

***COST TD1210 workshop:
Alternative metrics or tailored metrics? Science dynamics
for science policy
Warsaw 9-10 November 2016***

***The Social Sciences & Humanities in the
light of Google Scholar:
tapping the bibliometric potential of an
academic search engine***

**Alberto Martín-Martín & Emilio Delgado López-Cózar
Facultad de Comunicación y Documentación
Universidad de Granada (Spain)**



ugr

Universidad
de **Granada**



The team



EMILIO DELGADO LÓPEZ-CÓZAR is a Professor of research methodology at the University of Granada, and cofounder of the EC3 Research Group (Science and Scientific Communication Evaluation). He has developed a number of tools for scientific evaluation, including IN-RECS, IN-RECJ, IN-RECH (impact factor of Spanish journals in the Social Sciences, Legal Sciences, and Humanities), the I-UGR Ranking of Spanish universities, RESH (Spanish Journals in the Social Sciences, an... [See More](#)



ENRIQUE ORDUÑA-MALEA holds a PhD in Documentation from the Polytechnic University of Valencia, where he currently works as a Postdoctoral Researcher and Lecturer, particularly in the EC3 Research Group. He specialises in web metrics, particularly in the creation, diffusion and consumption of content and products on the web.



ALBERTO MARTÍN-MARTÍN is an FPU (University Professor Training) Research Fellow and PhD Candidate in the field of bibliometrics and scientific communication at the University of Granada. His earlier degrees in Library and Information Science are from the same university, where he graduated with honours. He is currently a member of the EC3 Research Group, where he has collaborated in various research projects, technical reports and journal articles since 2013.



JUAN MANUEL AYLLÓN MILLÁN is an FPI (Predoctoral Research Grant) Research Fellow and a PhD Candidate in the field of bibliometrics and scientific communication at the University of Granada. His earlier degrees in Library and Information Science are from the same university. He is also a member of the EC3 Research Group.

What have we analyzed?



JOURNALS



PUBLISHERS



AUTHORS



DOCUMENTS



JOURNALS



JOURNAL SCHOLAR METRICS

ARTS, HUMANITIES, AND SOCIAL SCIENCES



[HOME](#)

[ABOUT](#)

[METHODOLOGY](#)

[OUR TEAM](#)

[OTHER PROJECTS](#)

[FAQ](#)

SUBJECT CATEGORY RANKINGS

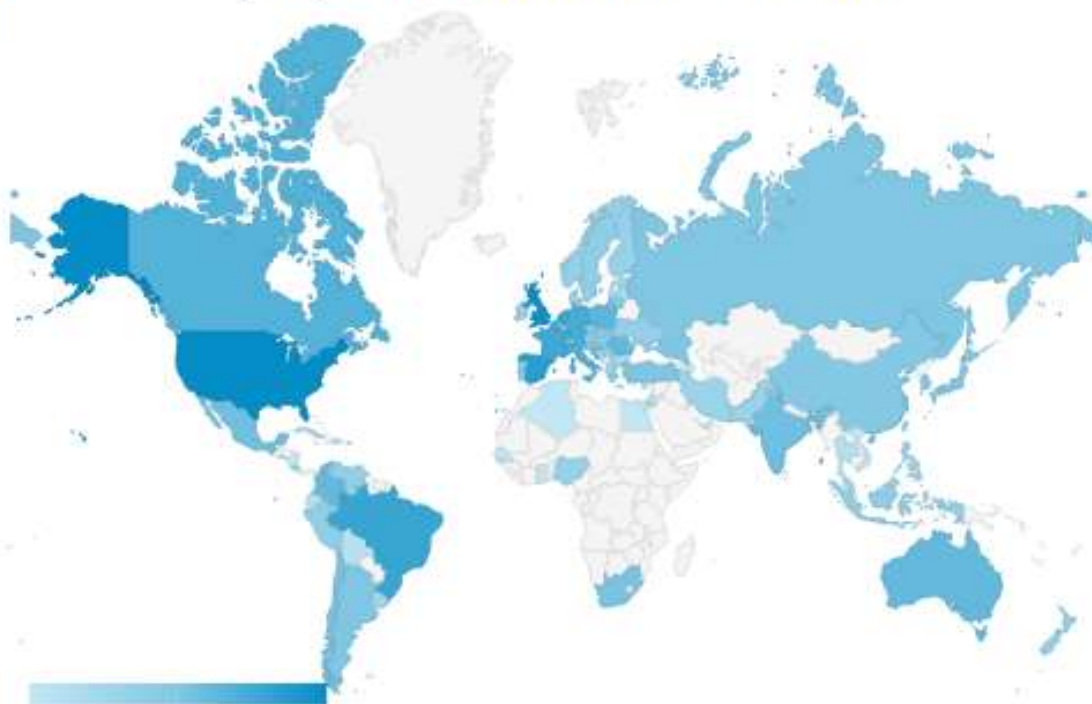
SOCIAL SCIENCES

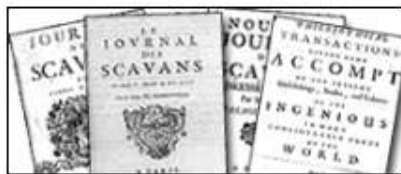
ANTHROPOLOGY	(298)
COMMUNICATION	(320)
BUSINESS, ECONOMICS & MANAGEMENT	(1761)
EDUCATION	(1126)
GEOGRAPHY & URBAN STUDIES	(548)
LAW	(920)
LIBRARY & INFORMATION SCIENCE	(277)
POLITICAL SCIENCE, ADMINISTRATION & INTERNATIONAL RELATIONS	(1074)
PSYCHOLOGY	(1032)
SOCIOLOGY	(1007)
MULTIDISCIPLINARY	(202)
SOCIAL WORK	(132)
SPORT SCIENCES	(213)

ARTS & HUMANITIES

COUNTRY RANKINGS

WORLD -> AFRICA EUROPE AMERICAS ASIA OCEANIA





JOURNAL SCHOLAR METRICS

ARTS, HUMANITIES, AND SOCIAL SCIENCES


[HOME](#)
[ABOUT](#)
[METHODOLOGY](#)
[OUR TEAM](#)
[OTHER PROJECTS](#)
[FAQ](#)

LIBRARY & INFORMATION SCIENCE

Displaying core journals 1-20 of 223. Sorted by H5-Index, decreasingly.

 Check to display related journals as well

Rank	Country	Journal name	Totals				Without journal self-citations		
			Quartile	H5-Index	H5-Median	H Citations	H5-Index	H Citations	%
1		Journal of the American Society for Information Science and Technology	Q1	54	82	5708	52	5427	
2		International Journal of Information Management	Q1	48	75	5181	46	4999	
3		Scientometrics	Q1	46	58	3790	40	3292	
4		Government Information Quarterly	Q1	42	70	3892	39	3543	
5		Journal of Informetrics	Q1	39	57	3097	36	2726	
6		European Journal of Information Systems	Q1	35	49	2147	35	2144	
7		Information Processing & Management	Q1	29	38	1225	29	1209	
8		Journal of Information Science	Q1	26	39	1607	26	1567	
9		The Journal of Academic Librarianship	Q1	26	37	1150	25	1113	
10		Journal of Documentation	Q1	26	36	1057	24	1003	
11		Library & Information Science Research	Q1	26	34	1143	25	1100	
12		Journal of Information Technology	Q1	25	47	1688	24	1641	
12		Online Information Review	Q1	25	47	1212	25	1150	
14		College & Research Libraries	Q1	25	38	1157	24	1127	
15		The Information Society	Q1	24	35	1165	23	1132	
16		The Electronic Library	Q1	21	30	747	19	692	
17		Proceedings of the American Society for Information Science and Technology	Q1	21	29	1012	19	960	
18		EI Profesional de la Información	Q1	21	28	672	19	611	
18		Journal of Library Administration	Q1	21	28	635	20	618	
20		Library Management	Q1	20	28	586	20	575	

[First](#) | [Previous](#) | [Next](#) | [Last](#)





JOURNAL SCHOLAR METRICS

ARTS, HUMANITIES, AND SOCIAL SCIENCES


[HOME](#)
[ABOUT](#)
[METHODOLOGY](#)
[OUR TEAM](#)
[OTHER PROJECTS](#)
[FAQ](#)

POLAND 

Displaying journals 1-20 of 152. Sorted by H5-Index, decreasingly.

Filter by subject ▼

Journal name	Totals			Without journal self-citations		
	H5-Index	H5-Median	H Citations	H5-Index	H Citations	%
Journal of Human Kinetics	18	23	506	17	476	⊖
Problemy Ekorozwoju: Studia Filozoficzno-socjologiczne	15	22	355	14	306	⊖
Biology of Sport	12	15	203	11	182	⊖
Contemporary Economics	10	19	211	9	206	⊖
Human Movement	10	18	205	10	198	⊖
Bank i Kredyt	10	12	180	9	167	⊖
Gospodarka Narodowa	9	14	134	9	119	⊖
Psychiatria Polska	9	13	114	6	58	⊖
Roczniki Nauk Rolniczych. Seria G, Ekonomika Rolnictwa	9	11	114	9	114	⊖
Studies in Second Language Learning and Teaching	9	10	103	8	91	⊖
Bulletin of Geography. Socio-economic Series	8	12	112	7	99	⊖
Archives of Psychiatry & Psychotherapy	8	11	95	8	95	⊖
Logic and Logical Philosophy	8	8	85	7	83	⊖
Przedsiębiorczość-edukacja	7	16	101	6	73	⊖
New Educational Review	7	11	89	7	89	⊖
Qualitative Sociology Review	7	11	86	6	82	⊖
Polish Journal of Management Studies	7	9	71	5	62	⊖
Operations Research and Decisions	7	9	67	7	66	⊖
Studia Regionalne i Lokalne	7	9	64	6	59	⊖
Journal of Agribusiness and Rural Development	7	8	64	6	48	⊖

[First](#) | [Previous](#) | [Next](#) | [Last](#)





JOURNAL SCHOLAR METRICS

ARTS, HUMANITIES, AND SOCIAL SCIENCES



HOME

ABOUT

METHODOLOGY

OUR TEAM

OTHER PROJECTS

FAQ

Search a journal

Problemy Ekorozwoju: Studia Filozoficzno-sozologiczne



IMPACT INDICATORS

Period	Totals			Without journal self citations		
	H5-Index	H5-Median	H Citations	H5-Index	H Citations	%
2010-2014	15	22	355	14	306	

SUBJECT CATEGORIES AND RANKINGS

Subject Category	Ranking	Position	Quartile
<input checked="" type="radio"/> Geography & Urban Studies	Only core journals	121st (of 397)	Q2
	All journals	181st (of 538)	Q2

INDEXED IN

Source	Category / Status
SCImago Journal Rank	<u>Geography, Planning and Development</u>
	Management, Monitoring, Policy and Law
	Renewable Energy, Sustainability and the Environment
Ulrich's Periodicals Directory	Environmental Studies
Web of Science Core Collection	Environmental Studies

Indicators

H Index of documents published in the last 5 years

Median of citation counts for articles published in last 5 years

Sum of citations for articles above h5-index threshold

Total

Without journal self-citations

Quartile

H5-Index

H5-Median

H Citations

H5-Index

H Citations

%

Q1

56

80

6272

53

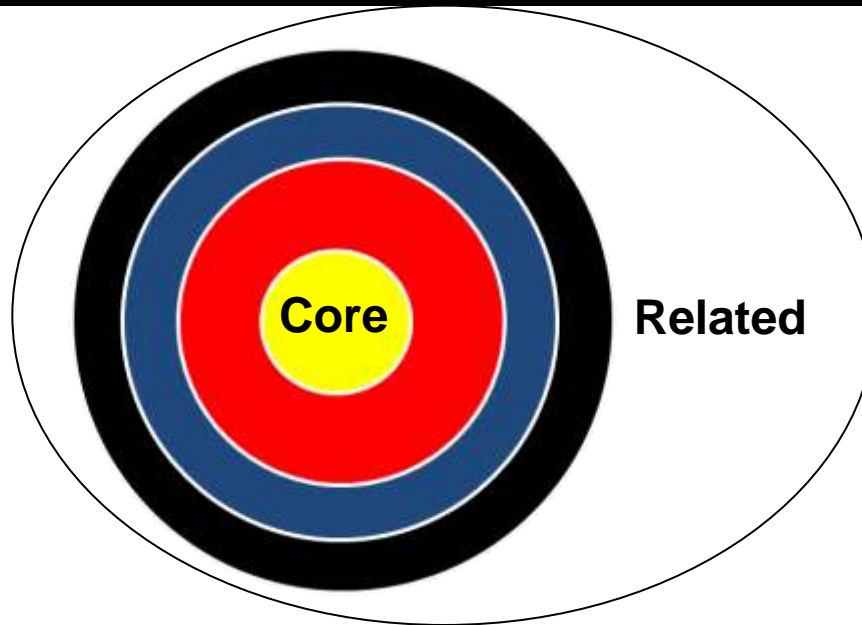
5833



Extracted directly from Google Scholar Metrics

Computed using the article and citation data available in Google Scholar Metrics

Classification

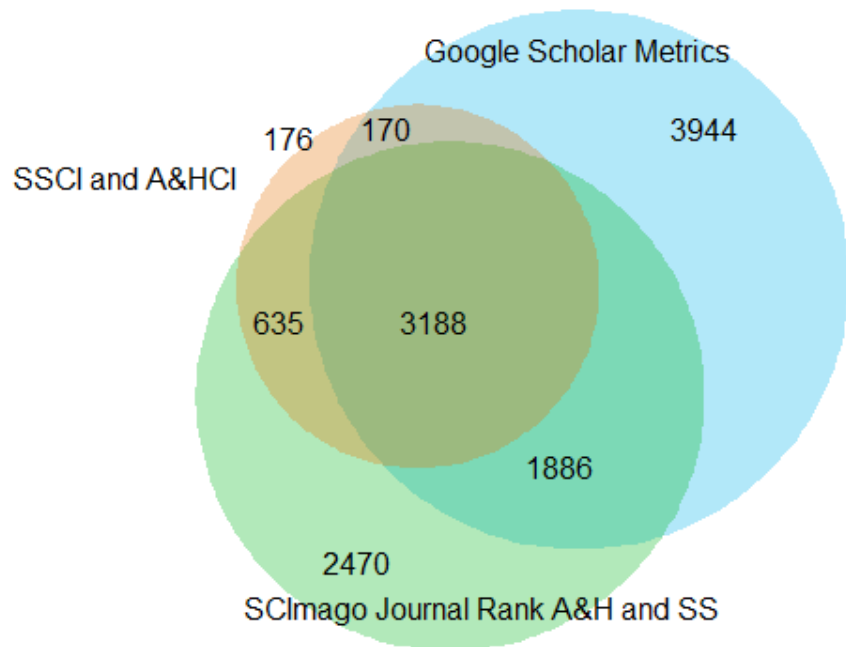


Scopus[®]

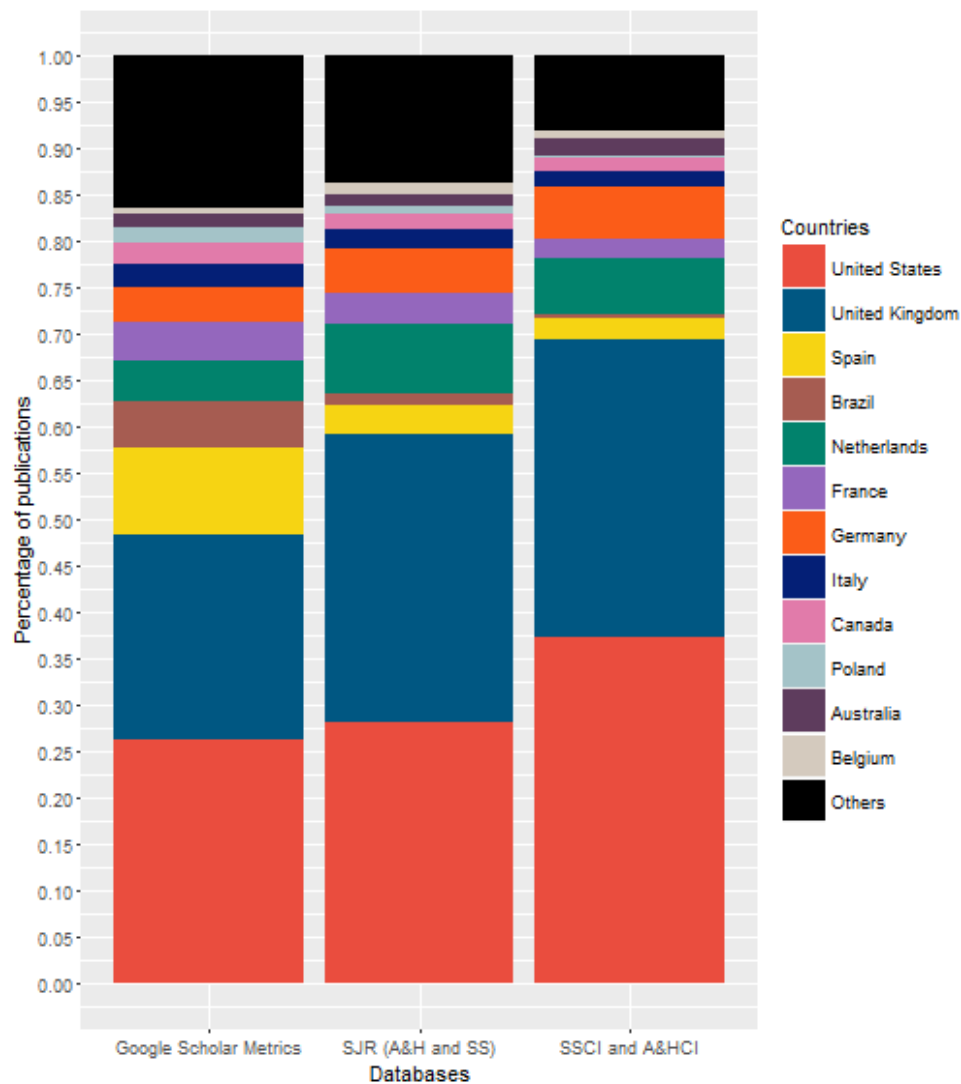


WEB OF SCIENCE[™]

Coverage



IMPORTANT: *Google Scholar Metrics* only covers journals that are indexed in *Google Scholar*, have published at least 100 articles in the last 5-year period, and have received at least 1 citation



Polish journals: JSM: 152 / 9196 (1.6%); SJR: 69 / 8180 (0.8%); WoS: 13 / 4166 (0.3%)

Future plans for JSM

- Update indicators annually: a more current version of Google Scholar Metrics (GSM) is already available
- Update journal detail page to show evolution of impact through time
- Switch to data from Google Scholar (search engine) to get data for journals not in GSM: even better coverage
- Replace current journal classification scheme with article-level classification (maybe using reference and/or citing articles)
- Computing author self-citations (better metadata is needed), distribution of citations by journal (to detect closely related journals, or potential citation cartels)...



PUBLISHERS



INICIO ACERCA DE METODOLOGÍA EQUIPO + PROYECTOS

Ciencias
Sociales

Ciencias
Jurídicas

Ciencias
Humanas

Artes



[Top 100 editoriales más citadas](#)

Google™ Búsqueda personalizada

Buscar



Publishers Scholar Metrics es un producto realizado por el Grupo de Evaluación de la Ciencia y la Comunicación Científica (EC3).

Universidad de Granada, Campus de Cartuja s/n, Granada (España).

Universidad Politécnica de Valencia, Camino de Vera s/n, Valencia (España).



Los contenidos de este sitio web (excluyendo las tablas de datos de profesores) están regulados bajo una Licencia Creative Commons Atribución-NonComercial-CompartirIgual 3.0 Unported.



- Aims to measure impact of scientific book publishers based on citations
- Sample of highly cited books (top 3%) published by ~41k A&H and SS professors working in public Spanish universities. Data collected from Google Scholar in 2012 (n ~ 7200)
- 68 discipline rankings (49 in Social Sciences and Law, 39 in Arts and Humanities)



Sociología



**Indicators: N° of books, and
sum of citations (relative to
highest element in the ranking)**

Buscar:

R	Editorial	Libros	Citas	Índice global
1	Alianza	100.00	100.00	100.00
2	Siglo XXI de España	95.65	64.77	61.95
3	Centro de Investigaciones Sociológicas (CIS)	95.65	58.82	56.26
4	Ministerio de Sanidad	69.57	48.49	33.73
5	Ariel	47.83	48.38	23.14
6	Ministerio de Trabajo	52.17	37.99	19.82
7	Síntesis	21.74	74.50	16.20
8	Anthropos	34.78	36.85	12.82
9	Trotta	30.43	38.17	11.62
10	Taurus	26.09	37.33	9.74



AUTHORS



H Index Scholar 2012



Grupo de Investigación EC3
Evaluación de la Ciencia y de la
Comunicación Científica

[INICIO](#) [ACERCA DE](#) [METODOLOGÍA](#) [FAQ](#) [EQUIPO](#) [NOTICIAS](#) [CONTACTO](#) [OTROS PROYECTOS](#)

Inicio

Ciencias
Sociales

Ciencias
Jurídicas

Ciencias
Humanas

Bellas
Artes

Google™ Búsqueda personalizada

Buscar



Autor:
Ayúdanos



Canales, alertas y suscripción a
noticias

Correo electrónico:



Enviar

H-Index Scholar es un producto realizado por el [Grupo de Evaluación de la Ciencia y la Comunicación Científica \(EC3\)](#).
[Universidad de Granada](#). Campus de Cartuja s/n. Granada (España).



Los contenidos de este sitio web (excluyendo las tablas de datos de profesores) están regulados bajo una [Licencia Creative Commons Atribución-NoComercial-CompartirIgual 3.0 Unported](#).
La base de datos viene regulada por su registro en la AGPD, tal y como se indica en el [aviso legal](#) de esta obra.



H Index Scholar 2012



- Publication data about 4,993 A&H and SS professors working in public Spanish universities was extracted from Google Scholar in 2012
- Only authors in the first tercile are displayed
- 68 discipline rankings (49 in Social Sciences and Law, 39 in Arts and Humanities)

Ciencias sociales



ECONOMÍA	EDUCACIÓN	PSICOLOGÍA	SOCIOLOGÍA
Comercialización e Inv. de Mercados	Didáctica y Organización Escolar	Met. y Ciencias del Comportamiento	Sociología
Fundamentos del Análisis Económico	Didáctica Expresión Corporal	Personalidad, Evaluación y Trat. Psicológico	Trabajo Social y Servicios Sociales
Mét. Cuantitativos Economía Empresa	Didáctica Expresión Musical	Psicobiología	COMUNICACIÓN
Organización de Empresas	Didáctica Expresión Plástica	Psicología Básica	Audiovisual y Publicidad
Economía Aplicada	Didáctica Lengua y Literatura	Psicología Evolutiva y de la Educación	Periodismo
Economía Financiera y Contabilidad	Didáctica Matemática	Psicología Social	DOCUMENTACIÓN
Economía, Sociología y Política Agraria	Didáctica Ciencias Experimentales		ANTROPOLOGÍA
GEOGRAFÍA	Didáctica Ciencias Sociales		CIENCIA POLÍTICA Y DE LA ADMINISTRACIÓN
Geografía Física	Educación Física y Deportiva		
Geografía Humana	Métodos de Inv. y Diag. en		
Análisis Geográfico Regional	Educación		
Urbanística y Ordenación Territorio	Teoría e Historia de la Educación		

Lengua Española

Ciencias Sociales

Ciencias Jurídicas

Ciencias Humanas

Arte



Indicators

F. Hispánicas

Fecha de actualización: 17-18/09/2012

Buscar:

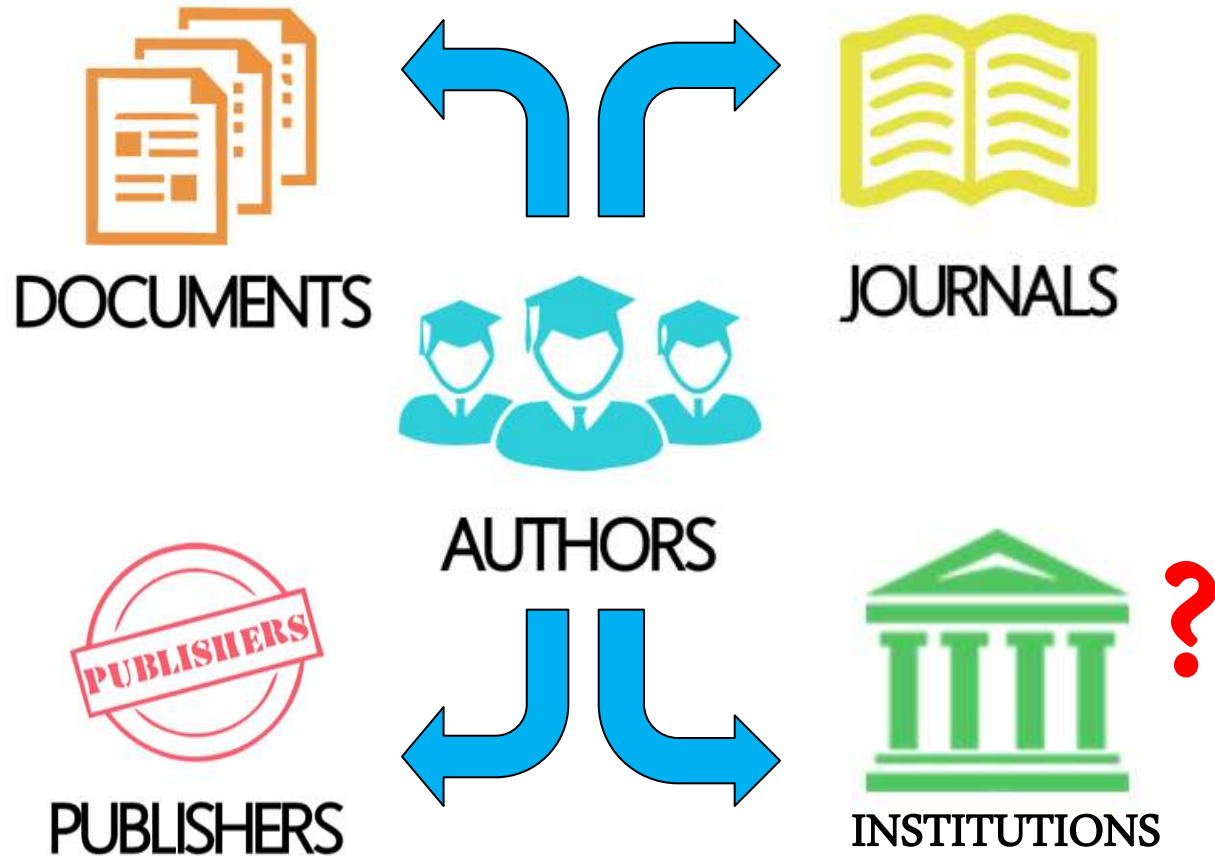
R	PROFESOR	h_index	g_index	UNIVERSIDAD
1	Bosque Muñoz, Ignacio	31	65	UCM
2	Demonte, Violeta	20	49	UAM
3	Alvar Ezquerro, Manuel	19	34	UCM
4	Fuentes Rodríguez, Catalina	17	30	US
5	Rojo Sánchez, Guillermo Antonio	16	34	USC
6	Cano Aguilar, Rafael	16	29	US
7	Moreno Fernández, Francisco	15	33	UAH
8	Portolés Lázaro, José	14	32	UAM
9	Escandell Vidal, María Victoria	13	35	UNED
10	Narbona Jiménez, Antonio	13	25	US

Mostrando desde 1 hasta 10 de 190 registros

◀ Anterior Siguiente ▶

An alternative approach

Google Scholar Citations



Google Scholar Citations



Change photo

Alberto Martín-Martín

Edit Follow

PhD student. EC3 Research Group, [University of Granada](#)
 Bibliometrics, Scientometrics, Information Science, Research evaluation
 Verified email at ugr.es - [Homepage](#)
 My profile is public

<input type="checkbox"/>	Title	Add	More	1-20	Cited by	Year
<input type="checkbox"/>	About the size of Google Scholar: playing the numbers			E Orduña-Malea, JM Ayllón, A Martín-Martín, E Delgado López-Cózar EC3 Working Papers 18	34 *	2014
<input type="checkbox"/>	The counting house: measuring those who count. Presence of Bibliometrics, Scientometrics, Informetrics, Webometrics and Altmetrics in the Google Scholar Citations, ResearcherID, ResearchGate, Mendeley & Twitter			A Martín-Martín, E Orduña-Malea, JM Ayllón, ED López-Cózar EC3 Working Papers 21	22	2016
<input type="checkbox"/>	An introduction to the coverage of the Data Citation Index – Thomson Reuters: disciplines, document types and repositories			D Torres-Salinas, A Martín-Martín, E Fuente-Gutiérrez Revista española de Documentación Científica 37 (1), e036	17	2014
<input type="checkbox"/>	Methods for estimating the size of Google Scholar			E Orduña-Malea, JM Ayllón, A Martín-Martín, ED López-Cózar Scientometrics 104 (3), 931-949	13	2015

ResearchGate



Alberto Martín-Martín # 14.86

[Add your degree](#)
 PhD Student
 University of Granada, Granada · Departamento de Inform...

Overview Contributions Timeline Info Stats Scores

Your journal articles [Edit list](#) Sorted by **Newest**

Article: [Métricas en perfiles académicos: ¿un nuevo juego adictivo para los investigadores?](#)
 Enrique Orduna-Malea · Alberto Martín-Martín · Emilio Delgado López-Cózar
[\[Show abstract\]](#)
 Full-text available Article · Sep 2016 · Revista Española de Salud Pública

[Add to project](#) [Add resources](#)

Article: [Metrics in academic profiles: a new addictive game for researchers?](#)
 Enrique Orduna-Malea · Alberto Martín-Martín · Emilio Delgado López-Cózar



RESEARCHERID



La Biblioteconomía y Documentación española según Google Scholar Citations

INICIO / ACERCA DE / METODOLOGÍA / EQUIPO / OTROS PROYECTOS



AUTORES



DOCUMENTOS



REVISTAS



EDITORIALES



INSTITUCIONES

Mostrando autores 1-25 de 336. Ordenados por citas (últimos 5 años), descendientemente.

Nombre	Institución	Últimos 5 años		Totales		Web of Science			ResearchGate	
		Citas	Índice H	Citas	Índice H	Docs.	Citas	Índice H	RG Score	Impact Points
Félix de Moya Anegón	CSIC	2933	28	4722	34	117	998	16	35,3	162,0
Ismael Rafols	CSIC/UPV/SPRU	2029	21	2509	24	39	1141	17	28,8	74,7
Emilio Delgado López-Cózar	UGR	1585	20	1933	23	53	318	9	30,8	174,1
Rafael Alexandre-Benavent	CSIC/UV	1239	15	2084	21	93	289	10	33,6	148,3
Victor Herrero-Solana	UGR	1224	15	2357	23	28	210	6	24,1	38,9
Isidro F. Aguillo	CSIC	1212	16	1919	23	62	381	11	29,7	123,4
Daniel Torres-Salinas	UGR	1086	16	1165	20	46	165	8	-	-
Evaristo Jimenez-Contreras	UGR	1063	16	1466	21	48	338	9	-	-
Zaida Chinchilla-Rodríguez	CSIC	937	15	1491	21	31	190	7	33,2	56,6
Vicente Pablo Guerrero Bote	UNEX	893	16	1291	21	38	389	12	28,7	64,8
Benjamín Vargas-Quesada	UGR	837	14	1427	19	29	206	7	27,9	62,6
José Luis Ortega	CSIC	804	14	1052	15	42	277	9	26,0	62,0
Rodrigo Costas	CWTS	777	16	891	16	29	325	10	23,7	49,0
José Antonio Cordón García	USAL	774	14	1075	16	16	14	2	14,5	7,8
Yusef Hassan Montero	SCIImago Lab	692	13	1168	16	6	24	3	-	-
Rafael Ruiz-Perez	UGR	625	12	770	14	20	151	6	22,3	101,0
Lluís Codina	UPF	622	13	1403	20	27	41	4	16,4	13,6
Ernest Abadal	UB	542	12	943	16	24	47	3	15,2	12,2
María Pinto Molina	UGR	533	13	1125	18	49	181	8	25,9	48,3
Julio Alonso Arevalo	USAL	529	13	676	15	9	5	1	10,3	2,3
Elena Corera-Álvarez	CSIC	517	11	876	12	8	119	4	21,5	21,8
José-Antonio Gómez-Hernández	UM	497	11	1003	17	7	5	1	4,4	0,7
Adolfo Alonso-Arroyo	UV	484	12	589	14	40	118	6	30,8	108,2
Elias Sanz-Casado	UC3M	479	10	958	15	38	80	5	22,9	38,2
José Antonio Merlo Vega	USAL	437	11	959	17	6	9	2	7,4	4,3

[Primera](#) | [Anterior](#) | [Siguiente](#) | [Última](#)

Fecha de actualización: 27/02/2015

Autores con perfil en ResearchGate pero no en Google Scholar Citations



LIS researchers in Spain

336 authors in GSC
68 not in GSC

Other sources
ResearcherID (WoS)
ResearchGate

Indicators
Sum of citations
H Index
Nº of documents
RG Score
Impact Points

Aggregating data
Highly cited docs (HCD),
% of HCD by journal,
book publisher, and
institution

The «Mirrors» approach

<http://79silver.deviantart.com/art/Reflection-211516497>



There are many platforms that reflect (mirror) scientific activity on the Web. An inclusive study of the impact of scientific activity must contemplate as many of them as possible.



Scholar Mirrors

Bibliometrics, Scientometrics, Informetrics, Webometrics, and Altmetrics
in Google Scholar Citations, ResearcherID, Researchgate, Mendeley, and Twitter

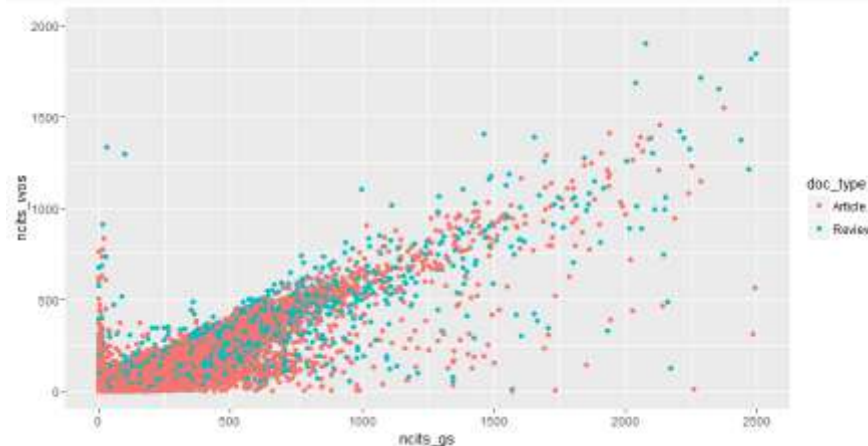
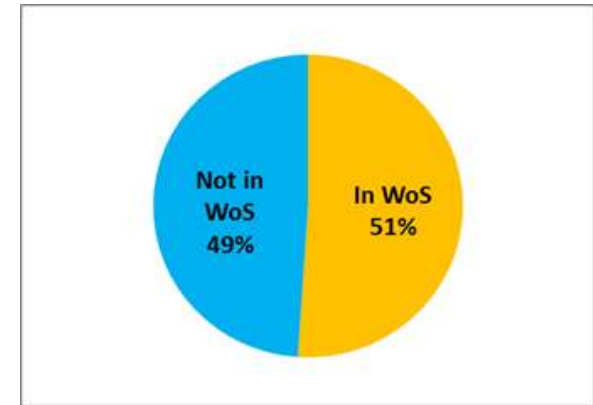


Why Google Scholar?

- **Best overall coverage:** no country, language, or document type restrictions, which is necessary for good coverage of A&H and SS
- **Most densely populated citation graph** in existence
- **If we only consider documents covered by WoS, Google Scholar data for those documents tell the same story**
- **Free (as in free beer)**

Why Google Scholar?

- **Sample of 64,000 highly cited documents in Google Scholar:** half are covered by WoS, half aren't (among which we can find many books)
- **PRELIMINARY RESULTS:** Analysis of **most articles and reviews published in 2009 covered by Web of Science** (~1 million documents):



Citation Index	N	spearman.cor	p.value	prop.cited.gs	prop.cited.wos	ratio of gs_cit to wos_cit (avg)
Sciences	863801	0,94	0,00	0,97	0,95	1,68
Social Sciences	109232	0,90	0,00	0,97	0,94	2,58
Art & Humanities	13487	0,83	0,00	0,84	0,69	2,52

Drawbacks



Errors in the data Enough quality?



± 10%?

Large units of analysis: no problem

Individuals: check data first

Even with «dirty» data,
it measures more and
better



Biggest dange: manipulation



The Googledependency

◀ Goooooooooooooogle ▶

Anterior

919293949596979899100

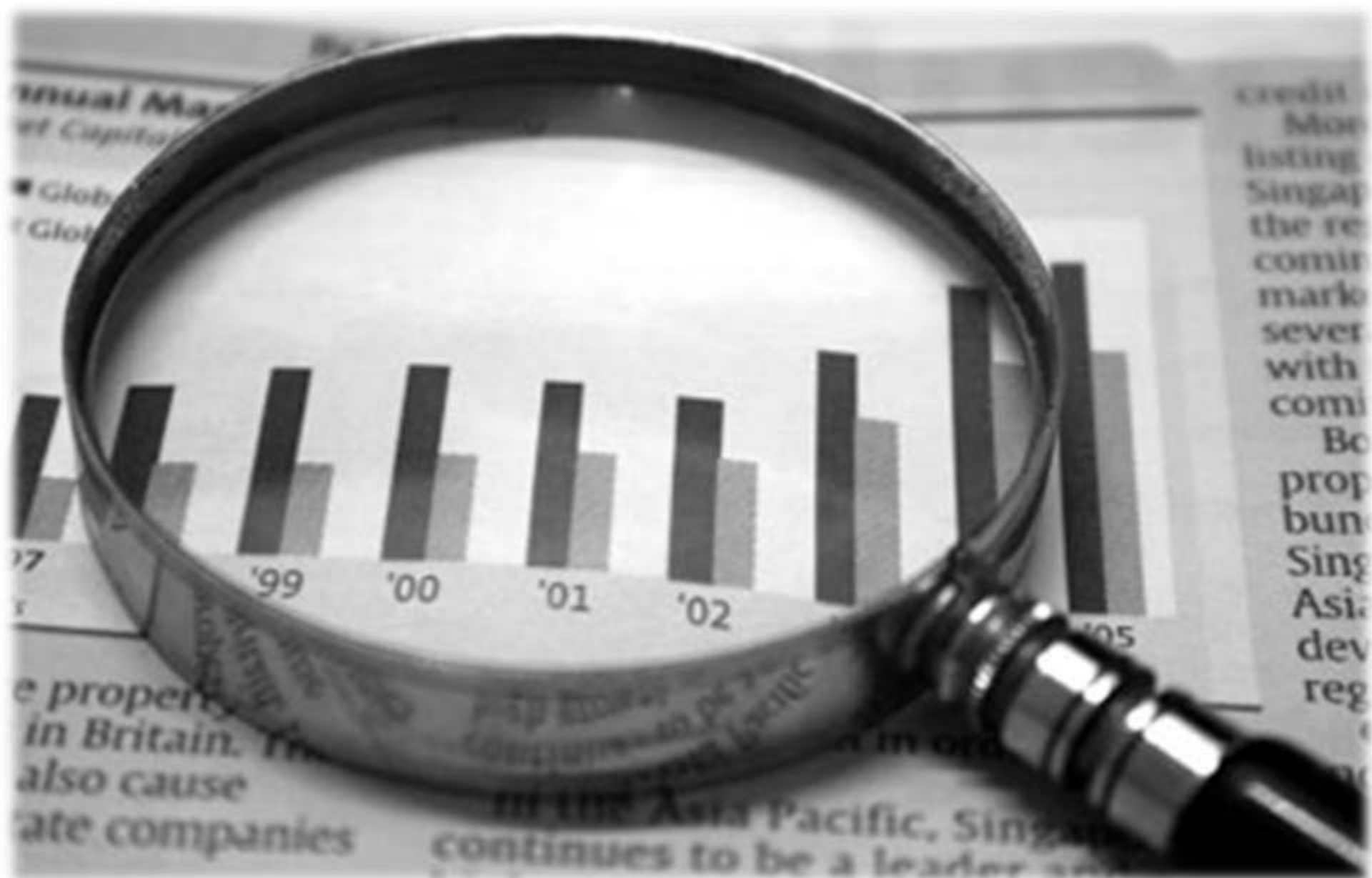
Siguiente

Académico

Página 100 de 24.700 resultados (0,22 s)



Lack of transparency



It sheds light where there was darkness



Thank you for your attention 😊

Questions?

Contact:

albertomartin@ugr.es

edelgado@ugr.es