



# Altmetric Book Club:

*Turning the page on  
academic books*

Monday 9 March 2020

# Welcome!

- Fully virtual event – our take on the Coronavirus on the Altmetric blog!
- Event will be recorded
- Let us know if you can't hear or see
- Please post any questions in the question box



# Today's agenda

- **13:00 – 13:05:** Welcome to the day - *Cat Williams, COO, Altmetric*
- **13:05 - 13:30:** Altmetric and books - the story so far - *Cat Williams, COO, Altmetric*
- **13:30 - 14:00:** Measuring impact in the Arts, Humanities and Social Sciences: #Equalityforbooks #equalimpacequalmetrics #booksmattertoo - *Sarah Stacey, Publisher for Innovation, Data and Discovery, Taylor and Francis*
- **14:00 - 14:25:** What should you know about What do We Know ...? - *Christopher Grey, SAGE Editor and Head of Department of Human Resource Management and Organization Studies, Royal Holloway, University of London*
- **14:25 - 14:45:** Afternoon tea break
- **14:45 - 15:15:** Understanding the Impact of Open Access Books - *Mike Taylor, Head of Metrics, Digital Science*
- **15:15 - 15:30:** Aileen Storry, Publisher, Electrical Engineering and Computer Science, Wiley
- **15:30 - 16:30** Interactive workshop

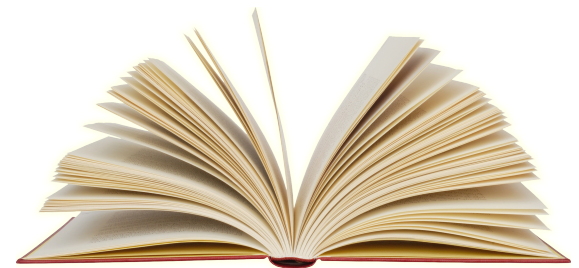




# Altmetric and books: *the story so far*

Cat Williams, COO and Kathy Christian, CEO  
09 March 2020

<http://clipart-library.com/clipart/6cp5X4yEi.htm>



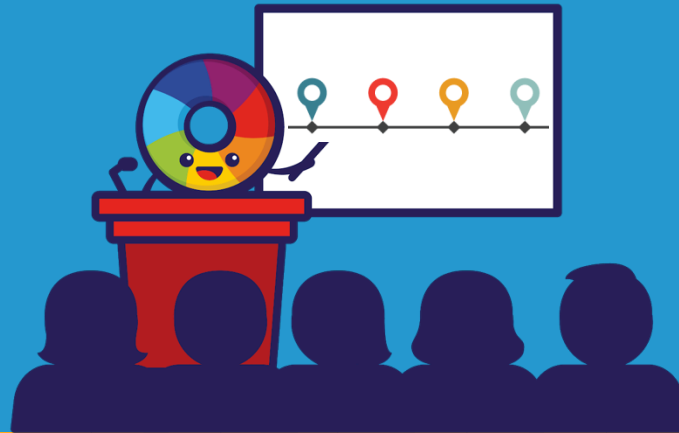
# Discussion topics

- 1 Altmetric and books
- 2 Challenges & Approaches
- 3 Monograph trends



1:

# Altmetric and books



# Why track books?

Books are a critical component of the research ecosystem

A large portion of the research corpus would be missing - A&H and SS

Altmetrics should be a tool for *all* researchers

Books are not adequately represented by STM-focused measures



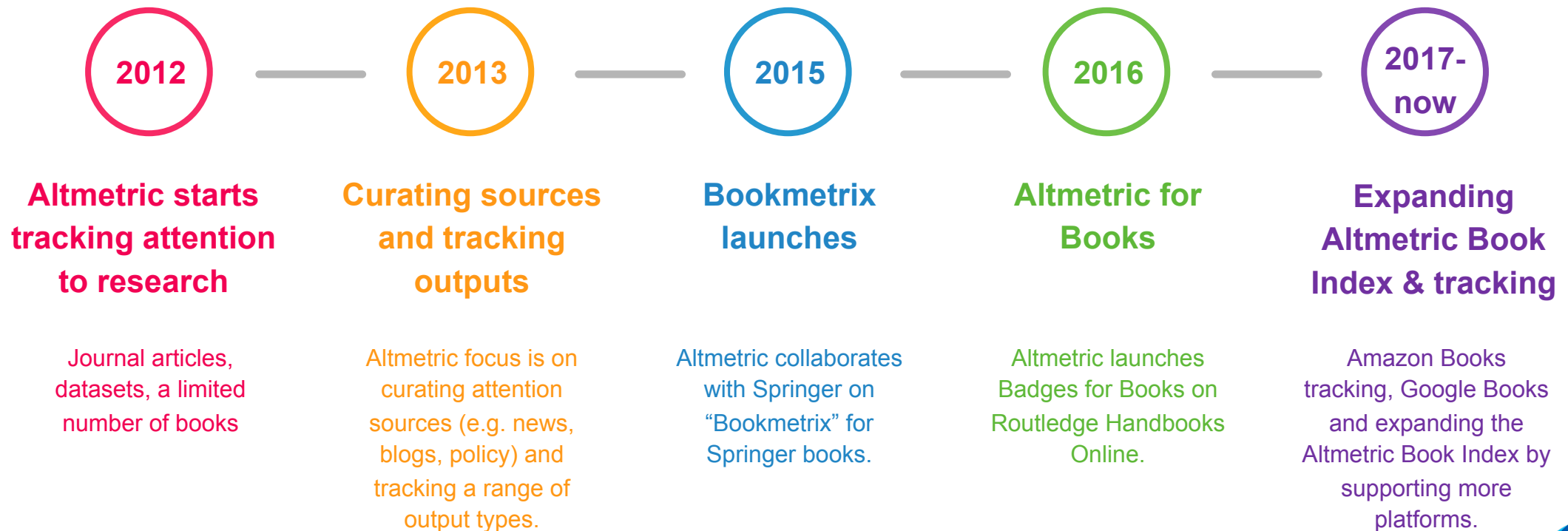
Altmetrics seem like a great fit for books!

# What problems are we trying to solve?

- Helping book publishers in an extremely data-centric world, particularly with regard to altmetrics and research assessment
- Helping publishers bring visibility and attention to books
- Proving that books are worth publishing
- Offering better author services for book authors
- More effective commissioning via the use of data, particularly in a market moving away from highly manual editorial work
- Eliminating the burden of time spent via greater efficiencies in sales, marketing, editorial, and eventually, data delivery and metadata services
- Issues around data, consistency, scalability, funding and infrastructure of books - particularly addressing the issue of DOI's and ISBN's



# Altmetric for Books timeline

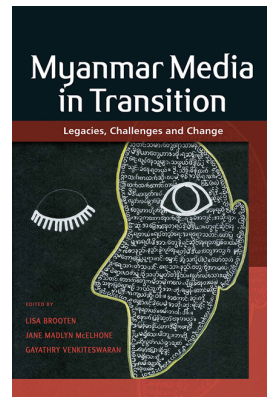


# What we thought we knew

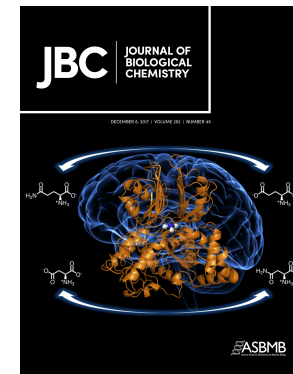
## Books are different

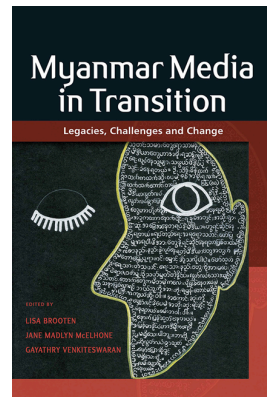
- Books metadata is not quite as comprehensive as journals
- Book publishers work a bit differently to journal publishers
- Books are published and distributed differently
- Books are talked about in different ways
- Books are talked about in different places



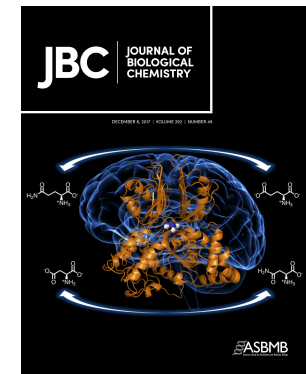


←→  
Difference

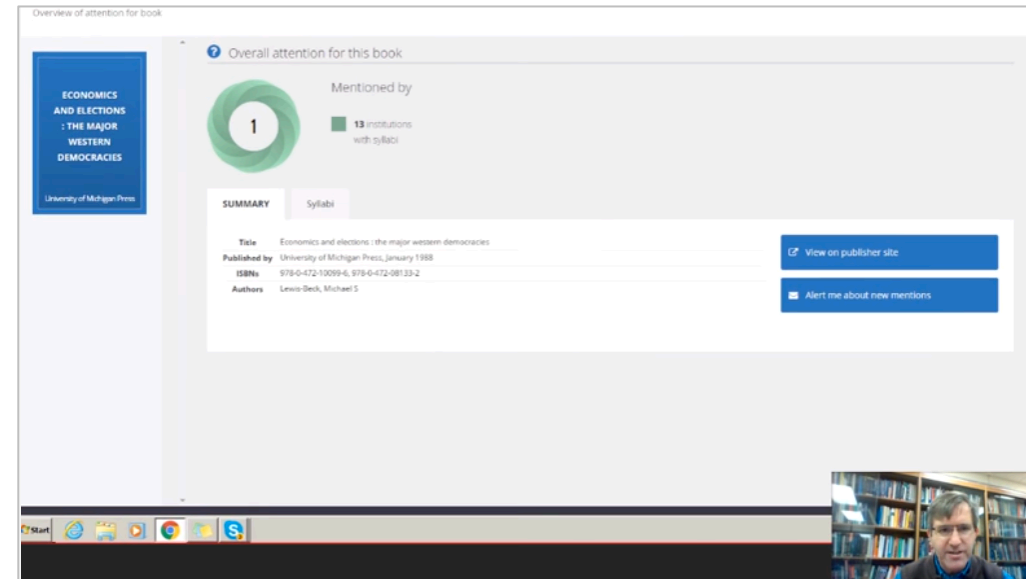




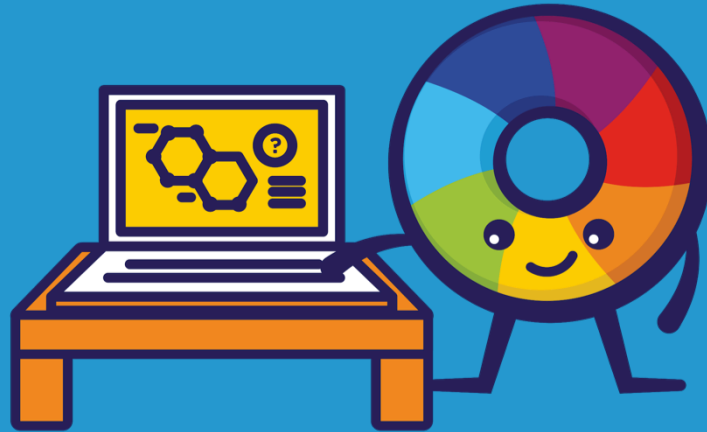
Difference!



# Successes we've seen



# 2: Challenges & Approaches



# Challenge 1: Metadata

Books are poorly covered by metadata

- ISBN data / Onix isn't readily available as a "single source of truth"
- Perhaps 20-25% of current / recent monographs are registered with Crossref
- No equivalent to Crossref *or* the Crossref API
- Crossref supports lots of rich data and structure for books (sub-titles, abstracts, chapters, author and editor affiliation) - which are rarely populated by publishers

Without metadata, Altmetric tracking doesn't work



## Challenge 2: Distribution

There is no one, central place where books live

- Book records appear on:
  - publisher sites (which can have multiple domains)
  - distributor sites
  - institutional repositories
  - library sites
  - personal websites, etc

Challenging to capture the full picture of a book's  
attention



# Challenge 3: Tracking

## Books modules are labour-intensive

- Lack of standard means that tracking publisher sites is very custom and requires a developer to create each module
- Modules are 'brittle' and break easily when site formats change (which is often)

Slow-growing database of books



# Challenge 4: Inaccurate perceptions

Many inaccurate perceptions about altmetrics for books

- Books receive less attention than articles
- Altmetric data can't help with:
  - *Commissioning*
  - *Identifying trends*
  - *Convincing authors to publish with you*
  - *Marketing*
  - *Finding book reviewers*

Reluctance to dig into books data

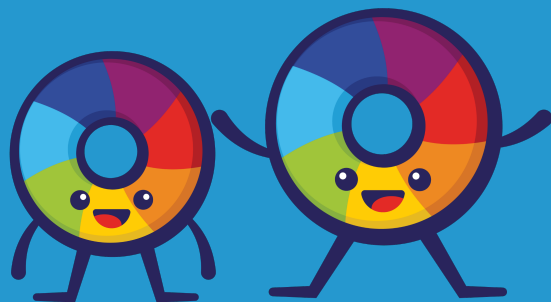


# Approaches we're taking

## Partnering with customers

Continue partnering with customers to further our knowledge of their:

- challenges
- priorities
- Goals
- ideas



## Education

Continue educating the community

- Hands-on trainings
- Use case development
- Analysis of Altmetric books data
- Promote good meta data
- Clarify how books are tracked



# Areas we're investigating

## Increase book attention

- Enhance existing attention sources to better capture book attention
- Add new attention sources
  - Goodreads
  - Amazon review
  - WorldCat holdings

## Technical enhancements

- Reduce technical burden of tracking books
- Break out book types (more than just 'books' and 'chapters')
- Improve Publisher filter support – make it easy to search for competitors



# Ideas we're considering

## New services?

- Add support for searching by discipline
- Automated alerting/ reporting to authors on their attention
- Distinction between books & article badges



# 3:

## Monograph trends



# UKRI wants monographs to be open access by 2024

Proposals are likely to raise concerns over the future of longer-form academic publishing

February 13, 2020

By [Jack Grove](#)

Twitter: [@jgro\\_the](#)

Academic monographs will need to be made freely available within 12 months of publication if authors are supported by public research funds, according to new open access proposals from the UK's main research body.

Under new [draft proposals](#) published on 13 February, UK Research and Innovation will require all scholarly monographs, book chapters and edited collections that acknowledge its funding to be made open access from January 2024, unless a contract has been signed before this date that prevents adherence to the policy.

Open access publication on an online platform or in a free-to-view institutional repository will be mandatory “within a maximum of 12 months of publication, with a preference for immediate [open access]”, according to the guidelines, which have been published as part of a consultation on the plans.



Source: iStock



# The State of Open Monographs - A white paper

- Grimme, Sara; Taylor, Mike; Elliott, Michael A.; Holland, Cathy; Potter, Peter; Watkinson, Charles (2019): The State of Open Monographs. figshare.
- [https://figshare.com/articles/\\_/8197625](https://figshare.com/articles/_/8197625)
- <https://doi.org/10.6084/m9.figshare.8197625.v4>
- Report addresses the question of how we integrate and value monographs in the increasingly open digital scholarly network. Analysis looked at the open monograph landscape in 2019, the impact and role of monographs in the scholarly record, the move towards open access and the nuances in funding.



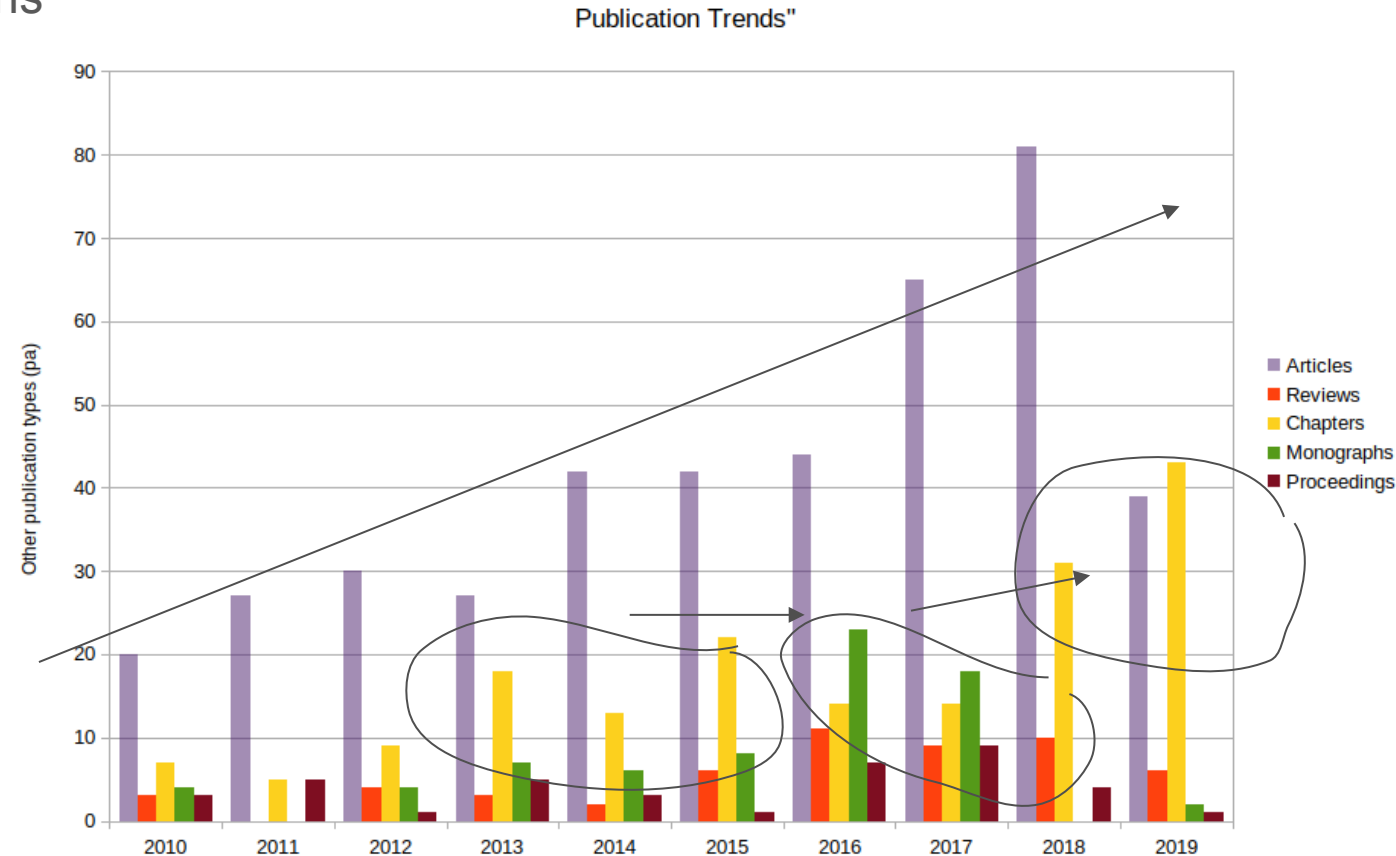
# The Role of the Monograph

- The “laboratory” of arts, humanities, social sciences.
- Disproportionately important in these fields...
  - ...*plus* non-English scholarship
  - ...*plus* many parts of the world.
  - Therefore, not taking the monograph seriously damages the integrity of global, multicultural, multi-lingual scholarship.
- The amount of scholarship involved in a monograph may be many times more than in a research article or proceedings paper.
- A move towards “publish or perish” - at an increased velocity - may change the nature of scholarship in these areas and push it towards “quicker, shallower” outputs.
- To *understand* and *value* the monograph is to *understand* and *value* all scholarship.
- Books often ‘cross-over’ into the lay community (more than journals), so play a role in idea propagation.

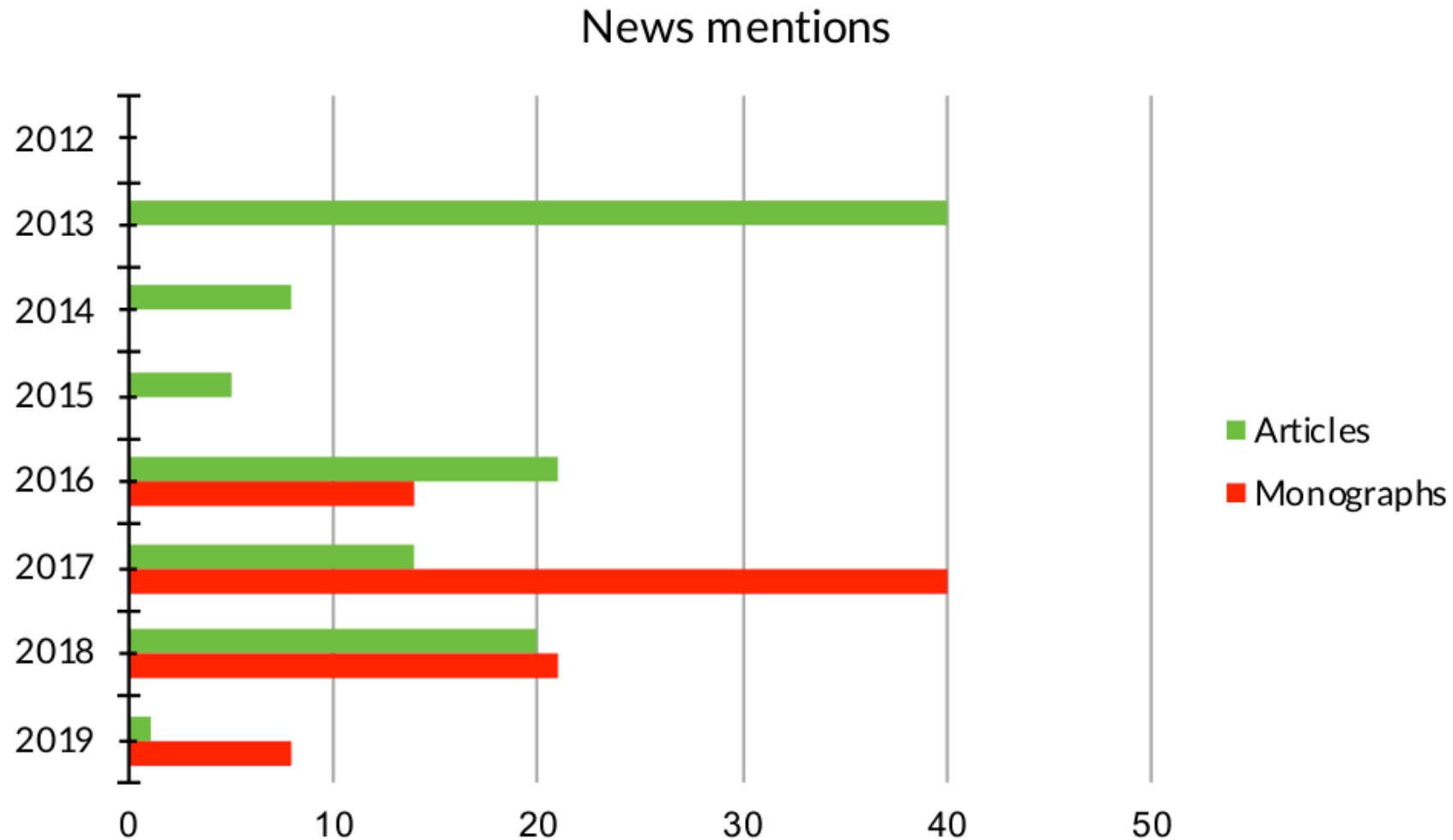


# The Research Lifecycle

- Looking at “digital sociology” (using Dimensions data).
- Looking at one line for *all* publications gives us a very singular impression of growth.
- Looking at lines for different publication type, and understanding the differences in timing, motivation and effort provides valuable insights into the progression of a topic.
- Monographs dance to a different beat from research articles.
- The *effort* that goes into a monograph is many times greater than the typical review or research article.



# Monographs achieve substantial broader impact

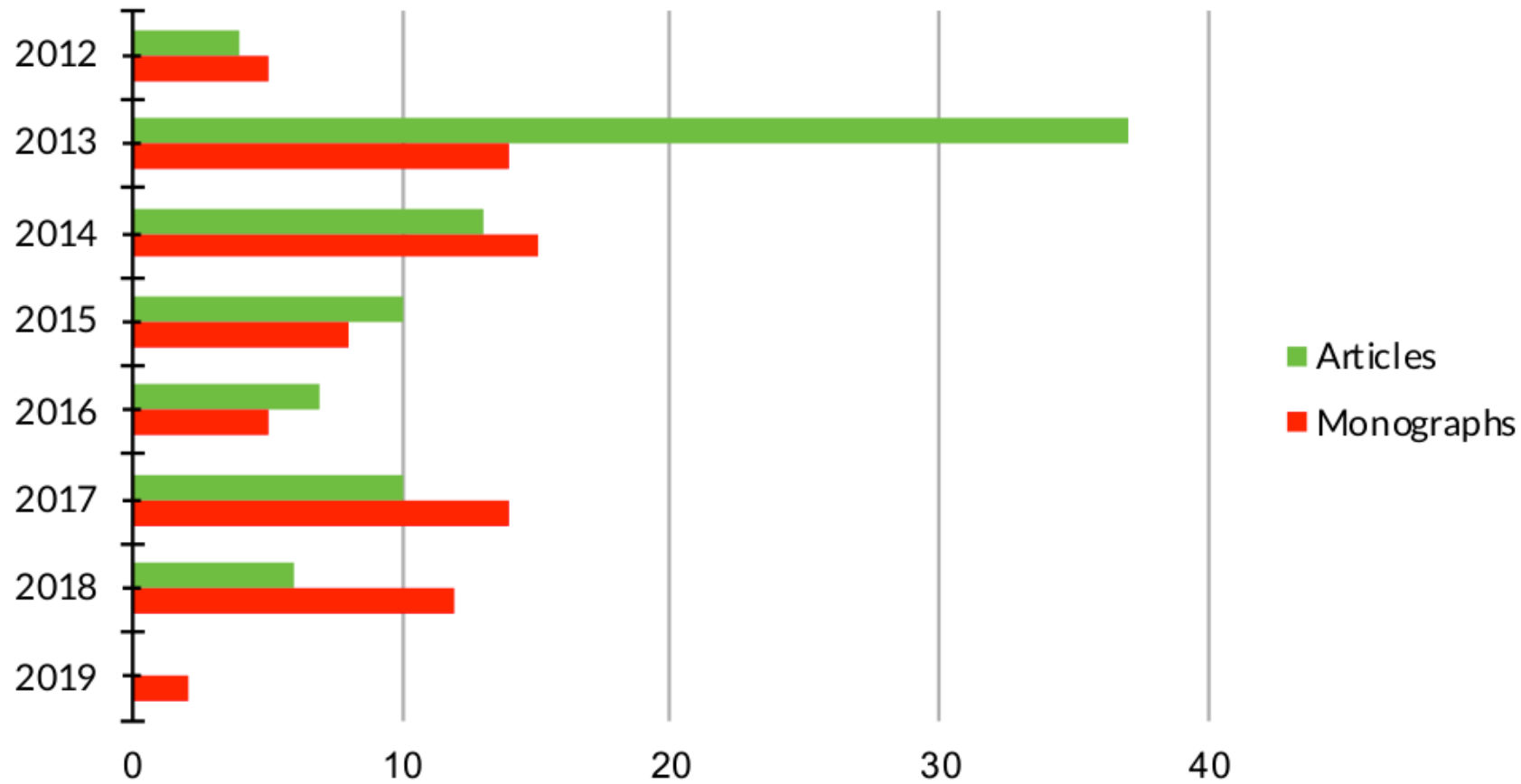


Comparing Altmetric data for two sets of monographs and research articles (N = 2414 for both sets), categorized in the field of history by Dimensions, and **published in 2013**



# Monographs achieve substantial broader impact

Blog mentions

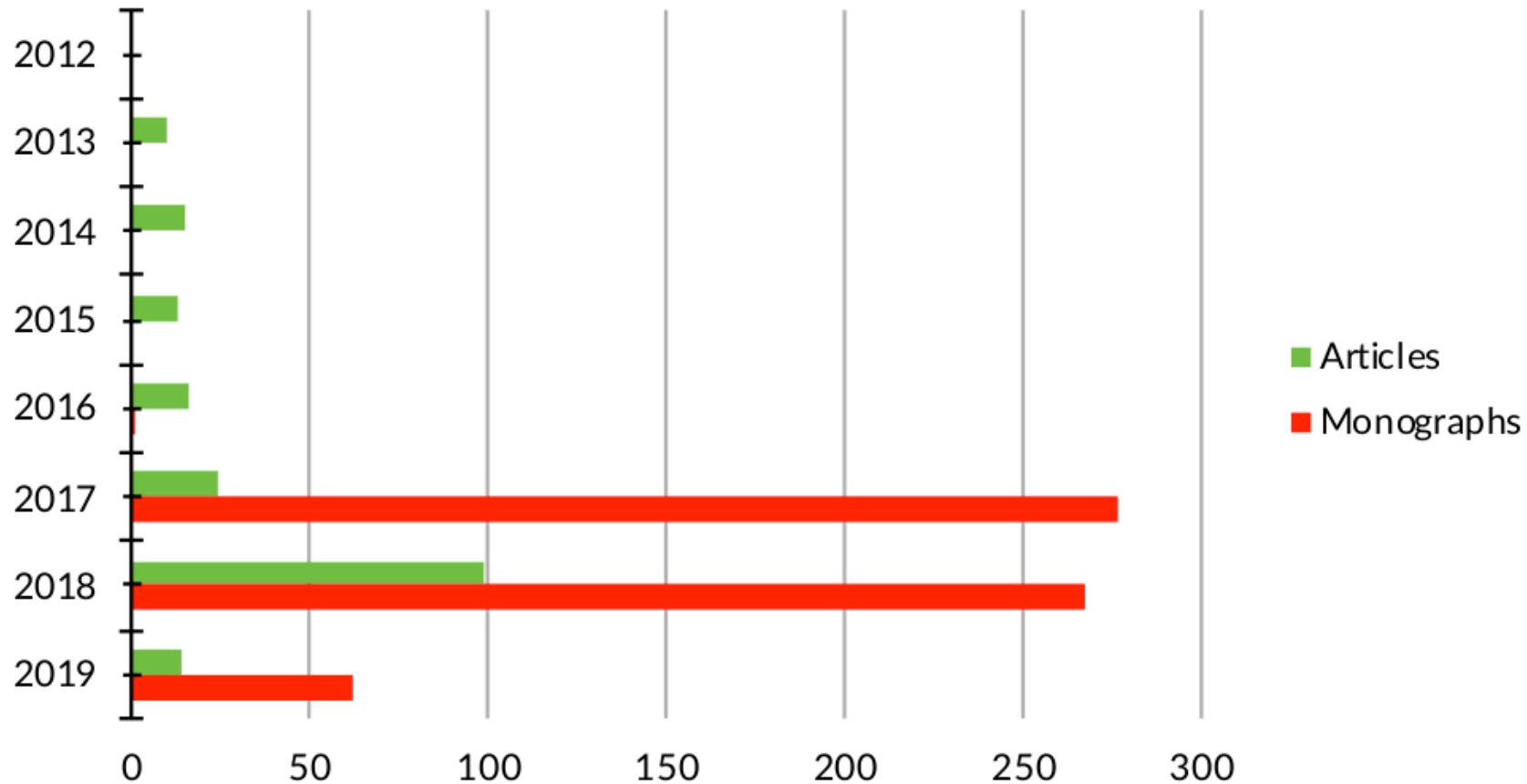


Comparing Altmetric data for two sets of monographs and research articles (N = 2414 for both sets), categorized in the field of history by Dimensions, and **published in 2013**



# Monographs achieve substantial broader impact

Wikipedia citations

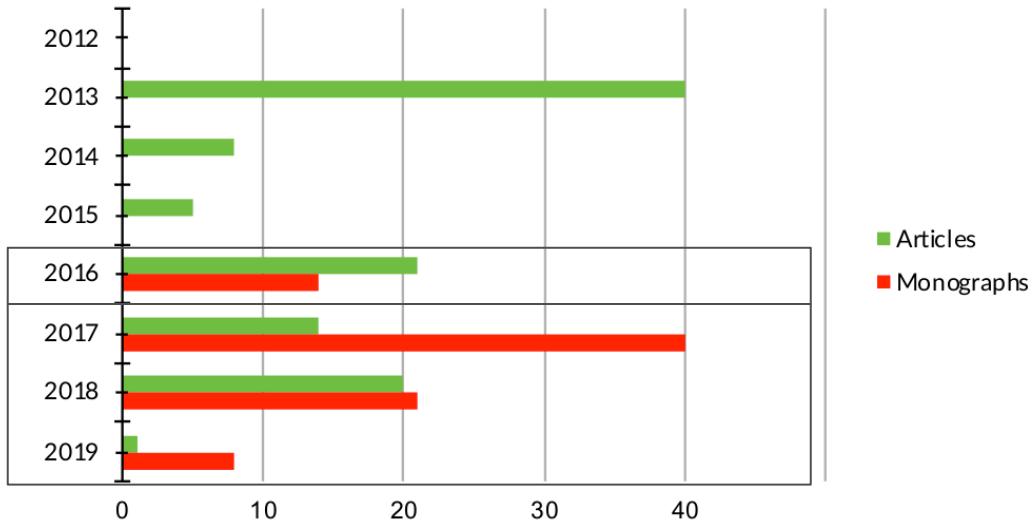


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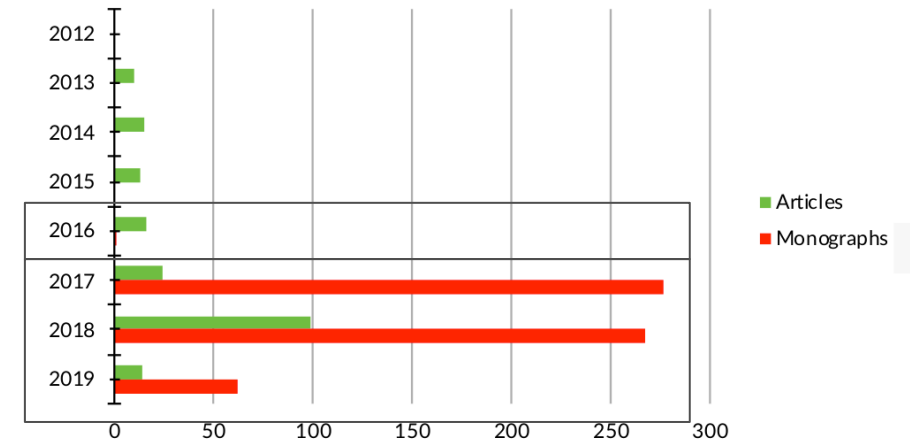


# Research evaluation at 3 years disadvantages monographs

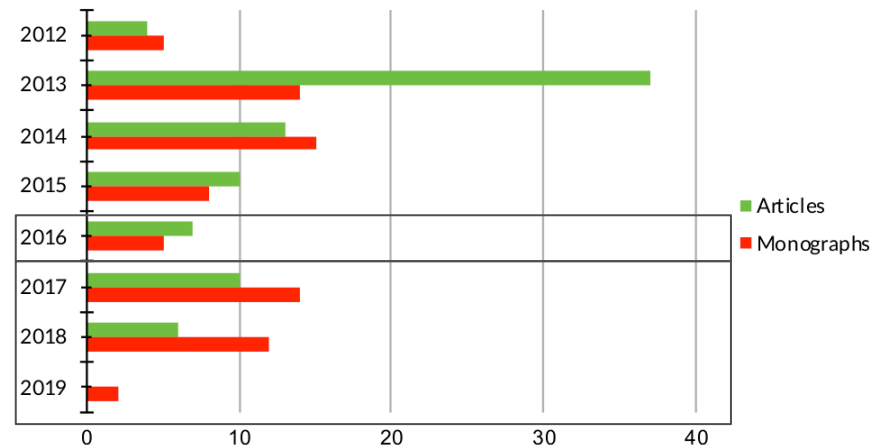
News mentions



Wikipedia citations



Blog mentions



# Summary

- Monographs and Open Monographs “dance to a different tune”, when compared to STEM subjects and research articles.
- The strengths of monographs, and advantages to Open Monographs become apparent over time.
- Short period research evaluation disadvantages both Monographs (as a whole) and Open Monographs.
- Trust needs to be built in citations, Altmetric data, downloads in order to displace sales figures.
- Conversations about the impact of Open Monographs need to evolve to more appropriate data indicators and metrics.



# Sneak peak!

## Use Case 1: Preparing for a Campus Visit

- 1) Check out your back list. Even books that are ten years old or more can s... attention from Altmetric sou... Policies for the Humanities Sciences; think Patents for S... and don't forget Wikipedia. way of starting a conversati... author, and most likely, the... of this long-tail activity.
- 1) Use our Affiliation and Field to find the hottest articles a... last year. Looking at the Re... will quickly give you an insi... output. Pay particular attenti... Yellow (Blogs), Black (Wikip... high Altmetric Scores. Mayb... there to be commissioned.



## Use Case 2: Why Should You Publish With Us? (Competitor Analysis)

Not all publishers are equal.

Some publishers' press departme... others; some publishers' core aud... differently from others. Knowing y... key part of your commissioning ar...

Altmetric lets you back-up your ar... data.

Let's say that Patents are importa... authors. You can compare your ba... competitors', by selecting Patents... mention on the Mentions tab and e... data. You can look at either averag... can calculate the percentage of B... Patent attention.

Don't forget: Patents take up to te...



## Use Case 3: What's the Next Big Thing?

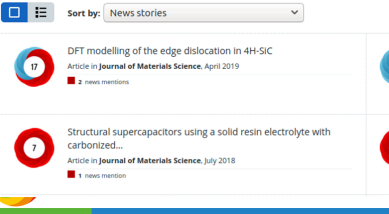
Understanding the Next Big Thing is challenging.

Fortunately, in books, we have an adva... books (and textbooks, even longer). So... the road.

Using Explorer, you can set up searche... keen!), or just use those searches to pe...

Use the Search tool, then go to either R... Timeline tab for a longer view (and don...

Looking at Mendeley data for your chap...













## Use Case 4: Building a Social Network for Marketing Books

You can build a valuable network for free, using Altmetric. Key targets are Twitter accounts, Bloggers and News sources.

The new Mention Sources tab is the place to go.

The example here is five Twitter accounts who have mentioned books about Town Planning and the Built Environment: between them, they have over 22,000 followers.

Set up your search, go to the Mention Sources tab and pick the attention source you're interested in.

 <a href="#">hickoff</a>  Twitter   United States	6 mentions	2,427 followers
 <a href="#">neolandschool</a>  Twitter   Canada	4 mentions	102 followers
 <a href="#">AnitraNelson</a>  Twitter   Australia	4 mentions	888 followers
 <a href="#">termacore</a>  Twitter   United Kingdom	4 mentions	19,727 followers
 <a href="#">LNU_Press</a>  Twitter	4 mentions	190 followers

We would love to meet with you to discuss any of the topics, or ones you have in mind.  
Please get in touch.

*[info@altmetric.com](mailto:info@altmetric.com)*



# Tea break!

*Back at 14:45 BST*

