Keynote Speech VII

Dr. Yu Yu[12], PROFESSOR MUHAMMAD AQEEL ASHRAF1[1]

1. Contrimetrics Data Center, CBD Perdana 3, Persiaran, Lingkaran Cyber Point Timur, Cyber 12, 63000 Cyberjaya, Selangor, Malaysia
2. Shenzhen Ruijin Yimei Technology Service Co., LTD
3. Faculty of Engineering, Multimedia University 63100 Cyberjaya, Malaysia

DO CONTIMETRICS POINT TO THE BROADER IMPACT OF RESEARCH? AN OVERVIEW OF BENEFITS AND SCOPE OF CONTRIMETRICS

Abstract

Considering the 21st-century digital environment in which “the growing pervasiveness of the Web is creating an environment in which scholars and other users create new kinds of tracks that reveal once-invisible scholarly activities. Today, it is not clear how the impact of research on other areas of society than science should be measured. While peer review and bibliometrics have become standard methods for measuring the impact of research in science, there is not yet an accepted framework within which to measure societal impact. Contrimetrics are considered an interesting option for assessing the societal impact of research, as they offer new ways to measure (public) engagement with research output. Contrary to traditional, citation-based metrics, contrimetrics derived from Contribution Metric. This new field has the ambitious goal of providing a newly enhanced tool of traditional citation metrics by measuring scholarly interactions taking place mainly in social media, news media, policy documents, and so on. While cotrimetrics refers both the actual metrics that are being analyzed and to the research area that is concerned with analyzing these new web-based metrics. contrimetrics obtain data from many different sources and gather metrics for such digital artefacts as articles, blog posts, book chapters, books, cases, clinical trials, conference papers, datasets, figures, grants, interviews, letters, media, patents, posters, presentations, source code, theses/ dissertations, videos, and even web pages. It is also demonstrated by a specific indicator called Article Citation Contribution Indicator (ACCI). The ACCl value is one of the article-level metrics and is calculated with the journal impact factor of each journal as the benchmark. Contrimetric Plug-in is an invaluable research insights tool designed to serve the academic community. It offers a convenient and free tool for researchers and academic institutions to showcase citations and recommend relevant research articles tailored to the interests and needs of readers. Contrimetric Plug-in aims to streamline the literature review process and keep scholars updated on the latest developments in their respective fields by providing easy access to these selected resources. This plugin can help

journals increase their visits and clicks, promoting more citation conversions. It also assists the editorial teams with data monitoring and analysis, enabling publishers to manage their journals better. As competition among academic journals becomes increasingly fierce, many journals are beginning to rely on third-party tools to enhance their influence within their field and the academic community. In short, Contrimretrics differs from traditional research metrics in several ways, among which two deserve the most emphasis: first is that data on contrimetrics is available almost immediately after the publication of an item online, while in traditional bibliometrics is not measured until a sufficient period until scholars formally cite the article in subsequent works. The second point to emphasize is that Contrimetrics measures “attention” rather than “intention.” Cntrimetrcis is increasingly catching the attention of librarians, faculty, and students in all disciplines as the Internet becomes increasingly popular as a channel for scholarly communication.