# International Journal of Internet Science

# Webometrics for an Open Access Start-Up Journal

## Ulf-Dietrich Reips[1,2], Uwe Matzat[3]

[1]*University of Deusto, Spain, [2]IKERBASQUE, Basque Foundation of Science, [3]Eindhoven University of Technology, The Netherlands*

### Introduction

Before you stands the fourth issue of the International Journal of Internet Science. It will be the last one that is the only issue in its volume, because an increasing rate of manuscript submissions of high quality to this start-up journal forces us to jump to two issues next year.

### From citation analysis to webometrics

Our citation analysis in the previous issue (Reips & Matzat, 2008) revealed a surprisingly high journal impact for the International Journal of Internet Science. To publish very few high quality articles has already catapulted this start-up journal beyond many of the long-standing journals in the field. Looking up "International Journal of Internet Science" in Google Scholar now returns 90 instead of 50 references (December 15, 2009, compared to the same day in 2008). Among them are many new citations relevant to the journal's impact factor.

As a journal that focuses on the Internet we certainly do not intend to restrict our impact analysis to traditional media and publications only. Rather we are interested in webometrics (Björneborn & Ingwersen, 2004), search engine count estimates (SECEs, see Janetzko, 2008) and link analysis. From tracking data accessible via Javascript-based snippets in our Web pages we know that the ijis.net Web site is visited by about 30 visitors a day. Further analyses reveal that 97.3% of visitors have Javascript turned on in their browsers (putting a low error margin on the following figures). The most frequently used browser among visitors is Firefox 3 (41.3%), and many of them run Windows XP (63.3%). Half of our visitors are based in Europe (52.0%), with Germany being the country with the largest share (21.4%), followed by the United States (15.5%). Surprisingly, live.com (Bing) has equalized Google as the top search engine through which visitors find our site (both 50.0%). The top keyword used is – well – "Internet" (25.0%).

Because 91.8% of visitors come via referring sites we set out to analyze traffic by types of sites. Among the sites linking ijis.net are general listings of (open access) journals, like the *Directory of Open Access Journals* (DOAJ, http://www.doaj.org/), the *Index of Information Systems Journals* (http://lamp.infosys.deakin.edu.au/journals/), *PsychLinker* (http://www.zpid.de/redact/link.php?link=556893), and a listing by the *International Association for Media and Communication Research* (http://iamcr.org/content/view/195/322). Portals for resources in Internet-based research link to the journal, such as the *iScience Server* (http://iscience.eu) and *WebSM* (Web Survey Methodology, http://www.websm.org/). Furthermore, we find organizational links like one from *GESIS, the Leibniz Institute for the Social Sciences* (http://www.gesis.org/en/services/methods/further-information/online-links/literature/), and university journal lists like the database by the *National Taiwan Normal University*

*Library* (http://www.lib.ntnu.edu.tw/database/oa.database.jsp), the Mathematics and Computer Science Library at *The Hebrew University of Jerusalem* (http://www.ma.huji.ac.il/~library/ejourc.htm), *The Cape Peninsula University of Technology* in South Africa (http://www.cput.ac.za/library/riscnotesJune06.php), and the Mathewson-IGT Knowledge Center at the *University of Nevada, Reno* (http://www.knowledgecenter.unr.edu/ejournals/free.aspx). Then, there are many blogs linking the International Journal of Internet Science, for example *Research Blogging* (http://gameswithwords.fieldofscience.com/2008/09/what-if-someone-is-watching.html) Bohlinger's *researching the use of social media* blog (http://britbohlinger.wordpress.com/author/britbohlinger/), the *FOLDEN e-Marketing Blog* (http://www.folden.info/emarketing/2009/01/06/new-edition-of-the-international-journal-of-internet-science/), *VERKKOPEDASEURANTA* (http://www.valt.helsinki.fi/blogs/verkkopeda/), *forschungsgruppe internet graduiertenzentrum sozialwissenschaft universität wien* (http://internetforschung.wordpress.com/) and Schmidt's *Bamblog* (http://www.bamberg-gewinnt.de/wordpress/archives/423). Finally, the International Journal of Internet Science is linked from many academic online publications and sites, for example an Ukrainian dissertation (Lawrentjew & Schischkina, 2007, http://www.experiment.edu-ua.net/HTMText.htm) and many of our authors' publication lists.

**Facts and figures from the editorial office**

Submissions to the International Journal of Internet Science have sharply risen in 2009, to 42 submissions from 16 in 2008. With the present issue, there are now in total 18 articles that were published in the International Journal of Internet Science, with 71 rejected manuscripts and 13 being subject to revision or currently under review. (Editorials and book reviews are counted separately, as they are not subject to a rigorous reviewing process.) Consequently, our rejection rate is at 80% for manuscripts with decisions.

In further news, we are reporting a change of affiliation: Ulf-Dietrich Reips has moved to a tenured position at University of Deusto in Spain and thus the International Journal of Internet Science is now hosted there. We are grateful to the University of Zurich for hosting the journal during its first four years. Due to the increasing communication in managing the many manuscript submissions we are considering moving the journal to a journal management system. Our next editorial will likely contain more information about this change and its overly positive consequences.

**The present issue**

The fourth issue includes four original research articles in the field of Internet science. The topics covered are continuous measurement of musically-induced emotions via the Internet, coverage bias in mobile Web surveys, the detrimental effect of racial stereotypes on performance in competitive online environments (like virtual teams), and (non-)effects of textual messages of encouragement and other feedback mechanisms on drop-out in Web surveys.

Hauke Egermann, Frederik Nagel, Eckart Altenmüller, and Reinhard Kopiez (Hanover University of Music and Drama, Germany) present an article on the *Continuous Measurement of Musically-Induced Emotion: A Web Experiment*. The study validates the Internet-based measurement of emotional music experiences on the dimensions arousal and valence. The results do not differ from results previously obtained in the lab. Furthermore, the authors showed that none of technical parameters investigated affected the emotional self-report, while psychological factors showed such effects.

The article *The Coverage Bias of Mobile Web Surveys Across European Countries*, written by Marek Fuchs and Britta Busse (Technical University of Darmstadt, Germany), is about a potentially exciting new opportunity to conduct general population surveys. The authors investigate the coverage bias of mobile phones with access to the Internet within different European countries. Not too far in the future mobile phones may offer the opportunity to reach all portions of the general population in different countries and thus provide the basis for random sampling. Fuchs and Busse move on to comparing the bias with the coverage bias of traditional landline access. The authors conclude that although the mobile Web phone penetration rate increased over the years, coverage bias is still considerable large, as indicated by some demographic variables. In several countries, however, it already is smaller than the coverage bias of the population with traditional landline Internet access.

In *To Reveal or To Cloak? Effects of Identity Salience on Stereotype Threat Responses in Avatar-Represented Group Contexts* Jong-Eun Roselyn Lee (Hope College, USA) analyzes whether racial stereotype threats that are known to affect the individual achievement behavior adversely in the offline world also show an effect in online environments. In addition, she tests whether the group context (cooperative versus competitive) makes a

difference. She finds a performance reducing effect, but only under the condition of competition, extending thereby the underlying theory and pointing to a number of practical implications for virtual teams.

In their article *The Impact of Textual Messages of Encouragement on Web Survey Breakoffs - An Experiment* Sakshaugh and Crawford (University of Michigan and Survey Sciences Group, USA) examine whether encouraging textual feedback to respondents reduces Web survey drop-out. They relate their research to earlier findings on other feedback mechanisms, such as the presentation of progress indicators in Web surveys. Their findings do not provide convincing evidence for a drop-out reducing effect, but in their discussion of the results they point to a number of limitations of their study and offer detailed guidance for future research on this important issue.

**Acknowledgements**

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