"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)

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

#altmetrics

Survey

42%

Professors on Twitter

8.5% RR

1,910

16,862

615

289,934 tweets

7,734 articles

Mean Average Citation Rate

Tweets per Day

Articles

Personal Only

Personal & Professional

Professional Only

HASHTAGS

Sociology 7.4%

Philosophy 1.7%

URLS

Sociology 20%

Mentions

English 291

Retweets

Philosophy 1.96

Tweets per Day

Chemistry

Biology

Computer Science

Philosophy

Sociology

Anthropology

English