

Citation Tracking

Citation tracking or citation indexing can be an extremely useful tool in determining what the scholarly context for your topic is and what the most influential publications on that topic have been.

This is what appears when you enter one of the sample articles we looked at in class into Google Scholar:

The screenshot shows a Google Scholar search result. The search bar contains the text "'Following the Pattern': The Creation of an Encyclopaedic Universe with Tra". The search results show a single article titled "'Following the Pattern': The Creation of an Encyclopaedic Universe with Transmedia Storytelling" by M Bourdaa, published in *Adaptation* in 2013. The article is abstracted in a television (TV) environment. The article has been cited by 7 other scholars. The search results also show a sidebar with filters for "Articles", "Case law", and "My library", and a "Sort by relevance" option.

Notice that it has been cited by 7 other scholars. That's much better than 0, but 7 citations still isn't a lot.

This article cites lots of other sources, of course, and you should plug those into Google Scholar or Web of Science as well. Take, for example, this book by Henry Jenkins that the sample article cites.

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complex enough to create and expand a whole coherent universe around it. In his book *Convergence Culture: Where Old and New Media Collide*, Jenkins gives this definition: 'a transmedia story unfolds across multiple media platforms, with each new text making a distinctive and valuable contribution to the whole. In the ideal form of transmedia storytelling, each medium does what it does best – so that a story might be introduced in a film, expanded through TV, novels, comics Each franchise entry needs to be self-contained so you don't need to have seen the film to enjoy the game and vice-versa' (Jenkins 95–96).

The screenshot shows a Google Scholar search result for the book "Convergence Culture: Where Old and New Media Collide" by Henry Jenkins. The search bar contains the text "Convergence Culture: Where Old and New Media Collide". The search results show a single article titled "[BOOK] Convergence culture: Where old and new media collide" by H Jenkins, published in 2006. The article is a book. The article has been cited by 8730 other scholars. The search results also show a sidebar with filters for "Articles", "Case law", and "My library", and a "Sort by relevance" option.

This source has been cited 8,730 times! That's crazy. This means that this is a foundational text in the field, cited by almost everyone who writes about transmedia. If you were to write a paper on transmedia, you would have no authority or credibility with the reader if you failed to reference this source in some way.

Tip: If you find a source that you like, but it hasn't been cited by others very much, check the bibliography. Sources that this author cites are probably ones that you'd be interested in as well. You can plug this other author's sources into Google Scholar or Web of Science to find more influential or popular sources.