Alternative Metrics Challenge Conventions on Assessing Journals' Impacts

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PEWS NEWS, Newsletter of the American Sociological Association Section on Political Economy of the World-System Fall 2017

As most readers will know, two years ago we moved our section's ***Journal of World-Systems Research*** to the online publishing platform run by the University of Pittsburgh's University Library System. This system uses Plum Analytics's PlumX program to track alternative metrics for measuring the impact of articles published in their journals. Many have argued that alternative metrics are necessary to assess the overall impact of scholarly writing, since, as librarian Katherine G. Akers points out, "article citations are slow to accrue and reflect only one dimension of the impact of one's work: how often it is discussed in the scholarly literature. By contrast, altmetrics ("alternative metrics") provide more immediate information about reader interest as well as a broader picture of article impact" (Introducing altmetrics to the *Journal of the Medical Library Association*).

The following article, *Altmetrics and Library Publishing,* was recently presented at the World Library and Information Congress in Wrocław, Poland by some of the librarians working with our journal (http://d-scholarship.pitt.edu/33015/). It reports on the growing role of libraries and librarians in online journal publishing, and reports on the use of alternative metrics (altmetrics), including the PlumX system that is used to monitor usage of JWSR articles. Because the authors of this article run JWSR's publishing platform, you will learn more about our journal's work and our role in helping develop new thinking about how to integrate altmetrics into scholarly publishing. It is appropriate that the *Journal of World-Systems Research*, one of the very first open access scholarly journals, should be working to advance the open access movement by helping develop innovative metrics.

We're currently working to track changes in JWSR's usage over time and to demonstrate the impacts of our articles, and PlumX allows us to track five categories of metrics for each published article, including:

- usage (abstract views, HTML views, full-text views)
- captures (e.g., Mendeley readers)
- social media (e.g., tweets; Facebook shares, likes, and comments)
- mentions (e.g., blog mentions, Reddit comments, Wikipedia links)
- citations (e.g., Scopus, SSCI, CrossRef)

Below we provide a few glimpses of what we can learn about JWSR's usage and impact from these data. We note that these are very preliminary, since we have yet to assess usage of articles published prior to our August 2015 issue. Also, our current volume (23) included a rather small winter issue with just 14 articles and book reviews, and a very full summer issue with 34 content items. This obviously impacts the usage figures for the most recent year, which we expect to continue the previous growth trends as our summer/fall issue reaches readers.

PlumX Statistics (9/8/17)

	2014 (Vol. 20)◦	2015 (Vol. 21)	2016 (Vol. 22)	2017 (Vol. 23)
Total Usage	9553	18,663	30,123	5836
Social Media	99	233	808	367
Citations	28	14	6	*
# Items	32	52	40	48

◦ Prior to our move to the ULS Scholarly Publishing Platform (Usage recorded from 8/2015)Data available at: https://plu.mx/pitt/g/journals/issn-1076156x

Fourteen articles published in JWSR recorded usage figures greater than 1000 since August 2015, and we list these below. Half of these top-usage articles were published in 2016, but this is likely to change once we are able to include citations to work published prior to 2015, when JWSR's content was published on the University of Pittsburgh Library System's publishing platform (ULS). This is good evidence that our move to the system has increased visibility and usage of our journal, but this is a question we will address once we can analyze the full JWSR archive. The fact that articles from much earlier years appear in this list supports the argument that the ULS system is indeed helping increase visibility of JWSR. Articles from 1999, 2004, 2006, and 2009 received high visibility/usage scores based only on usage tracked after August, 2015.

Selected Top usage JWSR Articles* (All articles with > 1000 counts)

Article	Year	Total Usage**
What is Racism? *Ramon Grosfoguel*	2016	4027
Gender and Globalization: Female Labor and Women's Mobilization *Valentine Moghadam*	1999	2191
The Parallels between Mass Incarceration and Mass Deportation: An Intersectional Analysis of State Repression, *Tanya Golash Boza*	2016	1704
What Goes Around Comes Around: From the Coloniality of Power to the Crisis of Civilization *Leonardo E. Figueroa Helland, Tim Lindgren*	2016	1589
Framing Collective Action Against Neoliberalism: The Case of the Anti-Globalization Movement *Jeffrey M. Ayres*	2004	1497
Janet Abu-Lughod and the World System: The History of World System Development and the Development of World System History *Barry K. Gills, Saskia Sassen, Immanuel Wallerstein*	2014	1484
East-West Orientation of Historical Empires and Modern States *Peter Turchin, Jonathan M. Adams, Thomas D. Hall*	2006	1366
World-Ecology and Ireland: The Neoliberal Ecological Regime *Sharae Deckard*	2016	1134
The Steel and Shipbuilding Industries of South Korea: Rising East Asia and Globalization *Kyoung-ho Shin, Paul S. Ciccantell*	2009	1124
Prospects of Decline and Hegemonic Shifts for the West *Andrea Komlosy*	2016	1078

Introduction: Globalization and Race in World Capitalism *William I. Robinson*	2016	1073
Urbanization before Cities: Lessons for Social Theory from the Evolution of Cities *Alexander Thomas*	2012	1046
Orientalism and the Geoculture of the World System: Discursive Othering, Political Economy and the Cameralist Division of Labor in Habsburg Central Europe (1713-1815) *Klemens Kaps*	2016	1027
Antisystemic Movements, Yesterday and Today *Immanuel Wallerstein*	2014	1012

*These usage statistics reflect only usage between August 2015 and August 3, 2017. Figures do not reflect complete usage history for articles published prior to that date.
***Usage includes abstract views, html views, full article views, links to other indexes, clicks. **It does not include** captures, citations, mentions, downloads, or social media usage (explained above).*

If you're interested in viewing more of the alternative metrics data for JWSR, please visit https://plu.mx/pitt/g/journals/issn-1076156x. This link to the current volume, number 23, will give you a sense of some of the early returns on some of our recent content. You can see that variation in article usage is attributable in part to the topic, but it can also be shaped by authors' efforts to promote their work. Akers recommends the following steps authors can take to help increase attention to their published work:

- Announce your article through Twitter, Facebook, and other social media platforms.
- Post about your article on a personal and/or institutional blog.
- Deposit a copy of your article into your institutional repository, or other repositories such as SocArXIV- Open Archive of the Social Sciences.
- Add article details to your ORCID, LinkedIn, Google Scholar, or other professional profile.
- Email copies of the link to your article (including the DOI) to colleagues and other authors who have influenced your work.
- Talk about your article at conferences.
- Include your article's altmetrics on your CV to provide evidence of the broader impacts of your work.

Librarians at the University of Pittsburgh have published a very helpful Social Media for Researchers Guide to help authors navigate the changing world of electronic communications, and we are encouraging all JWSR authors to be active promoters of their work. All authors should take note, however, that it is best to **share your article's DOI link rather than a PDF of the article**, since doing so will allow for a more complete tracking of your article's usage. Also, when posting your articles in repositories, be sure to include the article DOI to enable tracking across different indexes and search engines.

The development of altmetrics and related resources for researchers is the result of a growing movement for open access publishing. As most readers know, the JWSR has been a pioneer in open access, and we've been free to readers all over the world since 1995. We can now benefit from a much stronger foundation of support for open publishing, and I urge PEWS members to

learn more about this movement and how we can help advance its struggle to keep the knowledge commons open and accessible to everyone, all over the world, regardless of where they sit in the world-system hierarchy. You can learn more about this movement during [Open Access week](), which is October 23-29, 2017. I will share more information on Open Access week events, including live streamed events, on the PEWS email list, so stay tuned! Or you can contact our editorial team at [jwsr@pitt.edu]() for more information and to get involved in OA Week.

Finally, if you would like to volunteer as a copyeditor, reviewer, or otherwise get involved in the journal, please email Joshua McDermott (our new managing editor) at jwsr@pitt.edu