



Academia.edu & SELF-BRANDING

THE METRICISATION OF SCHOLARS AND SCHOLARLY NETWORKS



The growth of for-profit academic networks such as Academia.edu and ResearchGate have gone hand-in-hand with an increasing use of metrics in scholarly communication and the development of audit cultures in academia. Presenter, Janneke Adema, Research Fellow at the Centre for Disruptive Media at Coventry University (UK), will provide an overview of the problems these kinds of platforms and the overarching trend towards metricisation and self-branding

pose to the future of academia; how they create inequalities in access; and how the measurements that support a quantified academia create major privacy and surveillance issues. This talk will end with a discussion of various projects and grassroots initiatives—from Humanities Commons and Domain of One's Own to the growing collective of scholar-led radical open access presses—that promote a more ethical publishing system.

Monday, May 1, 4pm

**UCSB Library, Instruction & Training 1312,
1st Floor, Mountain Side**

Refreshments will be served.

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