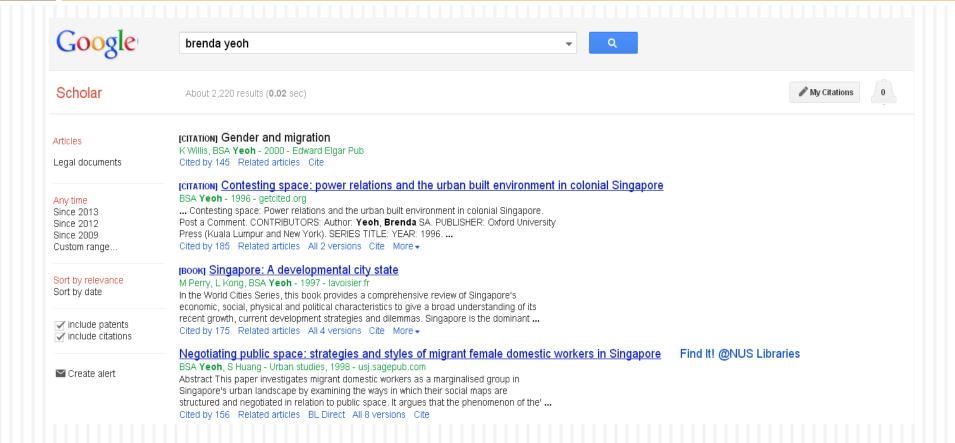
by the NUS Libraries Cited Reference Team 25 April 2013

History of Google Scholar

- 2004 Launch of Google Scholar
- 2006 Launch of Publish or Perish by Anne Wil Harzing
- July 2011 Launch of Google Scholar Citations (limited launch)
- Nov 2011 Launch of Google Scholar Citations (open to all)
- April 2012 Launch of Google Scholar Metrics for Publications
- Nov 2012 Launch of Google Scholar Metrics for Publications (2nd version)

What is Google Scholar?



What is Google Scholar Citations?

Citations to my articles



Aaron Tay Edit

Librarian, National University of Singapore Edit Information Science - Library 2.0 - Social media Edit Verified email at nus.edu.sg Edit My profile is public Edit Link Homepage Edit

Change photo

Citation indices





What is Google Scholar Metrics?

Google Scholar		Q Se	arch Scholar
English	Top publications - English Learn more		
Business, Economics & Management	Publication	h5-index	h5-median
Chemical & Material Sciences	1. Nature	339	507
Engineering & Computer Science	2. The New England Journal of Medicine	313	523
Health & Medical Sciences	3. Science	305	469
Humanities, Literature & Arts	4. The Lancet	238	355
	5. Cell	226	325
Life Sciences & Earth Sciences	6. Proceedings of the National Academy of Sciences	220	281
Physics & Mathematics	7. Journal of Clinical Oncology	201	260
Social Sciences	8. Nature Genetics	200	302
Chinese	9. JAMA: The Journal of the American Medical Association	196	283
Portuguese	10. Physical Review Letters	188	254
Portuguese	11. Circulation	185	273
German	12. arXiv Astrophysics (astro-ph)	176	245
Spanish	13. Chemical reviews	173	305

What is Google Scholar?

"Google Scholar provides a simple way to broadly search for scholarly literature. From one place, you can search across many disciplines and sources: articles, theses, books, abstracts and court opinions, from academic publishers, professional societies, online repositories, universities and other web sites"

http://scholar.google.com.sg/intl/en/scholar/about.html

What is included in Google Scholar?

It is unclear what Google Scholar considers "scholarly" & Google Scholar does not list what journals are included but includes inclusion guidelines.

See...

http://scholar.google.com.sg/intl/en/scholar/inclusion.html

Inclusion Guidelines

Individual Authors

If you're an individual author, it works best to simply upload your paper to your website, e.g., www.example.edu/~professor/jpdr2009.pdf; and add a link to it on your publications page, such as www.example.edu/~professor/publications.html. Make sure that:

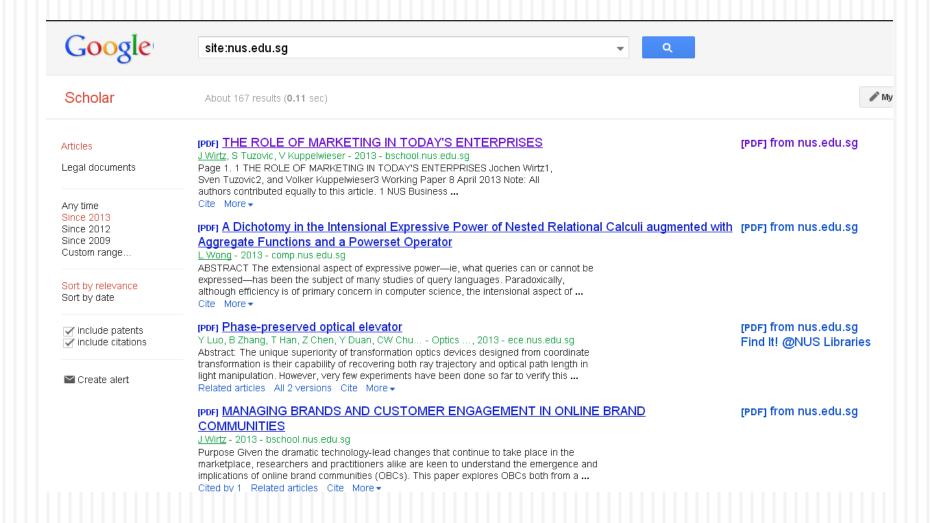
- a. the full text of your paper is in a PDF file that ends with ".pdf",
- b. the title of the paper appears in a large font on top of the first page,
- c. the authors of the paper are listed right below the title on a separate line, and
- d. there's a bibliography section titled, e.g., "References" or "Bibliography" at the end.

That's it! Our search robots should normally find your paper and include it in Google Scholar within several weeks.

If it doesn't work, you could either (1) read more detailed technical guidelines in this documentation or (2) check if your local institutional repository is already configured for indexing in Google Scholar, and upload your papers there.

http://scholar.google.com.sg/intl/en/scholar/inclusion.html

Papers indexed on NUS domain



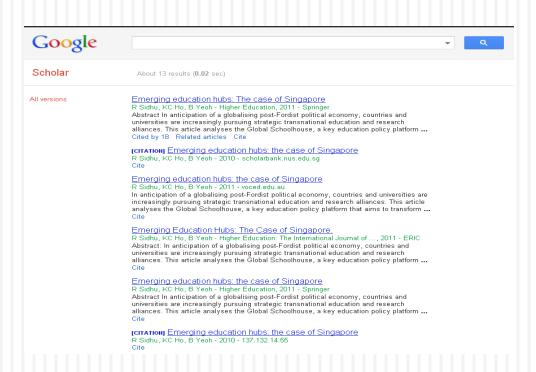
Multiple versions auto-merged

Emerging education hubs: The case of Singapore

R Sidhu, KC Ho, B Yeoh - Higher Education, 2011 - Springer

Abstract In anticipation of a globalising post-Fordist political economy, countries and universities are increasingly pursuing strategic transnational **education** and research alliances. This article analyses the Global Schoolhouse, a key **education** policy platform ...

Cited by 18 Related articles All 13 versions Cite



Manipulations?

Manipulating Google Scholar Citations and Google Scholar Metrics: simple, easy and tempting

Emilio Delgado López-Cózar¹, Nicolás Robinson-García¹ y Daniel Torres-Salinas²
EC3: Evaluación de la Ciencia y de la Comunicación Científica

¹Universidad de Granada

²Universidad de Navarra

edelgado@ugr.es; elrobin@ugr.es; torressalinas@gmail.com

ABSTRACT

The launch of Google Scholar Citations and Google Scholar Metrics may cause a revolution in the research evaluation field as it places within every researcher's reach tools that allow them to measure their output. However, the data and bibliometric indicators offered by Google's products can be easily manipulated. In order to alert the research community, we present an experiment in which we manipulate the Google Citations' profiles of a research group through the creation of false documents that cite their documents, and consequently, the journals in which they have published, modifying their H-index. For this purpose we created six documents authored by a faked author and we uploaded them to a researcher's personal website under the University of Granada's domain. The result of the experiment meant an increase of 774 citations in 129 papers (six citations per paper) increasing the authors and journals' H-index. We analyse the malicious effect this type of practices can cause to Google Scholar Citations and Google Scholar Metrics. Finally, we conclude with several deliberations over the effects these malpractices may have and the lack of control these tools offer.

What is Google Scholar picking up?



Aaron Tay Edit

Librarian, National University of Singapore Edit Information Science - Library 2.0 - Social media Edit Verified email at nus.edu.sg Edit My profile is public Edit Link Homepage Edit

Change photo

Citation indices		Citations to my articles					
	All	Since 2008	147				
Citations	50	48					
h-index	3	3					
i10-index	1	1	2003	2006	2009	_	2012
Select: All, No	ne 🗚	ctions <u> </u>					1-14
Title / Auth	nor					Cited by	Year
Improving Wikipedia's accuracy: is edit age a solution? B Luyt, TCH Aaron, LH Thian, CK Hong Journal of the American Society for Information Science and Technology 59 (2					30	2008	
Library mobile apps vs web apps–Some analysis A TAY Blog: Musings about					4 *		
		libraries—som brarians. Consul				3	2011
Designing Low-Cost Mobile Websites for Libraries T Travis, A Tay Bulletin of the American Society for Information Science and Technology 38					3	2011	
🗆 🗚 Тау		bile Friendly Li librarianship 24	brary Sites Offerii	ng? A Survey		2	2010

Advantages

- Easy to use
- Wide coverage of cited works and citations,
 including books and particularly other languages
- Scholar Profile is good publicity
- Scholar Profile can automatically add or suggest articles to be added.

Google Scholar recommendations

Recommended based on My Citations

View: Top All

[PDF] "The Mother of all LibGuides": Applying Principles of Communication and Network Theory in LibGuide Design

CA Leibiger, AW Aldrich - ala.org

16 days ago - Since their development in 2007, LibGuides have captured the attention and the imagination of the academic library world, at least in the United States. The 2009 ACRL national conference saw crowded panel, roundtable, Cyber Zed Shed, poster, and ... Cite

[PDF] Hidden Patterns of LibGuides Usage: Another Facet of Usability

G Castro-Gessner, W Wilcox, A Chandler - ala.org

16 days ago - Library guides have a long history and prominent place in traditional library service. 1 Librarians put forth tremendous effort in researching, compiling, and formatting research guides to help users navigate complex and vast library resources. Yet, despite ... Cite

[PDF] Relationships between Collective Intelligence Quality, Its Determinants, and Usefulness: A Comparative Study between Wiki Service and Q&A Service in ...

J Joo, IR Normatov - Asia Pacific Journal of Information Systems, 2012 - apjis.or.kr 24 days ago - Online survey using Google Docs with email and Kakao Talk was conducted for collecting data from Wikipedia and Naver Knowledgein users. A totoal of 490 valid responses were collected, where users of Wikipedia were 220 while users of Naver ... Cite

[PDF] ESTUDIOS/RESEARCH STUDIES

NG Fernández-Villavicencio, JLM Novoa... - Revista Española de ..., 2013 - eprints.rclis.org 30 days ago - Abstract: The objective of this paper is to review the literature about systems of measure in social networks and present a draft proposal of set of indicators to help the units of information to evaluate the use and impact of their services through social Web o Web ... Cite

[PDF] from ala.org

[PDF] from apjis.or.kr

[PDF] from rclis.org

Disadvantages

- Lacking in advanced search functions
- Lack of transparency indexed sources are not stated
- Times cited includes sources that are not strictly peer reviewed (e.g Library Guides, theses, students' assignments, presentations, technical reports etc)
- Google Scholar metadata may be inaccurate due to automated parser may result in
 - Inflated counts due to duplicated records
 - "Lost authors" due to replacement by ghost authors
- Vulnerable to manipulation
- □ Cannot generate:
 - H-index or times cited without self-citations

Google Scholar parsers

"... the parsers are not trained well enough to recognize the metadata. They often identify as authors the menu options on the host site's search page, the descriptors assigned to the papers for topical classification, the affiliation institute and address of authors and even the journal names."

Péter Jacsó, (2010) "Metadata mega mess in Google Scholar"

Disadvantages



Search

Scholar Preference

Scholar All articles Recent articles

Results 1 - 100 of about 34,200. (0.28 sec)

Advancement of the orbits and the midface in one piece, combined with frontal repositioning. ...

..., EOF ORBITOFACIAL, A TECHNIQUES - Plastic and Reconstructive Surgery, 1978 pdfs.iournals.lww.com

ADVANCEMENT OF THE ORBITS AND THE MIDFACE IN ONE PIECE. COMBINED WITH FRONTAL REPOSITIONING, FOR THE CORRECTION OF CROUZON'S DEFORMITIES FERNANDO ORTIZ MONASTERIO, MD., ANTONIO FUENTE DEL CAMPO, MD, and ARTURO CARRILLO, MD ... Cited by 135 - Related articles - All 4 versions

An evidence-based evaluation of percutaneous vertebroplasty

NOW AVAILABLE, NEW TECHNIQUES - Managed Care, 2000 - managedcaremag.com Background Information: Percutaneous vertebroplasty is a therapeutic, interventional radiologic procedure that involves injection of bone cement into a cervical, thoracic, or lumbar vertebral body lesion for the relief of ... Cited by 129 - Related articles - Cached - All 3 versions

Fundamentals of quality assessment of molecular amplification methods in clinical ... clinchem.org

..., A Braun, C Wagener, B Techniques - Clinical Chemistry, 1998 - Am Assoc Clin Chem (Clinical Chemistry, 1998;44:12-26.) © 1998 American Association for Clinical Chemistry, Inc. ... 1 Abteilung für Klinische Chemie, Medizinische Klinik, Universitäts-Krankenhaus Eppendorf, Martinistr. 52, D-20246 Hamburg, Germany. Cited by 103 - Related articles - BL Direct - All 4 versions

http://www.jacso.info/gs-phantom-au/

Advantages (Google Scholar Metrics)

- Multidisciplinary including arts & humanities
- Includes citing papers that contribute to the H-index
- Easy to use

Disadvantages (Google Scholar Metrics)

- Only shows top 20 journals per area or discipline (English only)
- Unclear update frequency
- Older historical versions are not retained
- Results are ranked only by H-Index & nothing else