



La evaluación del libro científico desde la perspectiva de las nuevas métricas

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**II REUNIÓN DE SERVICIOS DE EVALUACIÓN
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Contenido



PRIMERA PARTE. Perspectivas recientes

Perspectivas recientes y propuestas realizadas en los últimos diez años (2009-2018) desde diferentes frentes de investigación en torno a la evaluación del libro y las editoriales académicas

SEGUNDA PARTE. Estudios de caso PlumX & Altmetrics

Tres estudios de caso de evaluación de grandes conjuntos de libros académicos utilizando herramientas/agregados de métricas alternativas como son PlumX y Altmetric.com

¿Qué
encontramos
antes de
2009?

Problema exclusivo de las ciencias sociales y las humanidades

Ausencia de fuentes exhaustivas, solo citación y cited reference search

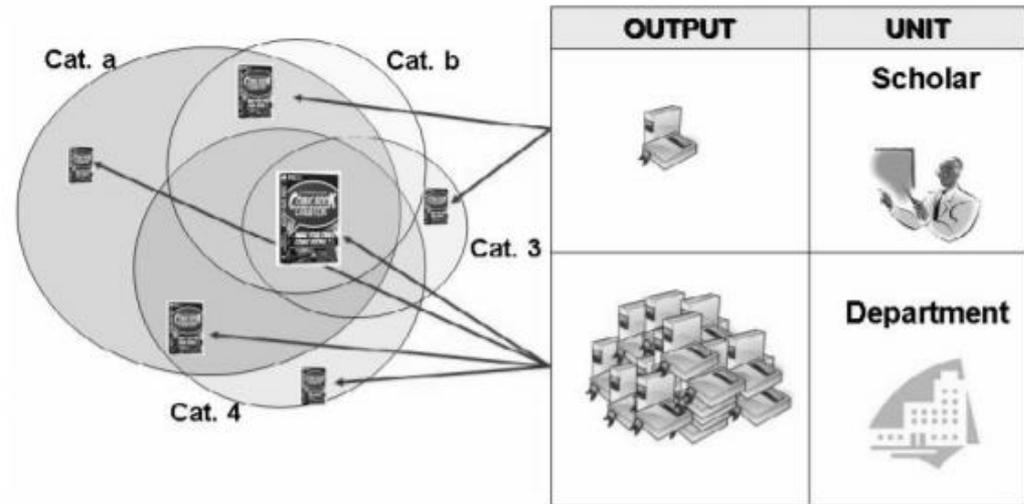
Estudios locales, parciales y esotéricos

2009

Torres-Salinas, D.; Moed, H.F.
Library Catalog Analysis as a tool
in studies of social sciences and
humanities: An exploratory study of
published book titles in Economics.
Journal of Informetrics, 2009, 3 (1):
9-26

White, Howard D., et al.
"Libcitations: A measure for
comparative assessment of book
publications in the humanities and
social sciences." *JASIST* 60.6
(2009): 1083-1096.

Fig. 1. *Library Catalog Analysis* as a representation of a research field and as a tool for the analysis of research performance.



Library Catalog Analysis

Un ejemplo de algunos de los indicadores propuestos y su utilidad para el ranqueo e identificación de editoriales

Publisher name	Nr Titles	Titles per year	Nr Inclusions	Inclusion Rate	Relative Inclusion Rate	Diffusion Rates		
						All countries DR	European Countries DR	United States DR
Routledge	3,589	326	19,985	5.6	1.6	0.13	0.10	0.24
Edwad Elgar	2,102	191	13,922	6.6	1.9	0.16	0.13	0.22
Oxford University Press	2,092	190	14,576	7.0	2.0	0.17	0.14	0.29
Cambridge University Press	2,040	185	14,710	7.2	2.1	0.17	0.15	0.29
Macmillan Press	1,827	166	10,054	5.5	1.6	0.13	0.09	0.25
World Bank	1,509	137	8,612	5.7	1.7	0.14	0.07	0.30
Official Publications of the EC	1,344	122	6,528	4.9	1.4	0.12	0.12	0.17
United States GPO	1,281	116	8,613	6.7	2.0	0.16	0.00	0.67
OECD	1,260	115	6,308	5.0	1.5	0.12	0.09	0.19
Her Majesty's Stationery Office	1,209	110	2,315	1.9	0.6	0.05	0.08	0.02
Palgrave	1,188	108	8,905	7.5	2.2	0.18	0.11	0.37

2011

Thomson Reuters Announces Book Citation Index —Scheduled for Release in 2011

by *Nancy K. Herther*

Posted On October 25, 2010



At this year's Frankfurt Book Fair, **Thomson Reuters** announced a new product, Book Citation Index, to add to its suite of citation indexes. To get the story behind this announcement, NewsBreaks went to the company's vice president for editorial development and publisher relations, James Testa.

Testa joined Thomson Reuters (then ISI) in 1983. From 1983 through 1996 he managed the publisher relations department and was directly responsible for building and maintaining working relations with the more than 3,000 international scholarly publishers whose journals are indexed by Thomson Reuters. In 2007, he became responsible for both editorial development and publisher relations.

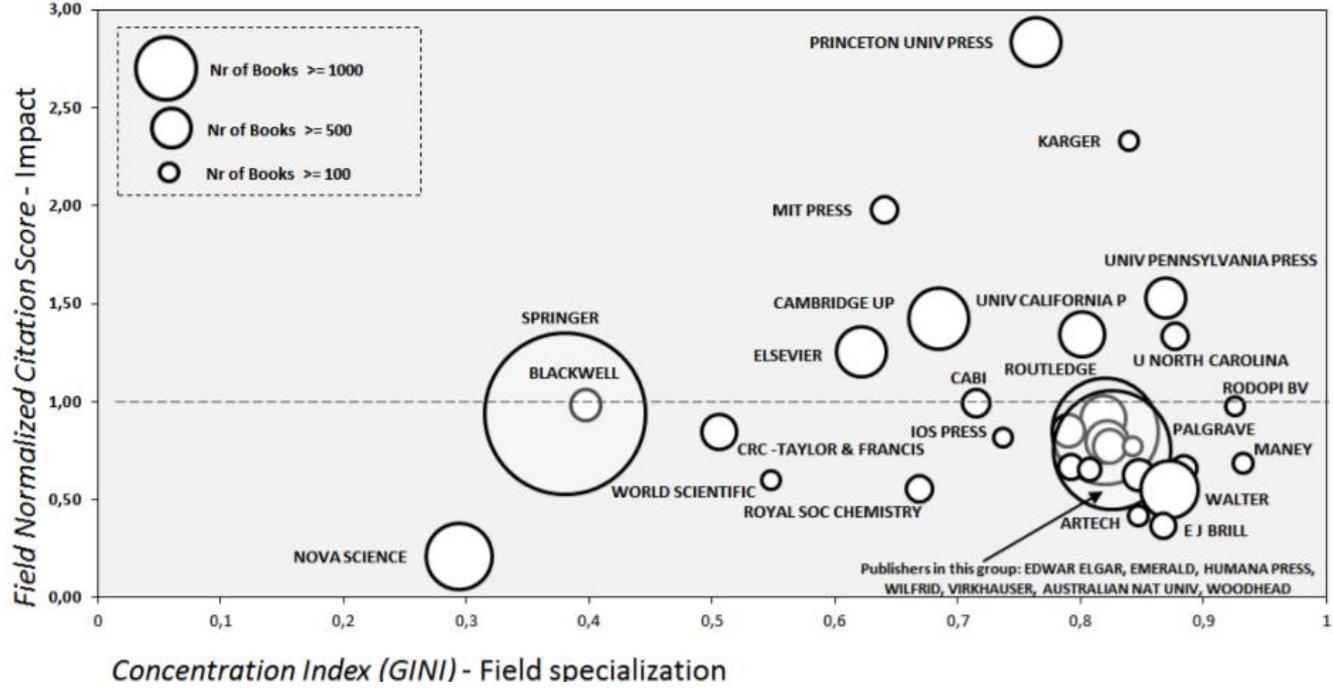


[Click here for full-size image](#)

BKCI abre la puerta a estudios más globales

Torres-Salinas, D.; Robinson-García, N.; Campanario, J.M.; Delgado López-Cózar, E. Coverage, specialization and impact of scientific publishers in the 'Book Citation Index'. Online Information Review, 2014, 38(1), 24-42.

Figure 3. Field Normalized Citation Score and Concentration Index for publishers according to the Book Citation Index for 2005-2012



2012

Torres-Salinas, D.; Robinson-García, N; Jiménez-Contreras, E. y Delgado López-Cózar, E. Towards a "Book Publishers Citation Reports". First approach using the "Book Citation Index". Revista Española de Documentación Científica, 2012, v. 35, n. 4, pp. 615-620.

Social Sciences

Number of publishers included

84

Number of publishers by type

61 commercial
23 university press

Number of disciplines analyzed

14

Number of items processed

125739 items:
10782 books
114957 book chapters

Bipublishers: Bibliometric Indicators for Publishers

	PBK	PCH	CIT	FNCS
Palgrave Macmillan	2680	26823	9249	0.68
Routledge	1540	17427	9077	0.93
Edward Elgar	814	10208	3434	0.84
Springer	787	9779	6734	1.17
Cambridge University Press	513	4108	4373	2.05
Information Age Publishing	415	5444	1522	0.73
Princeton University Press	314	2859	7216	4.04
Nova Science Publishers	249	2422	422	0.19
World Bank	239	1873	2188	1.67
University of California Press	223	2323	1831	1.58
University of Pennsylvania Press	188	1637	1331	1.48
Taylor & Francis	186	2138	752	1.15
MIT Press	172	1788	1609	2.05
Chandos	164	1536	426	0.42
McGill-Queens University Press	132	1439	336	0.48
Brookings Institute	127	1216	928	1.16
University of Illinois Press	127	1039	430	0.74

2012

Giménez-Toledo, E., Tejada-Artigas, C., & Mañana-Rodríguez, J. (2012). Evaluation of scientific books' publishers in social sciences and humanities: Results of a survey. *Research Evaluation*, 22(1), 64-77.

Prestigio de las editoriales según expertos españoles. Editoriales mejor valoradas (2014)

Editoriales españolas

Orden	Editorial	ICEE
1	Alianza (Grupo Anaya, Hachette Livre)	45.735
2	Ariel (Grupo Planeta)	43.749
3	Cátedra (Grupo Anaya, Hachette Livre)	41.815
4	Tirant Lo Blanch	39.185
5	Marcial Pons	37.379
6	Tecnos (Grupo Anaya, Hachette Livre)	34.996
7	Aranzadi (Thomson Reuters)	34.803
8	Fondo De Cultura Económica (Véase también pos. 11 en editoriales extranjeras)	31.988
9	Akal (Akal)	28.831
10	Síntesis	26.448

Editoriales extranjeras

Orden	Editorial	ICEE
1	Cambridge University Press	86.800
2	Oxford University Press	82.950
3	Routledge (Francis & Taylor Group)	45.950
4	Springer	33.060
5	Elsevier	28.210
6	Peter Lang	25.030
7	Thomson Reuters	24.290
8	Blackwell	22.750
9	De Gruyter	22.380
10	McGraw Hill	20.640
..	Fondo de Cultura Económica (Véase también	20.510

2014

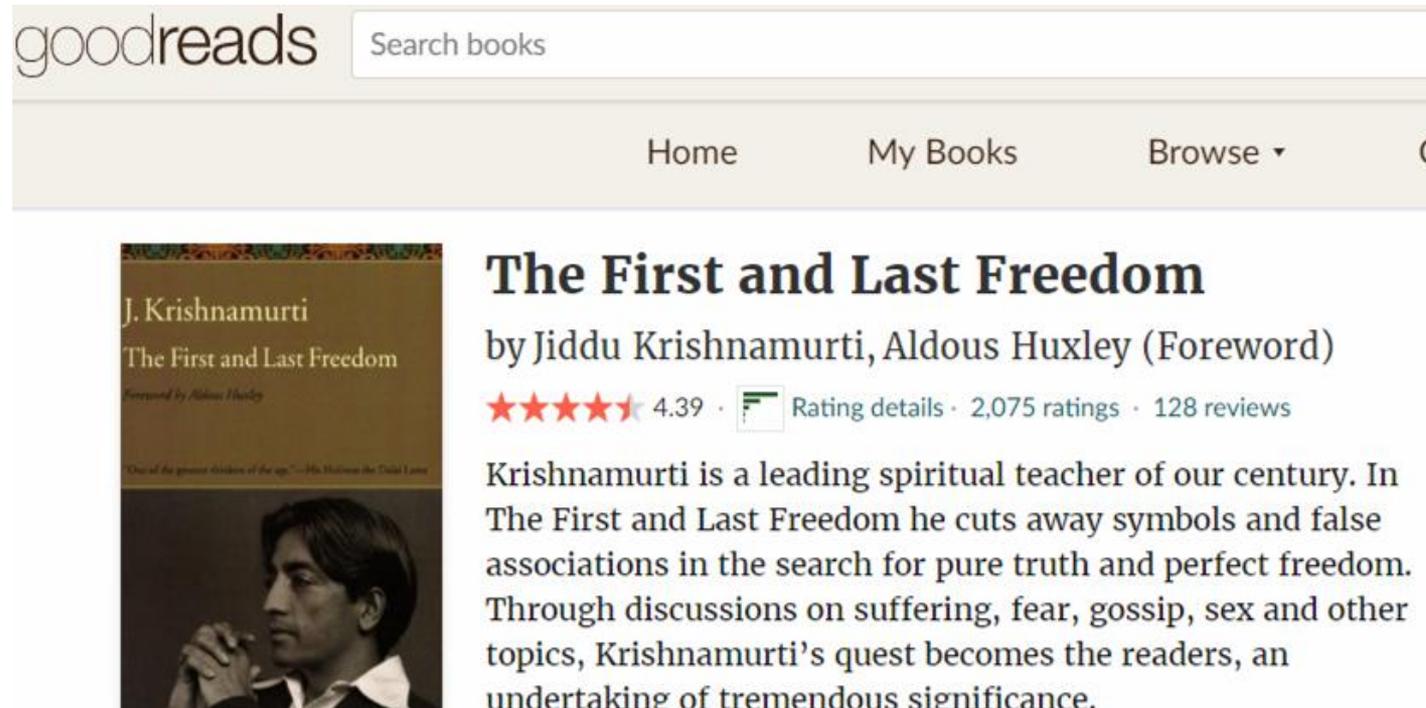
Gorraiz, J., Gumpenberger, C., & Purnell, P. J. (2014). The power of book reviews: A simple and transparent enhancement approach for book citation indexes. *Scientometrics*, 98(2), 841-852.

Table 1 Book reviews for the most represented research fields by publication year

Research Area	2005	2006	2007	2008	2009	2010	2011	Total	% WoS
History	14,096	14,262	13,982	15,511	15,369	14,959	1,45,28	1,02,707	20.12
Literature	1,0757	10,792	10,694	10,521	3,153	9,559	9,380	64,856	12.71
Arts humanities other topics	8,660	9,274	8,896	9,197		9,637	9,535	55,199	10.82
Information science library science	6,080	6,157	5,814	5,552	4,510	5,255	5,129	38,497	7.54
Religion	4,730	4,840	4,754	4,973	5,694	5,336	5,178	35,505	6.96
Government law	2,762	3,036	3,157	4,344		4,232	4,091	21,622	4.24
Philosophy	2,289	2,360	2,435	2,641	2,926	2,686	2,955	18,292	3.58
Linguistics	2,598	2,582	2,601	3,147	1,451	2,685	2,636	17,700	3.47

2015

Zuccala, A. A., Verleysen, F. T., Cornacchia, R., & Engels, T. C. (2015). Altmetrics for the humanities: Comparing Goodreads reader ratings with citations to history books. *Aslib Journal of Information Management*, 67(3), 320-336.



The image is a screenshot of the Goodreads website. At the top left is the 'goodreads' logo. To its right is a search bar with the placeholder text 'Search books'. Below the search bar is a navigation menu with the following items: 'Home', 'My Books', 'Browse' (with a dropdown arrow), and a partially visible 'C'. The main content area features a book listing for 'The First and Last Freedom' by J. Krishnamurti. The book cover is on the left, showing the author's name, the title, and a foreword by Aldous Huxley. To the right of the cover, the title 'The First and Last Freedom' is displayed in a large, bold font. Below the title, it says 'by Jiddu Krishnamurti, Aldous Huxley (Foreword)'. The book has a rating of 4.39, represented by five stars (the first four are filled, the fifth is half-filled), followed by a link to 'Rating details', '2,075 ratings', and '128 reviews'. A short blurb follows: 'Krishnamurti is a leading spiritual teacher of our century. In The First and Last Freedom he cuts away symbols and false associations in the search for pure truth and perfect freedom. Through discussions on suffering, fear, gossip, sex and other topics, Krishnamurti's quest becomes the readers, an undertaking of tremendous significance.'

2016

Kousha, K., & Thelwall, M. (2016). Can Amazon. com reviews help to assess the wider impacts of books?. *Journal of the Association for Information Science and Technology*, 67(3), 566-581.



Los enemigos del comercio I (ESPASA FORUM) Tapa 18 opiniones de clientes

★★★★☆ 4,4 de 5 estrellas



2017

Sello de calidad cea apq

39 Colecciones



29 colecciones obtienen el sello de calidad en edición académica CEA-APQ



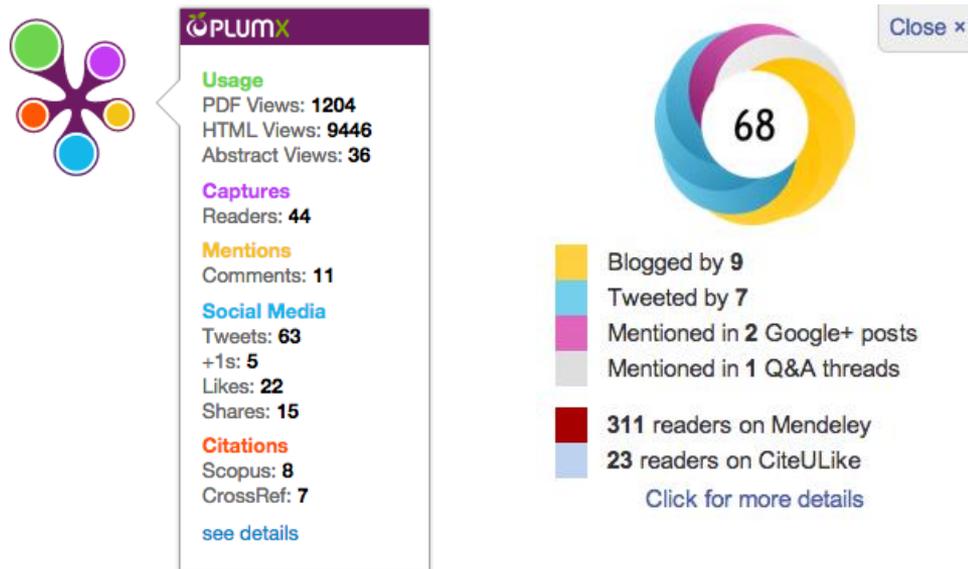
Una década fructífera

Múltiples fuentes: Google Books, Google Scholar, Book Citation Index, Scopus, Worldcat, Amazon, Goodreads

Múltiples propuestas: Books Reviews, Library Catalog - Libcitations, Prestigio de las editoriales, Evaluaciones formales, Puntuaciones usuarios (ratings), Revisiones online

Simultáneamente

Desarrollo de la alométricas y las fuentes de captura masiva de datos



Segunda parte



Estudios de caso PlumX & Altmetrics

Filling the citation gap: Measuring the multidimensional impact of the academic book at institutional level with PlumX

PlumX As a Potential Tool to Assess the Macroscopic Multidimensional Impact of Books

The insoluble problems of books: What does Altmetric.com have to offer?



Filling the citation gap

Referencia:

Torres-Salinas, D.; Robinson-Garcia, N.; Gorraiz, J. Filling the citation gap: Measuring the multidimensional impact of the academic book at institutional level with PlumX. 2017. *Scientometrics*, v. 113, n. 3, pp. 1371-1384

Objetivos del estudio

- Objetivos:
 - Analizar las diferentes dimensiones presentes en PLumX basadas en 18 indicadores y su potencial en un contexto de evaluación institucional
 - Analizar sus posibilidades para complementar un perfil institucional basado en journals
- Método: Estudio de la UGR empleado como fuente de información de los libros SICCA2 (2957 libros)

Colección de indicadores de PlumX

Dimension usage	Dimension mentions	Dimension social media
Abstract views →Dspace • <i>Source type</i> : repository	Reviews →Amazon • <i>Source type</i> : electronic bookseller	Tweets →Twitter • <i>Source type</i> : microblogging network
Downloads →Dspace • <i>Source type</i> : repository	Reviews →Goodreads; Social • <i>Source type</i> : cataloging website	Shares, likes and comments →Facebook • <i>Source type</i> : social platform
Sample downloads →EBSCO • <i>Source type</i> : electronic provider	News mentions →News • <i>Source type</i> : online reference	Score →Reddit • <i>Source type</i> : social platform
Abstract views →EBSCO • <i>Source type</i> : electronic provider	Links →Wikipedia • <i>Source type</i> : online reference	Likes →Google+ • <i>Source type</i> : social platform
Data views →EBSCO • <i>Source type</i> : electronic provider	Dimension captures	Dimension citations
PDF views →EBSCO • <i>Source type</i> : electronic provider	Export saves →EBSCO • <i>Source type</i> : electronic provider	Citation counts →CrossRef • <i>Source type</i> : database
HTML views →EBSCO • <i>Source type</i> : electronic provider	Readers →Mendeley • <i>Source type</i> : reference manager	Citation counts →Scopus • <i>Source type</i> : database
Link-outs →EBSCO • <i>Source type</i> : electronic provider	Readers →Goodreads • <i>Source type</i> : social platform	Citation counts →PubMed • <i>Source type</i> : database
Holdings →WorldCats • <i>Source type</i> : library catalog		Citation counts →Others • <i>Source type</i> : database

Pereyra, M. A., Kotthoff, H. G., & Cowen, R. (2011).

PISA under examination. Sense Publishers. ISBN 9460917400

Captures:Exports-Saves:EBSCO	0
Captures:Readers:Mendeley	9
Captures:Readers:Goodreads	0
Citations:Citation Indexes:CrossRef	0
Social Media:Tweets:Twitter	2
Social Media::Facebook	2
Mentions:Reviews:Amazon	0
Mentions:Reviews:Goodreads	0
Mentions:Links:Wikipedia	3
Usage:Sample Downloads:EBSCO	0
Usage:Abstract Views:DSpace	0
Usage:Abstract Views:EBSCO	225
Usage:Data Views:EBSCO	0
Usage:Holdings:WorldCat	352
Usage:PDF Views:EBSCO	0
Usage:HTML Views:EBSCO	0
Usage:Downloads:DSpace	0
Usage:Link-outs:EBSCO	11



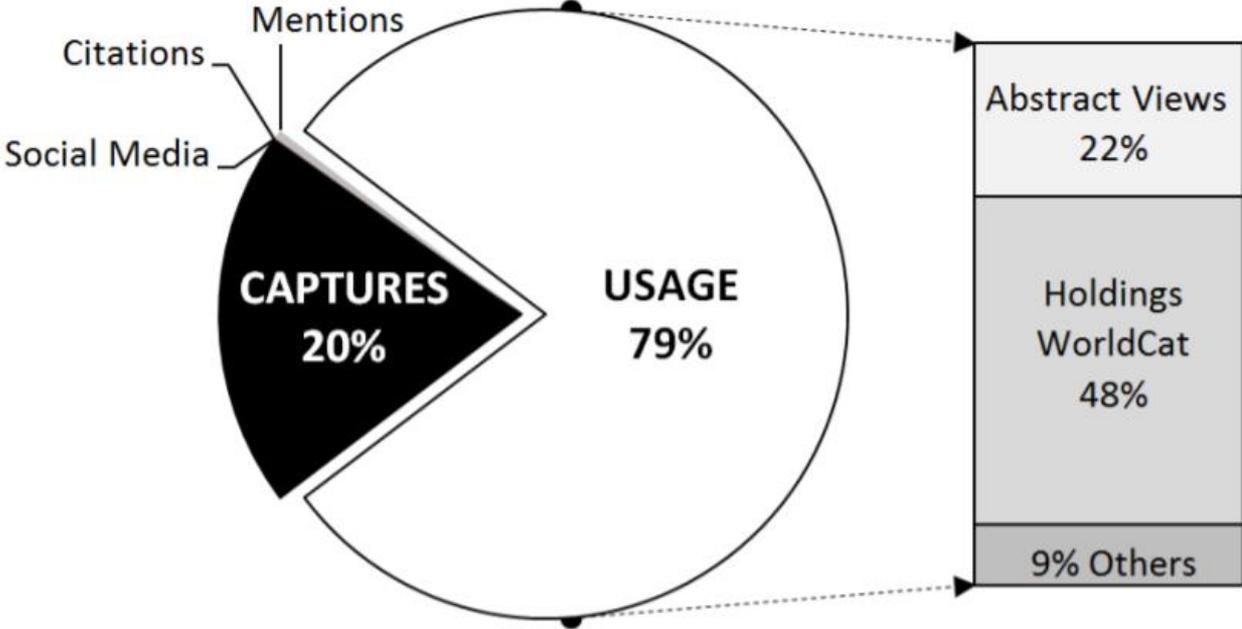
Ejemplo de los indicadores recopilados por PLumX aplicados a un libro académico. Integración de múltiples fuentes e indicadores

Visión global de las métricas de los 2957 de la UGR

2957 libros evaluados

2299 identificados

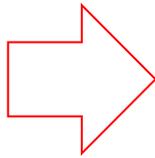
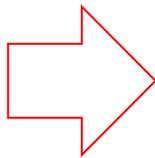
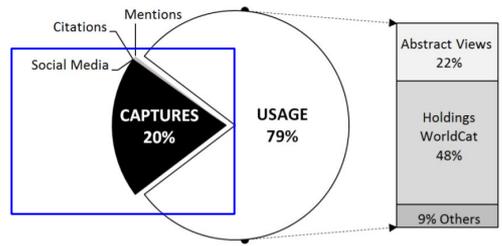
1382 sin métrica



Las alométricas “puras” y los libros UGR

Porcentaje de libros sin menciones

Exports-Saves	2,133	93%
Readers (Mendeley)	1,851	81%
Readers (Goodreads)	2,172	95%
Total captures	1,667	72%
Tweets	2,295	100%
Social Media	2,297	100%
Global Social Media	2,295	100%
Reviews (Amazon)	2,272	99%
Reviews (Goodreads)	2,272	99%
Links	2,280	99%
Global Mentions	2,234	97%

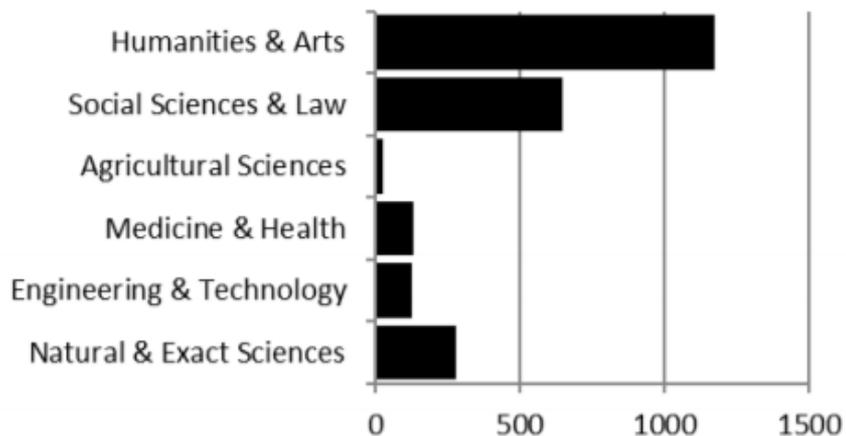


Las dos culturas, producción

Approach: Books and PlumX metrics



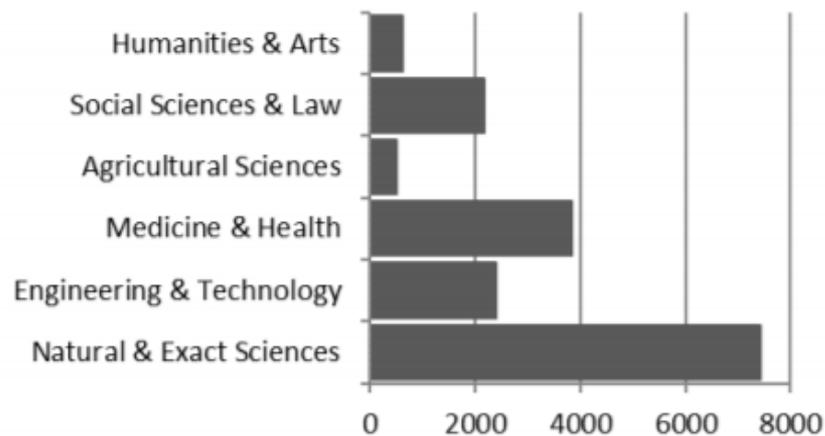
Figure 4A. # books by field



Approach: Journal articles and citations



Figure 4C. # Web of Science papers by field

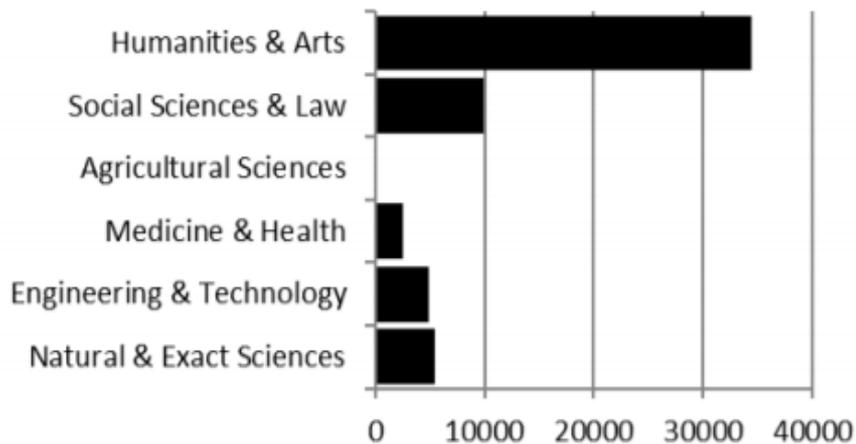


Las dos culturas, métricas

Approach: Books and PlumX metrics



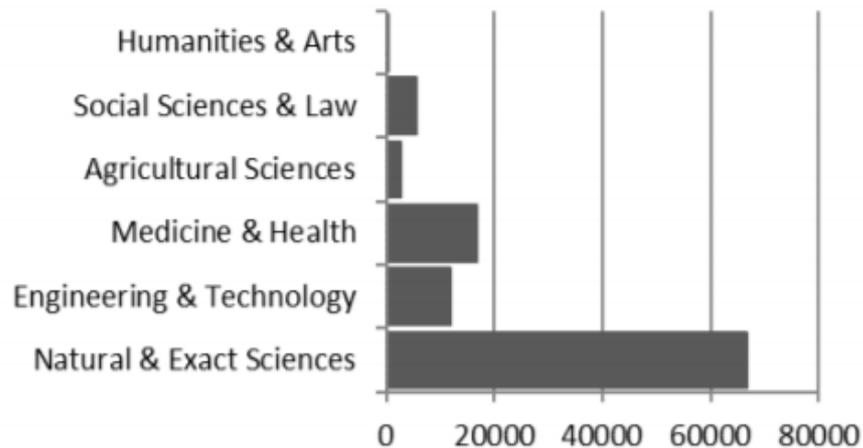
Figure 4B. # metrics collected by PlumX



Approach: Journal articles and citations



Figure 4D. # citations by field



Conclusiones del estudio a nivel institucional

- 60% de los libros sin métricas en los 18 indicadores. Sin embargo este valor es más alto que para la citación, esta misma tasa es del 80% en el Book Citation Index.
- Se deduce claramente que las altmétricas no funcionan del todo para los libros, las propuestas métricas relacionadas con los library holdings son más viables
- En cualquier caso las nuevas métricas/plataformas parecen subsanar al menos el “citation gap”



PlumX

Referencia:

Torres-Salinas, D.; Gumpenberger, C. y Gorraiz, J. PlumX As a Potential Tool to Assess the Macroscopic Multidimensional Impact of Books. *Frontiers in Research Metrics and Analytics*, 2017.

Objetivos del estudio

- Damos un paso hacia delante y analizamos 270.000 libros del catálogo de la Universidad de Viena, uno de los objetivos es establecer el proceso metodológico
- Caracterizar los indicadores alométricos y su rendimiento para una colección más amplia y con mayor componente internacional

1. Definition of the collection

Book Collection - EBSCO
University of Vienna
268.061 books



2. Dataset and ISBN

decision about
input ISBN



ISBN - print

ISBN - e



3. data gathering - PLUMX
CSV download



4. PLUMX input classification
in different "artifacts"

Book	260856
Book Chapter	125
Article	145
Conference	10
Paper	6
Reference	171
Report	11
Textual Work	2
Research Artifact	1884



5. Selection of "book artifact"
for metrics and analysis



6. RESULTS: Analysis of the 5
dimensions and 23 indicators

Usage 9 indicators
Mentions 4 indicators
Captures 3 indicators
Social Media 4 indicators
Citations 3 indicators

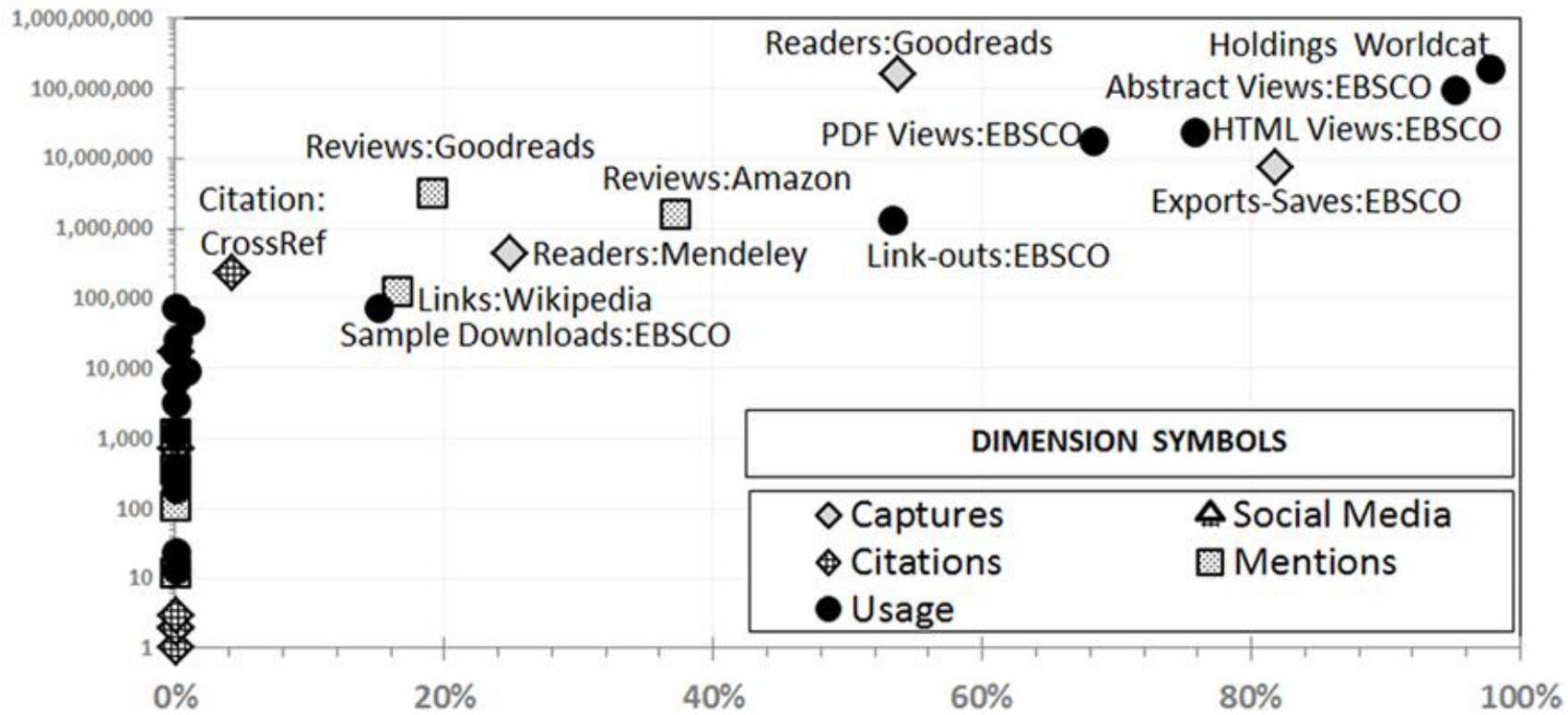
**Proceso
metodológico
para trabajar
con grandes
colecciones**

	Número de libros con datos	porcentaje de libros con datos
Capturas	238040	91.25%
Citas	11448	4,39%
Social media	2183	0,84%
Menciones	123305	47,27%
Uso	258977	99.28%

Data Volume in PlumX

Sum of the total scores for the different measures

logarithmic scale

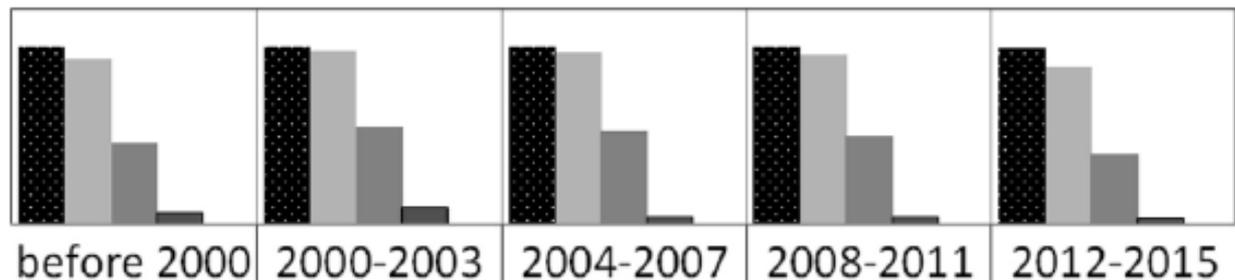


26 medidas

Data Availability in PlumX

% books with available data for the different measures

Evolución cronológica de los indicadores



	before 2000	2000-2003	2004-2007	2008-2011	2012-2015
Avail. Usage	99%	100%	100%	100%	99%
Avail. Captures	92%	96%	96%	94%	87%
Avail. Mentions	46%	54%	52%	49%	39%
Avail. Citations	7%	9%	4%	4%	3%
Avail. Social Media	0%	1%	1%	1%	2%

Conclusiones del estudio

- Diferencias significativas entre una colección “nacional” (véase UGR) frente a una “internacional”
- Gran capacidad de procesamiento de PlumX, si bien debe mejorarse la identificación por ISBN y la clasificación por artefactos
- Buenos resultados para library holdings y para amazon y Goodreads reviews (¿buen indicador de popularidad?)
- Aplicación como herramienta de gestión de colecciones



Altmetric.com

Referencia:

Torres-Salinas, Daniel; Gorraiz, Juan; Robinson-García, Nicolás. The insoluble problems of books: What does Altmetric.com have to offer?. (2018). Aslib Proceedings (In Press)

Objetivos del estudio

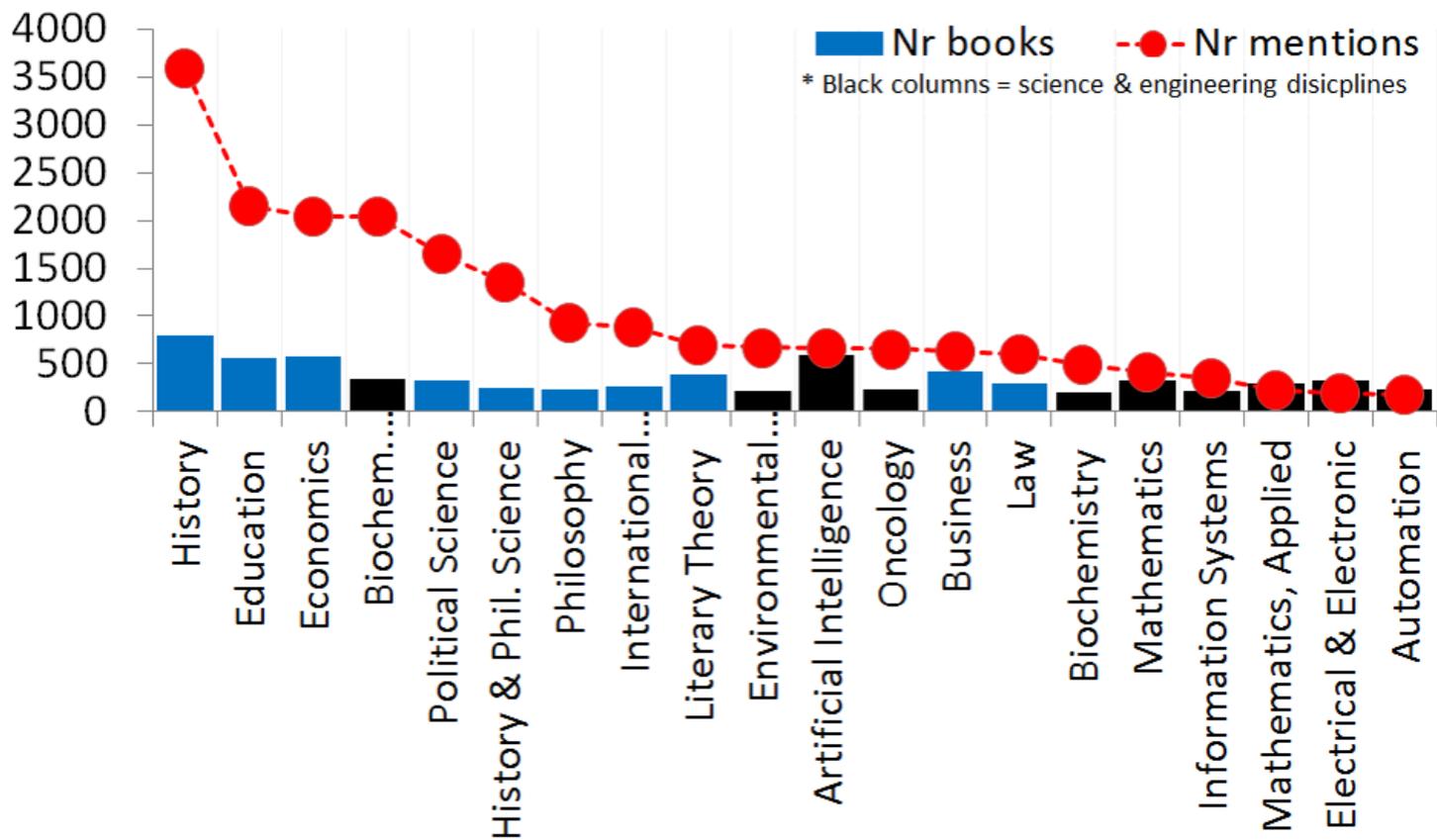
- Analizar la composición por tipología documental y por fuente de altmetric.com
- Ver las posibilidad de realizar estudios globales para grandes colecciones científicas
- Analizar la pertinencia de los datos (isbn, ficheros de descargar, etc...) y la estabilidad de los indicadores
- En definitiva verificar la solvencia de altmetric.com como fuente de información para analizar los libros

Composición documental de altmetric.com

Type of research output	Research outputs	Outputs with mentions	Total mentions	Average Mentions
Article	14,494,667	10,248,575	67,789,339	4.68
Dataset	26,888	21,206	112,959	4.20
Books	1,189,253	✗ 818,135 ✗	2,675,537	2.25
Books Chapters	5,044,984	✗ 78,959 ✗	2,238	0.00
Clinical Trials	36,882	35,646	17,298	0.47
News Stories	96,609	95,251	8,893,913	92.06
All outputs	20,889,929	11,298,415	79,890,012	3.82

Without DOI (315 total sources)	471,347	With DOI (129 total sources)	327,751
books.google.com	272,555	No URL link	244,797
No URL link	176,508	books.google.com	40,660
market.android.com	9,443	link.springer.com	17,347
store.elsevier.com	2,715 	worldbank.org	7,273
 rand.org	1,989 	nap.edu	6,154
uk.sagepub.com	1,385	onlinelibrary.wiley.com	1,803
us.sagepub.com	1,157 	oecd-ilibrary.org	1,801
berghahnbooks.com	1,129 	rand.org	1,398
elsevier.com	907	tandfebooks.com	1,336

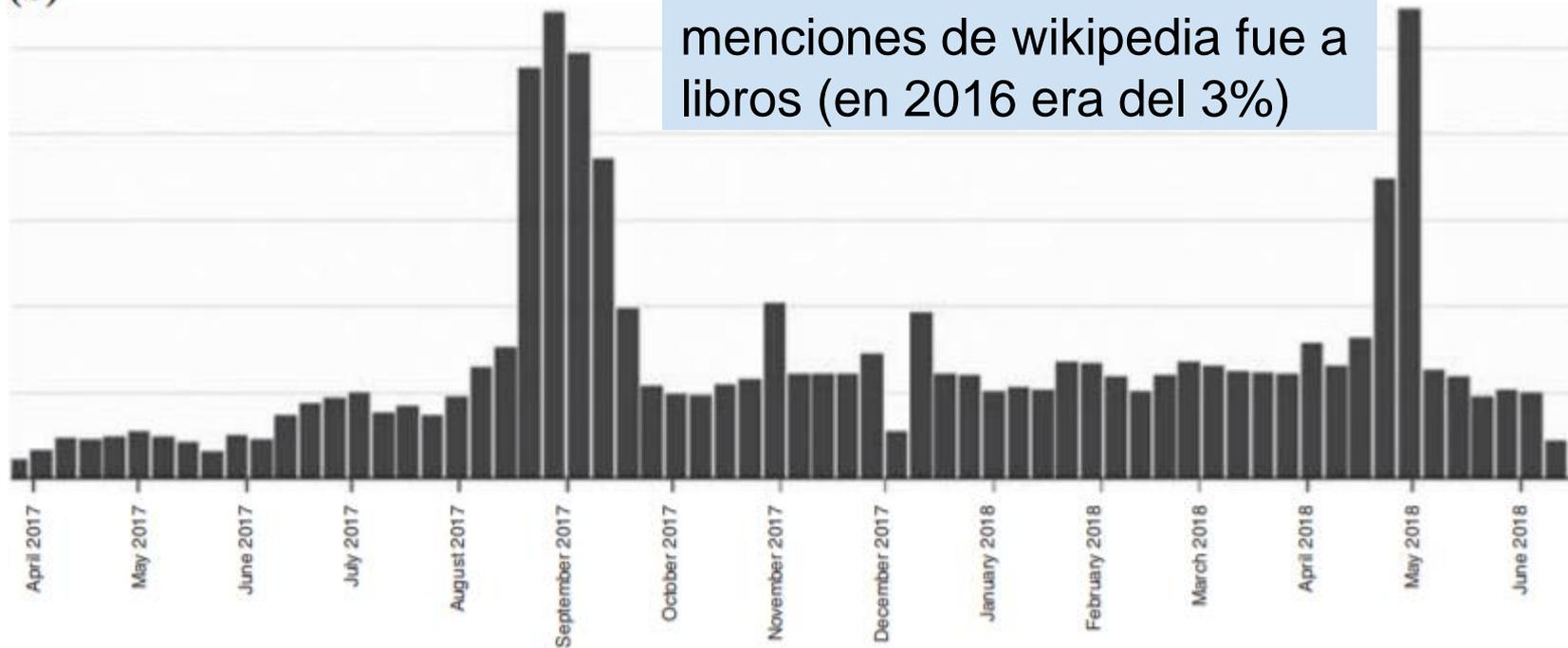
Utilización en colecciones



Anomalías (I): menciones desde wikipedia a libros

(b)

en 2017 el 40% de las menciones de wikipedia fue a libros (en 2016 era del 3%)



Anomalías (I): menciones desde wikipedia a libros

User:Qbugbot

From Wikipedia, the free encyclopedia



This user account is a **bot** operated by **Edibobb** (talk). It is a [legitimate alternative account](#), used to make repetitive automated or semi-automated edits that would be extremely tedious to do manually. The bot is approved and currently active.

About Qbugbot [edit]

Qbugbot is a bot that creates new Wikipedia articles ("stubs") for Arthropods. Arthropods are members of a group of animals classified in a phylum called Arthropoda. Arthropods include insects, spiders, crustaceans, centipedes, and a number of other creatures many people refer to as "bugs".

You can help by expanding these pages from their initial layout. For example, the geographic range, habitat, stages of life, active periods, and physical description are potential areas of contribution, as well as the organism's interaction with people, plants, and other animals. Many of the references listed on each page are available online at no charge, giving you easy access to start your research. Photos and drawings are sometimes available on Wikimedia Commons. Most importantly, have fun and learn something new!

See Also [edit]

- For more information, [User:Qbugbot/info](#)
- For comments, questions, and suggestions, [Qbugbot Talk](#)

qbugbot

This user is a bot

(talk · contribs)



Plebeius argus

Author	Edibobb (talk · contribs)
Approved?	Yes
Flagged?	yes
Task(s)	Creates stub articles for Arthropods

Tres libros para la gloria

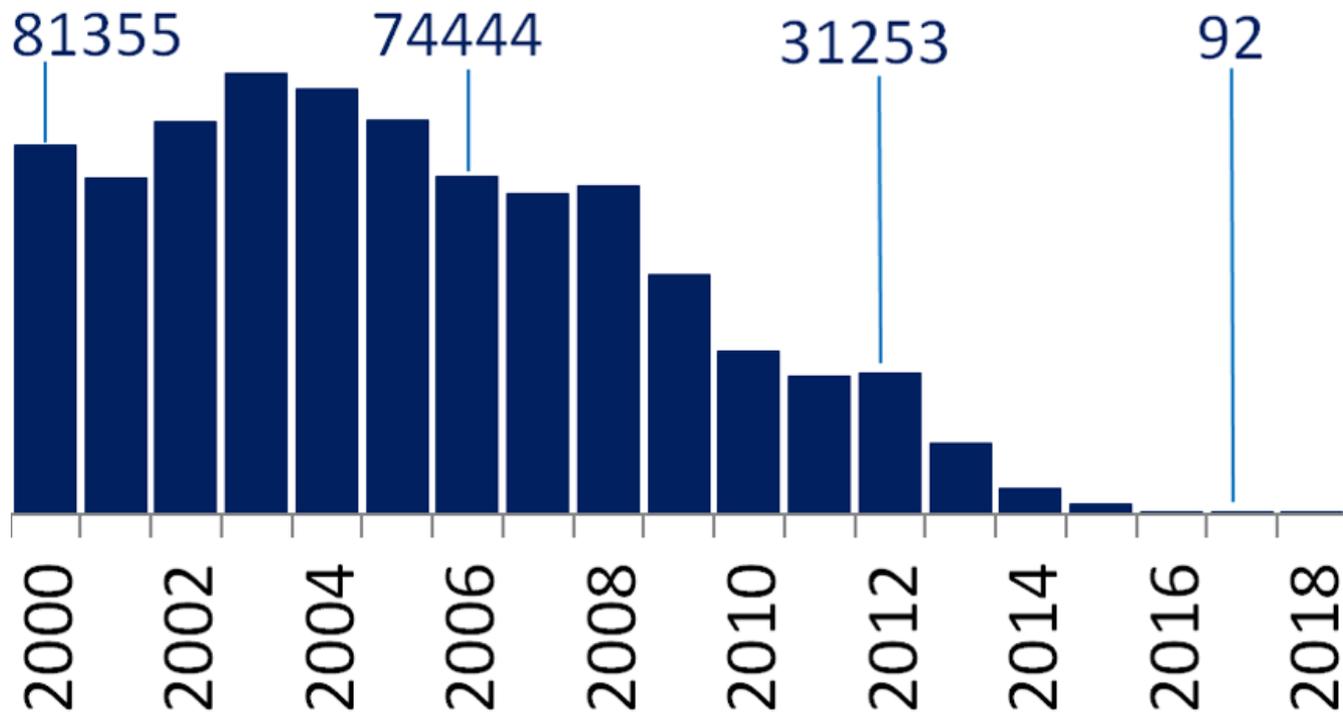
El efecto anterior es debido a tres libros publicados en 1862 and 1873 reciben 13,645 menciones

(1) Classification of the Coleoptera of North America prepared for the Smithsonian Institution by John L. LeConte. (4,276 mentions)

(2) American Insects. (4,033 mentions)

(3) Heteroptera, or True Bugs of Eastern North America, with special reference to the faunas of Indiana and Florida, by W.S. Blatchley. (851 mentions)

Anomalías (II): Syllabus



Conclusiones del estudio

- Miscelánea de fuentes de información seleccionadas más por accesibilidad que por criterios científicos/académicos
- Gran capacidad de procesamiento de datos
- Inútil para la evaluación de capítulos
- Los ficheros de descarga no presentan todos los datos (por ejemplo ISBN completos) (problemas ediciones)
- Poco control de las fuentes y sus efectos sobre los indicadores (avg, etc..). Pocos estudios descriptivos

- Perspectiva de agregación: Altmetric.com (AAS) y PLumx (multicategoría)
- Construcción/recopilación de datos y fuentes de forma diferente, diferente grado de fiabilidad
- Diferencia en las fuentes seleccionadas, con ventaja de PlumX (LH, GR, Amazon, et...)
- Diferencias significativas en los datos para un mismo indicador

- Las perspectivas altmétricas globales son prácticamente irrelevantes para la evaluación del libro académico
- Las perspectivas altmétricas particulares ofrecen en un contexto internacional resultados estadísticos solventes (Amazon, Goodreads, Library Holdings)
- PlumX es superior a Altmetric.com como fuente de información para la evaluación del libro