

# Defining and Disseminating Scholarship in the Digital Age

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Steven D. Ness, & J. Rafael Romero

MFL Group Presentation  
5/22/20

# Project Team Members



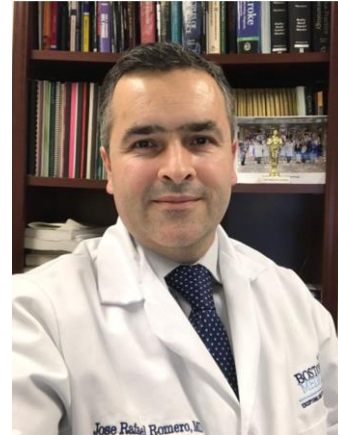
Evan Johnson  
Computational  
Biomedicine



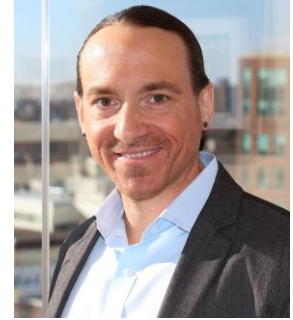
Jennifer Beard  
Global Health



Steven Ness  
Ophthalmology



Rafael Romero  
Neurology

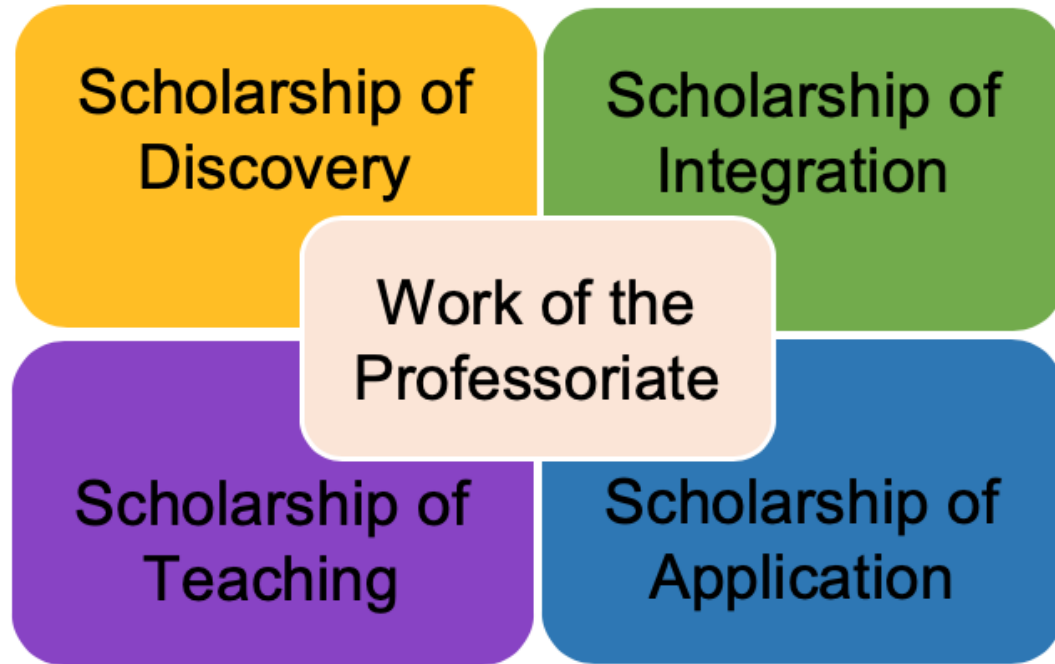


George Murphy  
Hematology/Oncology,  
CReM

# Project Definition and Goals

- Define more inclusive view of “scholarship”
- Identify new digital methods to measure impact
- Educate leadership and faculty about available resources
- Connect findings to support promotion of educators at BUMC

# Boyer Model of Scholarship



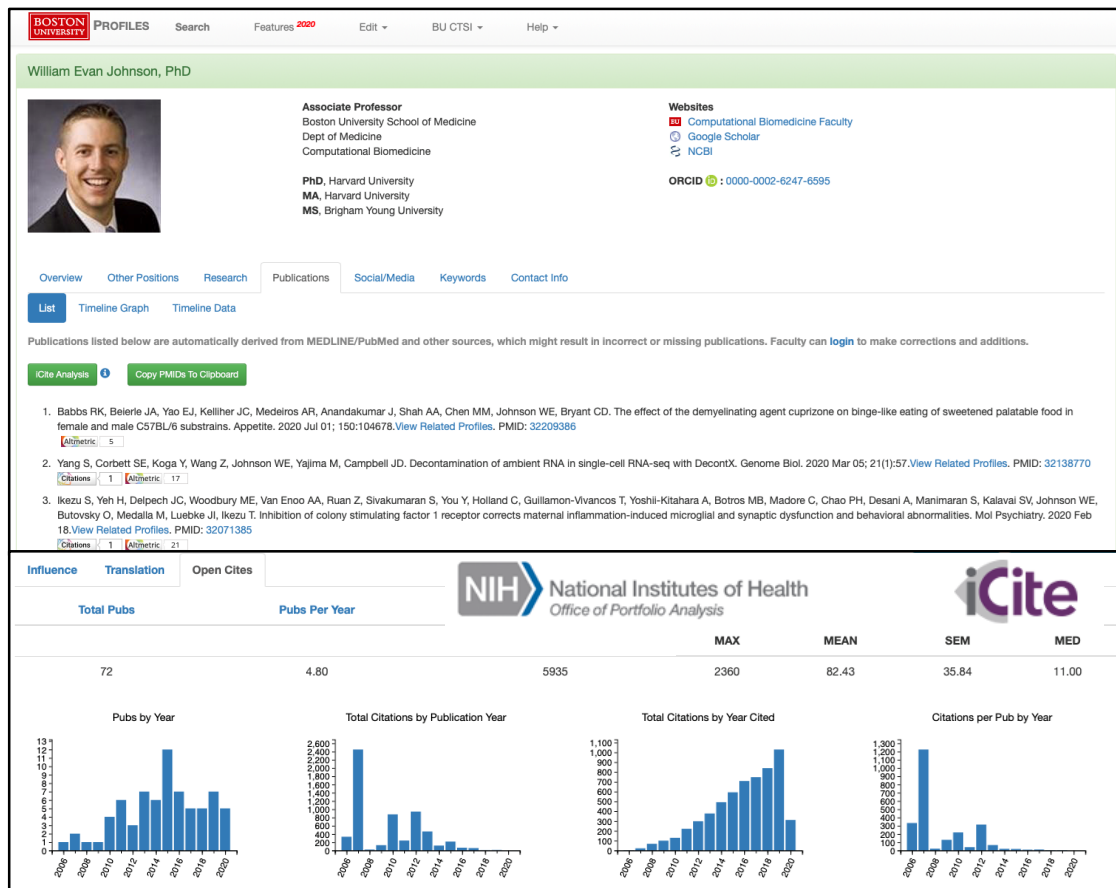
“What we urgently need today is a more inclusive view of what it means to be a scholar” (Ernest Boyer, 1990)

# Measuring and Valuing Scholarship

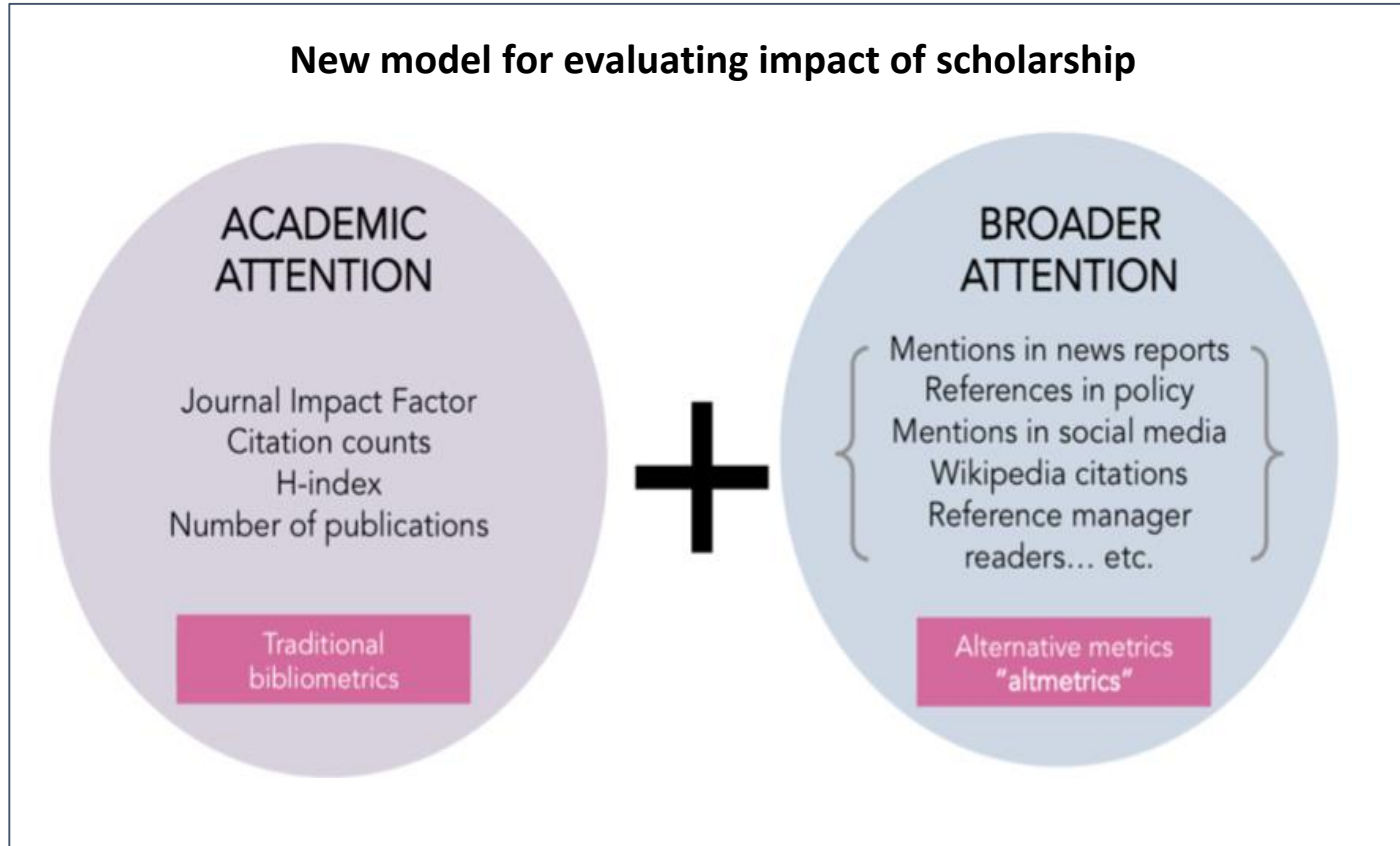
Bibliometrics have a “discovery” bias:

- Publications (#, citation index, h-index)
- Grant funding (federal, industry, foundation)

How can we measure other forms of scholarship?



# Alternative metrics (Altmetrics) as a complement to bibliometrics



# The digital vocabulary for presentation of an impact narrative

## Altmetric Assessment Sources

17 categories measuring impact on tens of thousands of unique audience channels

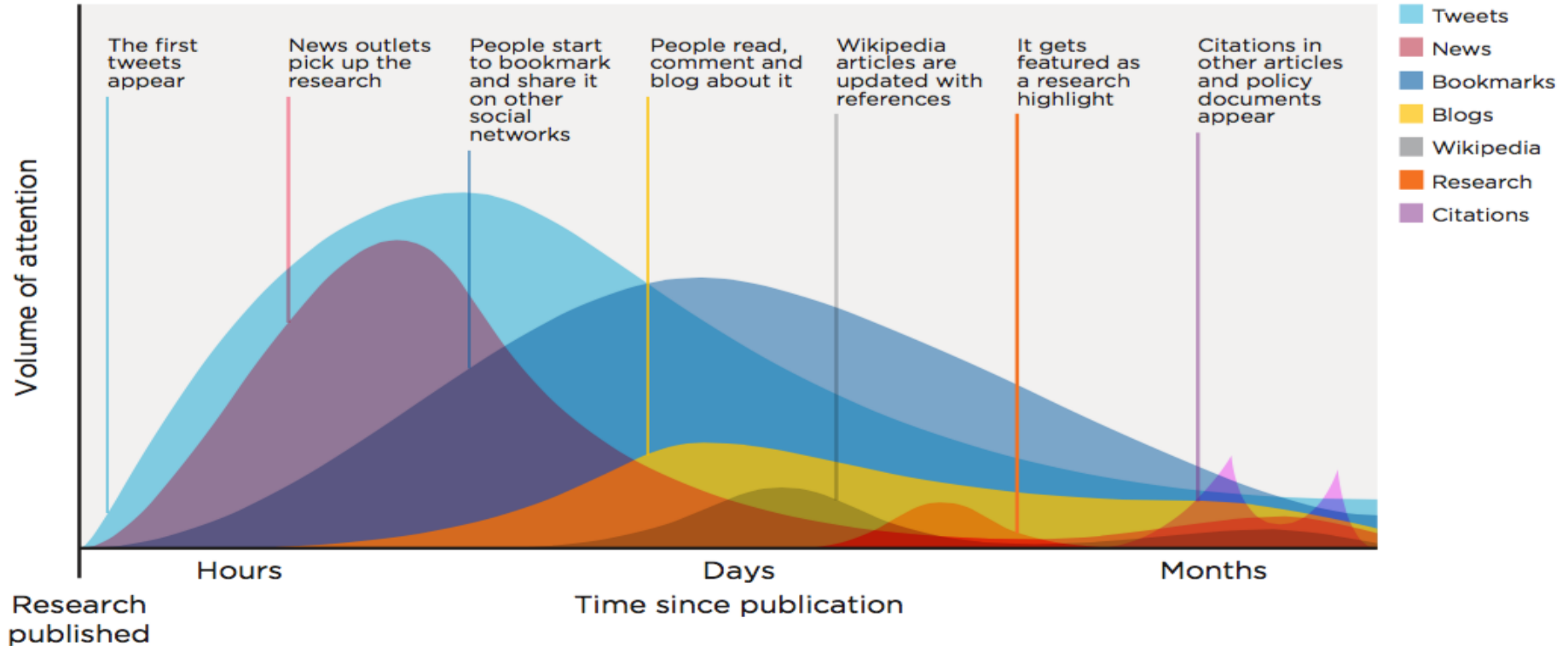
### The Colors of the Donut

- |                               |                      |
|-------------------------------|----------------------|
| Policy documents              | Google+              |
| News                          | LinkedIn             |
| Blogs                         | Reddit               |
| Twitter                       | Faculty1000          |
| Post-publication peer-reviews | Q&A (Stack Overflow) |
| Facebook                      | Youtube              |
| Sina Weibo                    | Pinterest            |
| Syllabi                       | Patents              |
| Wikipedia                     |                      |



# Research Engagement in the Digital Environment

A typical timeline of attention





# Chronic Traumatic Encephalopathy: CTE

**2005:** *CTE first described in NFL player*

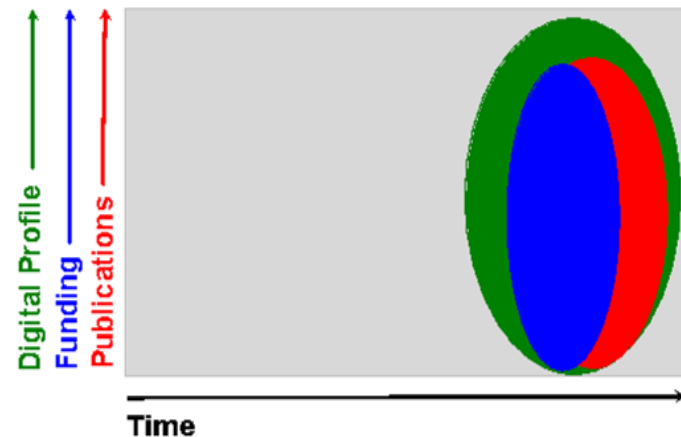
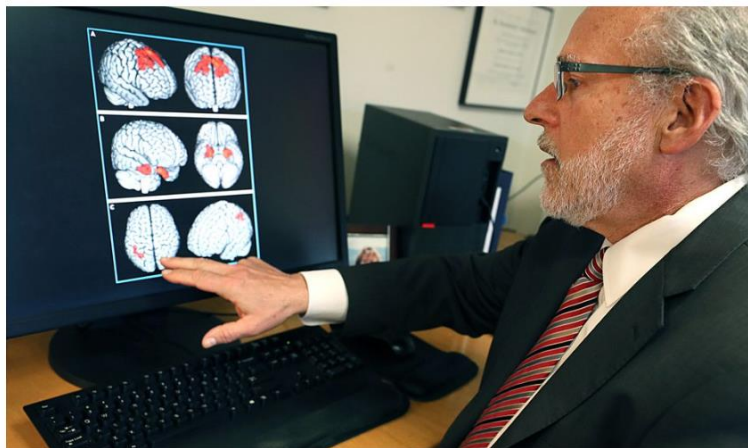
**2008:** *Boston University 'Brain Bank'*

**2010:** *Stern, McKee establish hallmark for CTE*

**2016:** *BU awarded 16M grant from NIH to study CTE*

**2017:** *Stern and McKee testify to congress / Hernandez brain*

**2019:** *CTE can be diagnosed in the living*



# Implementation – Individual level

- Barriers

- Lack of time
- Lack of knowledge
- Lack of interest



# Implementation – Individual level

- Reasons
  - Academic promotion
  - Networking
  - Educational resources
  - Practice promotion



# Understanding novel metrics and empower individuals

- Increase awareness



- Practical application
  - Onboarding
  - Boot camps



Boston University Libraries  
**OpenBU**



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EXPLORE



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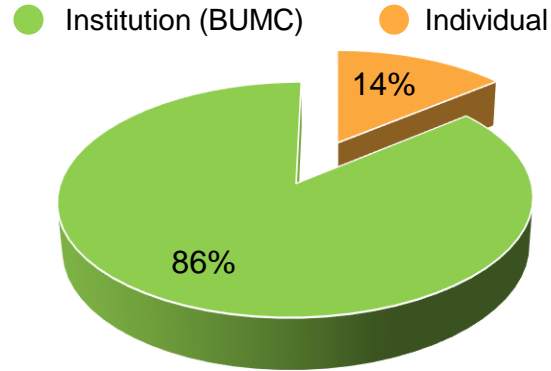
<https://www.metrics-toolkit.org/explore-metrics/>



# Implementation – Individual level

- Application and results

## Dissemination of work



122,117 persons reached over 2 months using digital resources

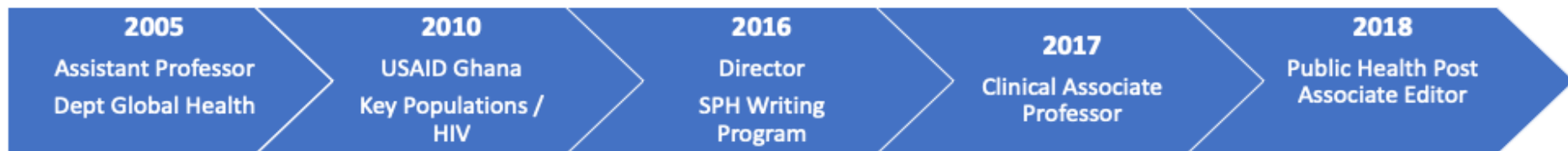
**“The quality of our faculty is the most critical element to the long-term success of the University”**

**Robert A. Brown, President**



Jennifer Beard, PhD, MPH, MA  
Clinical Associate Professor  
Department of Global Health

**BUSPH Professional Timeline**



# Public Health Post

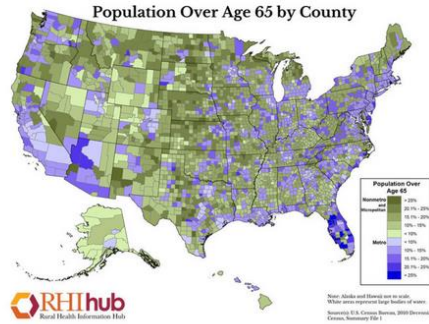
## DATABYTE

### The Old Country

By Gray Babbs  
March 5, 2020

Without significant government investment in rural healthcare infrastructure, rural seniors will die younger than their urban peers.

[...more](#)



## RESEARCH

### Contaminating Children

By Karen Clay  
April 2, 2020

Current guidance from the EPA considers lead concentration in soil below 100 ppm as a low-risk category despite significant risks for children.

[...more](#)



## VIEWPOINT

### Virginity Testing and Social Norms

By Sondra Crosby  
April 1, 2020

Research on the sexual and reproductive issues of girls and women from communities where virginity testing is prevalent is urgently needed.

[...more](#)

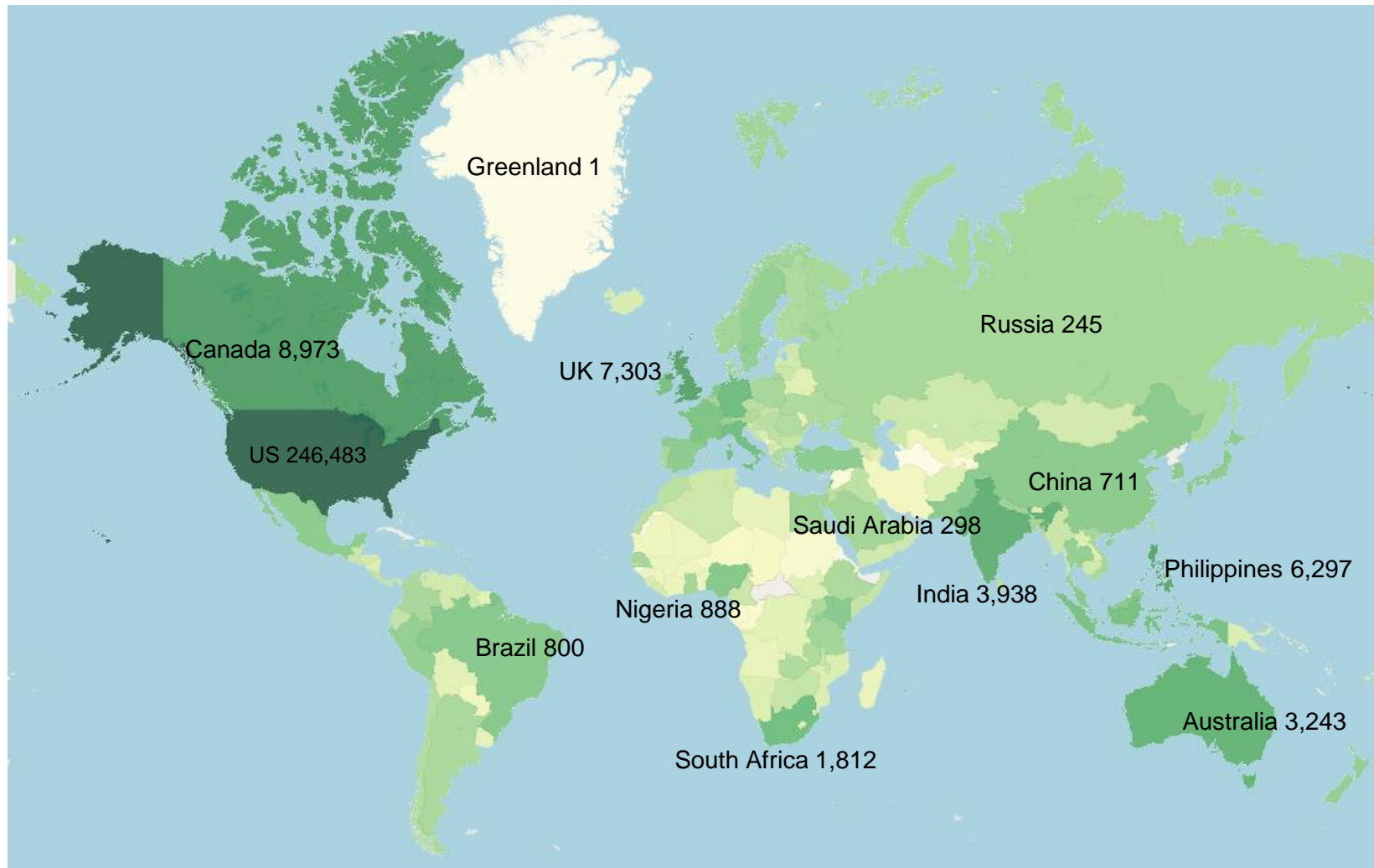


# **Public Health Post Associate Editor**

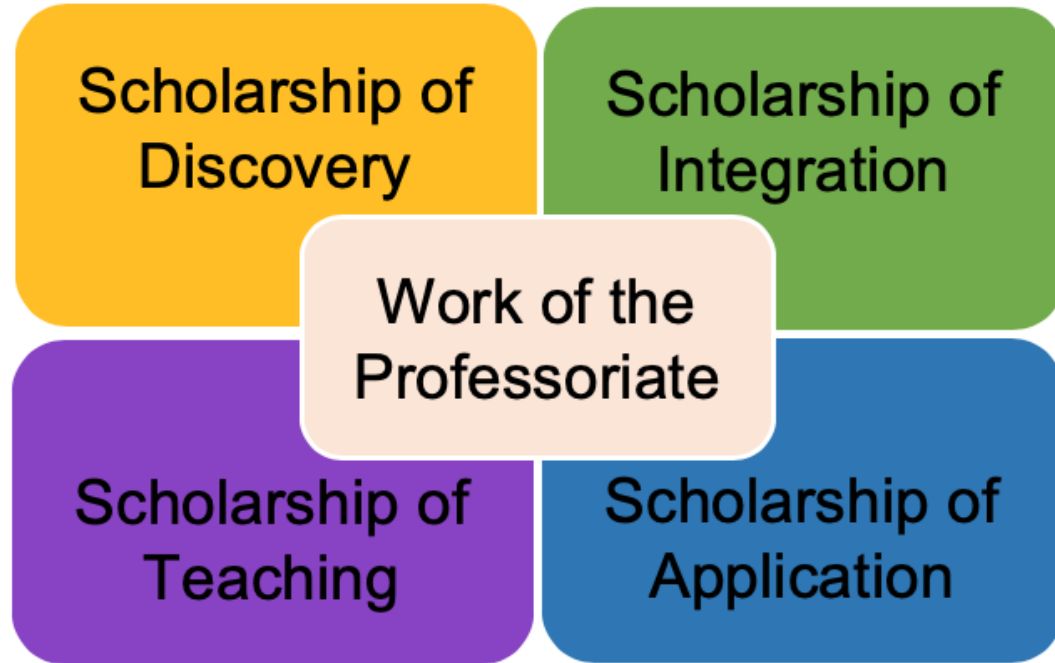
## **2018 - Present**

- 11 SPH Student Fellows
- 180 External Scholars
- 500 published articles
- Read by 256,000 unique readers
- 12,900 weekly subscribers
- 50 states
- 213 countries & territories





# Boyer Model of Scholarship



“What we urgently need today is a more inclusive view of what it means to be a scholar” (Ernest Boyer, 1990)

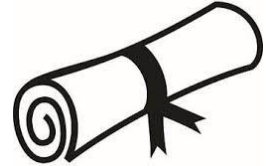
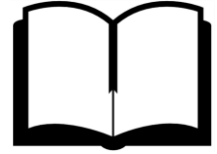
# Recommendations

- *Incorporate* all forms of scholarship using traditional **and** alternative metrics into promotion guidelines at **all** schools on Med Campus
- *Educate* faculty and administration on scholarship diversity and the documentation of its impact
- *Empower* all new faculty to build their scholarly narrative **from day one**

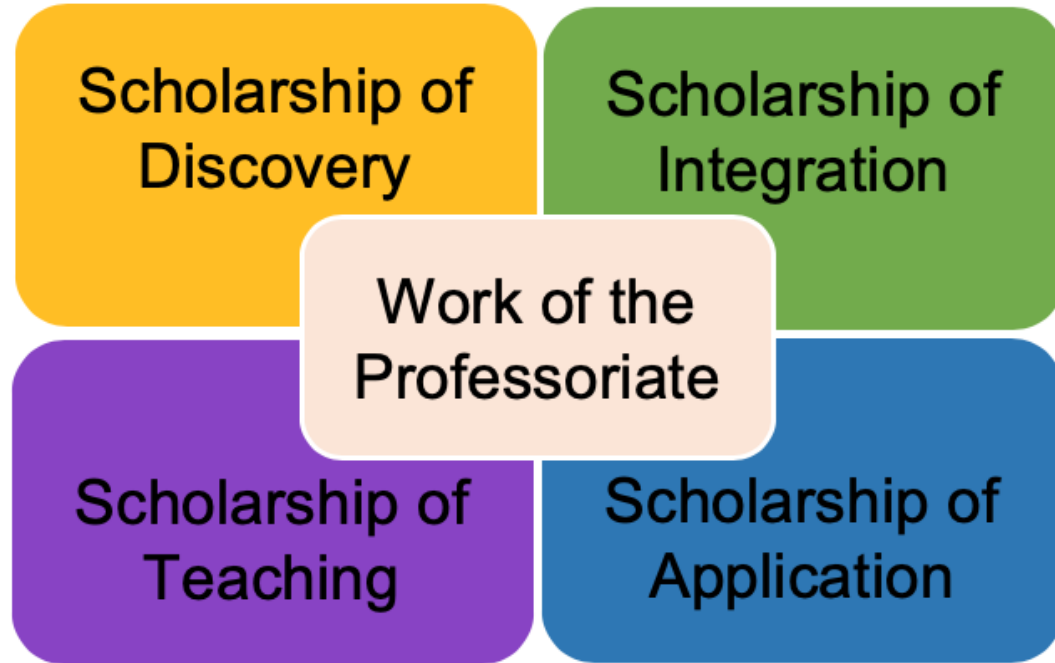


# Recommendations: BUMC Leading the Way

- *Develop* a “Telling Your Scholarly Narrative” program for new faculty
- *Include* discussions of scholarship and digital dissemination in annual reviews
- *Establish* digital profile bootcamps and *Create* challenges: “10 things to do in 10 days”
- *Implement* departmental digital media “gurus” in each department to increase digital footprint



# Scholarship Reconsidered



“What we urgently need today is a more inclusive view of what it means to be a scholar” (Ernest Boyer, 1990)

# Acknowledgements

## **Mentor:**

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