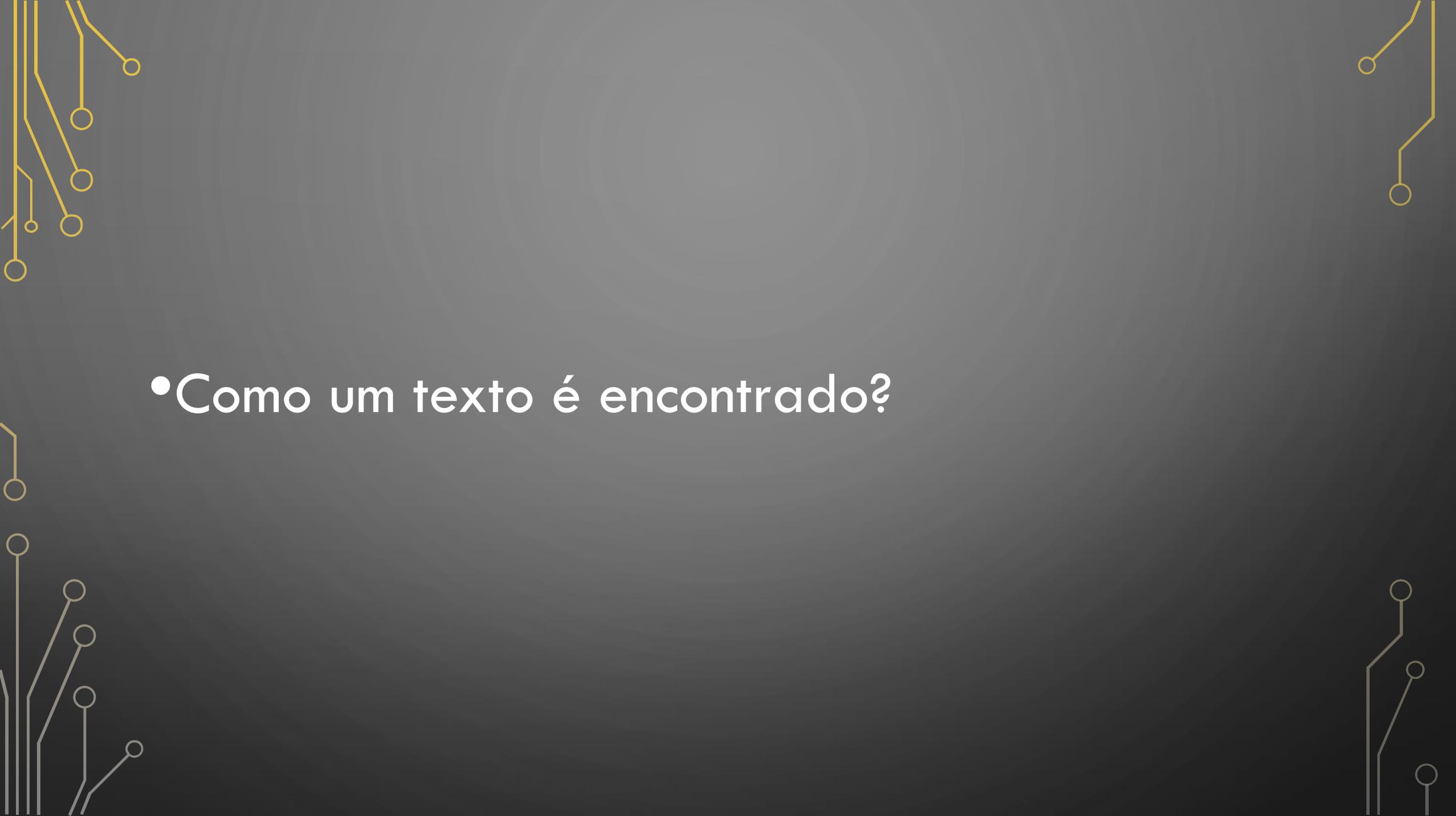




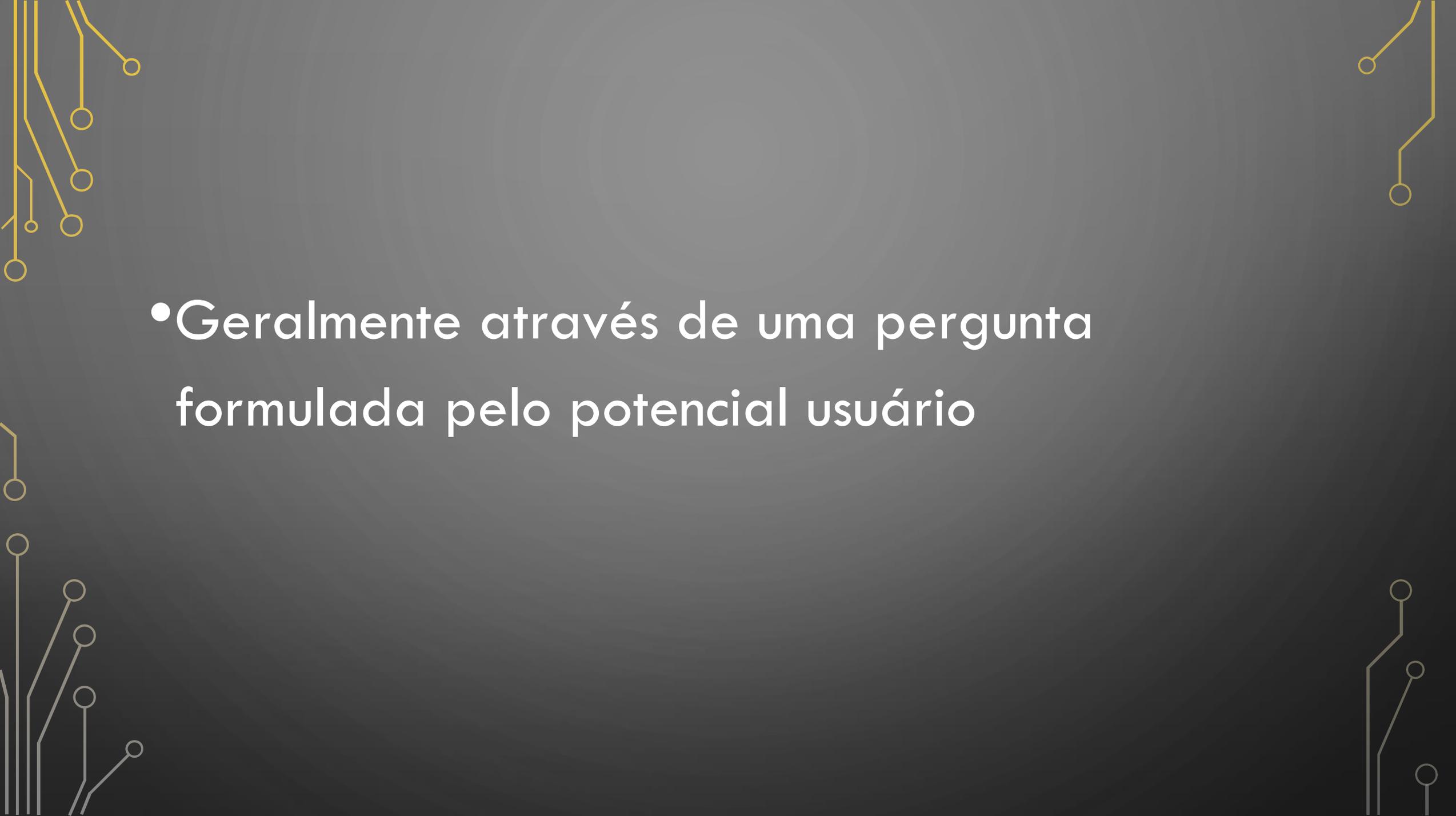
# INDEXAÇÃO, MÉTRICAS E OS CAMINHOS DO FATOR DE IMPACTO

OSVALDO DE SOUZA

PORTAL DE PERIÓDICOS DA UFC

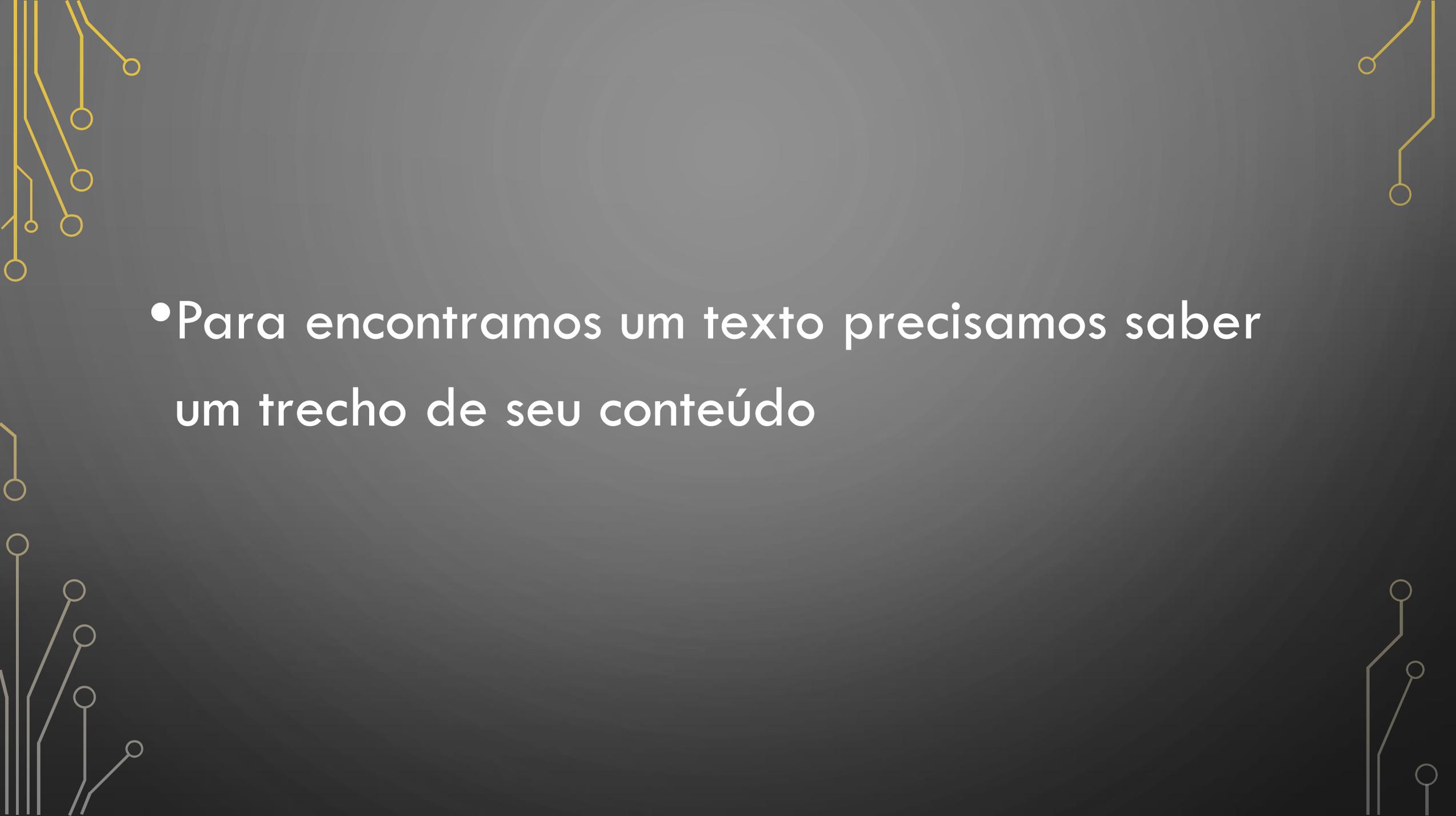
The image features a dark gray background with decorative circuit-like lines in the corners. These lines are composed of thin yellow and white lines that branch out and terminate in small circles, resembling a stylized circuit board or network diagram. The lines are positioned in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.

- Como um texto é encontrado?

- 
- The image features a dark gray background with decorative yellow and white circuit-like lines in the corners. The lines consist of straight segments and small circles, resembling a stylized PCB or network diagram. The main content is a single bullet point in white text.
- Geralmente através de uma pergunta formulada pelo potencial usuário

- Portanto, já começa errado!



- 
- The image features a dark gray background with decorative yellow circuit-like lines in the corners. These lines consist of straight segments connected by small circles, resembling a stylized PCB or network diagram. The lines are positioned in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.
- Para encontramos um texto precisamos saber um trecho de seu conteúdo

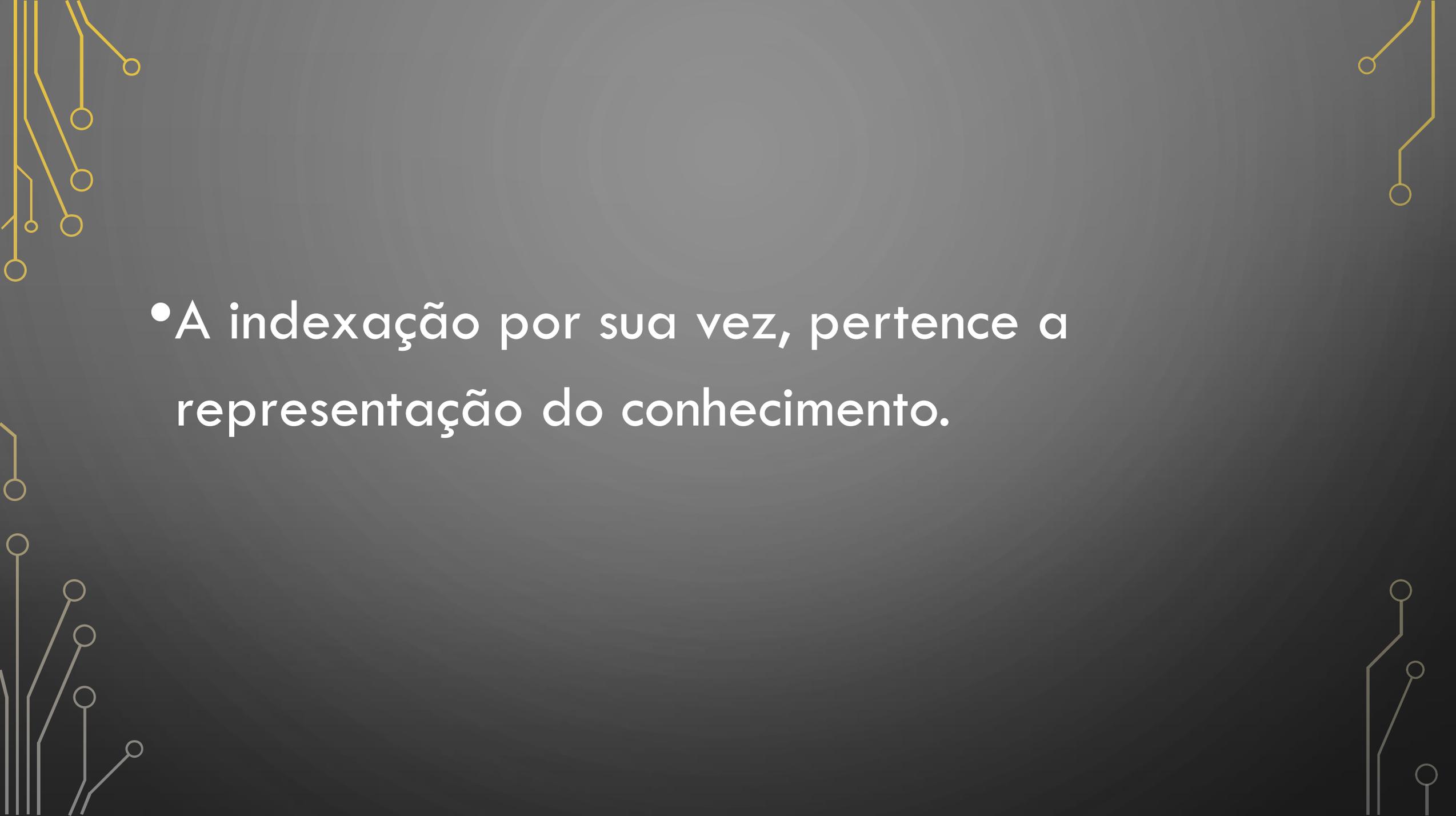
- 
- Geralmente sabemos parte do título do texto e também palavras-chave
- 

- Estes elementos, título e palavras-chave são pré-textuais e servem como atributos para sua localização

- São usados na indexação.

“indexação, pertence a representação temática, e envolve descrever e identificar um texto (documento) em função do assunto tratado”

- Portanto, na indexação, se o autor escolheu palavras-chave ruins para sua obra elas podem repercutir em futuros problemas de localização da obra.

- 
- The image features a dark gray background with decorative yellow and white circuit-like lines in the corners. The lines consist of straight segments connected by small circles, resembling a stylized network or data flow diagram. The yellow lines are located in the top-left and top-right corners, while the white lines are in the bottom-left and bottom-right corners.
- A indexação por sua vez, pertence a representação do conhecimento.

# TUDO ACABA EM PIZZA

POR WILLIAN RAPHAEL SILVA  
E CIÇA SILVA

PAI, COLOQUEI MINHAS NOTAS EM DOIS GRÁFICOS.

HUM...

COMO ELES TÊM A MESMA ALTURA, MEU DESEMPENHO FOI IGUAL. ACHO QUE MEREÇO UM TABLET NOVINHO, PAI.

Disciplina	Nota
Ed. Física	10
MATEMÁTICA	10

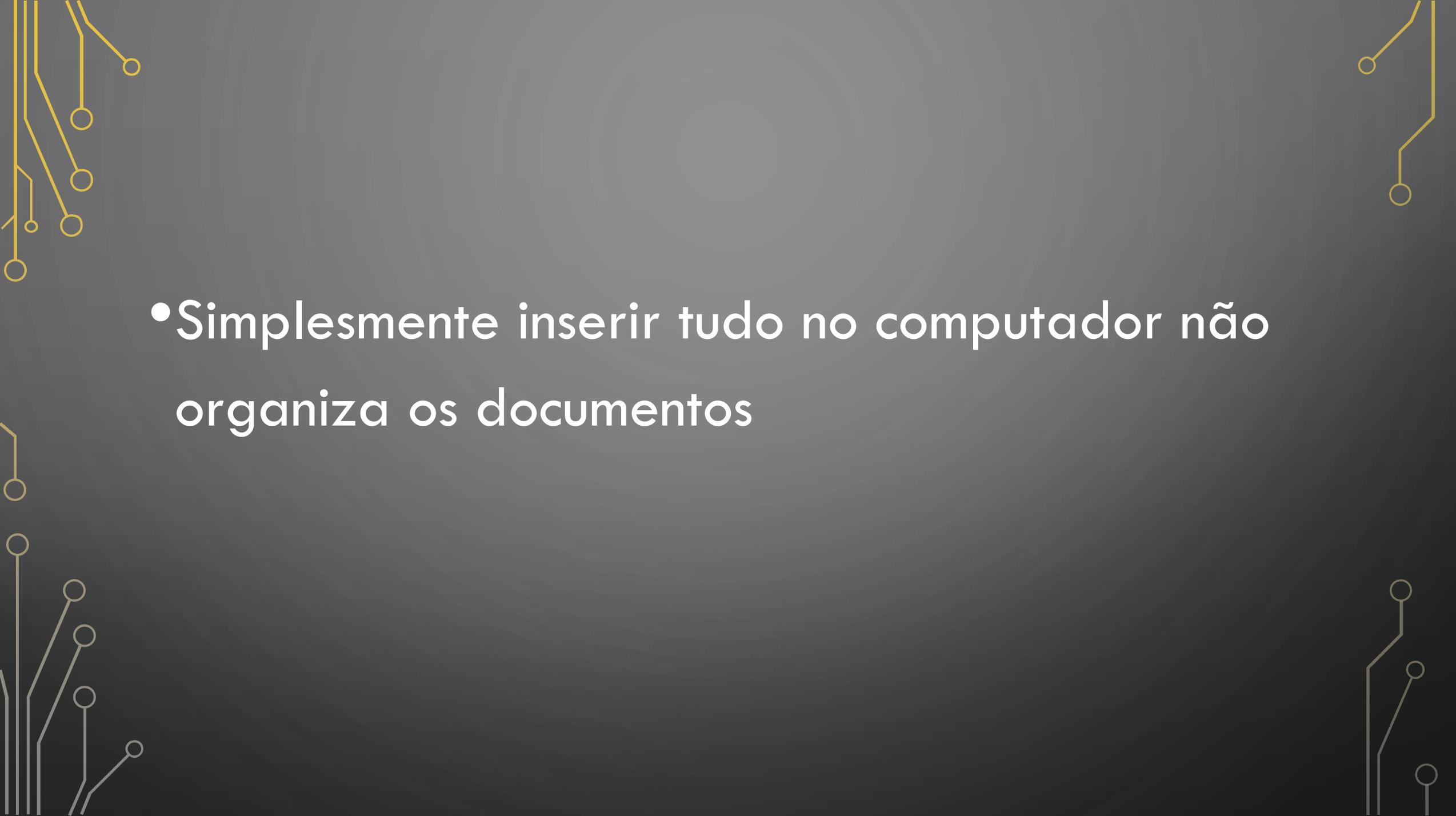
EU TAMBÉM FIZ UM GRÁFICO PRA VOCÊ.

A PARTE ROXA REPRESENTA QUANTOS TABLETS VOCÊ VAI GANHAR, FILHO.

MAS NÃO TEM PARTE ROXA, PAI...

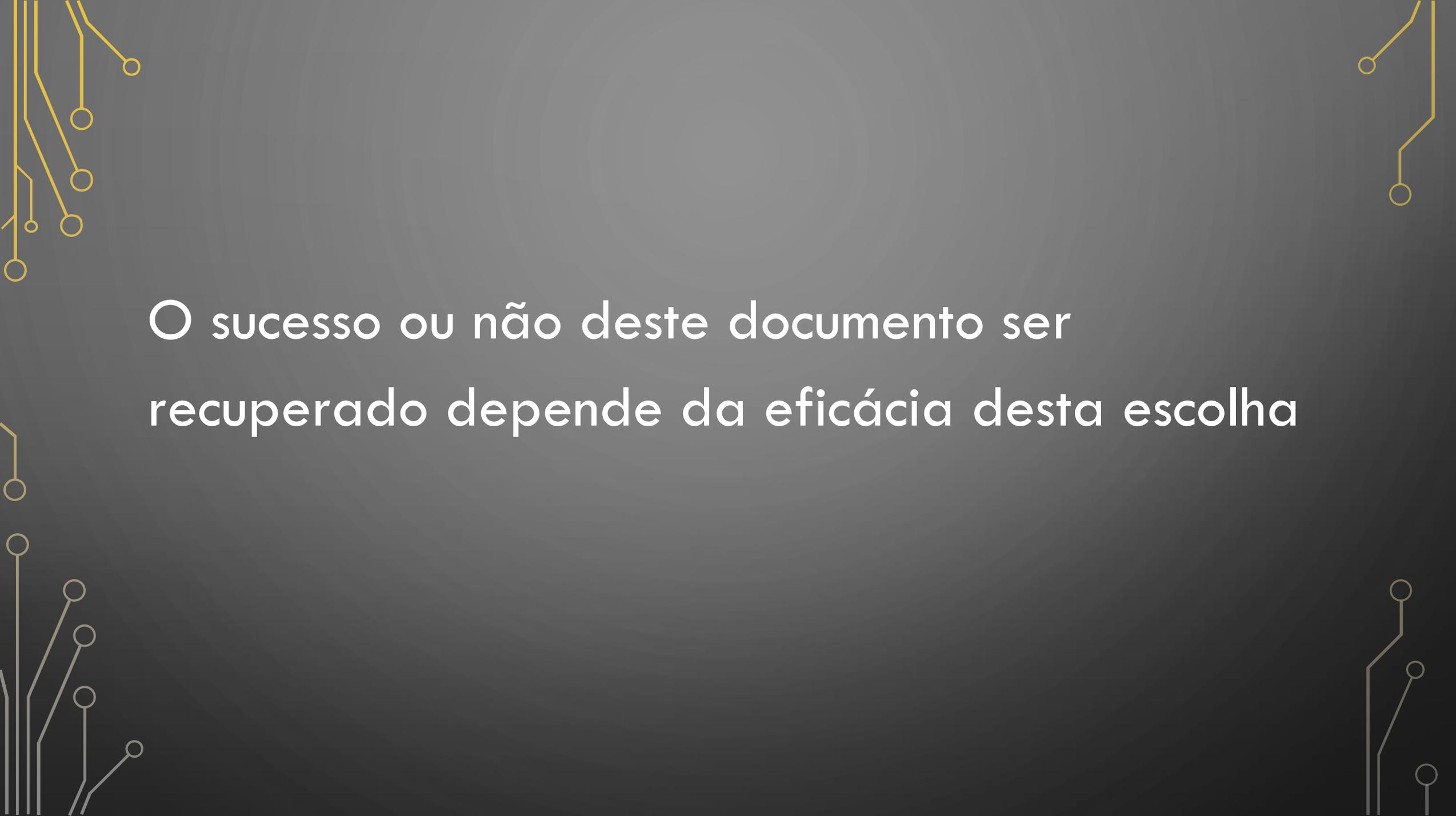
Porcentagem	Cor
60%	Amarelo
30%	Vermelho
40%	Verde

POIS É, FILHO!

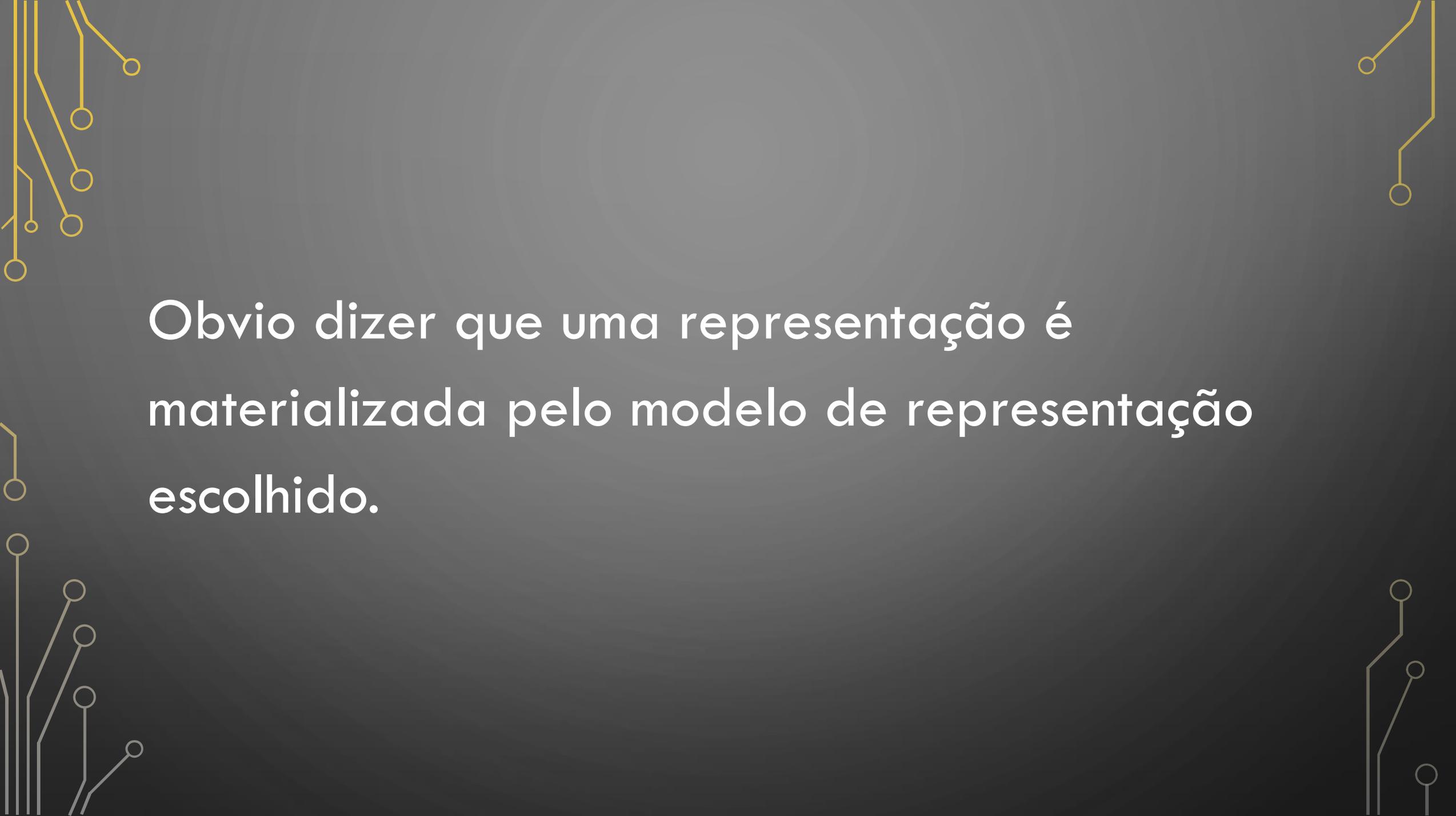
- 
- The background is a dark gray gradient. In the four corners, there are decorative elements consisting of thin yellow and white lines that resemble circuit traces or a network diagram, ending in small circles.
- Simplesmente inserir tudo no computador não organiza os documentos

- Escolhemos um modelo de representação, tal como:
  - 1- Título da obra
  - 2- Palavras-chave
  - 3- Autor

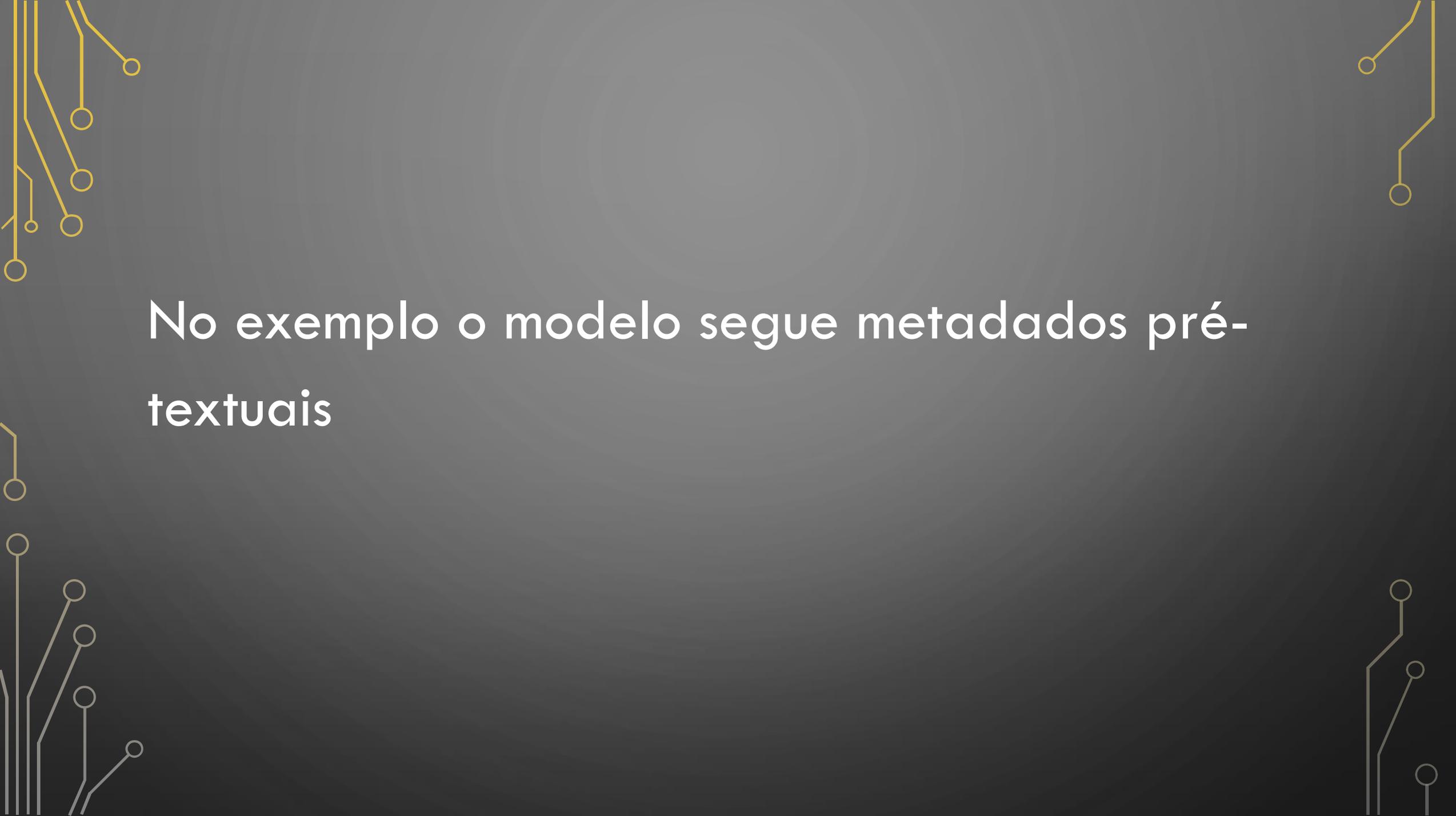
- No exemplo uma obra será representada apenas por esses atributos (título, palavras-chave, autor)

The image features a dark gray background with decorative yellow and white circuit-like lines in the corners. The central text is white and reads: 

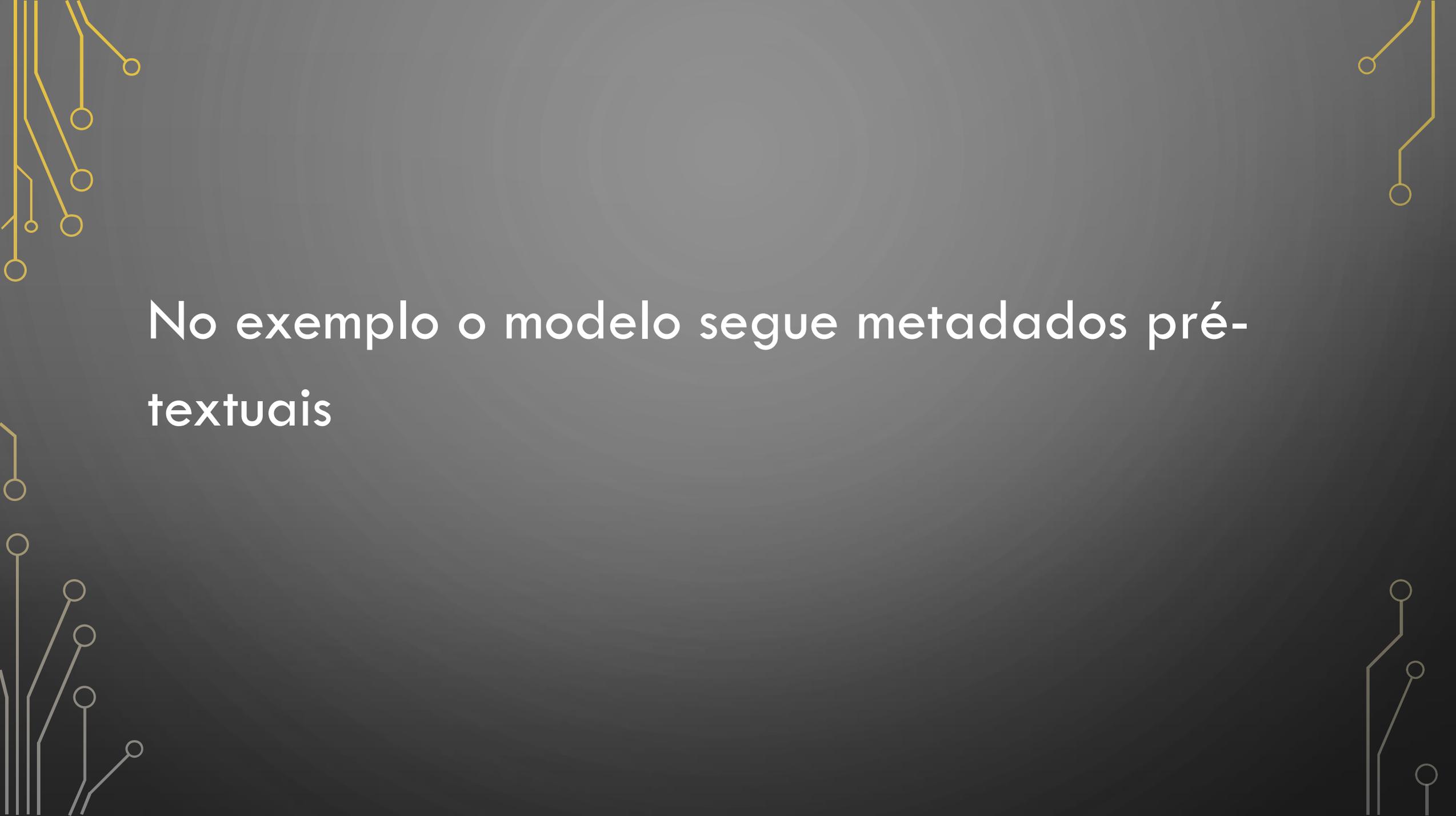
O sucesso ou não deste documento ser recuperado depende da eficácia desta escolha

The image features a dark gray background with decorative yellow and white circuit-like lines in the corners. The text is centered in white. 

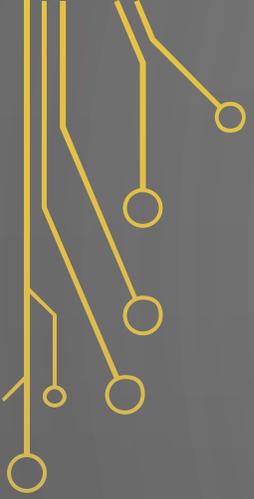
Obvio dizer que uma representação é materializada pelo modelo de representação escolhido.

The image features a dark gray background with decorative yellow circuit-like lines in the corners. These lines consist of straight segments connected by small circles, resembling a stylized PCB or network diagram. The lines are positioned in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.

No exemplo o modelo segue metadados pré-textuais

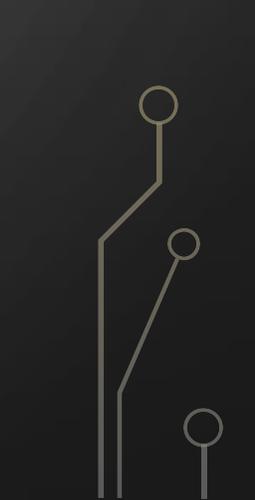
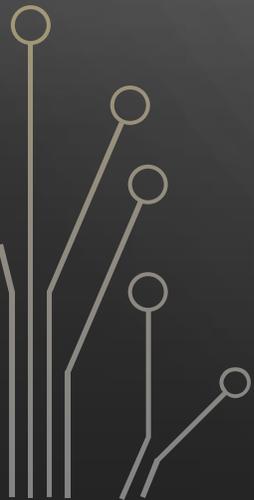
The image features a dark gray background with decorative yellow circuit-like lines in the corners. These lines consist of straight segments connected by small circles, resembling a stylized PCB or network diagram. The lines are positioned in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.

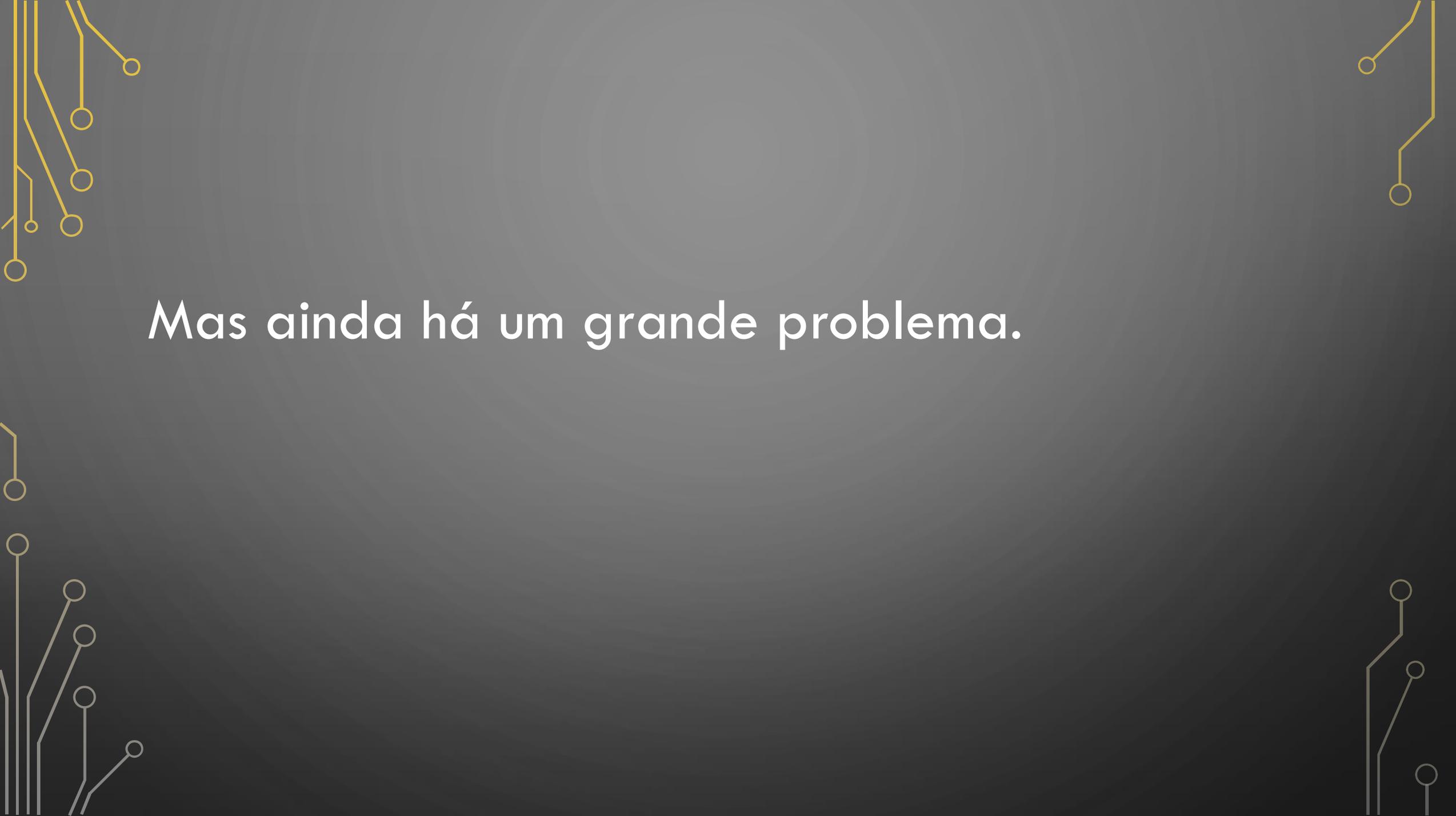
No exemplo o modelo segue metadados pré-textuais



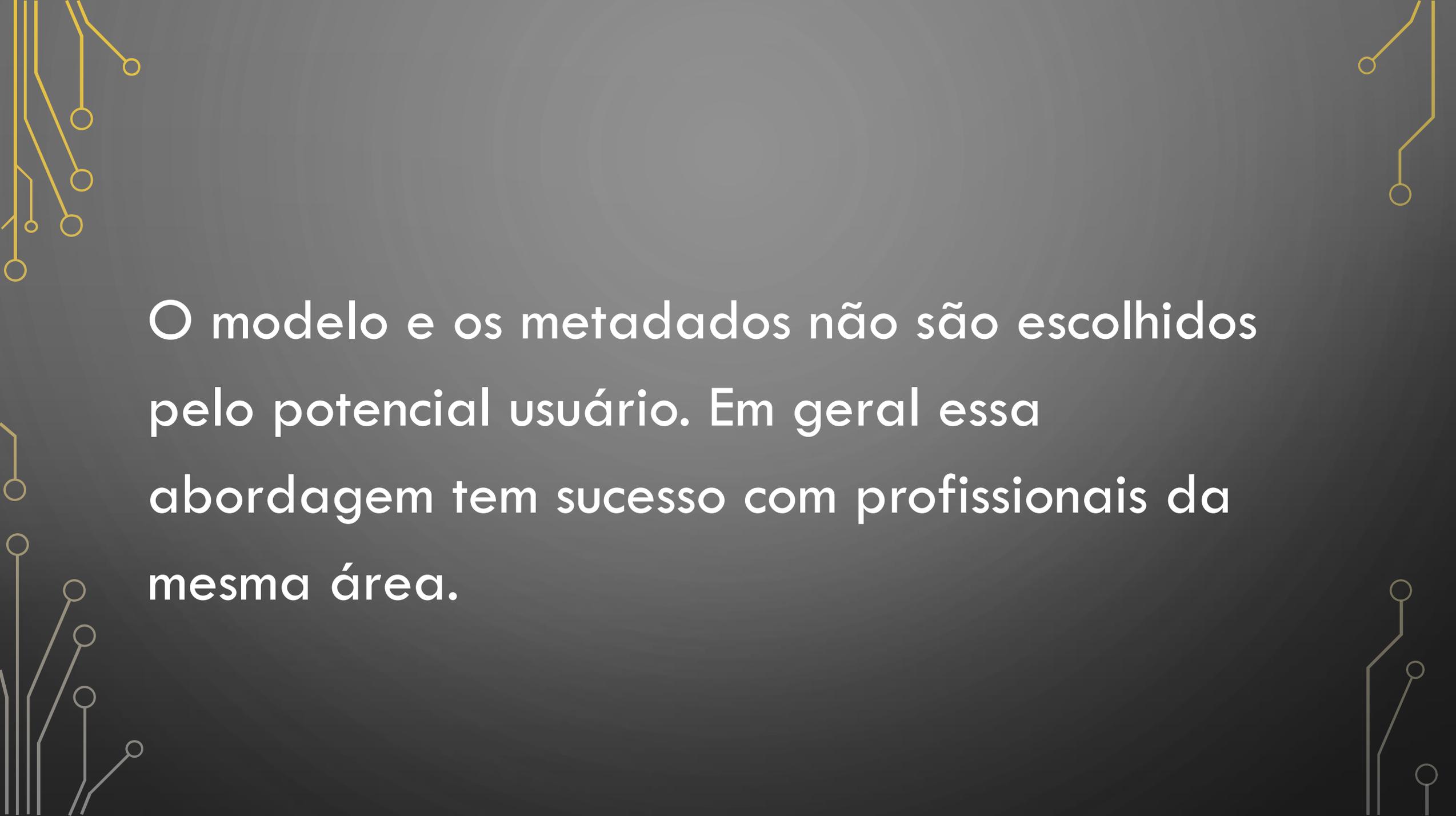
Juntando tudo.

Indexamos escolhendo metadados que compõem o modelo de representação definido de forma que o documento possa ser recuperado

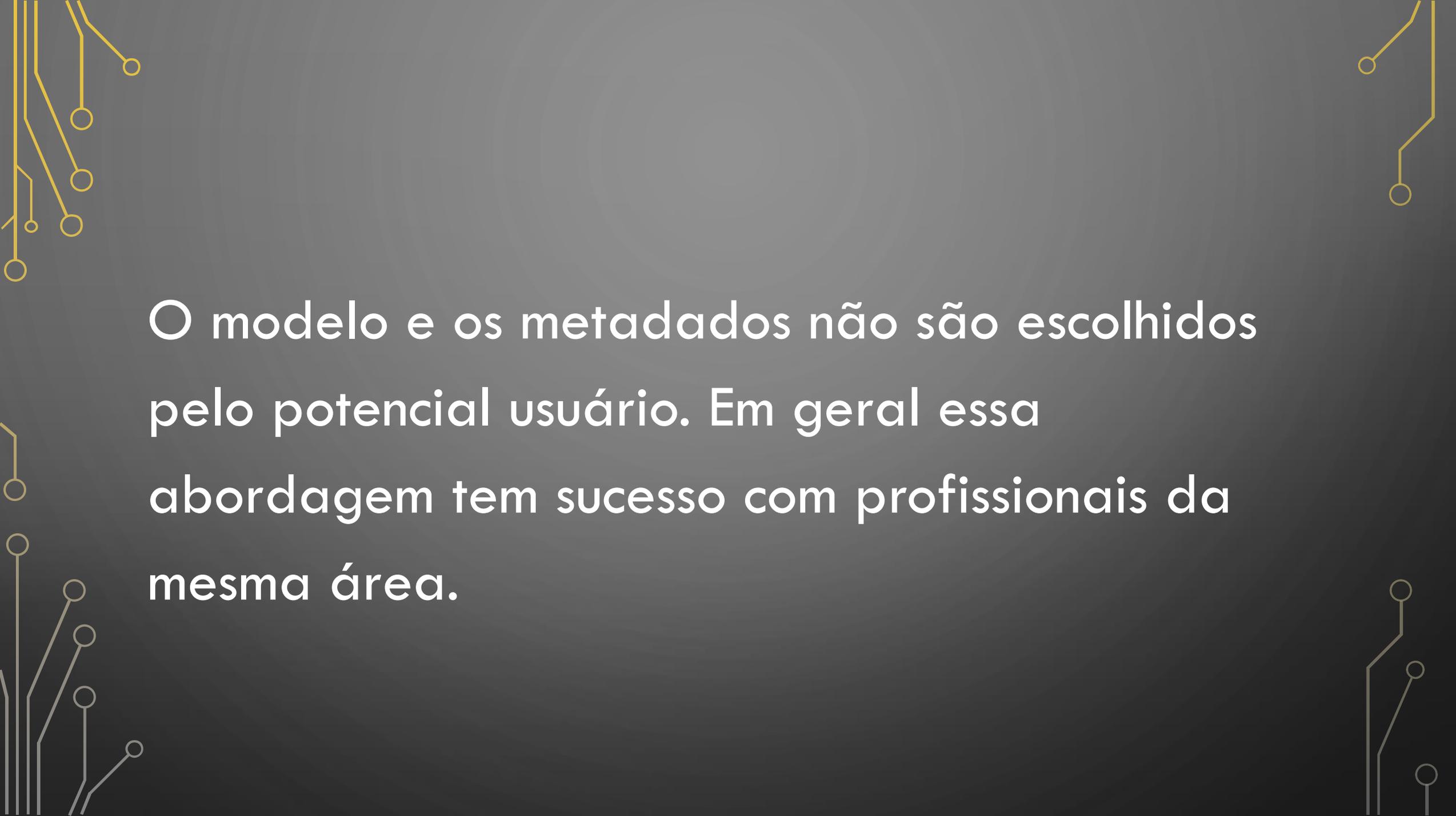


The image features a dark gray background with a central text element. In the four corners, there are decorative elements consisting of thin, light-colored lines that resemble circuit traces or a network diagram. These lines terminate in small circles, creating a sense of connectivity and technology. The central text is white and reads "Mas ainda há um grande problema." in a clean, sans-serif font.

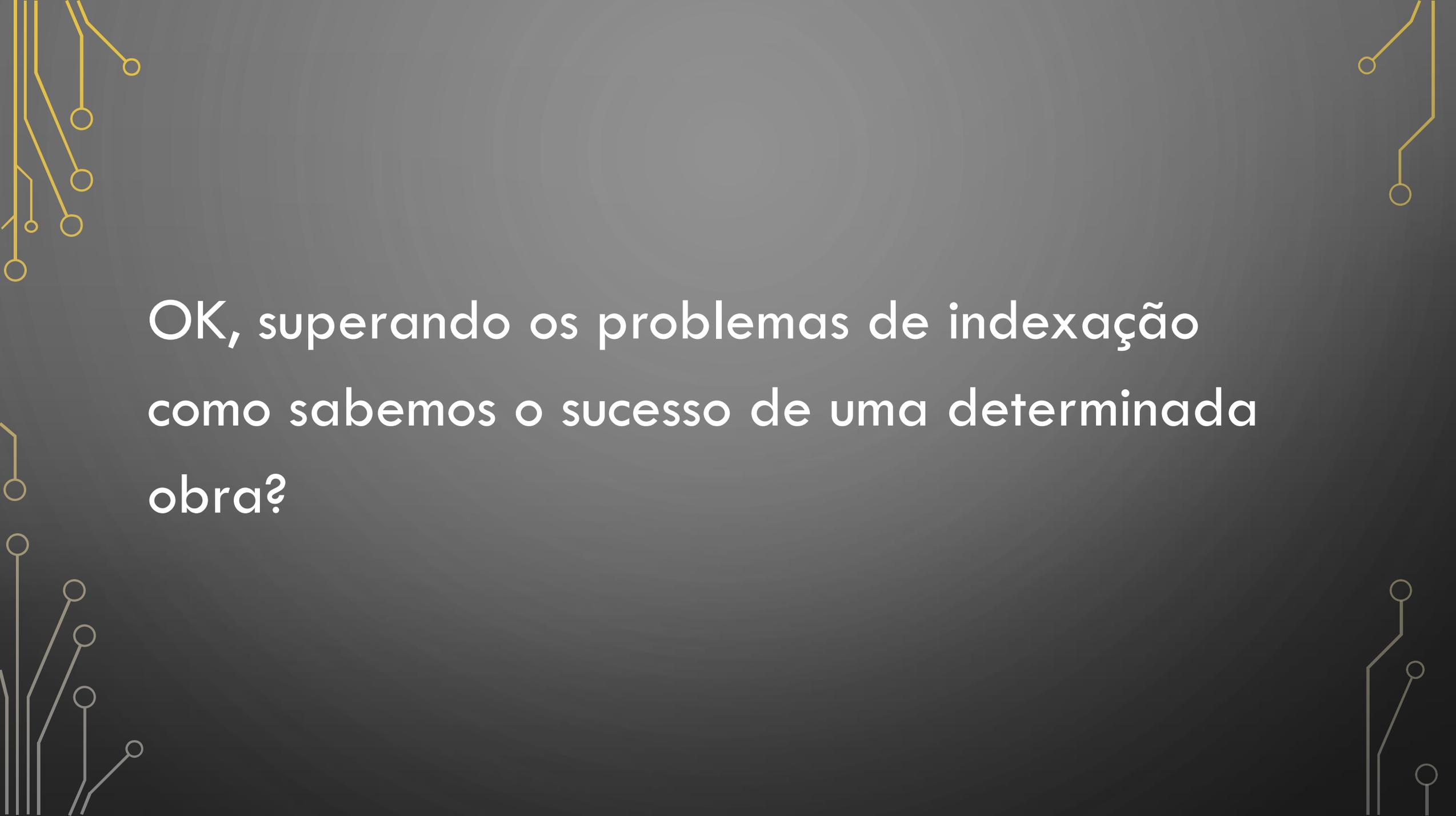
Mas ainda há um grande problema.

The image features a dark gray background with decorative circuit-like lines in the corners. The lines are yellow in the top-left and top-right corners, and light gray in the bottom-left and bottom-right corners. Each corner has several lines of varying lengths and angles, some ending in small circles, resembling a stylized circuit board or network diagram.

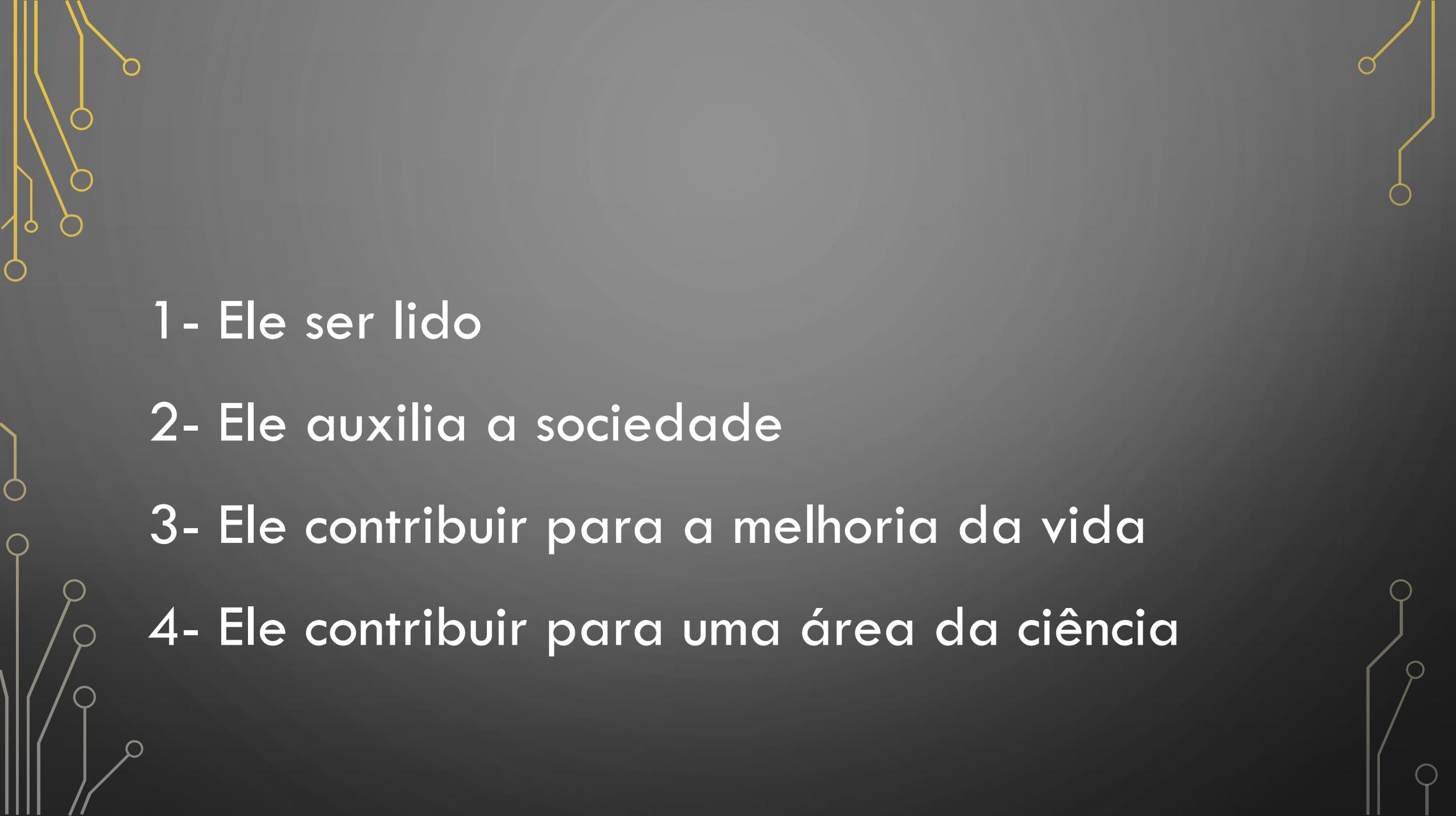
O modelo e os metadados não são escolhidos pelo potencial usuário. Em geral essa abordagem tem sucesso com profissionais da mesma área.

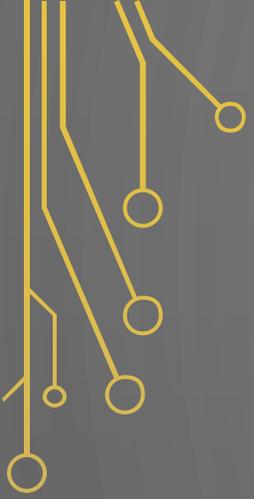
The image features a dark gray background with decorative yellow and white circuit-like lines in the corners. The text is centered in white. 

O modelo e os metadados não são escolhidos pelo potencial usuário. Em geral essa abordagem tem sucesso com profissionais da mesma área.

The image features a dark gray background with decorative circuit-like lines in the corners. These lines are composed of thin yellow and white lines that branch out and terminate in small circles, resembling a stylized circuit board or network diagram. The lines are positioned in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.

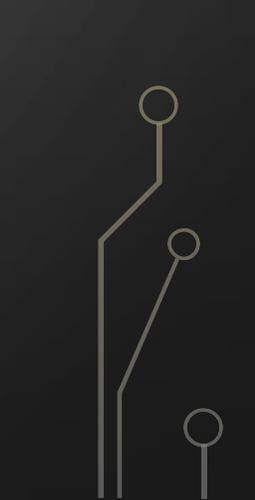
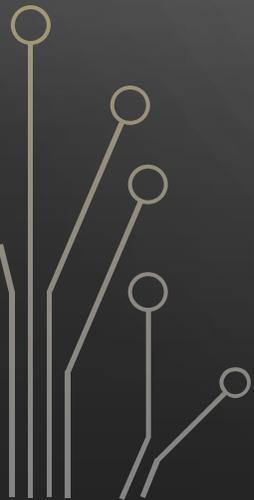
OK, superando os problemas de indexação  
como sabemos o sucesso de uma determinada  
obra?

- 
- The image features a dark gray background with decorative circuit-like lines in the corners. These lines are composed of thin, light-colored lines that branch out and terminate in small circles, resembling a stylized network or data flow diagram. The lines are positioned in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.
- 1- Ele ser lido
  - 2- Ele auxilia a sociedade
  - 3- Ele contribuir para a melhoria da vida
  - 4- Ele contribuir para uma área da ciência



Como medimos o sucesso de um documento?

Como medimos a relevância de um documento?





Devemos definir um olhar, seja ele:

Industrial

Social

Cultural

Etc.

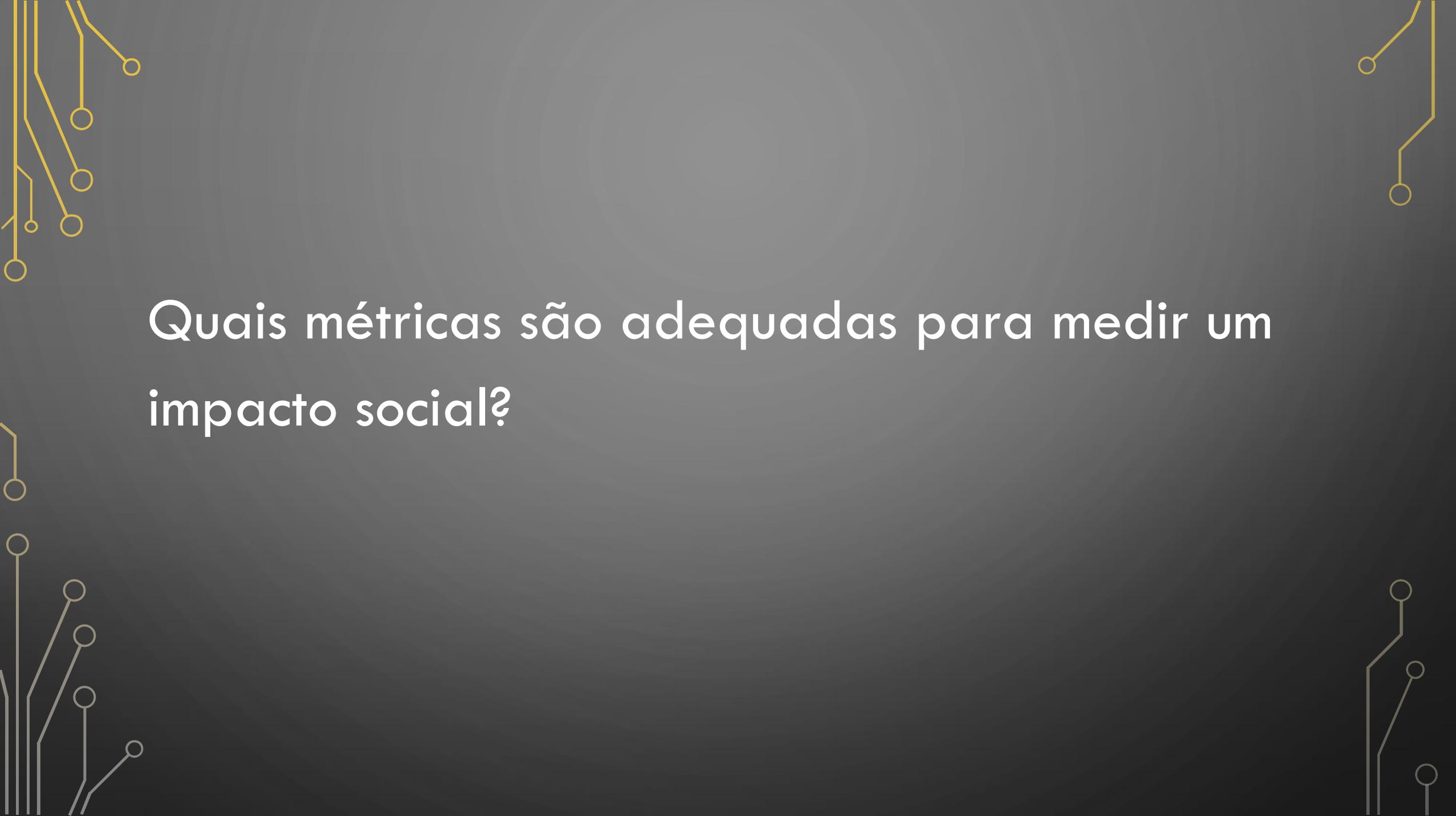




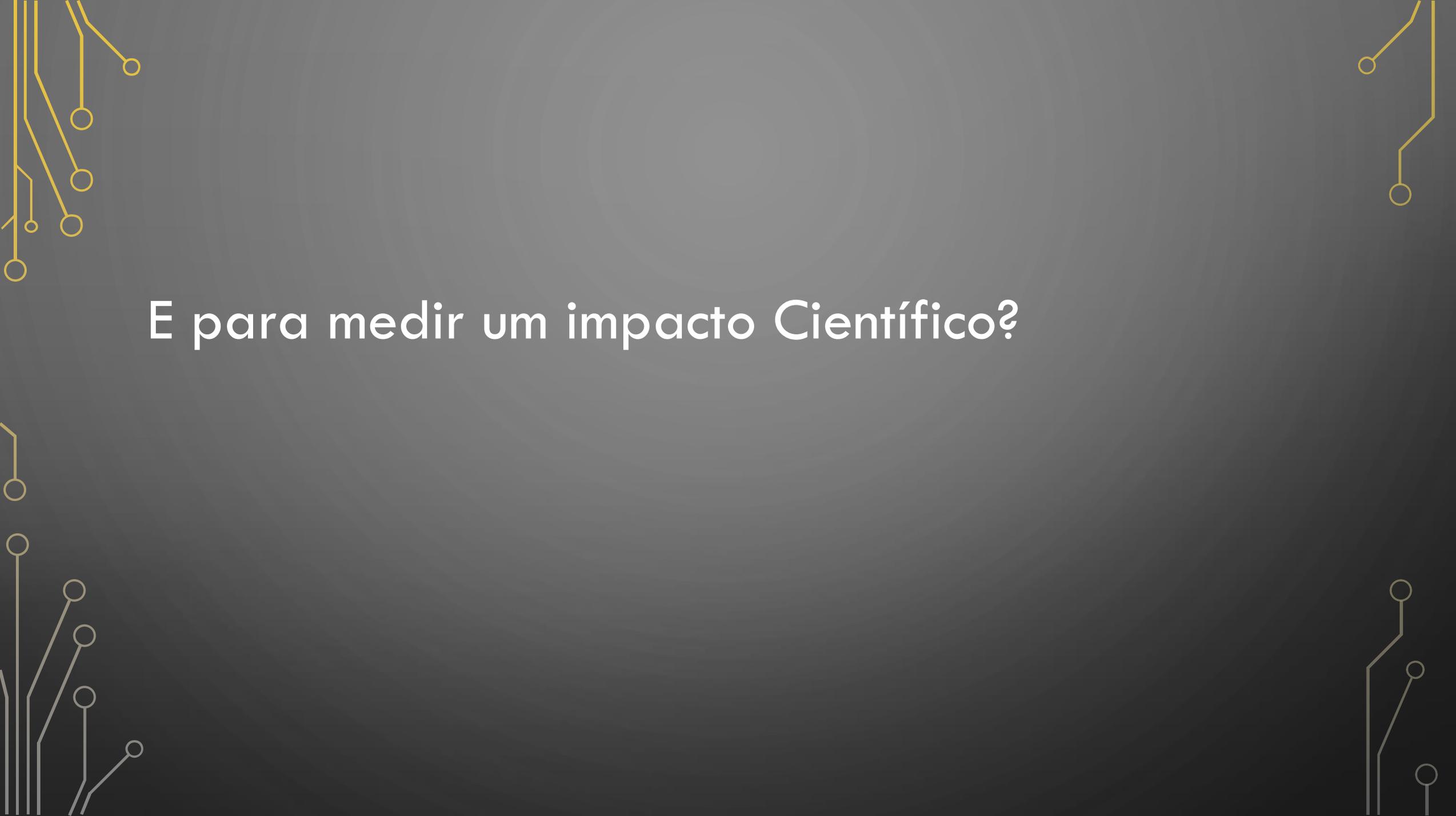
Uma vez definido o olhar desejado, precisamos estabelecer unidades de medida.



Estas unidades são as métricas

The image features a dark grey background with decorative yellow and white circuit-like lines in the corners. The central text is white and reads: 

Quais métricas são adequadas para medir um impacto social?

The image features a dark gray background with decorative elements in the corners. In the top-left and bottom-left corners, there are yellow circuit-like lines with circular nodes. In the top-right and bottom-right corners, there are white circuit-like lines with circular nodes. The central text is white and reads: 

E para medir um impacto Científico?

- Exemplos concretos de
- medição de impacto

**Table 1** Scholarly Twitter metrics associated with scholarly documents

Type of metric	Scholarly Twitter metric	Description
Tweets	Twitter coverage	Percentage of documents with at least one tweet
	Number of tweets	Sum of total number of tweets
	Twitter density	Mean number of tweets per document
	Twitter intensity	Mean number of tweets per tweeted document
Retweets	Share of retweets	Percentage of tweets that were retweets
	Retweet density / intensity	Mean number of retweets per document / tweeted document
Users	Number of users	Unique number of users associated with a document
	User density / intensity	Mean number of users per document / tweeted document
	Mean number of followers	Mean of the number of followers of users tweeting a document
Hashtags	Hashtag coverage	Percentage of documents with at least one hashtag
	Number of hashtags	Unique number of hashtags associated with a document
	Hashtag frequency	Sum of total number of hashtag occurrences
	Share of hashtags	Percentage of tweets with at least one hashtag
	Hashtag density / intensity	Mean number of hashtags per document / tweeted document
@mentions	@mention coverage	Percentage of documents mentioning a user name
	Number of mentioned users	Unique number of users mentioned in tweets associated with a document
	@mention frequency	Sum of total number of @mentions
	@mention density / intensity	Mean number of @mentions per document / tweeted document
Time	Tweet span	Number of days between first and last tweet
	Tweet delay	Number of days between publication of a document and its first tweet
	Twitter half-life	Number of days until 50% of all tweets have appeared

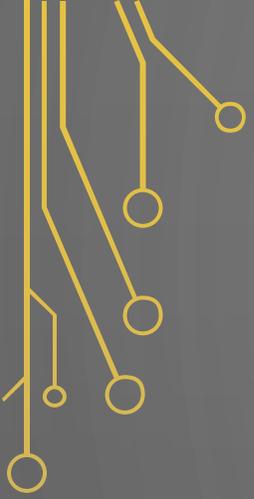
**Table 3** Twitter metrics for journals with the largest Twitter audience based on number of users ( $\geq 10,000$  users) including three most active users. Journal accounts are highlighted in bold.

Journal	Twitter coverage	Tweets				Users	
		N	Density	Intensity	%RTs	N	Top 3 most active users (according to number of tweets; official journal accounts are marked in bold)
PLOS ONE	70%	148,494	5.2	7.4	47%	59,210	aprendedorweb, uranus_2, <b>PLOSONE</b>
BMJ	91%	149,874	45.3	49.7	66%	57,622	<b>bmj_latest</b> , bookapharmacist, npceorg
Nature	100%	85,523	89.0	89.3	56%	42,365	Doyle_Media, randomshandom, TheRichardDoyle
Science	99%	78,141	70.0	70.8	67%	39,225	<b>sciencemagazine</b> , PedroArtino, rkeyserling
PNAS	89%	72,312	19.9	22.4	54%	36,496	abbrabot, EcoEvoJournals, uranus_2
NEMJ	99%	74,263	75.2	75.9	62%	33,142	medicineupdate, <b>NEJM</b> , JebSource
JAMA	95%	68,420	115.4	121.1	64%	31,018	<b>JAMA_current</b> , robarobberlover, ehIJAMA
Lancet	98%	45,752	69.9	71.6	65%	25,673	medicineupdate, darntag, <b>TheLancet</b>
Scientific Reports	56%	41,177	4.6	8.3	50%	23,395	<b>SciReports</b> , uranus_2, geomatlab
Nature communications	78%	39,540	11.8	15.1	52%	21,274	<b>NatureComms</b> , Kochi_Study, PatrickGoymmer
JAMA Internal Medicine	91%	48,882	99.8	110.1	69%	20,197	<b>JAMAInternalMed</b> , JAMA_current, GeriatricsINNSZ
PLOS Biology	99%	24,481	90.0	91.3	70%	12,878	<b>PLOSbiology</b> , PLOS, nebiogroup
BJ of Sports Medicine	97%	26,121	75.7	77.7	69%	11,618	<b>BJSM_BMJ</b> , exerciseworks, SportScienceNI
Cell	96%	23,519	38.2	39.9	57%	11,081	Brianxbio, <b>CellCellPress</b> , topbiopapers
Biotechnology Advances	55%	14,823	113.2	205.9	67%	10,331	robinsnewswire, GrowKudos, ElsevierBiotech
BMJ Open	76%	16,882	11.5	15.1	60%	10,090	<b>BMJ_Open</b> , LS_Medical, SCPHRP

Dados:

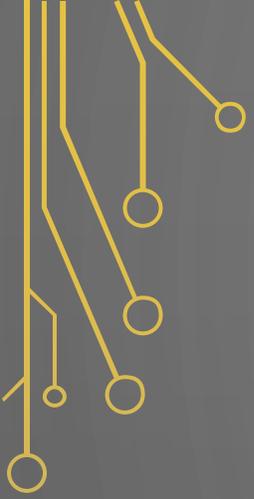
<https://documents.egi.eu/public/RetrieveFile?docid=2410&filename=OpenScienceCommons%20v3.pdf&version=1>

Scholarly Twitter metrics by Stefanie Haustein



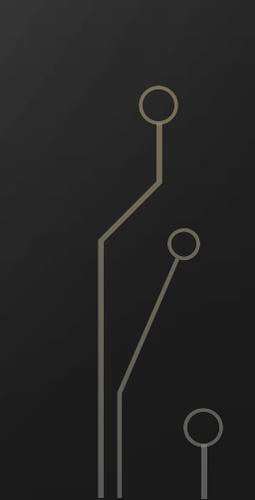
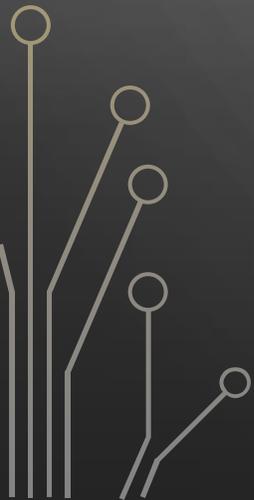
## Tipos de métricas:

1. Citações em outros documentos Científicos
  2. Altmetrics
- 
- 



Fator de impacto:

É uma medida da frequência com a qual cada artigo de um determinado periódico (revista) foi citado em um determinado período (ano)



Números do JCR  
Journal citation  
report - 2019

<b>Impact Factor</b>	<b>Number of Journals</b>	<b>Ranking (Top % of Journals)</b>
<b>10+</b>	239	1.9%
<b>9+</b>	290	2.4%
<b>8+</b>	356	2.9%
<b>7+</b>	447	3.6%
<b>6+</b>	610	4.9%
<b>5+</b>	871	7.1%
<b>4+</b>	1,399	11.4%
<b>3+</b>	2,575	21%
<b>2+</b>	4,840	39.4%
<b>1+</b>	8,757	71.2%
<b>0+</b>	12,298	100%

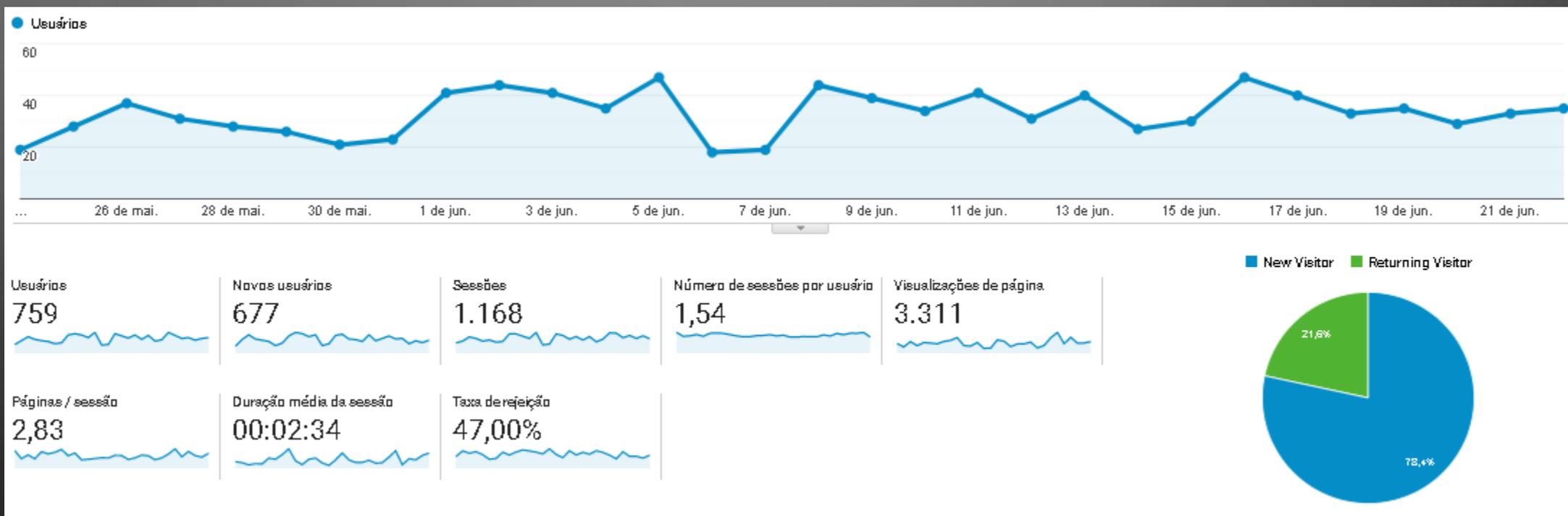
## Cobertura:

É uma medida que indica o percentual em que cada artigo de um determinada edição de uma revista foi citado.

The background is a dark gray gradient. In the four corners, there are decorative elements consisting of thin, light-colored lines that resemble circuit traces or data paths. These lines end in small circles, some of which are connected to other lines, creating a network-like structure. The lines are more prominent in the corners and fade towards the center.

- Estatística da UFC

- Estatísticas da revista Informação em Pauta



País	Usuários	Porcentagem do Usuários
1.  Brazil	672	 88,54%
2.  Portugal	26	 3,43%
3.  Spain	10	 1,32%
4.  India	9	 1,19%
5.  United States	7	 0,92%
6.  Colombia	4	 0,53%
7.  Costa Rica	4	 0,53%
8.  Mozambique	4	 0,53%
9.  Argentina	3	 0,40%
10.  Chile	3	 0,40%

### Usuários



### Usuários

22.012



### Novos usuários

21.667



### Sessões

24.389



### Número de sessões por usuário

1,11



### Visualizações de página

29.486



### Páginas / sessão

1,21



### Duração média da sessão

00:00:58

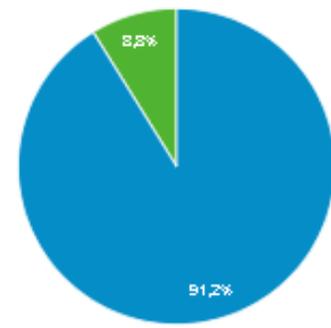


### Taxa de rejeição

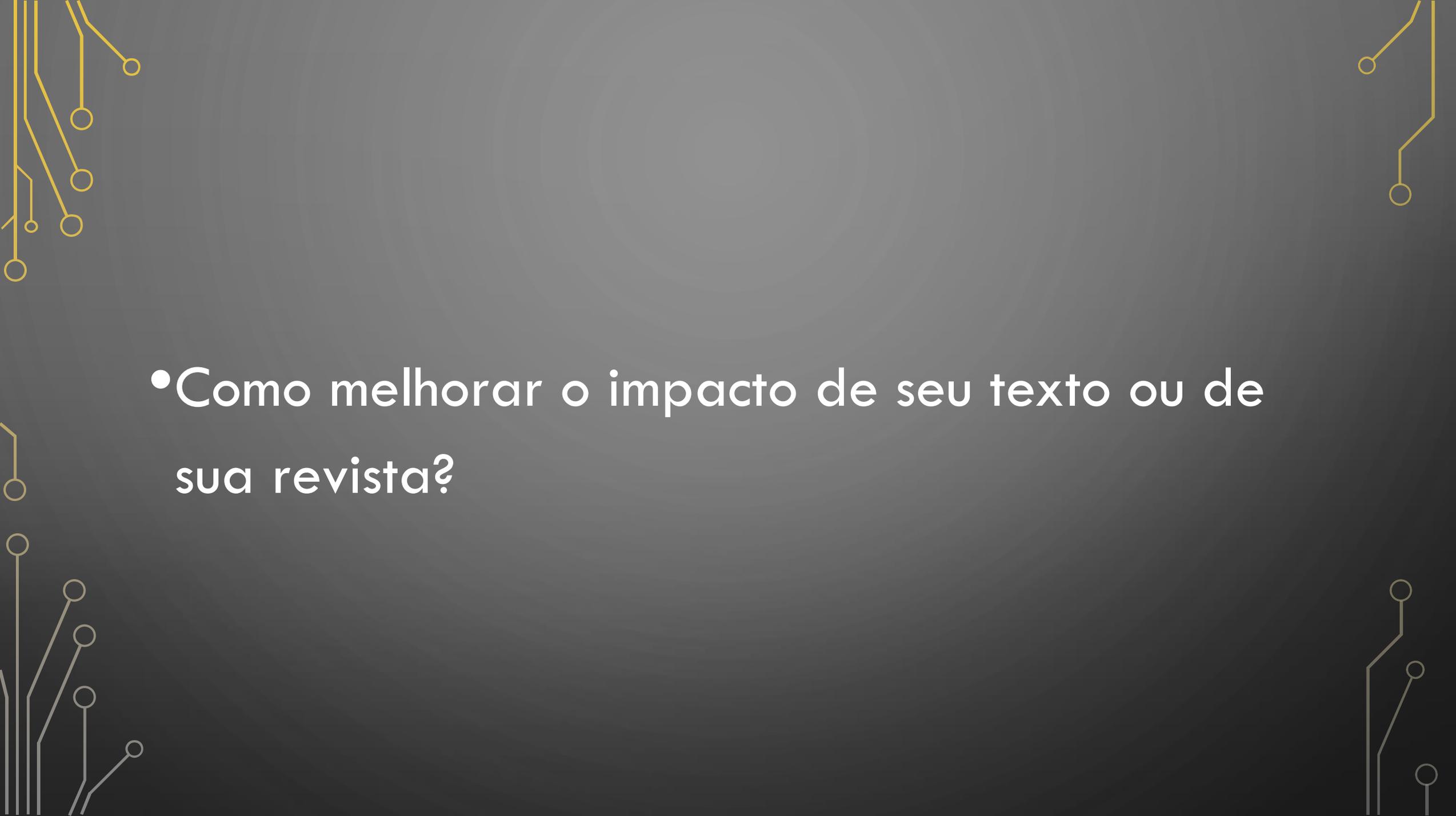
88,40%



### New Visitor Returning Visitor



País	Usuários	Porcentagem do Usuários
1.  Brazil	20.257	 91,72%
2.  Mozambique	871	 3,94%
3.  Portugal	573	 2,59%
4.  Angola	86	 0,39%
5.  United States	49	 0,22%
6. (not set)	31	 0,14%
7.  Argentina	20	 0,09%
8.  Cape Verde	19	 0,09%
9.  Timor-Leste	14	 0,06%
10.  Japan	13	 0,06%

- 
- The background is a dark gray gradient. In the four corners, there are decorative elements consisting of thin yellow and white lines that resemble circuit traces or neural network connections, ending in small circles.
- Como melhorar o impacto de seu texto ou de sua revista?

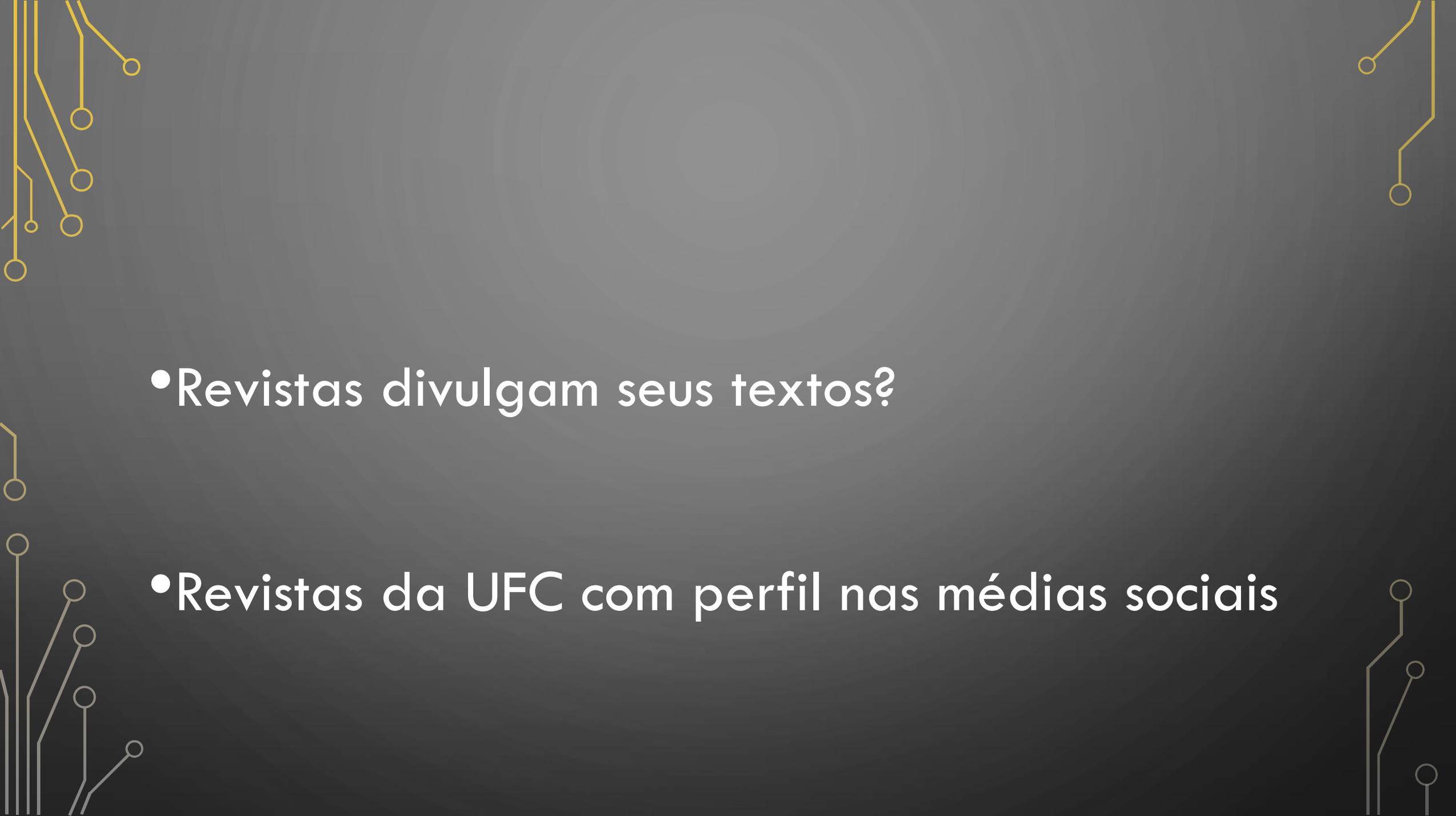


Por que as revistas existem?

Para quem elas são feitas?

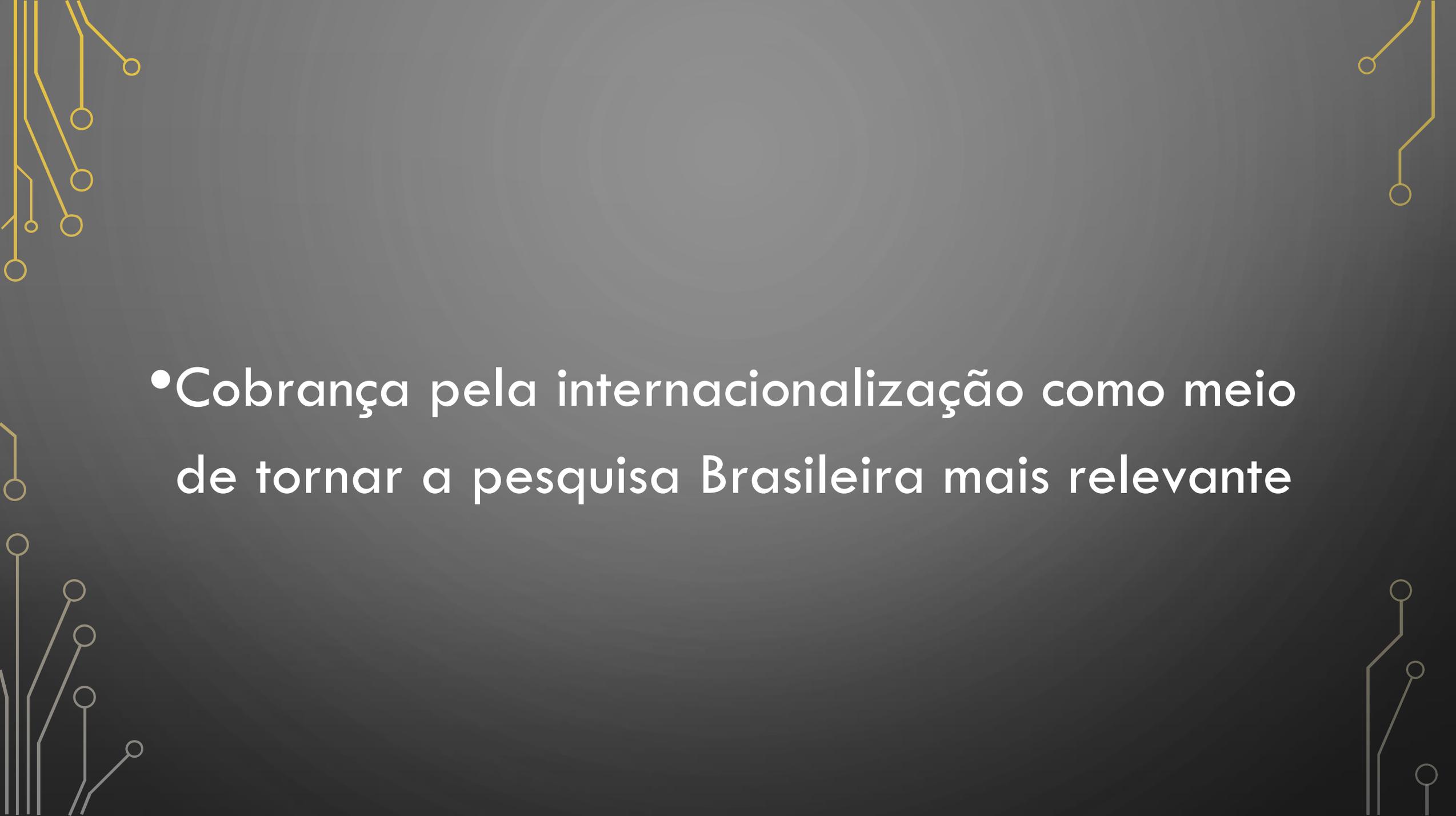


Quem escreve para as revistas?

- 
- The background is a dark gray gradient. In the corners, there are decorative elements consisting of thin, light-colored lines that branch out and end in small circles, resembling a circuit board or a network diagram. These elements are located in the top-left, top-right, bottom-left, and bottom-right corners.
- Revistas divulgam seus textos?
  - Revistas da UFC com perfil nas mídias sociais

The background is a dark gray gradient. In the four corners, there are decorative elements consisting of thin, light-colored lines that resemble circuit traces or fiber optic paths. These lines end in small circles, some of which are filled with a light color. The lines are arranged in a way that suggests connectivity and technology.

# •Internacionalização

- 
- The background is a dark gray gradient. In the corners, there are decorative elements consisting of thin, light-colored lines that resemble circuit traces or neural network connections, ending in small circles.
- Cobrança pela internacionalização como meio de tornar a pesquisa Brasileira mais relevante



- Internacionalizar é:

Textos em diversos idiomas

Textos de autores de diversas nacionalidades

Temáticas de abrangência internacional

Corpo editorial internacional



The background is a dark gray gradient. In the four corners, there are decorative elements consisting of thin, light-colored lines that resemble circuit traces or a stylized tree structure. These lines end in small circles, some of which are filled with a light color. The lines are arranged in a way that suggests connectivity and flow.

- Indexadores de revistas

- Rankings / CAPES
- Indexadores
- Scopus web os Science Latindex  
Lilacs SciELO Scimago

- [blog.scielo.org](http://blog.scielo.org) Web results Indicadores de produtividade científica em rankings universitários: critérios e metodologias

