Introduction to Altmetric for Institutions

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By the end of this session...

You’ll have:

• A clear understanding of altmetrics and how to use them
• How to identify research with attention using Altmetric’s tools
• Practical ideas and examples of using altmetrics data
• Know where to get further help
Part 1: Introduction to Altmetrics
alt + metrics

Complementary to traditional citation metrics

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

We 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. Non-academic engagement matters: practitioners, general public, interested parties, communicators

4. Funders and other impact assessors want to see “broader” picture of engagement
Interpreting altmetrics data

Attention: e.g. RTs, shares

Engagement: Analysis, discussion, reviews

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

Remember that the numbers alone don’t tell you...

- Quality of the paper
- Quality of the researchers
- Whole story

@altmetric @nataliafay
How are institutions using Altmetric?

**Researchers**
- Track attention to your research immediately
- Uncover (unknown) conversations about your research
- Use in grant applications & funder reporting

**Librarians**
- Support researchers in all of the above
- Enhance department liaison activities
- Encourage staff to deposit in your research information system

**Research Administrators**
- Integrate data into your existing performance reports
- Identify key impacts across institution (i.e. policy docs)
- Benchmarking (thoughtfully!)

**Marketing Comms.**
- Identify research to promote
- Evaluate success of promotion activities
- Identify key researchers
Part 2: Altmetric tools
How do we populate our database?

3 things needed

An **output** (journal article, dataset, etc)

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

Mentions in a **source we track**
How does Altmetric aggregate online attention?

Follow a list of sources. E.g. blogs, news, policy documents, social media.

Search for links to papers. Automatically link searching and text mining.

Collate attention.

Disambiguation of mentioned items across different versions.

Display data in “Altmetric details pages”.

All research outputs with mentions have an Altmetric Details Page in our database.
Unique IDs we track... more than DOIs

<table>
<thead>
<tr>
<th>ID Type</th>
<th>Domain</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOIs</td>
<td>General</td>
</tr>
<tr>
<td>PubMed ID</td>
<td>Health Sciences</td>
</tr>
<tr>
<td>arXiv ID</td>
<td>Physics, Mathematics &amp; Computer Sciences</td>
</tr>
<tr>
<td>ADS ID</td>
<td>Astrophysics data system</td>
</tr>
<tr>
<td>SSRN ID</td>
<td>Social Sciences</td>
</tr>
<tr>
<td>RePECE ID</td>
<td>Economics</td>
</tr>
<tr>
<td>Handles</td>
<td>General</td>
</tr>
<tr>
<td>ClinicalTrials.gov</td>
<td>Medicine/biomedical</td>
</tr>
</tbody>
</table>
Sources we track...*more* than social media

- **News outlets**
  - Over 1,300 sites and growing every day
  - Manually curated list
  - Text mining
  - Global coverage

- **Academic blogs and social media**
  - Twitter, Facebook, Google+
  - Public posts only
  - Manually curated list
  - Almost 10K academic/field specific blogs

- **Post-publication peer review**
  - Publons
  - PubPeer

- **Reference managers**
  - Mendeley, CiteULike
  - Reader counts

- **Other sources**
  - Wikipedia
  - YouTube
  - Reddit
  - F1000
  - Pinterest
  - Q&A
  - Citations (by end of 2015)

- **Policy documents**
  - NICE Evidence
  - Intergovernmental Panel on Climate Change
  - Many more...
What is the Altmetric score of attention?

The Altmetric score provides an indicator of the attention surrounding a research output.

It represents a weighted approximation of all the attention we've picked up for a research output and is calculated according to three facets:

<table>
<thead>
<tr>
<th>Volume</th>
<th>Sources</th>
<th>Authors</th>
</tr>
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<tbody>
<tr>
<td>The score for an article rises as more people mention it.</td>
<td>Each source category contributes a different base amount to the final score.</td>
<td>How often the author of each mention talks about scholarly articles influences the contribution of the mention.</td>
</tr>
</tbody>
</table>

Read more about the score here: [altmetric.com/blog/scoreanddonut/](altmetric.com/blog/scoreanddonut/)
What is Altmetric for Institutions?

- View altmetrics for your institution’s publications
- Browse by author and department, set up alerts, export and data
- Search the entire Altmetric database and run comparative analysis
- Upload and see data for sets of unique identifiers, save and manage the data in custom groups
How do I access Altmetric for Institutions?

- Go to [www.altmetricexplorer.com](http://www.altmetricexplorer.com) for institutional IP access
- Create an account using the sign-in option in the top of the page
Applying filters

Narrow your timeframe, e.g. mentioned in the last week.

Search by keyword, e.g. by title or “phrase search”.

Search by journal title/s.

Choose a publisher or DOI prefix.

Select a source, e.g. mentioned in the News.

Next filter and refine your search...

Go!
Altmetric for Institutions: Demo

www.altmetricexplorer.com
Part 4: How can I use Altmetric in practice?
Discover popular new content to read

@ok_shermaine

Neat study found via @altmetric on the use of personas in academic libraries. Go user research! crl.acrl.org/cgi/content/lo... #citylis

4:47 AM - 10 Nov 2014
Grant applications and funder reporting

I save a tremendous amount of time for my lab.

@altmetric @nataliafay
Identify researchers in your field

COLLABORATE

CC-BY SA / Ron Mader Flickr  
@altmetric @nataliafay
Cochrane Library paper investigated the use of probiotics to treat eczema. It found: There is not enough evidence to recommend using probiotics for the treatment of eczema.

The paper has a relatively low score of attention but received mentions across multiple policy documents and is cited in Wikipedia:

- Policy: NICE Evidence Research
- Policy: European Food Safety Authority
- Wikipedia: Dermatitis main page

Identify attention in policy documents

45k page visits in March 2015

Overview of attention for article published in The Lancet (British Edition), May 2014

Summary

So far, Altmetric has seen 198 news stories from 68 outlets.

Showing items 1–100

1. Scroll.in - This map shows you're more likely to find obese people in Pakistan or Afghanistan than India
   Scroll India, 23 Apr 2015
   And yet, India is the third-most obese country on earth, the first two being US and China.

2. BBC News - ‘One-size-fits-all’ on obesity opposed
   BBC News, 17 Apr 2015
   Doctors need to move beyond ‘one-size-fits-all’ approach to tackling obesity, say scientists in Sheffield.

3. The Huffington Post - An American Plate That Is Palatable for Human and Planetary Health
   Huffington Post, 26 Mar 2015
   What we eat determines our health. It also decides the health of our planet. In the newly proposed Dietary Guidelines, the US...

4. Popular Science - Cook Rice Differently To Reduce Its Calories
   Popular Science, 25 Mar 2015
   Rice, the base for cuisines all over the world, contains a lot of starch. That makes it delicious but also high in calories.

5. BBC News - Could fining parents cut childhood obesity?
   BBC News, 13 Feb 2015
   Should parents of obese children be punished?

6. El Pais - Así se comporta el cerebro durante un atraco
   El Pais, 04 Feb 2015
   Investigadores afirman la descripción de la ruta que empieza a comer pez a estar saciado. Han bloqueado en ratones la ingesta...
Monitor your open access research outputs

Ask me about OPEN ACCESS
Uncover popular content to share

@altmetric @nataliafay
Monitor attention to Department outputs

Set up email alerts and export to Excel by department

Select department in Explore my institution

Select save this workspace

Save your workspace to run reports and export
altmetrics in summary

• **Get your research out there.** If people know about your research, they talk about it and you can track that attention.

• **Context is king.** Give viewers of altmetrics a solid reference point when presenting the data.

• **Qualitative data** Presenting qualitative data alongside metrics can create a much more compelling case for research’s impact.
Download our bookmarklet

Altmetric Bookmarklet

www.altmetric.it
Questions?

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