

# **Tweet or publish: An analysis of Association of American Universities (AAU) scholars on Twitter.**

Timothy D. Bowman<sup>1</sup>

*timothy.bowman@umontreal.ca*

<sup>1</sup> École de bibliothéconomie et des sciences de l'information, Université de Montréal, C.P. 6128, Succ. Centre-Ville, Montréal, QC. H3C 3J7 (Canada)

Social media use has become prevalent across society, including amongst the scholarly community, and Twitter is one of the most popular social media tools (Brenner & Smith, 2013) to date. Previous work has established that between 7% and 30% of scholars use Twitter (Faculty Focus, 2010; Rowlands *et al.*, 2011) to share information, network with various communities inside and outside of academia, and to engage in impression management (Veletsianos & Kimmons, 2012). It is unclear, however, what effect this expanding use of social media will have on more traditional forms of scholarly production. For instance, recent work has examined the relationship between tweets and citation counts (Eysenbach, 2011; Shuai *et al.*, 2013; Thelwall *et al.*, 2013; Haustein, *et al.*, 2014), tweeting behavior of scholars from different disciplines (Holmberg & Thelwall, 2013), and compared the tweeting behavior with publication behavior for astrophysicists (Haustein *et al.*, 2014). This analysis expands on previous work by examining tweeting and publication activity of 541 scholars from eight fields (Physics, Biology, Chemistry, Computer Science, Philosophy, English, Sociology, and Anthropology) across 62 universities. This work will provide insight into the impact of Twitter on scholarly production and further the discussion of the value of so-called altmetrics.

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