

How do I get Started? Using citation analysis to become an effective liaison

AUBURN UNIVERSITY

How do I get Started? Using citation analysis to become an effective liaison

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The Problem

As a brand new Director and Liaison at the Auburn College of Business (ACOB), I needed to quickly learn about my faculty's research activity and the library's journal collection. This citation analysis was created from a list of articles published in journals in the library and it was used to answer the following questions: among others:

- What are ACOB faculty publishing?
- What are they citing?
- What is being cited?

The Process

1 Find all the HCOB-authored articles published between 2014 and 2018

2 Create AllReferences

Results

HCOB-authored Articles

In total, there were 275 articles published in 101 different journals by ACOB faculty between 2014 and 2018. The bar chart below displays the number of HCOB-authored articles published in each journal. The x-axis represents the journal title and the y-axis represents the number of articles published. The bars are color-coded by journal title.

Number of articles published by journal title

Publications by Departmental Release

The line graph below displays the number of articles published by department over time. The x-axis represents the year and the y-axis represents the number of articles published. The line is color-coded by department.

Department Color: Each's library was used to obtain the lists of Citations classifications and subject headings. Search of the ACOB-authored publications. This information is shown below.

LC Classification for HCOB articles: 2014-2018

BIOSIS & WILEY subject headings 1708 18 2014-2018

Implications for Liaisoning

This analysis suggests many future activities. While the literature published here is primarily used as quantitative evidence about collection development decisions, it can also help provide more qualitative evidence on library use. Additionally, librarians can help authors as possible a variety of ways, as well as the published research results. Other such as the one published here can help support the following ideas:

1. Research Impact

Future Research

Using the output of data produced for this project, authors/librarians can take ACOB-authored publications and its potential by looking at the relationships between journal, primary, and secondary sources and characteristics. The open access, social media activity, and the digital identity of ACOB faculty.

Are HCOB articles Open Access?

Tyler Martindale

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PRESENTED AT:

THE PROBLEM

As a brand new librarian and liaison to the Harbert College of Business (HCOB), I needed to quickly learn about my faculty's research activity and the library's journal collection. This citation analysis was adapted from similar studies conducted at comparable SEC schools and it was used to answer the following questions, among others:

- Where are HCOB faculty publishing?
- What are they citing?
- Who is citing them?

THE PROCESS



1. Web of Science and Business Source Premier were used to identify articles which (a) had authors affiliated with Auburn University's Harbert College of Business, and (b) were published during the chosen time period. Once this list of potential candidates was generated, I verified each article individually to determine if it was authored by a current HCOB faculty or staff member using the current HCOB directory. I also chose to include former HCOB faculty or staff if the author could accurately be identified through known affiliations or publishing activity. Roughly one-quarter of the potential articles returned were identified as worthy inclusions for this study.

2. Ulrichsweb Global Serials Directory provides valuable information for journals, including publisher name and Library of Congress classifications and subject headings. Unpaywall.org (<http://unpaywall.org/products/simple-query-tool>) provides a free tool which allows users to quickly determine if an article is available through Open Access.

3. Web of Science provides lists of Cited References (documents cited by HCOB authors) and Citing Articles (articles subsequently citing HCOB-authored articles) for publications indexed within Web of Science. Of the 273 total articles identified through Web of Science and Business Source Premier which were authored by HCOB faculty and staff, 245 were indexed by Web of Science. This list of 245 articles is the source of data analyzed in the following sections of this poster.

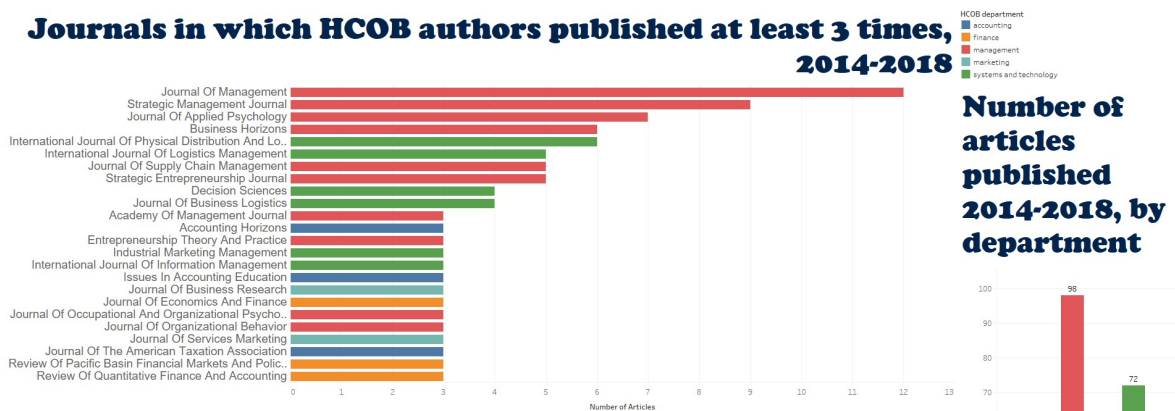
4. Excel and Tableau were used for data cleanup, analysis, and visualization.

RESULTS

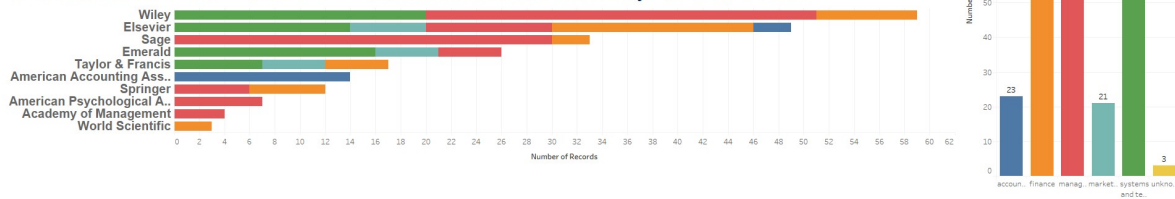
HCOB-authored Articles

In total, there were 273 articles published in 151 different journals by HCOB faculty between 2014 and 2018. The images below contain information regarding those journals in which HCOB authors published, the publishers of those journals, and the breakdown of all 273 HCOB-authored articles by each department within the college of business.

Journals in which HCOB authors published at least 3 times, 2014-2018

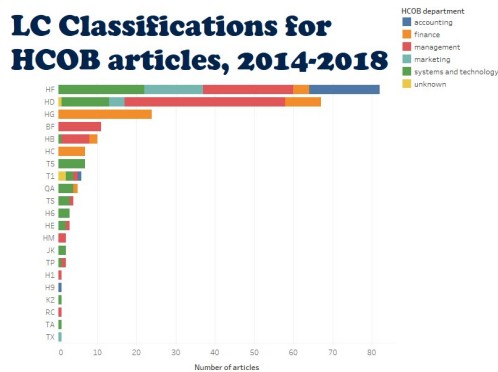


Publishers of >2 HCOB-authored articles, 2014-2018

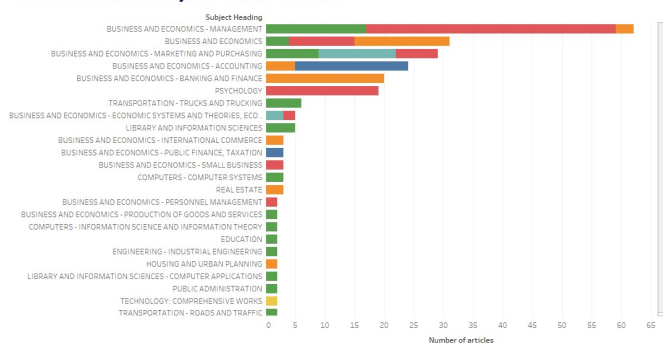


Ulrichsweb Global Serials directory was used to obtain the Library of Congress classifications and subject headings for each of the HCOB-authored publications. That information is shown below.

LC Classifications for HCOB articles, 2014-2018



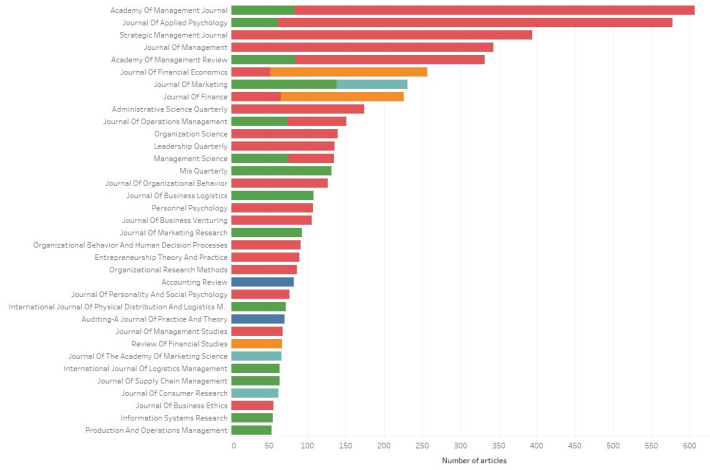
HCOB article subject headings with >2 occurrences, 2014-2018



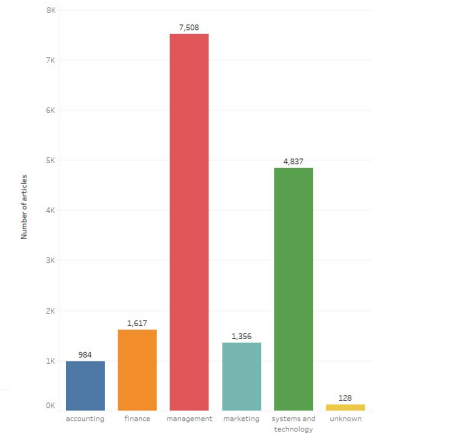
Cited References

HCOB-authored articles published between 2014 and 2018 accounted for 16,430 cited references from 3,615 different journals.

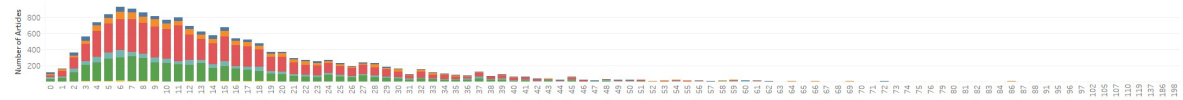
Journals with >50 Cited References in HCOB-authored articles, 2014-2018



Cited references by HCOB department



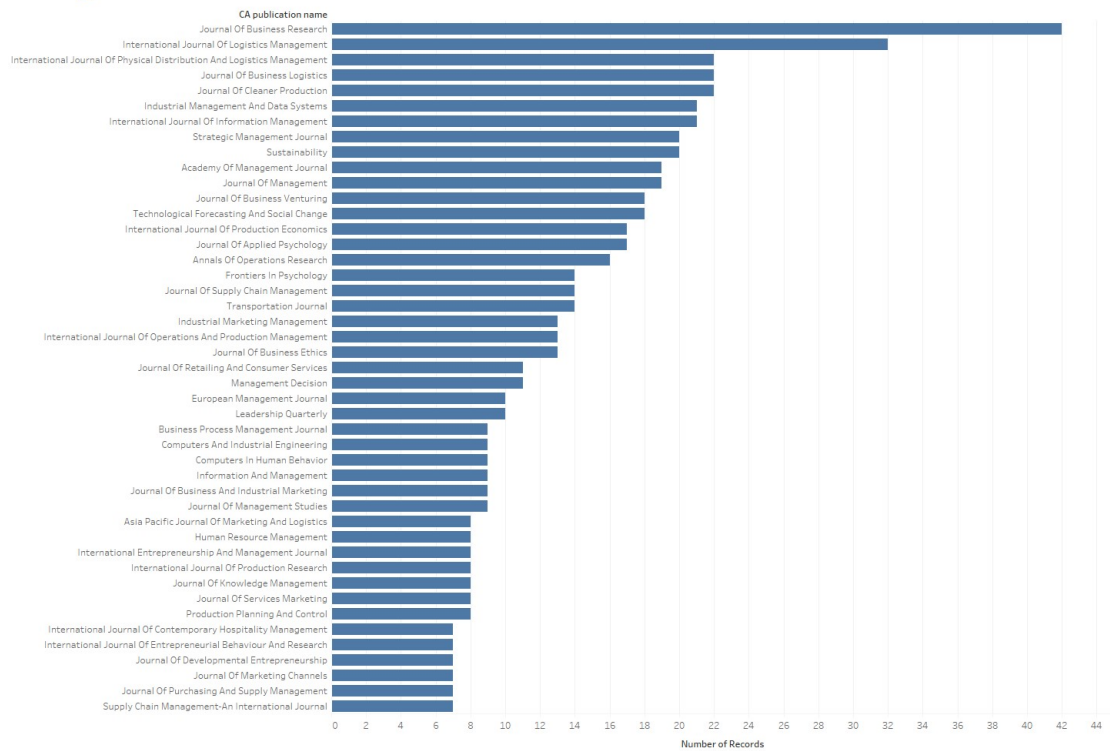
Age of cited references



Citing Articles

HCOB-authored articles published between 2014 and 2018 were 1,498 times in 590 different journals.

Journals citing HCOB-authored articles >6 times



Sum of Number of Records for each CA publication name. The view is filtered on sum of Number of Records, which includes values greater than or equal to 7.

IMPLICATIONS FOR LIAISONSHIP

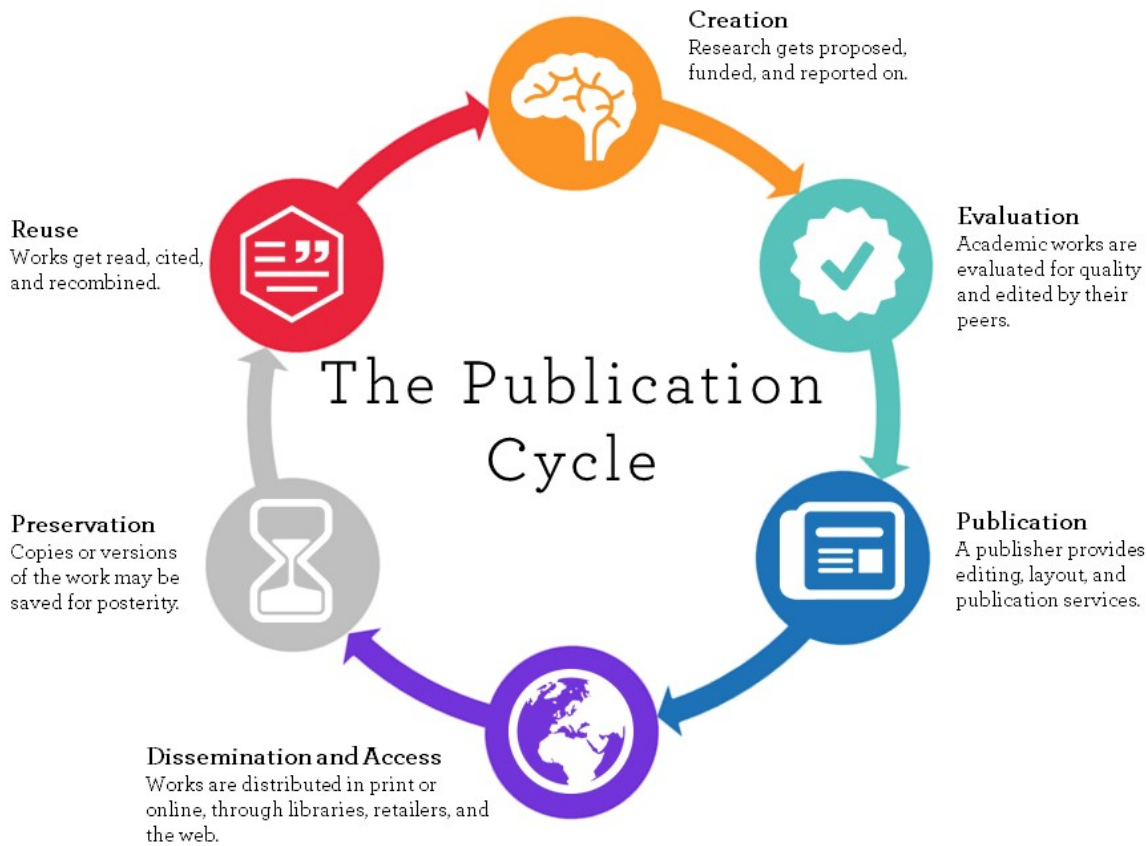
This analysis supports many liaison activities. While the knowledge gathered here is primarily used as quantitative evidence during collection development decision making, it can also help provide more robust reference services. Additionally, librarians are being called upon to provide a variety of new, or somewhat enhanced, research support services. Studies such as the one performed here can help support the following efforts:

1. Research Impact



First, capturing the impact of our faculty's research efforts and communicating the reach of those efforts to various stakeholders is a critical activity with which librarians are well-equipped to engage. Expertise gained from a more thorough understanding of the active role researchers can play in making their scholarly contributions available is vitally important. Our ability to locate information, paired with our capacity to communicate unfamiliar publication metric data, are skills we can actively develop.

2. Scholarly Communications



Second, enhancing our position as experts regarding the scholarly communication ecosystems of our subject areas is another example of how librarians can bring value to our organizations. Citation analyses like the one performed here can further our knowledge of publishing trends and behaviors. This knowledge can help us establish ourselves as go-to resources for publishing information which is highly sought-after by our faculty.

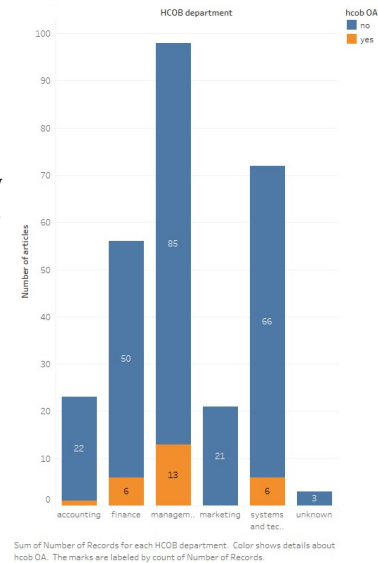
FUTURE RESEARCH

Using the corpus of data gathered for this project, further bibliometric analysis of HCOB-authored publications can be conducted by looking at the relationships between journal-, article-, and author-level metrics and characteristics like open access, social media activity, and the digital visibility of HCOB faculty.

For example, the free service available at [unpaywall.org \(http://unpaywall.org/products/simple-query-tool\)](http://unpaywall.org/products/simple-query-tool) was used to gather data about the number of open access articles published by each department of HCOB between 2014 and 2018. Further analysis of open access requirements typically encountered by business faculty, as well as assessment of their knowledge of and attitudes toward open access, might be valuable information to consider as we think about the kinds of services we want to provide in the realm of scholarly communications.

Furthermore, continuing to research the myriad ways research impact is affected by our actions should be a worthwhile endeavor as liaisons continue building skill sets and providing value-added services.

Are HCOB articles Open Access?



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