

Research Evaluation

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*Not everything that can be counted counts.
Not everything that counts can be counted.*

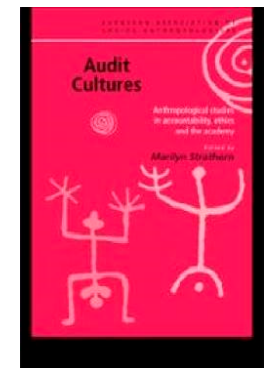
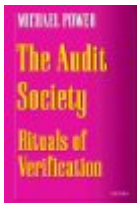
- Research evaluation now commonplace
- Concepts of ‘value’, ‘impact’ and the like gradually being introduced and developed for the research environment



Audit Culture

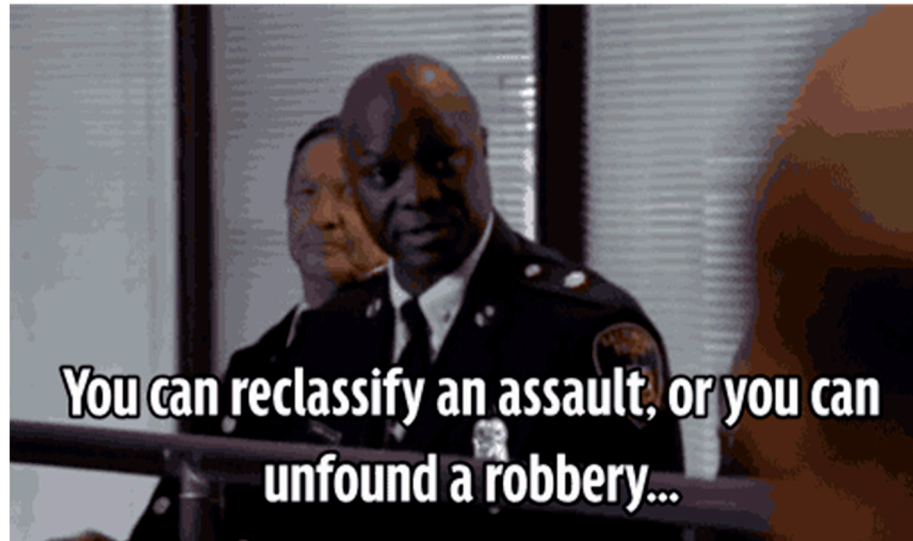
The Audit Society

- Strathern's term
 - Return on investment and Cost Benefit Analysis applied to 'research'
 - Measure what is 'easiest to measure'
 - ... and people find ways of adapting their behaviour and their analysis of the data to produce favourable results



'Juking the stats'

The Wire



- https://www.google.co.uk/search?q=juking+the+stats&source=lnms&tbn=isch&sa=X&ei=KXe_VN2R08b5UvGqgfgN&ved=0CAkQ_AUoAg&biw=1245&bih=918#imgdii=_&imgsrc=sujbVeFFh5yObM%253A%3B9LVtVTnaSfbozM%3Bhttp%253A%252F%252Fampp3d.mirror.co.uk%252Fwp-content%252Fuploads%252F2014%252F01%252Fbody-disappear.gif%3Bhttp%253A%252F%252Fampp3d.mirror.co.uk%252F2014%252F01%252F24%252Fhow-the-police-manipulate-crime-stats-as-explained-by-the-wire%252F%3B460%3B269

Goodhart's Law

'When a measure that becomes a target, it ceases to be a good measure'

UK – Research Evaluation

- Research Assessment Exercise [RAE]
 - 1992
 - 1996
 - 2001
 - 2008
- Research Excellence Framework [REF] 2014
 - http://en.wikipedia.org/wiki/Research_Assessment_Exercise#Earlier_Assessments
 - http://en.wikipedia.org/wiki/Research_Excellence_Framework

Journals



- Previously – fairly informal ‘ranking’ by repute, readership etc.
- Now – bibliometrics
 - Citations
 - Impact
 - Formal rankings
- Thomson, Scopus, SCImago, Eigenfactor and others
- Some of these are developed by the same organizations that publish some of the key journals

New context for publication in journals

- Bibliometrics establish new targets
- Internet – online publication
- Open Source
- Open Access
- New models – see my article to *Software Practitioner* March-April 2013 (attached)



<https://www.dur.ac.uk/library/research/bibliometrics/>

New models and New Issues

- Predatory practices
- Licencing and copyright
- Range of accusations and charges



<http://www.slideshare.net/monicaberge/to-catch-a-predator-how-to-recognize-predatory-journals-and-conferences>

New Challenges

- Establishing and maintaining high levels of trust and reputation
- Challenge for publishers, editors, editorial boards, reviewers, and authors

