

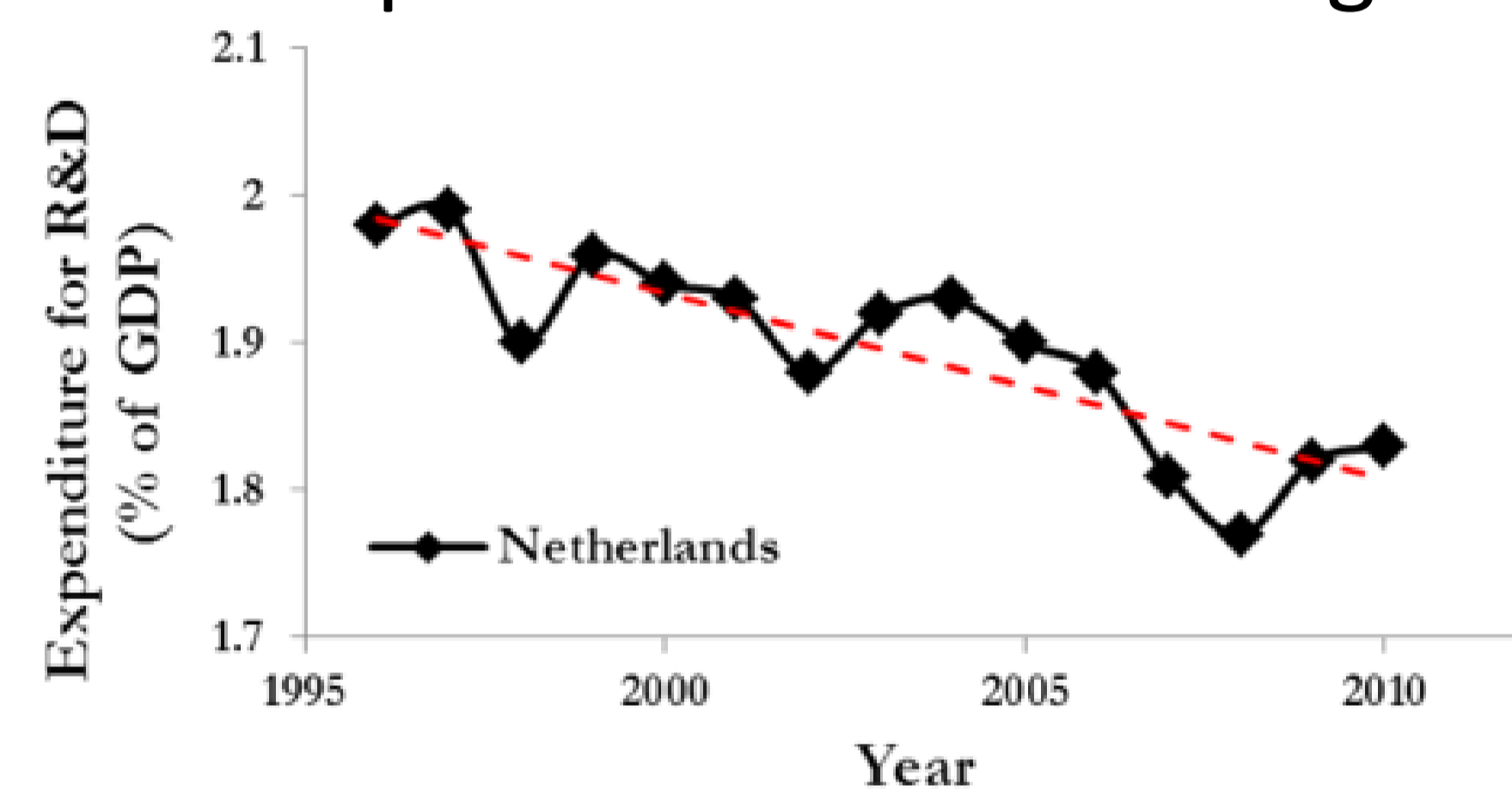
Optimizing research relevance

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A need for research optimization?

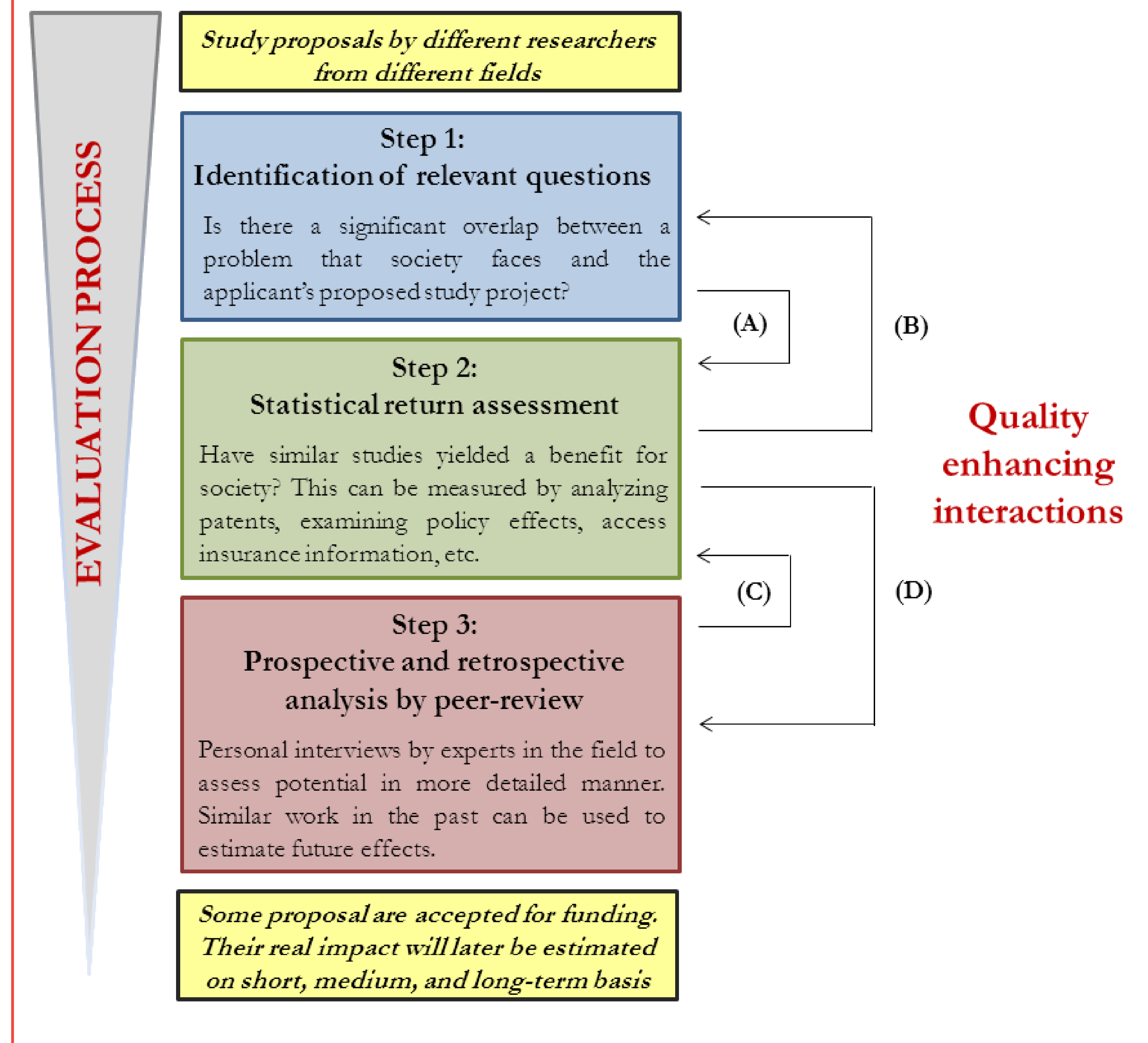
Many scientists have a critical position towards the evaluation of their research. Still measuring the societal impact of their work will have an increasing effect on successfully completing grant and funding applications. Decisions that European and US science agencies have made in the past point into this direction.



Decrease in science funding requires new means to distribute resources in an effective manner.

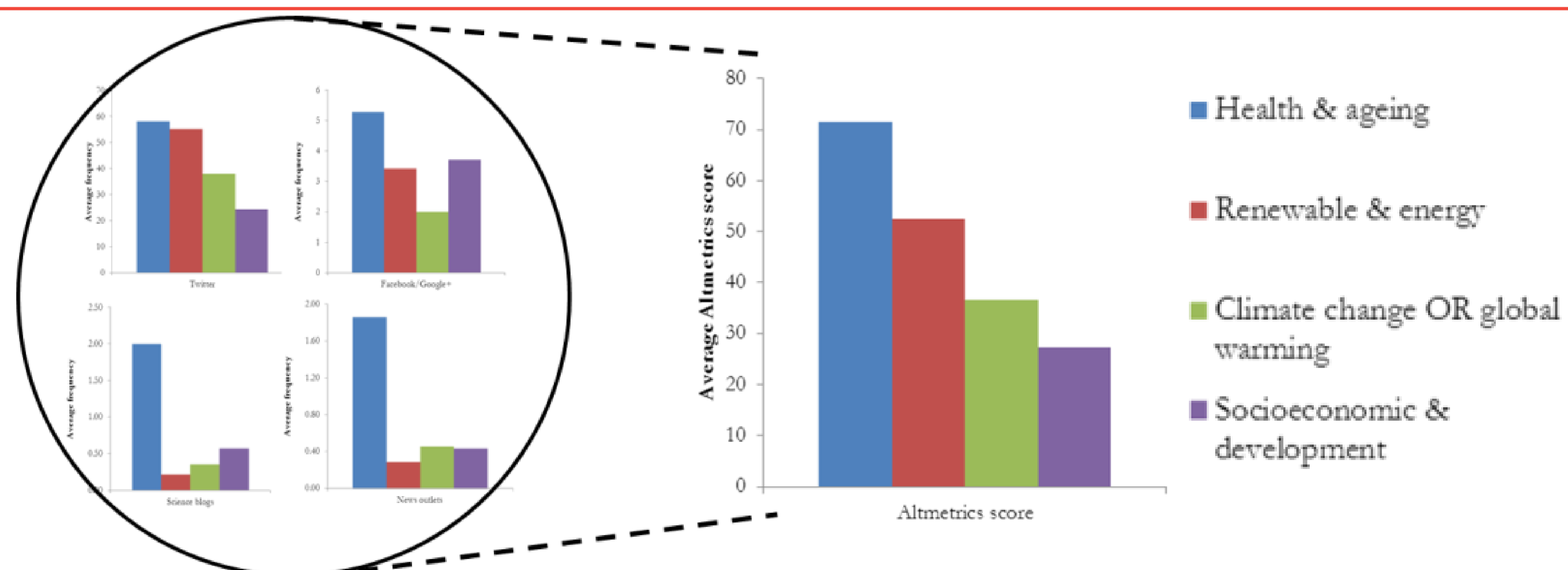
We believe that communication is essential. Here, we therefore would like to highlight a new approach that focuses on communication via the social media to evaluate how science can spread through society. In addition we propose a model that can help fund high-impact research based on communication approaches.

Increasing the funding of "relevant" research



How could relevance be measured?

The Altmetric approach to measure spread of scientific work: First, all scientific papers containing the below mentioned keywords (blue, red, green, purple) that were published in the Nature, Science, or PNAS high-ranking journals between August and December 2012 were identified by the search engine PubMed. Next, the spread of this scientific work in new media such as Facebook, Twitter, blogs, and newspapers was evaluated. This results in the Altmetric score.



Becoming one: Science and Society

It has been proven that sharing advice and expertise enhances productivity. We therefore suggest the creation of a friction surface concept between science and society. This can be promoted by a. valuing all research products, b. stimulating interaction between researchers and society and c. promotion of student networking. Novel tools such as Altmetrics could assist researchers and universities to monitor the spread of their scientific ideas. In addition, novel and multifaceted selection procedures might help to make better funding decisions.