

Information Today

The Newspaper for Users and Producers of Electronic Information Services | www.infotoday.com

InCites: Charting Research Performance

When institutions and organizations want to track their performance in the marketplace or analyze research productivity against their peers, metrics can prove to be a valuable tool. That's why the Healthcare and Science business of Thomson Reuters developed InCites, a web- and citation-based solution that transforms an institution's research and productivity efforts into usable facts and figures.

Jim Pringle, vice president of product development at Thomson Reuters, "perceived that the world was beginning to change," so the company turned to focus groups and surveys to find out what users wanted and needed. Pringle says users wanted a reliable, fast, and easy way to calculate their research footprint in the global environment. They reported a need for more analytics to review data accurately and easily, he says. He also saw three major factors rolled into the mix: There was a greater focus on outcomes and results, administrators and provosts wanted to make the right decisions for their institutions, and the library community wanted to help in the process. "These needs became even more intense with the changing economy," he says. Metrics become key drivers, especially for making better strategic decisions. With analytics that can be customized and easily accessible, institutions can allocate funds more effectively, collaboration initiatives can be monitored for better re-

sults, and more research strategies can be planned accordingly.

"InCites fits the need of the user," he says. Since publication records for an institution are aggregated, the results are benchmarked against world metrics to show how the product, the service, or the person holds up on a variety of levels. InCites' web-accessible framework provides interactive analytic and visualization tools to produce simple reports that can substantiate the validity of an institution's metrics and ultimately offer trend indicators. Such analytics can also guide a university community looking for more collaboration by giving its

office of research and its library a way to talk to each other via the data.

"With so much talk about metrics and impact factors, an academic institution can track the output of papers from one department, check on the number of global citations, and find out whether they are performing better than other academic institutions on the same topic," says Pringle. Citations reinforce qualitative data, and once you add peer review and performance to the equation, you now have a basis to talk, he says. For example, an institution can see how its chemistry department and faculty are performing on many levels. If the department is performing above the average, the institution can trace such metrics to specific discoveries, certain faculty, or innovative collaboration to see what is working. With InCites, institutions also have the capability of making sure that the data portrait of their facilities and faculty is accurate to present the most up-to-date data to the users.

Pringle says InCites, which is available via access through the Web of Science, will be updated quarterly. Using one such comprehensive, customized platform saves time, money, and energy, he says. "The strong selection of visualization tools provides more than a pretty picture. The graphical information lets users set the dial for their own performance and trends."

—Barbara Brynko

InCites™
ONE CONVENIENT SOURCE THAT DELIVERS CUSTOMIZED, CITATION-BASED RESEARCH EVALUATION ON THE WEB

WHAT IT DELIVERS

- An intuitive Web interface
- Metrics based on objective and researched Web of Science® data
- Standard global and benchmark data
- Customer-specific datasets and metrics
- Reporting functionality, summarization, and visualization
- Links to Web of Science records
- Exporting of data and graphs
- PDF creation

WHAT YOU CAN DO

- Monitor institutional research output and impact
- Compare research performance against other institutions and world and field benchmarks
- Provide influential and emerging researchers and research trends
- Set measurable goals, allocate funds accurately and efficiently
- Monitor collaboration activity and track new collaborative opportunities
- Support accreditation activity, funding proposals, legislative agendas, alumni appeals, faculty and student recruitment
- Track research strategy with metrics that can be tracked over time

WHY USE CITATION METRICS?

Quality metrics are transparent, repeatable and easily understood. They are the tools by which peers acknowledge each others' research, and are a valid indicator of an institution's impact and reputation in the research community.

AN OBJECTIVE ANALYSIS OF PEOPLE, PROGRAMS, AND PIELDS

InCites is a customized, citation-based research evaluation tool on the Web that lets academic and government administrators conduct analyses on their productivity and benchmark their output against peers worldwide.

InCites is the comprehensive resource that supplies all the data and tools you need to easily produce targeted, customized reports... all in one place. You can conduct in-depth analyses of your institution's role in research, as well as produce focused reports that showcase particular aspects of research performance.

This one-stop system answers key questions such as:

- How many papers did my institution/country produce?
- Which papers are most influential in which field?
- What authors are rising stars?
- How can I view individual researchers' in index?
- Or a department?
- Is my institution's research focus changing?
- How does my institution compare to peer institutions or aspirational peers?
- What are the strongest fields at my institution? Which ones need improvement?
- What is the average citation rate at my institution? Or in selected fields?
- Who is collaborating with whom? And how often?

SCIENTIFIC

THOMSON REUTERS