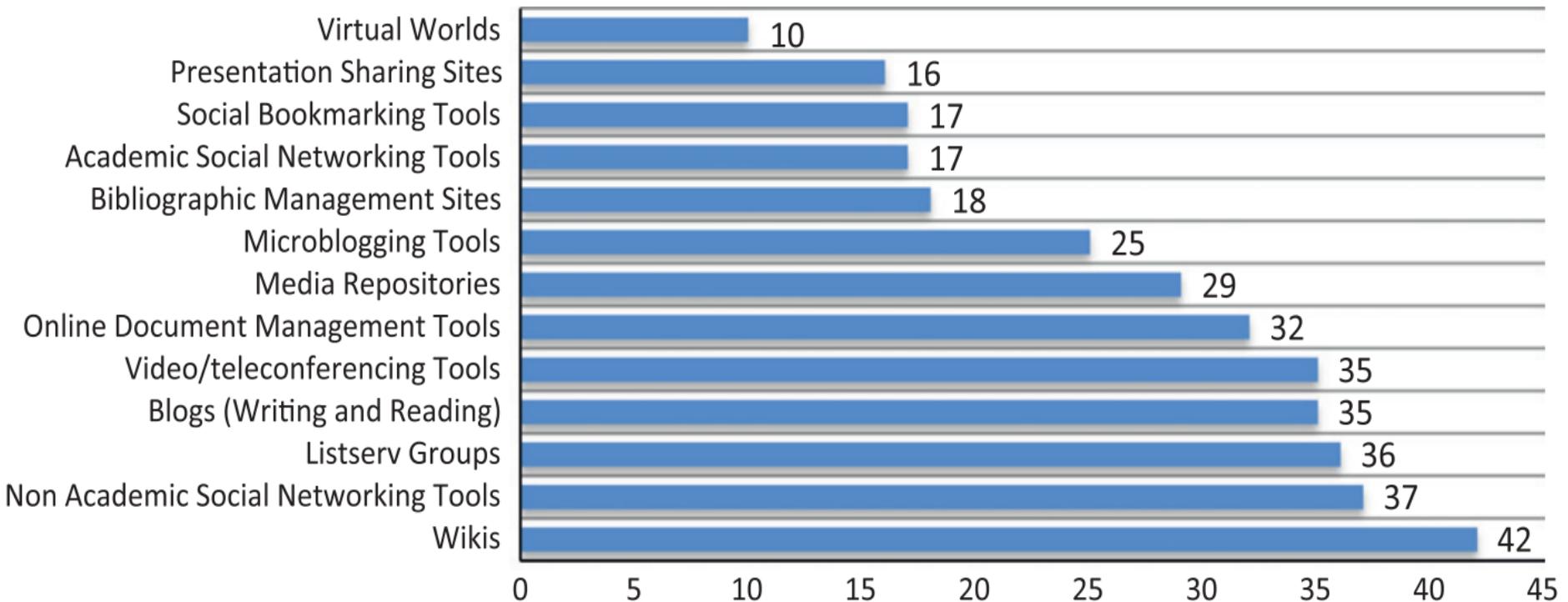
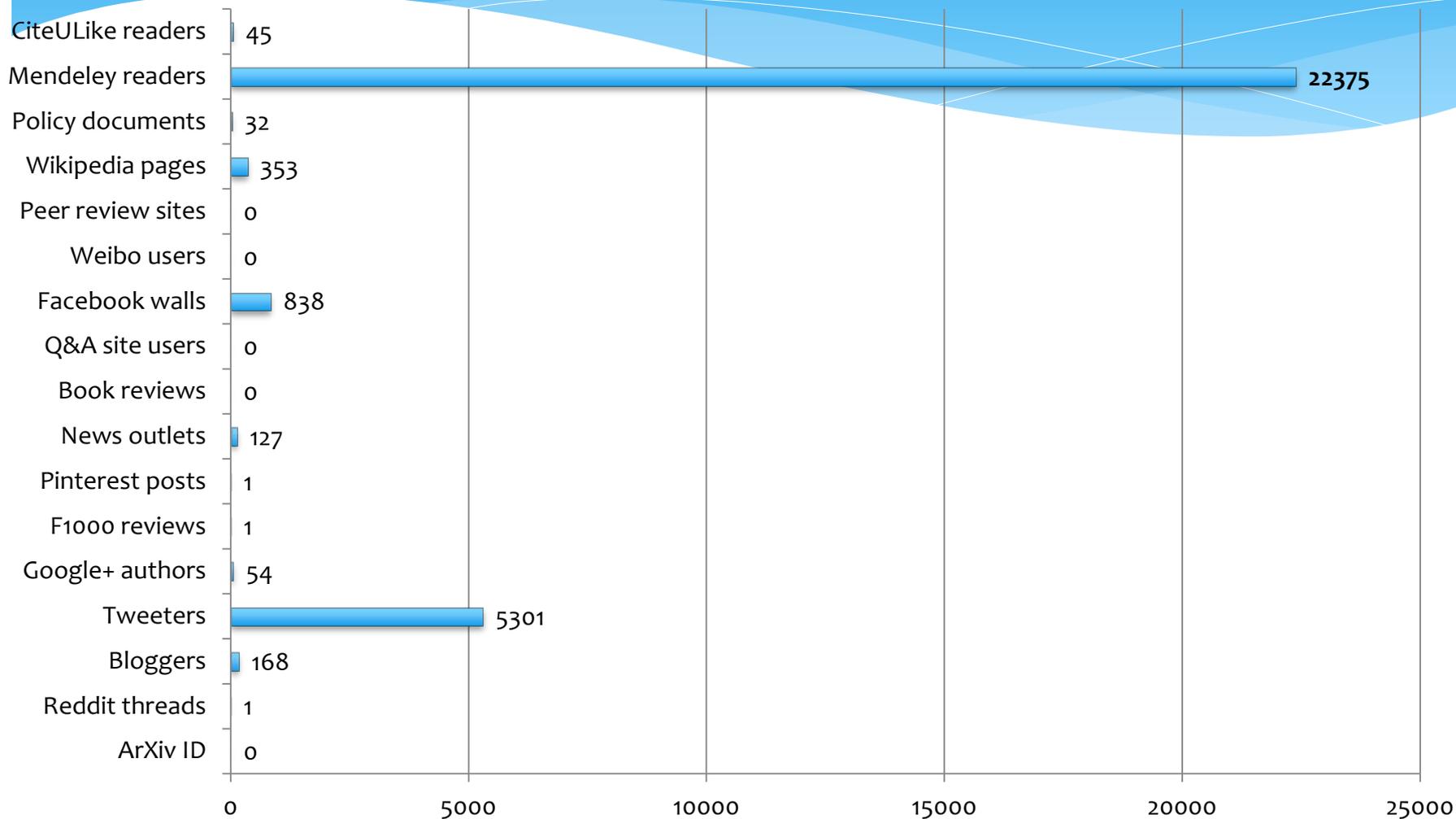
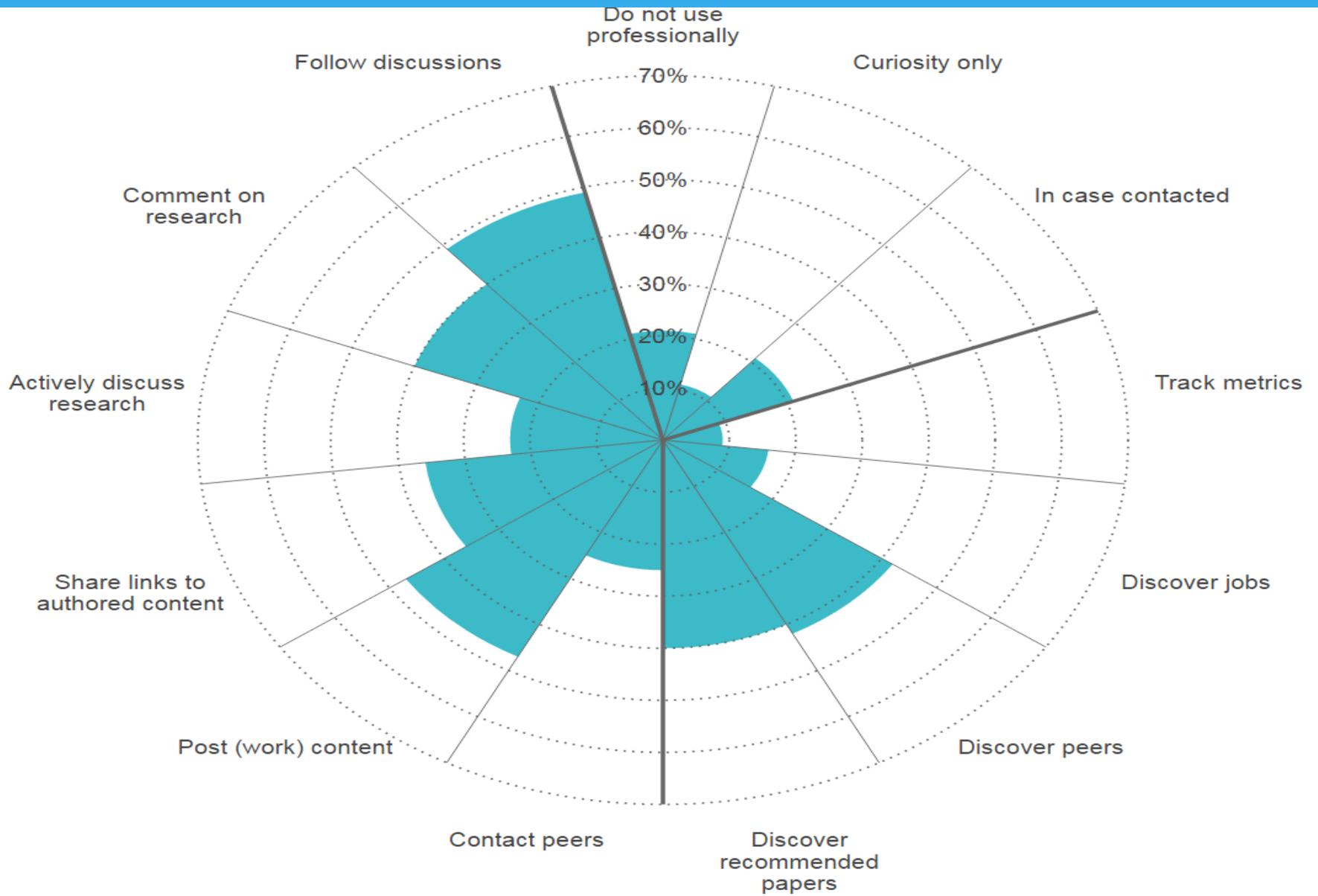


Fig. 1. Social media tools by the number of respondents who use them.

SM attention of DHET journals



What do researchers do on SM?



Benefits of using SM tools

Benefits using social media in research

- **Visibility:** More people can see and get access to my work
- **Sharing:** When you share your research other people will share with you as well
- **New contacts:** You get in touch with a lot of researchers and other persons and institutions interested in your field
- **Discussion:** You can discuss and get new insights in your field
- **Feedback:** It's motivating – "wow, nearly 400 people have seen my paper, and over 3000 have seen my presentation. In addition several people have favourited and downloaded it"

* **By using social media to its full potential, you could:**

- * Boost the influence your research has within your chosen field
- * Create greater interaction and collaboration with other experts in your field on a global scale. This may include people you would not normally have the chance to work with or that you've wanted to network with for some time
- * Benefit from the expertise of other researchers that can provide a sounding board for your ideas before, during or after the research process. A bit like an informal version of peer-review, with the main aim being to help enrich your work
- * Raise the profile of your research
- * Extend the reach of your research to include publications you may not have originally considered
- * Ultimately give your work an enhanced opportunity to have real-world, far-reaching impact (Emerald Group Publishing, 2016)

Impact of using social media in research

OPEN ACCESS Freely available online

 PLOS ONE

Social Media Release Increases Dissemination of Original Articles in the Clinical Pain Sciences

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Abstract

A barrier to dissemination of research is that it depends on the end-user searching for or 'pulling' relevant knowledge from the literature base. Social media instead 'pushes' relevant knowledge straight to the end-user, via blogs and sites such as Facebook and Twitter. That social media is very effective at improving dissemination seems well accepted, but, remarkably, there is no evidence to support this claim. We aimed to quantify the impact of social media release on views and downloads of articles in the clinical pain sciences. Sixteen PLOS ONE articles were blogged and released via Facebook, Twitter, LinkedIn and ResearchBlogging.org on one of two randomly selected dates. The other date served as a control. The primary outcomes were the rate of HTML views and PDF downloads of the article, over a seven-day period. The critical result was an increase in both outcome variables in the week after the blog post and social media release. The mean \pm SD rate of HTML views in the week after the social media release was 18 ± 18 per day, whereas the rate during the other three weeks was no more than 6 ± 3 per day. The mean \pm SD rate of PDF downloads in the week after the social media release was 4 ± 4 per day, whereas the rate during the other three weeks was less than 1 ± 1 per day ($p < 0.05$ for all comparisons). However, none of

SM offers instant & increased research impact

Title	Altmetrics score	Total SM attention	GS cites
Blue whales <i>Balaenoptera musculus</i> ...	105	126	0
Kelp gulls prey on the eyes...	73	46	2
Intraguild predation and partial...	71	46	2
~Public enemy no. 1":...	69	74	1
Three-dimensional visualisation...	54	12	1
An Inventory of Documented Diseases...	45	25	6
Human chorionic gonadotrophin...	42	27	59
Low-carbohydrate and high-fat intake...	40	118	17
The impact of a date for understanding...	36	39	0

Altmetrics can appear more rapidly than citations (Thelwall, Haustein, Lariviere, & Sugimoto, 2013; Eysenbach, 2011: abstract)

SM attention is widespread than traditional methods

Region	0-14 years	15-44 years	45-64 years	65+ years
Africa	435 599 165	494 601 127	124 903 796	39 632 587
Americas	232 457 926	429 009 427	207 564 011	94 275 100
Asia	1 071 296 285	2 054 495 079	863 219 225	303 805 188
Europe	115 609 968	298 291 781	202 580 422	124 395 303
Oceania	9 109 136	16 440 275	8 384 523	4 343 437
TOTAL	1 864 072 480	3 292 837 689	1 406 651 977	566 451 615

Potential social media attention = 5 265 941 281

Compare this with 7 million researchers (i.e. 1,200 researchers per million inhabitants)

Role of libraries/librarians

Yale UNIVERSITY LIBRARY

Research Impact

Admin Sign In

Getting Started

Measuring your impact

Broadening your impact

Tools

Background

Workshops

Getting Started

Comments(0) Print Page

Search:

Google Search of Guides Search

Guide content

Getting started

What is impact?

Measuring your impact

Author impact

Article impact

Journal impact

Broadening your impact

Managing your identity

Altmetrics

Connecting with the research community

New forms of scholarly publishing

Tools

Tracking/measuring

Visualization Tools

Becker Model

Background

The what, the why...

Definitions

Further reading

What is impact?

"Impact" describes the reach and influence of a scholar's work. Assessment of impact attempts to reconstruct the value you have given back to the community by examining things such as ...

- How many scholars have continued the conversation by citing your articles?
- *Who* is citing your articles?
- What kinds of outcomes has your research led to? Have people built better protocols, instrumentation, or practice based on work you have done?
- Who is noticing you? Have you given presentations to the government? To your local community?
- What kind of impact have you had on your advisees? What impact has your advisor had on you?

Impact is a complicated landscape, but it begins with **you**: your research, your relationships, and your outcomes. In this LibGuide, we will provide you with tools that can help you create your own personal branding and evaluate the performance of you, your department, or research group.

Workshops

found.

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Using SM metrics –
Altmetrics – to
support researchers

Creating
awareness and
training are
key roles

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Conclusion

- * There has been a proliferation of social media, especially social networking tools that can be used for research development, knowledge dissemination and sharing
- * Social media have got a big role to play in research, right from its conception to its evaluation
- * How many of these tools a given researcher can make use of depends on the motive for their use in research as each tool is meant to serve specific purposes
- * Using multiple avenues to disseminate research increases its impact, both scholarly and societal impact

END



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