



Altmetrics in practice: making the most of your data

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altmetric.com



Scholarly ecosystem today

- Rapidly evolving
- Shared goals between institution and publisher
- Maximising what you can learn from metrics and data
- Scholarship beyond the academy

What are altmetrics?



- Understand how research is received and used in society
- *Complementary* to traditional citation-based analysis
- Enabling researchers get credit for impact activities
- A new way of measuring non-traditional forms of impact



Who are we?

Altmetric is a **data science company** that **tracks attention** to research outputs, delivering **output level metrics** via visually engaging, intuitive interfaces.

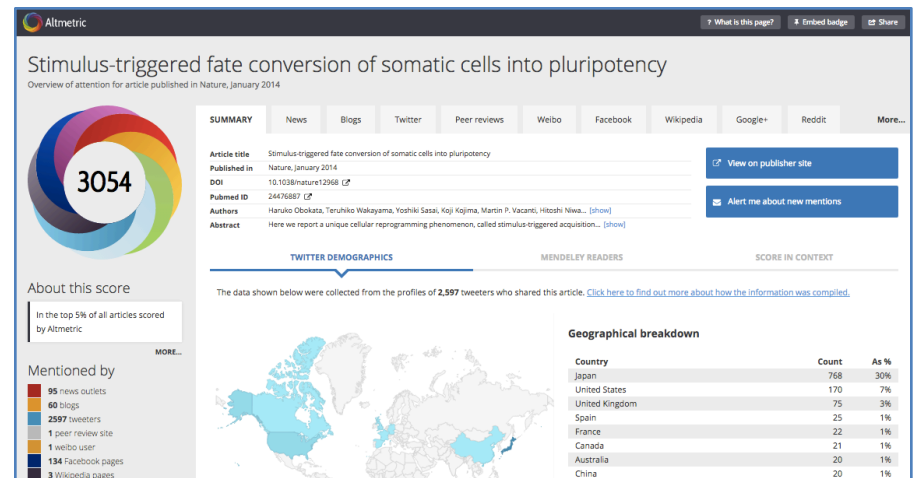
In other words, we help give ***credit where credit is due.***

Altmetrics can help

A record of the online activity surrounding a piece of published research.

Complementary to traditional citation-based analysis.

*See who was talking about
and sharing the work,
where they are, and what
they're saying.*



Non-traditional sources

News outlets

- Over 1,300 sites
- Manually curated list
- Text mining
- Global coverage

Post-publication peer review

Publons
Pubpeer

Reference managers

- Mendeley etc
- Demographics

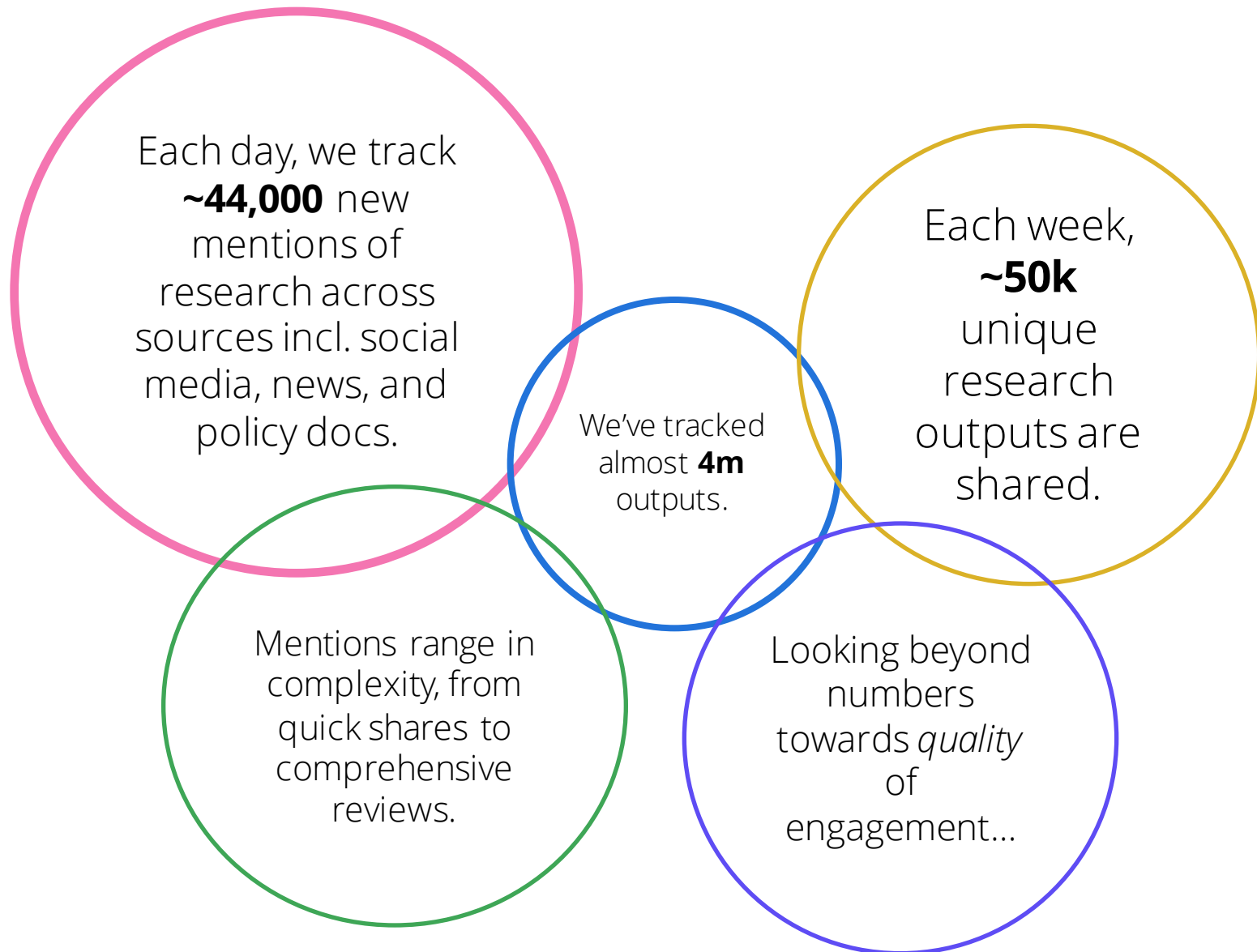
Social media and blogs

Twitter, Facebook,
Google+, Sina Weibo
Public posts only
8,000+ Blogs

Other sources

Youtube
Reddit
F1000
Q&A
Wikipedia
Policy Docs

Capturing attention: high volume



Key benefits

- **Timely** = researchers can uncover evidence of influence long before citations, ensure work is being interpreted correctly (and intercept if not).
- **Auditable** = understand where the work is getting a lot of attention and why.
- **Beyond articles** = can be applied to datasets, images, all other research outputs.
- **Visible** = demonstrate value of publisher promotional efforts or institutional outreach activity.



Where will you see our data?


Publisher platforms



ELSEVIER

WILEY



nature publishing group 



Wolters Kluwer
Health

 SAGE



Springer

Applications

- **Badges on publisher and IR sites:** provide context to readers, immediate feedback to authors, encourage deposits
- **Altmetric database:** filter and report on attention surrounding research you care about
- **Include examples** as supporting evidence in funding applications
- **Highlight success stories** in alumni, author and editorial board newsletters – learn from these to determine future strategy
- **Demonstrate value** of publishing activity to stakeholders (internal and external)



How We Are Different!

- Already tracking information
- Fully auditable
- Soon to be adding more news sources – 80,000
- Policy Documents
- Badges on 60+ publisher sites
- Offering “altmetric 101” educational sessions



Get started!

- Download the Altmetric Bookmarklet
- Take a look at what your peers are doing
- Free badges for IRs
- Trial access for Altmetric for Institutions
- Talk to us!



Thanks!



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