



TWEET OR PUBLISH:

A comparison of 395 professors on Twitter



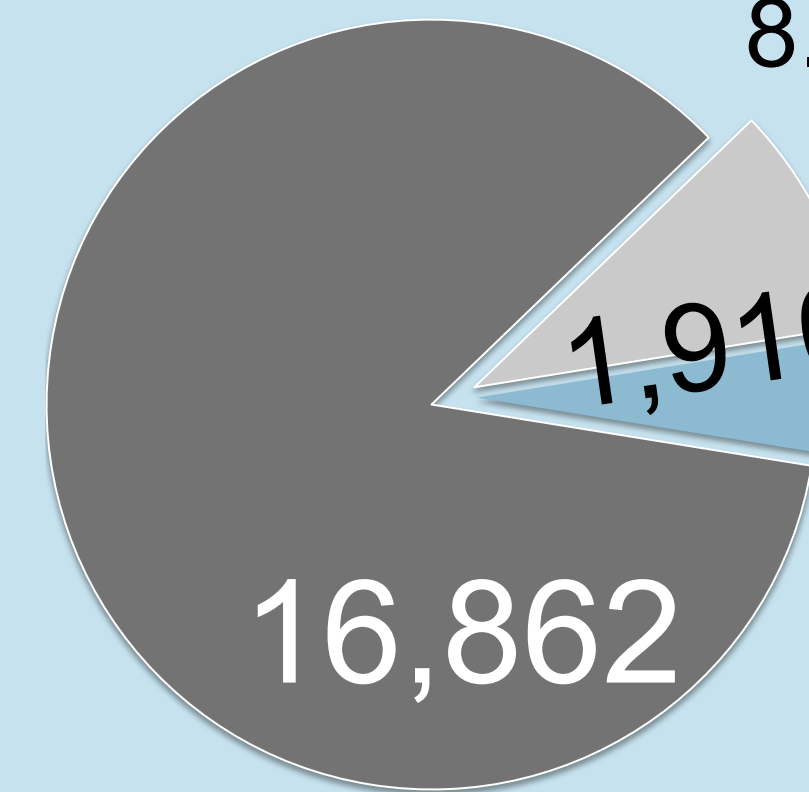
"soon be a critical mass of web-based digital objects and usage statistics on which to model scholars' communication behaviors... and with which to track their scholarly influence and impact" (Cronin, 2005, p. 196)

#altmetrics

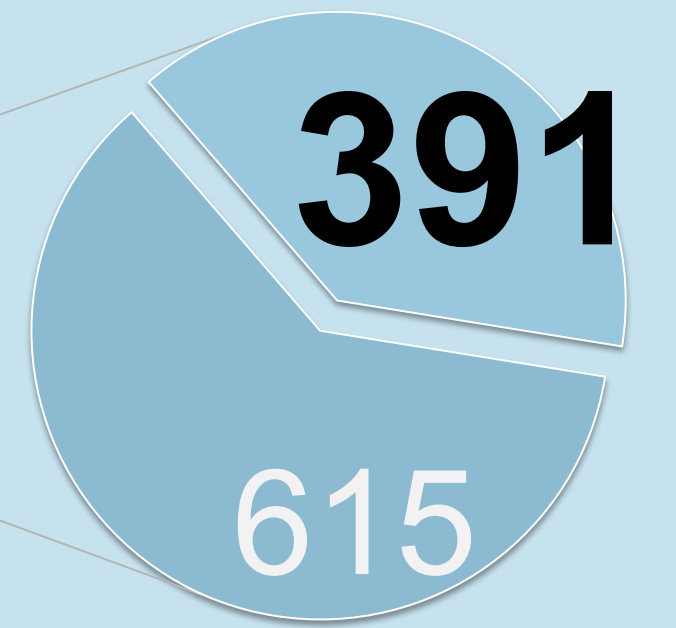
Unclear what types of effect tweeting has on scholarly production and impact



Survey



8.5% RR



Professors on Twitter

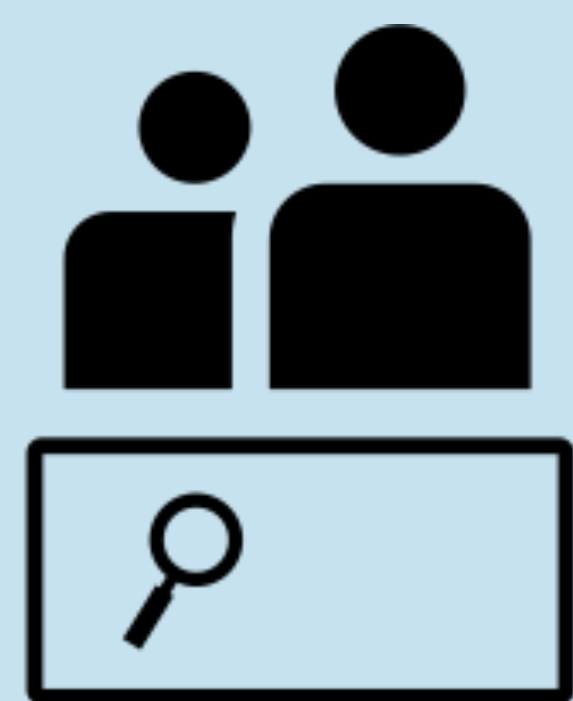


Tweets



Twitter API

289,934 tweets

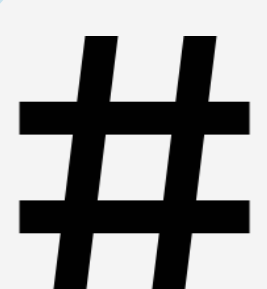
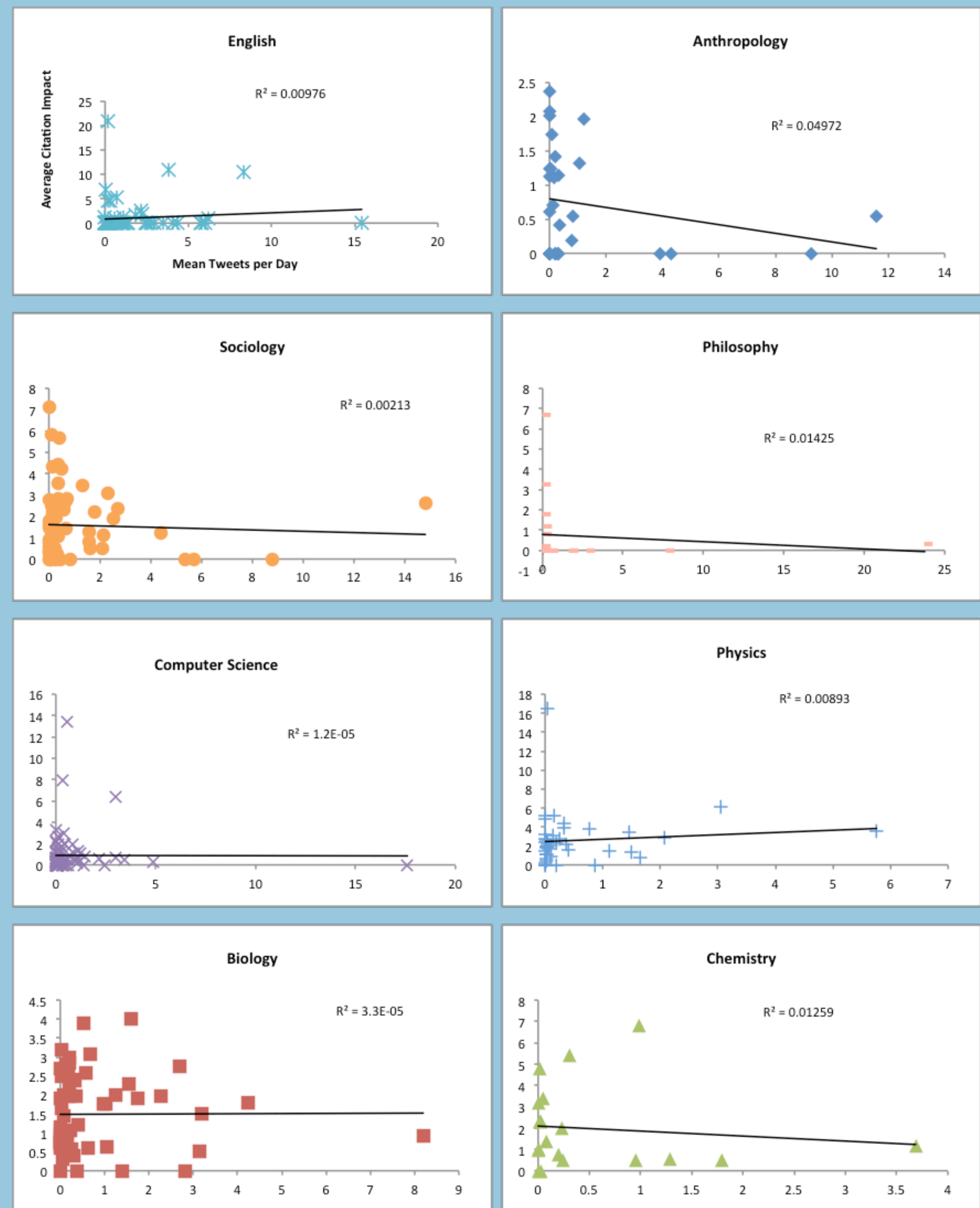
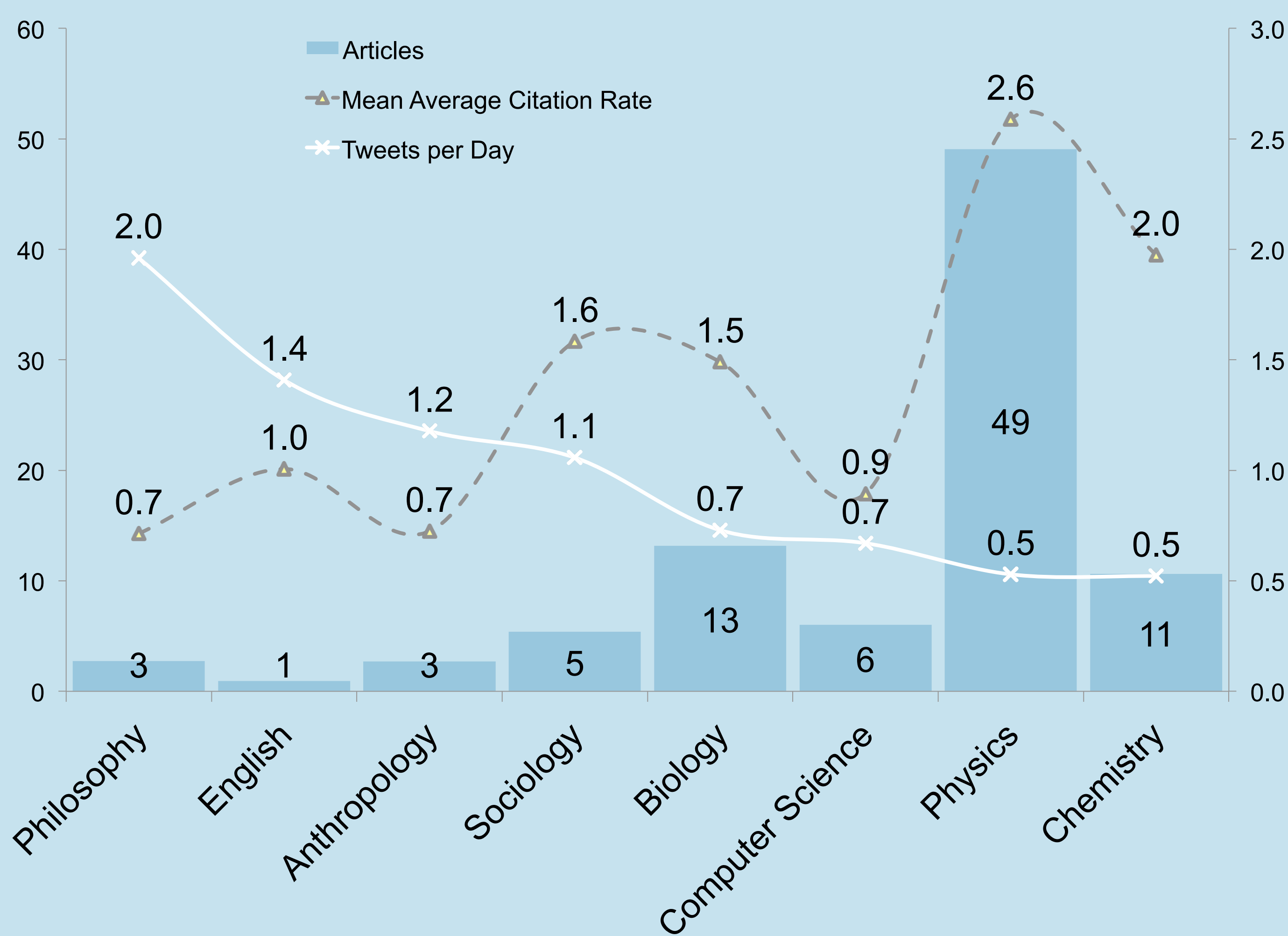
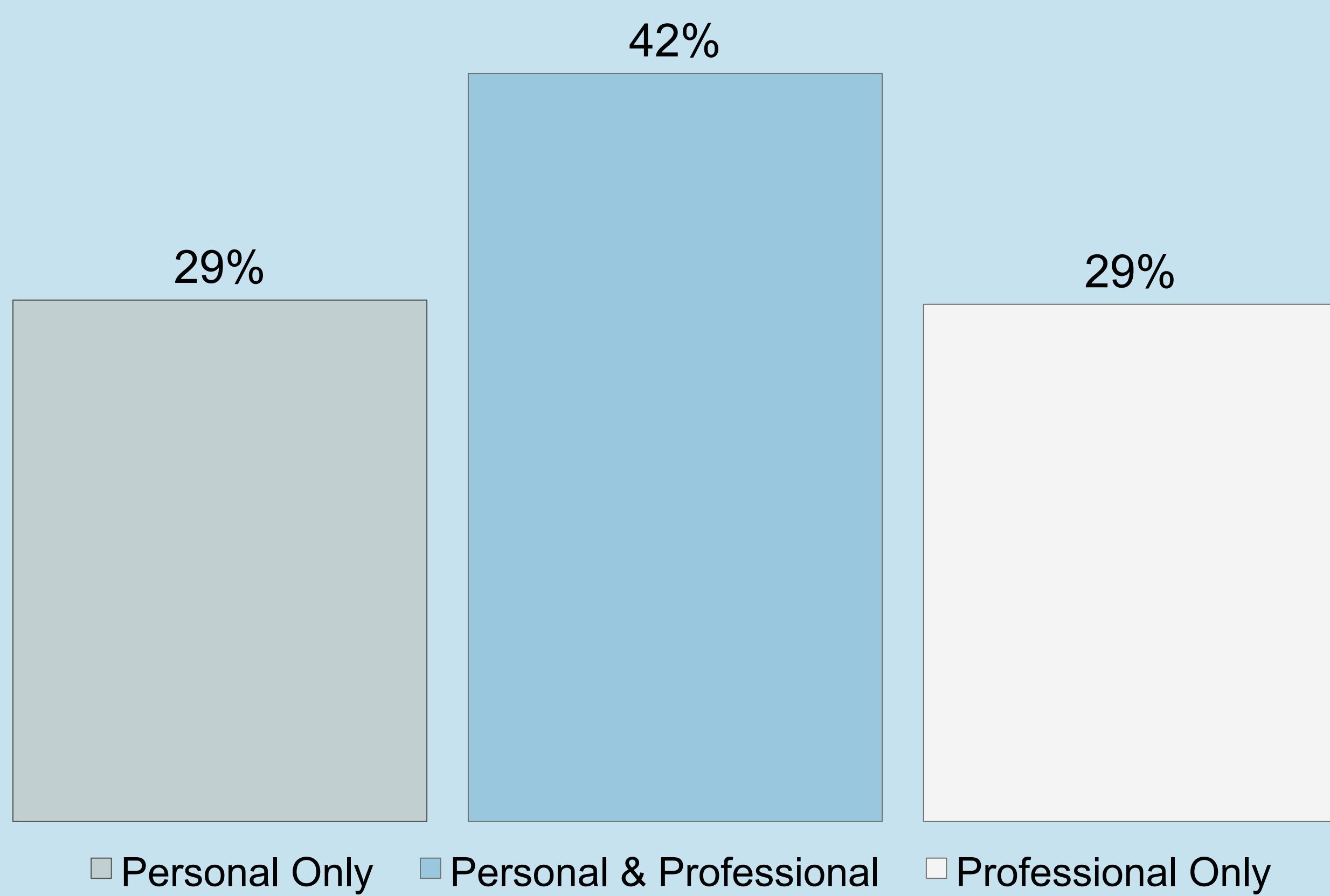


Disambiguation



Web of Science

7,734 articles



HASHTAGS

Sociology 7.4%



URLS

Philosophy 1.7%



MENTIONS

Sociology 20%



RETWEETS

English 291



TWEETS per DAY

Philosophy 1.96