



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

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## Abstract

The research method for this project – examining the dissemination of research artifacts through social media as well as the impact social media can have on scholarly research – originated with Brent Bowen of Embry-Riddle Aeronautical University (ERAU) at the Prescott, Arizona campus and Dean E. Headley of Wichita State University. Bowen and Headley introduced the Airline Quality Rating (AQR) in early 1993 as an objective method for comparing and scoring airline performance in areas deemed to be important for consumers. Scores are calculated by defining 15-elements in four major areas, focusing on airline performance and the significance of the factors to consumers of air travel in a given calendar year.



## Main Foci

- Utilization of global reach in social media platforms
- Examining social media metrics in a comparison ratio on traditional news releases to newer forms of media.
- Targeted aspects to consider when evaluating the AQR's Visibility Reports of online traffic (Total Pickup, Traffic Flow, Audience, and Engagement)

Total Pickup



Traffic Flow

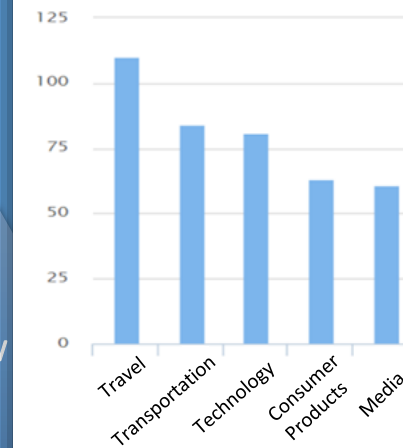
Methods

Audience

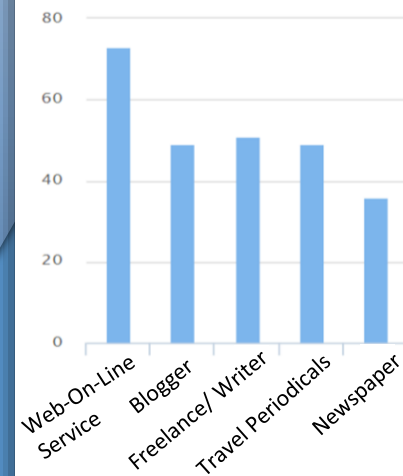
Engagement



Top Industries



Top Media Types



## Conclusion

1.29 Billion Followers:  
-Print/ Social Media/  
Broadcasting



12 Million Ad Value:  
Yahoo News,  
CNBC, ABC News,  
TIME Magazine



For those responsible for the AQR (and similarly with other scholarly works), this increased online visibility benefited these researchers, first by increasing the number of overall users/viewers who see the work and also by increasing the diversity of places where the work is accessed, expanding to a global scale. 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 social media users use scholarly research and further disseminate it via the same or other social media tools. Facebook, Twitter, and LinkedIn offer quality insights into social media events (e.g., sharing, liking, etc.), but they are far from the only social media tools available.

## Reference

Bowen, B. D. (2016, April 4). Airline Quality Rating: 2015 Airline Performance Improves Slightly; Virgin America Narrowly Retains Top Spot (Rep.). Retrieved October 26, 2016, from Visibility Reports website: [https://visibility.prnewswire.com/vr3/release\\_overview](https://visibility.prnewswire.com/vr3/release_overview)

Cassie, Jameson (March 2016). 2016 Airline Quality Rating (infographic).

The National Press Club. (2015). Airline Quality Rating: 2015 Airline Performance Improves Slightly; Virgin America Narrowly Retains Top Spot [Data file]

