Metrics illuminate the impact of research outputs. When meeting with students, researchers, deans or department heads, the metrics — found on Elsevier products or via other sources — on these quick reference cards can help you to:

**Source Normalized Impact Per Paper (SNIP)**

The impact of a single citation will have a higher value in subject areas where citations are less likely, and vice versa. Stability indicators indicate the reliability of the score. Smaller journals tend to have wider stability intervals than larger journals.

**SCImago Journal Rank (SJR)**

Citizens are weighted — with more or less — depending on the source they come from. The subject field, quality and reputation of the journal have a direct effect on the value of a citation. Can be applied to journals, book series and conference proceedings.

**Field-weighted Citation Impact (FWCI)**

The higher the percentile benchmark, the better. This is available in Scopus for citizens, and also for Scielo and Medline and Mednet. Particularly useful for authors as a way to contextualize journal impact for core journals as an indicator of academic impact.

**H-index**

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**CiteScore**

CiteScore offers a simple measure of attention for a particular article, journal or series. As with all citation-based measures, it is important to be aware of citation practices. The paper "Defensive Strategies for Increasing Citation Frequency" lists 55 different ways to increase citations.

**Journal Impact Factor**

Based on Web of Science data, this metric is updated once a year and traditionally released in June following the year of coverage as part of the Journal Citation Reports®. It includes a five-year impact factor.

**Citation Counts**

A simple measure of attention for a particular article, journal or series. As with all citation-based measures, it is important to be aware of citation practices. The paper "Defensive Strategies for Increasing Citation Frequency" lists 55 different ways to increase citations.

**Scholarly Activity Online**

The website How Can I Share My Data offers to link to published research, principles for authors sharing on scholarly collaboration networks, and places to share that endorse these principles, including Mendeley, Figshare, SSRN and others.

**Social Activity Online**

Microblogging sites may include Twitter, Facebook, Google+ and others. Reporting on this attention is becoming more common in academic CVs as a way to supplement traditional citation-based academic CVs as a way to supplement traditional citation-based metrics, which may take years to accumulate. They may also be open to gaming.

**Field of Mentions in mass media**

Media mentions are valued indicators of social attention as they often highlight the potential impact of the research on society. Sources could include in an institution's press clipping service or an academic provider. For example, Scopus (article metrics module), Pure and Scholar also report on mass media.

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**Impact per Paper**

Indicates that the Snowball Metrics group agreed to include as a standardized metric, which is data source and system agnostic.