Publications

1-30-2017

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

Part of the Aviation and Space Education Commons, Communication Technology and New Media Commons, and the Other Communication Commons

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

Bowen, B.D.; Luedtke, J.R.; Holt, T.B; Ehrensperger, D.A.; & Watson, H.M.

Embry-Riddle Aeronautical University - Prescott, Arizona

AIRLINE QUALITY RATING
WSU WICHITA STATE UNIVERSITY · EMBRY-RIDDLE Aeronautical University

EMBRY-RIDDLE Aeronautical University
PRESCOTT, ARIZONA

Abstract

➤ 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.

Facebook
- Reached 115,315 people
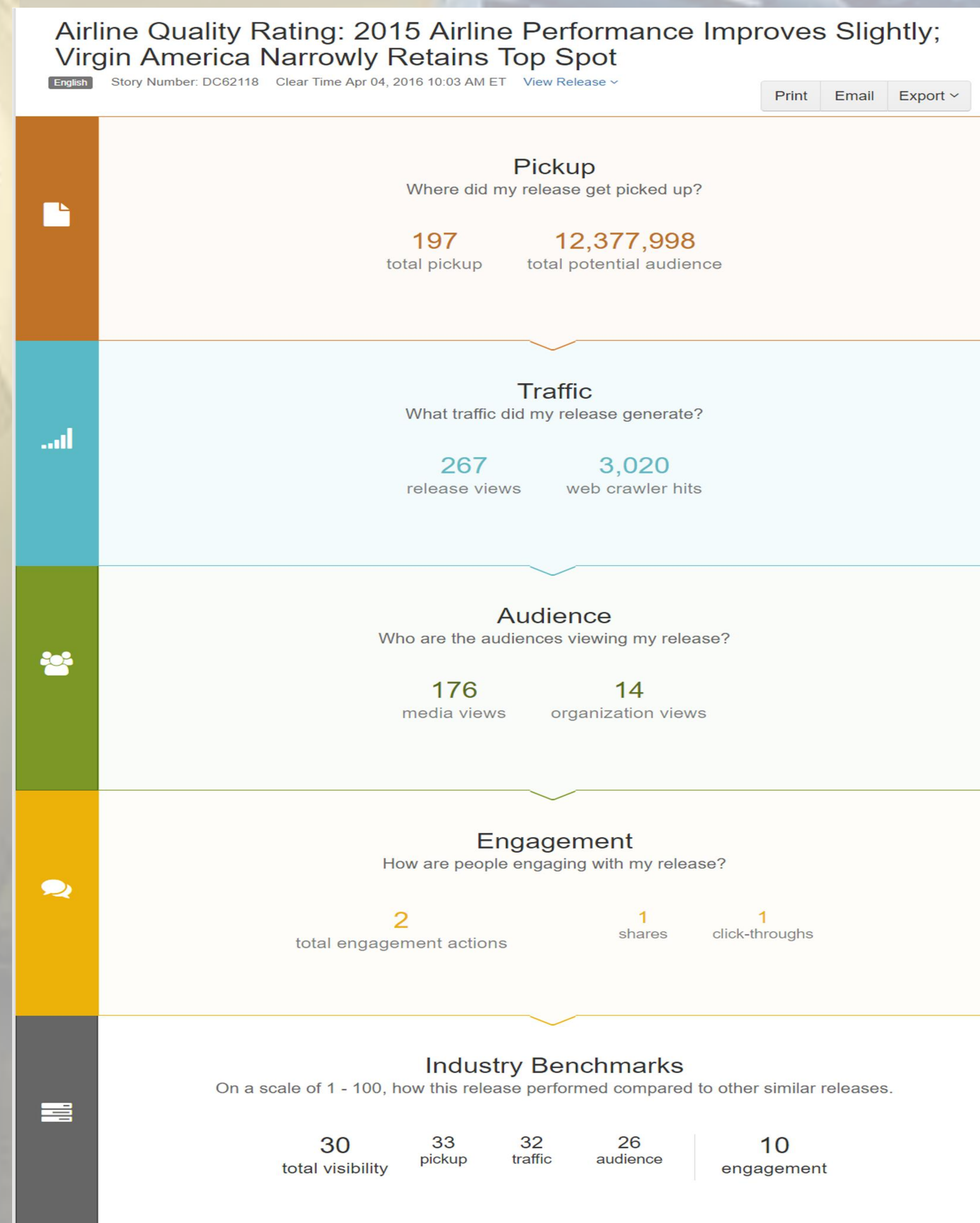 - 1,933 likes
  - 62 comments
  - 277 post shares

Twitter
- 30,052 impressions
- 246 retweets
- 201 link clicks
- 329 post engagement

Instagram
- 4,200 people reached
- 291 likes

Next Steps

➤ 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.

Airline Quality Rating: 2015 Airline Performance Improves Slightly; Virgin America Narrowly Retains Top Spot
English   Story Number: DC62118   Clear Time Apr 04, 2016 10:03 AM ET   View Release ▾   Print Email Export▾

Pickup
Where did my release get picked up?
197 total pickup   12,377,998 total potential audience

Traffic
What traffic did my release generate?
267 release views   3,020 web crawler hits

Audience
Who are the audiences viewing my release?
176 media views   14 organization views

Engagement
How are people engaging with my release?
2 total engagement actions   1 shares   1 click-throughs

Industry Benchmarks
On a scale of 1 - 100, how this release performed compared to other similar releases.
30 total visibility   33 pickup   32 traffic   26 audience   10 engagement

Conclusions

➤ 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 dollars 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 analysis of how research is used and disseminated via social media tools. Our ultimate goal will be to create a template for measuring social media impact on the dissemination and utilization of scholarly research across disciplines. This benefits the researcher in spreading his/her work to audience members globally but can be proven to help the business of raising awareness to the topic of your research.

1.29 Billion Audience reached in 1,043 print/online/ broadcasting outlets → **$12 Million** Total ad value

YAHOO! NEWS   CNBC   abc   TIME

References

[1] Bowen, B. D. (2016, April 4). Airline Quality Rating: 2015 Airline Performance Improves Slightly; Virgin America Narrowly Retains Top Spot (Rep.). Retrieved October 26, 2016, from Visibility Reports website: https://visibility.pmewswire.com

[2] Cassie, Jameson (March 2016). 2016 Airline Quality Rating (infographic).

[3] The National Press Club. (2015). Airline Quality Rating: 2015 Airline Performance Improves Slightly; Virgin America Narrowly Retains Top Spot [Data file].

[4] Visibility Reports. (2016, April 4). Retrieved December 13, 2016, from https://visibility.pmewswire.com/vr3/release_distribution.jsp

[5] Visibility Reports. (2016, April 4). Retrieved December 13, 2016, from https://visibility.pmewswire.com/vr3/release_traffic.jsp

[6] Visibility Reports. (2016, April 4). Retrieved December 14, 2016, from https://visibility.pmewswire.com/vr3/release_audience.jsp

[7] Visibility Reports. (2016, April 4). Retrieved December 14, 2016, from https://visibility.pmewswire.com/vr3/release_engagement.jsp

[8] Visibility Reports - Metric Definitions. (2016, April 4). Retrieved December 13, 2016, from http://vrhelp.mediaroom.com/definitions