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

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Abstract

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 on the dissemination and utilization of scholarly research across disciplines, and some of the aforementioned resources may be more appropriate than others in this regard.

Next Steps

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 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.

References


