Creating Compelling Research Impact Visualization
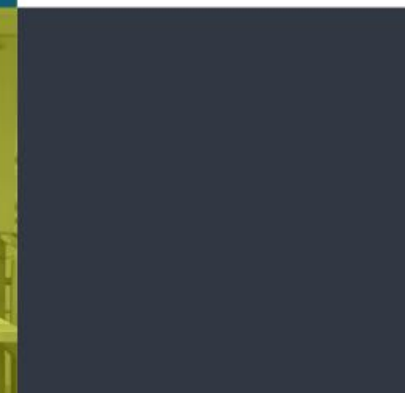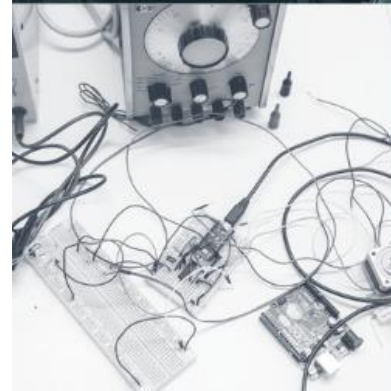
Sherman Centre for Digital Scholarship

Wednesday, November 19, 2025 from 2:00pm –3:00pm

Sherman Centre for Digital Scholarship

Land Acknowledgement

McMaster University is located on the traditional Territories of the Mississauga and Haudenosaunee Nations, and within the lands protected by the "Dish With One Spoon" wampum agreement.

Code of Conduct

The Sherman Centre and the McMaster University Library are committed to fostering a supportive and inclusive environment for its presenters and participants.

As a participant in this session, you agree to support and help cultivate an experience that is collaborative, respectful, and inclusive, as well as free of harassment, discrimination, and oppression. We reserve the right to remove participants who exhibit harassing, malicious, or persistently disruptive behaviour.

Please refer to our code of conduct webpage for more information: **scds.ca/events/code-of-conduct**

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Certificate Programs

The Sherman Centre for Digital Scholarship Certificate of Attendance

The Sherman Centre's certificate program recognizes attendance at our workshops. It complements degree training, supports the development of critical competencies in data analysis, research data management, and digital scholarship, and formalizes core skills fostered by our workshops.

Participants are invited to attend seven workshops and receive a certificate of attendance. To verify your participation in today's workshop, we will provide a code and additional instructions at the end of the session.

You can learn more about the certificate program at **scds.ca/certificate-program**

The Canadian Certificate for Digital Humanities

This workshop is also eligible for the Canadian Certificate for Digital Humanities. To learn more about the certificate, visit **ccdhhn.ca**. You can also contact local liaison Alexis-Carlota Cochrane at scds@mcmaster.ca

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📅 Fall 2024: Upcoming Workshops

Data Analysis Support Hub

November 20: Modeling Binary Outcomes: Logistic Regression in R

November 26: Making and Querying Databases in SQL with DuckDB

Digital Research

November 27: Connecting the Research Ecosystem with Persistent Identifiers

January 21: Tracking the Impact of Non-Traditional Research Outputs

Research Data Management

November 25: Data Management Plan Bootcamp (in-person)

January 14: Best Practices for Managing Data in your Research

Do More with Digital Scholarship

November 27: Creating and Sharing Maps using ArcGIS Online

January 20: Map Making for Absolute Beginners using QGIS

Register for Upcoming Workshops: https://u.mcmaster.ca/scds-workshops

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Learning Objectives

By the end of this workshop, you will be able to:

- Generate ready-made impact visualizations within Dimensions Analytics, Altmetric Explorer, and Overton.io

- Export raw bibliometric data for visualization in external tools (e.g. Excel)

- Effectively incorporate research impact visualizations into reports, grant applications, and award nominations.

Responsible Research Assessment

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San Francisco Declaration on Research Assessment (DORA) [link]

"There is a pressing need to improve the ways in which the output of scientific research is evaluated by funding agencies, academic institutions, and other parties"

Released in 2012, DORA's recommendations urge assessors to:

- "[E]liminate the use of journal-based metrics, such as Journal Impact Factors, in funding, appointment, and promotion considerations"

- "[C]onsider a broad range of impact measures including qualitative indicators of research impact, such as influence on policy and practice"

- "[C]apitalize on the opportunities provided by online publication (such as [...] exploring new indicators of significance and impact)."

DORA has since been signed by 68 Canadian Universities, journals, and funding agencies, including the tri-council (see the full list)

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Effective Impact Expression

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Impact Expression in an Era of Responsible Research Assessment

- Consider the full range of research outputs (e.g. publications, presentations, datasets, software, peer review, patents, etc.)

- Consider the full range of research usage (e.g. academic citations, policy citations, patent citations, media mentions, data downloads, etc.)

- Consider multiple levels of granularity (from the individual article to the career output).

- Support qualitative statements of impact with quantitative metrics, and vice versa.

- Utilize visualizations to support an overarching impact narrative.

Tools for Impact Visualization

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Impact Visualization Databases

The following tools can generate powerful visualizations quickly using their own data:

Dimensions Analytics [link]

- Maps connections between academic journal articles, datasets, grants, and patents.

Altmetric Explorer [link]

- Tracks the mentions of academic works across social media, news media, blogs, Wikipedia, YouTube, and more.

Overton.io [link]

- Tracks policy citations to the work of a researcher / group of researchers.

Best Practices for Impact Visualizations

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Best Practices for Impact Visualizations

- Visualization should support an overall impact narrative.

- Seek regular feedback from the researcher / researchers whose work is being analyzed.

- Always include data sources and dates of analysis.

- Consider the level of interactivity / shareability you wish to achieve and select the right tool.

- Responsible research assessment / visualization is a rapidly evolving space. Keep innovating!

Tell us what you think | Verify your attendance

Provide feedback on this session and verify your participation at
u.mcmaster.ca/post-event

This session's verification code:
durand

Research Impact Questions?

Website: library.mcmaster.ca/services/research-impact

Contact: impact@mcmaster.ca

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