



Altmetrics & journal marketing

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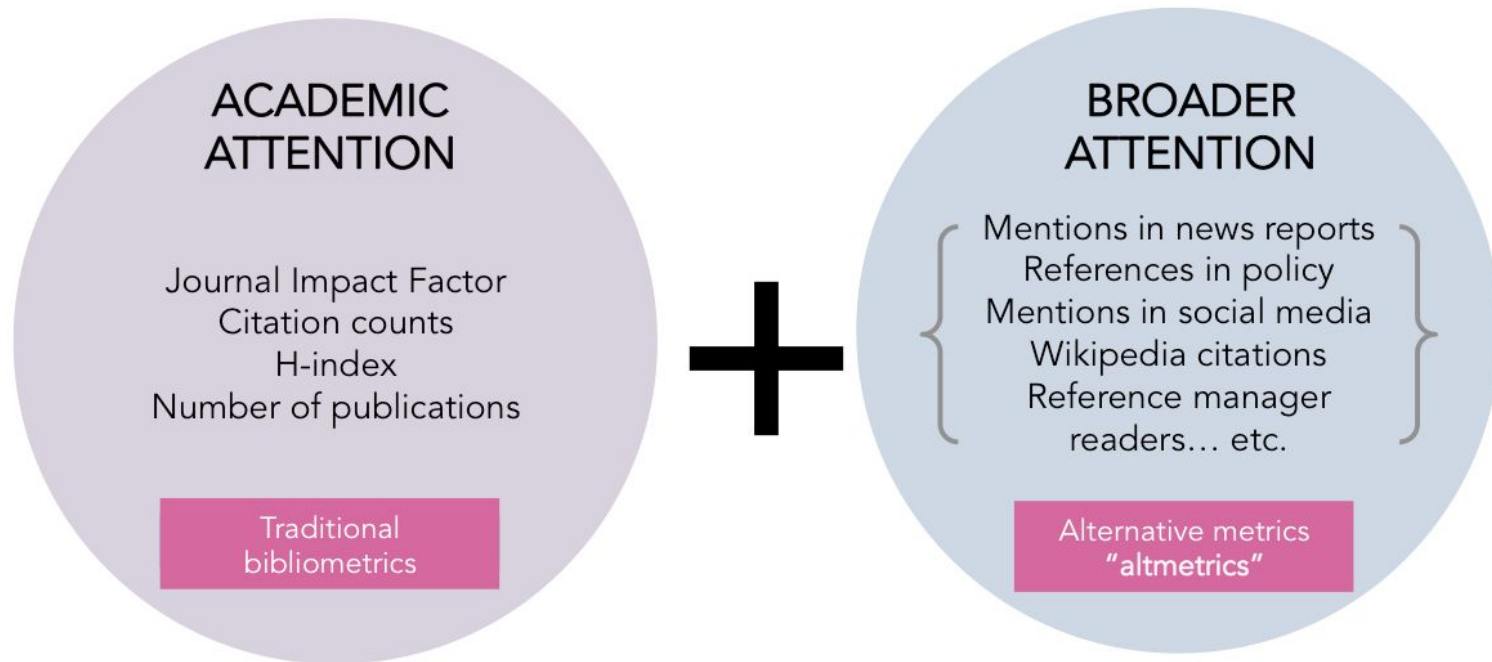
June 13, 2019

Altmetric

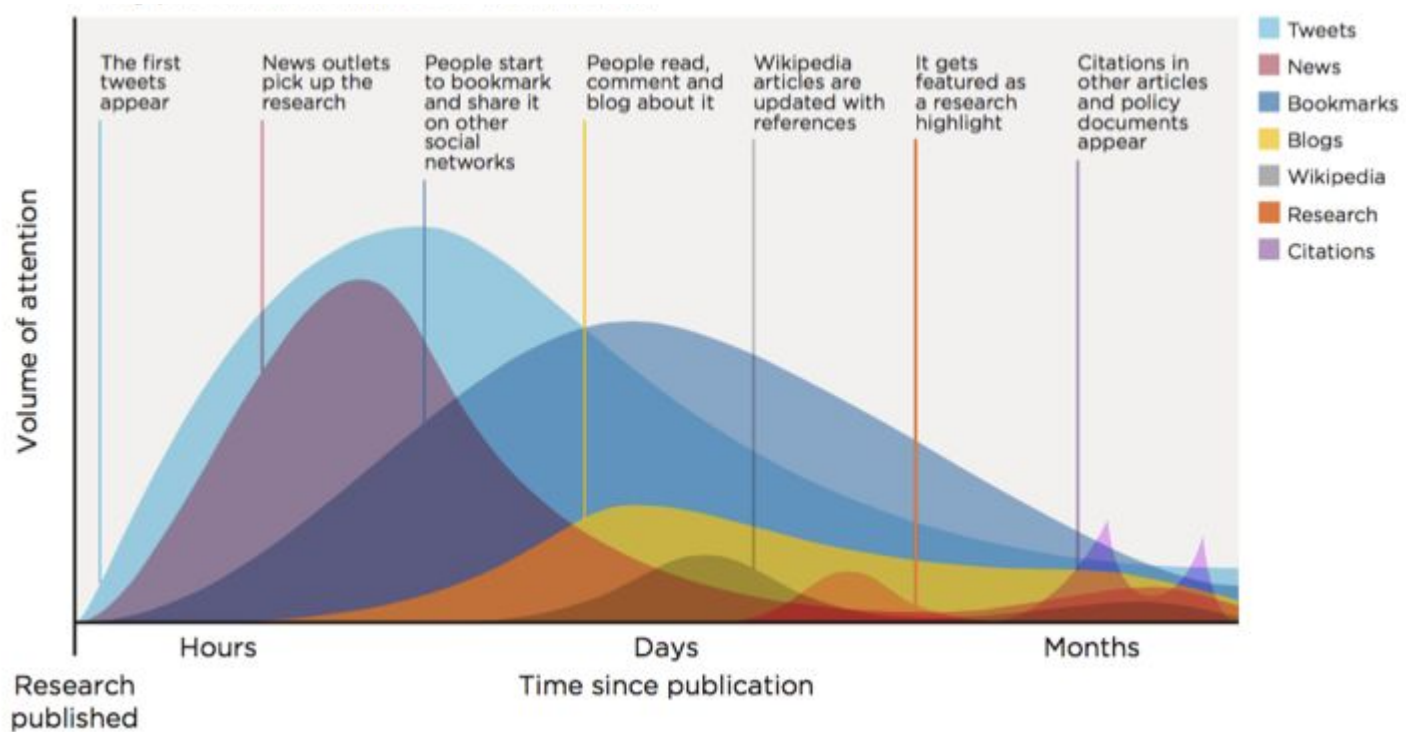
AUPresses 2019, Detroit

What are altmetrics?

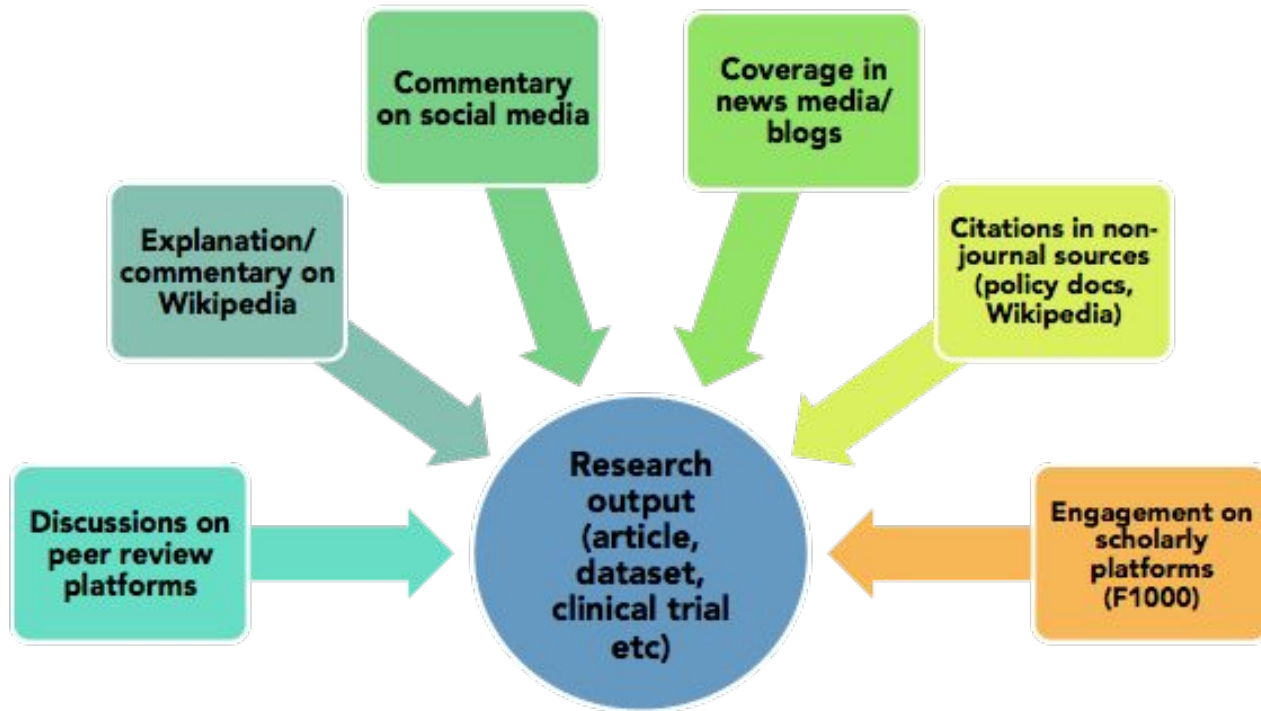
Altmetrics as a complement to citations



A typical timeline of attention



From unexpected places



Data sources



17 types of platforms, thousands of sites indexed

- | | |
|---|--|
|  Policy documents |  Google+ |
|  News |  LinkedIn |
|  Blogs |  Reddit |
|  Twitter |  Faculty1000 |
|  Post-publication peer-reviews |  Q&A (Stack Overflow) |
|  Facebook |  Youtube |
|  Sina Weibo |  Pinterest |
|  Syllabi |  Patents |
|  Wikipedia | |

Mendeley, Connotea, CiteULike are also tracked but do not contribute towards the research's Altmetric Attention Score



Huge amounts of data!

38 million+
mentions in the last
12 months

2.3 million
new outputs
with attention

1.4 million
policy
references

1.6 million
Wikipedia
mentions

4.3 million
news mentions

9.6 billion
API requests



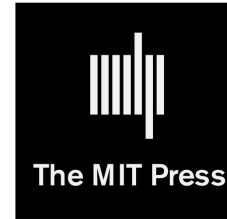
Publishers ask...

*How can we help our authors
publicize their work?*

*How can we find and track
emerging researchers and
fields?*

*How can we reach new
readers?*

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Altmetrics & readership: the evidence

Two caveats

There is no metric that can accurately and fully capture true *readership* of an article.

The best proxies are downloads & pageviews.

Most correlation studies use STEM journals.



Social media & readership



Tweeting articles ([Maggio et al. 2019](#); [Adams et al. 2016](#); [Fox et al. 2016](#); [Tonia et al. 2016](#); [de Winter. 2015](#))



Tweeting with help of editorial board ([Hawkins et al. 2017](#))



Facebook ([Fox et al. 2016](#))



Infographics and podcasts ([Thoma et al. 2018](#))

For more information: [“Scholarly use of social media and altmetrics: a review of the literature”](#) by Sugimoto, Work, Larivière & Haustein, 2017



Academic “social networks” are best

Online journal clubs
(Twitter) can vastly
increase readership
[\(Wray et al, 2018\)](#)

Research promoted on social
media through Kudos had
a 23% higher download
rate than control group
[\(Erdt et al, 2017\)](#)



One weird trick to increase readership



([Davis, 2011](#); [Teplitskiy et al, 2017](#); [Research Information Network, 2014](#);
[Emery et al, 2017](#); [Wang et al, 2014](#); [Foxe & Bolam, 2017](#))



Case studies

Identify what's working

Create new publications

Develop outreach strategy

Scoping existing journals



Attracting/retaining widely-read authors

Reporting
Badges



Social media promotion



Build expertise and trust

Identify new, promising
Editorial Board
members

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Takeaways



1. There's no magic metric for readership
2. There's no direct correlation between readers and social media efforts (or is there?)
3. Leveraging the social aspect of social media drives readership
4. Think creatively about ways social media (via altmetrics) can indirectly influence readership (building trust, attracting the best authors, repackaging popular content)
5. Consider making the move to OA



Altmetrics for UPs: Identifying Opportunities and Challenges

*Join us at 10:45 am in Cadillac
(Level 5)*

Download the white paper
<http://bit.ly/AltAUPresses>

Thanks!

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