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# New measures of reputation: the researcher's viewpoint

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KUDOS 

a definition

# reputation

ˌrɛp.jʊˈteɪʃ(ə)n

The opinion that people in general have about someone or something, or how much respect or admiration someone or something receives, based on past behaviour or character.

Cambridge Dictionaries Online

The problem with  
single measures of  
reputation.



# Boyer's model of scholarship

## *Emerging reputation mechanisms for scholars*

David Nicholas, Eti Herman, Hamid R Jamali

<http://publications.jrc.ec.europa.eu/repository/bitstream/JRC94955/jrc94955.pdf>



## Discovery

The scholarship of research

## Integration

The scholarship of integration

## Application

The scholarship of application

## Teaching

The scholarship of teaching

## Knowledge production and dissemination

The scholarship of co-creation

# Online survey sent to Kudos registered users last year

250 responses  
96% researchers/faculty  
Average age 47  
70% male

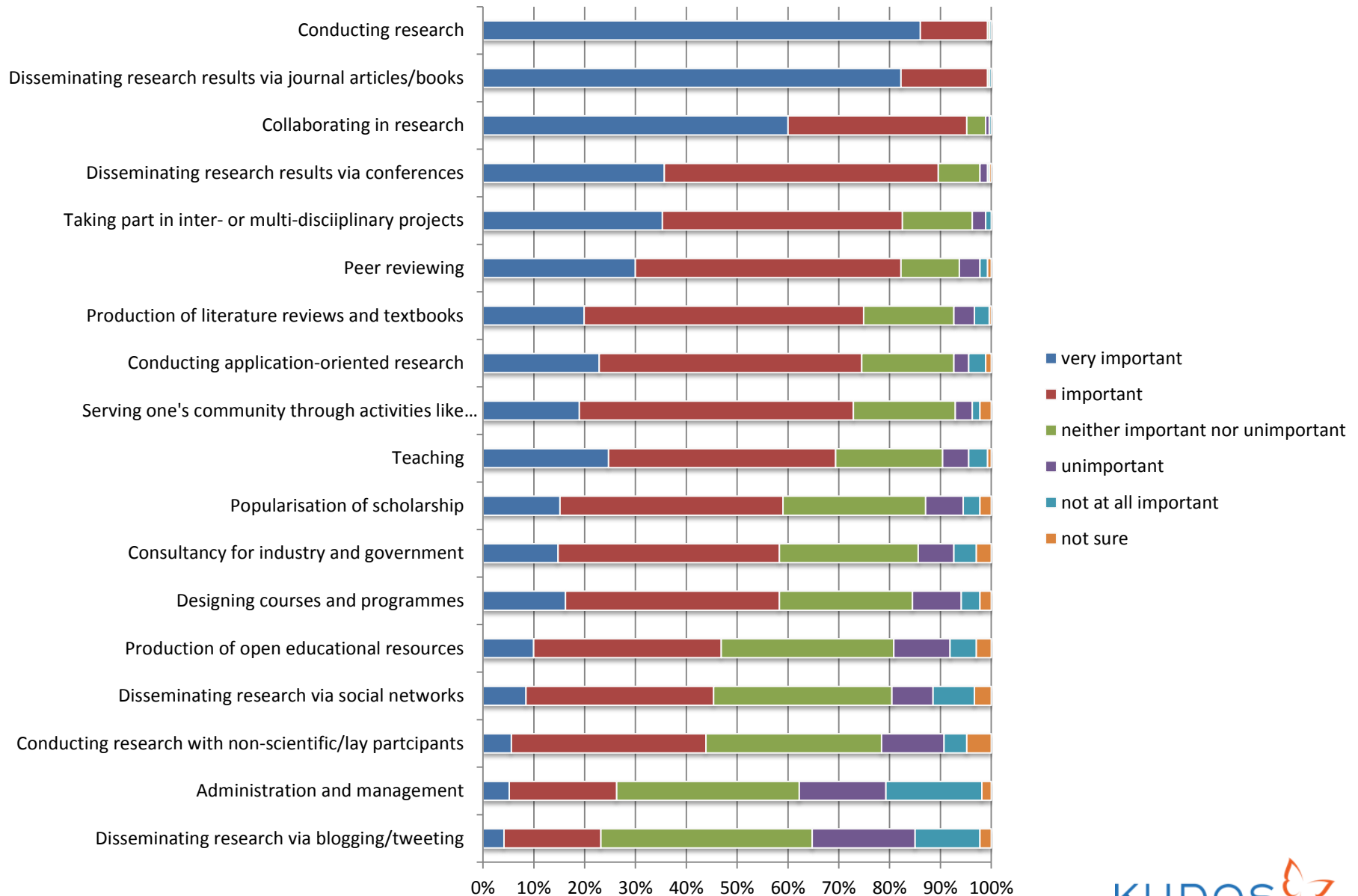
## ***Countries***

18% UK  
13% Italy  
9% Germany  
7% Portugal  
5% France  
4% Sweden  
3% USA

## ***Subjects***

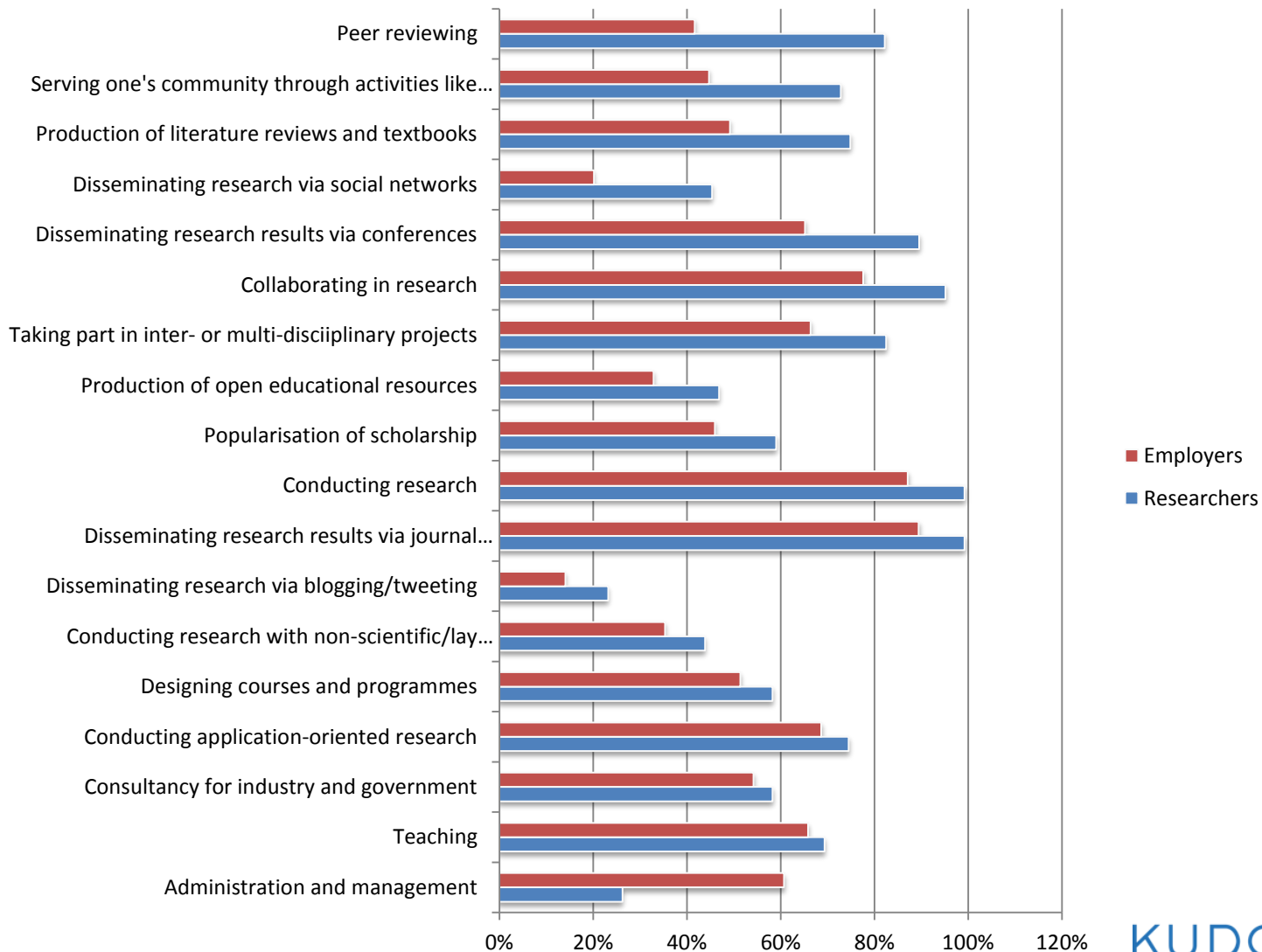
13% medicine/allied health  
12% chemistry  
11% materials science  
8% economics/business/management  
7% biological sciences  
7% humanities

# 1. Which activities do you think contribute to your scholarly reputation?

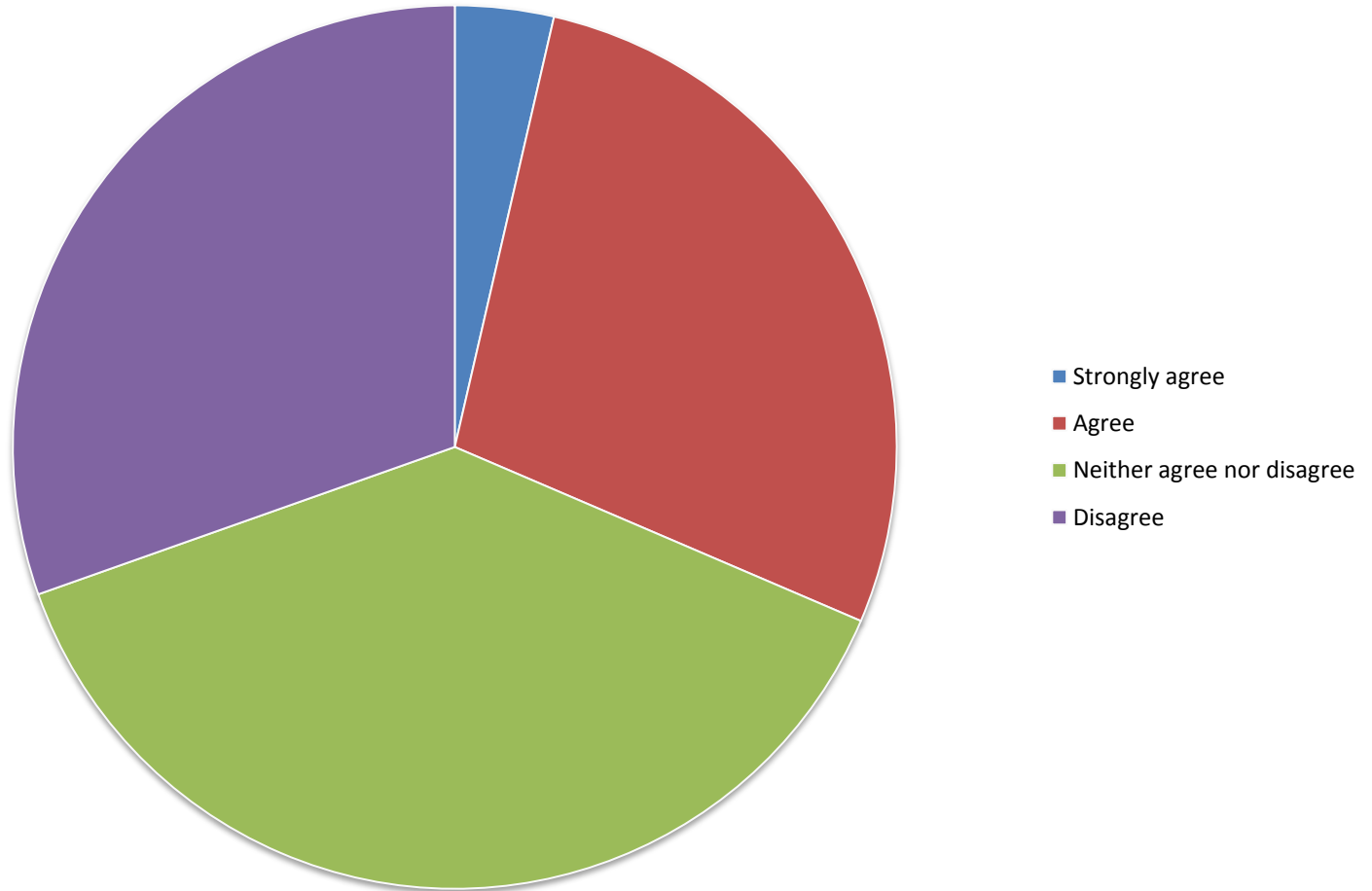


## 2. How important does your employer regard each of the following activities when assessing your performance?

Researcher perceptions relating to what they think is important for their reputation and what they think their employers value.



### 3. Should social media metrics (likes, tweets and data from Mendeley, Slideshare etc.) be counted towards your scholarly reputation?





Popularity is not  
the same as quality

Reputation is not  
generated by yourself  
or your activities but  
by the reception of  
your work

Too prone to  
manipulation

It only reflects the  
immediate impact of  
your work and the size  
of your network

It could be valuable  
but it's too recent to  
know how to handle  
the information

Social media is just  
for publicity

It's important to increase reach but it's hard to measure if this has had impact or if it's reaching the right people

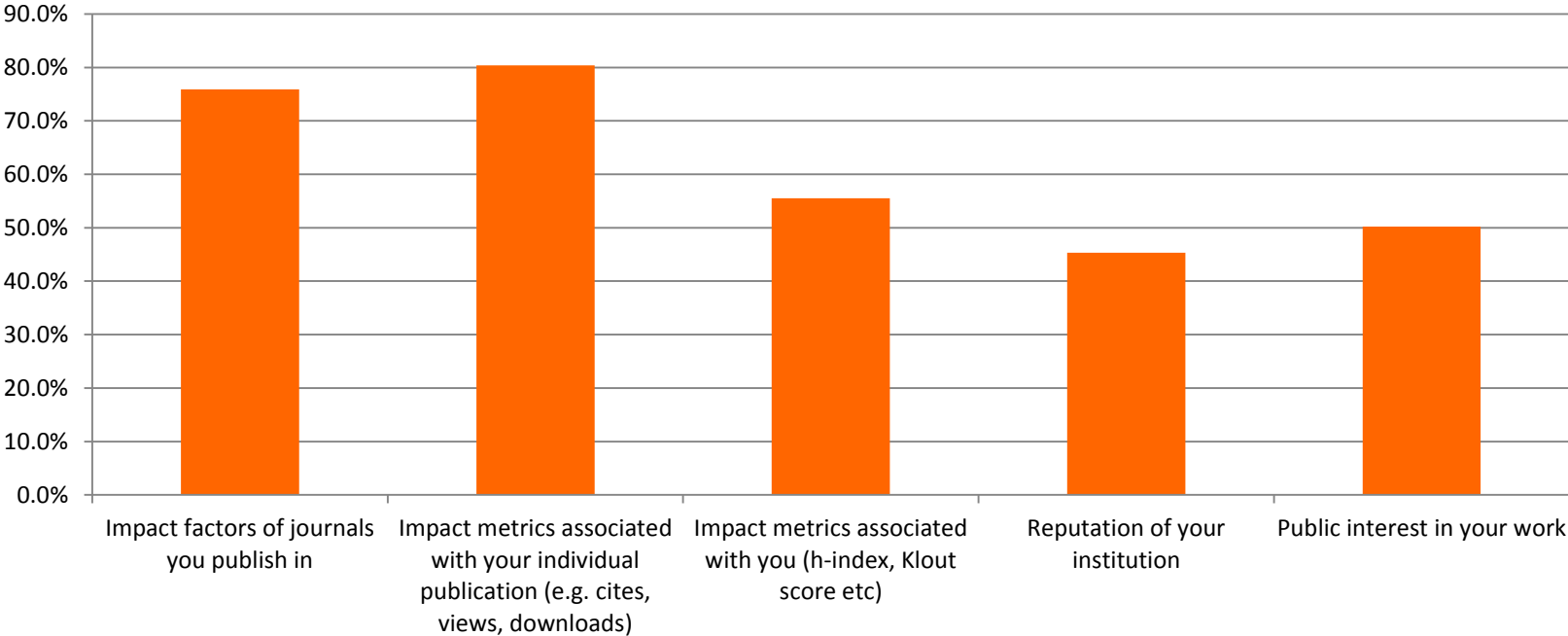
Today social media has a reach that is better than any communication tool to disseminate information

Visibility is a must

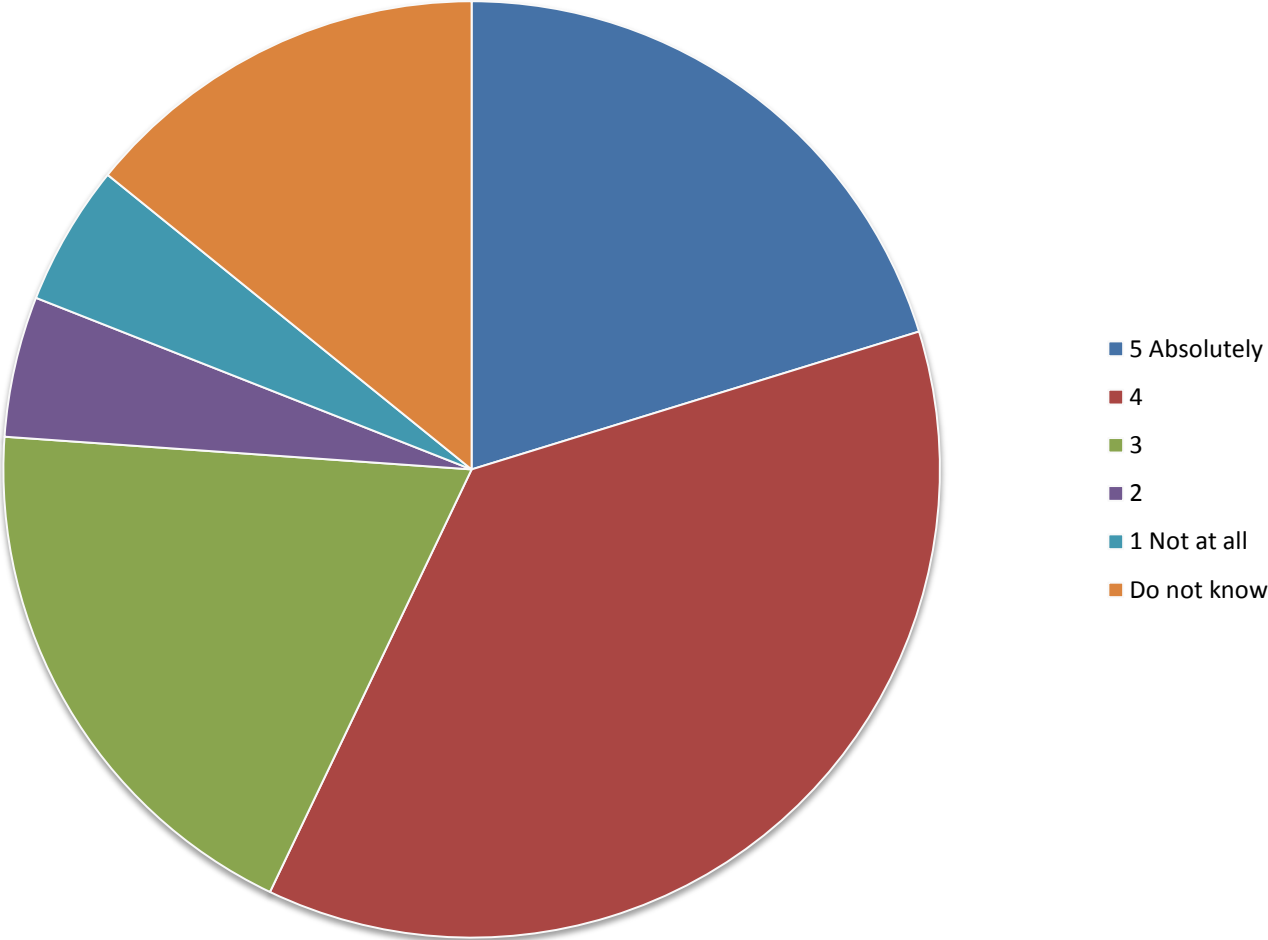
Being a scientist, apart from research activities themselves, also implies dissemination and communication


More people will read [my work]

# 4. Which of the following do you consider important for your reputation?



# 5. Do you think reputational platforms will become a more important force in the future concerning career development/progression?





*“I think that the world is changing and getting a profile in an increasingly crowded space is important.”*

Like



Thank you

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