



Altmetrics


WHO'S TALKING ABOUT YOUR RESEARCH?

What are Altmetrics?

Measures of impact of research activity in a web-based environment
Simply put - Alternative Metrics (alternative to bibliometrics)

Captures activity in:

- ▶ Presentations aligned to the Article
- ▶ Datasets aligned to the article
- ▶ Blog Citations
- ▶ Facebook Likes
- ▶ Twitter Cites (one third of all scholars tweet)
- ▶ Media Mentions
- ▶ Bookmarks on reference managers such as Mendeley
- ▶ Measures & qualitative data – complementary to traditional citation-based metrics
- ▶ LinkedIn
- ▶ There are 11 in total !



Altmetrics are not a single class of indicator; they are in real-time a:

- ▶ Record of attention
- ▶ Measure of dissemination
- ▶ Indicator of influence and impact

How do they differ?

- ▶ Article level citation
- ▶ So allows for a metric on the article itself and its component parts-not the carrier
- ▶ Immediacy – offers real-time metrics
- ▶ Offers a more complete picture of scholarly activity relating to the article
- ▶ Impacts on a diverse audience – practitioners; clinicians, educators & the general public

What are the pros?

- ▶ Immediacy – offers real-time metrics
- ▶ Immediacy – a pro or a con ?
- ▶ Lessens the ‘obsession’ with the Journal – offers a complement to traditional metrics
- ▶ Offers an open and different perspective on the work of researchers

What are the cons ?

- ▶ Gaming – ‘paying’ for Likes and Tweets, or ranking
- ▶ Experience is showing that the gaming is quite rare – reasons to game are rare – you’ll get found out
- ▶ Altmetrics measure attention not quality – wisdom of crowds, is this a pro or a con?
- ▶ What is self promotion and what is gaming?
- ▶ Legitimate promotion but without intent to influence the metric (e.g. *Just tried to access this article and hit the paywall – retweet if hate paywalls – the article gets a mention*)

Who uses Altmetrics?

- ▶ Academia (as evidence of influence, for promotion and funding applications)
- ▶ HEIs (for benchmarking)
- ▶ Librarians (to aid periodical collection development & linked data)
- ▶ Institutional Repository Managers (some IRs have and inbuilt altmetric)
- ▶ Publishers (for real-time benchmarking of a journal's performance via altmetric tracking)

It's official:

- ▶ **DORA** Declaration on Research Assessment (use & misuse of metrics)
- ▶ **Altmetric Manifesto** (dos and donts)
- ▶ **HEFCE** *The Metric Tide (July 2015)* states that there are ' powerful currents whipping up the metric tide' – peer review should remain the primary basis for assessing papers but altmetrics will complement traditional metrics, measure societal impact & support the transition to open, accountable & outward facing research. (a measured approach)
- ▶ **NISO** (National Information Standards Organisation) 25th February releases for public comment, the draft *Altmetrics Data Quality Code of Conduct* (guidance for providers & aggregators to adhere to a set of standards offering consistency; transparency; notification of the limitations of & corrections to their data)

No conclusions but a few observations ...

- ▶ Emergent research shows a correlation between Trad & Alt:
- ▶ Tweets correlate to number of article citations
- ▶ Tweets contribute to number of Full Text article downloads
- ▶ Articles read on Mendelay correlate to the number of article citations
- ▶ Altmetrics as evidence – Youtube mentions = evidence of public engagement
- ▶ Raise your profile on Stack – Q&A site for academics
- ▶ HEFCE findings of a review in July 2015 *‘Metrics cannot replace peer review in the next Ref ‘ and then then allude to the difficulty of holding back the tide of altmetrics.*
- ▶ Emergent behavioural studies : ‘people behave differently if they know they’re being watched’

So...where do we find Altmetrics?


- ▶ Altmetric.com
 - ▶ Article-centric approach
 - ▶ Bookmarklet access to data
 - ▶ Embedded in more and more academic journal databases
- ▶ Impactstory.org
 - ▶ “Your CV, but better”
 - ▶ Import from various social media sites

OK...how do I get my article noticed?

- ▶ If you have a blog, mention your new article!
- ▶ Tweet about it! Use your own account, but perhaps also an institutional or departmental account? Or are you a member of a society? Would they tweet it?
- ▶ Institutional press office
- ▶ Mention it at your next conference
- ▶ Share it on Mendeley

A rectangular sign with a yellow background and a black border. The sign features a central black horizontal band with the word "CAUTION" written in large, bold, yellow capital letters. The background of the sign is decorated with diagonal black and yellow stripes that form a pattern of triangles and parallelograms.

CAUTION

- 
- ▶ Go overboard and you'll be found out!
 - ▶ Altmetric aggregators expose the data behind the numbers
 - ▶ Go overboard...you may look a little silly.
 - ▶ Or worse...seen as, well, cheating!

Moving on...

- ▶ Twitter user? Why not follow those who mention your research?
- ▶ Thank them for the mention!
- ▶ See who they follow...you may have mutual followers
- ▶ If someone has blogged about your work, reply to the post. Add a comment, if only to say thanks. Even reply to other comments. Extend the discussion in a positive manner?
- ▶ Facebook posts. Like the page if an organisation? If a personal page, perhaps message them first, rather than going all in as friends?

DONUTS!



Picture Credit: Creative Commons by Amy LYah



Tracking where research is shared and discussed online to uncover the meaning behind the numbers

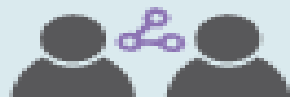
SCHOLARLY COMMUNICATION IS CHANGING



A research output is mentioned online every **1.8 seconds**

Monday
Tuesday
Wednesday
Thursday
Friday

That's an average of **47,000** new mentions a day



Around **15,000** unique research outputs are shared or mentioned online each day

ALTMETRIC MONITOR AND COLLATE THIS ACTIVITY

26 million+ shares

of over **5 million** research outputs



CAPTURING THOUSANDS OF MENTIONS

26,362

Public policy references

23,976,890

Social media shares

39,229

Post-publication peer-reviews

1,042,462

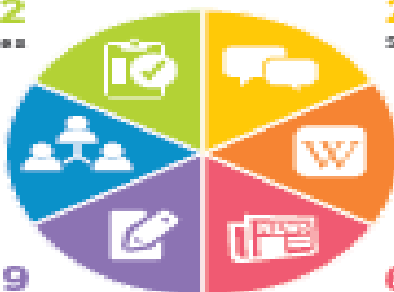
Wikipedia citations

414,719

Blog posts

670,860

Mainstream news stories



ACROSS DISCIPLINES AND AROUND THE WORLD



North America	937
Europe	542
Asia	194
South America	126
Australia	74
Middle East	34
Africa	26

2,000 mainstream media outlets in over 30 different languages are currently tracked



Over **9,000** blogs

physics medicine biology health
geography astronomy history politics
economics sports art & literature technology

ENABLING YOU TO FILTER AND REPORT ON THE ATTENTION SURROUNDING YOUR RESEARCH

Over **70** publishers now display Altmetric data across their article pages.



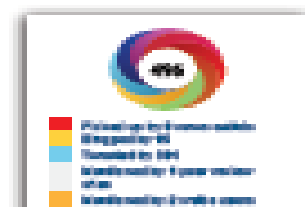
4,600

users have subscribed for access to the Altmetric database

The Altmetric API receives on average

12 million calls every week day

More than **13,000** people have installed the free Altmetric Bookmarklet



Altmetric. Join the conversation.

* Data accurate as of February 2018



Here to stay?



Thanks

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