

## Interview analysis matrix (inductive)

### Objective: Identify tensions that emerge from participation in ASNS

#### 1. *Quantification of academic work in ASNS*

- 1.1. Impact of traditional metrics vs. altmetrics.
- 1.2. Self-monitoring and divergent perceptions of digital metrics.
- 1.3. Institutional recognition of altmetrics and its influence on the academic career.
- 1.4. Ethical and professional tensions.
- 1.5. Effects on academics' mental health and well-being.

#### 2. *Academic prestige in the digital era*

- 2.1. Evolution of the perception of prestige: metrics vs. traditional recognition.
- 2.2. Trade-offs between quantitative productivity and quality of publications.
- 2.3. Influence of social networks in the construction of prestige.
- 2.4. Diversity of prestige perceptions according to disciplines and personal experiences.

#### 3. *Self-promotion in ASNS*

- 3.1. Positive perceptions and negative reactions to digital self-promotion.
- 3.2. Self-promotion as a strategy in the face of academic job insecurity.
- 3.3. Conflicts between traditional academic values and self-promotion practices.
- 3.4. Implications of self-promotion on academic identity and reputation.