**Quick Reference Cards for Research Impact Metrics**

Metrics illuminate the impact of your research outputs. Promotion and tenure committees, funders, advisors, research team leaders and potential collaborators are all interested in information about impact. **But where to start?** Your library can advise you on metrics — found on Elsevier products or via other sources — that can help you to:

<table>
<thead>
<tr>
<th><strong>DECIDE WHERE TO PUBLISH</strong></th>
<th><strong>ADD TO ONLINE PROFILE</strong></th>
<th><strong>ENRICH PROMOTION &amp; TENURE PORTFOLIO</strong></th>
<th><strong>APPLY/REPORT TO FUNDERS</strong></th>
<th><strong>BENCHMARK A COLLECTION OF RESEARCH OUTPUTS (for team leaders)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Impact per Publication (IPP), h-index, SNIP, Source Normalized Impact Factor</td>
<td>h-index, SNIP, Source Normalized Impact Factor</td>
<td>h-index, SNIP, Source Normalized Impact Factor</td>
<td>h-index, SNIP, Source Normalized Impact Factor</td>
<td>Field-Weighted Citation Impact (FWCI), Field-Weighted Download Impact</td>
</tr>
</tbody>
</table>

### CITATION COUNT

**of citations accrued since publication**

A simple measure of attention for a particular article, journal or researcher. As said, all citation-based measures are important to be aware of citation practices. The paper "Defensive Strategies for Increasing Citation Frequency" lists 15 different ways to increase citations.

### h-INDEX

**of articles in the collection [A] that have received at least h citations since the whole period**

For example, an h-index of 10 means that 10 of the collection's articles have each received at least 10 citations. In general, a higher h-index is desirable. However, h-index is often skewed by a single highly cited paper, so a larger number of highly cited papers increases the h-index.

### IMPACT PER PUBLICATION (IPP)

**of citations in present year for journal documents from past 3 years**

This score can be used for any serially published collection of publications. It is similar to the Journal Impact Factor in the way it is calculated, but adjusted for more comprehensive across disciplines, since disciplinary citation practice mean that not all journals will reach the peak citation rate within the Journal Impact factor's 2-year period.

### SOURCE NORMALIZED IMPACT PER PAPER (SNIP)

**journal's citation count per paper relative to papers in other journals**

The impact of a single citation will have a higher value in subject areas where citations are less likely, and vice versa. SNIP is often used to compare across disciplines, since disciplinary citation practice mean that not all journals will reach the peak citation rate within the Journal Impact factor's 2-year period.

### OUTPUTS IN TOP PERCENTILES

**extent to which research entity's documents are present in the most-cited percentiles of a data universe**

Found within Scopus, Outputs in Top Percentiles can be field weighted. It indicates how many articles are in the top 1%, 5%, 10% or 25% of the most-cited documents. Quick way to benchmark groups of researchers.

### SCHOLARLY ACTIVITY ONLINE

**of users who added an article to their personal scholarly collaboration network (library)**

The website How Can I Share It? links to publisher sharing policies, personal scholarly activity online and discovers the latest research.

### SOCIAL ACTIVITY ONLINE

**of mentions on micro-blogging sites**

Micro-blogging sites are used by Twitter, Facebook, Google+ and others. Reporting on this attention is becoming more common in academic circles as a way to supplement traditional citation-based metrics, which may take more time to accumulate. They may also be open for any gender.

### MEDIA MENTIONS

**of mentions in news or popular media**

Media mentions are invaluable indicators of social impact as they offer the potential of the research on society. Sources could include an institution's press clipping services or an alternative provider. Other metrics could include: Reuters, Scopus, Author Metrics (Mendeley), PLoS and Social Science (Zoological) and also report on mass media.

### SCHOLARLY COMMENTARY ONLINE

**of mentions in scholarly blogs and/or academic websites**

Investigating beyond the count to actual mentions by scholars should uncover possible future collaboration opportunities or opportunities to add to the promotion and tenure portfolio. These mentions can be found in the Scopus Article Metrics Module and are free to the academic institutions.

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**Note:** Document in the definitions refers to primary document types such as journal articles, books and conference papers. See Scopus Content Coverage Guide (page 6) for a full list of document types. 

Indicates that the Scandal Metrics group agreed to include as a standardized metric, which is data source and system agnostic. [https://www.sciencedirect.com](https://www.sciencedirect.com)