Elsevier's 12 principles of research assessment

From: Response to HEFCE's call for evidence: independent review of the role of metrics in research assessment
http://www.elsevier.com/research-intelligence/resource-library/response-to-hefces

We must offer:
• A basket of metrics
• For all peers
• Generated in an automated and scalable way

When implementing / using metrics:
• Always use judgment with metrics
• There is no perfect or leading metric; always use at least 2
• Selection differs depending on the question
• Take variables into account
• We can't prevent stupidity or irresponsibility

Best practice:
• Research community who judge and are judged should ideally define metrics
• No methodological black boxes - no exceptions
• Independent of business and access models
• No aggregate / composite metrics

Because composite metrics should be avoided and calculation methods must be freely available and not proprietary, a single score with propriety calculation methods is unsound.

WHY ELSEVIER IS TAKING A NEW APPROACH TO ARTICLE AND ALTERNATIVE METRICS

Through Scopus & SciVal, Elsevier has experience with metrics

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Why Elsevier is taking a new approach to article and alternative metrics

Community-driven standards

Vision: Snowball Metrics enable benchmarking by driving quality and efficiency across higher education’s research and enterprise activities, regardless of system and supplier

Bottom-up initiatives: Universities define and endorse metrics to generate a strategic dashboard. The community is their guardian.

There are 4 Snowball Metrics altmetrics buckets:
• Scholarly Activity - Number of times that an output has been posted in online tools that are typically used by academic scholars e.g. Mendeley, Zotero
• Scholarly Commentary - Number of times that an output has been commented on in online tools that are typically used by academic scholars e.g. research blogs, F1000 Prime
• Mass Media - Number of times that an output has been referred to by e.g. newspapers, specialized publications
• Social Activity - Number of times that an output has stimulated social media posts e.g. Facebook, Twitter

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