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## Research Benefits for Scholarly Authors Being Published on a Public Forum

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# Research Benefits for Scholarly Authors Being Published on a Public Forum

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## Abstract

The previous construct of research was focused on social media platforms as a benefactor in broadcasting towards a global audience with non-academic professions. Following along the same ideology, this research directs the attention to a pertained audience in academic profession.

- Embry-Riddle is the host of Scholarly Commons which collects the research of authors (faculty members), and assists in developing a digital portfolio. This portfolio creates metric measurements on a dashboard to indicate where downloads are occurring, and aids in providing current information pertaining to the authors' publication.
- In this case, the publication of the National Airline Quality Rating (AQR) (<https://airlinequalityrating.com/>) in Scholarly Commons focuses on locating members that are attracted to the quantitative research on airline performance.

## 2016 Media Metrics

1.29 Billion Followers:

-Print/ Social Media/ Broadcasting



12 Million Ad Value:

Yahoo News, CNBC, ABC News, TIME Magazine

579,969,380  
Est. audience reach  
print/online/broadcast

\$5,354,114  
Est. ad value

25 Networks  
Broadcasted  
AQR

The Airline Quality Rating (AQR) is the premier statistical study of major airline performance in the United States, objectively comparing airline quality.

9 Countries

### AQR Metrics 2017

(AQR Social Media/ Scholarly Commons)

12,000  
AQR Downloads

18  
Media Accounts

10,768 Total Papers

958,967 Total Downloads

SCHOLARLY COMMONS

379,143 Downloads in 2017

## COLLEGE OF AVIATION Conclusion

The AQR has established multiple metric platforms in continuously looking for new ways of disseminating towards potential audiences. With today's technological capabilities we as researchers can adapt to multiple environments for broadcasting a scholars work around the globe.

- 9 Countries received the AQR through digital download, or media display.
- 25 networks mentioning the AQR report show a significant decrease in Audience Members by 710,030,620, and \$6,645,886 in Ad. Value do to the United Airline incident.
- Scholarly Commons was pushed as the main platform reaching 12,000 downloads world wide for the AQR 2017 report.
- Furthering the AQR Metric tracking will incorporate research scholarly journals i.e. Mendeley, ResearchGate, Academia.edu, and/or Impactstory to reach audience members in their publication memberships.

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