

# Academic Analytics “REDS” System

UF is in the process of acquiring a new product from Academic Analytics that can be used to promote collaboration among faculty (internal focus) and/or to create a view for others into the expertise of faculty (external focus).

# What is REDS?

- ▶ Research Expertise and Discovery Suite (REDS) is a platform that creates an external view into the university showcasing faculty research activity and connections.
- ▶ Internally, REDS can be used to identify existing and potential collaborations based on co-authorships/co-funding/co-inventors and shared research interests.

# Research Expertise and Discovery Suite

## ▶ Research Opportunities and Connections

### Students Faculty

- Connect with faculty for research opportunities/experiences
- Identify faculty for possible mentorship
- Discover opportunities to be funded by faculty

### Industry Faculty

- External view into faculty research activities
- Partner with faculty on research projects
- Find and fund faculty based on research profiles

### Faculty Faculty

- Collaborate with faculty based on shared research interests
- Identify pre-existing networks of faculty around research topics
- Discover shareable resources

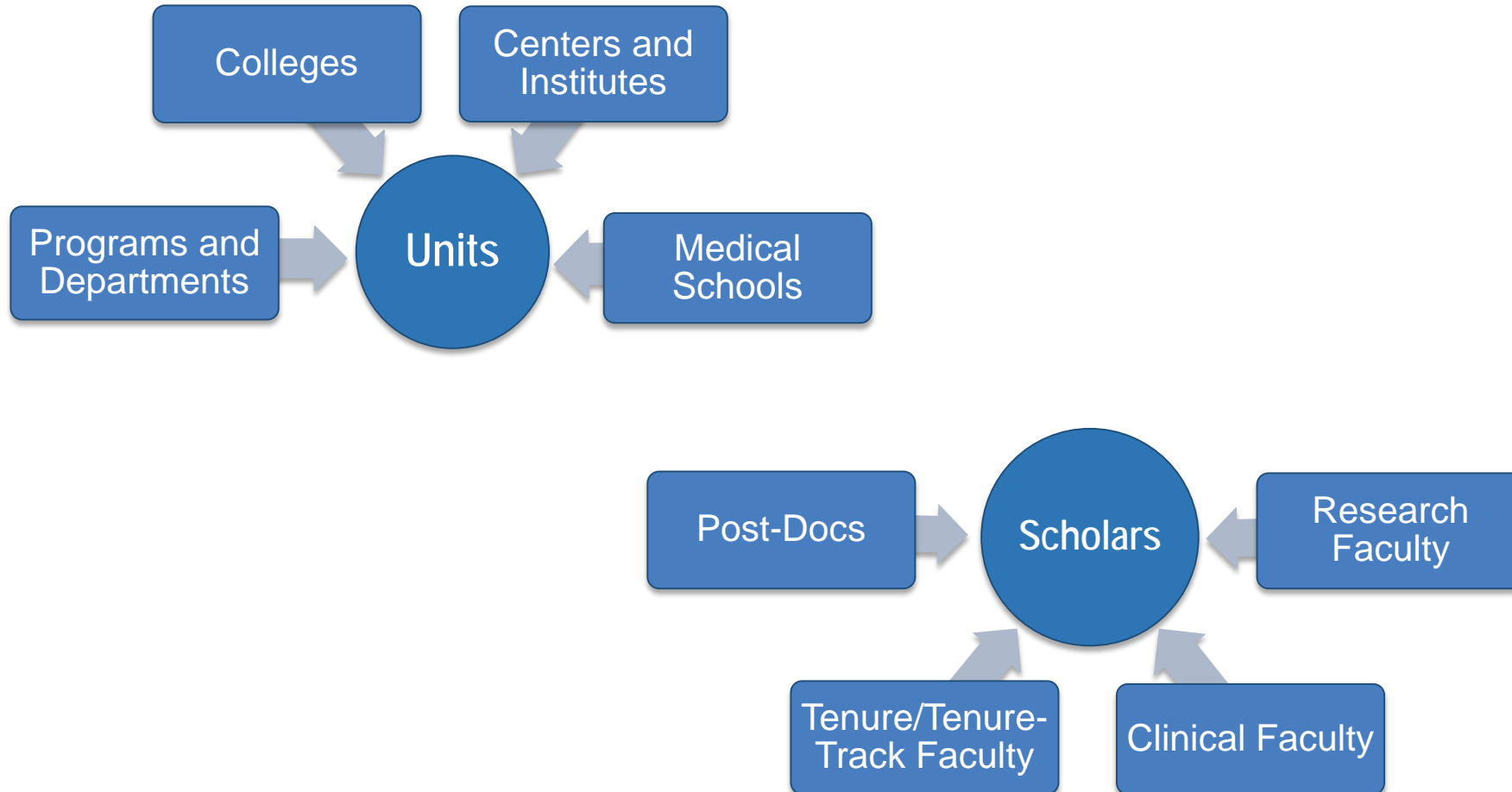
# Beyond Benchmarking

## ► Expanded Data

		COMPARATIVE	DETAILS
<b>Refresh Schedule</b>		Annual	Nightly
<b>Date Range</b>	Articles	2012-2015	2004-Present
	Citations	2011-2015	2004-Present
	Conference Proceedings	2012-2015	2008-Present
	Books	2006-2015	2004-Present
	Grants	2011-2015	2006-Present
	Book Chapters	N/A	2004-Present
	Patents	N/A	All time
	Like Terms	Auto-generated	Auto-generated; able to be expanded with integration

# Beyond Benchmarking

## ► Expanded Faculty Universe



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# Research Expertise and Discovery Suite

## ► Data Integration

### Example University Data

- Faculty record systems (Data 180, Digital Measures, Homegrown systems)
- Research expenditure data
- Course description
- Faculty bios
- Post Doc and GRA positions available

### Academic Analytics Data

- 37,000 academic journals
- Funding from 11 federal agencies
- 6,000 honorific awards from 800 governing societies
- Authored, edited, and translated book publications
- Patent data

### Expanded University Scholars

### Custom Search Interface



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# Summary of REDS Advantages:

- ▶ REDS uses all of AA's data years (since 2004)
- ▶ REDS also can cover more types of faculty, beyond traditional core - postdocs, other titled faculty, etc.
- ▶ REDS can include more types of academic units, such as Centers & Institutes or the Florida Museum of Natural History
- ▶ AA covers nationally "open" grants, publications, awards but with REDS other types of productivity can be added
  - ▶ State funded research
  - ▶ Clinical sciences or performing arts
  - ▶ Technology transfer (patents, licenses, start ups)

# Examples of REDS Implementations

- ▶ MIT
- ▶ [Mit.academicanalytics.com](https://mit.academicanalytics.com)
- ▶ Internally focused
- ▶ Filters by faculty name or department for a given search topic
- ▶ Searches look for keywords in digital objects associated with research or journal publications
- ▶ Also utilizes known information about co-authorship or co-PI relationships
- ▶ Primary uses - promote collaboration and aid to graduate students in identifying faculty for dissertation support and joint research
- ▶ MIT added patent data to the AA provided data



# U Kansas REDs implementation

- ▶ [Kansas.academicanalytics.com](https://kansas.academicanalytics.com) - “Engage KU”
- ▶ U Kansas chose to focus the tool externally to audiences such as industry leaders, community partners as well as students and faculty
- ▶ REDS shows related search terms, grants, articles and conference proceedings for the faculty who are identified in a search
- ▶ Can re-configure search on the fly by clicking a new bubble in the Terms box

# Considerations for UF in Implementing REDS?

- ▶ Internal vs external focus? Gatorlink vs Open?
- ▶ Potential tool for faculty to use for summarizing activity?
- ▶ Access for graduate students?
- ▶ Expanding the AA data coverage? Who and How?
  - ▶ Technology transfer (patents, licenses, startups)
  - ▶ State and private funded research
  - ▶ State or regional publications/awards
  - ▶ Arts - performances/awards
  - ▶ Clinical research/performance/awards

Questions?

