

## FACT SHEET

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# ***Practical Assessment, Research & Evaluation***

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*Practical Assessment, Research, & Evaluation* (PARE) is the most widely-read, scholarly journal in the assessment field. The journal has experienced steady growth since it first went on-line on November 13, 1999. By February 2008, there were 188 titles that had been retrieved more than 5,290,000 times. Today, there are 302 titles that have been retrieved more than 13,996,000 times from around the world. Each of the 20 most popular articles has been downloaded more than 138,000 times. Approximately 4,500 articles in PARE are viewed every day.

## **Purpose**

The purpose of PARE is to provide access to peer-reviewed articles that can have a positive impact on how assessment, research, and evaluation are used by education professionals at all levels.

## **Content**

Manuscripts published in PARE are scholarly syntheses of research and ideas about issues and practices in education. They are designed to help members of the community keep up-to-date with effective methods, trends and research developments. While they are most often prepared for practitioners, such as teachers, administrators, and assessment personnel who work in schools and school systems, PARE articles often target other audiences, including researchers, policy makers, parents, and students.

*Practical Assessment, Research & Evaluation* publishes the following types of papers

- Overviews that serve as an introduction to a topic.
- Current information of a factual nature related to a topic.
- Issue Papers that define and describe a controversial topic.
- Practice Applications, which provide specific, generalizable examples of how practitioners can apply research results in practical settings.
- Research Findings that present the current status of research in an area.
- Synopses of Synthesis Papers, which summarize an existing review and synthesis publication.

## **Availability**

PARE is a free, open-access journal available at <http://pareonline.net>. Articles are announced as they are published via a Google group subscription managed by the reader but controlled by the editors. No other communications are disseminated using the group list.

## **Selectivity**

In 2014, PARE received 115 submissions and published 18 manuscripts (15%). A blind version of each within-scope submission is circulated to the Editorial Board and reviewed by at least two members. Virtually all of those that are accepted are provisionally accepted pending additional information or edits.

Two key questions in the review are whether the results generalize and whether the results are likely to alter someone's practice. Thus, PARE

does not accept evaluations of local programs. PARE also does not accept validity studies of test instruments. PARE is not interested in derivations or entirely new techniques, but rather improving availability and understanding of existing methods.

## Impact

### Visibility

Next to each title, PARE publishes a live running total of the number of times each manuscript has been downloaded. This allows authors to see the impact of their work and readers to gauge the popularity of individual titles. Manuscripts are typically downloaded more than 1,000 times within months of their publication.

### Alexa Ranking

Alexa (<http://alexa.com>) is the premier data analytics site for the internet. According to Alexa, PARE is one of the more popular sites in the assessment field. Table 1 shows the rankings of PARE and two other sites for assessment professionals. Not surprisingly, PARE articles appear in the top hits from Google searches on most measurement topics.

**Table 1. Internet rankings**

Web site	Incoming links	US ranking	Global Ranking
PARE	676	125,311	325,265
NCME	296	221,456	912,355
ATP	142	649,454	>3M

### SJR Ranking

The SCImago Journal & Country Rank (<http://http://www.scimagojr.com/>) is a portal that includes the journal indicators developed from the information contained in the [Scopus®](#) database (Elsevier B.V.). These indicators are commonly used to assess journal impact. While PARE is a scholarly journal, it

does not publish basic research. Hence, one would expect the frequency of PARE manuscripts being cited among scholarly journals to be relatively low. Nevertheless, as seen in Table 2, PARE enjoys an excellent reputation among scholarly journals in the field.

**Table 2. Journal Impact**

Journal	Articles in 2013	Cites per article
<i>Practical Assessment Research &amp; Evaluation Educational &amp; Psychological Measurement</i>	15	1.85
<i>Applied Psychological Measurement</i>	40	1.15
<i>Journal of Educational Measurement</i>	29	1.09
<i>Applied Measurement in Education</i>	18	.55

## Readership

PARE's readership is global. Table 3 shows the number of unique users by country since June 2011. Readers from 198 different countries have visited the PARE web site. Some 47% of the unique users reside in the United States; 53% are non-US.

**Table 3. Unique visitors since June 28, 2011**



Table 4 shows the percentage of PARE readership by role based on a user survey conducted over a few days in September 2014. There were a total of 3,947 respondents. The percentages are very similar to those from a survey conducted in 2008.

**Table 4. Who is reading PARE?**

Role	Percent
<b>Researcher/Professor</b>	<b>27.7</b>
Researcher	18.2
College Professor	9.5
<b>K-12 Teacher/Admin</b>	<b>18.5</b>
K-12 Teacher	15.9
K-12 Librarian	0.5
K-12 Staff	1.1
K-12 Administrator	1.0
<b>College Students</b>	<b>41.7</b>
Undergraduate Student	16.9
Graduate Student	24.8
<b>Other</b>	<b>11.0</b>
Parent	2.4
Test Developer	1.4
Other	8.3

PARE is reaching a wide audience. Not surprisingly, the top groups - graduate students, researchers, and K-12 teachers - are those that are directly involved in learning and using assessment, research, and evaluation. Because the journal addresses important practical issues and because of its reputation as a refereed outlet, PARE is a top source for other audiences as well.

### Why are people reading PARE?

Table 5, based on the same 3,947 respondents, shows the reasons given for reading PARE. Notably large percentages of the readership are

reading PARE as background material for their own research (i.e. class assignment and research report preparation) and out of professional interest. Again, PARE is reaching assessment, research and evaluation professionals and aspiring professionals.

**Table 5. Reason for reading PARE**

Purpose	Percent
Background for policy making	4.9
Class assignment	33.3
Research report preparation	25.1
Professional interest	14.9
Personal interest	7.4
Other	7.1
Find teaching resources	7.3

### Implications

**For practitioners** – PARE is an excellent place to find scholarly practical information. The information is vetted, well respected, and high quality. With 302 titles and more than 100 unsolicited manuscript submissions each year, there is coverage on a wide range of topics.

**For authors** – PARE is an excellent place to publish articles that have the potential to directly affect practice. Articles are widely viewed and widely cited.

**For sponsors** – Sponsoring PARE provides an opportunity to support quality, scholarship, and practice and to do so very visibly. Sponsor support is seen by 1000 or more people each day.