

# *“Counting on Your Reputation”*

Lorraine Estelle (Project Director, COUNTER)



**Consistent**  
**Credible**  
**Comparable**

# Winchester measure

In 1588 Queen Elizabeth I, while reforming the English weight system (*which, at the time, included no less than three different pounds going by the name "avoirdupois"*) based the new Exchequer standard on an ancient set of bronze weights found at Winchester and dating to the reign of Edward III.



BEFORE



AFTER



EXTREME

IMPROVED FISHING RECORDS

EXPLOIT THE POWER OF PERSPECTIVE



NORMAL CATCH WITHOUT FISHFINGERS



KINGSIZE CATCH WITH FISHFINGERS

# with FISH FINGERS



- FOR MORE INFORMATION GO TO [WWW.MOEF.DK/FISHFINGERS](http://WWW.MOEF.DK/FISHFINGERS)



Are they comparable?



# Does counting usage really matter in an increasingly open access world?

“Publisher X is a very important publishing outlet for researchers at my Medical Center. In fact we publish more papers with Publisher X than any other journal by a wide margin. I want to be able to compare Publisher X usage with all the other journals I track very carefully over the year...

... I am not happy with the Publisher X’s response that their statistics are better than COUNTER stats. That is not their decision to make. I want to compare [my university’s] usage of journals on a ***standard metric***.

Publisher X’s failure to provide COUNTER stats suggests there is something they do not want me to see.”



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### People and Profiles

## People's John Jardine

**Authors:** [Lorraine Estelle](#) ✉

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	254 Views	20 Downloads	2 Twitter	22 Facebook
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JUMP TO 2 COMMENTS

Some of John's colleagues have shared with us their memories of his career, and their best wishes for his retirement

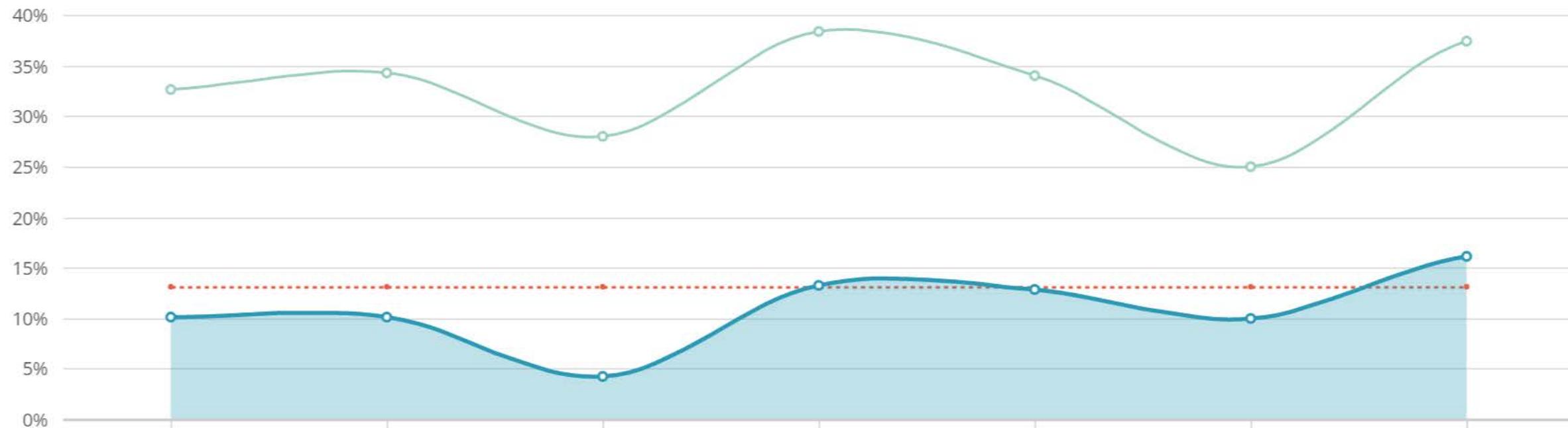


Overview

Revenue

All Lists ▾

Open rate Click rate Industry avg. open rate



**Look. Face.**



**Bovvered?**

# *Well that depends...*

They are nice to see – and I do have a look

*But would put the download stats on my CY?*

How does my 241 views, 20 downloads, 2 tweets and 22 “face book things” *compare* with similar articles written by my peers in other journals?

*Would I report the opens and clicks to my board?*

It looks good – but how is the industry average calculated and would my board members think this is *credible*?

The main findings of the review include the following:

- There is considerable scepticism among researchers, universities, representative bodies and learned societies about the broader use of metrics in research assessment and management.
- Peer review, despite its flaws, continues to command widespread support as the primary basis for evaluating research outputs, proposals and individuals. However, a significant minority are enthusiastic about greater use of metrics, provided appropriate care is taken.
- Carefully selected indicators can complement decision-making, but a 'variable geometry' of expert judgement, quantitative indicators and qualitative measures that respect research diversity will be required.
- There is legitimate concern that some indicators can be misused or 'gamed': journal imp...

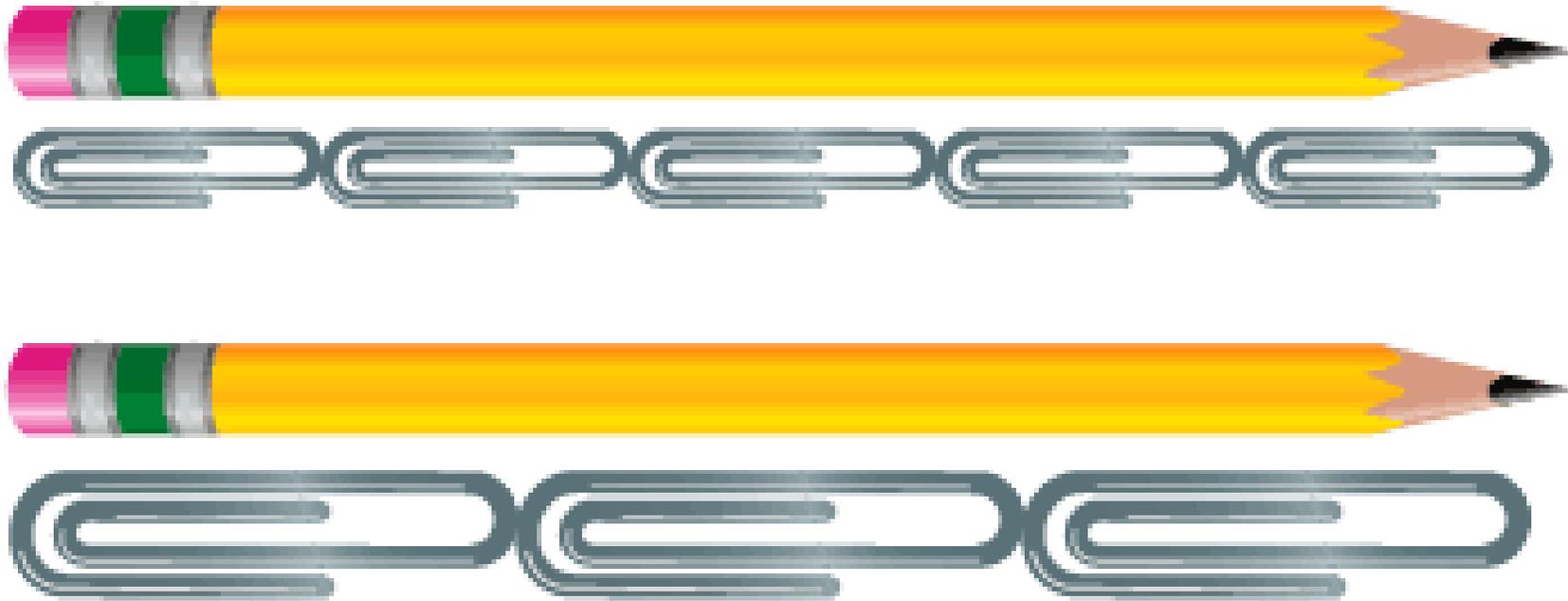
# Recommendations

## Call for standards and infrastructure

“A set of principles should be developed for technologies, practices and cultures that can support open, ***trustworthy*** research information management”

“Publishers should also make available a range of ***article-level metrics*** to encourage a shift toward assessment based on the academic quality of an article rather than JIFs. (Publishers)”

If we don't want to count  
reputation like this ....



**We need these....**

**STANDARDS**