

Longitudinal Trends In Post-COVID Publication Productivity Among Advertising and Public Relations Faculty;

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Abstract

This study examines differences across gender and race in the citations, h-indices and publication productivity of a sample of professors in the advertising and strategic communications field across a variety of American for Education in Journalism and Mass Communication (AEJMC) accredited institutions. It is a continuation of a prior study done in 2018, before the COVID-19 pandemic, and provides a deeper understanding of the effects of institutional policy and trends in the attrition of female faculty and faculty of color which research has indicated may have resulted from the pandemic. Understanding the long-term effects of the pandemic on publication productivity across fault lines is crucial to addressing potential systemic inequities in the tenure track process, especially for historically marginalized faculty.

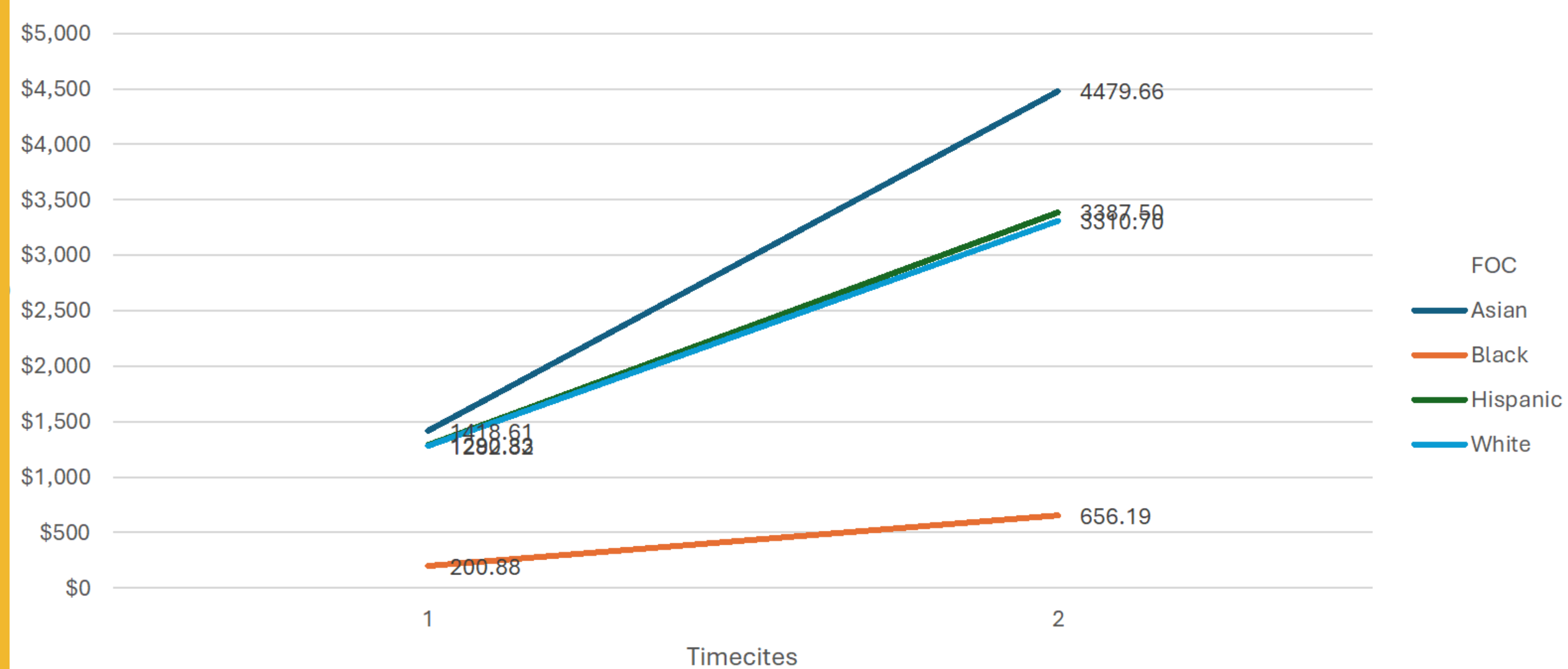
Method

A quantitative approach was employed, analyzing publication and citation data of 187 faculty members using the algorithm-based search engine Publish or Perish, drawing from the Google Scholar database. Only professors were at AEJMC accredited institutions were included in the study. The discipline and study area of interest for the faculty members who participated in the study remained a controlled variable. All of the faculty who participated in the study worked in strategic communication, public relations and other mass-media related fields.



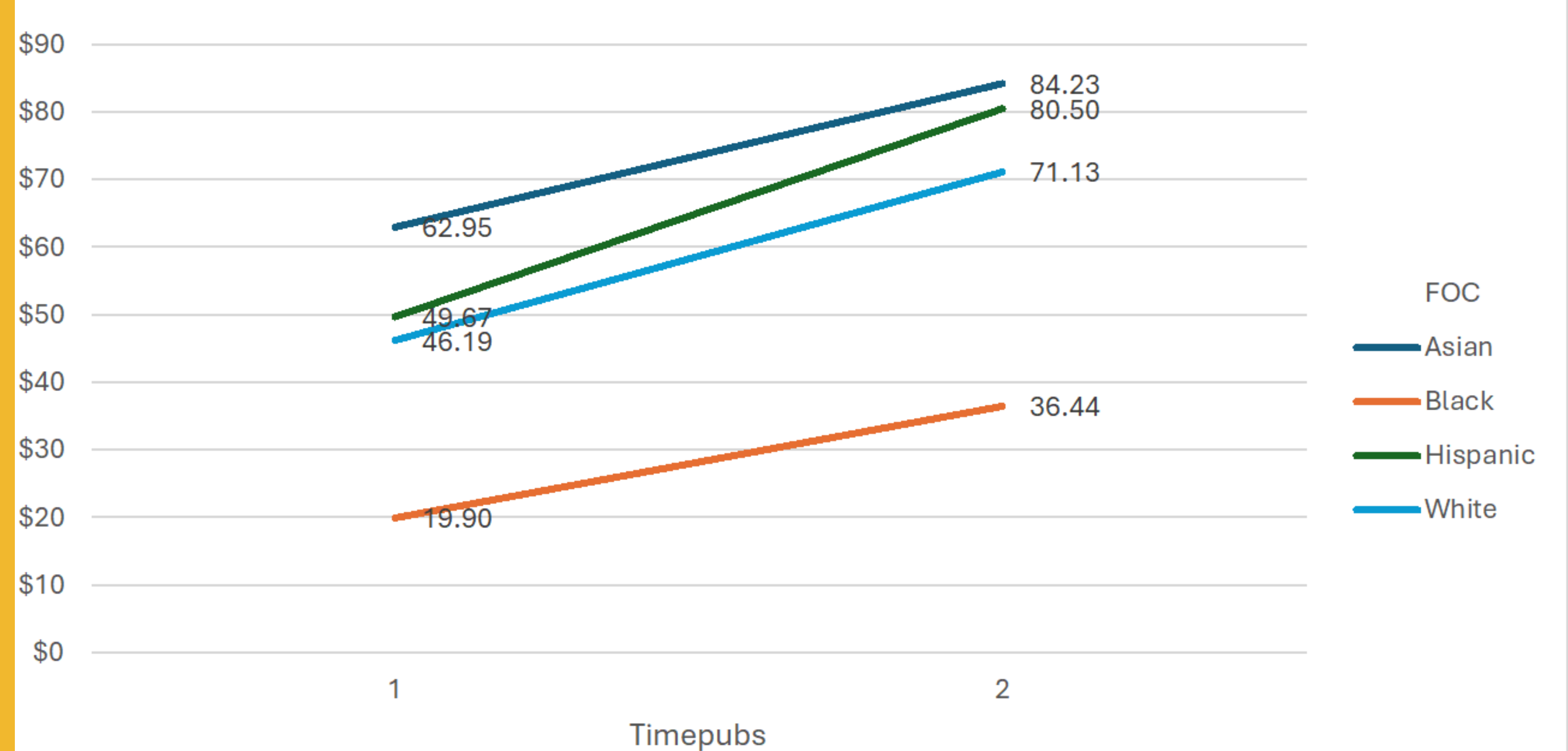
Scan the QR code to view an annotated bibliography with more information and prior research done on the subject of publication productivity

Estimated Marginal Means of Citations



Financial disparities calculated using citation rates cross-tabulated with gender and race from 2018 (pre-pandemic) to 2024 (post-pandemic). All groups were cited more over time, with Hispanic and White faculty having the most similar citation rates. The largest disparity in citations and estimated marginal means exists between Asian and Black faculty.

Estimated Marginal Means of Publications



Financial disparities calculated using publication rates cross-tabulated with gender and race from 2018 (pre-pandemic) to 2024 (post-pandemic). All groups published more over time, with Hispanic and Asian faculty publishing more than any other group in 2024. The largest disparity in publications and estimated marginal means exists again between Asian and Black faculty.

Conclusions

- The longitudinal approach applied to this study shows a **general overall evening distribution in rank** between male and female faculty with time (between 2018-2024) as faculty were promoted over the years.
- Contrary to prior research done on the subject of publication productivity during COVID-19 and data collected on the same faculty in 2018, the present study demonstrates a **closing gap between male and female publication rates and h indices** in 2024, post-pandemic.
- However, just like in 2018, **female faculty still had significantly fewer citations** than their male counterparts in 2024 despite comparable publication rates.
- The 2024 data confirms continued and **persistent racial disparities which affect the publication rates, h indices and citation rates especially of Black faculty**. Racial disparities in publication productivity have remained consistent or increased between 2018 and 2024 even as Black faculty attained promotions and tenure over a six year period.

Potential Impacting Factors

The trend of closing gender gaps in faculty publication productivity after COVID-19 is potentially due to the positive effects of institutional policy implemented during the pandemic (Buckman et. al., 2023) which attempted to compensate for female faculty's high rates of attrition (Hopkins et. al., 2013) and lower citation rates (Ellinas et. al., 2022). Other factors, including a faculty member's "work-life balance", motherhood, race, area and specificity of faculty study as well as possibly demographic patterns of administrative leadership within the AEJMC could be affecting any continued disparities in publication productivity of female faculty and faculty of color as well. (Ellinas et. al., 2022), (Moody-Ramirez et. al., 2024), (Staniscuaski et. al., 2021), (Lee et. al., 2023).

Implications for Further Research

These proposed explanations for differences in publication productivity between male faculty and historically marginalized faculty would require further research to examine. A qualitative study would complement this quantitative analysis well to provide experiential context to the data-driven trends discovered in the present study.

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