Impact Factor and Scholarly Research: The Traditional Media with a Social Media Influence

Brent D. Bowen  
*Embry-Riddle Aeronautical University*, bowenb6@erau.edu

Jacqueline Luedtke  
*Embry-Riddle Aeronautical University*, jackie.luedtke@erau.edu

Timothy B. Holt  
*Embry-Riddle Aeronautical University*, holtt@erau.edu

David Ehrensperger  
*Embry-Riddle Aeronautical University*, ehrenspd@erau.edu

Hunter M. Watson  
*Embry-Riddle Aeronautical University*

Follow this and additional works at: [https://commons.erau.edu/publication](https://commons.erau.edu/publication)

Part of the [Aviation and Space Education Commons](https://commons.erau.edu/publication), [Communication Technology and New Media Commons](https://commons.erau.edu/publication), and the [Other Communication Commons](https://commons.erau.edu/publication)

Scholarly Commons Citation

This Poster is brought to you for free and open access by Scholarly Commons. It has been accepted for inclusion in Publications by an authorized administrator of Scholarly Commons. For more information, please contact commons@erau.edu.
The initial method of this research was developed by Dr. Brent Bowen in leading the conceptual idea as to social media and the impact it can have on scholarly research. This study concludes years of data compiled into a deliverable platform for universal use in academic research and serving as a common topic of interest.

The Airline Quality Rating (AQR) is a summarization of the month-by-month ratings for U.S. airlines which are required in giving performance data on their domestic schedule.

The general case study focus of this research is the AQR as it relates to the utilization of social media platforms, and thus having the ability to reach out to a broader worldwide presence. Social Media has a beneficial factor in developing new routes by capturing participants on a given topic. Media metrics consisting of social network platforms, and news releases to assist in broadening the viewership and utilization of research in meeting individuals needs in gaining qualitative and quantified information about the AQR. The AQR’s analytical Visibility Reports look at global markets and the engagement members have by considering several elements of the Total Pickup, Traffic flow, Audience, and Engagement. The techniques used in the research of Airline Quality Rating has grown into a worldwide discussion on U.S. airlines and the quality on flying domestically.

In conclusion, the AQR has been around for several years as a primary example of showing the vast network it has gained for the research community. Current metrics have shown to have reached a total of 1.29 billion viewers with over 1,043 outlets from print, online, news broadcasting of gaining access to the research. From the audience viewers it generated roughly $12 million in ad value to these companies for the release of the AQR.

Future research will involve increasing the number of social media tools and platforms under consideration in order to obtain a more in-depth view of how scholarly research is used and disseminated via social media tools. Facebook, Twitter, and Instagram offer quality insights into social media events (e.g., sharing, liking, etc.), but they are far from the only social media tools available. We intend to increase the number and types of tools and platforms in our future evaluations to include Mendeley, ResearchGate, Academia.edu, and/or Impactstory, among others. Our ultimate goal will be to create a template for measuring social media impact the dissemination and utilization of scholarly research across disciplines, and some of the aforementioned resources may be more appropriate than others in this regard.