



Altmetric Explorer for Books: An Introductory Guide

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Altmetric Explorer provides search and analytical capabilities to help you understand trends and gather insights in Altmetric data. It also lets you run customized reports and download data for analysis using tools such as Excel. This guide will cover how you can use Explorer to discover insights about books, including how to:

- 1) **Demonstrate continued relevance of backlist content**
- 2) **Spot journal publishing trends to commission new manuscripts**
- 3) **Discover new authors**
- 4) **Build a social network for marketing books**

Basic Navigation

Altmetric Explorer is divided into 7 tabs; each tab allows you to dig into Altmetric data in a different way. The tabs are:

1. Highlights
2. Research Outputs
3. Timeline
4. Demographics
5. Mentions
6. Mention Sources
7. Journals

To learn more about each tab and for a basic introduction to Explorer, please visit our introductory guide at:

<http://bit.ly/publisherintroguide>



How to search for books

First, let's cover how you can search for books in Explorer. You can access the Advanced Search by clicking the blue 'Edit Search' button at the top of any page in Altmetric Explorer. There are numerous ways to start searching for books, including by publication date and output type. For the purposes of this guide, we will highlight searching by:

- 1) Title of output
- 2) Type of output - limit to books or book chapters
- 3) Scholarly identifiers
- 4) Publisher name
- 5) DOI prefix

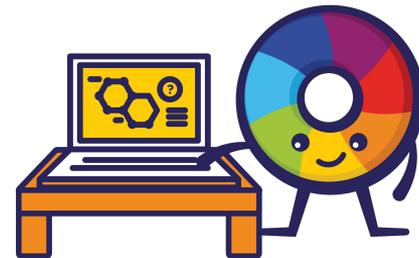
The screenshot shows the 'Advanced search' interface in Altmetric Explorer. The search criteria are as follows:

- KEYWORDS:** Empty search box.
- SUBJECTS (FOR CLASSIFICATION):** Search box with the text "Enter one or more subjects (e.g. "0607" or "Plant Biology")".
- AFFILIATION (GRID):** Search box with the text "Enter the name of an organization or a GRID ID."
- TITLE OF OUTPUT:** Search box containing the text "e.g., "Good vibrations: the role of music in Einstein's thinking"".
- TYPE OF OUTPUT:** Radio button selection area. The "All outputs" option is selected. The "Books" and "Book chapters" options are circled in red.
- OPEN ACCESS STATUS:** Radio button selection area. The "Open Access outputs only" option is selected.
- SCHOLARLY IDENTIFIERS:** A button labeled "ADD SCHOLARLY IDENTIFIERS" is circled in red.
- ORCID:** Search box with the text "Enter a valid ORCID".
- PUBMED QUERY:** A button labeled "ADD A PUBMED QUERY".
- PUBLISHERS, JOURNALS, AND COLLECTIONS:** Search box with the text "Enter one or more publisher names".
- DOI PREFIX:** Search box with the text "Enter one or more DOI prefixes, e.g., 10.6084".
- JOURNAL OR COLLECTION:** Search box with the text "e.g., Physics Letters, arXiv, figshare, 0028-0836".
- FUNDER NAME:** Search box with the text "Enter one or more funder names or GRID IDs."
- HANDLE PREFIX:** Search box with the text "Enter one or more Handle prefixes."
- DATES:** Publication date range selection area. The "Between" and "and" options are selected, with "anytime" entered in the adjacent boxes.
- ALTMETRIC MENTIONS DURING:** Selection area with "any time" selected.

At the bottom of the interface, there are buttons for "CANCEL", "CLEAR FIELDS", and "RUN SEARCH".



Filter name	How to use it
Title of Output	Search by full or partial book title, such as "Troy Myth and Reality" or just "Troy."
Type of Output	Filter by output type as defined in the Altmetric database. Tick the box for Books or Book chapters. Note that Explorer for Publishers users must have a license to the Altmetric Book Index in order to view books and book chapters.
Scholarly identifiers	Use this function if you want to search for one or more scholarly identifiers at the same time. Click "Add Scholarly Identifiers" to enter a list of up to 25,000 scholarly identifiers, including ISBNs and DOIs. You can enter a single scholarly identifier into the quick search to perform a speedier search for a single research output.
Publisher name	Search for a publisher name to see results for their content across all supported platforms for journals, books, and other outputs. Limit the type of output to "Books" and "Book chapters" to narrow to this content.
DOI prefix	Enter a full DOI prefix, such as 10.1371, so you can see all the outputs from a particular publisher or journal. Some publishers will assign DOIs to books.



How does Altmetric track attention to books?

There are three steps to tracking attention to a book:

- 1) The book is hosted on a publisher domain we have whitelisted
- 2) The book must have an ISBN or other unique identifier and good metadata
- 3) The book must be mentioned in a source we track

When a link to a book hosted on a supported domain is shared across a source of attention, we collect the details and record the mention in Altmetric.

What if a book has multiple identifiers?

Many books have both an ISBN and eISBN; many publishers also assign DOIs to their books. Even if a book has multiple identifiers, we create a single Details Page, as we recognise that it is a single research output.

How is the Altmetric Attention Score calculated for books?

The Altmetric Attention Score for a book is calculated based on the weighted attention to the book and its chapters. The score for a book is not the sum of all the chapters' scores. To learn more, view [this page](#) in our Knowledge Base.



Anatomy of an Altmetric Details Page for Books

The details pages provide a public-facing record of each book's attention, plus additional bibliographic and demographic information.

The screenshot shows the Altmetric Details Page for the book 'Coronaviruses: Methods and Protocols' by Helena Jane Maier, Erica Bickerton, and Paul Britton, published by Humana Press in January 2015. The page features a color-coded attention score badge of 1010, a 'Mentioned by' section with 991 tweeters, 51 news outlets, 6 blogs, 3 Facebook pages, 12 Wikipedia pages, and 6 video uploaders. It also shows 138 Mendeley readers and 1 Dimensions citation. The page includes a 'TABLE OF CONTENTS' with three chapters, a 'SUMMARY' section with bibliographic details, and a 'TWITTER DEMOGRAPHICS' section. Callout boxes provide additional context for various elements.

Altmetric Attention Score and Badge: The Altmetric Attention Score and badge are designed to quickly indicate the type and volume of attention an item has received.

Overall attention for this book and its chapters: Color-coded, live-updating summary of all attention found for this research output.

Mentioned by: 991 tweeters, 51 news outlets, 6 blogs, 3 Facebook pages, 12 Wikipedia pages, 6 video uploaders.

Readers on: 138 Mendeley.

Citations: 1 Dimensions.

Click through different attention category tabs to view each individual mention and citation.

Some books will also have Altmetric badges for individual chapters.

Distribution maps and demographic data for Twitter mentions and Mendeley counts.

Category	Count
News outlets	51
Blogs	6
Tweeters	991
Facebook pages	3
Wikipedia pages	12
Video uploaders	6
Mendeley	138
Dimensions	1

Chapter	Attention Score	Title
Chapter 1	749	Coronaviruses: An Overview of Their Replication and Pathogenesis
Chapter 2	1	Identification of a novel coronavirus from Guinea fowl using metagenomics.
Chapter 3	1	Serological diagnosis of feline coronavirus

Field	Value
Title	Coronaviruses
Published by	Methods in molecular biology, January 2015
DOI	10.1007/978-1-4939-2438-7
Pubmed ID	25870870
ISBNs	978-1-4939-2437-0, 978-1-4939-2438-7
Editors	Helena Jane Maier, Erica Bickerton, Paul Britton

1) Demonstrate relevance of backlist content

Now, let's dive into some common ways you can use Altmetric for Books data, starting with analyzing the continued relevance of older content. To search backlist content, consider uploading a specific list of ISBNs of interest, or limit by publication date in the advanced search.

Advanced search × CLOSE

Research outputs WHAT IS THIS?

KEYWORDS WHAT IS THIS?
Enter a title, author name, editor name, and/or journal

SUBJECTS (FOR CLASSIFICATION) WHAT IS THIS?
Enter one or more subjects (e.g. "0607" or "Plant Biology")

AFFILIATION (GRID) WHAT IS THIS?
Enter the name of an organization or a GRID ID.

TITLE OF OUTPUT WHAT IS THIS?
e.g., "Good vibrations: the role of music in Einstein's thinking"

TYPE OF OUTPUT WHAT IS THIS?

All outputs

Articles Books Book chapters

Data sets Clinical trial records News stories

OPEN ACCESS STATUS WHAT IS THIS?

Open Access outputs only

SCHOLARLY IDENTIFIERS WHAT IS THIS?
ADD SCHOLARLY IDENTIFIERS

Publishers, journals, and collections

PUBLISHER NAME WHAT IS THIS?
Enter one or more publisher names

DOI PREFIX WHAT IS THIS?
Enter one or more DOI prefixes, e.g., 10.6084

JOURNAL OR COLLECTION WHAT IS THIS?
e.g., Physics Letters, arXiv, figshare, 0028-0836
or PASTE A LIST OF JOURNAL ISSNS

FUNDER NAME WHAT IS THIS?
Enter one or more funder names or GRID IDs.

HANDLE PREFIX WHAT IS THIS?
Enter one or more Handle prefixes.

Dates

PUBLICATION DATE WHAT IS THIS?
Between 1970-01-01 and 2009-12-31



Once you run your search, you can explore attention by viewing data in the different tabs located at the top of each page.



1) Demonstrate relevance of backlist content

Research Outputs tab

This is a great place to start browsing the attention backlist content has received. You can sort in a variety of ways, including by Altmetric Attention score, news mentions, and syllabi mentions. As with any tab in Altmetric Explorer, the data can be downloaded to a CSV for additional analysis.

Altmetric EXPLORER

Exploring data for **books** and **book chapters** published between **1970-01-01** and **2010-01-01** [EDIT SEARCH](#)

Quick search...

HIGHLIGHTS **RESEARCH OUTPUTS** TIMELINE DEMOGRAPHICS MENTIONS MENTION SOURCES JOURNALS

Showing **3,868,377 research outputs** from the results of your search query. Of those, **614,554** have been mentioned. [EXPORT THIS TAB](#) [SAVE SEARCH](#)

Sort in many ways

Sort by: **Altmetric Attention Score (Highest first)** [Next →](#)

1662	Firearms and Violence Book in NAP , December 2004	<i>Click donut to view details page</i>	1646	Learning from SARS Book in NAP , April 2004
1503	Sleep Disorders and Sleep Deprivation Book in NAP , September 2006		1184	Dietary Reference Intakes for Water, Potassium, Sodium, Chloride, and Sulfate Book in NAP , May 2005

1) Demonstrate relevance of backlist content

Timeline tab

The Timeline Tab is the place to start when you would like to assess trends in attention over time. For any search query, the Timeline tab lets you view all mentions over time, and filter by specific attention source types, e.g. news, twitter, blogs, etc.

If you wish to view the individual mentions contained within a specific timeframe for any combination of attention sources, simply click on a bar in the chart.

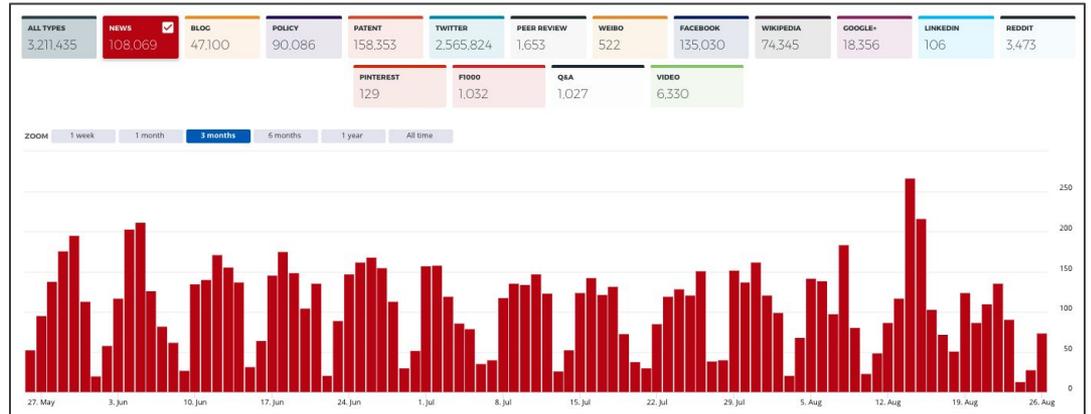
This will take you to the Mentions tab, where you can view the mentions in that timeframe, and further refine your results by other parameters.



Strategy tip: Twitter usually dominates the graph. Consider limiting to other attention sources.



You can select multiple attention sources to view in the chart by holding down the Command key on a Mac, or the Control key on a PC.



2) Spot journal publishing trends to commission new manuscripts

Understanding the 'Next Big Thing' is challenging. Fortunately, in books, we have an advantage: it can take time for a subject area to be mature enough to support books (and textbooks, even longer). So we can choose to look at journal articles for a sense of what's coming down the road.

Using Explorer, you can set up searches for the relevant journals in your fields and check these searches regularly to see what is making headlines in the news or being discussed on social media.

Let's take a look at an example in the field of Nutrition and Dietetics:

The screenshot shows an 'Advanced search' form with several sections. A callout box on the left points to the 'SUBJECTS (FOR CLASSIFICATION)' section, which has a search box containing '1111 NUTRITION AND DIETETICS'. A callout box on the right points to the 'JOURNAL OR COLLECTION' section, which has search boxes containing 'JOURNAL OF NUTRITION', 'AMERICAN JOURNAL OF CLINICAL NUTRITION', and 'BRITISH JOURNAL OF NUTRITION'. Below these, a list of journal results is shown, including 'European Journal of Nutrition' (ISSNs: 1436-6207, 1436-6215), 'Journal of European CME' (ISSNs: 2161-4083), 'European Journal' (ISSNs: 1351-6620), and 'European Journal of Pain' (ISSNs: 1090-3801, 1532-2149).

Advanced search × CLOSE

Search outputs

WORDS WHAT IS THIS?
a title, author name, editor name, and/or journal

SUBJECTS (FOR CLASSIFICATION) WHAT IS THIS?
x 1111 NUTRITION AND DIETETICS

AFFILIATION (GRID) WHAT IS THIS?
Enter the name of an organization or a GRID ID.

TITLE OF OUTPUT WHAT IS THIS?
e.g., "Good vibrations: the role of music in Einstein's thinking"

TYPE OF OUTPUT WHAT IS THIS?
 All outputs
 Articles Books Book chapters
 Data sets Clinical trial records News stories

OPEN ACCESS STATUS WHAT IS THIS?

Publishers, journals, and collections

PUBLISHER NAME WHAT IS THIS?
Enter one or more publisher names

DOI PREFIX WHAT IS THIS?
Enter one or more DOI prefixes, e.g., 10.6084

JOURNAL OR COLLECTION WHAT IS THIS?
x JOURNAL OF NUTRITION x AMERICAN JOURNAL OF CLINICAL NUTRITION
x BRITISH JOURNAL OF NUTRITION european journal of nut

European Journal of Nutrition
ISSNs: 1436-6207, 1436-6215

Journal of European CME
ISSNs: 2161-4083

European Journal
ISSNs: 1351-6620

European Journal of Pain
ISSNs: 1090-3801, 1532-2149

In Advanced search, try using Field of Research codes to search broadly on a topic

Or, craft a search for specific journals in a subject area.



2) Spot journal publishing trends to commission new manuscripts

View saved searches

Save your search

Altmetric EXPLORER

Exploring data for all research outputs published in 4 selected journals/collections

EDIT SEARCH

Quick search...

HIGHLIGHTS RESEARCH OUTPUTS TIMELINE DEMOGRAPHICS MENTIONS MENTION SOURCES JOURNALS

Total mentions 377,815

Outputs with attention 25,045

Total outputs tracked 30,209

SAVE SEARCH

Attention breakdown

YOUR SAVED SEARCHES

You can save search results for quick access by clicking the 'save search' button after finding the data you are looking for. Your saved searches will be visible here.

SET DEFAULT	SAVED SEARCH	REPORTING				ACT
		DAILY EMAIL	WEEKLY EMAIL	MONTHLY EMAIL	SHAREABLE REPORT	
<input type="checkbox"/>	Nutrition and Dietetics search Saved at 7:21PM on Friday 27 March 2020	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
<input type="checkbox"/>	Q1 2020 Saved at 2:29PM on Thursday 26 March 2020 SHARED REPORT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
<input type="checkbox"/>	Q2 2020 Saved at 4:17PM on Wednesday 25 March 2020 SHARED REPORT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

Regularly run your saved search to stay on top of trends

Set up automatic daily, weekly, and/or monthly email alerts about recent mentions



2) Spot journal publishing trends to commission new manuscripts

Altmetric EXPLORER

This is an example of the monthly Altmetric email report about your search.

Report for Nutrition and Dietetics search

This report includes all mentions between 00:00 on Thu 27 Feb and Fri 27 Mar 2020 UTC.

Report summary

Total mentions	Research outputs	With mentions
377,815	30,209	25,045

Recent activity

There have been **3,293 new mentions** of your search results in the past month.

366 News mentions	60 Blog mentions
8 Policy mentions	2,610 Twitter mentions
56 Facebook mentions	39 Wikipedia mentions
18 Reddit mentions	136 Video mentions

Easily view recent mentions by source type

Here is an example of what a monthly email report looks like. Links in this report will redirect you to Explorer where you can view individual research outputs and discover how they are being discussed online.

Outputs with the most mentions in the past month

Article in *Journal of Nutrition*, August 2011
[Green Tea Consumption Is Inversely Associated with the Incidence of Influenza Infection among Schoolchildren in a Tea Plantation Area of...](#)
Mentioned **169** times in the past month

Article in *American Journal of Clinical Nutrition*, December 2011
[Sucrose-sweetened beverages increase fat storage in the liver, muscle, and visceral fat depot: a 6-mo randomized intervention study](#)
Mentioned **138** times in the past month

Article in *Journal of Nutrition*, July 2019
[Vitamin A Supplementation Was Associated with Reduced Mortality in Patients with Ebola Virus Disease during the West African Outbreak](#)
Mentioned **96** times in the past month

Click the linked title to view attention for each output

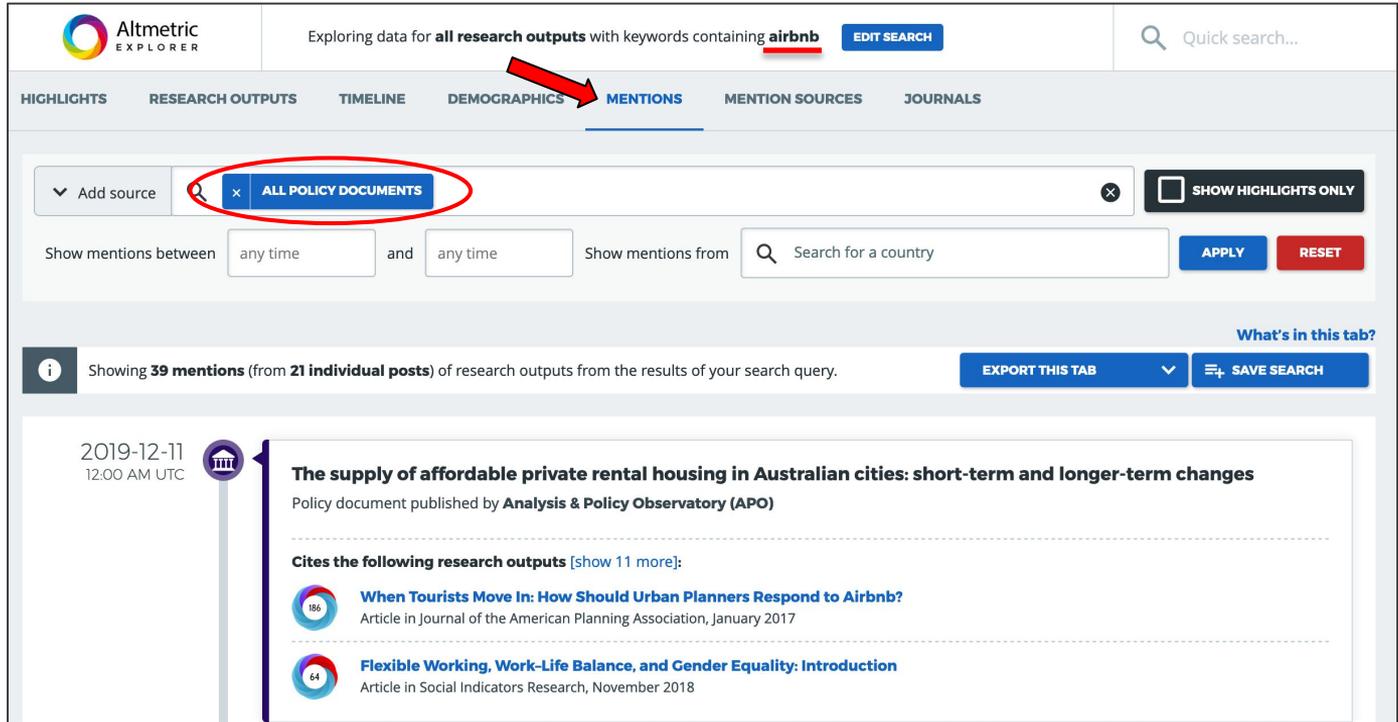


3) Discover new authors

"I'm trying to find someone who knows about..." If you've ever had this conversation with a book editor, Altmetric might be able to help you pinpoint an author for that elusive chapter.

In this example, we've searched Explorer using the keyword *Airbnb*. We are looking for someone who knows about Local Government and Airbnb.

In the Mentions tab, I've limited to All Policy Documents. I can now explore which research outputs informed these policy documents.



Altmetric EXPLORER

Exploring data for **all research outputs** with keywords containing **airbnb** [EDIT SEARCH](#)

Quick search...

HIGHLIGHTS RESEARCH OUTPUTS TIMELINE **MENTIONS** MENTION SOURCES JOURNALS

▼ Add source **ALL POLICY DOCUMENTS** SHOW HIGHLIGHTS ONLY

Show mentions between any time and any time Show mentions from Search for a country [APPLY](#) [RESET](#)

Showing **39 mentions** (from **21 individual posts**) of research outputs from the results of your search query. [EXPORT THIS TAB](#) [SAVE SEARCH](#)

2019-12-11 12:00 AM UTC 

The supply of affordable private rental housing in Australian cities: short-term and longer-term changes
Policy document published by **Analysis & Policy Observatory (APO)**

Cites the following research outputs [\[show 11 more\]](#):

-  **When Tourists Move In: How Should Urban Planners Respond to Airbnb?**
Article in Journal of the American Planning Association, January 2017
-  **Flexible Working, Work-Life Balance, and Gender Equality: Introduction**
Article in Social Indicators Research, November 2018



3) Discover new authors

Once I find a document that matches my needs related to Airbnb and local governments, I can view the Altmetric Details Page. In one click, we've found an author who knows about this topic, and can reach that vital market. Another two clicks, and we've found her details on the publishers' website.

The image shows a workflow for discovering authors. It starts with a document titled "A report on the Local Government and Housing Linkage Project national survey: Sydney metropolitan results" published by Analysis & Policy Observatory (APO) on 2018-10-08. This document cites two other research outputs: "When Tourists Move In: How Should Urban Planning Respond?" and "Global Home-Sharing, Local Communities and the City". A red arrow points from the second citation to the Altmetric Details Page for the main document. The Altmetric Details Page shows an attention score of 15, indicating it is in the top 25% of all research outputs. It also lists three policy documents that reference this research output: "Technological disruption in private housing markets: the case of Airbnb", "A report on the Local Government and Housing Linkage Project national survey: Sydney metropolitan results", and "Housing locally: a report on the Local Government and Housing Linkage Project national survey".

2018-10-08
12:00 AM UTC

A report on the Local Government and Housing Linkage Project national survey: Sydney metropolitan results
Policy document published by **Analysis & Policy Observatory (APO)**

Cites the following research outputs [show 1 more]:

- When Tourists Move In: How Should Urban Planning Respond?**
Article in Journal of the American Planning Association, January 2018
- Global Home-Sharing, Local Communities and the City**
Article in Planning Theory & Practice, November 2017

Altmetric Details Page

15

So far, Altmetric has seen 3 policy documents that reference this research output.

- Technological disruption in private housing markets: the case of Airbnb**
Cited by Analysis & Policy Observatory (APO) on 08 Nov 2018
Analysis & Policy Observatory (APO) is a research database and alert service providing free access to full-text research reports and papers, statistics and other resources essential for public policy development and implementation in Australia and New Zealand.
- A report on the Local Government and Housing Linkage Project national survey: Sydney metropolitan results**
Cited by Analysis & Policy Observatory (APO) on 08 Oct 2018
Analysis & Policy Observatory (APO) is a research database and alert service providing free access to full-text research reports and papers, statistics and other resources essential for public policy development and implementation in Australia and New Zealand.
- Housing locally: a report on the Local Government and Housing Linkage Project national survey**
Cited by Analysis & Policy Observatory (APO) on 28 Aug 2018

About this Attention Score

In the top 25% of all research outputs scored by Altmetric

Mentioned by

- 1 policy source
- 17 tweeters

Citations

- 18 Dimensions



4) Build a social network for marketing books

You can also build a valuable online network using Altmetric Explorer. Key targets include Twitter accounts, Bloggers, and News sources.

The Mention Sources tab makes it quick and easy to see exactly which sources and people (e.g., specific tweeters, news outlets, policy sources, and more) have mentioned research the most. In this example, we are looking at research in the field of Environmental Sciences.

The screenshot shows the Altmetric Explorer interface. The top navigation bar includes tabs for HIGHLIGHTS, RESEARCH OUTPUTS, TIMELINE, DEMOGRAPHICS, MENTIONS, **MENTION SOURCES** (highlighted with a red circle), and JOURNALS. The main content area displays a search filter for '05 Environmental Sciences' and a search bar. Below the search bar, there are filters for 'Show mention sources between' (any time) and 'Show mention sources from' (Search for a country). A summary bar indicates 'Showing 434,060 mention sources with 2,385,703 mentions of research outputs from the results of your search query.' The main list shows three sources:

Source	Mentions	Actions
 National Academies Press Policy source United States	10,726 mentions	View all mentions Show recent mentions
 Analysis & Policy Observatory (APO) Policy source Australia	9,880 mentions	View all mentions Show recent mentions
 Phys.org News outlet United Kingdom	8,263 mentions	View all mentions Show recent mentions



4) Build a social network for marketing books

In the Mention Sources tab, you can filter by source type. Choose a source from the dropdown menu, or you can type in a particular source of interest, such as World Health Organization, Washington Post, or even a specific Twitter handle, e.g. @altmetric.

You can also limit by date or show mentions from a specific set of countries. You can even sort by mention count or Twitter follower count. Remember, you can always save a search or export data to a CSV.

To learn more, visit our [Dissemination Guide](#).

The screenshot displays the Altmetric Explorer interface for the 'Mention Sources' tab. The top navigation bar includes 'HIGHLIGHTS', 'RESEARCH OUTPUTS', 'TIMELINE', 'DEMOGRAPHICS', 'MENTIONS', 'MENTION SOURCES', and 'JOURNALS'. The main search area features a dropdown menu for 'Add source' (circled in red) with options like News, Policy, Weibo, Google+, Blog, Twitter, Facebook, and Reddit. A red arrow points to this dropdown with the text 'Choose source from dropdown, or type in a source.' Below the search bar are filters for 'any time', 'Show mention sources from', and 'Search for a country'. On the right, there are 'APPLY' and 'RESET' buttons. Further down, 'EXPORT THIS TAB' and 'SAVE SEARCH' buttons are circled in red. A 'Sort by' dropdown is also circled in red, showing 'Total mention count'. The results section lists sources such as 'Microbiome Digest - Bik's Picks' (1,884 mentions) and 'AGW Observer' (1,753 mentions). A red arrow points to the 'Hide recent mentions' button (circled in red) for the AGW Observer source. Below this, a preview of a recent mention is shown for 'Papers on California wildfires' (2018-11-18), which includes a list of cited research outputs like 'Warming and Earlier Spring Increase Western U.S. Forest Wildfire Activity' and 'Large wildfire trends in the western United States, 1984-2011'.



We hope you found this introductory guide useful. There are certainly more ways to leverage Altmetric Explorer for books, including:

- Competitor analysis
- Finding a book or manuscript reviewer
- Predicting citations
- And more!

To learn more, take a look at [this recorded workshop](#)

If you have any questions about this guide, please email: engagement@altmetric.com

To view more resources and training materials, check out [this page](#) on our Knowledge Base.

