



Altmetrics: Tracking the Online Attention and Broadening the Reach of Your Research

Josh & Charlotte, 27th July 2018

Hello!

I'm Josh

Marketing Executive at Altmetric

@altmetric

josh@altmetric.com



Hello!

I'm Charlotte

Implementation Manager at Altmetric

@cperryhouts

charlotte@altmetric.com



Agenda

- Defining and demonstrating impact
- Altmetrics 101
- What can you do with Altmetric data?
- Digging into the data
- Getting started
- Questions?

Defining and strategizing
around impact, dissemination,
and engagement

Defining Impact

How does academic research change and benefit the economy, society, culture, public policy and services, health, the environment or quality of life?

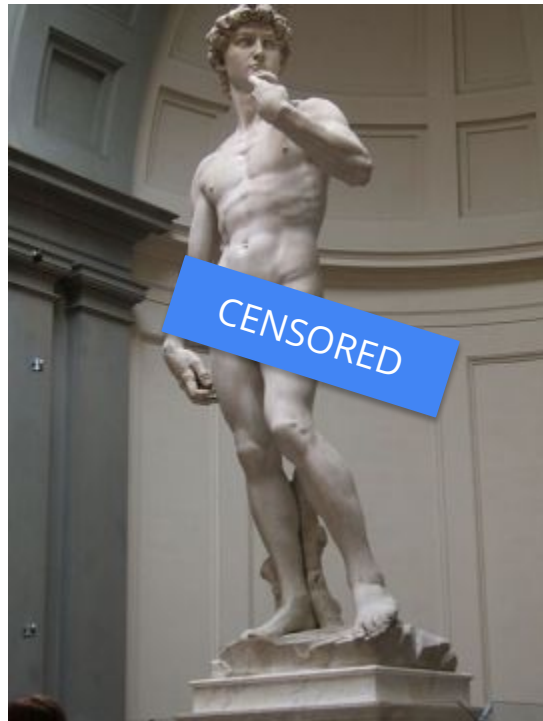


“All **impact** means is that we are **engaged** with the world, trying to make it a better place to live.”

(UCL Professor)



SUBJECTIVE



Demonstrating Impact

RESEARCHERS

Report on impact to funders, institutions, research assessments **and understand** how their work is received and used.

PUBLISHERS

Help researchers and editors extend the short- and long-term **reach** of their research. Understand where content is being discussed and shared.

FUNDERS

Understand the reach of funded research outputs and improve and monitor **public engagement** activities.



What are the goals of research?

Quality

The scholarship is robust

- Stands up to scrutiny
- Can be replicated

Engagement

It reaches the right people

- Other researchers
- Policy makers
- Practitioners
- The public

Impact

It makes a difference

- Advances the field in some small way
- Changes the way people think or approach an issue
- Changes practice



Traditional Metrics

**Citation-based metrics,
including:**

Article-level

- Citation counts
- Relative Citation Ratio (RCR)
- Field-weighted citation ratio

Journal-level

- Impact Factor
- Eigenfactor

Author-level

- h-Index
- h-Index variants

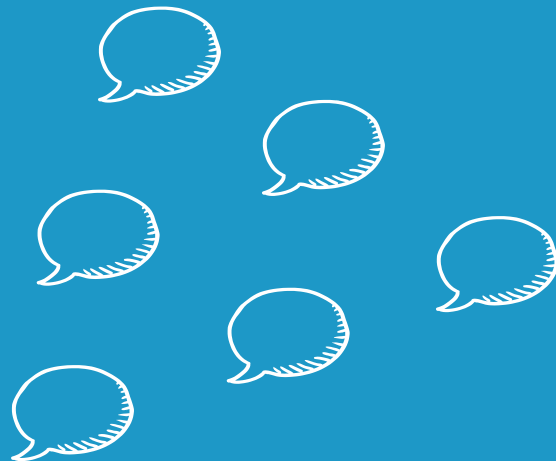
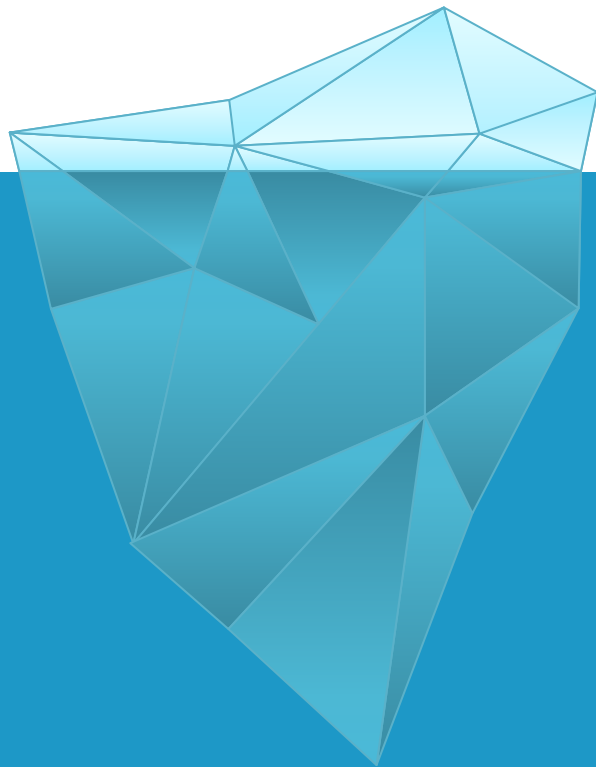
Traditional Metrics

...**ONLY TELL PART OF THE STORY**

Bibliometrics such as the H-index and Impact Factor at the journal level are limited in how much they reveal about research engagement, particularly as they only report *academic* engagement.

ALTMETRICS

Altmetrics help expand our view of research attention, enabling researchers and organisations to understand and report on broader societal attention to their work beyond academia and traditional citation metrics.



Limitations of Traditional Metrics

1. NARROW

Not all research is cited in traditional journals.

2. SCOPE

Broader engagement and use not captured.

3. ACCESSIBILITY

Empowering readers, editors, authors, etc.



TRADITIONAL METRICS

Often slow to accrue
(2-5 years)

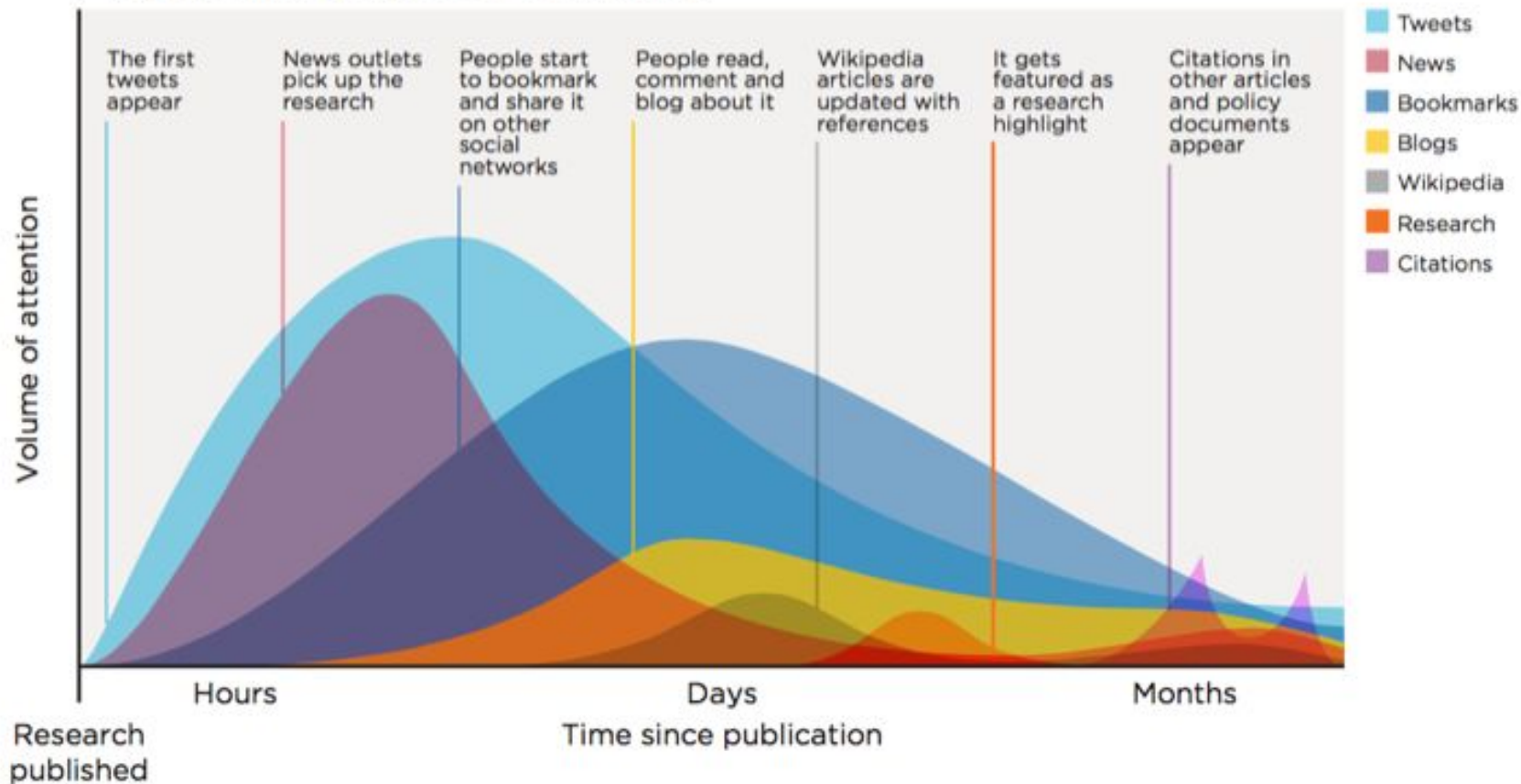
citations

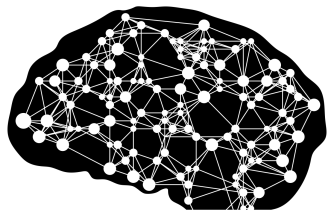
ALTMETRICS

Immediate

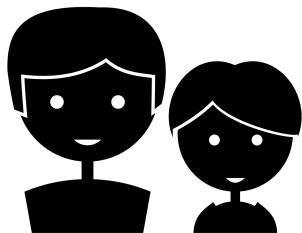


A typical timeline of attention





Academia



General Public



Media



Government
and Policy
Makers

Research is more accessible

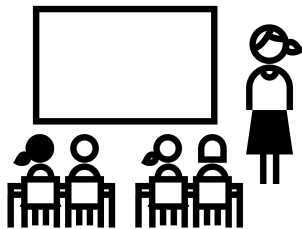


Practitioners

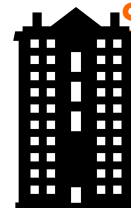


Special Interest Group

Education

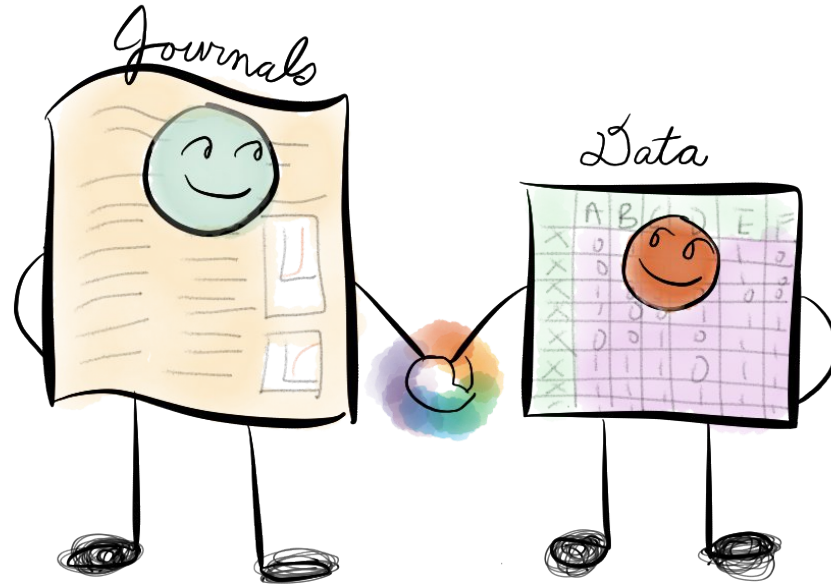


Funders



Corporate





Altmetrics track **any digital object** produced in the research lifecycle.





UP1.mov (10.86 MB)



TR_S.mov (13.88 MB)



UP3.mov (8.66 MB)



TL_S.mov (13.61 MB)



UP2.mov (11.27 MB)



PV_R_F.mov (2.22 MB)



PV_R_S.mov (3 MB)

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A visual dataset of dance steps for behavioral experimentation

Version 7  24.06.2015, 07:56 (GMT) by [Argiro Vatakis](#), [Helena Sgouramani](#)

Altmetric

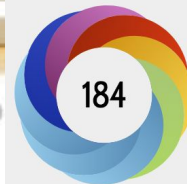
[? What is this page?](#)

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Dreadnoughtus schrani 3D PDF images - Lacovara et al., 2014, A Gigantic, Exceptionally Complete Titanosaurian Sauropod Dinosaur from Southern Patagonia, Argentina, Scientific Reports,

Overview of attention for research output published on figshare, September 2014



About this Attention Score

In the top 5% of all research outputs scored by Altmetric

MORE...

Mentioned by

-  4 news outlets
-  3 blogs
-  167 tweeters
-  2 Facebook pages
-  5 Google+ users
-  1 video uploader

SUMMARY

[News](#)

[Blogs](#)

[Twitter](#)

[Facebook](#)

[Google+](#)

[Video](#)

So far, Altmetric has seen 5 news stories from 4 outlets.

Los Angeles Times

Giant dinosaur discovered! Dreadnoughtus weighed as much as 7 T-Rexes

Los Angeles Times, 04 Sep 2014

Scientists have just announced the discovery of Dreadnoughtus schrani, a hulking dinosaur that stood two stories tall at its...

The Register

Dino-hunters discover Dreadnoughtus - maybe the biggest creature to have walked

The Register, 04 Sep 2014

Finders make 3D scans of bones available for download Paleontologists have discovered the remains of a new type of dinosaur...

Yahoo! News

Gigantic Dreadnoughtus Dinosaur Weighed Whopping 65 Tons, Feared Nothing

Yahoo! News, 04 Sep 2014

A gargantuan, long-necked dinosaur as big as a two-story house and weighing as much as 12 elephants once stalked a flower-dotted...

Yahoo! News

Dreadnoughtus Dinosaur Weighed Whopping 65 Tons, Feared Nothing

Yahoo! News, 04 Sep 2014

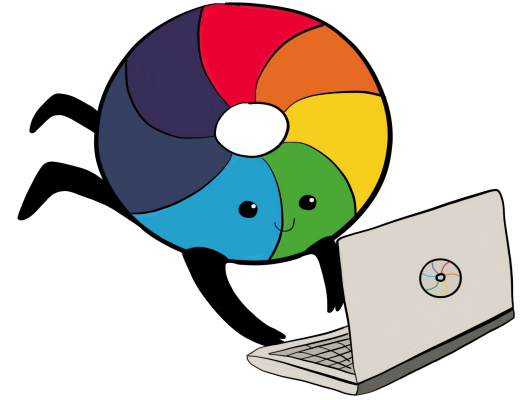
Altmetrics 101



What does the term 'altmetrics' mean?



"Alternative" metrics



What do they track?



**Online engagement with digitally
published research objects**



“

In scholarly and scientific publishing, altmetrics are non-traditional metrics proposed as an alternative or complement to more traditional citation impact metrics, such as impact factor and h-index.

alt + metrics

Complementary
to traditional
citation metrics

Score is an *indicator* and the underlying,
qualitative data tells you who's saying
what about research.

Track attention to scholarly outputs across peer reviews, news, Wikipedia citations, policy documents, research blogs, bookmarks on reference managers like Mendeley, and mentions on Twitter.



Why Altmetrics?

1. Real-time, immediate feedback on attention to scholarly content.
2. Track attention to a broad range of research outputs, e.g. articles, posters, data sets, working papers, code.
3. Funders and other impact assessors want to see “broader” picture of engagement.
4. Capture more diverse “flavours” of impacts than citation-based metrics.



Limitations

- **Altmetrics don't tell the whole story:** altmetrics are a complement to, not a replacement for, things like informed peer review and citation-based metrics.
- **Like any metric, there's a potential for gaming:** providers have measures in place to identify and correct for gaming. Look at the underlying qualitative data.
- **Altmetrics are relatively new:** though we're learning a lot about how often research is shared online, we don't yet know a lot about why – more research is needed.



Tracking your content

An output
(journal article,
dataset, etc)

An identifier
attached to the
output (DOI,
PMID, etc)

Mentions of
output in a
source we track





Attention Sources

- ❑ News outlets & blogs – *over 2000 sites, global coverage*
- ❑ Policy documents – *international representation*
- ❑ Reference managers – *Mendeley, Citeulike, etc. + reader counts*
- ❑ Social Media – *Twitter, Facebook, Google+ (public posts)*
- ❑ Post-publication peer review
- ❑ Other sources – *Scopus citations, YouTube, F1000, Open Syllabus, Wikipedia, Reddit, Q&A, Patents*





About this Attention Score

In the top 5% of all research outputs scored by Altmetric

Mentioned by 9 news outlets

SUMMARY News Blogs Twitter Peer reviews Weibo Facebook

Title Variation in Melanism and Female Preference in Proximate but Ecologically Distinct Environments

Published in Ethology, November 2014

Always look at what people are saying
And not just at the numbers

Attention doesn't = quality



Altmetric Details Page

Variation in Melanism and Female Preference in Proximate but Ecologically Distinct Environments



? About this Attention Score

In the top 5% of all research outputs scored by Altmetric

MORE...

Mentioned by

9 news outlets

SUMMARY

News

Blogs

Twitter

Peer reviews

Weibo

Facebook

Google+



So far, Altmetric has seen 9 news stories from 9 outlets.

BuzzFeed

21 Brutal, Honest And Relatable Things That Happened In Academic Publishing

Buzzfeed, 20 Sep 2016

Publish AND perish? Kelly Oakes BuzzFeed Staff, UK 1. This TEN YEAR gap between a journal getting the paper and publishing it.

Poynter.

The year in media errors and corrections 2014

Poynter, 18 Dec 2014

Correction of the Year This New York Times correction combines Kimye, butts and a writer treating a fake news website and a...



Facebook emotional manipulation study is top scientific paper of 2014 — barely

VentureBeat, 09 Dec 2014

The study that manipulated the emotions of nearly 700,000 users was the top-cited academic report of the year. A dry ecological...



Interpreting altmetrics

Attention: e.g. RTs,
shares



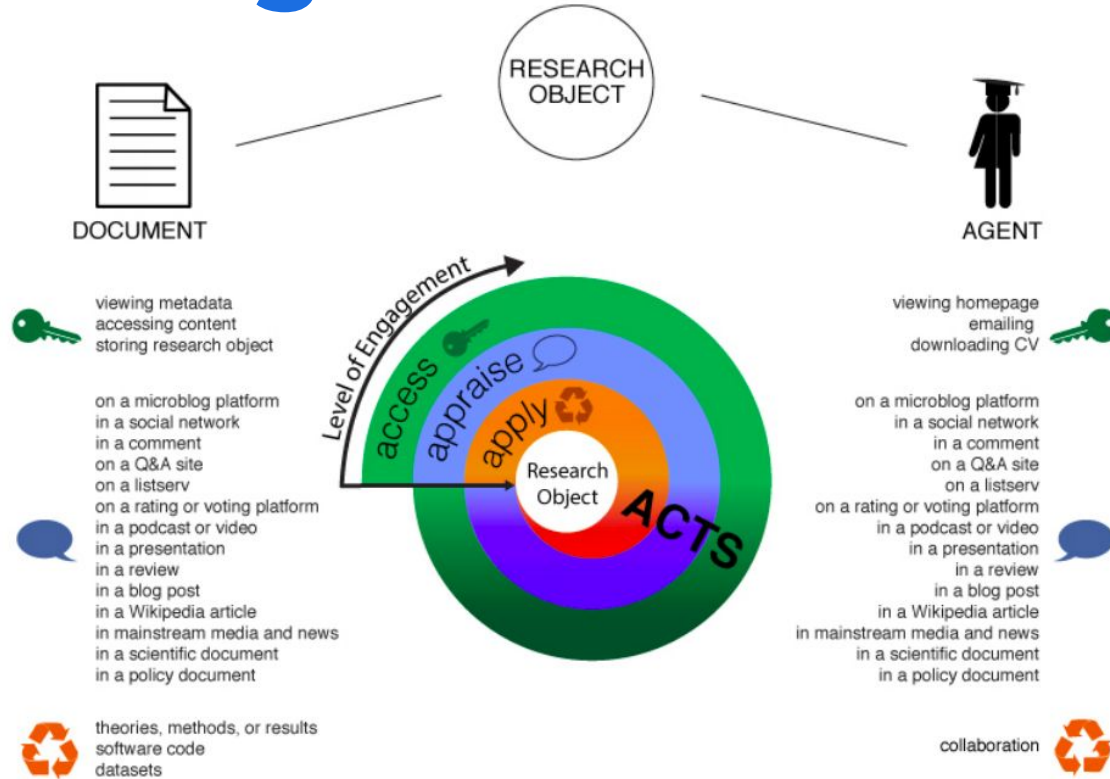
Engagement:
Analysis, discussion, reviews



Impact: e.g. shapes
policy, influences
working practices (tangible)



Interpreting altmetrics



Altmetrics in action:
What can ***you*** do with them?

Answer questions like...

What attention is the work of my peers receiving?

Who's talking about my research?

Where are the audiences I want to reach?

What does 'successful' engagement look like for my field?

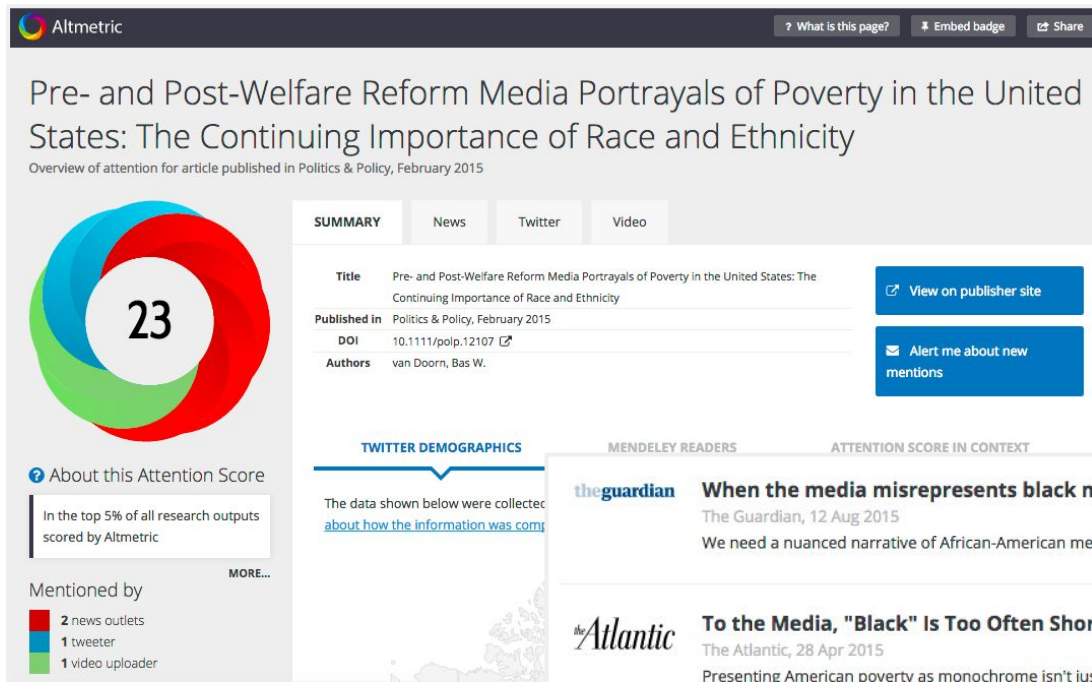
Who could I collaborate with on my next project?

How can I strengthen my funding application?

Do people 'get' my work? Or is it being misinterpreted?



Manage your reputation



Get an email when this page is updated

Enter your email address below and you'll get a message from Altmetric whenever somebody mentions this research output online.

We won't send you more than one email a day, and you can cancel at any time.

What is your email address?

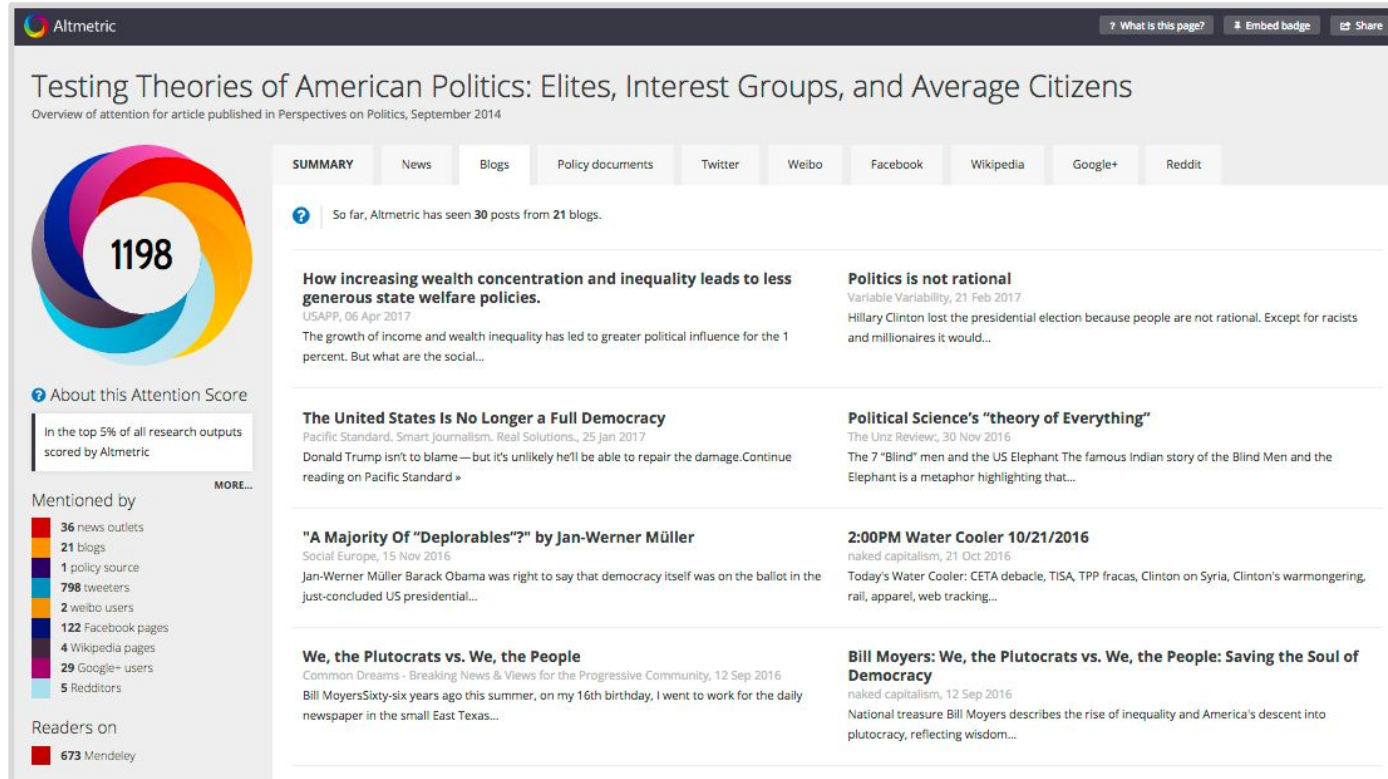
e.g. altmetric@example.com

Cancel

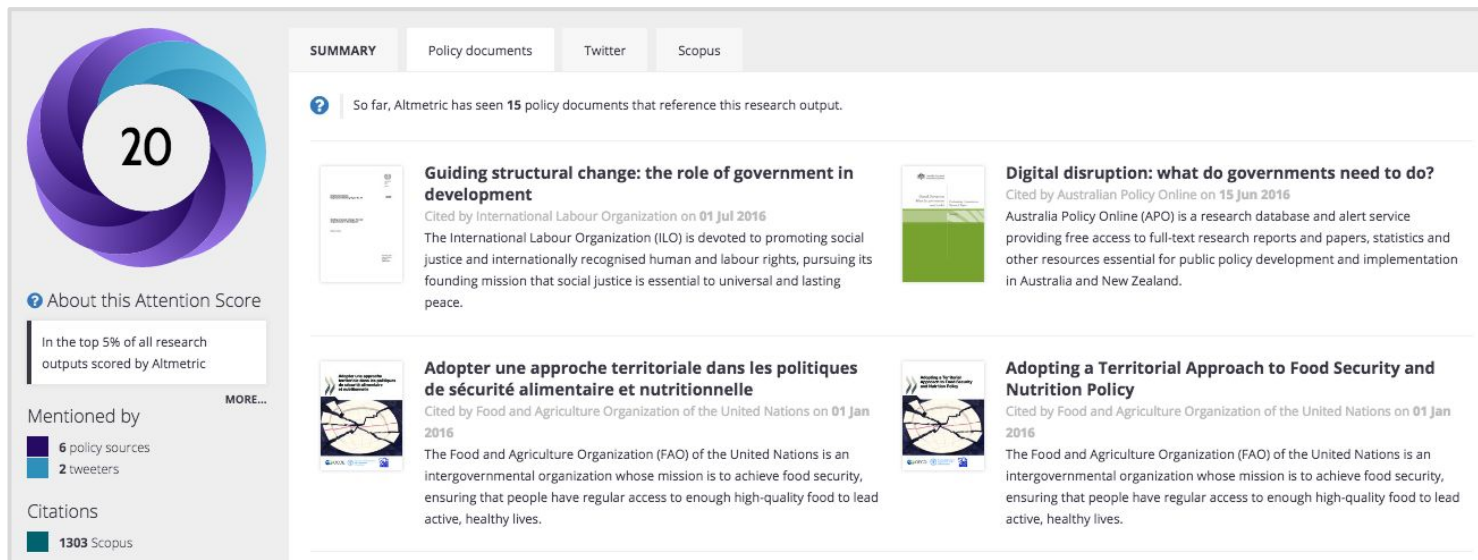
Start notifying me



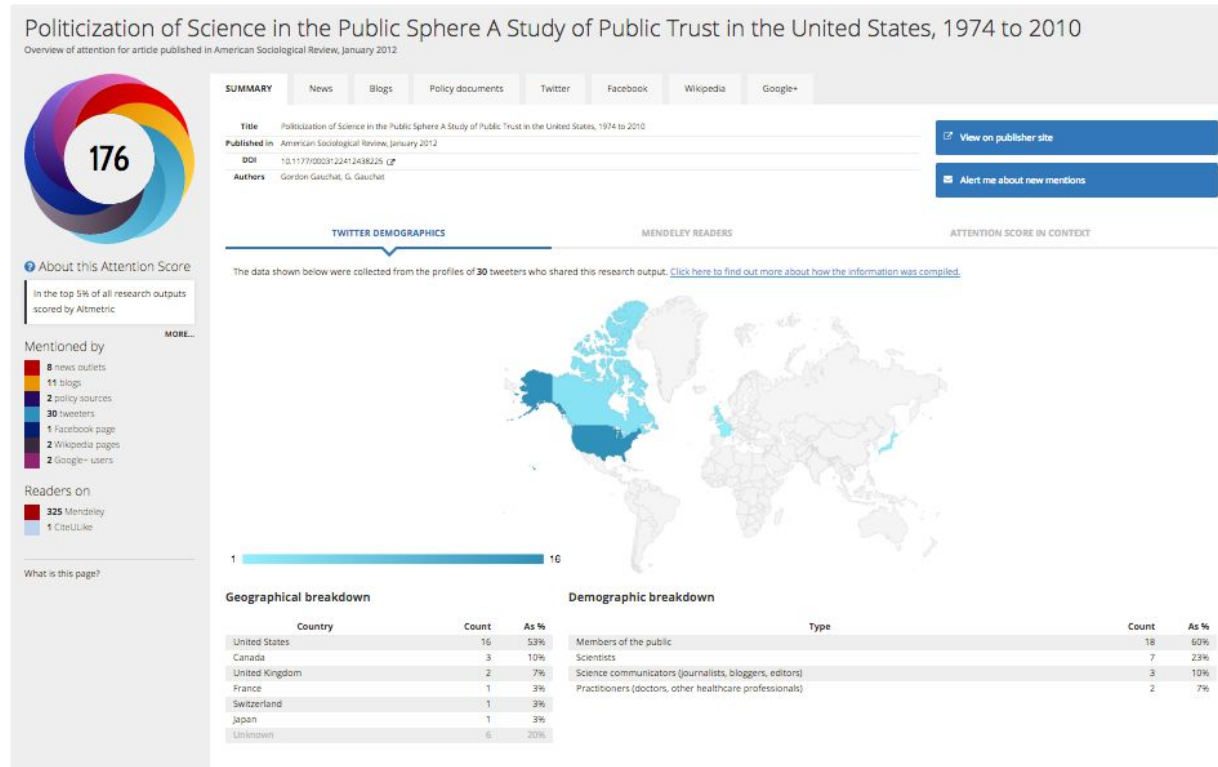
Find evidence of reach and engagement








Strengthen funding applications



Find new collaborators



Keep up to date with trends in your field

Overall score	Article details
 361	Meals based on vegetable protein sources (beans and peas) are more satiating than meals based on animal protein sources (veal and pork) – a randomized cross-over meal test study Food & Nutrition Research
 352	Genomics of Megavirus and the elusive fourth domain of Life Communicative & Integrative Biology
 271	GlobalTreeSearch – the first complete global database of tree species and country distributions Journal of Sustainable Forestry
 141	Queer Intercultural Relationality: An Autoethnography of Asian–Black (Dis)Connections in White Gay America Journal of International and Intercultural Communication
 141	Life at Age 100: An International Research Agenda for Centenarian Studies Journal of Aging & Social Policy



Make informed publication decisions

Results analysis

Analyzing results for all research outputs from the full Altmetric database published in 4 selected journals/collections sorted by Altmetric Attention Score

SUMMARYHIGHLIGHTSDEMOGRAPHICSMENTIONSJOURNALS AND COLLECTIONS

Found 3 journals and collections in your search results. [Export journals/collections data as a CSV spreadsheet.](#)

WHAT'S IN THIS TAB?


<div>▼ JOURNAL/COLLECTION</div> <div><div><div></div><div>e.g. Physics Letters, arXiv, figshare</div></div></div>	<div>▼ TOTAL MENTIONS</div>	<div>▼ NEWS STORIES</div>	<div>▼ BLOG POSTS</div>	<div>▼ POLICY DOCUMENTS</div>	<div>▼ TWEETS</div>	<div>▼ PEER REVIEWS</div>	<div>▼ WEIBO POSTS</div>	<div>▼ FACEBOOK POSTS</div>	<div>▼ WIKIPEDIA CITATIONS</div>	<div>▼ GOOGLE+ POSTS</div>	<div>▼ LINKEDIN POSTS</div>
<div>Political Studies</div> <div>561 mentioned research outputs in your search</div>	3,692	47	71	89	3,312	0	0	100	64	5	
<div>Political Theory</div> <div>219 mentioned research outputs in your search</div>	715	9	34	9	571	0	0	38	45	2	
<div>Political Insight</div> <div>108 mentioned research outputs in your search</div>	559	6	41	4	496	0	0	9	3	0	



Altmetrics in action: Outreach strategies

Outreach




**Sho2_dapan**
@Sho2da_pan

393
FOLLOWERS

RT @skrymir42: @GeoHealthEquity Anytime second hand emissions have been studied it has been clear that they are unlikely to be a concern to...

17 Jul 2018

Reply Retweet Favourite


**John Summers**
@jsummers71

RT @skrymir42: @GeoHealthEquity Anytime second hand emissions have been studied it has concern to...


17 Jul 2018

So far, Altmetric has seen **222** public wall posts from **214** users.

Showing items 1-100



AAAS - The American Association for the Advancement of Science, 09 Jan 2018
From the #ScienceMagArchives: In a Policy Forum, Barack Obama described the trend toward clean energy as "irreversible." "The...



Robert Wright, 05 Nov 2017
The irreversible momentum of clean energy

So far, Altmetric has seen **22** posts from **22** blogs.

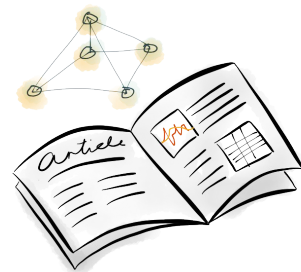
Losing it: Research on weight loss
Journalist's Resource, 11 Jan 2018
For as many diet plans as there are, even more research on weight loss exists. This roundup selects new and relevant findings...

The Fate of the PURE Study - Fat and Carbohydrate Intake Revisited
Doc's Opinion, 16 Oct 2017
Most experts agree that diet is an important modifiable risk factor for cardiovascular disease and many other chronic...



Outreach

- Write a lay summary of your work
- Upload and make available data images, posters and other files



- Start your own blog (or contribute to an existing one)
- Reach out to key bloggers



Outreach

- Include a link to your work in your email signature, online profile or CV
- Work with the press office at your publisher or institution



- Share links to your work via social media

ORCID

- Register for an ORCID iD
- Make your work available via Open Access wherever possible



Let's dig into the data

Book Chapter

personalization of contentious politics

Chapter 12
Youth civic engagement

Chapter 13
Internet use and political engagement in youth



Chapter 14
Everyday political talk in the Internet-based public sphere


Chapter 15
Creating spaces for online deliberation

Chapter 16
Computational approaches to online political expression: rediscovering a 'science of the social'

Chapter 17
Two-screen politics:

? Attention for Chapter 16: **Computational approaches to online political expression: rediscovering a 'science of the social'**

 Mentioned by  1 blog

Readers on  5 Mendeley

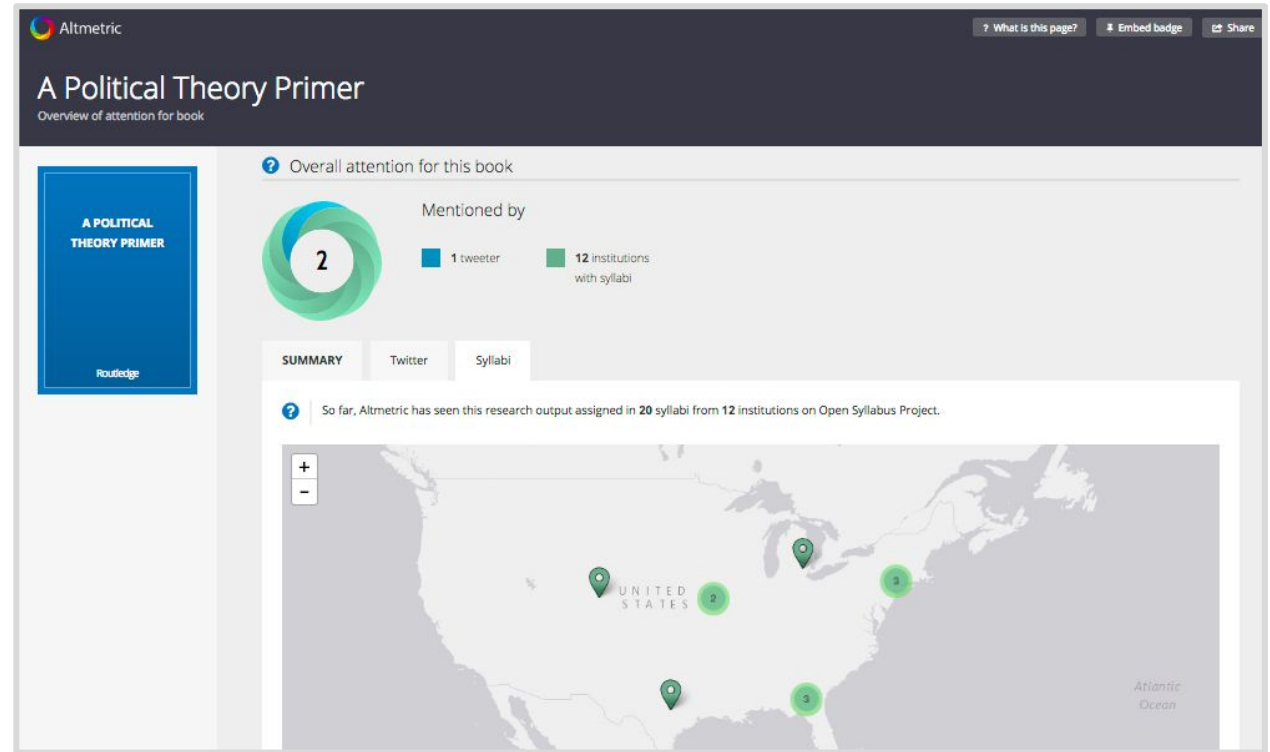
SUMMARY Blogs

? So far, Altmetric has seen 1 blog post.

Despite Trump's adversarial relationship with the media, he needs them, and they need him.
USAPP, 27 Mar 2017
Since he became President, Donald Trump has repeatedly attacked the media, calling them "fake news" and the "enemy of the people..."

<https://www.altmetric.com/details/7527254/chapter/12707052>

Book



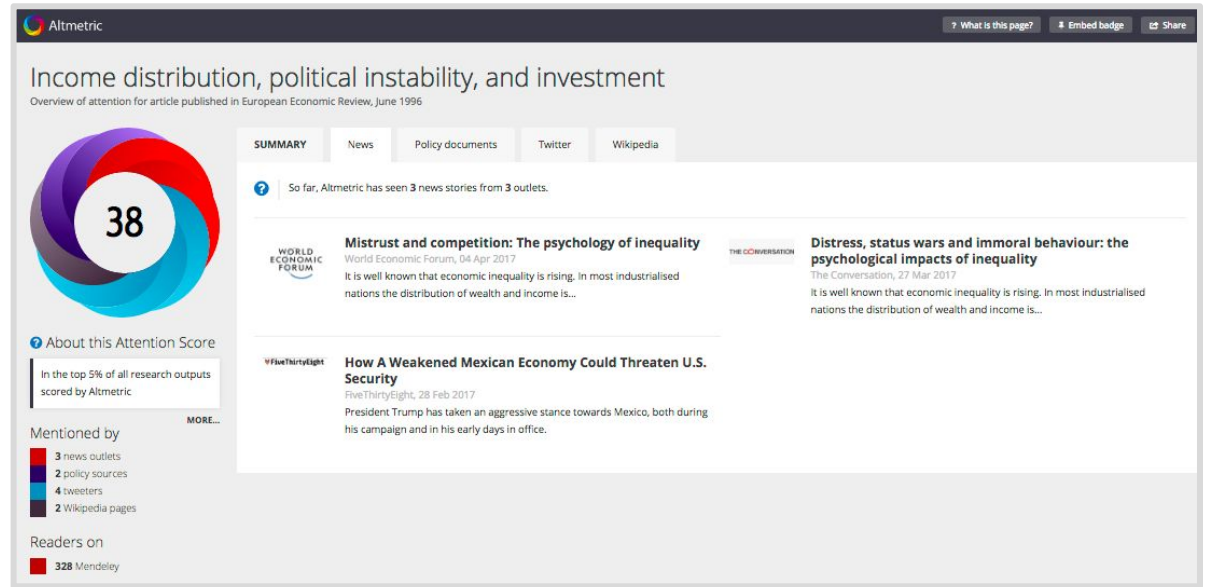
<https://www.altmetric.com/details/6798340/syllabi>

Article



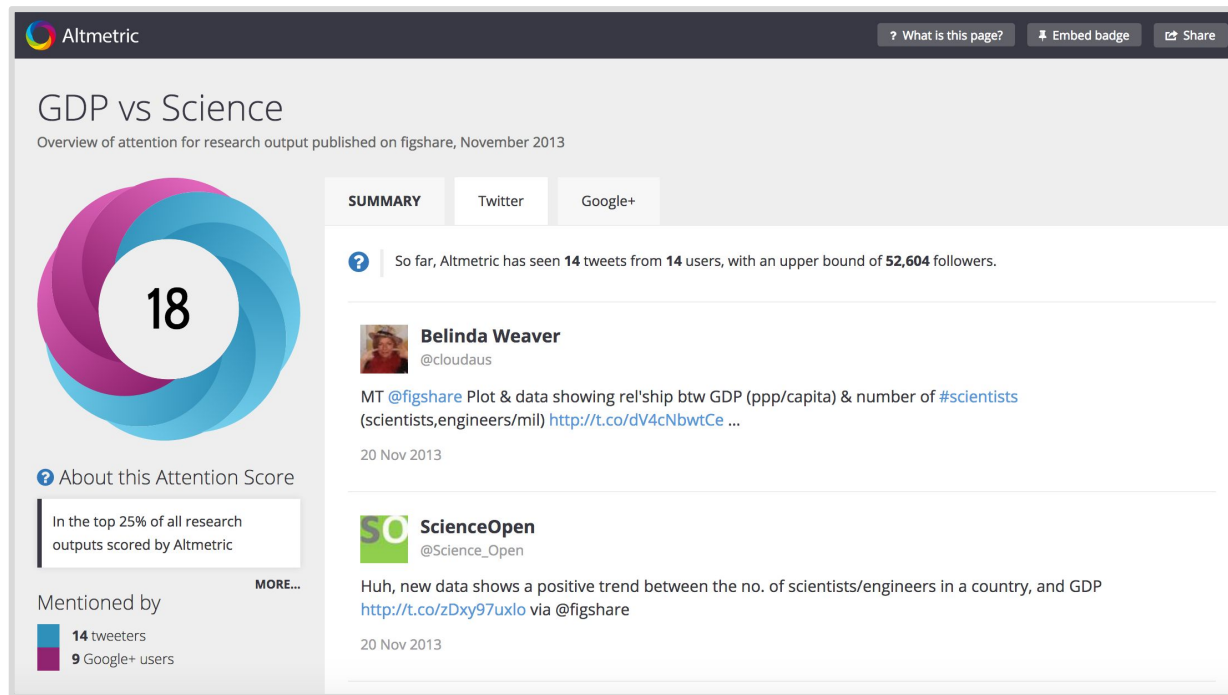
<https://www.altmetric.com/details/17096295/policy-documents>

Article



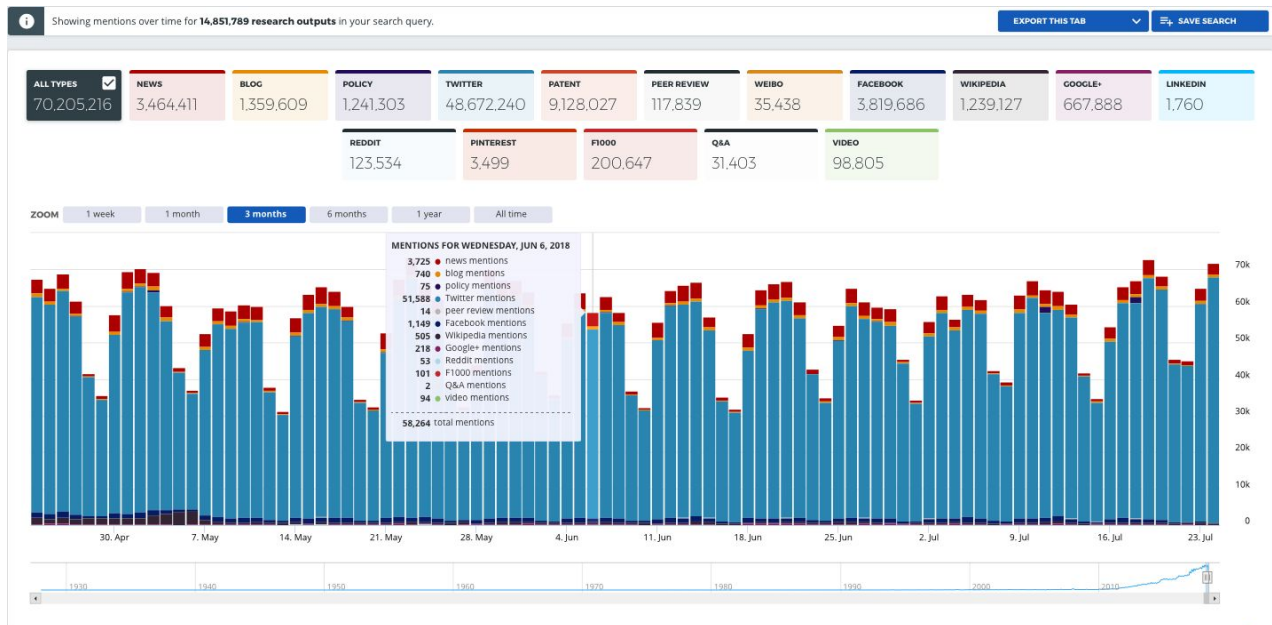
<https://www.altmetric.com/details/543486/news>

Dataset



<https://www.altmetric.com/details/1919576>

Journal



Get started

Badges on publisher sites



SAGE journals Browse Resources My Tools Search all SAGE Journals

American Educational Research Journal

Home Browse Submit Paper About Subscribe

What Makes Professional Development Effective? Results From a National Sample of Teachers

Michael S. Garett Andrew C. Porter Laura Desimone Beatrice F. Birman Kwang Suk Yoon

First Published January 1, 2001

Abstract

This study uses a national probability sample of 1,027 mathematics and science teachers to provide the first large-scale empirical comparison of effects of different characteristics of professional development on teachers' learning. Results, based on ordinary least squares



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DIPLOMATIC HISTORY

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 **Volume 38, Issue 5**
November 2014

"Quiet Americans in India": The CIA and the Politics of Intelligence in Cold War South Asia*1

Paul Michael McGarr

Diplomatic History (2014) 38 (5): 1046-1082. DOI: <https://doi.org/10.1093/dh/dht131>
Published: 04 January 2014

Article Contents
< Previous Next >

Abstract

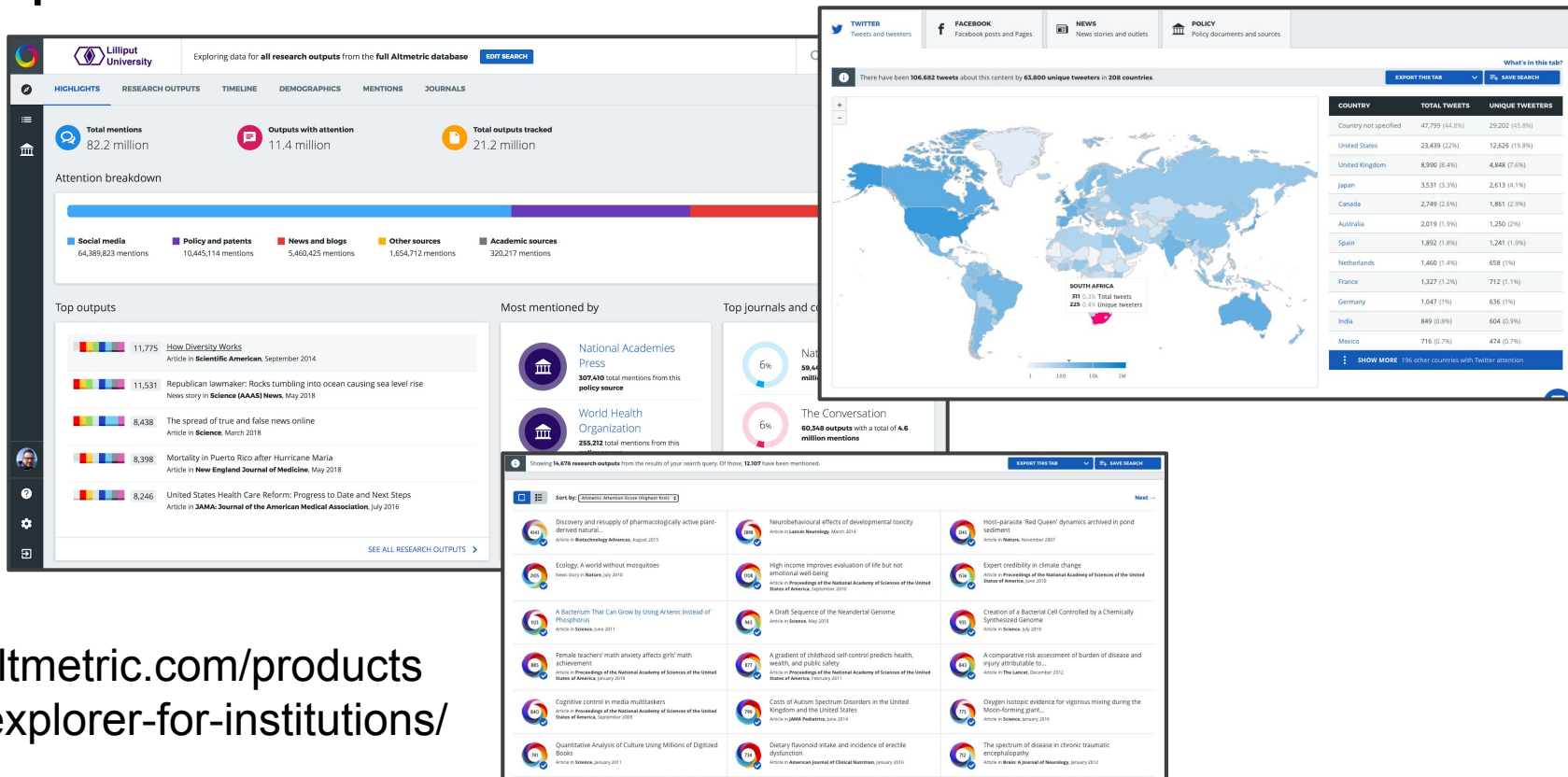
In February 1967, officials from the Central Intelligence Agency (CIA) were horrified when the American west-coast magazine, *Ramparts*, exposed the U.S. intelligence organization's longstanding financial

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JAMES GRECIAN

ABOUT/ RESEARCH/ PUBLICATIONS/ PHOTOGRAPHY/

Marine Ecologist









24. Critchley, E. J., **Grecian, W. J.**, Kane, A., Jessopp, M. J. & Quinn, J. L. (2018) Marine Protected Areas show low overlap with projected distributions of seabird populations in Britain and Ireland. *Biological Conservation* 224: 309-317


23. **Grecian, W. J.**, Lane, J. V., Michelot, T., Wade, H. M. & Hamer, K. C. (2018) Understanding the ontogeny of foraging behaviour: insights from combining marine predator bio-logging with satellite-derived oceanography in hidden Markov models *Journal of the Royal Society Interface* 15: 20180084

Web / PDF

Web / PDF



92



95

<https://www.altmetric.com/products/free-tools>



Bookmarklet

1. Add bookmarklet to your bookmarks toolbar
2. Visit any paper
3. Get article level metrics with a single click

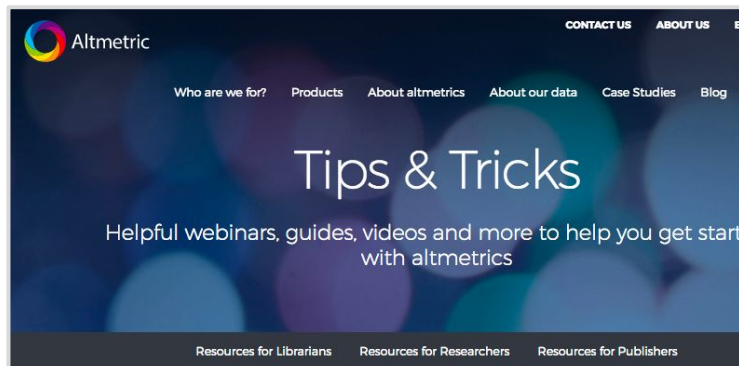


altmetric.com/products/free-tools/bookmarklet/



Useful materials

Tips and tricks



Introducing altmetrics

Our ["Beginners guide to altmetrics"](#) video is a great place to start with altmetrics.

In this short video we explain what altmetrics are, how they can be applied to your research and how they can complement citation based metrics.

What are altmetrics?



Resources for Researchers



["Tips & tricks: promoting your research online"](#) provides an overview of the tools and techniques you can use to get your research viewed by as many people as possible.



["Altmetrics in action: examples and feedback from data-savvy researchers"](#) includes practical information on using altmetrics in your workflow.



This ["How to use Altmetrics for Promotion and Tenure"](#) PDF guide covers all the information you need to include altmetrics in your tenure dossier.

Altmetric.com



Youtube videos

How to use altmetrics
for professional advancement

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What are altmetrics?

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0:02 / 2:59



Support site


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Find an answer



Implementation guides



Have an idea?



Got a question?

Announcements

About Altmetric and the Altmetric Attention Score

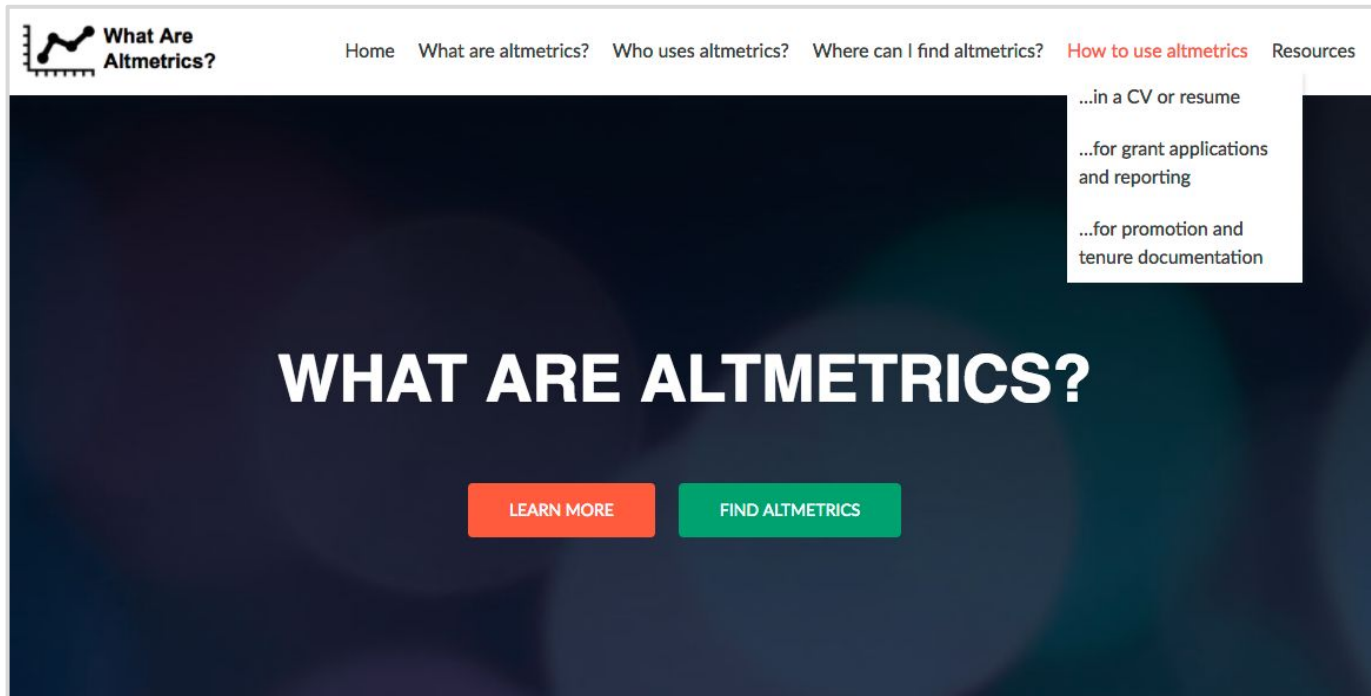
What is Altmetric? Altmetric is a system that tracks the attention that research outputs such as scholarly articles and datasets receive online. It

Welcome to our new support portal

Welcome to our new support portal. We hope you like it and find what you need. This article explains Altmetric support and how to get in



Whatarealtmetrics.com



Questions?

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