



Managing your scholarly reputation: the experts speak!

September 15, 2017

Today's speakers



Stacy Konkiel
Altmetric



Jason Steinhauer
Villanova University



Jon Tennant
ScienceOpen



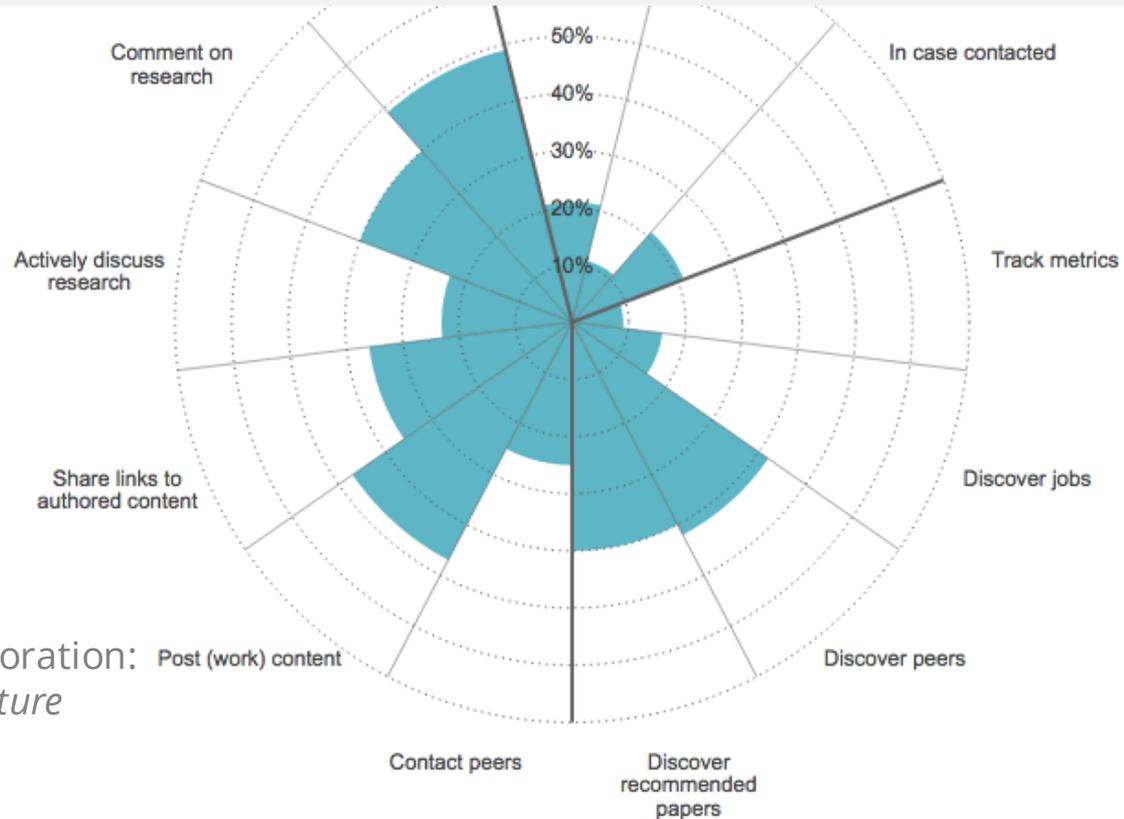
What we know about online engagement and altmetrics

Stacy Konkiel
Altmetric



Fact: Researchers are using social media

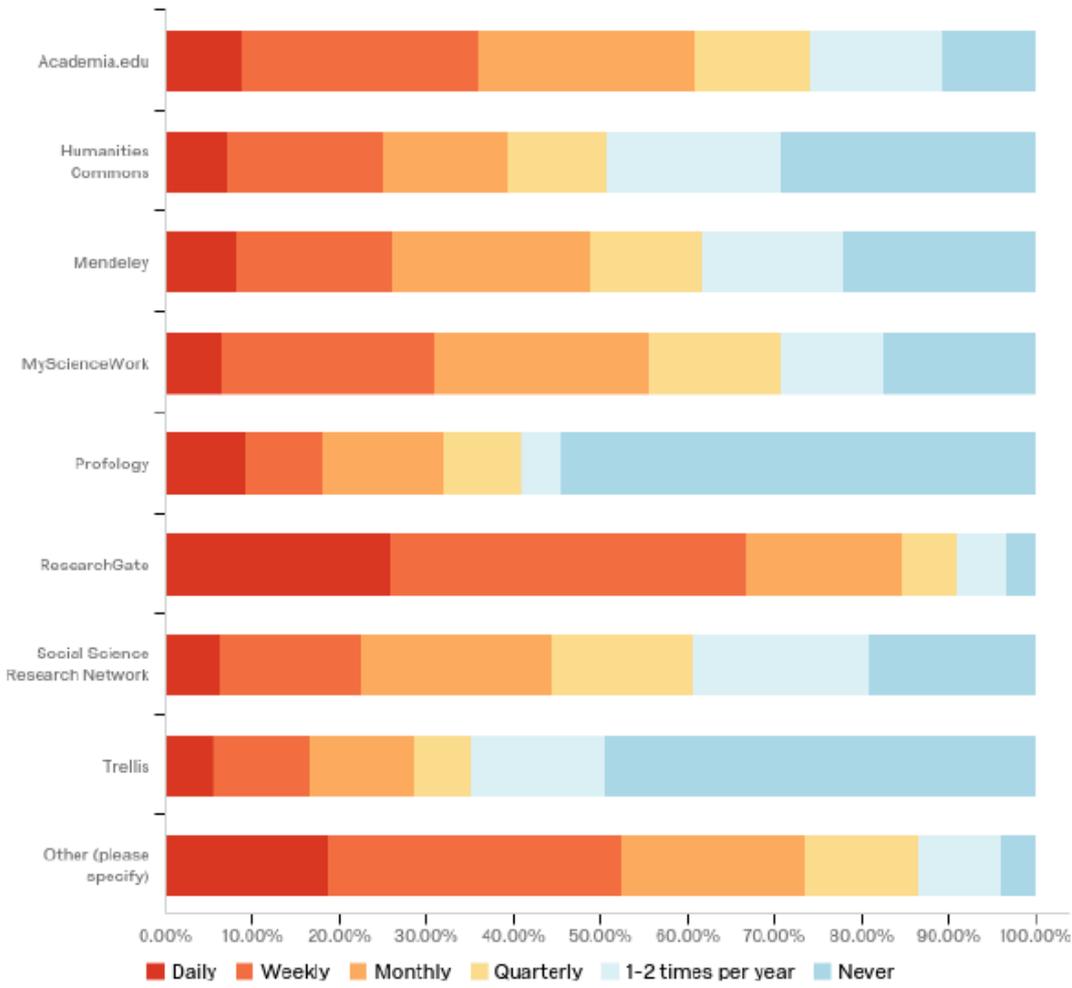
Pictured: Twitter use motivations



Van Noorden R. (2014). Online collaboration: Scientists and the social network. *Nature* 7513(512).



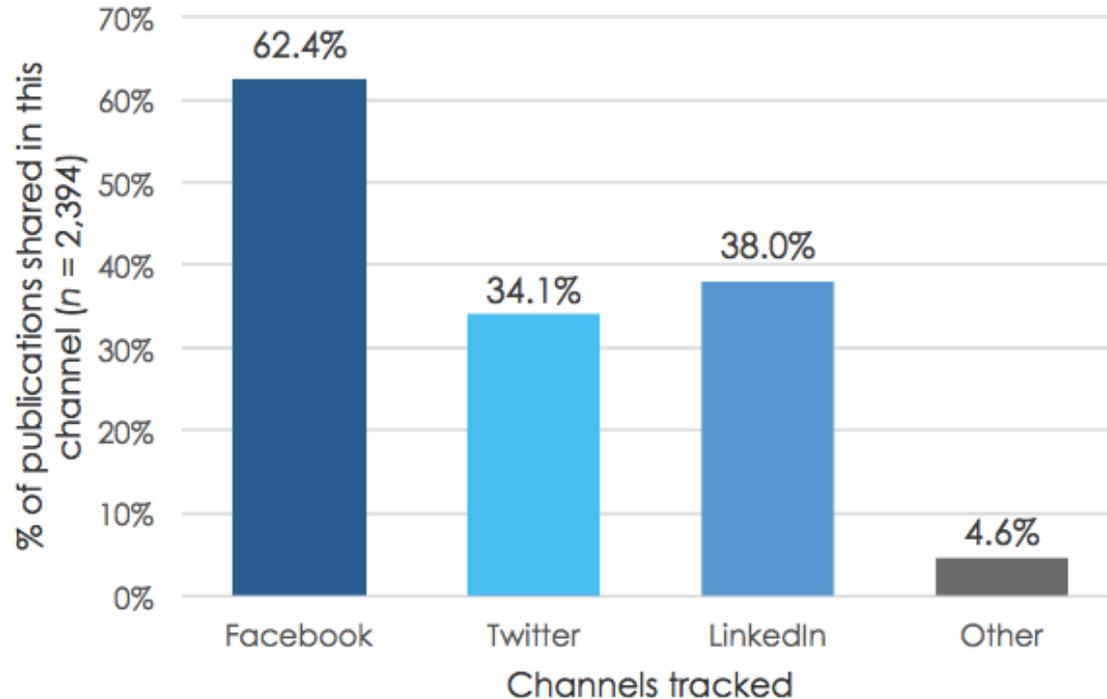
Q2 - How often do you use each of the following scholarly collaboration networks?



March 2017 survey of researchers' use of scholarly collaboration networks

n = 7,527

Fact: Social media is a path to engagement



Erdt et al. (2017)
Analysing researchers' outreach efforts and the association with publication metrics: A case study of Kudos. PLOS One.
<https://doi.org/10.1371/journal.pone.0183217>



Fact: Social media is a path to engagement

		Increase in share referrals
Facebook	Correlation r	.564**
	Sig. (2-tailed)	.000
Twitter	Correlation r	.429**
	Sig. (2-tailed)	.000
LinkedIn	Correlation r	.604**
	Sig. (2-tailed)	.000
Others (e.g. email)	Correlation r	.320**
	Sig. (2-tailed)	.000
	n	1,485



Erdt et al. (2017)
Analysing researchers' outreach efforts and the association with publication metrics: A case study of Kudos. PLOS One.
<https://doi.org/10.1371/journal.pone.0183217>



Fact: Twitter users get more attention for their research

"Papers from Twitter users are 33 % more tweeted than documents of non-Twitter users... the increase of [Twitter] followers produces 30% more tweets."

Ortega JL. (2016). To be or not to be on Twitter, and its relationship with the tweeting and citation of research papers. *Scientometrics*, 109(2). <https://doi.org/10.1007/s11192-016-2113-0>

