

Slaying "I" Monsters: The Pros and Cons of Using SSCI as a Benchmark of Productivity

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There's a Global Health Issue



I first noticed it in Singapore



But more so in East Asia



It is Particularly Acute in Taiwan



And in South Korea

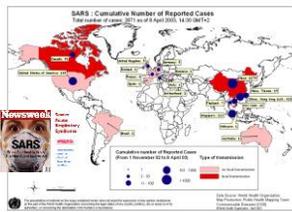


No, it is not Psy...
 (that is a different type of virus)
 (Gangnam Style)
<https://www.youtube.com/watch?v=9bZkp7o19f0&feature=ko>



No, it is no longer SARS...



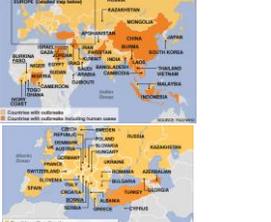


Nor is it H1N1...




Swine Flu, H1N1 Vaccine, H1N1 Pandemic

Or H5N1 (i.e., Bird Flu)...

H5N1 Strikes

It is the use of:
Social Science Citation Index (SSCI)




And...
Science Citation Index (SCI)




As well as...
Arts & Humanities Citation Index (A&HCI)

For much decision making.

Per one of my students from Singapore:

"SSCI is very important in Singapore. In order to ramp up the University ranking, the key way to stay in the university is to publish. If SSCI is important for the University ranking system, then it will be important in competitive Singapore. =)" (Quoted from June 14, 2014)

What is it?
(My friends in Taiwan call it the "I-Monster")

Audience Poll #1:
Have you seen this I- Monster around?

Slaying "I" Monsters

Audience Poll #2:
Who wants to help catch and slay a few monsters?

Time to List the Pros and Cons



Part I: Pros of SSCI (SCI & A&HCI)



Pro #1. Provides Goals and Targets to Strive Toward (i.e., a focus)



Pro #2. Provides a common Lingo



Pro #3. Measure or Benchmark for Performance (e.g., monthly, quarterly, or annual reports)



Pro #4. Scholarly Accomplishments to Analyze, Compare, Celebrate



Pro #5. International Comparisons**Pro #6. Sense of Pride, Identity, or Emotional Lift****Pro #7. Boosts Journal Quality****March 27, 2013****Disciplinary action:**

How scientists share and reuse information is driven by technology but shaped by discipline, Nature

<http://www.nature.com/news/disciplinary-action-1.12668>

**March 27, 2013****Investigating journals:**

The dark side of publishing (The explosion in open-access publishing has fuelled the rise of questionable operators), Declan Butler, Nature

<http://www.nature.com/news/disciplinary-action-1.12668>

**March 27, 2013****Sham journals scam authors:**

Con artists are stealing the identities of real journals to cheat scientists out of publishing fees.

Declan Butler, Nature

<http://www.nature.com/news/sham-journals-scam-authors-1.12681>



April 7, 2014
Scientific Articles Accepted
(Personal Checks, Too)
 Gina Kolata, The New York Times

<http://www.nytimes.com/2014/04/07/health/scientific-articles-accepted-personal-checks-too.html>



Pro #8. Higher Level Articles



March 27, 2013
Open access:

The true cost of science publishing (Cheap open-access journals raise questions about the value publishers add for their money). Richard Van Noorden, Nature

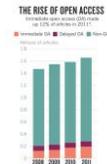
<http://www.nature.com/news/open-access-the-true-cost-of-science-publishing-1.12676>



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Pro #9. Community of Bonded
and Supportive Scholars



Pro #10. Research Status or Performance
(elevated international status)



Pro #11. Impact Factor
Receives Increased Attention



Pro #12. Stricter Review Process



Personal Pause #1:
Who wishes to add to the pros or has a question?



Part II: Cons of SSCI
(SCI & A&HCI)



I-Monsters in Taiwan

One person later pointed out that the "I" monster in Taiwan not only includes SSCI but also [SCI \(Science Citation Index\)](#) and [A&HCI \(i.e., Arts & Humanities Citation Index\)](#)...this three-headed "I" monster or beast "has totally slayed Taiwan's merit and value system for Taiwanese scholars and professors."



I-Monsters in Taiwan

"Some universities even have adopted an "I" point system, i.e., the promotion and merit of a professor are based on the number of points accumulated by publishing a certain number of "I" articles. One very "strange" requirement in Taiwan's academia is that a doctoral student is not able to graduate without accumulating enough "I" points."



I-Monsters in Taiwan

"Some public universities even set a certain number of "I" publications or points as their main Ph.D. candidacy requirement. In this way, the doctoral students in Taiwan, in effect, become "I" slaves, working for their "I" professors. Similarly, there are some public universities which accordingly entitle "distinguished" or "chair" professors with salary raises using the tax payer's money based on "I" points."



I-Monsters in Taiwan

By the way, when I was in Taiwan last month, I was told by several senior professors who were not participating in the "I" club that the higher education system in Taiwan has become an "I" system. This "I" system has been breeding more and more "I" monsters that need to be slaughtered. Instead, it is the 160 or so universities located on that small "I"sland that are being strangled. Remember those scare tactics in "[Monster University](#)."



Monsters University Final Trailer

<https://www.youtube.com/watch?v=xRzPloq8Ck>



Con #1. Research Publication takes Priority over Value Creation

<http://dribbble.com/creative/4-techniques-to-incorporate-into-your-daily-grind-for-ultimate-productivity>



Con #2. Research-Practice Gap Widens

(lack of caring or concern about true impact or reality)



Audience Poll #3: Is there any hope?

<https://www.youtube.com/watch?v=x1FJLMYUwrg>

As a result, there is a sense that they care little for the implementation of their research findings and ideas. And the gap continues to widen between researchers and practitioners with each passing day, month, and year. Is there any hope Obi Wan Kenobe?



Con #3. Publications Skewed toward those with Technology Backgrounds



Con #4. Greed Factor (e.g., chasing bonuses, raise, etc.)

Shop See All



Con #5. Values Messed Up (i.e., publications more important than the actual results)

KEEP CALM AND PUBLISH PAPERS



Con #6. Easy Journal Syndrome



Con #7. Distinguished Title and Status Goals

(i.e., lack of genuine interest in field)



Con #8. Limited Journal Selection



Con #9. Traditions Lead to More Traditions
(narrow topics, stagnant field)



Con #10. Field Becomes Narrowly Focused
(periphery shortchanged)



Con #11. Journal Editorial Board Dominance



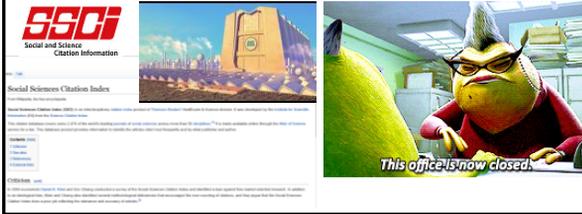
Con #12. English Dominance



Con #13. Narrow-Minded Recruitment Practices



Con #14. SSCI is Corporate



**Personal Pause #2:
Half-way done with cons...who
has a comment now?**



**Con #15. Impact Factor
Ranking Manipulations**



**Con #16. Creativity and
Spontaneity is Shortchanged**



**Audience Poll #4:
Read any good books lately?**

**A = Yes
B = No**



**Book #1. Invent to Learn:
Making, Tinkering, and Engineering in
the Classroom**

Sylvia Libow Martinez & Gary Stager (2013)
<http://www.inventtolearn.com/>



Invent to Learn:

Making, Tinkering, and Engineering in the Classroom
Sylvia Libow Martinez & Gary Stager (2013)
<http://www.inventtolearn.com/>

Using technology to:

- Making,
- Tinkering
- Repairing,
- Inventing,
- Customizing
 - the things we need brings engineering, design, and computer science to the masses.

Book #2. Finding Your Element: How to Discover Your Talents and Passions and Transform Your Life

Sir Ken Robinson and Lou Aronica (2013)
<http://www.inventtolearn.com/>



Finding Your Element:

How to Discover Your Talents and Passions and
Transform Your Life
By Lou Aronica and Ken Robinson (2013)
<http://www.inventtolearn.com/>

- Find your zone (deep in the throes of exploration and personal passion)
- Think differently (make fresh connections and analogies; avoid groupthink)
- Do something, develop your creative ideas
- Use your imagination, play with ideas
- Free and open exchange of ideas
- Encourage expression of personal ideas/feelings



Book #3. Out of Our Minds:

Learning to be Creative
By Sir Ken Robinson (2011)
<http://www.inventtolearn.com/>



Book #4. Makers:

The New Industrial Revolution (DIY Culture)
Chris Anderson (2012)
<http://www.inventtolearn.com/>



Makers:

The New Industrial Revolution (DIY Culture)
Chris Anderson (2012)

- People make products (and from home)
- Technology (e.g., 3-D printing) makes us all manufacturers
- Instant connections to potential customers
- Hold up things you personally design
- Desktop fabrication
- Do-it-yourself (DIY) industry



**Book #5. Creating Innovators:
The Making of Young People
Who Will Change the World**

Tony Wagner (2012)
<http://creatinginnovators.com/>



Creating Innovators

Tony Wagner (2012)

<http://creatinginnovators.com/>



- Play
- Passion
- Purpose and life goals
- Open cultures of innovation and interdisciplinary problem solving
- Collaboration
- Intrinsic motivation

Book #6. Creativity, Inc.
Ed Catmull, President of Pixar Animation
and Disney Animation

<http://www.creativityincbook.com/>



Creativity, Inc.

Ed Catmull, President of Pixar Animation
and Disney Animation

<http://www.creativityincbook.com/>

- Give a good idea to a mediocre team, and they will screw it up. But give a mediocre idea to a great team, and they will either fix it or come up with something better.
- If you don't strive to uncover what is unseen and understand its nature, you will be ill prepared to lead.
- It's not the manager's job to prevent risks. It's the manager's job to make it safe for others to take them.

**Con #17. Lack of Passion
and Interest**



Con #18. Elitism Reigns Supreme
(and the less important and inferior are known)



Con #19. Rats in a Cage

(i.e., do "this" and then "this" and then "THIS!!!")



Remember the Outer Limits? "We control the vertical and the horizontal"

<https://www.youtube.com/watch?v=8CtihWhw2I8>

"There is nothing wrong with your television set. Do not attempt to adjust the picture. We are controlling transmission. If we wish to make it louder, we will bring up the volume. If we wish to make it softer, we will tune it to a whisper. We will control the horizontal. We will control the vertical. We can roll the image, make it flutter. We can change the focus to a soft blur or sharpen it to crystal clarity. For the next hour, sit quietly and we will control all that you see and hear. We repeat: there is nothing wrong with your television set. You are about to participate in a great adventure. You are about to experience the awe and mystery which reaches from the inner mind to – The Outer Limits."



Con #20. Industrial or Factory Model

(external or extrinsically determined goals; limited freedom to venture into the unknown)



Con #21. "I feel strange"



Con #22. Journal Editors Feel Strange



Con #23. Productivity Slaves



Taiwan may be moving away from "I" Points

By the way, according to one of my sources, "The NSC announced last year that they would not use "I" as the main indicator for reviewing research proposals. They are working on a more balanced review process, not solely relying on RPI (Research Performance Index), also based on "I" points."



Taiwan may be moving away from "I" Points

He continued: "As a result, the government has lost its credibility. This is partially due to the fact that the raging "I" monsters have spread on this small "I"sland wildly. I really doubt what they can do to rectify the "I" system so deeply rooted in academia."



Con #24. Student Issues



Con #25. Limited Teaching Exposure and Experience



Con #26. SSCI Preparedness Training Programs



Con #27. Personal Growth and Development Curtailed

(i.e., negative impact on sense of self, identity, self-actualization, etc.)



Personal Pause #3:
**Now who would like to
 comment or ask a question?**



Audience Poll #5:
Should the system be changed?

- A. Yes
- B. Maybe
- C. No



Again, this talk covered...

1. An explanation of the issue
2. 12 Pros of SSCI
3. 27 Cons of SSCI
4. Audience perspectives



Audience Poll #5:
**Is there an I-Monster
 ("I" (i.e., SSCI, SCI, and A&HCI))
 under your bed or in your closet?**



Are you sure?



Questions?

Slides at: TrainingShare.com
 Papers: PublicationShare.com
 Books: <http://openworldbooks.com/>
 New Free Book: <http://tec-variety.com/>
 Email: curt@worldisopen.com
cjbonk@Indiana.edu

