

# 社交媒体分享学术论文的 影响力计量分析



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WISE实验室  
2018年11月

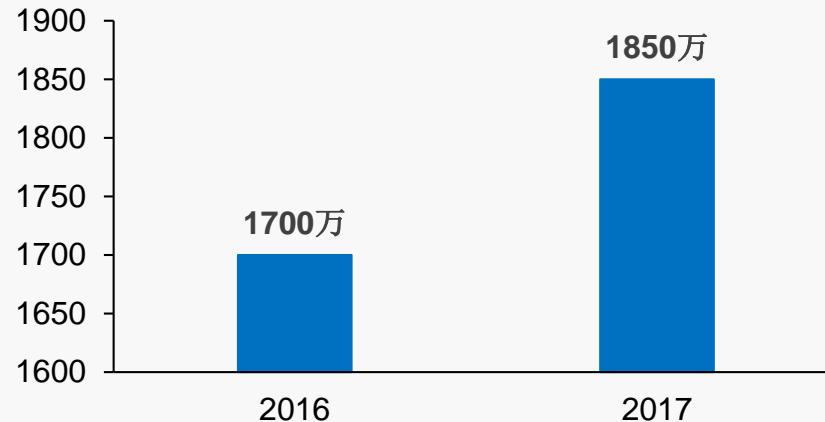


大连理工  
大学  
Dalian University of  
Technology

# 社交媒体已经成为重要的学术交流平台

- 每年有将近2000万条社交媒体内容在讨论学术

社交媒体对学术论文的讨论



- 讨论学术内容的社交媒体账号主体
  - 学术期刊
  - 论文作者、科学家同行
  - 科学记者
  - 社会公众

# 科学家参与社交媒体

- 许多科学家积极参与社交媒体，宣传论文、传播学术观点



**Tweets** 3,786    **Following** 1,954    **Followers** 5,940    **Likes** 2,518

## David G. Rand

@DG\_Rand

Prof of Management Science and Brain & Cognitive Science @MIT. Studying Cooperation; Intuition vs deliberation; Fake News/Misinformation; religion; signaling.

📍 New Haven, CT  
🔗 DaveRand.org  
📅 Joined June 2012

**Tweet to** **Message**

**201 Photos and videos**

Fig. 1 | Ambassadors who install solar panels through the Solarize programme are more successful at convincing others to participate than non-ambassadors. The figure contains several small charts and figures. One chart shows a bar graph of 'Helping a stranger' (5 items) for Ambassadors (blue) and Non-Ambassadors (red). Another chart shows a scatter plot of 'Time pressure' (0 to 10) versus 'New idea' (0 to 10) for Ambassadors and Non-Ambassadors. A third chart shows a scatter plot of 'Faint sociality' (0 to 10) versus 'Observing' (0 to 10) for Ambassadors and Non-Ambassadors. A fourth chart shows a scatter plot of 'Observing' (0 to 10) versus 'Communication effort' (0 to 10) for Ambassadors and Non-Ambassadors. Below these are two photographs of children wearing hats with the text 'Ambassador' and 'Non-Ambassador' written on them.

### Tweets

### Tweets & replies

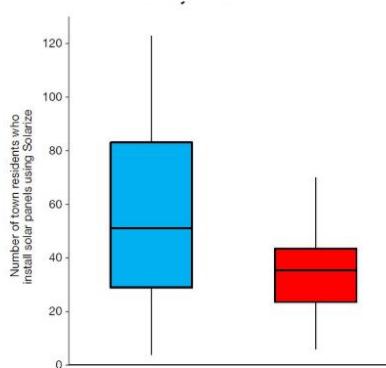
### Media

Pinned Tweet

**David G. Rand** @DG\_Rand · Oct 24

Out in @nature w @GordonKraftTodd: How can advocates best spread prosocial innovations (eg solar panels)? Adopt the innovations themselves—this communicates real belief in the benefits. Plus, empirical support for CREDs cultural evolution theory!

[rdcu.be/9Zmn](http://rdcu.be/9Zmn)



Number of town residents who install solar panels using Solarize

Y-axis: 0, 20, 40, 60, 80, 100, 120

X-axis: Yes, No

Median for Yes (~50), Median for No (~35)

Fig. 1 | Ambassadors who install solar panels through the Solarize programme are more successful at convincing others to participate than non-ambassadors.

**Fig. 2 | Ambassador installation influences subjects' intentions to install through the Solarize programme.**

(a) Box plot showing the number of town residents who install solar panels using Solarize as a function of whether or not the ambassador installed solar panels through the Solarize programme. The y-axis ranges from 0 to 120. The x-axis has two categories: 'Yes' (blue box) and 'No' (red box). The median for 'Yes' is approximately 50, and for 'No' is approximately 35. The whiskers extend from approximately 20 to 120 for 'Yes' and 10 to 40 for 'No'. Sample sizes are n=10 for 'Yes' and n=15 for 'No'.

(b) Bar chart showing the proportion of subjects who install solar panels through Solarize as a function of whether or not the ambassador installed solar panels through the Solarize programme. The y-axis ranges from 0 to 0.5. The x-axis has two categories: 'Yes' (blue bar) and 'No' (red bar). The 'Yes' bar is at approximately 0.45, and the 'No' bar is at approximately 0.15. Error bars represent standard error.

(c) Line graph showing the proportion of subjects who install solar panels through Solarize as a function of the number of times the ambassador installed solar panels through Solarize. The y-axis ranges from 0 to 0.5. The x-axis ranges from 1 to 7. The data points show an increasing trend, starting at ~0.15 for 1 installation and reaching ~0.45 for 7 installations. Error bars represent standard error.

D = 0.56, p = 0.05  
D = 0.05, p = 0.001  
D = 0.01, p = 0.001  
D = 0.02, p = 0.001

**Fig. 2 | Ambassador installation influences subjects' intentions to install through the Solarize programme.**

a. Subjects' own behaviour fully mediates the effect of ambassador credibility-enhancing displays promote proenvironmental public goods

b. Promoting the adoption of public goods that are not yet widely accepted is particularly challenging. This is because most tools for encouraging behavior change—such as providing normative information about social norms<sup>2</sup>—are typically effective only for behaviors that are commonly practiced, or at least generally agreed upon. In contrast, our results suggest that people can successfully promote non-normative (that is, rare or unpopular) public goods. We do so by applying the cultural evolutionary theory of credibility-enhancing displays, which argues that people spread more effectively by action than by words alone—because actions communicate a person's true beliefs. According to this logic, people who engage in a given behavior will be more effective advocates for that behavior than people who merely extol its virtues. In other words, a person's own personal credibility signals a belief in the value. As predicted, a field study of credibility signals found that community organizers who themselves installed through the Solarize programme were more successful at convincing other solar panel organizers who did not. This effect was replicated in three pre-registered randomized survey experiments.

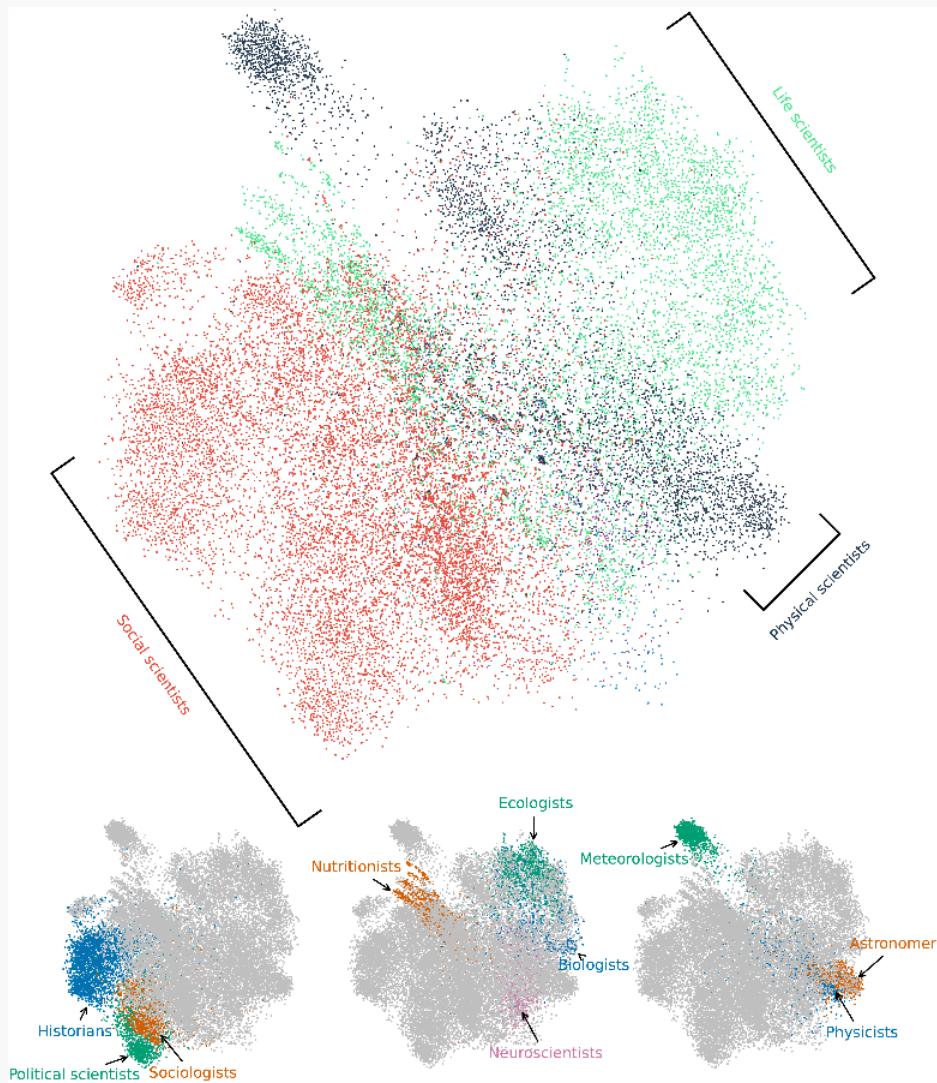
# 科学家参与社交媒体

- Twitter上科学家的学科统计

	学科	用户
1	历史学	3586
2	心理学	3579
3	物理学	2737
4	营养学	2510
5	政治科学	1441
6	计算机科学	1123
7	考古学	1100
8	生物学	1075
9	经济学	1044
10	社会学	1020

# 科学家参与社交媒体

- 科学家的Twitter关注网络



Ke, Q., Ahn, Y. Y., & Sugimoto, C. R. (2017). A systematic identification and analysis of scientists on Twitter. *PLoS one*, 12(4), e0175368.

# 学术期刊参与社交媒体

- 学术期刊对发表论文的推广
- 推广手段
  - 传统方式：Email、RSS订阅
  - 新兴方式：社交媒体推广
- 学术期刊在Twitter / Facebook等平台建立社交媒体账户，分享知识、推广研究成果，包括自身发表的最新论文

# 学术期刊参与社交媒体

**nature** @nature

Tweets 8,578 Following 203 Followers 1.49M Likes 3,462 Lists 4

**Tweets** **Tweets & replies** **Media**

Pinned Tweet  
**nature** @nature · Oct 24  
On the Nature cover this week: How early life shapes the infant gut microbiome and risk of disease [go.nature.com/2CD3ov0](http://go.nature.com/2CD3ov0)



The international weekly journal of science. Editorials, News & Views, corrections and primary research coverage here. For news, please see [@NatureNews](#).

London  
[nature.com/nature/current...](#)  
Joined February 2012

[Tweet to nature](#)

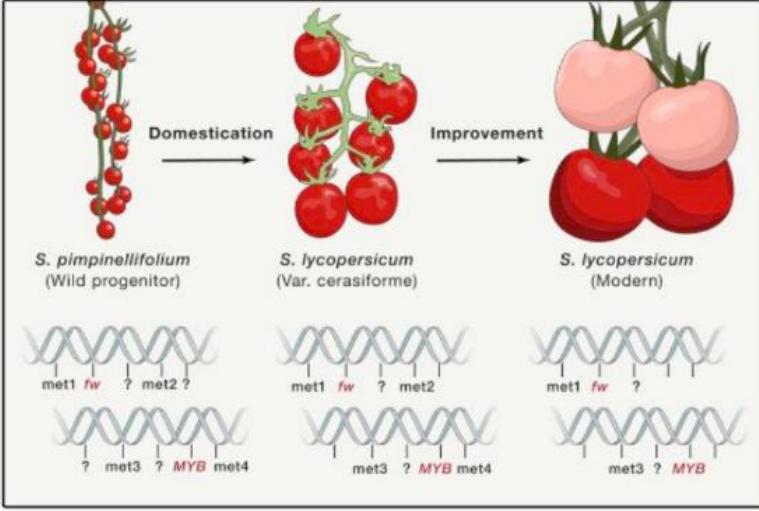
1 Follower you know

3,266 Photos and videos

4 182 280

**Cell at CellPress** @CellCellPress · Jan 16

Analyses of **#variation**, **#geneexpression** & **#metabolite accumulation** in **#ancestral**, early **#domesticates** & modern **#tomatoes** identify **#genes** underlying fruit chemistry & show **#alleles** affecting metabolic quality were bred into modern fruits by **#linkage** drag. [bit.ly/2AWymum](http://bit.ly/2AWymum)



Domestication → Improvement

*S. pimpinellifolium* (Wild progenitor)      *S. lycopersicum* (Var. cerasiforme)      *S. lycopersicum* (Modern)

met1 fw ? met2 ?      met1 fw ? met2      met1 fw ?

? met3 ? MYB met4      met3 ? MYB met4      met3 ? MYB

1 17 33

# 学术期刊参与社交媒体

The image shows a 4x3 grid of Twitter profiles for different Nature journals:

- Nature Protocols** (@NatureProtocols): A purple header with a white circular logo. Description: "Nature Protocols is an online resource for authoritative, peer-reviewed protocols."
- Nature Chemistry** (@NatureChemistry): A dark blue header with a white circular logo. Description: "A chemistry journal from @SpringerNature. Tweets by @stuartcantrill, @NChemGav, @RussJKJohnson, @annenintokyo, ..."
- Nature Medicine** (@NatureMedicine): A red header with a white circular logo. Description: "Nature Medicine is a biomedical research journal devoted to publishing the latest advances in biomedical research for scientists and physicians."
- Nature Materials** (@NatureMaterials): A green header with a white circular logo. Description: "Cutting-edge research in materials science, also at the interface with physics, chemistry, biology and medicine. Tweets sent by the editors."
- Nature Reviews Genetics** (@NatureRevGenet): A light blue header with a white circular logo. Description: "Publishing reviews and commentaries across the fields of genetics and genomics. Tweets are from the editors."
- Nature Rev Drug Disc** (@NatRevDrugDisc): An orange header with a white circular logo. Description: "Editorial team of Nature Reviews Drug Discovery."
- Nature Biotechnology** (@NatureBiotech): A blue header with a white circular logo. Description: "Nature Biotechnology is a monthly journal covering the science and business of biotechnology. Part of @nresearchnews and ..."
- Nature Physics** (@NaturePhysics): A yellow header with a white circular logo. Description: "A journal for cutting-edge physics research. Facebook: facebook.com/NaturePhysicsJ... Instagram: ..."
- Nature RevEndocrinol** (@NatureRevEndo): A pink header with a white circular logo. Description: "The latest advances in diabetes, obesity, nutrition, thyroid and more from the editors of Nature Reviews Endocrinology, a clinical review"

Twitter

The image shows a Facebook page for **nature research** (ABOUT NATURE). The page features a large profile picture with the text "nature research" and "ABOUT NATURE". The cover photo is a scientific image showing controlled deposition of CO on a Pd surface. The timeline post, made 35 mins ago, discusses the controlled deposition of CO on a Pd surface and its mapping of velocity and direction. Below the post are three scientific plots: a heatmap of CO distribution, a plot of experimental data vs. sum of speed distributions, and a plot of experimental data vs. hyperbolic distribution.

**Facebook**

Like Follow Share ...

35 mins

Controlled deposition of CO on a Pd surface - and mapping the velocity and direction with which oxidation products leave - reveals that the reaction proceeds through two different channels. The study is published in Nature.

**nature**

NATURE.COM

Velocity-resolved kinetics of site-specific carbon monoxide oxidation on platinum surfaces

Like Comment Share

Our Story

Nature Research is a portfolio of high quality products and services across the life, physical, chem...

See More

Community

Invite your friends to like this Page

799,969 people like this

808,240 people follow this

About

See All

# 植根于社交媒体的Altmetrics

- 越来越多的学术内容被越来越多的主体在社交媒体中讨论，对这一现象的研究促生Altmetrics
- 学术论文的热议能表征什么？热议意味着高被引吗？

The screenshot shows a news article from the journal 'nature'. The header features the word 'nature' in large white letters, followed by 'International weekly journal of science'. Below the header is a navigation menu with links to Home, News & Comment, Research, Careers & Jobs, Current Issue, Archive, Audio & Video, and Forum. A breadcrumb navigation bar indicates the article's path: News & Comment > News > 2018 > July > Article. The main title of the article is 'Twitter buzz about papers does not mean citations later'. Below the title is a subtitle: 'Analysis of science on social media service finds little correlation with standard measures of academic success.' The author's name, 'Richard Van Noorden', is listed, along with the publication date, '12 December 2013'. At the bottom right of the article area are sharing and printing icons.

# 植根于社交媒体的Altmetrics

- 学术论文的热议不一定能带来高被引，那么它能带来什么呢？
- **社会影响**
  - 社会公众
  - 科学家同行
- 社交网络分享的内容，人们会真的点进去看吗？
  - 出于礼貌只赞不看？
  - 出于人情只转不看？

# 社交媒体已经成为重要的学术导引工具

- 2016年Altmetric得分最高论文来自于：
- 美国总统奥巴马

The screenshot shows the top article from the 'TOP 100 ARTICLES 2016' list. It features a large portrait of Barack Obama. The article title is 'United States Health Care Reform: Progress to Date and Next Steps'. Below the title, it says 'SPECIAL COMMUNICATION IN JAMA'. A summary text states: 'In the first academic paper to be published by a sitting president, Obama assesses the effect of the Affordable Care Act and recommends additional healthcare priorities for future governments.' There are two buttons at the bottom: 'MORE DETAILS' and 'FREE TO READ'.

The screenshot shows the full JAMA article page. The title is 'United States Health Care Reform: Progress to Date and Next Steps'. It is dated August 2, 2016, and attributed to Barack Obama, JD<sup>1</sup>. The abstract discusses the Affordable Care Act and its impact. The text is divided into sections: Importance, Objectives, Evidence, and Findings. There are links for Author Affiliations and Article Information, and icons for Editorial Comment and Related Articles.



## Citations

186

Web of Science

## Shares



- Picked up by 242 news outlets
- Blogged by 47
- Tweeted by 8019
- Mentioned by 2 peer review sites
- On 236 Facebook pages
- Referenced in 7 Wikipedia pages
- Mentioned in 50 Google+ posts

# 社交媒体已经成为重要的学术导引工具

- 美国总统奥巴马论文的Twitter转发与论文点击

This article has 4613 twitter interactions across 5 URLs. It has received 2918 tweets and 1695 retweets.

2918 TWEETS    1695 RETWEETS

JAMA @JAMA\_current

@BarackObama @POTUS on #ACA: Why he pursued it, what it has effected, how the #healthcare system can be improved ja.ma/2actt1y  
12:00 AM - Aug 4, 2016

7 16 people are talking about this

Elizabeth P. Harmon   
US Health Care Reform: Progress and Next Steps ja.ma/2ahRqe1  
9:53 PM - Aug 3, 2016

See Elizabeth P. Harmon's other Tweets

Chris Bullen   
Obama gets published in JAMA on US Health Care Reform: Progress and Next Steps ja.ma/2agazNq  
5:05 AM - Aug 3, 2016

See Chris Bullen's other Tweets

Alex Kharlamov, M.D.   
US Health Care Reform: Progress and Next Steps | HE Barack H Obama JD ja.ma/2atPuO7  
4:44 AM - Aug 3, 2016

See Alex Kharlamov, M.D.'s other Twe...

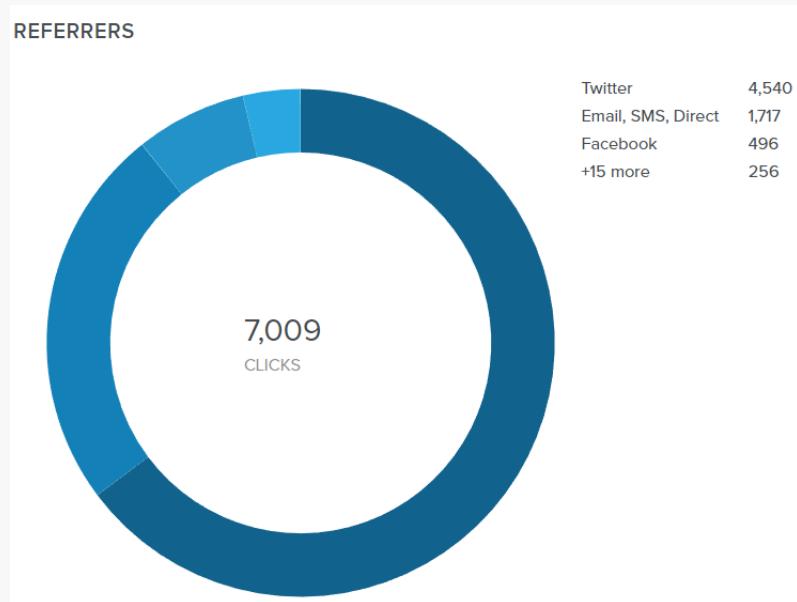
Frank Snoek   
United States Health Care Reform: Progress to Date and Next Steps | Aug 02, 2016 | JAMA | JAMA Network: Obama ja.majamanetwork.com/mobile/article...  
2:31 AM - Aug 3, 2016

See Frank Snoek's other Tweets

Dr. Claire Pomeroy   
Obama: #ACA is the most important U.S. health care legislation since the creation of #Medicare & #Medicaid in 1965. bit.ly/29s6sgJ  
2:30 AM - Aug 3, 2016

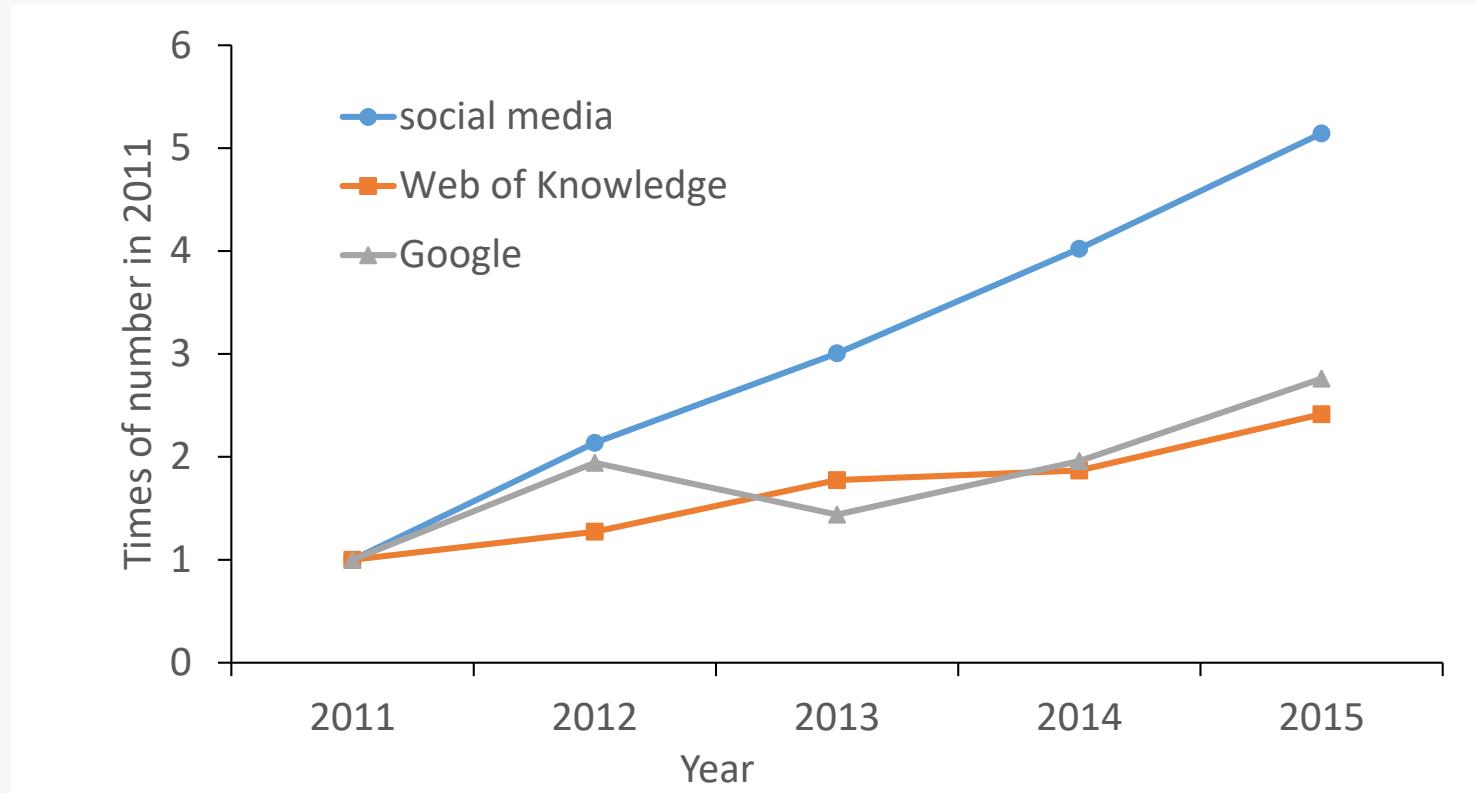
See Dr. Claire Pomeroy's other Tweets

社交媒体转发附上全文链接的许多短网址



其中一个短网址的点击情况

# 社交媒体已经成为重要的学术导引工具



- 总量层面：社交媒体的学术导流增速迅猛（基于全部学术论文）

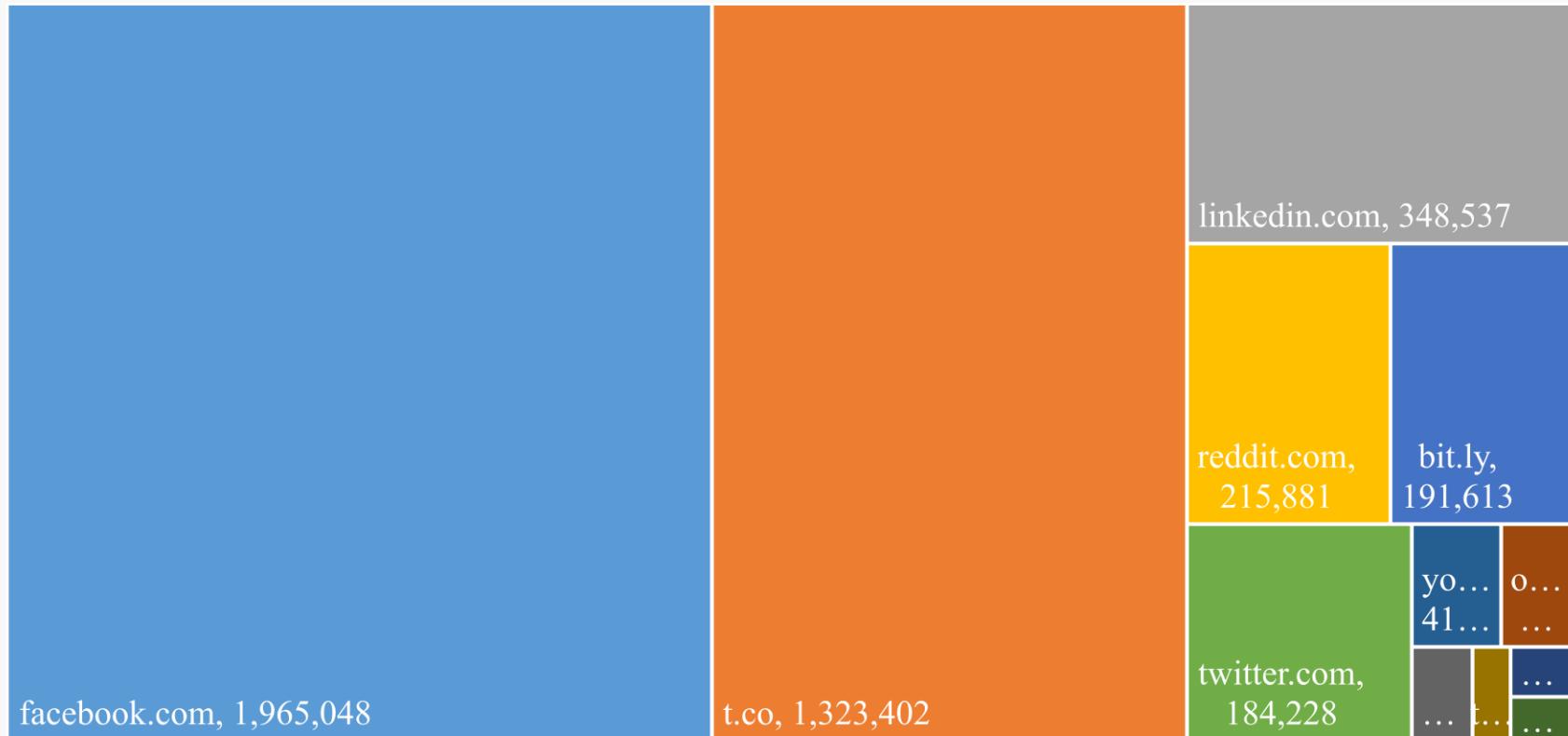
# 社交媒体已经成为重要的学术导引工具

- facebook.com
- bit.ly
- digg.com

- t.co
- twitter.com
- tinyurl.com

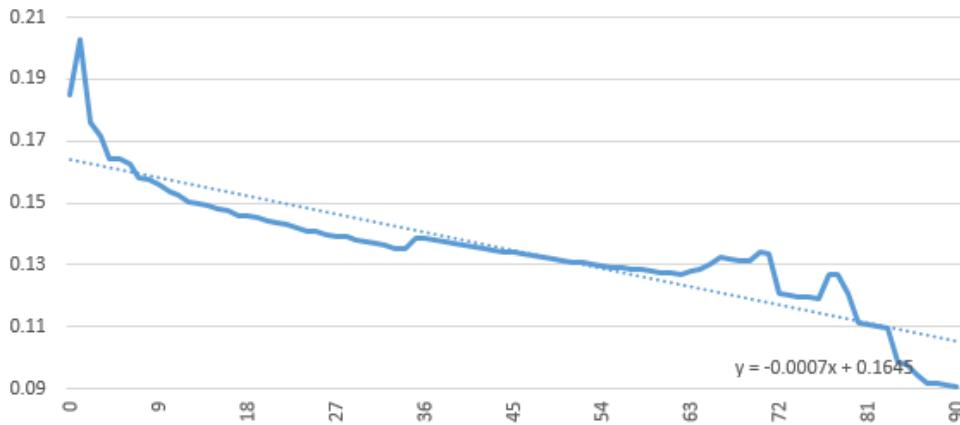
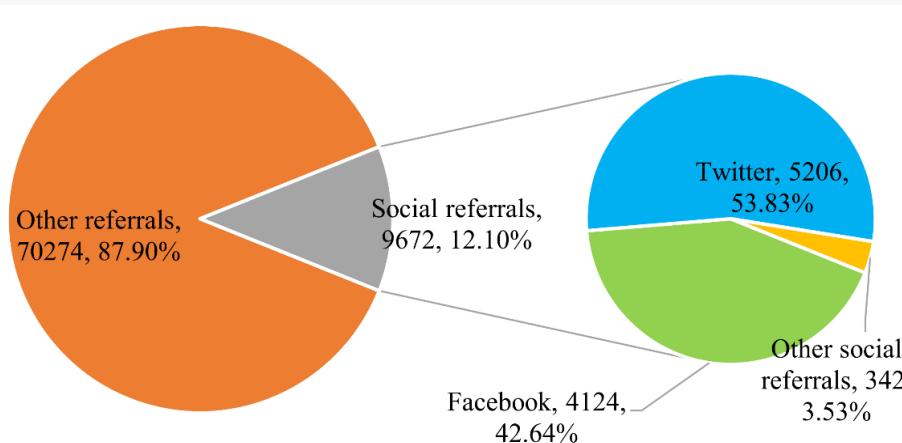
- linkedin.com
- youtube.com
- weibo.com

- reddit.com
- ow.ly
- fb.me



- 总量层面：Facebook和Twitter是两个最大的导引来源

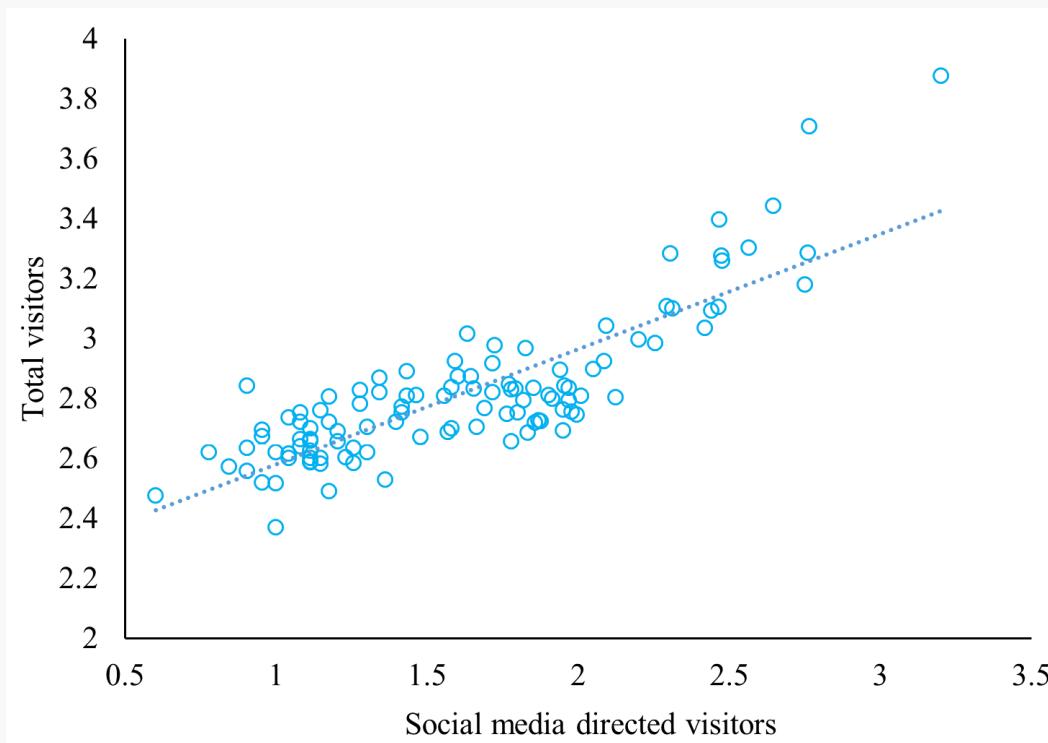
# 社交媒体已经成为重要的学术导引工具



- 单篇论文层面：社交媒体的学术导流占比 **12% +**
- 社交媒体对学术论文的关注热情，来得快也去得快

Wang, X.\* , Fang, Z., & Guo, X. (2016). Tracking the digital footprints to scholarly articles from social media. *Scientometrics*, 109(2), 1365-1376.

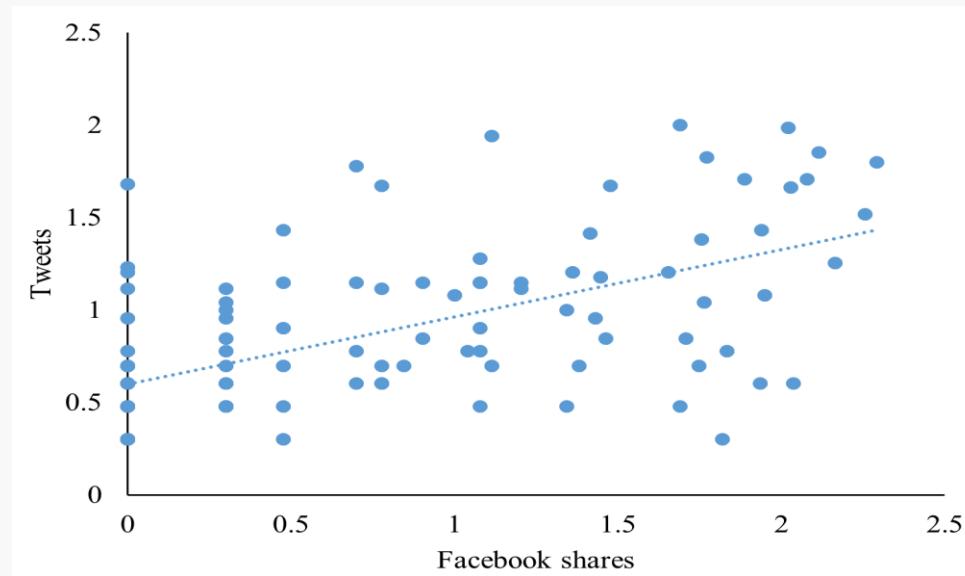
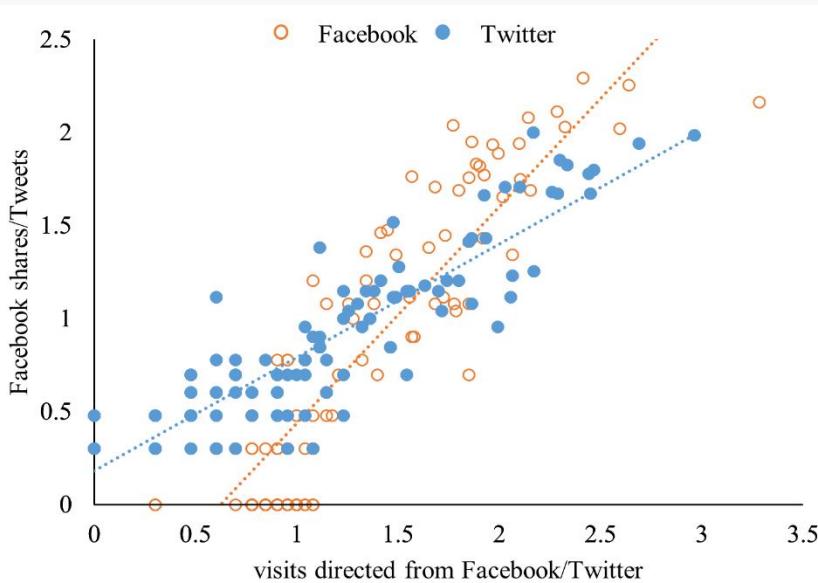
# 社交媒体已经成为重要的学术导引工具



- 散点图：来自社交媒体的读者数与全部读者数
- 二者呈正相关关系

Wang, X.\*, Wang, C., Li, Q., & Guo, X. (2017). Social media attention increases article visits: An investigation on article-level referral data of PeerJ. *Frontiers in Research Metrics and Analytics*, 10.3389/frma.2017.00011

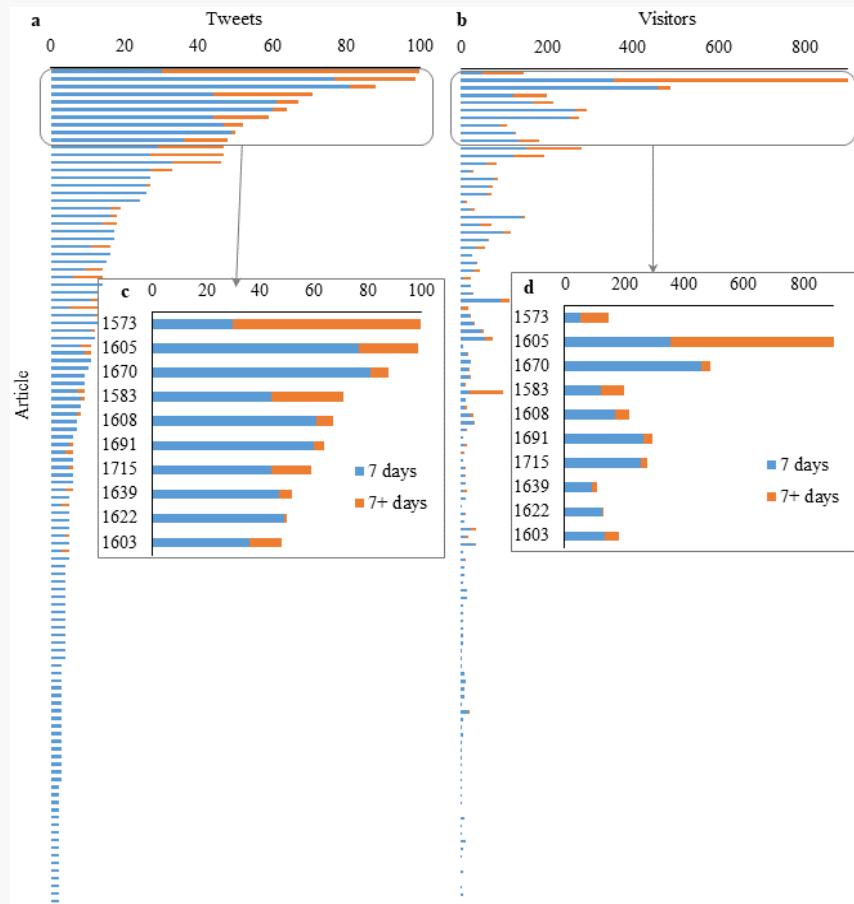
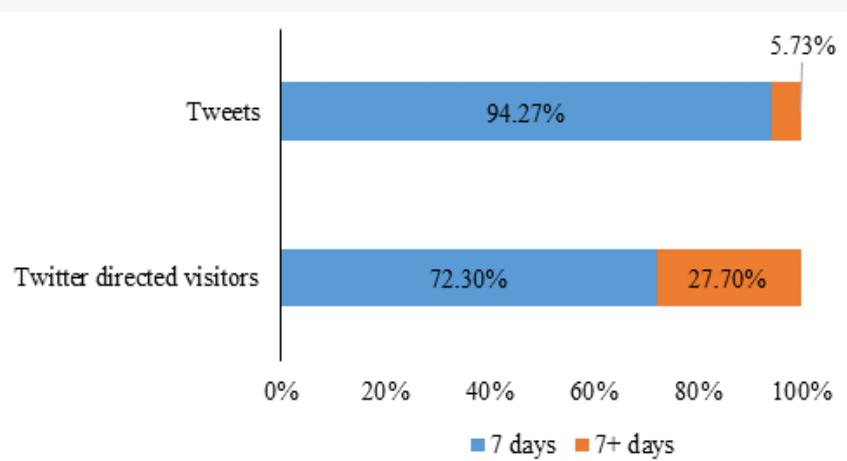
# 社交媒体已经成为重要的学术导引工具



- 散点图：Facebook/Twitter转发与导引的读者数
- 散点图：Facebook分享与Twitter转推

Wang, X.\*., Wang, C., Li, Q., & Guo, X. (2017). Social media attention increases article visits: An investigation on article-level referral data of PeerJ. *Frontiers in Research Metrics and Analytics*, 10.3389/frma.2017.00011

# 社交媒体已经成为重要的学术导引工具



- 论文受到的社交媒体关注主要集中在论文发表的一周以内

Wang, X.\*., Wang, C., Li, Q., & Guo, X. (2017). Social media attention increases article visits: An investigation on article-level referral data of PeerJ. *Frontiers in Research Metrics and Analytics*, 10.3389/frma.2017.00011

# 学术期刊层面的社交媒体推广

## • 研究对象

- Cell 《细胞》：生命科学领域的权威国际期刊
- Cell期刊会同时在Twitter和Facebook推广最新发表的学术论文
- 两个平台发布相同的内容，配以相同的图片

Twitter

Cell at CellPress @CellCellPress · Jan 16  
Analyses of #variation, #geneexpression & #metabolite accumulation in ancestral, early #domesticates & modern #tomatoes identify #genes underlying fruit chemistry & show #alleles affecting metabolic quality were bred into modern fruits by #linkage drag. bit.ly/2AWymum

The diagram illustrates the evolutionary path of tomatoes. It starts with *S. pimpinellifolium* (Wild progenitor) with a small cluster of red fruits. An arrow labeled "Domestication" leads to *S. lycopersicum* (Var. cerasiforme), which has a larger cluster of smaller red fruits. A second arrow labeled "Improvement" leads to *S. lycopersicum* (Modern), which has a large cluster of larger, pinkish-red fruits. Below each stage, a series of DNA double helixes shows gene expression levels for genes met1, fw, met2, met3, and MYB. In the wild progenitor, met1 is high (red), fw is low (grey), met2 is low (grey), met3 is low (grey), and MYB is low (grey). In the var. cerasiforme, met1 is high (red), fw is very low (white), met2 is low (grey), met3 is low (grey), and MYB is high (red). In the modern variety, met1 is high (red), fw is very low (white), met2 is low (grey), met3 is high (red), and MYB is high (red).

Facebook

Cell January 16 · 3  
Analyses of #variation, #geneexpression & #metabolite accumulation in ancestral, early domesticates & modern #tomatoes identify genes underlying fruit chemistry & show alleles affecting metabolic quality were bred into modern fruits by #linkage drag. http://bit.ly/2AWymum

This Facebook post displays the same diagram as the Twitter version, showing the transition from *S. pimpinellifolium* (Wild progenitor) to *S. lycopersicum* (Var. cerasiforme) to *S. lycopersicum* (Modern) through the process of Domestication and Improvement. The DNA helixes below the plants show the expression levels of genes met1, fw, met2, met3, and MYB across these three stages.

# 学术期刊层面的社交媒体推广

## • 研究对象

- Cell在2016-2018年的Po文，包括Twitter和Facebook
- Po文的社交媒体用户参与数据（点赞、转发）
- Bitly短链接的点击数据，<https://bitly.com/2AWymum+>

### »»» Facebook

Cell  
January 16 ·

Analyses of #variation, #geneexpression & #metabolite accumulation in ancestral, early domesticates & modern #tomatoes identify genes underlying fruit chemistry & show alleles affecting **metabolic** quality were bred into modern fruits by #linkage drag. <http://bit.ly/2AWymum>

*S. pimpinellifolium* (Wild progenitor) → *S. lycopersicum* (Var. cerasiforme) → *S. lycopersicum* (Modern)

Domestication → Improvement

Genetic models:

- S. pimpinellifolium*: met1 fw ?, met2 ?
- S. lycopersicum* (Var. cerasiforme): met1 fw ?, met2 ?, met3 ?, MYB met4
- S. lycopersicum* (Modern): met1 fw ?, met2 ?, met3 ?, MYB

Like 136 Shares 58

### »»» Twitter

Cell at CellPress @CellCellPress · Jan 16

Analyses of #variation, #geneexpression & #metabolite accumulation in ancestral, early domesticates & modern #tomatoes identify #genes underlying fruit chemistry & show #alleles affecting metabolic quality were bred into modern fruits by #linkage drag. [bit.ly/2AWymum](http://bit.ly/2AWymum)

*S. pimpinellifolium* (Wild progenitor) → *S. lycopersicum* (Var. cerasiforme) → *S. lycopersicum* (Modern)

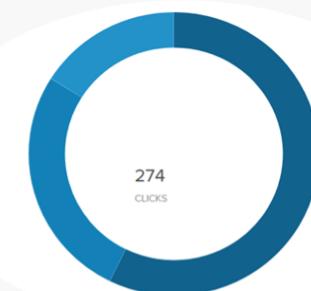
Domestication → Improvement

Genetic models:

- S. pimpinellifolium*: met1 fw ?, met2 ?
- S. lycopersicum* (Var. cerasiforme): met1 fw ?, met2 ?, met3 ?, MYB met4
- S. lycopersicum* (Modern): met1 fw ?, met2 ?, met3 ?, MYB

1 17 20

### »»» Bitly.com

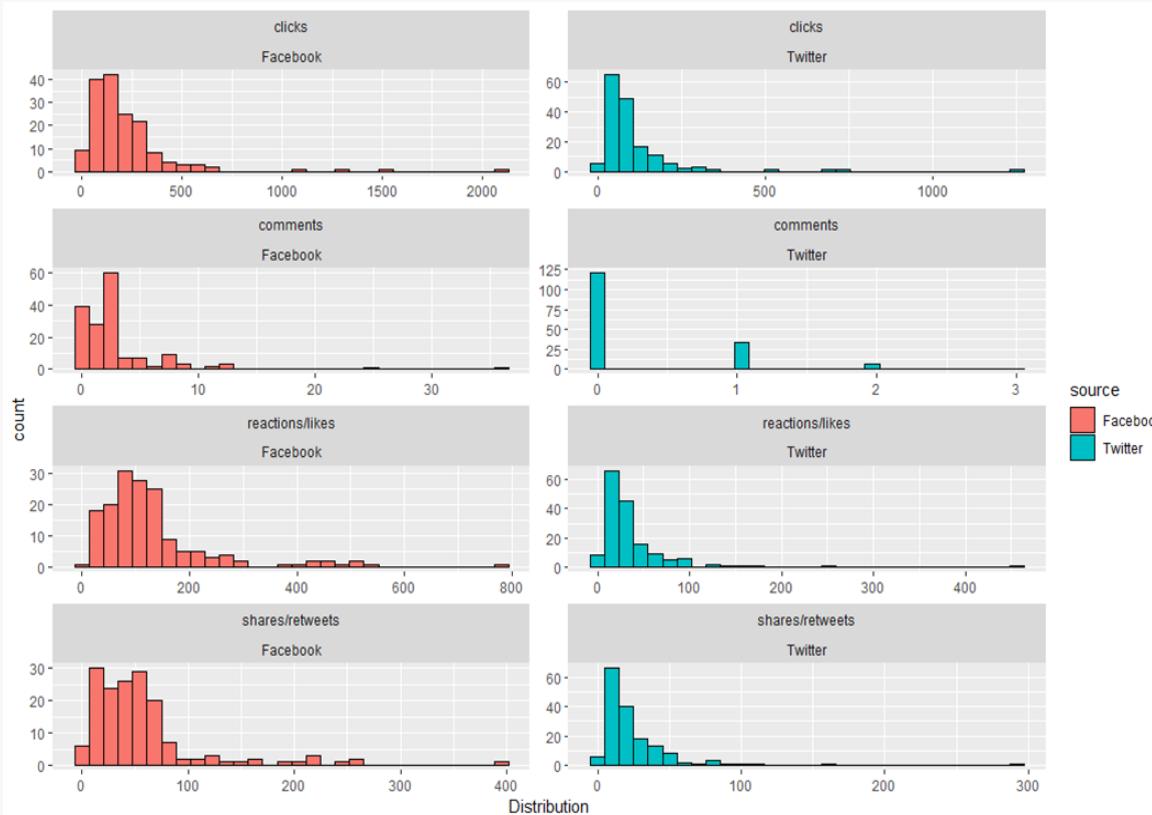


<http://bit.ly/2AWymum+>

20

# 期刊层面的社交媒体推广

- 描述性统计：社交媒体参与



- 数据的偏态分布
- 大部分数据分布在横轴左边
- 大部分内容得到的关注分布在一个小的区间
- 只有少部分内容得到很大关注

Cui, Y., Wang, X., Xu, S., Hu, Z., & Zhang, C. (2018, September). Evaluating the influence of social media exposure of scholarly articles: Perspectives of social media engagement and click metrics. In 23rd International Conference on Science and Technology Indicators (STI 2018), September 12-14, 2018, Leiden, The Netherlands. Centre for Science and Technology Studies (CWTS).

# 学术期刊层面的社交媒体推广

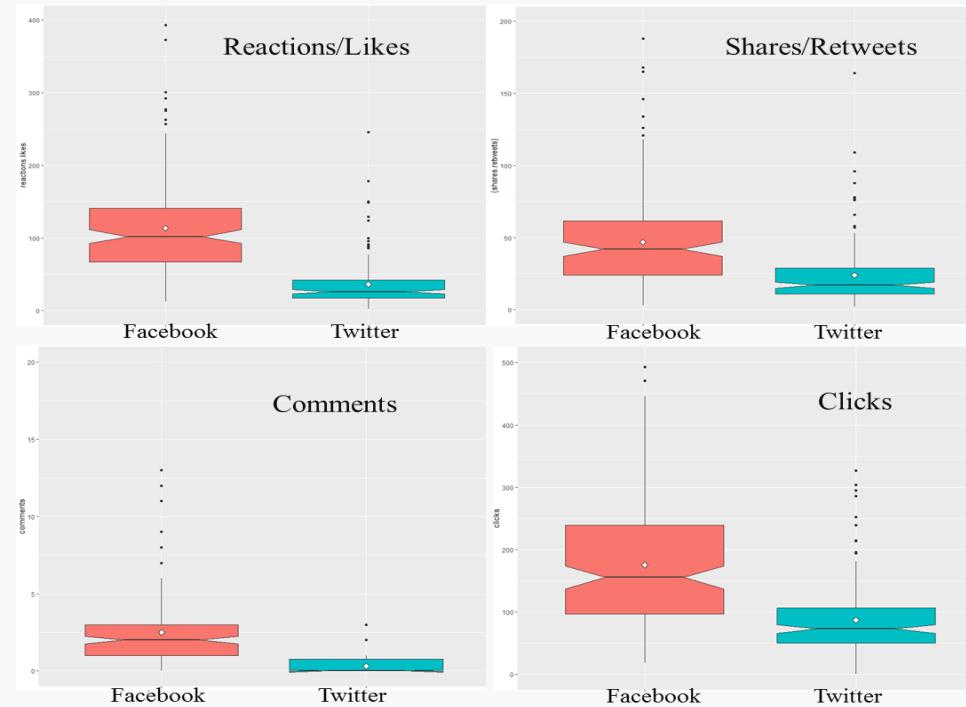
- 描述性统计：社交媒体参与

## Facebook

	心情	转发	评论	点击
中位数	106	44	2	159
最大值	793	398	36	2113
最小值	13	3	0	18
模数值	113	50	0	156
标准差	115	57	4	249

## Twitter

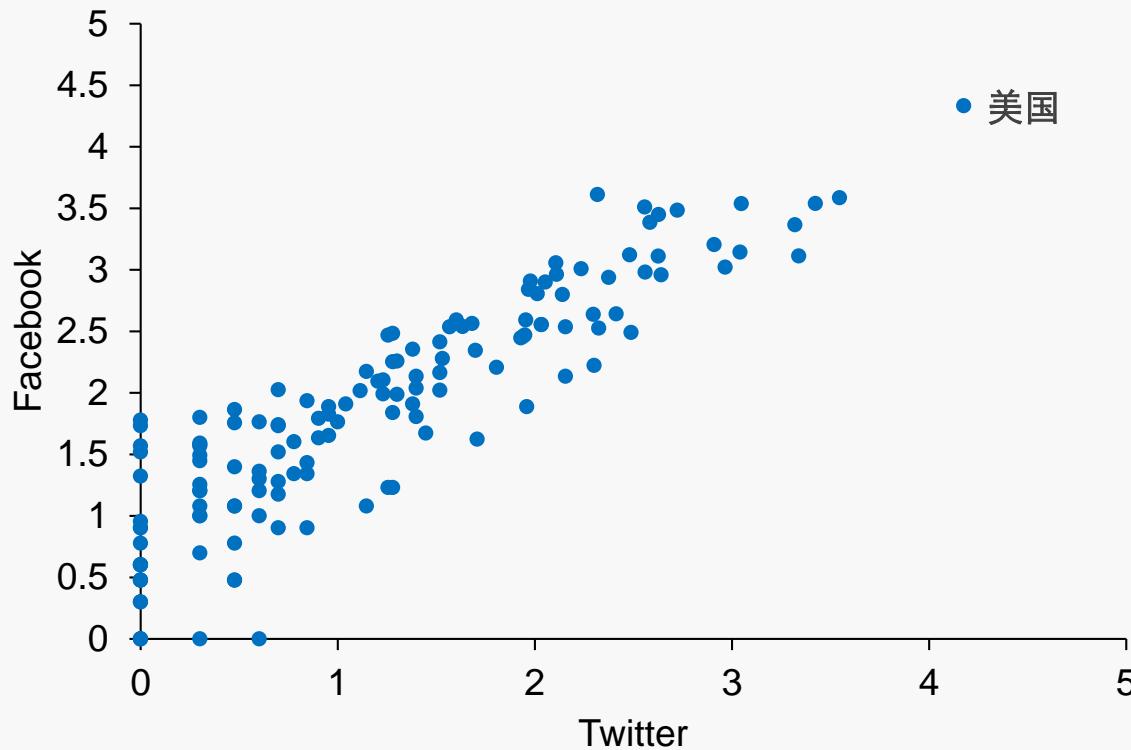
	点赞	转推	评论	点击
中位数	26	17.5	0	74
最大值	458	294	3	1251
最小值	2	2	0	0
模数值	20	10	0	55
标准差	47	30	0.58	132



期刊在Facebook上的社交媒体宣传，能取得比Twitter更好的效果

# 学术期刊层面的社交媒体推广

- 点击者地理分布的相关性



- Twitter转推用户多的国家，Facebook分享得也多

Cui, Y., Wang, X., Xu, S., Hu, Z., & Zhang, C. (2018, September). Evaluating the influence of social media exposure of scholarly articles: Perspectives of social media engagement and click metrics. In 23rd International Conference on Science and Technology Indicators (STI 2018), September 12-14, 2018, Leiden, The Netherlands. Centre for Science and Technology Studies (CWTS).

# 学术期刊层面的社交媒体推广

- Twitter与Facebook用户的交叉对比
  - 同一论文的Retweet和Facebook share用户的交叉对比
    - 验证是否同一用户既在Twitter转推，又在Facebook转发
      - 检验Twitter与Facebook的影响是否存在重叠？
      - 抑或Twitter的点赞与click都只是Facebook的子集？
  - 仅有不到5%的用户重叠
  - 说明在Twitter和Facebook两个平台上，社交媒体宣传影响的是**不同的用户群体**

Cui, Y., Wang, X., Xu, S., Hu, Z., & Zhang, C. (2018, September). Evaluating the influence of social media exposure of scholarly articles: Perspectives of social media engagement and click metrics. In 23rd International Conference on Science and Technology Indicators (STI 2018), September 12-14, 2018, Leiden, The Netherlands. Centre for Science and Technology Studies (CWTS).

# 学术期刊层面的社交媒体推广

- 回归分析

$$\log(Y) = \beta_0 + \sum_{j=1}^p \beta_j \log(X_j)$$

Regression analysis of Facebook

	Coefficients	Exp	Std. Error	t value	P (> t )
Intercept	1.482***	4.402	0.296	5.000	1.5e-06
Log(Reactions)	0.498***	1.646	0.138	3.613	0.00049
Log(Shares)	0.346***	1.414	0.115	3.024	0.003

Regression analysis of Twitter

	Coefficients	Exp	Std. Error	t value	P (> t )
Intercept	2.156***	8.634	0.172	12.538	<2e-16
Log(Likes)	0.265**	1.303	0.108	2.450	0.015
Log(Retweets)	0.448***	1.566	0.109	4.118	6.17e-05

Cui, Y., Wang, X., Xu, S., Hu, Z., & Zhang, C. (2018, September). Evaluating the influence of social media exposure of scholarly articles: Perspectives of social media engagement and click metrics. In 23rd International Conference on Science and Technology Indicators (STI 2018), September 12-14, 2018, Leiden, The Netherlands. Centre for Science and Technology Studies (CWTS).

# 学术期刊层面的社交媒体推广

- 学术论文的社交媒体暴露会增加论文的点击数量
- Facebook平台的提升作用大于Twitter平台
  - Altmetrics Attention Score的FB数据量很少
- Twitter和Facebook的受众地区存在较大的相关性
- Twitter和Facebook两个平台的受众不存在重叠，期刊在两个平台上的社交媒体宣传影响的是不同的受众群体
- 两个平台的点赞和转发都会增加论文的点击

Cui, Y., Wang, X., Xu, S., Hu, Z., & Zhang, C. (2018, September). Evaluating the influence of social media exposure of scholarly articles: Perspectives of social media engagement and click metrics. In *23rd International Conference on Science and Technology Indicators (STI 2018)*, September 12-14, 2018, Leiden, The Netherlands. Centre for Science and Technology Studies (CWTS).

# 一些思考的问题

- 谁在论文的社交媒体传播中发挥最重要的作用?
  - 学者、期刊、科学记者、公众?
- 不同期刊的社交媒体宣传策略, 哪种更为有效?
  - 期刊组团宣传(Springer、Elsevier)还是单打独斗 (Nature) ?
- 传播的系统动力学: 阻断谣言的病毒式传播VS促进学术内容的传播
- 对中国的影响
  - 日本、韩国、巴西、西班牙、俄罗斯都能登陆国际社交媒体平台, 这些国家的学者参与社交媒体的情况如何?
  - ResearchGate、Mendeley没有访问障碍, 中国学者的参与程度如何?
- 参与中国社交媒体的情况
  - 微博、微信、科学网
  - 中国学者对待社交媒体的态度?
  - .....



# 谢 谢

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请不吝指正

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大连理工大学 科学学与科技管理研究所  
WISE实验室  
2018年11月