

# Building an Impact Measurement & Visualization Service at the UNC-Chapel Hill Health Sciences Library

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Barrie Hayes, Adam Dodd, Fei Yu



# Building Services

- 2016 - Began exploring citation network analysis and visualization tools to incorporate alongside bibliometric resources and methods; piloted services; one librarian and one graduate assistant.
- Fall 2017 - Expanded to a cross-departmental team; two librarians, one data analyst, one dedicated graduate student; embarked on larger-scale projects.
- Fall 2018 - Hired an additional graduate student; streamlining workflows; identifying exploratory projects to pursue in addition to client-requested projects.

# Current Impact Measurement & Visualization Service



## Empowering Researchers

- Communicate research impact to audiences such as funders or promotion and tenure committees
- Manage and track publications
- Measure and assess research impact by discipline area

## Enabling Administrators

- Identify patterns, trends, and gaps in unit-supported research, education or clinical care activities
- Bibliometric analysis & visualization of research publications and other outputs by a specific group
- Discover the scope and pattern of research collaborations (e.g. author, institution, and country collaboration)





# Service Challenges to Date

- Dedicated project time e.g. competing position responsibilities
- Time intensive data processing steps
- Scaling capacity
- Balancing practice improvement and project deadlines

# Goals and Future Plans

Build capacity to scale the service

- Evaluate service model in consultation with library administration
- Streamline workflows, project management
- Partner with librarian colleagues with search expertise
- Hire additional graduate students

Continue to build skills and explore new tools and methods

- Continuing education
- Exploratory projects
- Internally generated projects (library as client)
- Explore methods for analyzing and including additional data types (e.g., grants and patent data) in research impact analyses

# Questions

## Contacts

- HSL Impact Measurement & Visualization Team: [hslimv@listserv.unc.edu](mailto:hslimv@listserv.unc.edu)

## References

- Yu, Fei, and Barrie E. Hayes. 2018. "Applying Data Analytics and Visualization to Assessing the Research Impact of the Cancer Cell Biology (CCB) Program at the University of North Carolina at Chapel Hill." *Journal of eScience Librarianship* 7(1): e1123. <https://doi.org/10.7191/jeslib.2018.1123>