Altmetrics for the Information Professional: A Primer

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About Me...

• Librarian/subject specialist for Biology, Chemistry & Forensic Science
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Tracking Scholarly Influence

Many venues for communicating scientific findings

– Journals (increasing numbers)
– Conference Proceedings
– Patents
– Open access archives
– Web publishing

Traditional citation metrics quantify primarily journal articles in established publications
Why use citation metrics?

• Citation metrics are used in promotion and tenure decisions

• Prestige and influence
  – Within a field
  – Within an institution
  – Comparison to peer and aspirational institutions

• Vanity
  – Individual and institutional
What are citation metrics?

• Metrics to gauge scholarly impact
• They measure:
  – Quantity of publications *(tweets, blog posts, mentions...)*
  – Quality of publications, how many citations a work receives *(saves, downloads, likes...)*
  – Where the funding comes from
  – Technology transfer, patents, start-ups, etc.

Quantified by alternative metrics = Altmetrics
altmetrics is the creation and study of new metrics based on the Social Web for analyzing, and informing scholarship

Altmetrics: A manifesto
http://altmetrics.org/manifesto/
Measure diverse impacts from articles, datasets, blog posts, slide shows, etc.

Beyond citation counts!
Readership
Views
Saves
Downloads
Scholarly (or popular) Buzz
Valid data = Valid metrics

• Accurate attribution is essential!
• Scholarly authors are assigned Scopus Author Identifiers, Web of Science Researcher ID’s, etc.
• Scholars can claim and make public their Google Scholar profile
• Scholars can (and should) register for a unique ORCID number
Solution: ORCID

“ORCID is an open, non-profit, community-based effort to create and maintain a registry of unique researcher identifiers and a transparent method of linking research activities and outputs to these identifiers.”

- [http://orcid.org/](http://orcid.org/)
What can be measured?

“Evidence of Use” – http://impactstory.org

• # of Tweets
• # of “Saves” in online reference managers
• Scholarly (and popular) blog interest and activity
• Activity in social networking platforms, tools
• And...
Altmetric Tools
track readership & influence

**CiteULike** permits users to store, organize and share scholarly papers

**F1000** is a subscription-based recommendation service for curated articles in biology and medicine.

**Google Scholar Citations** is a service that allows authors to track their publications and influence using Google Scholar metrics.
Altmetric Tools
track readership & influence

Mendeley is a free reference manager and social network that was recently acquired by Elsevier. Mendeley is described as “one of the world’s largest crowd-sourced research catalogs”

Zotero is a robust and growing citation management and sharing resource. Collaborators can share libraries of references, etc.
Make Sense of the Diversity of Research Outputs

Use an aggregator!

Harvest data
Automatic updates
Showcase scholarly influence
Put it all together…
with Altmetric Aggregators

**ImpactStory**, aggregates data from research products including articles, datasets, blog posts, PowerPoint presentations and more; free, open source and open access

**Altmetric.com** Subscription business solution that collects data about an individual article and supplies this data to publishers who present the info. to readers & authors.

**Plum Analytics** commercial product - measures influence using five categories; usage, captures, mentions, social media, and citations. Marketed to libraries.
ImpactStory

Tell the full story of your research impact.

ImpactStory aggregates altmetrics: diverse impacts from your articles, datasets, blog posts, and more.

Make my impact profile or, show me a sample report
Amazonian Amphibian Diversity Is Primarily Derived from Late Miocene Andean Lineages

Beaulieu, Donoghue (2009) Mega-phylogeny approach for comparative biology: an alternative to supertree and supermatrix approaches

Datasets

Data from: Data archiving is a good investment

Images: blog.impactstory.org, chemconnector.com
Engaging Constituents

• Don’t assume anyone knows anything about altmetrics
• Begin by engaging new scholars
• Explain limitations of both traditional citation metrics & altmetrics
• Demonstrate the power of a Google Scholar Profile, institutional profile, and an ImpactStory Profile
Thank you!!

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References


