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:

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.
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.