



Are new metrics pushing out traditional measurement tools of academic communications and scholarship?

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Letter to Editor

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Khajeian showed that current measuring tools are mostly used for quantity values and researchers and academic students refer to foreign journals due to scholar improvement based on citations and impact factors or some other indices [2].

Hence, traditional measuring tools are weak for scholarship and quality assessment of the academic publications and are not so valuable to be used in social media, social networks and in the new sphere. It seems that researchers and academic activists should go to new metrics called Altmetrics which is a new substitute for traditional measuring tools. Through this way by shifting to quality approach, the quality can be replaced with the quantity of articles and scientific communications [3].

Dear Chief in Editor

We need knowledge to have better life, to make better decisions and also to improve it. Knowledge is mostly produced and disseminated through academic centers by paper media, information resources, mass media, social media and some conferences or lectures here and there. The quality of knowledge is more important than its quantity, but how is it diagnosed and explained. There has been some known traditional ways and means for measuring and evaluating the quality of scholarship and academic communications, such as citations, impact factor, h index, g index and some others. Are they still useful, meaningful and rich enough the same as before while nowadays so many different tools and canals have been presented for such communications in the new world where the new sphere with new sites, blogs, social media and networks such as Facebook and Twitter exists? of course, not. The new world is changed through new media and networks by different ways of transferring and spreading information and knowledge. They are exactly different, thus their measuring tools and metrics should be different. However, some argue that traditional and new metric tools have some advantages and disadvantages and prefer one group to another. For instance, journal impact factor (JIF) is applicable to journals and not to individual articles [1].

Currently, new metrics or Altmetrics include blogs, tweets, likes, posts, links (in and out), bookmarks, shares, videos, films, the times readers, buzzes, watching times, registration rates, counts of clicks, savings into reference library, numerical ratings, tags, etc [4].

Altmetrics rely on not only citations but also media discussion, news discussion, public discussion as well as importance to colleagues. Most advantages of Altmetrics over traditional measures of scholarly outputs stem from the multiple sources of data in Altmetrics calculations which allow triangulation [1].

According to above expressions, the question is that whether new metrics can substitute the traditional ones or are they a supplementary to them or will the traditional ones push the

new metrics out? Based on the advantages and disadvantages of each group, at the present time, it seems that each item is adjusted with both the quantity and quality approaches and plays its role actively in measuring and evaluating the academic publications and communications. However, it is mostly believed that new world with new media and communication needs new alternative metrics or altmetrics. So further researches on the traditional and new metric tools are needed to study and analyze the advantages and disadvantages of each based on qualitative and quantitative approach. It is required to provide a condition for researches and academic centers to do their best in measuring and assessing academic and scientific publications to detect acceptable articles, authors and publications in the related fields. Finally new technologies and tools contribute to manage, facilitate, screen and speedup the information and knowledge in an exact and profound form especially for sensitive and significant situations such as medical sciences and medical academies. Thus, more considerations should be taken to provide the most effective metrics for measuring what should be assessed.

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