Understanding the value of social media metrics for research evaluation
Zahedi, Z.

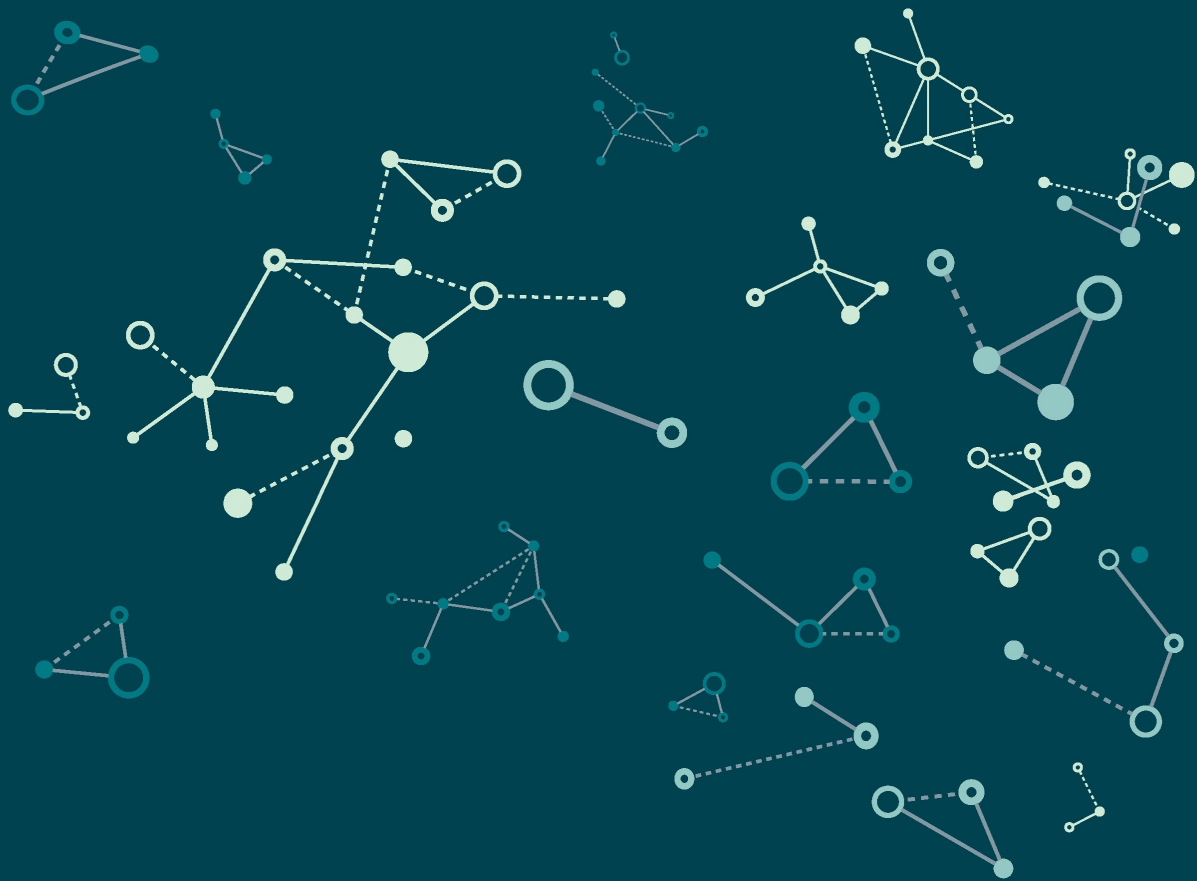Cover Page

Universiteit Leiden

Author: Zahedi, Z.
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Zohreh Zahedi

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The availability of indicators based on social media has opened the possibility to track the online interactions between social media users and scholarly entities. Indicators derived from these online interactions reflect aspects such as how often, by whom, and when are scholarly publications mentioned and discussed on social media platforms. Thes new indicators, popularly known as altmetrics and more technically referred as social media metrics are usually proposed as potential alternatives to citation-based indicators to inform research evaluation. The research presented in this book provides the state of the art in the possibilities of social media metrics for informing research evaluation. The main ambition is to increase the knowledge and understanding of the limitations, challenges, actual possibilities, and applications of social media metrics for research evaluation. This book provides both empirical and conceptual answers for the consideration of social media metrics in research evaluation.