

Non bibliometric aspects of book evaluation: the case of prestige in SPI

08 / 11 / 2017

General overview of SPI, Scholarly Publishers Indicators

INICIO

PROYECTO

INDICADORES PARA EDITORIALES

BUSCADOR DE EDITORIALES

EQUIPO



SPI BETA

Scholarly Publishers Indicators

Books in Humanities and Social Sciences

Un proyecto del grupo ÍLIA del CSIC

Buscador de indicadores para editoriales académicas / científicas



<http://ilia.cchs.csic.es/SPI>

Rankings of publishers according to their perceived prestige

Prestigio de las editoriales según expertos españoles. Editoriales mejor valoradas por sectores (2014)

Editoriales españolas

Posición	Editorial	ICEE
1	Alianza (Grupo Anaya, Hachette Livre)	17.990
2	Crítica (Grupo Planeta)	13.517
3	Marcial Pons	9.825
4	Cátedra (Grupo Anaya, Hachette Livre)	9.493
5	Akal (Akal)	8.381
6	Ariel (Grupo Planeta)	7.158
7	Csic	6.099
8	Siglo XXI De España (Akal)	4.063
9	Fondo De Cultura Economica	3.539
10	Síntesis	2.596
11	Taurus	2.033
12	Sílex	1.854
13	Biblioteca Nueva	1.751
14	Dykinson	1.456
15	Tirant Lo Blanch	1.438
16	Casa De Velazquez	1.427

Editoriales extranjeras

Posición	Editorial	ICEE
1	Cambridge University Press	19.335
2	Oxford University Press	13.520
3	Routledge (Francis & Taylor Group)	4.378
4	Brill	2.159
5	Brepols	2.084
6	Harvard University Press	1.933
7	Presses Universitaires De France (Puf)	1.605
8	McGraw Hill	1.501
9	Ashgate Publishing (Ashgate Publishing Group)	1.392
10	Springer	1.357
11	Blackwell	1.341
12	Elsevier	1.303
13	Sage	1.009
14	Chicago University Press	0.959
15	Macmillan	0.913
16	Princeton University Press	0.887

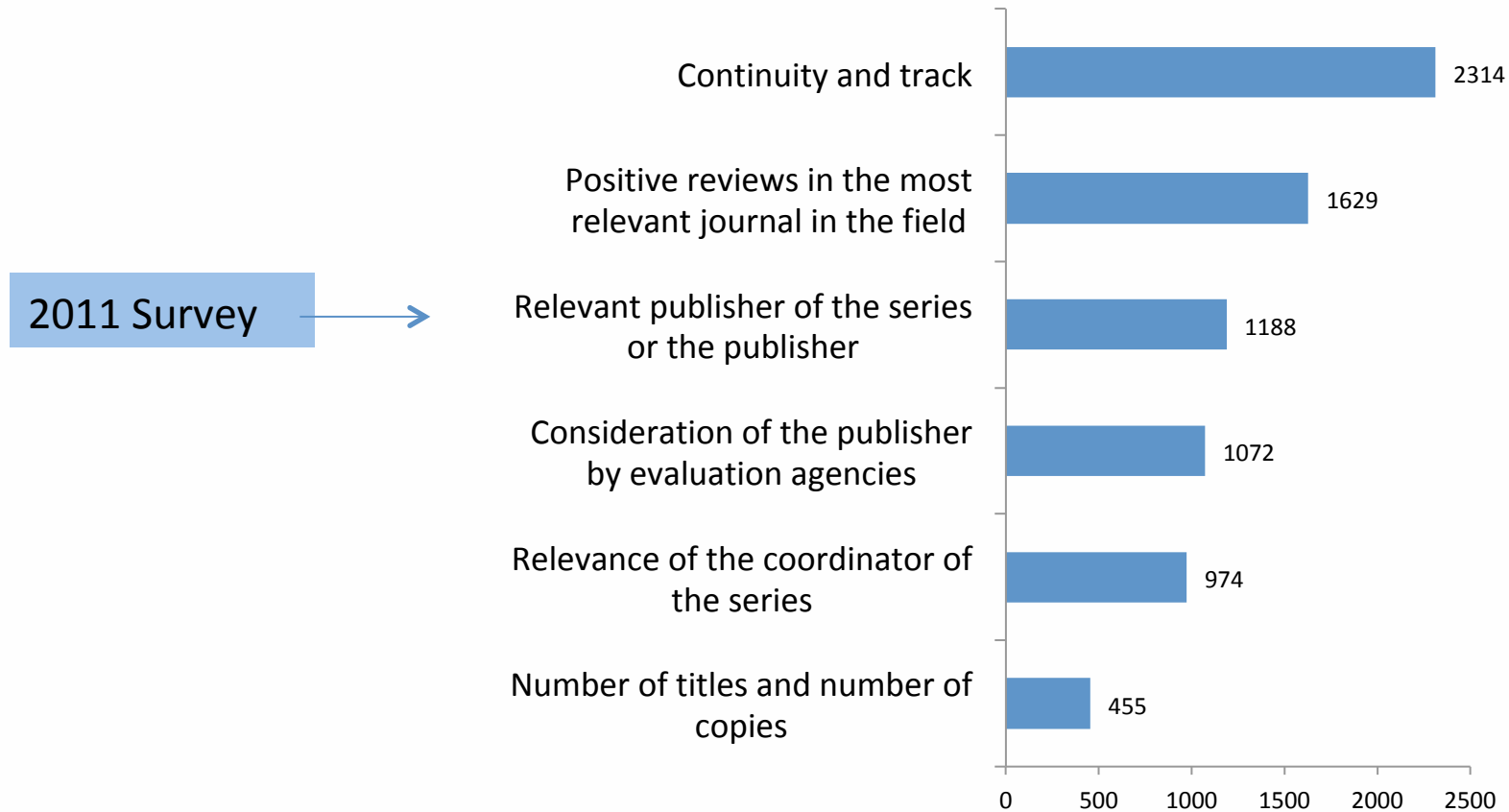
The perceived prestige of publishers: underlying concepts (I)

2013 Survey

→ *“Con el objetivo de acotar el concepto de prestigio se ofrecen a continuación algunos componentes del término: especialización de la editorial; trayectoria continuada; sistemas de evaluación rigurosos; impacto científico y reseñas; difusión y distribución; calidad editorial; marketing editorial; traducciones; proyección internacional de la editorial; variedad de formatos de edición.”*

With the objective of delimiting the concept of prestige, some of the components underlying it are listed: **specialization of the publisher, consistent track, rigorous evaluation procedures, scientific impact and reviews, dissemination and distribution, editorial quality, editorial marketing, translations, international presence of the publisher, diversity in publishing formats.**

The perceived prestige of publishers: underlying concepts (II)



On a 0-5 scale, publishers' prestige was given an average score of 3.85 as an element of the quality of a publisher, only behind the existence of peer review (3.92)

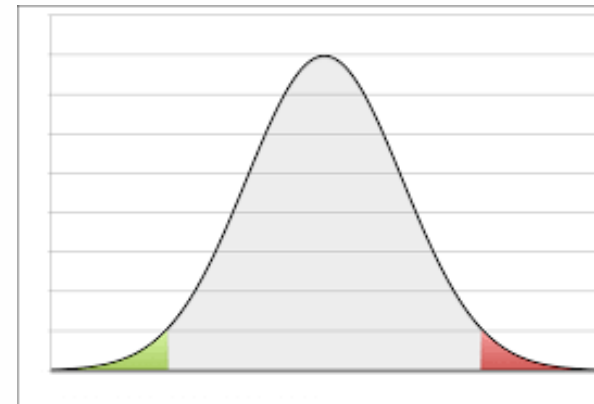
The perceived prestige of publishers: additional data (I)

Why prestige:

- a) It includes encompasses several variables which are relevant for scholars.
- b) Because it is the main concept assigned to quality publishers by evaluation agencies

Differential reliability:

As with other construct measured from a survey, the reliability of the results is higher at the extremes and lower closer to the mean (in the case of prestige rankings, the median of the accumulative distribution)



Univ. J. I

Cátedra

The perceived prestige of publishers: additional data (II)

Prestige as a lasting concept:

Some scholars have mentioned publishers that ceased publishing books at the time the survey was sent. The acquisition of prestige by a publisher is a long term endeavor. Those publishers have contributed to the researchers work in the past or nowadays and are still relevant to the researcher.

Prestige from survey / Prestige from expert panel

Quality, relevance and / or prestige derived from a survey is not substantially different in the intrinsic subjectivity of the judgment with respect to that of a panel of experts who rate publishers individually. If subjects surveyed are experts, then the main difference is one of number (over 2700 subjects)

The perceived prestige of publishers: additional data (III)

Complementariness of the prestige and other indicators as elements for a nuanced evaluation

Editorial	En el informe de especialistas externos a la editorial (de la colección)	En el informe de especialistas externos a la editorial (de la editorial)	En el informe de un comité de lectura interno (de la colección)	En el informe de un comité de lectura interno (de la editorial)	En la opinión del director/a de la colección	En la opinión del director/a de la editorial	Información sobre sistema de revisión de originales en su web
Editorial Reverte	○	○			○		
Editorial Sínderesis			○		○	○	○
Editorial Siníndice		○			○	○	
Editorial Síntesis, S. A.		○			○	○	○
Editorial UOC	○	○			○	○	
Editorial Universidad De Costa Rica		○					
Editorial Universidad Nacional	○	○			○		○
Editorial Universidad de Granada		○			○	○	○
Editorial Universidad del Rosario		○	○		○		○

Shares Promedios. Ciencia, Tecnología y Medicina. Todas las editoriales

Share Externo Agricultura	Share Interno Agricultura	Share Externo Ciencias	Share Interno Ciencias	Share Externo Informática	Share Interno Informática	Share Externo Ingenierías	Share Interno Ingenierías	Share Externo Medicina	Share Interno Medicina
0,68	6,63	0,17	13,11	0,51	6,91	0,47	12,54	0,19	0,19

Shares Promedios. Ciencias Sociales y Humanidades. Todas las editoriales

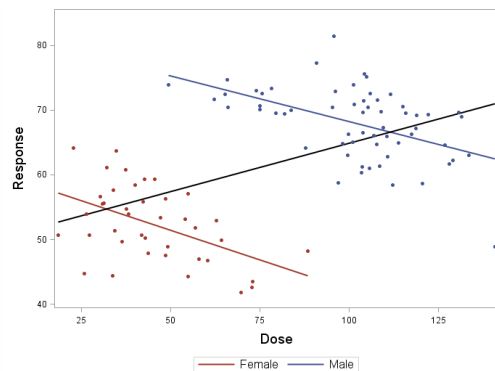
Share Externo Antropología	Share Interno Antropología	Share Externo Arqueología Y P..	Share Interno Arqueología Y P..	Share Externo Bellas Artes	Share Interno Bellas Artes	Share Externo Biblioteconomí..	Share Interno Biblioteconomí..	Share Externo Ciencias Políticas	Share Interno Ciencias Políticas
0,43	3,10	0,37	8,82	0,11	21,08	0,85	7,53	0,20	0,20

Shares internos y externos de la editorial. Ciencias Sociales y Humanidades

Editorial	Share Externo Antropología	Share Interno Antropología	Share Externo Arqueología Y P..	Share Interno Arqueología Y P..	Share Externo Bellas Artes	Share Interno Bellas Artes	Share Externo Biblioteconomí..	Share Interno Biblioteconomí..	Share Externo Ciencias Políticas	Share Interno Ciencias Políticas
Ediciones Polifemo	0,00	0,00	0,20	7,94	0,04	2,64	0,00	0,00	0,00	0,00

The perceived prestige of publishers: additional data (IV)

The individual case and the ecological inference fallacy : Yule-Simpson's paradox



Perceived prestige of publishers is not used as a direct method of evaluation, but as a support for evaluators. Their task is to assess individual cases.

The perceived prestige of publishers: additional data (V)

Some common criticisms

- Respondents might have selected publishers with which they have published for their own benefit in evaluation processes

If we remove the publishers in which the respondents have published a book we would count with a very short list of publishers for which the knowledge for making a judgment is limited.

- Within a publisher the quality of books can vary

It is a possibility, particularly near the mean of the distribution of quality: individual judgment and quality labels or seals (APQ, in example) can complement the information of publishers' rankings.