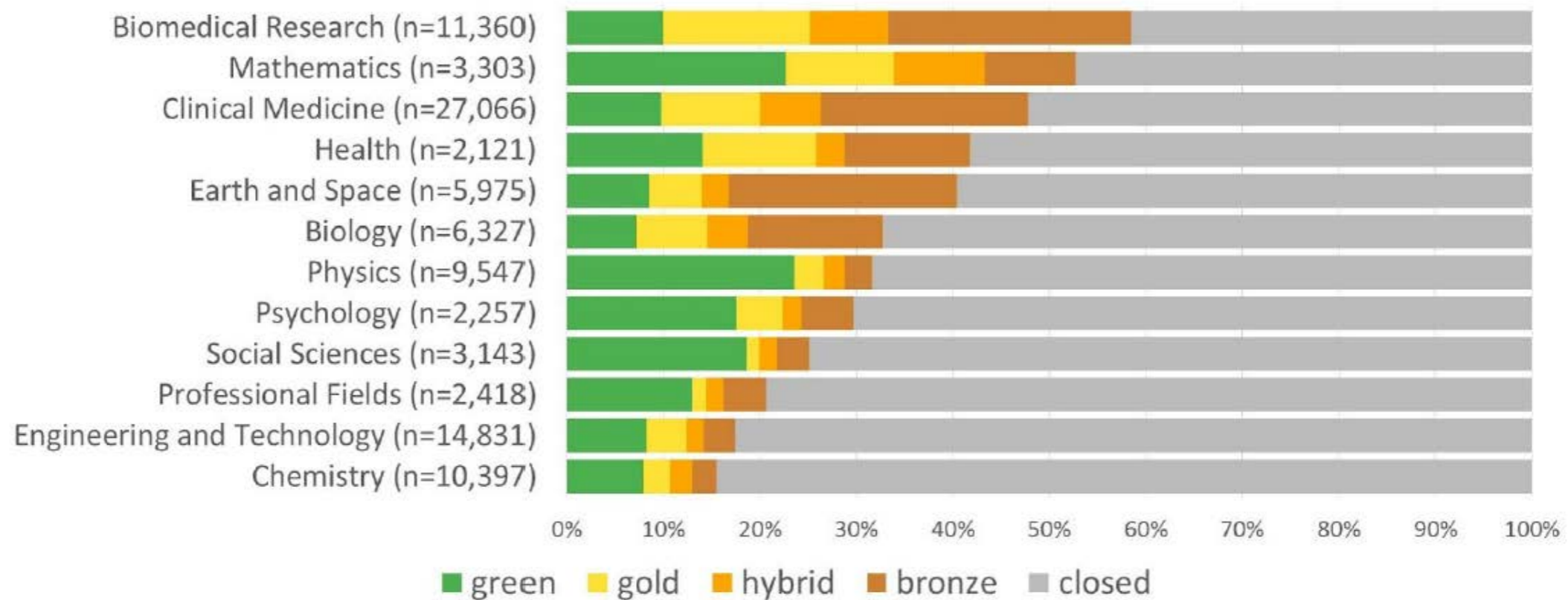

Case study on open access journals in Economics and Business Studies and their engagement on the Web

Kaltrina Nuredini, Atif Latif & Isabella Peters

Altmetrics 17,
Toronto, Canada
26.09.2017

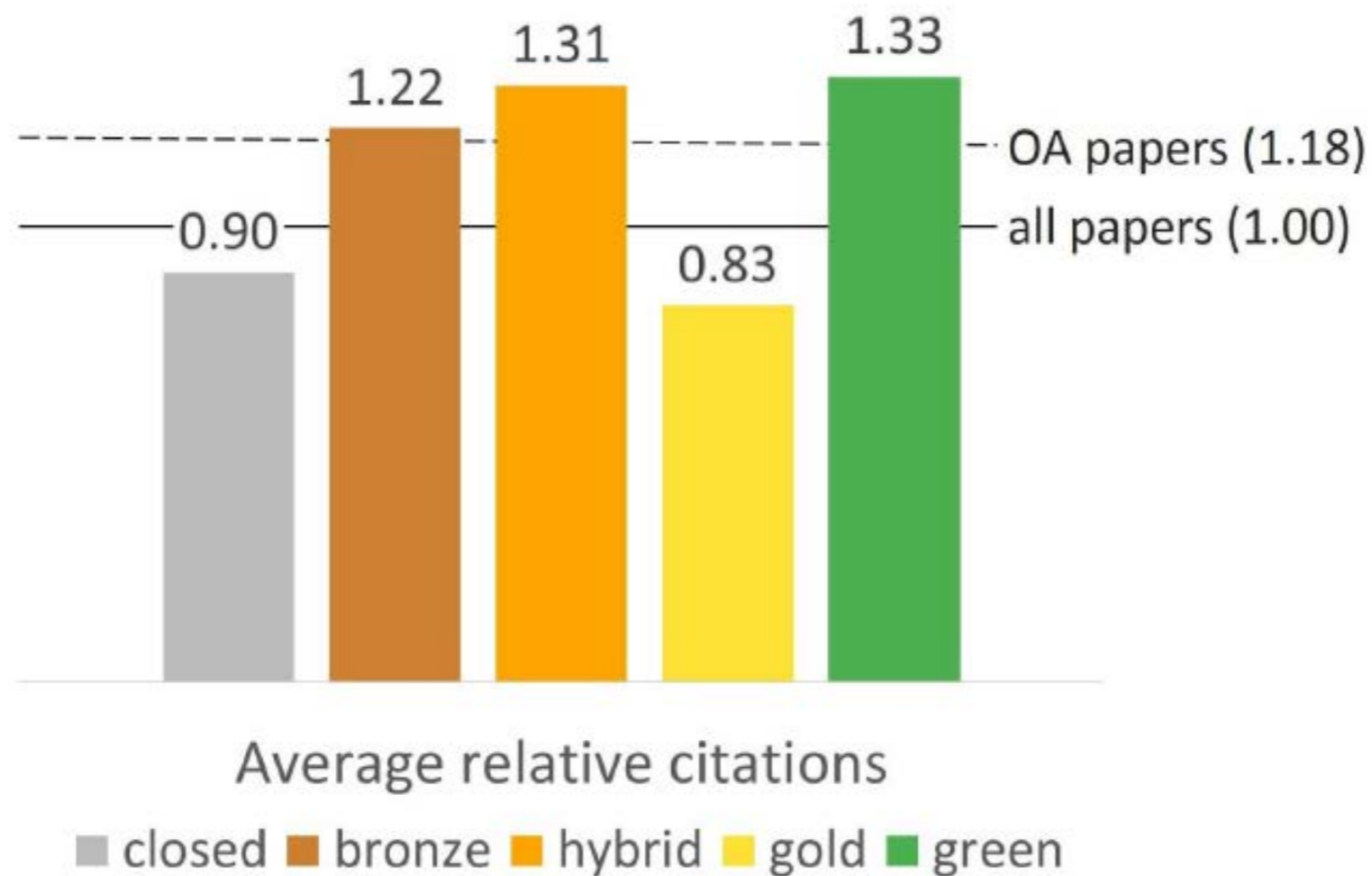
Open Access Accross Disciplines

(15.3%), health (11.7%), mathematics (11.2%) and clinical medicine (10.3%) often publish in Gold journals.



Piowar H, Priem J, Larivière V, Alperin JP, Matthias L, Norlander B, Farley A, West J, Haustein S. (2017) The State of OA: A large-scale analysis of the prevalence and impact of Open Access articles. PeerJ Preprints 5:e3119v1 <https://doi.org/10.7287/peerj.preprints.3119v1>

Open Access Citation Advantage (OACA)



Piowar H, Priem J, Larivière V, Alperin JP, Matthias L, Norlander B, Farley A, West J, Haustein S. (2017) The State of OA: A large-scale analysis of the prevalence and impact of Open Access articles. PeerJ Preprints 5:e3119v1 <https://doi.org/10.7287/peerj.preprints.3119v1>



Open Access to
Scientific Information

Economics and Business Studies

Open Access journals

Measured against the overall number of approximately 2500 journals in economics and business studies, OA journals now play a certain role, numerically speaking. As of October 2014, the Directory of Open Access Journals listed almost 500 journals in economics and business studies. However, if one takes a look at the core area of renowned journals that make it into the rankings of the professional associations Verein für Sozialpolitik (VfS) and the Academic Association for Business Research (VHB), or the rankings compiled by the German business newspaper Handelsblatt, the percentage of OA journals is much lower - namely well under 5%. The situation is similar with regard to the OA journals included in the Social Science Citation Index (SSCI).

<https://open-access.net/DE-EN/open-access-in-individual-disciplines/economics-and-business-studies/>

Research Questions

RQ1: What is the coverage of OA journal articles in EBS in Altmetric.com and what are frequent social media services generating altmetrics for EBS?

RQ2: Do OA journals have more altmetric sources as compared to closed journals/articles?

RQ3: Do papers with higher Altmetric.com scores possess higher citation counts and vice versa?

Altmetric.com

Altmetrics collects data from:

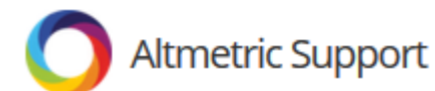
- Twitter, Facebook, Google +,
- policy documents, mainstream media, blogs,
- Mendeley, CiteULike, PubPeer, Publons, Reddit,
- Wikipedia,
- (Q&A), F1000 and Youtube

Update frequency - Daily or Realtime, depending on the source

Altmetric support range of identifiers:

- DOIs
- PubMed IDs
- ISBNs
- Handles
- arXiv IDs
- ADS IDs
- SSRN IDs
- RePEC IDs
- ClinicalTrials
- URLs

NISO – Altmetrics Data Quality Code of Conduct



Methods and Data Sources

SJR

Scimago Journal

- Selected top 10 OA Journals in Economic and Business Studies
- Countries: Germany, UK, USA



- Queried Crossref for metadata
- Queried Altmetric.com for altmetric information
- Publication years: 2012-2016
- Found **only four** Journals in Altmetric.com

Comparison of 4 Open Access Journals with 4 Closed Access Journals

Results: Altmetric.com Coverage (RQ 1)

Open Access Journals	# Mendeley	# Twitter	#Facebook
Interfaces	2,141	102	14
International Journal of Health Geographic's	11,003	1,331	288
Theoretical Economics	33	6	1
Series	389	220	3
Closed Journals	# Mendeley	# Twitter	#Policy Documents
Accounting Education	720	10	1
American Economic Journal	6,109	1,752	107
Emerging Markets Review	1,239	33	3
European Accounting Review	2,990	16	4

Results: Social media sources and their aggregated counts across 4 OA and closed journals. (RQ 2)

Altmetric Sources	# OA	# Closed
Mendeley	13,566	11,058
Twitter	1,659	1,841
Facebook	306	115
Blogs	40	75
Number of Stories	28	184
Google	24	3
Policy Documents	16	114
Wikipedia	12	16
Reddit	3	18
Q&A	2	3
Videos	1	0
Peer review	0	0
Weibo	0	2
Linkedin	0	0
Pins	0	0
Research Highlight	0	0
Syllabi	0	0

Results: Altimetrics and Citation Counts (RQ 3)

Correlation

Open Access Journals/Articles	Pearson	Spearman
	.096	-.149
Closed Access Journals/Articles	.382	.277

RQ1: What is the coverage of OA journal articles in EBS in Altmetric.com and what are frequent social media services generating altmetrics for EBS?

- 64% of 770 DOIs from OA journals are found
- For Closed Journals 44% of DOIs could be retrieved
- Top 3 Aggregated Sources for OA:
 - Mendeley, Twitter, Facebook
- Top 3 Aggregated Sources for Closed:
 - Mendeley, Twitter, Policy Documents

RQ2: Do OA journals have more altmetric sources as compared to closed journals/articles?

Altmetrics for closed journals/articles span over more social media sources and their altmetric counts are higher than those of OA journal/articles.

RQ3: Do papers with higher Altmetric.com scores possess higher citation counts and vice versa?

- For closed journals the known moderate and positive correlation between citations and altmetrics is confirmed.
- For OA journals, however, we see a weak indication for a negative relation between altmetrics and citations which means that the more the journal is cited the less altmetrics the journal gets or the more altmetrics it gets the fewer it is cited.

Future Work

- Larger study on OA
- Comparison of OA journals in Economics and Computer Science

Thank you for your attention!
Questions?

Kaltrina Nuredini: k.nuredini@zbw.eu

Latif Atif: l.atif@zbw.eu

Isabella Peters: i.peters@zbw.eu