RESEARCH ASSESSMENT IN INCITES

Identifying Key Opinion Leaders (KOLs)

USING CUSTOM SEARCH AND SUBJECT AREA ANALYSES

Identify leading research scientists and experts to assist in your recruiting, collaboration, thought leadership, competitive analyses and portfolio management strategies.

- Analyze topics using Web of Science subject categories or targeted key word searches in Web of Science
- Uncover top publishing and cited authors and compare them to peers and world baselines

Types of Indicators and What They Measure

Various indicators can be used to assess an author’s performance, and using several is advisable for a well-rounded approach. The table below summarizes some of the key indicators found in InCites and groups them into types that may help inform your work. These indicators and more can be easily added to your InCites reports and tiles.

<table>
<thead>
<tr>
<th>Type</th>
<th>InCites Indicators</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Productivity</td>
<td>Web of Science Documents</td>
<td>Number of papers produced in the research or topic area</td>
</tr>
<tr>
<td>Total influence</td>
<td>Total Citations</td>
<td>Number of Citations accrued for chosen documents</td>
</tr>
<tr>
<td></td>
<td>h-Index</td>
<td>Hirsch Index</td>
</tr>
<tr>
<td>Efficiency</td>
<td>% papers cited</td>
<td>Percentage of papers with at least one citation</td>
</tr>
<tr>
<td></td>
<td>Citation Impact</td>
<td>Average (mean) number of citations per paper</td>
</tr>
<tr>
<td>Relative Impact</td>
<td>Journal Normalized Citation Impact (JNCI)</td>
<td>Performance against peer publications in the same journal/year/document type</td>
</tr>
<tr>
<td></td>
<td>Category Normalized Citation Impact (CNCI)</td>
<td>Performance against peer publications in the same subject category/year/document type</td>
</tr>
<tr>
<td></td>
<td>Average Percentile</td>
<td>Average (mean) of the percentiles for all publications</td>
</tr>
<tr>
<td></td>
<td>% Documents in Top 1 or 10%</td>
<td>Percentage of papers by the author that have achieved top citation thresholds</td>
</tr>
</tbody>
</table>
1. **Identify Top Performing Authors Using Research Area Schema**

1. Begin in the People explore from the Analytics tab.
2. Scroll down to the By Research Output filters and select a Research Area schema. See the InCites help file for full descriptions.
3. Select one or more research areas from the schema you’ve chosen.
4. After selecting any additional filters, click Update Results.

5. Choose the indicators to use in your analysis using the Configure icon.
6. Sort the table by clicking on the column heading for the preferred indicator.
7. This example shows the top author, D. Tilman by total citations in the field of Ecology.
2. Use a custom search from Web of Science Core Collection to target experts in a specific research field.

1. If Research Areas schema are found to be too broad for the kind of analysis you need, use a keyword search in the Web of Science Core Collection, then export the results to InCites for analysis. Use the **Topic** field to search article titles, abstracts and key words.

2. From a set of search results, choose **Save to InCites** from the export menu to create a custom dataset. You can store up to 20 datasets in an InCites account, and each dataset can have up to 50,000 records. You will get an email with a summary of your dataset.
3. In InCites, navigate to the People explorer and select your dataset from the left-hand panel for analysis.

4. Your analysis will show you authors that have published research on that topic. You can compare authors based on any of the InCites metrics in that explorer.
5. Compare authors to baseline averages using the **Benchmarks** tool in InCites. Compare authors against each other or against all microturbine research from the dataset. You can also compare against a particular country average or the world average.

   a. To compare authors to one another, select the checkboxes next to the names of the authors you want to compare, then click Pin to Top. This places them side by side for comparison, and allows you to create a Baseline for Pinned Items, which compares each individual author against the selected group as a whole.

   b. To compare authors to the entire custom dataset of microturbine research, choose Baseline for All Items. This compares the selected authors to the collective group of papers you’ve exported into InCites.

   c. The resulting baselines will appear on the visualization as well.
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