



Publication impact

What it means and how to improve it

Marta Zygmuntowska, PhD





Outline

- **Introduction**
- **H-index**
- **Journal Impact Factor**
- **Alternative ways to measure impact**



CITATIONS

criticism

marketing your own research

friendship services

conversation

peer recognition/credit

payment of intellectual debt

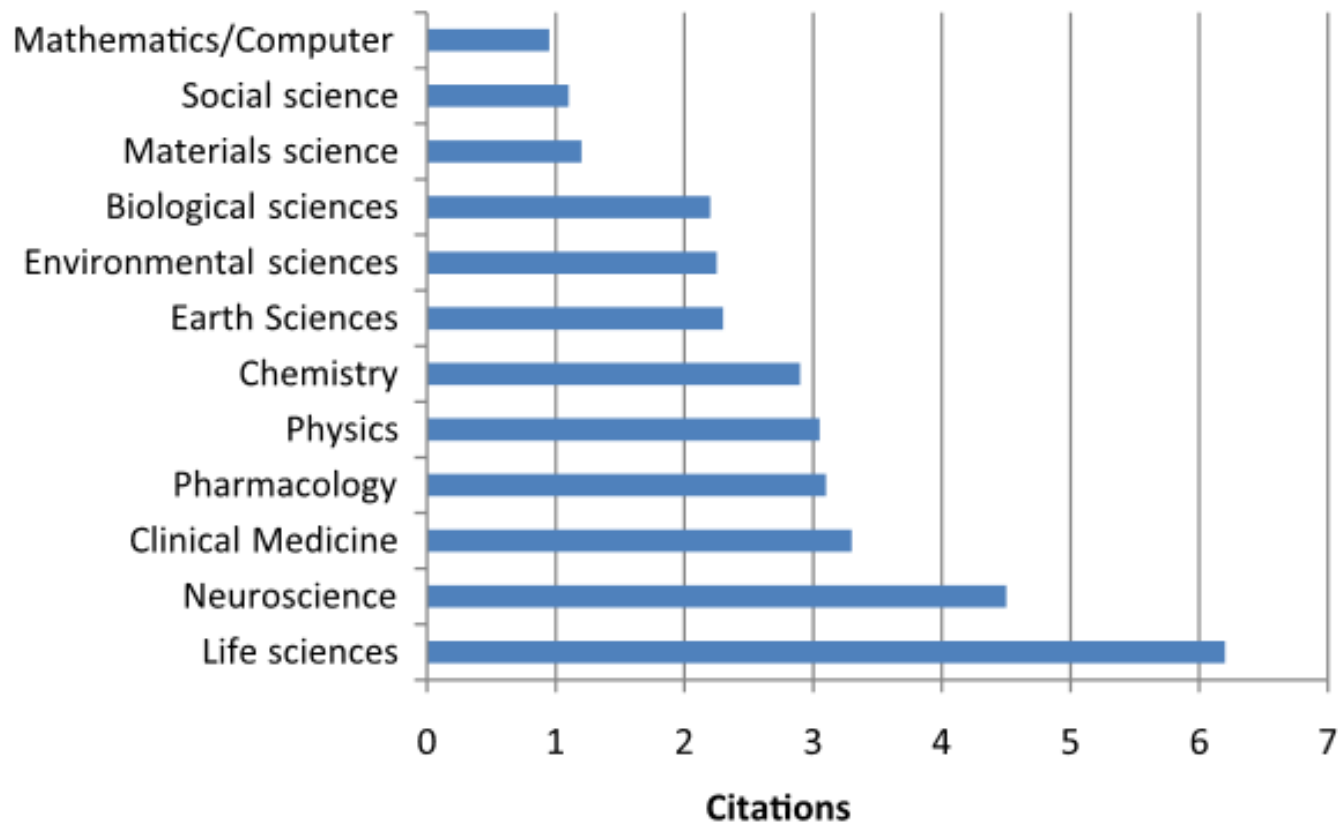
...count equally





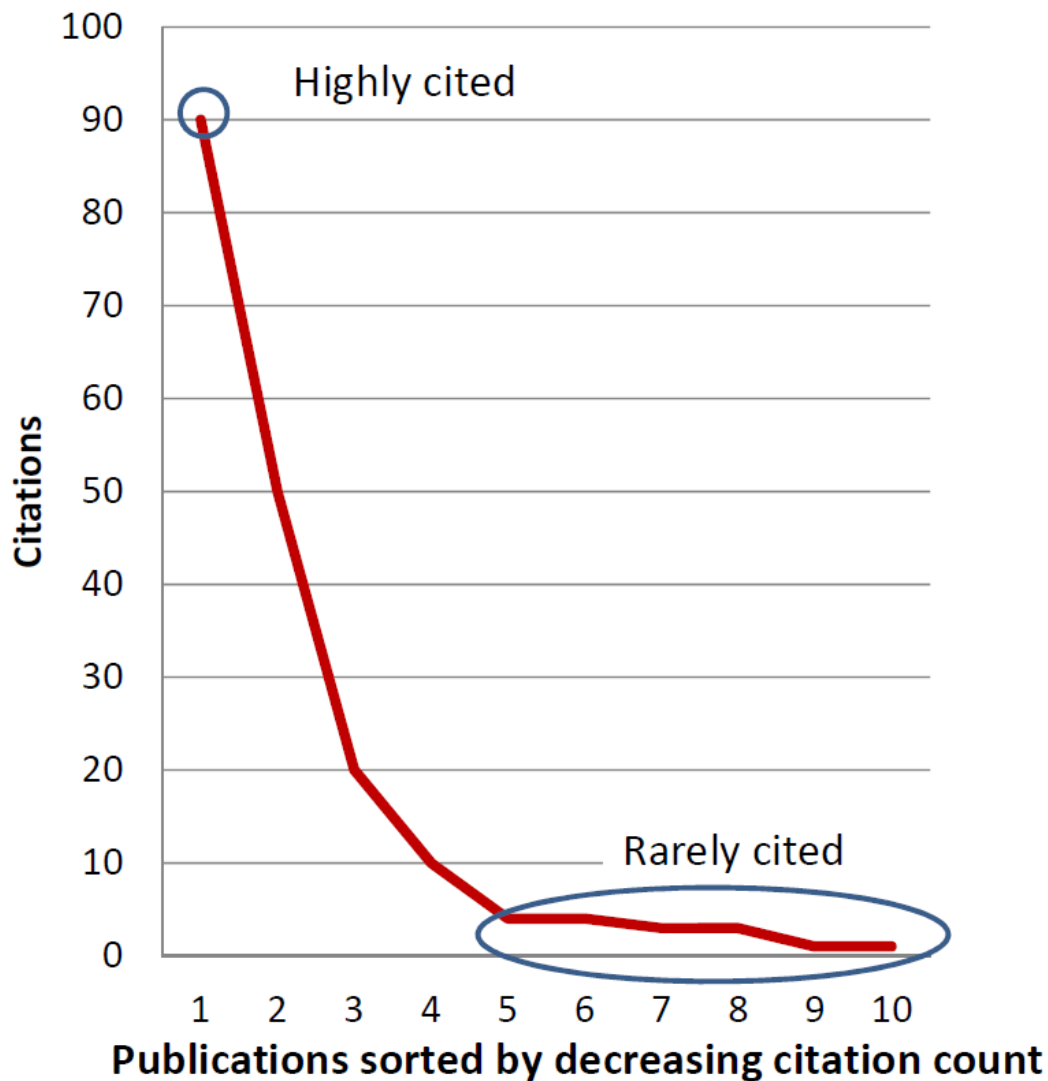
Number of citations in subject dependend

Average citations per article





“The Matthew effect in science”



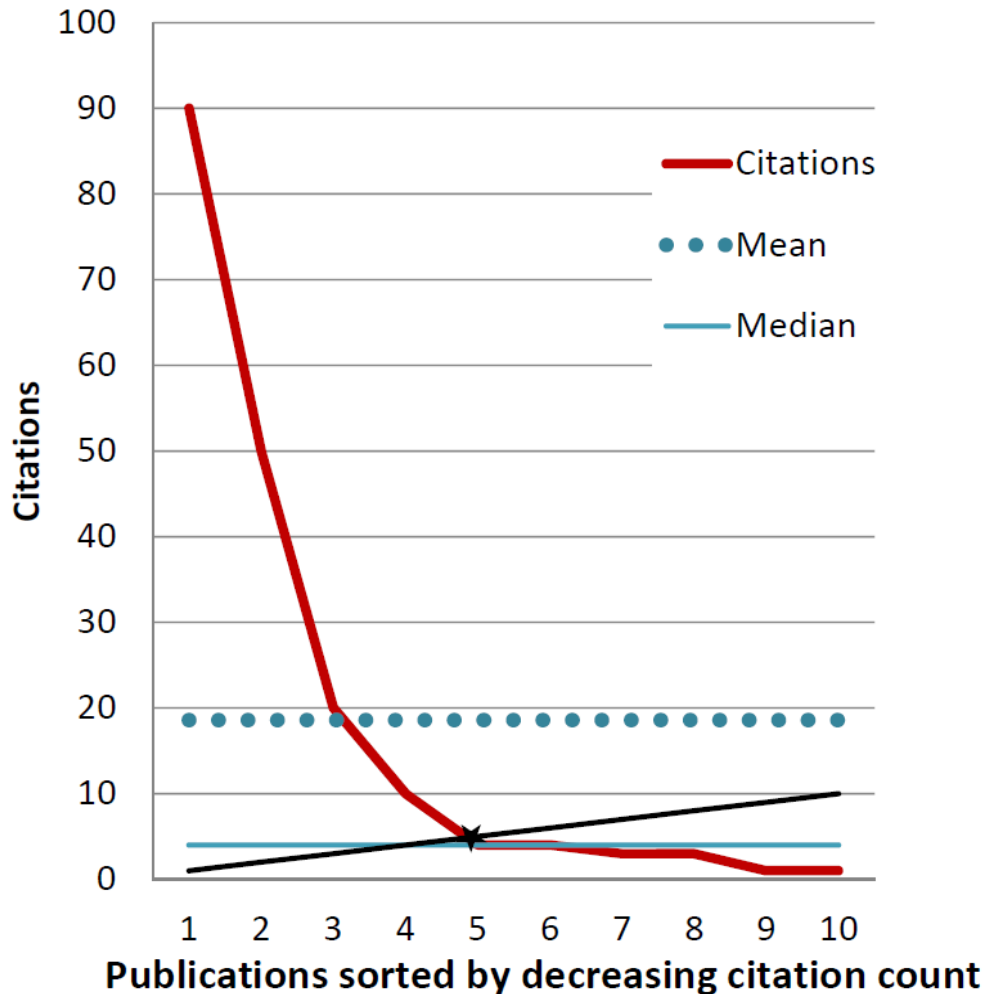
*“To those who have,
shall be given”*

**Citation
distribution
highly skewed**





Which number determines impact ?



Arithmetic Mean?
Median?





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To compensate for the long tale the h-index was introduced (Hirsch, 2005)

A scientist has index h if h of his/her publications have at least h citations each ...

$h=4$

Rank	1	2	3	4	5	6	7	8	9	10
Publication	c	i	a	g	f	h	d	j	b	e
Citations	90	45	20	10	4	4	3	3	1	1



Marta Zygmuntowska

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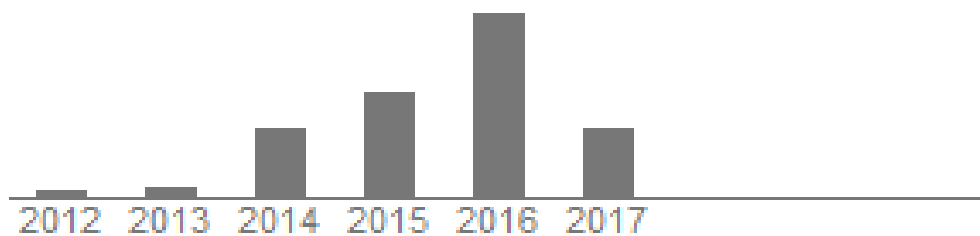
[Tittel](#) 1-7 Sisert av [År](#)

Sitatindeks

Alle

Siden 2012

Sitater	96	96
h-indeks	4	4
i10-indeks	3	3



37 2014

36 2012

14 2013

7 2015

[Czyżowska, M., Zygmuntowska, M., Ojeda, P. & Rawley](#)
PloS one 10 (11), e0142709



The h-index :

+ measure for both the productivity and number of citations

+ avoids the 'long-tail problem'

But...

- Counts each citation equally

- Value differ depending on sources

- Can be frustrating for young career researchers



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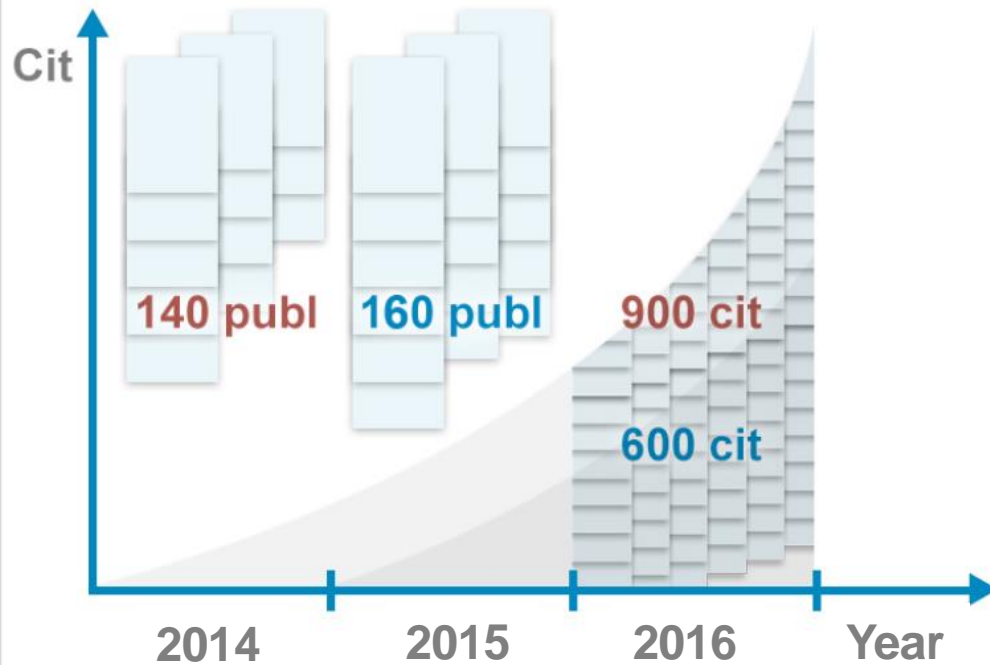




Journal Impact Factor

- **IF is a measure of how often an article in a given journal has been cited per year on average**





$$A = 900 + 600 = 1500$$

$$B = 140 + 160 = 300$$

$$\text{Impact Factor} = A/B$$

$$\text{IF} = 1500/300 = 5$$

A: the number of citations in a given year of items published in the previous 2 years

B: the number of articles published in the same two years





Journal Impact Factor:

+ To get cited takes time – Impact Factor gives immediate proxy

But...

- Most articles don't get cited
- Number of citations is field dependent
- Manipulable

(WoS trademark)



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- **Alternative ways to measure impact**

...and how to make your work more visible





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RESEARCHERID



**Avoid author
ambiguity**



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Biography



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[+ Add education](#)[↑↓ Sort](#)

Universitet i Bergen: Bergen, Norway

2011-01 to 2014-06



PhD

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2015 | journal-article



Source: Marta Zygmuntowska

Preferred source





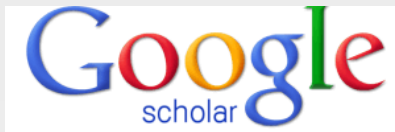
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**Avoid author
ambiguity**

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and easier accessible**





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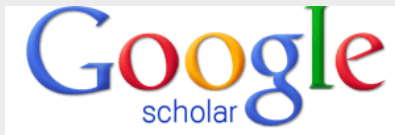
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 S Mikki, M Zygmuntowska, ØL Gjesdal, HA Al Ruwehy
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6

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15.91

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Susanne Mikki, Marta Zygmuntowska, Øyvind Liland Gjesdal, Hemed Ali Al Ruwehy,

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152

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CITATIONS

39

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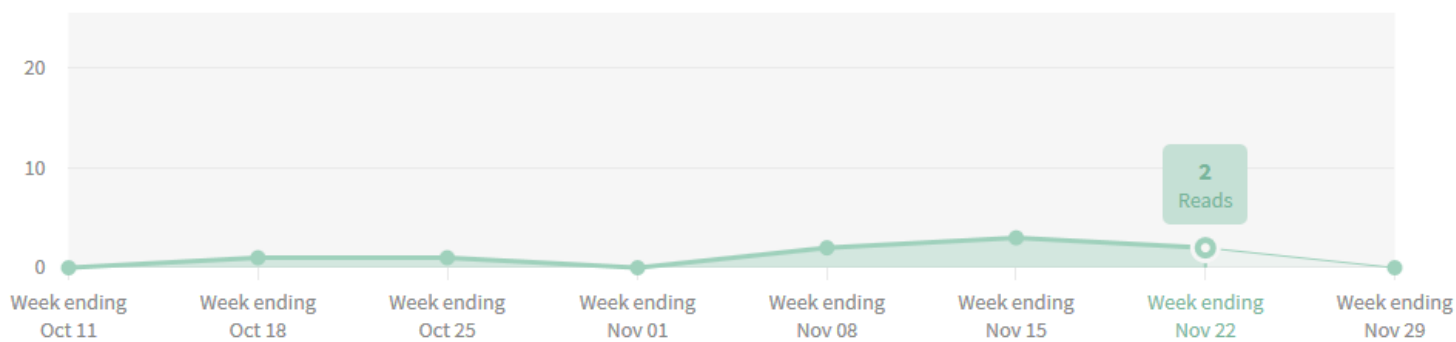
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Reads

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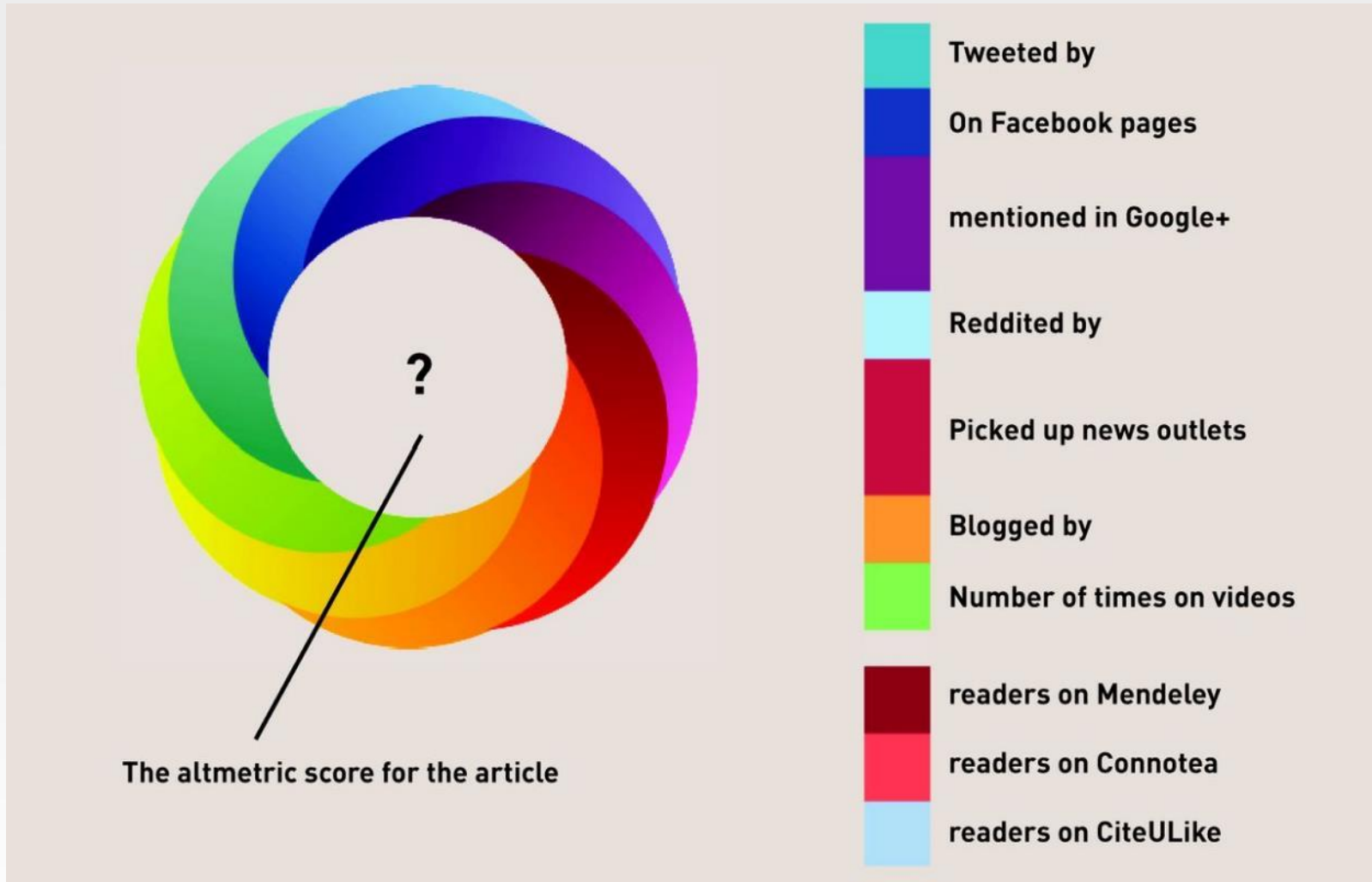
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