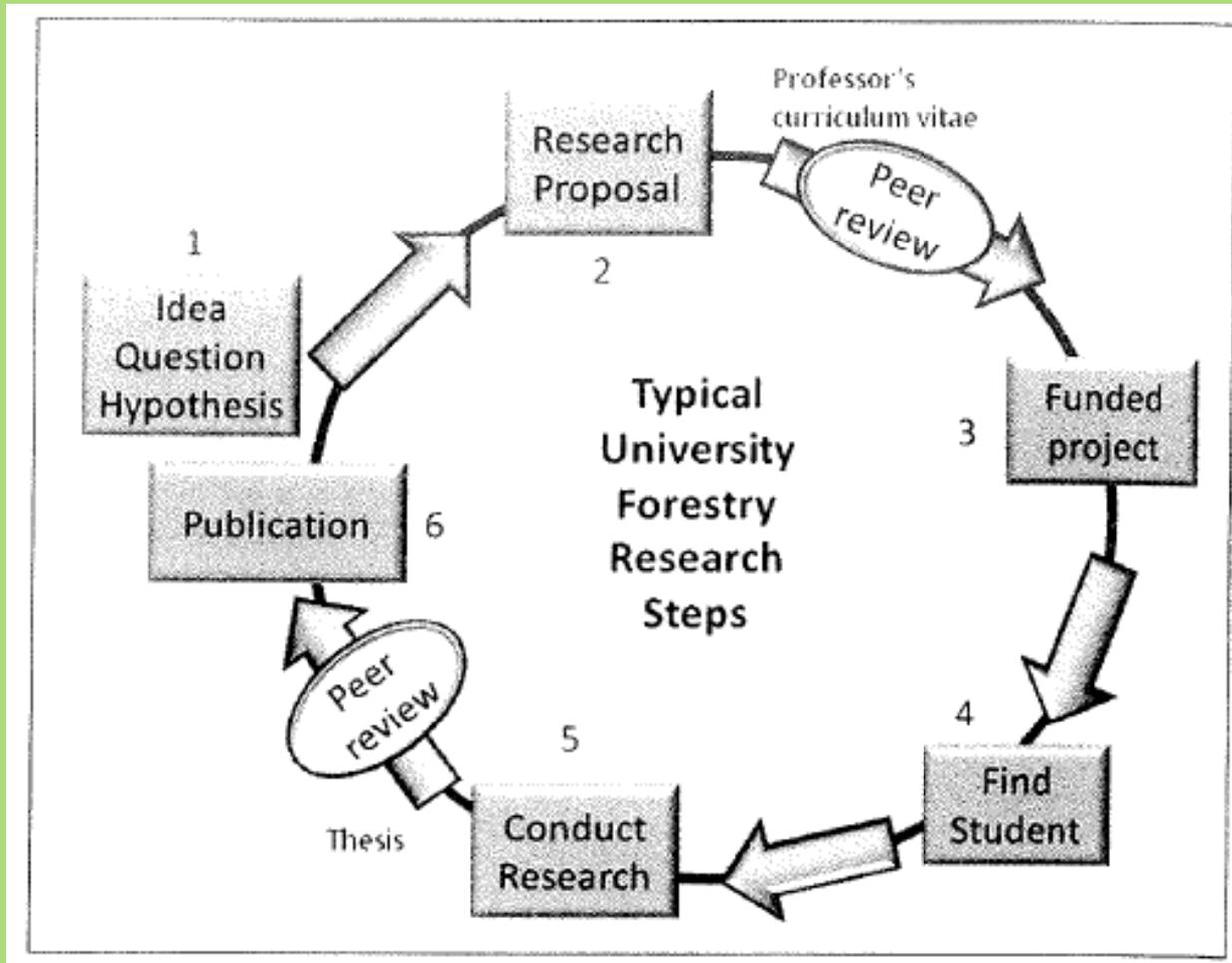


**Non-scholarly publications and possibilities of measuring social impact:  
case of Slovenian Forestry, Wood Technology and Paper Technology**

Maja Peteh, Polona Vilar,  
Tomaž Bartol, Primož Južnič

# POSSIBLE RESEARCH PROCESS



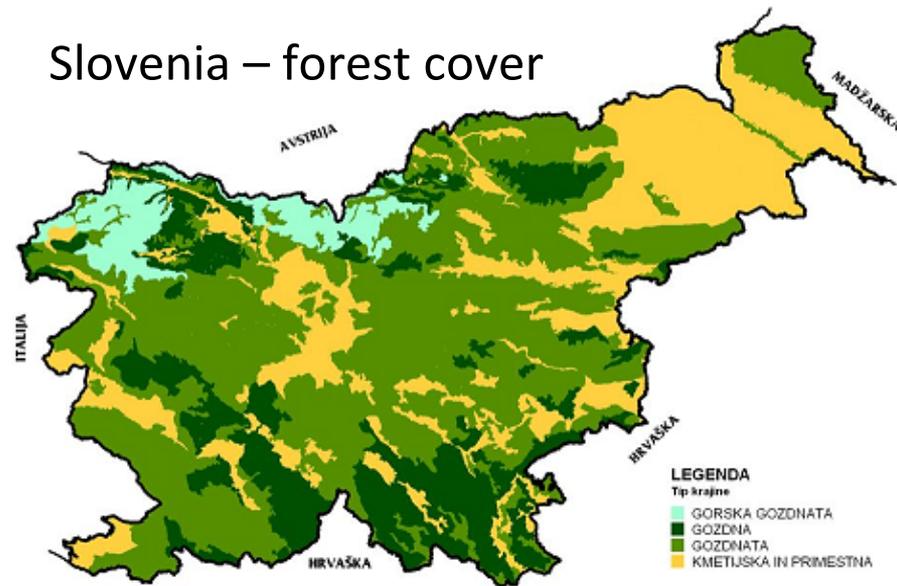
MacLean D. A. 2008. Making sense of the “forestry research game” at universities. *The Forestry Chronicle*, 84, 4: 543-547

# RESEARCH EVALUATION

## **scholarly articles**

- not freely available (undergraduates, non-academic, practitioners, policy makers) → open access
- research results stays within the academic community  
→ dissemination via professional publications, Web 2.0 and mass media

## Slovenia – forest cover



?

- Forest is considered as natural heritage and wood value chain as nation's great social and economic

importance. Forestry is applied science. Is it - from the point of dissemination path?

- Do researchers use Web 2.0 tools at their work?
- In what way(s) do researchers disseminate their research work outside of scientific community?

# METHODOLOGY

- Part 1: repeat the web-based survey (Južnič et al., 2014; Vilar et al., 2011) but with all researchers in our three selected scientific fields.
- Part 2: bibliometric analysis of bibliographical data used for evaluation of researcher's scientific, professional and academic work (unified system of researchers' bibliographies <http://www.sicris.si/>).

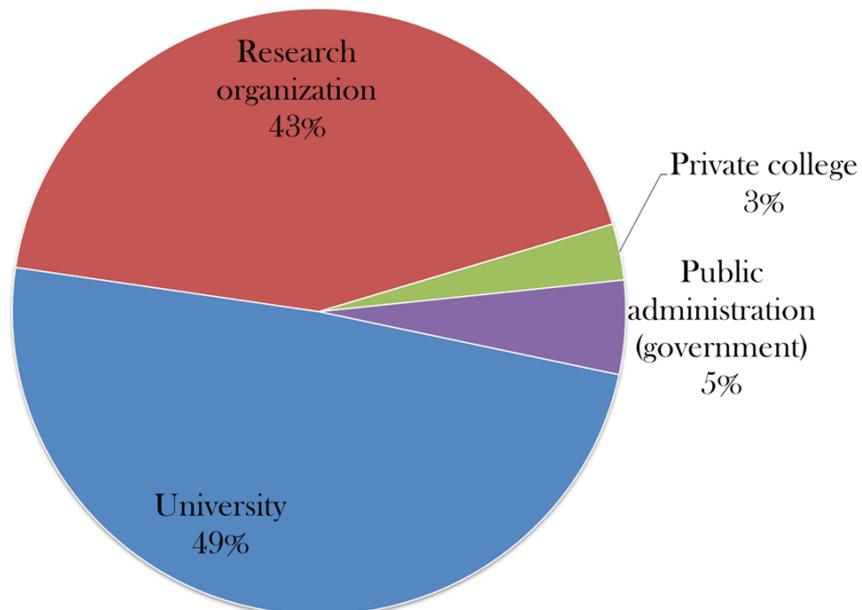
Field	Researchers		Researchers with PhD	
Forestry	112	68%	63	56%
Wood science	43	26%	23	54%
Paper science	14	8%	8	57%
<b>Sum</b>	<b>169</b>	<b>100%</b>	<b>94</b>	<b>56%</b>

# RESEARCHERS

Researchers by fields	
Forestry	63%
Wood science	28%
Paper science	9%
Sum	100%

Researchers by age	
21-40	64%
41-60	33%
Over 61	3%
Sum	100%

## Researchers by current employment



64% of the researchers were male.

66% of the researchers had Ph.D.

## Web 2.0 usage

- Facebook usage: 51%
  - 55% only for private purpose
  - 33% for building connections with counterparts
- LinkedIn usage:
  - 55% only for private purpose
  - 22% to disseminate their own research work
- Blog usage: 24%
- Tweet usage: 15%
- Web forums: 37%



• **Young researchers**



• **Women researchers**

• **Faculty staff**

# ALTMETRICS - FAMILIARITY IN AFFECTION

Researchers by familiarity with altmetrics	
Familiar	14%
Not familiar but interested	12%
<b>Not familiar and not interested</b>	<b>74%</b>
Sum	<b>100%</b>

- Difference between fields.
- Men are more interested.
- Younger researchers are more interested, but older are more in favour of implementation.

# ALTMETRICS - IMPLEMENTATION

Counting downloads of publications:

- from scholarly articles  
- from the repositories or noteworthy of research work in the mass media; 
- publications in research social networks (e.g. ResearchGate); 
- publications in social networks.  

# IMPACT OF SOCIAL NETWORKS ON RESEARCHERS WORK

Impact of social networks	
No impact	44%
Increases their visibility	41%
Improving connections between co-workers	30%
Offers a wider field of research	18%
A disturbance during their work	21%

- Difference between fields.
- Older researchers/women/researchers - social networks are increasing visibility and improveing links between colleagues.

# NON-SCHOLARLY PUBLICATION & RESEARCHER'S BIBLIOGRAPHY

Non-scholarly publication & researcher's bibliography	
Popular articles - all	64%
Popular articles - occasionally	24%
Interviews	49%
Radio and TV events	46%

- Highly profiled and productive researchers are less likely they include all publications.
- Female Researchers are more consistent.

# BIBLIOMETRICS ON PUBLISHED MATERIAL FOR NON-SCIENTIFIC COMMUNITY

<b>Academic article</b>	<b>1292</b>	<b>15%</b>
<b>Academic book and book chapter</b>	<b>199</b>	<b>3%</b>
<b>Patent (or patent application)</b>	<b>16</b>	<b>0%</b>
<b>Textbook or other educational material</b>	<b>107</b>	<b>1%</b>
<b>Non-academic work</b>	<b>1250</b>	<b>15%</b>
<b>Grey literature</b>	<b>5104</b>	<b>61%</b>
<b>Other</b>	<b>504</b>	<b>6%</b>

- Period 2005-2013
- 169 researchers
- 8.472 different works
- Source: SICRIS

# DO ALL RESEARCHERS PUBLISH ALL TYPES OF MATERIAL?

	Share of active researchers	Average
Academic article	65%	7,8
Non-academic book and book chapter	43%	2,4
Polemic, discussion	8%	1,5
Interview	20%	2,3
Manual	17%	1,3
Scientific film, sound or video recording	5%	0,3
Radio or television event or broadcast	21%	2,4

# CONCLUSIONS

Researchers are familiar with Web 2.0 tools and are using them in their private than to connect with their colleagues or for dissemination of their own research work.

Participation in social networks has no significant impact on their professional life and work → Potentials!  
Copyright!

# CONCLUSIONS

Faculty staff have proved to be less frequent users of social media. → Time consuming?

Publications in mass media are frequently used for dissemination:

- it counts,
- it has to be recorded for project reports,
- researchers' reputation.

## TO THINK ABOUT ...

If the evaluation methods have impact to scientific publications

what would happened

if (indirect) societal impact (economic, social dimensions) would be considered as new approach?

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