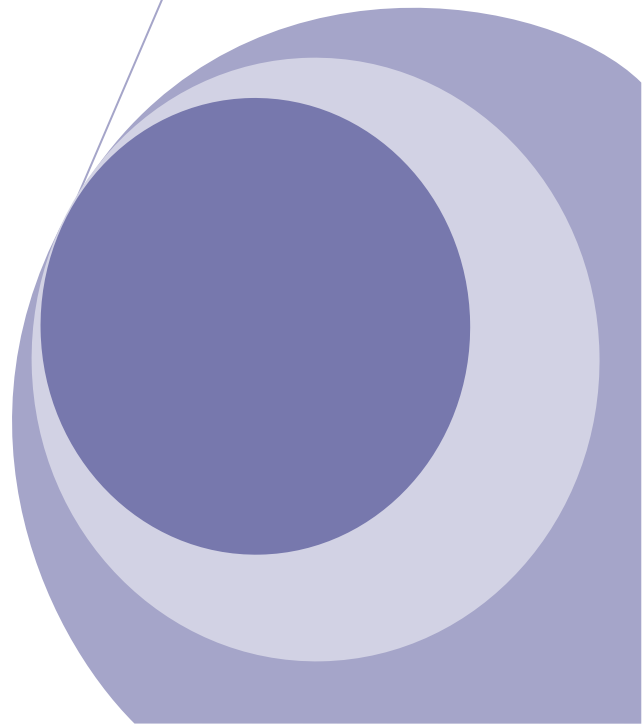
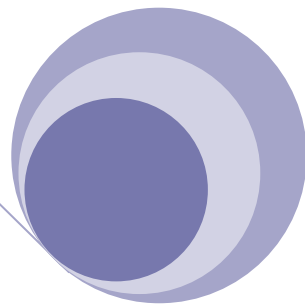
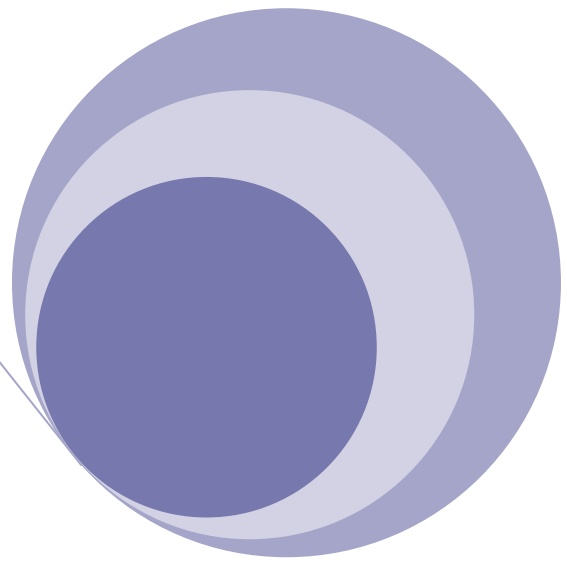


The Publish or Perish Book

**Your guide to effective
and responsible
citation analysis**

Anne-Wil Harzing



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TABLE OF CONTENTS

PREFACE	VII
CHAPTER 1: INTRODUCTION TO CITATION ANALYSIS	1
1.1 INTRODUCTION.....	1
1.1.1 THE MANY AND VARIABLE USES OF PUBLISH OR PERISH.....	1
1.1.2 A CAUTIONARY NOTE	1
1.2 WHY CITATION ANALYSIS?.....	2
1.2.1 FROM RANKING JOURNALS TO RANKING ARTICLES	2
1.2.2 USE CAUTION WHEN APPLYING CITATION ANALYSIS	3
1.2.3 WHAT ABOUT SELF-CITATIONS?.....	4
1.3 DATA SOURCES FOR CITATION ANALYSIS.....	4
1.3.1 GOOGLE SCHOLAR.....	4
1.3.2 THOMSON REUTERS WEB OF KNOWLEDGE	5
1.3.3 SCOPUS.....	6
1.3.4 OTHER DATA SOURCES	6
1.4 CITATION METRICS.....	7
1.4.1 THOMSON ISI JOURNAL IMPACT FACTOR.....	7
1.4.2 H-INDEX.....	9
1.4.3 M-QUOTIENT	10
1.4.4 CONTEMPORARY H-INDEX.....	11
1.4.5 INDIVIDUAL H-INDEX (3 VARIATIONS)	11
1.4.6 G-INDEX.....	12
1.5 OVERVIEW OF THE BOOK.....	13
1.5.1 PART 1: HOW TO USE PUBLISH OR PERISH MORE EFFECTIVELY	13
1.5.2 PART 2: DAY-TO-DAY USES OF PUBLISH OR PERISH CITATION ANALYSIS.....	13
1.5.3 PART 3: ADVANCED TOPICS: DELVING DEEPER INTO THE WORLD OF CITATION ANALYSIS.....	14
1.5.4 APPENDICES.....	15
1.6 REFERENCES.....	15
PART 1: HOW TO USE PUBLISH OR PERISH MORE EFFECTIVELY.....	17
CHAPTER 2: INTRODUCTION TO PUBLISH OR PERISH	19
2.1 INTRODUCTION TO PUBLISH OR PERISH.....	19
2.1.1 PUBLISH OR PERISH TESTIMONIALS	19
2.1.2 MAIN WINDOW	20
2.1.3 RESULTS PANE	21
2.1.4 MERGING RESULTS	24
2.2 CITATION METRICS.....	25
2.2.1 BASIC METRICS BASED ON PAPERS AND CITATIONS	26
2.2.2 METRICS BASED ON MORE COMPLEX CALCULATIONS	29
2.3 EXPORTING THE DATA	33
2.3.1 HOW DO I IMPORT POP DATA INTO EXCEL (OR ACCESS, OR CALC)?	34

2.4 TROUBLE SHOOTING PROBLEMS.....	35
2.4.1 PUBLISH OR PERISH DOESN'T FIND ANY OF MY PAPERS!.....	35
2.4.2 MY PAPER/BOOK DOES NOT APPEAR IN PUBLISH OR PERISH.....	35
2.4.3 MY PAPER CONTAINS AN INCORRECT TITLE (OR YEAR, AUTHOR NAME OR AUTHOR LIST).....	36
2.4.4 THE NUMBER OF CITATIONS FOR MY PAPER IS TOO LOW	36
2.4.5 WHY DOES PUBLISH OR PERISH ALWAYS COUNT YEARS UNTIL THE CURRENT YEAR, AND NOT THE INDICATED PERIOD? .	37
2.4.6 WHAT IS THIS ERROR 13?	37
2.4.7 WHAT IS THIS ERROR 1169?	37
2.5 REFERENCES	38
CHAPTER 3: AUTHOR SEARCHES.....	39
3.1 INTRODUCTION TO AUTHOR SEARCHES.....	39
3.1.1 AUTHOR QUERY PANE	39
3.2 HOW TO PERFORM AN EFFECTIVE AUTHOR IMPACT ANALYSIS.....	40
3.2.1 REFINING YOUR SEARCH	41
3.2.2 STEP-BY-STEP SEARCH STRATEGY	45
3.3 HOW TO IMPROVE ACCURACY IN AUTHOR SEARCHES	46
3.3.1 RESULTS THAT DIFFER FROM GOOGLE SCHOLAR	46
3.3.2 INEFFECTIVE QUERIES	47
3.3.3 MIXED-UP TITLE AND SOURCE FIELDS	48
3.3.4 AUTHOR OF PUBLICATION LISTED UNDER TITLE	48
3.3.5 YEARS VALUE SEEMS IMPOSSIBLE	49
3.3.6 DUPLICATE RESULTS.....	50
CHAPTER 4: JOURNAL SEARCHES.....	51
4.1 INTRODUCTION TO JOURNAL SEARCHES.....	51
4.1.1 JOURNAL QUERY PANE	51
4.2 HOW TO PERFORM AN JOURNAL IMPACT ANALYSIS.....	52
4.2.1 REFINING YOUR ANALYSIS	52
4.2.2 SEARCHING FOR CITATIONS OF CHAPTERS IN AN EDITED VOLUME	56
4.3 HOW TO IMPROVE ACCURACY IN JOURNAL SEARCHES	58
4.3.1 RESULTS THAT DIFFER FROM GOOGLE SCHOLAR	58
4.3.2 DUPLICATE RESULTS.....	60
4.3.3 SEARCHING FOR JOURNALS USING ISSNS	61
4.3.4 SEARCHING FOR JOURNAL TITLES THAT INCLUDE COMMON WORDS	61
CHAPTER 5: GENERAL CITATION SEARCH QUERIES.....	63
5.1 INTRODUCTION TO GENERAL CITATION SEARCH QUERIES	63
5.1.1 GENERAL QUERY PANE	63
5.2 HOW TO PERFORM A GENERAL CITATION SEARCH	65
5.2.1 IMPORTANT NOTE	65
5.2.2 REFINING THE SEARCH/HOW TO IMPROVE ACCURACY?.....	66
5.3 APPLICATIONS FOR THE GENERAL CITATION SEARCH.....	66
5.3.1 FINDING A SPECIFIC PAPER	66
5.3.2 FINDING A SPECIFIC ACADEMIC.....	67
5.3.3 ADVANCED AUTHOR QUERIES	68

5.3.4	ADVANCED JOURNAL QUERIES	69
5.3.5	INSTITUTIONAL SEARCHES	71
5.3.6	CONDUCTING A LITERATURE REVIEW	72
CHAPTER 6: MULTI-QUERY CENTRE		73
6.1	INTRODUCTION TO THE MULTI-QUERY CENTER	73
6.2	HOW TO USE THE MULTI-QUERY CENTER.....	73
6.2.1	MULTI-QUERY PANE	73
6.2.2	TOOLBAR BUTTONS	74
6.2.2	TREE VIEW (LEFT).....	76
6.2.3	LIST VIEW (RIGHT)	77
6.2.4	EXPORTING THE RESULTS FOR FURTHER PROCESSING	78
6.2.5	RESULTS CACHING	79
PART 2: DAY-TO-DAY USES OF PUBLISH OR PERISH CITATION ANALYSIS		81
CHAPTER 7: MAKING YOUR CASE FOR TENURE OR PROMOTION.....		83
7.1	CREATE YOUR OWN REFERENCE GROUP	83
7.2	PICK YOUR METRICS WISELY	85
7.3	SINGLE OUT INDIVIDUAL PAPERS.....	86
7.4	COMPARE YOUR BEST PAPERS TO THE JOURNAL AVERAGE	87
7.5	PRESENT COMPREHENSIVE CITATIONS FOR EDITED VOLUMES	90
7.6	WHAT TO DO IF YOU HAVE VERY FEW CITATIONS OVERALL?.....	91
7.6.1	ARGUE FOR THE USE OF GOOGLE SCHOLAR	92
7.6.2	COMPARE YOUR ARTICLES WITH ARTICLES PUBLISHED IN THE SAME YEAR	92
7.6.3	PRESENT ISI BASELINE DATA FOR YOUR FIELD	93
7.6.4	ARGUE CITATIONS ARE SLOW TO PICK UP.....	93
7.6.5	ARGUE FOR QUALITY BY ASSOCIATION	94
7.7	NORM SCORES FOR DIFFERENT DISCIPLINES	94
7.7.1	METHOD.....	95
7.7.2	RESULTS.....	95
7.7.3	OTHER NORM SCORES.....	96
CHAPTER 8: HOW TO EVALUATE OTHER ACADEMICS?		97
8.1	GETTING A QUICK IMPRESSION OF SOMEONE YOU ARE MEETING.....	97
8.1.1	WHAT ARE YOU BEST KNOWN FOR?	97
8.1.2	WHO ARE YOU WORKING WITH?	97
8.1.3	WHAT ARE YOU WORKING ON RECENTLY?	98
8.1.4	HOW LONG HAVE YOU BEEN IN THE BUSINESS?	98
8.1.5	WHAT JOURNALS HAVE YOU PUBLISHED IN?	98
8.1.6	WORKED EXAMPLE: RHABI BHAGAT	98
8.1.7	CONCLUSION.....	99
8.2	EVALUATING ACADEMICS FOR SPECIFIC FUNCTIONS	100
8.2.1	EDITORIAL BOARD MEMBERSHIP.....	100
8.2.2	LOOKING FOR A PHD/MASTERS SUPERVISOR.....	101

8.3	WRITING TRIBUTES, LAUDATIONS OR EULOGIES.....	102
8.3.1	GOOGLE SCHOLAR SHOWS A MUCH BROADER IMPACT	103
8.3.2	COMBINING TOP SCHOLARSHIP WITH MANAGERIAL RELEVANCE	103
8.3.3	FIGHTING FOR A BETTER WORLD.....	103
8.3.4	SERENDIPITOUS FINDINGS.....	104
8.4	PUBLICATION AWARDS.....	105
8.4.1	GOOGLE SCHOLAR COMPREHENSIVELY EVALUATES THE IMPACT OF BOOKS	105
8.4.2	GOOGLE SCHOLAR SPOTS EARLY CITES FOR BEST JOURNAL ARTICLES.....	108
8.5	PREPARING FOR A JOB INTERVIEW	110
8.5.1	FIND OUT WHAT YOUR PANEL MEMBERS ARE WORKING ON	110
8.5.2	FIND OUT WHERE YOUR PANEL MEMBERS ARE PUBLISHING	110
8.5.3	FIND OUT WHO ARE CITING YOUR PANEL MEMBERS WORK	111
8.5.4	FIND OUT MORE ABOUT THE UNIVERSITY.....	111
8.6	REFERENCES.....	112
CHAPTER 9: TIPS FOR DEANS AND OTHER ACADEMIC ADMINISTRATORS		113
9.1	TREAT GOOGLE SCHOLAR AS A SERIOUS ALTERNATIVE DATA SOURCE	113
9.1.1	NOT EVERYTHING PUBLISHED ON THE INTERNET COUNTS IN GOOGLE SCHOLAR.....	113
9.1.2	NON-ISI LISTED PUBLICATION CAN BE HIGH-QUALITY PUBLICATIONS.....	114
9.1.3	GOOGLE SCHOLAR’S FLAWS DON’T IMPACT CITATION ANALYSIS MUCH	115
9.2	EXCLUDING SELF-CITATIONS IS NORMALLY NOT WORTHWHILE.....	116
9.2.1	WHY SELF-CITATIONS ARE NOT USUALLY PROBLEMATIC.....	116
9.2.2	HOW TO IDENTIFY SELF-CITATIONS IN GOOGLE SCHOLAR?.....	117
9.2.3	HOW TO IDENTIFY SELF-CITATIONS IN ISI WEB OF SCIENCE?	118
9.3	DON’T EXPECT SIGNIFICANT CITATIONS FOR EARLY CAREER ACADEMICS	118
9.3.1	USING ISI TO TRACK DOWN CITATION RECORDS IN THE PAST	119
9.3.2	BASELINES FOR ISI CITATIONS IN PARTICULAR FIELDS	119
9.4	CITATION IMPACT CAN DIFFER SUBSTANTIALLY BY DISCIPLINE.....	120
9.5	CONCLUSION: WHAT SENSIBLE ADMINISTRATORS SHOULD DO.....	121
9.6	REFERENCES.....	122
CHAPTER 10: WHERE TO SUBMIT YOUR PAPER?		123
10.1	STEP 1: EXAMINING WHICH JOURNALS PUBLISH ON YOUR TOPIC.....	123
10.1.1	WORKED EXAMPLE: ETHICAL MARKETING.....	123
10.2	STEP 2: COMPARING JOURNALS FOR IMPACT	128
10.2.1	WORKED EXAMPLE: ACCOUNTING JOURNALS.....	129
10.3	STEP 3: BEFORE SUBMISSION: HAVE YOU MISSED ANY PAPERS?	131
10.3.1	WORKED EXAMPLE: ENTRY MODES OF JAPANESE MULTINATIONAL COMPANIES.....	131
10.4	REFERENCES	134
CHAPTER 11: CONDUCTING A LITERATURE REVIEW		135
11.1	HOW TO CONDUCT A LITERATURE REVIEW SEARCH?.....	135
11.1.1	WORKED EXAMPLE: BORN GLOBAL FIRMS	135

11.1.2	WORKED EXAMPLE: MANAGEMENT IN RUSSIA	137
11.2	IDENTIFY KEY AUTHORS/JOURNALS/PUBLICATIONS IN A FIELD.....	138
11.2.1	FOUNDING FATHERS	138
11.2.2	IMPORTANT JOURNALS	139
11.2.3	FOLLOW UP ON KEY PUBLICATIONS IN THE FIELD	140
11.3	DEVELOPMENT OF THE LITERATURE OVER TIME	141
11.3.1	WORKED EXAMPLE: CULTURE IN JOURNAL OF INTL BUSINESS STUDIES	142
11.3.2	WORKED EXAMPLE: HIV IN SCIENCE, NATURE AND CELL.....	143
11.4	FURTHER EXAMPLES OF LITERATURE REVIEW APPLICATIONS	144
11.4.1	INFLUENTIAL LITERATURE ANALYSIS	145
11.4.2	VIEWS ON ALCOHOLISM: GENETIC OR ENVIRONMENTAL	145
11.4.3	RESEARCH PLANNING IN THE US ENVIRONMENTAL PROTECTION AGENCY	145
11.4.4	FINDING LITERATURE FOR META-ANALYTICAL STUDIES.....	146
11.5	REFERENCES	146
CHAPTER 12: DOING BIBLIOMETRIC RESEARCH ON AUTHORS AND JOURNALS		147
12.1	DOING BIBLIOMETRIC RESEARCH FOR AUTHORS.....	147
12.1.1	HOW TO SELECT YOUR POPULATION?	148
12.1.2	WHAT METRICS TO USE?	149
12.1.3	EXAMPLES OF BIBLIOMETRIC RESEARCH ON AUTHORS	152
12.2	DOING BIBLIOMETRIC RESEARCH FOR JOURNALS.....	154
12.2.1	EVALUATING THE CITATION IMPACT OF JOURNALS	154
12.2.2	COMPARING JOURNAL CHARACTERISTICS.....	158
12.3	REFERENCES	162
PART 3: ADVANCED TOPICS: DELVING DEEPER INTO THE WORLD OF CITATION ANALYSIS ...		163
CHAPTER 13: EVALUATING GOOGLE SCHOLAR.....		165
13.1	ADVANTAGES OF GOOGLE SCHOLAR	165
13.1.1	GOOGLE SCHOLAR IS FREE	165
13.1.2	GOOGLE SCHOLAR IS EASY TO USE.....	165
13.1.3	GOOGLE SCHOLAR IS QUICK.....	166
13.1.4	GOOGLE SCHOLAR IS COMPREHENSIVE	166
13.2	DISADVANTAGES OF GOOGLE SCHOLAR.....	166
13.2.1	INCORRECT IDENTIFICATION OF AUTHORS	166
13.2.2	SOME OF GOOGLE SCHOLAR'S COVERAGE MIGHT BE PROBLEMATIC	169
13.2.3	GOOGLE PROCESSING OCCASIONALLY CREATES NONSENSICAL RESULTS	172
13.2.4	GOOGLE SCHOLAR RESULTS ARE LIMITED TO THE 1000 MOST CITED PAPERS	173
13.3	REFERENCES	174
CHAPTER 14: EVALUATING THOMSON ISI WEB OF SCIENCE		175
14.1	ADVANTAGES OF THOMSON'S ISI WEB OF SCIENCE	175
14.1.1	MORE COMPLEX AND FOCUSED SEARCH OPTIONS.....	175
14.1.2	ABILITY TO FILTER AND REFINE QUERIES.....	176
14.1.3	ABILITY TO ANALYZE RESULTS	176

14.1.4	A SOMEWHAT HIGHER DATA QUALITY	176
14.2	DISADVANTAGES OF ISI'S WEB OF SCIENCE	176
14.2.1	THOMSON ISI UNDERESTIMATES CITATION IMPACT	177
14.2.2	ACCURATE SELF-CITATION COUNTS ARE DIFFICULT TO ACHIEVE IN ISI	183
14.2.3	STRAY CITATIONS ARE VERY COMMON IN ISI	187
14.2.4	ISI SUFFERS FROM DOCUMENT TYPE CLASSIFICATION PROBLEMS	190
14.3	REFERENCES	194
CHAPTER 15: A GOOGLE SCHOLAR H-INDEX FOR JOURNALS.....		195
15.1	INTRODUCTION	195
15.2	METHODS.....	196
15.3	RESULTS AND DISCUSSION OF THE BENCHMARKING ANALYSIS.....	197
15.3.1	OVERALL COMPARISON OF JIF AND H-INDEX.....	197
15.3.2	OVERALL COMPARISON W/H PSYCHOLOGY JOURNALS AND MAJOR OUTLIERS	198
15.3.3	ANALYSIS OF INDIVIDUAL SUB-DISCIPLINES.....	198
15.3.4	NUMERICAL ANALYSIS OF THE DIVERGENCE BETWEEN JIF AND H-INDEX.....	208
15.4	DISCUSSION AND CONCLUSIONS	210
15.5	REFERENCES	211
CHAPTER 16: AUTHOR CITATION ANALYSIS ACROSS DISCIPLINES		221
16.1	INTRODUCTION	221
16.2	DATA SOURCE COMPARISONS: CITATIONS ACROSS DISCIPLINES	221
16.2.1	SCOPUS VERSUS ISI.....	223
16.2.2	GOOGLE SCHOLAR VERSUS ISI AND SCOPUS GENERAL SEARCH.....	225
16.2.3	ISI CITED BY VERSUS ISI GENERAL SEARCH	228
16.2.4	SCOPUS MORE VERSUS SCOPUS GENERAL SEARCH	229
16.3	METRICS COMPARISONS ACROSS DISCIPLINES	231
16.3.1	H-INDEX.....	231
16.3.2	NUMBER OF AUTHORS.....	232
16.3.3	INDIVIDUAL H-INDEX	233
16.3.4	CONTEMPORARY H-INDEX	234
16.3.5	HIRSCH'S M AND INDIVIDUAL M	235
16.4	CONCLUSION	236
16.5	SUMMARY.....	237
16.6	REFERENCES	237
APPENDICES		239
APPENDIX 1: LICENSE AGREEMENT		241
APPENDIX 2: COMMAND REFERENCE.....		244
APPENDIX 3: POP-UP MENU RESULTS PAGE.....		247
APPENDIX 4: EXPORT FORMATS.....		249
APPENDIX 5: MESSAGE REFERENCE.....		252
APPENDIX 6: POP-UP MENU MULTI-QUERY CENTER LIST VIEW.....		255

PREFACE

Nearly four years after the launch of the software program Publish or Perish, I am delighted to introduce to you the Publish or Perish book, your guide to effective and responsible citation analysis. The Publish or Perish software was first introduced in October 2006, partly as a response to my unsuccessful application to full professor that same year. I reasoned that if I was going to be successful, I would need to present a case that simply couldn't be rejected. Publish or Perish allowed me to do exactly that (see page 84), and I was promoted to full professor in 2007.

Even before I put in my second application for promotion, however, I realized that Publish or Perish might not only be able to help *me*, but also many other academics in a similar situation. I therefore made Publish or Perish freely available on my website, www.harzing.com. Over the years, I have come to realize that PoP can be used for many more purposes than I initially envisaged. This book documents its many and variable uses and shows you how to get the best out of the software program.

Citations are not just a reflection of the impact that a particular piece of academic work has generated. Citations can be used to tell stories about academics, journals and fields of research, but they can also be used to distort stories. This book is meant to help you create effective stories, but also to teach you to be a responsible user of research metrics. I hope you enjoy reading it and applying its content to good use.

Stories gain color through examples and this book contains many of them. Giving meaningful examples requires a detailed knowledge of the person or field in question. Therefore, many of the examples involve my own work as well as the broader field of Business and Management. However, wherever possible I have drawn from a broader discipline base, and I would be delighted to hear about your own stories for future editions of the book.

ACKNOWLEDGEMENTS

As this book is self-published there were few people beyond myself involved in its realization. However, I would like to thank my colleagues Christina Cregan and Joeri Mol as well as my PhD student Shea Fan for reading the final manuscript and providing thoughtful comments.

Most of all, however, I would like to thank Ron van der Wal of Tarma Software Research for his initial implementation and continuous improvement of Publish or Perish. Without his patience, dedication, and expert programming skills, Google Scholar's potential for citation analysis would still be unrealized.

Anne-Wil Harzing
September 2010
Melbourne, Australia

CHAPTER 1:

INTRODUCTION TO CITATION ANALYSIS

1.1 INTRODUCTION

This book is a companion to the software program Publish or Perish (PoP). PoP was designed in the first instance to calculate citation metrics for a variety of purposes. As is discussed in detail in Part 2 of this book, it can be used in many different ways. In Section 1.1.1., I provide a very brief summary.

In this first chapter, I will provide a brief introduction to citation analysis as well as an overview of the most popular data sources and metrics in use. The chapter will conclude with an overview of the remainder of the book.

1.1.1 THE MANY AND VARIABLE USES OF PUBLISH OR PERISH

Academics that need to make their case for tenure or promotion will find PoP useful to create reference groups and show their citation record to its best advantage. When evaluating other academics, PoP can be used as a 5-minute preparation before meeting someone you don't know, to evaluate editorial board members or prospective PhD supervisors, to write up tributes (or laudations) and eulogies, to decide on publication awards and to prepare for a job interview. Deans and other academic administrators will find PoP useful to evaluate tenure or promotion cases in a fair and equitable way.

PoP can also be used to assist when you are uncertain which journal to submit it to. You can use it to get ideas of the types of journals that publish articles on the topic you are writing on and to compare a set of journals in terms of their citation impact. Once you have decided on the target journal, it can also help you to double-check that you haven't missed any prior work from the journal in question.

PoP can help you to do a quick literature review to identify the most cited articles and/or scholars in a particular field. It can be used to identify whether any research has been done in a particular area at all (useful for grant applications) or to evaluate the development of the literature in a particular topic over time. Finally, PoP is very well suited for doing bibliometric research on both authors and journals.

1.1.2 A CAUTIONARY NOTE

A word of caution before we start. This book provides lay users with an overview of how to use citation analysis in a more effective and responsible way. However, it is important to note that although high quality scholarship might be highly cited, citations are not in and of themselves a measure of quality. When assessing the quality of scholarship, there is no substitute for reading an academic's work.

Further, whether using metrics for counting publications or citations, another crucial question that should always be asked is: “Has the scholar asked an important question and investigated it in such a way that it has the potential to advance societal understanding and well-being?”

1.2 WHY CITATION ANALYSIS?

Governments worldwide, all of which have mandates to foster society’s best interest, have introduced formal rankings-based research assessment processes. These national research evaluation systems reinforce universities’ proclivity to systematically rank journals, scholars, and academic institutions.

In general we can distinguish two broad approaches to ranking: stated preference (or peer review) and revealed preference (Tahai & Meyer, 1999). Stated preference involves members of particular academic community ranking journals or universities (and less often academics) on the basis of their own expert judgments.

Revealed preference rankings are based on *actual* publication behavior and generally measure the citation rates of journals, academics or universities using Thomson ISI’s Web of Knowledge. However, any source of citation data can be used. Publish or Perish is ideally suited to measure the impact of academics and journals with Google Scholar data.

If, after reading this book, you would like to learn even more about data sources, data metrics or any other aspect of citation analysis, you might be intrigued to know that there is an entire academic sub-discipline focusing on these topics: bibliometrics. Although bibliometrics is a multi-disciplinary field with relationships to the Sociology of Science and Science & Technology Studies, it is generally classified under Library and Information Sciences.

Journals most likely to publish articles relating to citation analysis are the longstanding *Scientometrics* (established in 1978) and *Journal of the American Society for Information Science and Technology* (established in 1950 as *American Documentation*), as well as the more recently established *Journal of Informetrics*.

1.2.1 FROM RANKING JOURNALS TO RANKING ARTICLES

Traditionally, journal rankings were used to evaluate the research impact of individual academics. Hence, rather than measuring the impact of an academic’s individual articles, universities and governments would use the ranking of the journal (based on stated or revealed preference) as a proxy for the quality and impact of an academic’s articles.

Although this practice is still common, the realization that this might lead to sub-optimal conclusion is gradually beginning to take hold. Although on average articles in top-ranked journals can expect more citations (this is the very essence of the Journal Impact Factor, discussed in Section 1.4.1), there is a wide variance. Several articles have shown unambiguously that highly-cited articles can be published in lower-ranked journals, whilst many articles published in top-ranked journals fail to gather a substantial number of citations. Based on their research, Singh, Haddad & Chow (2007: 319) warn that:

Publishers don't publish for a worldwide audience. The buyers of ESL textbooks are a set of specific subpopulations, each with their own particular requirements. Domestically in the US for example, we can distinguish between: school-based groups, such as SLEP students being prepared for entry into the US elementary or high school system; 89. Well, first the publishers do their homework. They gather information on the numbers of students involved at different levels in each kind of program, the kinds of materials and texts needed, the profitability of each market, and then establish a publishing program which identifies priorities, sets targets and draws up plans to attain them. Publishing companies differ in the way they handle ESL publishing. "Publish or perish" is an aphorism describing the pressure to publish academic work in order to succeed in an academic career. Such institutional pressure is generally strongest at research universities. Some researchers have identified the publish or perish environment as a contributing factor to the replication crisis. Successful publications bring attention to scholars and their sponsoring institutions, which can help continued funding and their careers. In popular academic perception, scholars who Publish or perish: how Central and Eastern European economists have dealt with the ever-increasing academic publishing requirements 2000-2015. Scientometrics, Vol. 111, Issue. 3, p. 1813. While writing for scholarly publications is considered a crucial dimension of academic work, the "publish-or-perish" system in our field has increasingly caused anxiety and induced stress among not only young academics but also more established scholars. Using my own publishing experience as a point of departure, I challenge the assumption that knowledge contribution should be solely or mainly gauged on the basis of the venue of publications. Kerry Blaisdell book "Publish or Perish" was a book full of mystery and suspense. But, it had a lot of sexual content not suited for under 18. I do enjoy a good mystery, like a "who-dun-it", so getting past the sexual scenes was my only hurdle. After Emma's scientist husband betrays her, she is faced dealing with certain circumstances with his work after he is killed in a plane crash. Would she be accused of things he did? That is, until police detective, Vin, comes into her life to hopefully get Kerry Blaisdell book "Publish or Perish" was a book full of mystery and suspense. But, it had 'Ahe CIA, acknowledged the book was his, and the media that carried the message. . . , -; 44 ': that the dodge was in order to insure that no one would get the idea that the book represented official policy of the CIA." He conceded that there might have been better ways to conceal his identity since now people might get the idea that the Agency was still funnelling its stuff out to the public under various covers, A call to the U.S. Information Agency, which; Caught in 1966 by Congressman Lipscomb of California' caught in the act of subsidizing publishing. c