

Scholarly Communication of articles in Economic History on social media

Dr. Sumana K P

Asst. Professor (On Contract), DLIS, Kannur University, Kerala-670002

Abstract: Altmetric methods are not restricted to the judgement of scientific authors. Most common social media were examined using articles published in the top journal in Economic History during 2019 to 2021 with the help of Altmetric Bookmarklet. It is found that research papers in Economic History were discussed on different social media web. Twitter has the highest number of readers followed by Mendeley. Other social media had an average of less than 1 reader is found.

Keywords: Altmetrics, Altmetric Attention Score, Mendeley, Twitter

1. INTRODUCTION

Social media play an important role in communication. Altmetrics offer the possibility of studying new forms of interactions in social media. The type of online conversations and shared content can vary. Different social media tools offer an ideal medium for extended scientific conversations. The use of online tools and cutting-edge technology is growing among scientists, but their adoption and acceptance remains limited across the wider research community.

2. ALTMETRICS

Altmetrics is the creation and study of new metrics based on the social web for analyzing, and informing scholarship. Altmetric methods are not restricted to the judgement of scientific authors and therefore have the potential to cover four different groups of readers of scholarly publications - researchers, professionals, undergraduates and the interested public. The field of altmetrics was created by a group of US and European researchers led by Jason Priem in order to study the potential to develop indicators for aspects of the impact or uptake of academic articles through indicators extracted from the social web, using APIs (Priem and Hemminger, 2010).

3. ALTMETRIC ATTENTION SCORE:

The Altmetric Attention Score (AAS) is a weighted count of all the online attention Altmetric have found for an individual research output. AAS is designed as an indicator of the amount and reach of the attention an item has received (Altmetric.com, 2018). This includes mentions in public policy documents and references in the social networks, mainstream news, Wikipedia and more.



Figure 1. The Donut and Altmetric Attention Score

4. Scholarly communication on social media

According to UNESCO, 'Scholarly communication is the process of sharing, disseminating and publishing research findings of academics and researchers so that the generated academic contents are made available to the global academic communities'. Scholarly communications are carried out using certain channels of communications by scholarly journals, research monographs, research reports, dissertations and conference proceedings. ICT-enabled

environment provide much faster and instant means of communication. Social media is a catalyst for any type of communication. Scholarly communications got enormous impulse when scholarly literature becomes instantly available through online mode in the world wide societies (UNESCO, 2015). The rise of the social web has challenged the citation counts as the primary assessment mechanisms. Research ideas are discussed on social web openly by anonymous or non-anonymous referees. Altmetrics offer new dimensions of research.

5. RELATED WORK AND BACKGROUND

The coverage of metrics and publication on the use of altmetric providers since 2012 was reviewed by Ortega (2020). The review was supported by a meta-analysis of the coverage and metric counts obtained by more than 100 publications that had used different bibliographic platforms for altmetric studies. Hassan and Gillani (2016) measure the impact of altmetrics field by deploying altmetrics indicators using the data from Google Scholar, Twitter, Mendeley, Facebook, Googleplus, CiteULike, Blogs and Wiki during 2010- 2014. Across the deployed indices, results have shown high correlation among the indicators that capture social impact. Loach and Evans (2015) looked at an alternative approach based on information on papers from social and mainstream media sources.

6. RESEARCH QUESTIONS

The main objectives of the study were to know the scholarly communication of Economic History literature on social media. The following research questions were framed to conduct the study:

1. Whether Economic History literature is shared or discussed on different social media platforms?
2. Whether Altmetric attention is greater for articles published later in time?
3. What is the volume of the Economic History articles which have no impact on social media during 2019-2021?

7. METHODOLOGY

Altmetric data of research papers published in the top journal in Economic History indexed by Google Scholar metrics, during 2019 to 2021 were collected. The Altmetric Bookmarklet, was used to collect data on articles from various sources. The Altmetric Bookmarklet gathers data from social media sites such as Twitter and Facebook as well as from online reference managers Mendeley and Cite U Like.

8. DATA ANALYSIS AND RESULTS

Attempt has been made to find out the presence of scholarly communication of Social Sciences literature on social media. Total numbers of research papers which are discussed on various social media platforms are given in Table 1. Only 7 articles appeared in blog posts in 2019, 5 in 2020 and 5 in 2021. Most of the articles have Mendeley readers. 30 papers in 2019, 31 papers 2020 and 23 papers in 2021 have got attention in Twitter. Total numbers of research papers discussed on other social media are significantly low.

Table 1: Number of research papers mentioned on various social media

Sl. No	Altmetric Variables	Research Papers with altmetric attentions with respect to Year of publication					
		2019 (N= 30)		2020 (N= 31)		2021 (N= 30)	
		No. of articles	%	No. of articles	%	No. of articles	%
1	Blog	7	23.33	5	19.35	5	16.67
2	CiteU Like	0	0.00	0	0.00	0	0.00
3	Facebook	5	16.67	2	6.45	0	0.00
4	Google Plus	0	0.00	0	0.00	0	0.00
5	Mendeley	30	100.00	31	1422.58	25	83.33
6	News Outlet	3	10.00	3	25.81	5	16.67
7	Policy Source	1	3.33	0	0.00	1	3.33
8	Redditor	1	3.33	5	48.39	10	33.33

9	Twitter	30	100.00	31	3129.03	23	76.67
10	Video Uploader	0	0.00	0	0.00	0	0.00
11	Weibo use	0	0.00	0	0.00	0	0.00
12	Wikipedia	5	16.67	8	32.26	5	16.67

The total number of altmetrics events during 2019-2021 along with the average number of mentions/readers are presented in Table 2. The table shows that the total numbers of readers of articles in Mendeley during the years are 588 in 2019, 441 in 2020 and 285 in 2021. The average numbers of readers during the years are 19.60 in 2019, 13.78 in 2020 and 8.17 in 2021. There are 1085 tweets in 2017, 970 tweets in 2020 and 1669 tweets in 2021. The average numbers of tweets are 36.17 in 2019, 30.31 in 2020 and 55.63 in 2021. The numbers of mentions/readers on social media other than Mendeley and Twitter are comparatively very low and the average number of articles is less than one in these sites.

Table 2: Altmetric coverage of articles in Economic History with respect to year of publication

Sl. No	Social media	Year of publication					
		2019 (N= 30)		2020 (N= 31)		2021 (N= 30)	
		Total Altmetric Events	Mean Events per article	Total Altmetric Events	Mean Events per article	Total Altmetric Events	Mean Events per article
1	Blog	10	0.33	6	0.19	8	0.27
2	CiteU Like	0	0.00	0	0.00	0	0.00
3	Facebook	6	0.20	2	0.06	0	0.00
4	Google Plus	0	0.00	0	0.00	0	0.00
5	Mendeley	588	19.60	441	13.78	245	8.17
6	News Outlet	15	0.50	8	0.25	29	0.97
7	Policy Source	2	0.07	0	0.00	1	0.03
8	Redditor	2	0.07	15	0.47	14	0.47
9	Twitter	1085	36.17	970	30.31	1669	55.63
10	Video Uploader	0	0.00	0	0.00	0	0.00
11	Weibo use	0	0.00	0	0.00	0	0.00

It is also worthwhile to see whether all the articles are mentioned in social web or not. The investigator tried to find out the number of articles with Altmetric Attention Score in during 2019, 2020 and 2021. The detail of articles with Altmetric Attention Score is given in Table 3.

Table 3: Research papers in Asian studies and history with altmetric coverage

Sl. No.	Year of publication	Number of articles with Altmetric Attention Score	Total number of articles published	Per cent
1	2019	25	30	83.33
2	2020	31	31	100
3	2021	30	30	100

It is seen that out of 25 (83.33 per cent) research papers in the top journal in subject category Economic history published in 2019 have Altmetrics Attention Score. All of the article published in the journal ‘The Journal of Economic History’ in 2020 and 2021 were mentioned in any of the social media.

9. CONCLUSION

This study will act as a guide for the academic community to know that there are research articles published in academic journals in Economic History are discussing on social media platforms and the readers could make use of social media platforms for getting updates and to know the trends.

**REFERENCES**

- [1]. Alperin, Juan Pablo. (2015). Geographic variation in social media metrics: An analysis of Latin American journal articles. *Aslib Journal of Information Management*, Vol 67, No 3.
- [2]. Altmetrics (2021). <https://www.altmetric.com/>
- [3]. Hassan, Saeed-Ul and Gillani, Uzair Ahmed (2016). Altmetrics of “altmetrics” using Google Scholar, Twitter, Mendeley, Facebook, Google-plus, CiteULike, Blogs and Wiki. Retrieved from <http://arxiv.org/pdf/1603.07992>.
- [4]. Loach, Tamar V. and Tim S Evans, Tim S. (2015). Ranking Journals Using Altmetrics. Retrieved from arxiv.org/abs/1507.00451.
- [5]. Ortega, J.-L. (2020). Altmetrics data providers: A meta-analysis review of the coverage of metrics and publication. *El Profesional de La Información*, 29(1), 1–23. Library, Information Science & Technology Abstracts.
- [6]. Priem, J., & Hemminger, B. H. (2010). Scientometrics 2.0: New metrics of scholarly
- [7]. impact on the social Web. *First Monday*, 15(7). <https://doi.org/10.5210/fm.v15i7.2874>