

Corina MacDonald

Datafication and scholarly communication

Communication Studies
Concordia University

A Correct Tide-Table, shewing the true Times of the High-Waters at London-Bridge, to every day in the Year 1683. By Mr. Flamstead.

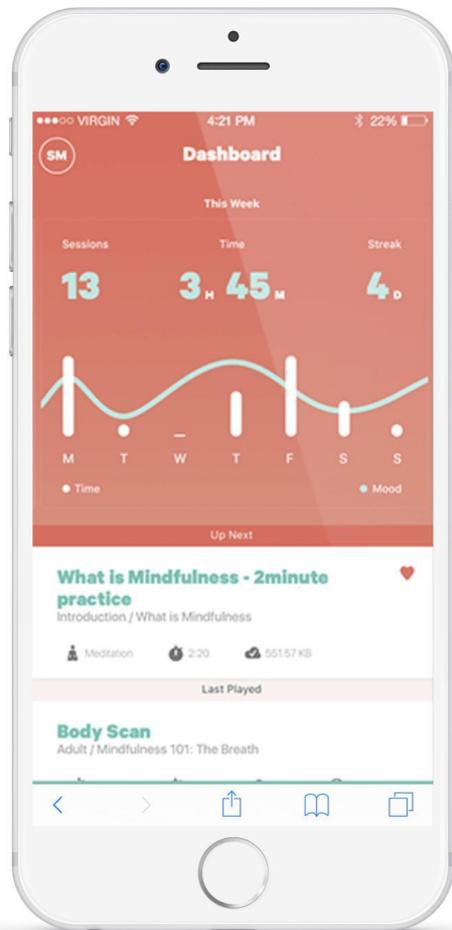
	Januar.	Februa.	March	April.	May.	June.	July.	August.	Septem.	Octob.	Novem.	Decem.
	M.H.	M.H.	M.H.	M.H.	M.H.	M.H.	M.H.	M.H.	M.H.	M.H.	M.H.	M.H.
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M	16 2	43 1	37 2	55 3	17 4	09 4	15 4	49 5	38 5	14 8	08 8	36
A	1 45 3	05 2	05 3	14 3	28 4	24 4	22 5	05 6	01 5	42 8	43 9	10
M	2 14 3	24 2	2 3	22 3	53 4	42 4	45 5	22 6	26 7	16 9	18 9	43
A	2 25 3	42 2	45 3	50 4	11 5	00 5	02 5	41 6	55 7	48 9	53 10	17
M	3 01 4	05 3	09 4	08 4	25 5	15 5	15 5	01 7	23 8	25 10	25 10	50
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M	3 42 4	36 3	44 4	44 5	05 6	00 5	5 5	48 8	34 9	21 11	35 11	57
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A	4 25 5	30 4	35 5	45 6	15 7	08 7	02 8	14 10	25 11	21 11	0 11	28
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A	5 05 7	22 6	07 7	47 7	58 8	52 8	52 10	22 11	05 11	25 11	42	
M	5 30 7	54 6	16 8	18 8	27 9	21 9	24 11	15 11	54 11	35 11	43	
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A	8 42 11	51 10	35 11	42 11	52 11	26 11	26 11	25 11	15 11	27 11	14	

M Stands for Morning. A Afternoon. O for Sunday.

	Januar.	Februa.	March.	April.	May.	June.	July.	August.	Septem.	Octob.	Novem.	Decem.
	M.H.	M.H.	M.H.	M.H.	M.H.	M.H.	M.H.	M.H.	M.H.	M.H.	M.H.	M.H.
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A	6 02 7	32 6	23 8	28 9	13 10	47 11	28 11	39 11	1 11	48 11	56 11	44 11
M	6 32 8	07 6	54 9	04 9	47 11	11 11	22 11	1 11	06 11	2 11	08 11	15 11
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A	12 15 11	0 11	54 11	16 11	2 11	38 11	13 11	03 11	5 11	37 11	03 11	20
M	12 42 11	1 11	22 11	2 11	58 11	3 11	51 11	27 11	6 11	03 11	7 11	46

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Raw data is both an oxymoron

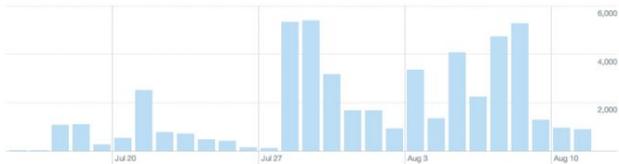
and a bad idea; to the contrary,
data should be cooked with care.

Tweet activity

Export data

Your Tweets earned 50.5K impressions over the last 28 days

That's no change in impressions from the previous 28-day period



YOUR TWEETS
So far today, your Tweets have earned **902 impressions**. This is lower than your 28-day average of 1.8K impressions per day.

Tweets Tweets and replies Promoted Impressions Engagements Engagement rate

Tweets	Impressions	Engagements	Engagement rate
Reading: Gardens, Not Graves bit.ly/1l1QID (Tending to your chronological content. Ugh! I need to do this.) #content #blogging	616	10	1.6%
Saving: How We Read bit.ly/1l1B0y (I absolutely adore this piece. Awesome information here.) #ux #readability	619	17	2.7%
Reading: Decoding the Google Answer Box Algorithm bit.ly/1r0kzN0 (Not decoded really but good observational data here.) #seo	992	17	1.7%

Engagements

Showing last 28 days with daily frequency

ENGAGEMENT RATE
0.9%



LINK CLICKS

210



Actions on Page

August 3 - August 9

2

Total Actions on Page ▼5%



Page Views

August 3 - August 9

71

Total Page Views ▼10%



Page Likes

August 3 - August 9

5

Page Likes ▼2%



Reach

August 3 - August 9

9,631

People Reached ▲8%



Post Engagements

August 3 - August 9

122

Post Engagement ▼5%



Videos

August 3 - August 9

2

Total Video Views ▼6%



the labour of datafication ↔ the datafication of labour

Some **bibliometric indicators**

Citation count → measure of the impact of a paper in a given field

- Count of citations received

h-index → measures the productivity and impact of an author

- A scholar has an index of h when she has published h papers, each of which has been cited at least h times.

Journal Impact Factor (JIF) → measure of relative importance of a journal in a given field

- Yearly average number of citations that recent articles published in a given journal received

Altmetrics Attention Score → measure of online attention and reach of a paper

- Weighted count of attention received from social media, news, Wikipedia and other sources

What's wrong with bibliometric indicators?

- Conceptual weaknesses
- Accuracy / Integrity
- Exclusions
- Conflict of interest / lack of transparency

Top 5 Publishers

- Springer Nature
- Wiley-Blackwell
- Taylor & Francis
- Sage
- Reed-Elsevier



30 - 40% profit margins

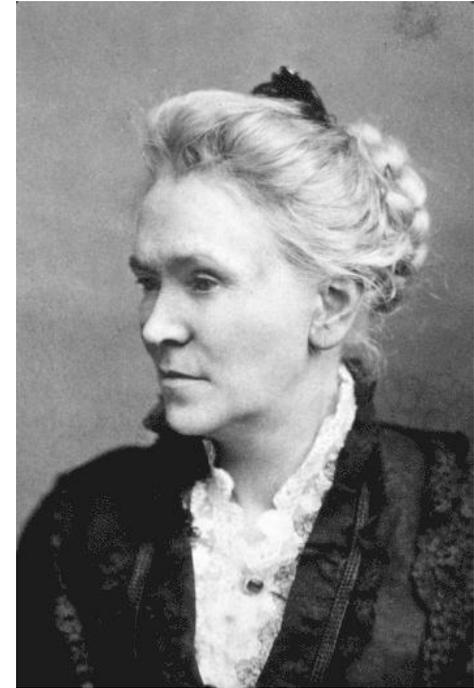


\$2.54 billion in 2018

What does bibliometrics tell us?

Some **bibliometric findings**

- 80-20 rule (1934)
- Matthew Effect (Merton 1968)
- Matilda Effect (Rossiter 1993)
- Citation gender gaps (Dion, Sumner, Mitchell 2018)



Matilda Joslyn Gage (1826-1998)

“Productive measures

[...] are also responsible for producing as well as tracking the social. They shape behaviours. As people are subject to these forms of measurement they will produce different responses and outcomes, knowing, as they often will, what is coming and the way that their performance will become visible.

”

Beer, David. “Productive Measures: Culture and Measurement in the Context of Everyday Neoliberalism.” *Big Data & Society* 2, no. 1 (June 10, 2015): 1–12.

“ As a non-referential unit of value entirely internal to the system, **excellence** marks nothing more than the moment of technology’s self-reflection. All that the system requires is for activity to take place, and **the empty notion of excellence refers to nothing other than the optimal input/output ratio in matters of information.** ”

Self-archiving

Scholarly skywriting

Skywriting offers the possibility of accelerating scholarly communication to something closer to the speed of thought.

Harnad, Stevan. "Scholarly Skywriting and the Prepublication Continuum of Scientific Inquiry." *Psychological Science* vol.1, no.6, 1990, pp. 342-344.

arXiv.org

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Spectrum Annual Report
The Research Repository's Ninth Annual Report,
2018 (pdf) (April 2019).



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 - Film and Media Studies
 - Photography
 - Radio
 - Reading and Language
 - Rhetoric and Composition
 - Technical and Professional Writing
 - Television
- Business
 - Marketing
 - Technology and Innovation

Writing onto the Clouds: John Durham Peters and Inscription Media

Jefferson Pooley

Last edited: Jan 15, 2020 UTC

- Arts and Humanities
- Film and Media Studies
- Other Film and Media Studies
- Social and Behavioral Sciences
- Communication

John Durham Peters' 'Speaking Into the Air' (1999) is a series of exegeses of textual remains, delivered in the same written mode. These aren't conversations, since the authors can't reply. Peters—an estranged reader—catches what he can from letters that weren't addressed to him. And his own interpret ...

MediArXiv

Publish less, communicate more! Reflecting on the potentials and challenges of a hybrid self-publishing project

Sarah-Mai Dang

Last edited: Jan 6, 2020 UTC

- Arts and Humanities
- Film and Media Studies
- Other Film and Media Studies

In this article, Sarah-Mai Dang reflects on the potentials and challenges of her hybrid self-publishing project oabooks.de. Publishing her dissertation across four different formats she comes to the conclusion that one size does not fit all. The case is made to focus on communicating research of whi ...

MediArXiv

Digital Democracy: Episode IV—A New Hope, How a Corporation for Public Software Could Transform Digital Engagement for Government and Civil Society

John Gastil, Todd Richard Berwyn Davies

Last edited: Dec 15, 2019 UTC

- Social and Behavioral Sciences
- Communication
- Communication Technology and New Media

Though successive generations of digital technology have become increasingly powerful in the past twenty

MediArxiv

The Open Archive for Media, Film, & Communication Studies

The (academic) social network platform



ACADEMIA

“The company's mission is to accelerate the world's research.”

www.academia.edu/about

- Founded in 2007 by Richard Price
- .edu domain name registered in 1999
- Based in San Francisco, 101-250 employees
- 33.8M total funding
- 16M Series C funding in March 2019 from Tencent with participation from Social Discovery Ventures
- Over 112M users

ResearchGate

“We're guided by our mission to connect the world of science and make research open to all.”

www.researchgate.net/about

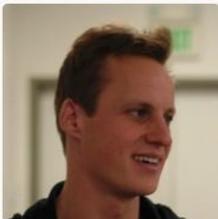
- Founded in 2008 by Ijad Madisch
- Based in Berlin, 250-500 employees
- 87.6M total funding
- 52.6M Series D funding in 2017 from Bill Gates, Goldman Sachs, Wellcome Trust, Benchmark, LVMH, Ashton Kutcher ++
- Over 15M users
- 2.5 million publications/month (2017)



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UPLOAD



Richard Price

[i.d](#) 6.9 | University of Oxford, Philosophy, Quondam Fellow +2 | Philosophy of Mind +64

I finished my D.Phil in philosophy in 2007 at All Souls College, Oxford, where I was a Prize Fellow. My thesis was on the philosophy of perception, and, in particular, on how to draw the line between visible and non-visible properties. The chapters of my thesis are below in the Thesis Chapters section.... [more](#)

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Interview with Ijad Madisch, CEO of ResearchGate



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- Trending papers algorithm

ResearchGate

- Tailored advertising
- Recruitment services

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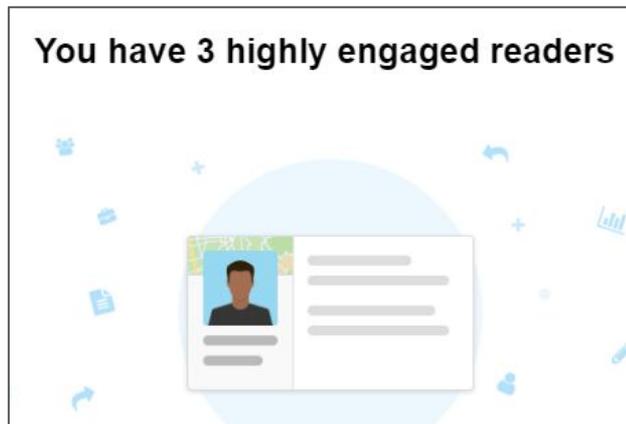
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“We are moving toward a world where the key node in the network of scientific communication is the individual rather than the journal. The individual is increasingly going to be the person who drives the distribution of their own work and also the work of other people they admire.”

Richard Price, Founder/CEO of Academia.edu

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- PaperRank

ResearchGate

- RG Score

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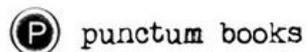
ABOUT THE COLLECTIVE

Formed in 2015, the Radical Open Access Collective is a community of scholar-led, not-for-profit presses, journals and other open access projects. Now consisting of more than 50 members, we promote a progressive vision for open publishing in the humanities and social sciences. What we have in common is an understanding of open access as being characterised by a spirit of ongoing creative experimentation. We also share a willingness to subject some of our most established scholarly communication practices to creative critique, together with the institutions that sustain them (the university, the library, the publishing house and so on). The collective thus offers a radical 'alternative' to the conservative versions of open access that are currently being put forward by commercially-oriented presses, funders and policy makers.

radicaloa.disruptivemedia.org.uk

Members of ScholarLed

The aim of the collective is to explore the potential of working together. This includes developing systems and practices that allow presses to provide each other with forms of mutual support, ranging from pooled expertise to shared on- and offline infrastructures. Members of the consortium each retain their distinct identity as publishers, with different audiences, processes, business models and stances towards Open Access. What they share, however, is a commitment to opening up scholarly research to diverse readerships, to resisting the marketization of academic knowledge production, and to working collaboratively rather than in competition.



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Thank you!

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