Impact of Social Behavior at Scientific Conferences on Publication Citations

Introduction

We analyze quite unique behavioral data that has been collected at INTERACT’03 - an important scientific conference in the field of Human-Computer Interaction in 2003.

In this conference, 343 participants of the main conference were invited to receive a SpotMe device (www.spotme.com), which they could use throughout the conference for spotting, messaging, and connecting with other participants.

Do those papers whose authors were more active in the conference have more impact in terms of the citations today?

Study

The citation counts per paper were obtained manually using the paper title and author names in Google Scholar queries as this proved to be the best approach for reliable citation counts.

We correlate different metrics of SpotMe activity with a paper’s citation count, by looking at two groups given a particular paper P:
• Authors of the same paper P
• All other participants who are not authors of paper P

Results

Social activity during the conference is significantly correlated with citation counts for full papers (long papers) – and in this case, a positive correlation could be observed. However, it is important to note that it matters who one talks to.