



Product Spotlight

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What is Product Spotlight?

Product Spotlight is a content marketing opportunity designed to run alongside our high-quality independent editorial features. Whenever we run features that cover your product or service area, you now have a paid-for content opportunity to explain why your product is relevant to our audience.

What does it include?

- Up to 250 words of text, plus logo and image (if available)
- Contact number, email and web address
- Placement in the print and digital version of the magazine, opposite a relevant feature (approx. third page horizontal)

Price £795


Contact

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Where will it be featured?

In Print/digital version

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Product Spotlight

15 minutes to develop your research career: new podcast series from Taylor & Francis and Vitae

From driving public engagement in research to making the most of academic mentoring, there's something for everyone in our 15-minute podcast series. Created with Vitae, the international program which champions professional development for researchers, we offer practical tips and insights for researchers looking to develop their career.

Listen to the series at: <http://bit.ly/15minpodcast>


Episode 1: Public engagement in research
What does "public engagement" mean? What can researchers gain from encouraging people outside of academia to read their work? And where to start? We hear from Lucy Robinson, Citizen Science Manager at The Natural History Museum, as well as PhD students explaining their thesis in three minutes as part of the SMT competition.

Episode 2: Chipping up, moving on and alternative career paths for researchers
What transferable skills do you develop as a researcher? What are the different career paths researchers take? We speak to Kate Murray, Careers Consultant at Kings College London and more.

Episode 3: Academic mentoring
What can researchers gain from being mentored? What are the different mentoring opportunities out there? Dr. Ulma Asghar from the Institute of Cancer Research and Andy Hayes from PubMed share their insights.

Episode 4: Overcoming Impostor syndrome
What is impostor syndrome? Why is it so hard to discuss topics in academia? What steps can you take to overcome it? Featuring their views with David Lister from the European Union Association and PhD researcher, Lilla Martik.

For more information
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eBook Archives Inspire Research of Today

With the rapid growth of research workflows, there is ever-increasing recourse to peer published literature for the foundations and verifications of new research. Data shows that researchers are searching, utilizing and extracting value from research in many of the archive (50-2000) titles found in the Springer Book Archives portfolio on SpringerLink. The increased usage of archive eBooks is significant as our titles continue to receive numerous citations in modern works, demonstrating that historical precedents support and inspire today's research. Bookmetrix data confirms the number of citations long-tails over 30 years after publication.

Researchers access historical precedents to support current theories, to deepen understanding and foundational knowledge, to trace the genesis of significant research and protocols for links to new discoveries, to find and verify prior research to avoid mistakes, to accelerate current research, and to meet the demands of a truly comprehensive research process. The Springer Book Archives portfolio includes titles which were previously hard to find or access.

The Springer Book Archives portfolio includes over 120,000 titles in science, technology, and medicine and now offers the Springer Museum catalogues titles in humanities and social sciences as eight new archive subject collections on SpringerLink. Springer Nature now offers annual Springer Book Archives year-set licensing contracts on the 11 SBA English language and the 5 SBA German-language subject collections, making the Springer Book Archives a more accessible e-resource for libraries and organizations worldwide.

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- Allows annotation and commenting across HTML and PDF versions of articles and books, and content made in either the HTML or PDF are visible in the other
- Tracks social media uptake, citations, usage, and other data for authors and their articles via their personal profiles
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Product Spotlight

Clarivate Analytics

Setting your publishing strategy

What you can learn from the Springer out-of-print journal portfolio

The research community is constantly changing and you need to keep up with the latest trends and data. Springer's out-of-print journal portfolio is a rich source of information that can help you understand the market better and make informed publishing decisions.

See the full research landscape picture

Explore the full research landscape picture through our research intelligence products and services. We provide you with all the data you need to make informed publishing decisions.

Plan for the future: including trends and new metrics

Explore new metrics: Find out how trends in new metrics can help you make informed publishing decisions.

At the end of the research landscape picture

At the end of the research landscape picture, you will find the most relevant metrics and data to help you make informed publishing decisions.

For more information
Contact Clarivate Analytics
Email: libraryrelations@springer.com

...arriving to be identified as a journal that has low scores in the field of Science. Our collection for the sciences and social sciences.

Handmade As long as journals exist, then metrics such as Journal Impact Factor will have a place for evaluating them. As article-level metrics become more common and more frequently used as a tool for research evaluation and one gets return to its original purpose for collection management and journal evaluation.

Research information needs a couple of years back that we are moving towards measures that are more difficult to count. Do you agree with this, and if so, what do you think?

Handmade Yes, this is a correct, with the rhythm of sources that are added to the metrics portfolio. It is a challenge to assess the weight of the journal documents, if a member of one could assume your work has made a significant impact on society, however, it would be good to note that especially for researchers, the highest score comes from reliable and authoritative or not. It is remarkable to see that these last few years these last qualifying criteria have become the primary indicator for citations.

Handmade As Ludo Waldman at CVTS in London has advised I review the literature on citation impact indicators, journal of Informetrics, 1(2), 2012, 38-50.

May 2014, there is a need to move metrics to more sophisticated metrics. Many are over-engineered and do not have a clear purpose. Other formulae and algorithms are several decades removed from the data and subject to very debatable assumptions. Composite indicators are particularly difficult since weightings of different indicators is a great source of confusion and their modifications just very different cover of parameters.

Handmade There is a rise in black-box metrics that can't be easily explained with an Impact Factor and Altmetric Attention Scores, which makes it very difficult to work out the effect of a single citation or piece of attention on the metric. As science outputs get more complex and the requirements of funders and institutions change the metrics they choose will reflect the diversity of need.



James Handmade, Taylor & Francis

"The predominant trend in metrics has been the increasingly diverse nature of what can be measured"

Could publishing metrics be simplified further? How best to combine the community? Or do we measure actually? Handmade We have the tendency of metrics and add more scores on a regular basis. The other side of the coin is that the researchers and may even cause confusion. When one is aware, which one isn't? This is where we could try to make it simpler.

In our publications being used, one should use several measures that measure the same thing. Generally, only one should use several measures that measure the same thing. Generally, only one should use several measures that measure the same thing.

Handmade There are two conflicting elements. Publishers, authors, institutions and other metrics consumers need metrics that are easy to understand and use. The mathematical complexity of metrics is not necessarily the enemy. It needs to be easy to understand the metrics and what is being measured. However, it is not necessarily the complexity or the number of metrics that is the enemy. The publishing and metrics industry has not been good at articulating how different metrics should and shouldn't be used. lol

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