



Researchers talk: Let's listen

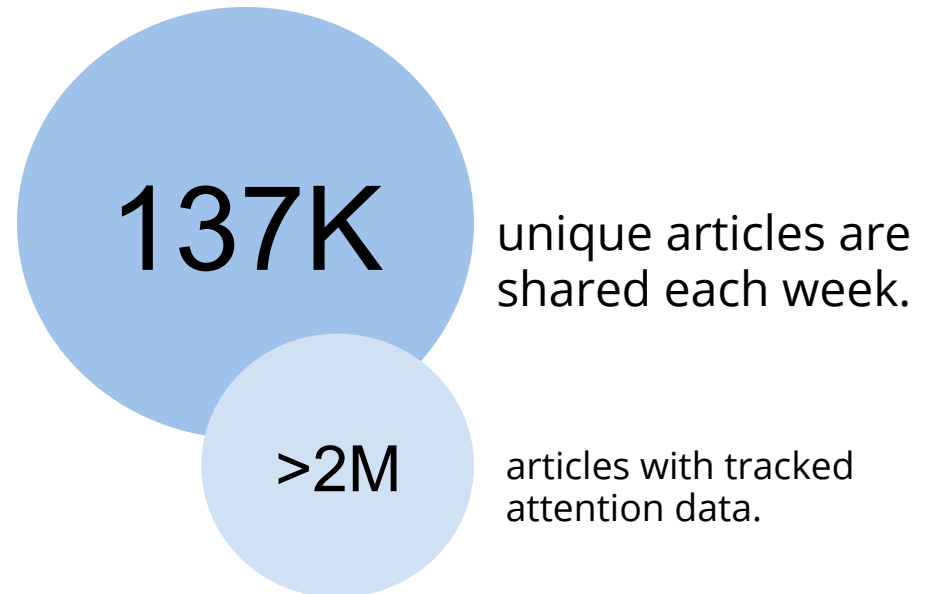
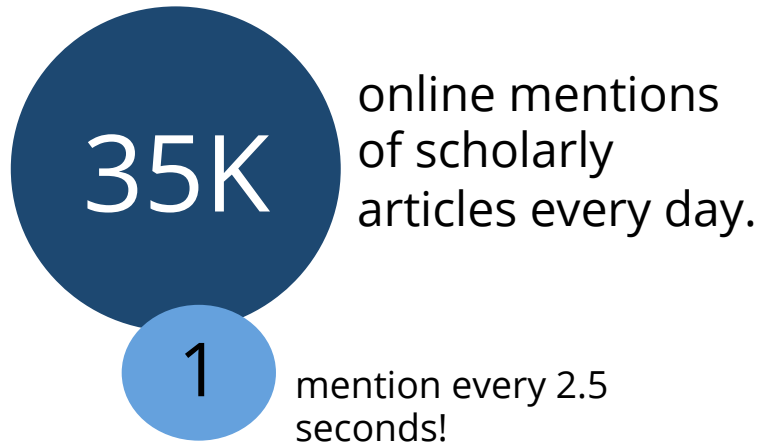
An introduction to
altmetrics and Altmetric

Cat Chimes
28th Nov 2014

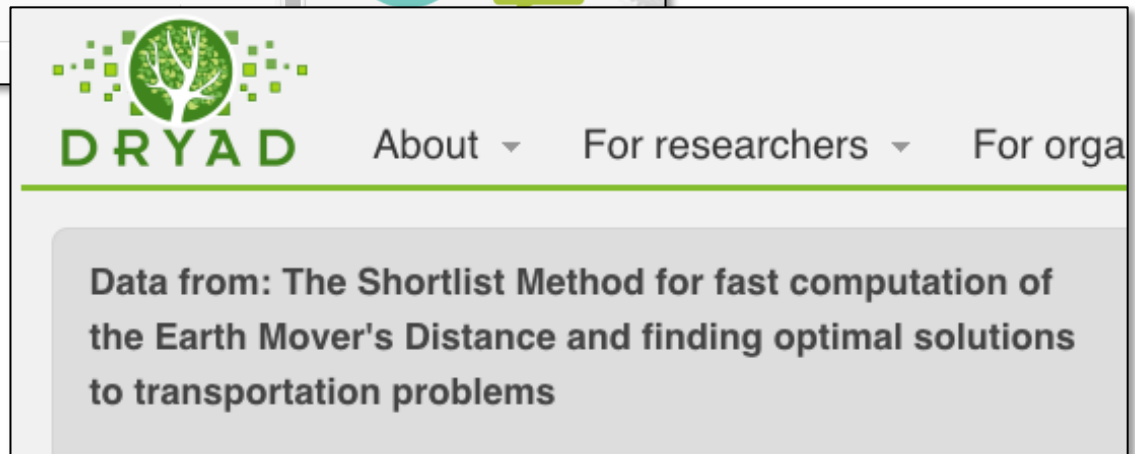
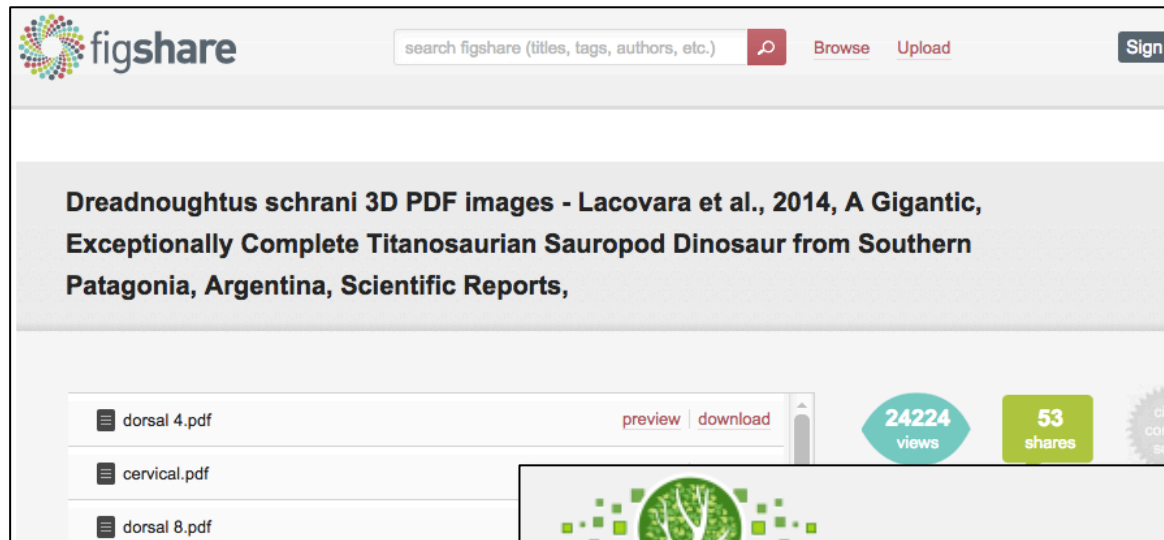
Today we'll cover

- What are altmetrics, and how did they come about?
- Who are Altmetric?
- Who is using the data?
- How can you use it?
- Getting started

The conversation is moving online...



And it's not just about articles...



Traditional metrics lag behind...




The screenshot shows the ScienceDirect website interface. At the top, there's a green header with 'ScienceDirect' on the left, 'Journals Books' in the center, and 'Shopping cart' on the right. Below the header, there's a navigation bar with a PDF icon, 'Purchase', 'Export', a search bar labeled 'Search ScienceDirect', and an 'Advanced search' link. The main content area is divided into three columns. The left column, titled 'Article outline', lists 'Highlights', 'Abstract', 'Keywords', and a numbered list of sections: '1. Introduction', '2. Experimental', '3. Results and discussion', '4. Conclusions', 'Acknowledgments', and 'References'. There's a checkbox 'Show full outline' next to the list. The middle column features the 'Journal of Chromatography A' logo and title, followed by 'Volume 1359, 12 September 2014, Pages 117–123'. The article title is 'Ethyl acetate–*n*-butanol gradient solvent system for high-speed countercurrent chromatography to screen bioactive substances in okra'. The authors are 'Hao Ying^a, Heyuan Jiang^b, Huan Liu^a, Fangjuan Chen^a, Qizhen Du^a'. Below the authors is a 'Show more' link. The right column shows a thumbnail of the article's cover. At the bottom of the article, there's a section 'Choose an option to locate/access this article:' with three options: 'Check if you have access through your login credentials or your institution' (with a 'Check access' button), 'Purchase \$41.95' (with a green button), and 'Get Full Text Elsewhere' (with a grey button). The DOI 'doi:10.1016/j.chroma.2014.07.029' is at the bottom left, and a 'Get rights and content' link is at the bottom right. The left sidebar also includes a 'Figures and tables' section with several small thumbnail images of chromatograms and chemical structures.

Google Scholar – flawed metadata and no citations

Ethyl acetate–n-butanol gradient solvent system for high-speed countercurrent chromatography to screen bioactive substances in okra
H Ying, H Jiang, H Liu, F Chen, Q Du - Journal of Chromatography A, 2014 - Elsevier
... of anthocyanins from grapes [7]. Two-step methanol gradients made from n ... n-butanol gradient solvent system composed of n-hexane–ethyl acetate–n-butanol–water was ... pH-gradient counter-current chromatography isolation of natural antioxidant chlorogenic acid from Lonicera ...
[Cite](#) [Save](#)

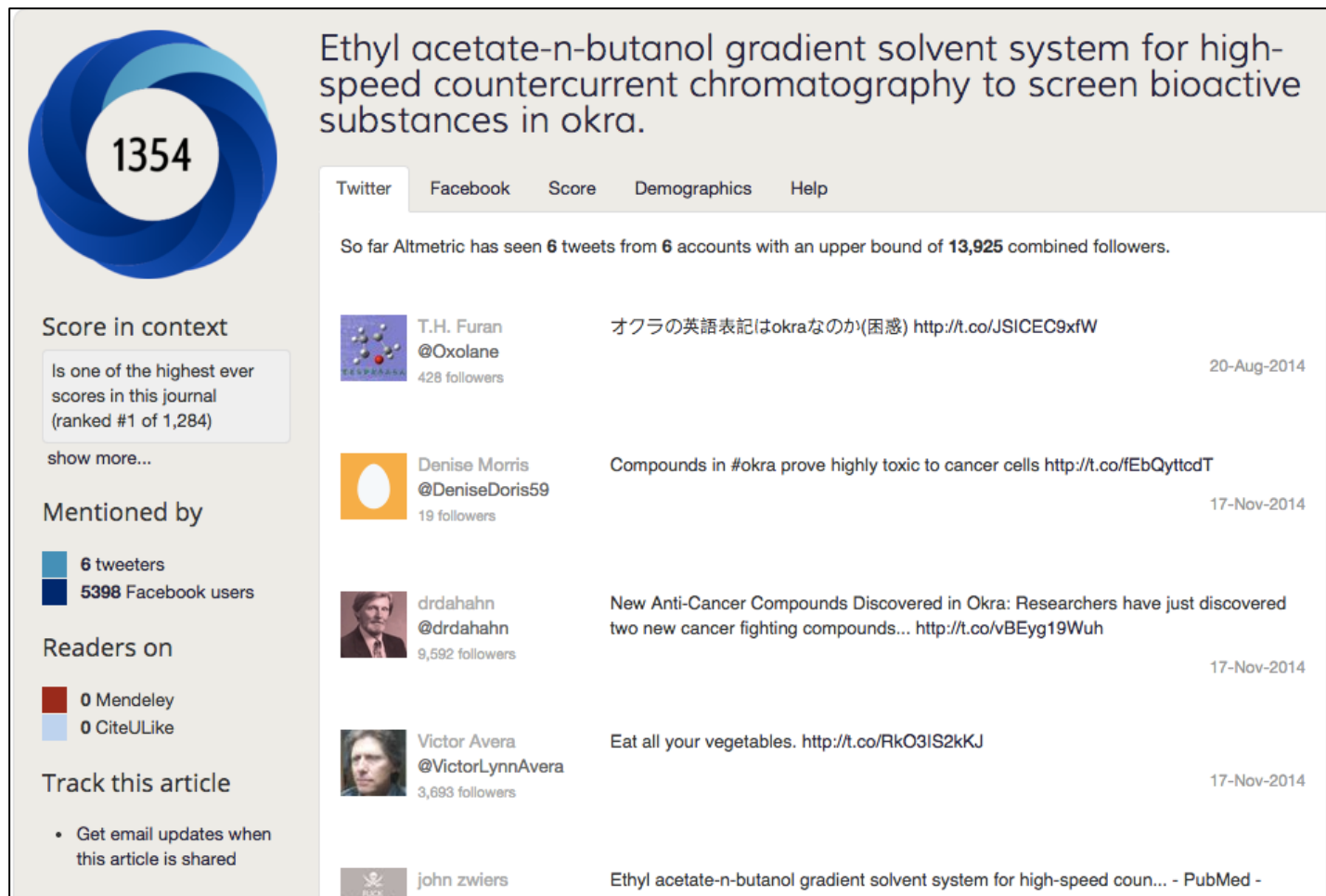
Web of Science – no citations

☐ 1. **Ethyl acetate-n-butanol gradient solvent system for high-speed countercurrent chromatography to screen bioactive substances in okra**
By: Ying, Hao; Jiang, Heyuan; Liu, Huan; et al.
JOURNAL OF CHROMATOGRAPHY A Volume: 1359 Pages: 117-123 Published: SEP 12 2014
[Full Text from Publisher](#) [View Abstract](#)

☐ Select Page   [Save to EndNote online](#)  [Add to Marked List](#)

Times Cited: 0
(from Web of Science Core Collection)

A huge online impact in 2 months



Funders are noticing...

Grant funders looking for proof of “broader impacts” often defined as “an effect, change, or benefit to the economy, society, culture, public policies, health, the environment, etc.”



Research Excellence Framework,
<http://www.ref.ac.uk/panels/assessmentcriteriaandleveldefinitions/>



“The primary aim of SEP assessments is to reveal and confirm the quality and the relevance of the research to society and to improve these where necessary.”

<https://www.knaw.nl/nl/actueel/publicaties/standard-evaluation-protocol-2015-2021>

Royal Netherlands Academy of Arts and Sciences



 OPEN ACCESS

PERSPECTIVE

Alternative Perspectives on Impact: The Potential of ALMs and Altmetrics to Inform Funders about Research Impact

Adam Dinsmore , Liz Allen, Kevin Dolby

Published: November 25, 2014 • DOI: 10.1371/journal.pbio.1002003

Article

About the Authors

Metrics

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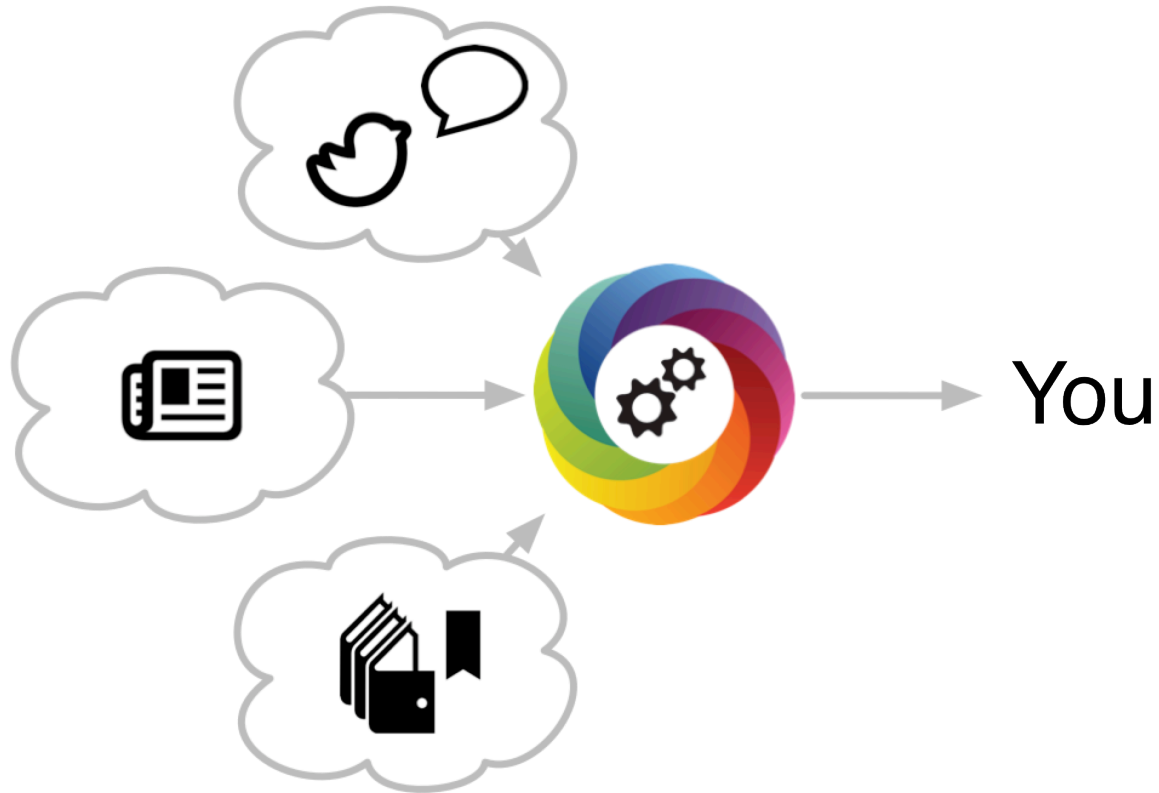
Altmetrics

Article-level

About the Authors

Adam Dinsmore, Liz Allen, Kevin Dolby
Wellcome Trust, London, United Kingdom

Filling the evaluation gap



Who are we?

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

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



Altmetric

Curate, Dissambiguate, Display

Collecting
attention
data

Follow a list of sources

Manual curation.

Search for links to papers

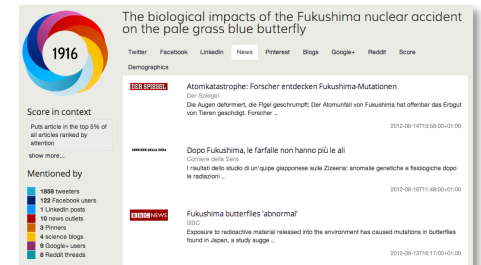
Automatic collection.

Collate attention

*Disambiguation of
mentioned work.*

Reporting
attention
data

Display data in
“Altmetric details pages”



Sources: high quality, high relevance

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



Altmetric

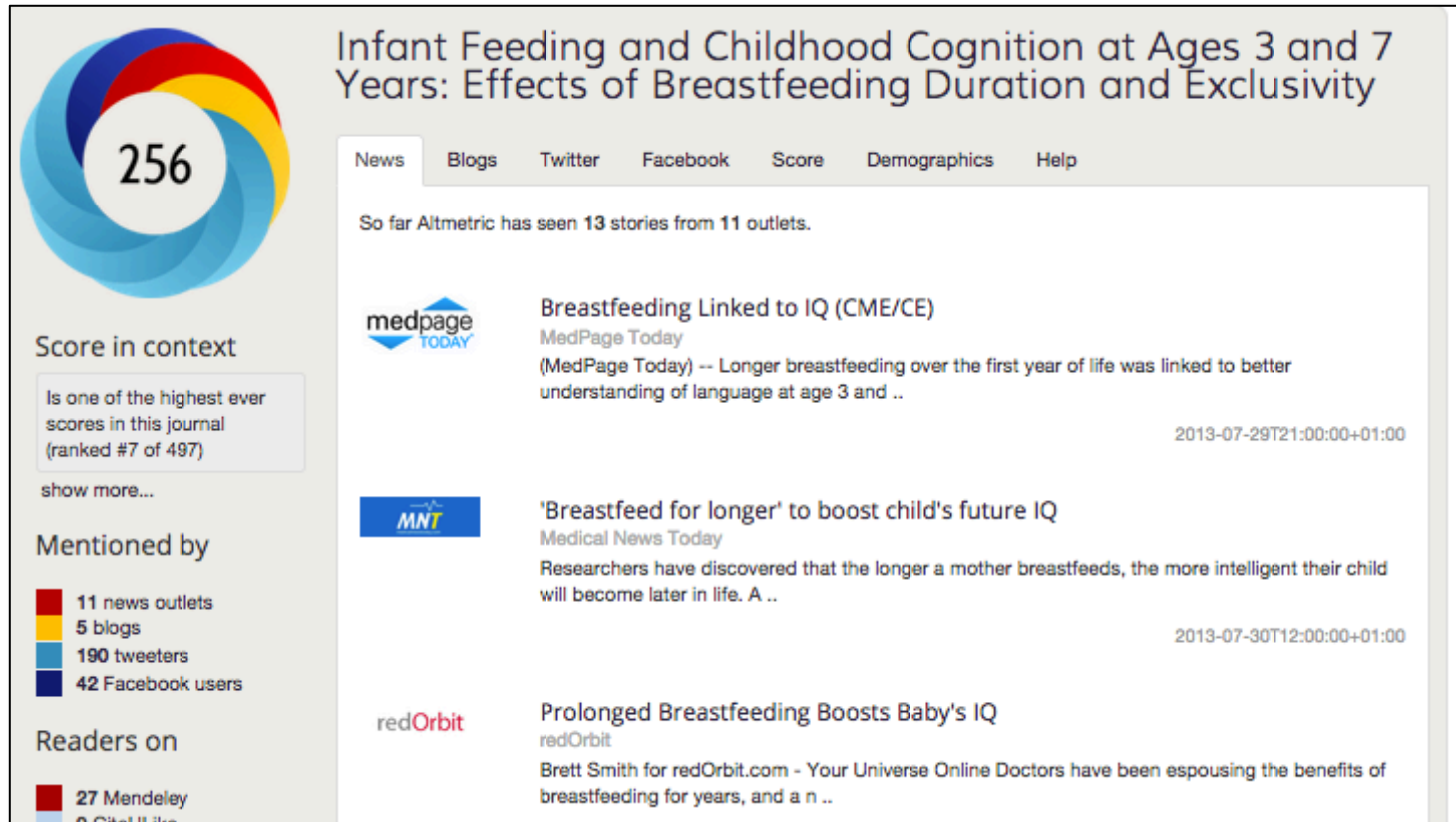
Sources: policy documents

- ASHA Practice Policy
- AWMF - Association of Scientific Medical Societies
- European Food Safety Authority (EFSA)
- Food and Agriculture Organization
- GOV.UK - Policy papers, Research & Analysis
- Intergovernmental Panel on Climate Change (IPCC)
- International Committee of the Red Cross (ICRC)
- International Monetary Fund
- (IMF) – (Tracking working papers)
- Medecins sans Frontieres (MSF)
- Mental Health Foundation (UK)
- NICE Evidence
- UNESCO
- World Health Organization (WHO)
- Australian Policy Online
- The World Bank
- International Fund for Agricultural Development
- Scottish Intercollegiate Guideline Network

And more being added each week...



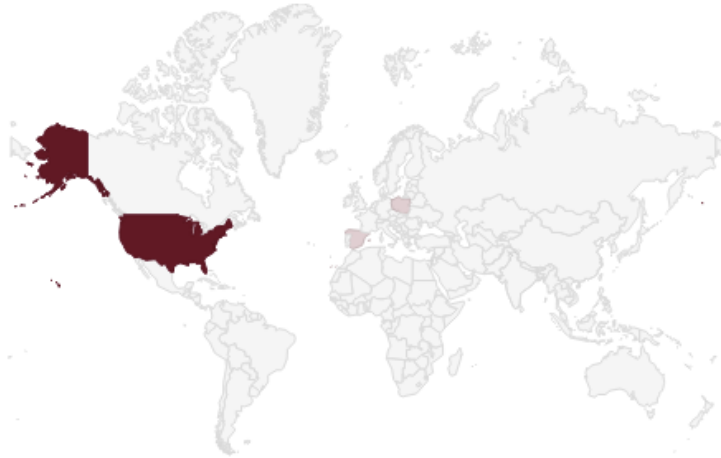
Visualizing Attention



Mendeley readership

The data shown below were compiled from readership statistics for **16** Mendeley readers of this article. Click [here](#) to see the article's page on the Mendeley website.

Geographical breakdown



#	Country	As %
1	US	18%
2	PL	6%
2	ES	6%
–	Unknown	68%

Reader demographics

Readers by discipline

	Count	As %
Medicine	6	37%
Biological Sciences	5	31%
Psychology	2	12%
Mathematics	1	6%
Social Sciences	1	6%
Other	1	6%

Readers by professional status

	Count	As %
Ph.D. Student	8	50%

Wait, what's that donut?



- Policy documents
- News
- Blogs
- Twitter
- Post-publication peer-reviews
- Facebook
- Sina Weibo
- Google+
- LinkedIn
- Reddit
- Faculty1000
- Q&A (stack overflow)
- Youtube
- Pinterest

Volume	Sources	Authors
The score for an article rises as more people mention it.	Each category of mention contributes a different base amount to the final score.	How often the author of each mention talks about scholarly articles influences the contribution of the mention.

Attention in context

Compared to all articles in Lancet Neurology

So far Altmetric has tracked 957 articles from this journal. They typically receive more attention than average, with a mean score of 8.4 vs the global average of 5.0. This article **has done particularly well**, scoring higher than 99% of its peers. It's actually **the highest scoring article** in this journal that we've seen so far.

In the
99%ile

Ranks
1st

All articles of a similar age

Older articles will score higher simply because they've had more time to accumulate mentions. To account for age we can compare this score to the 101,053 tracked articles that were published within six weeks on either side of this one in any journal. This article has done particularly well, scoring **higher than 99% of its contemporaries**.

In the
99%ile

Ranks
10th

Other articles of a similar age in Lancet Neurology

We're also able to compare this article to 35 articles from the same journal

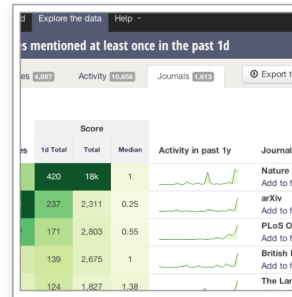
In the
97%ile

Ranks
1st



Altmetric

Altmetric tools



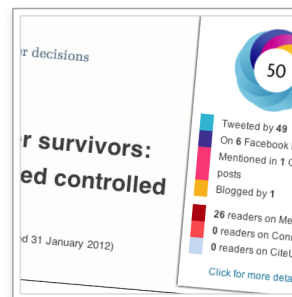
Altmetric Explorer

Browse through Altmetric's data and analyse the metrics.



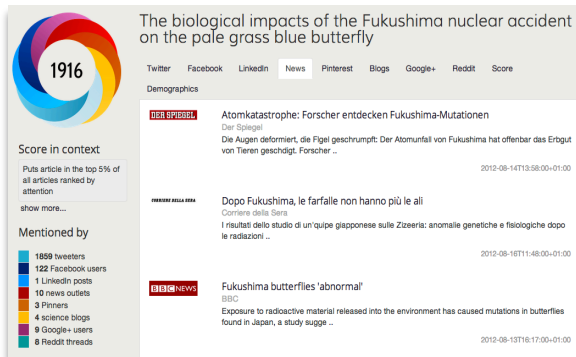
Altmetric Badges

View the altmetrics for a single article on a journal article page.



Altmetric Bookmarklet

Retrieve the altmetrics for a single article (even if no badges are present).



Altmetric Details Page

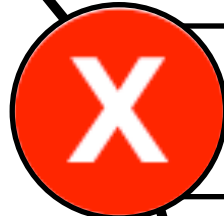
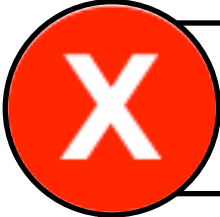

The article-level metrics page.

What can the data tell you?

- ✓ What type of attention is this research receiving?
- ✓ Where has this article received the most traction?
- ✓ Which countries are engaging most with the content?
- ✓ Has this article influenced policy, spurred new research, or engaged a new audience?
- ✓ Are reactions to this article positive or negative?



What the data *doesn't* tell you

-  The quality of the paper
-  The quality of the researchers
-  The whole story



Who uses our data?


Publishers



ELSEVIER

WILEY



nature publishing group 



Wolters Kluwer
Health

 SAGE



Springer



Altmetric

Platform providers



Recommendation Engine
Integration for Medical research Apps



Integrating Altmetric service into
publishing platform



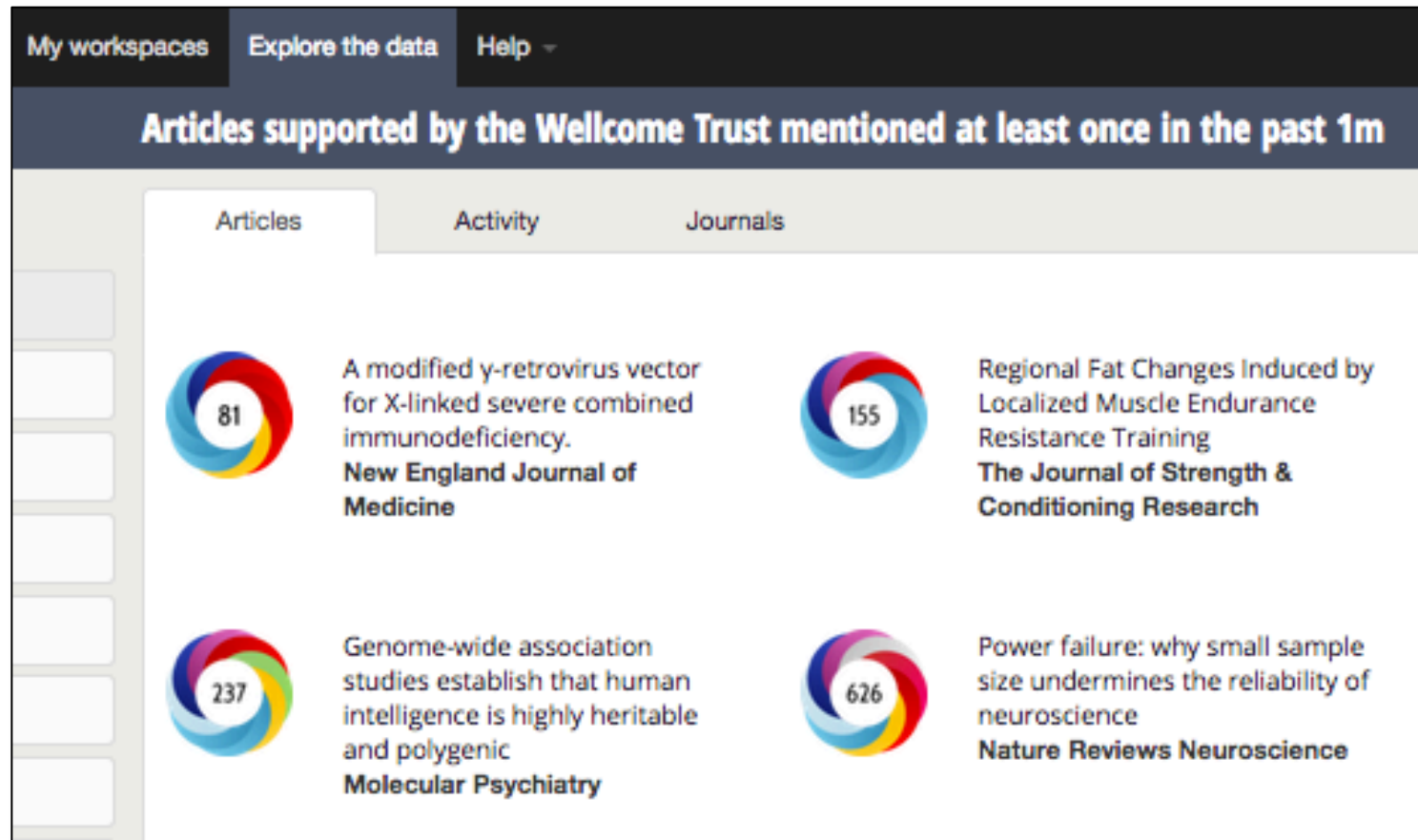
Altmetric Integration for JAMA and
others to monitor research impact



Integrates Altmetric data for over 1
million articles



Funders



Other metrics providers



Scopus

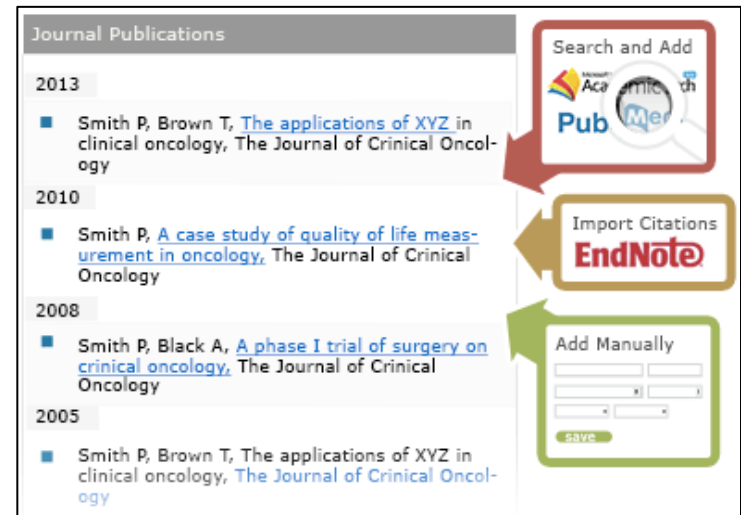
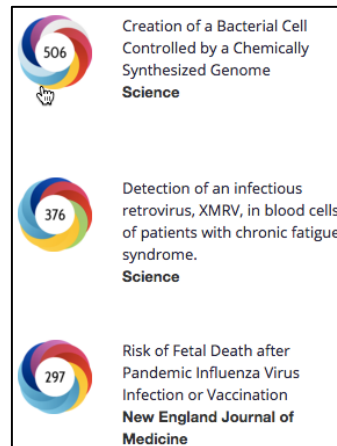
KUDOS 



Author Tools

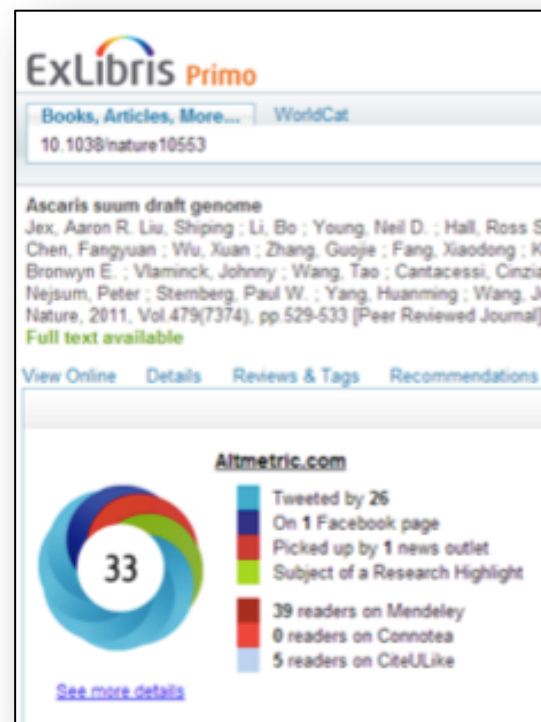
“A CV that documents alternative metrics [...] offers a much more compelling argument to a tenure committee of their research impact than a traditional publication list.”

- Donald Samulack, Editage

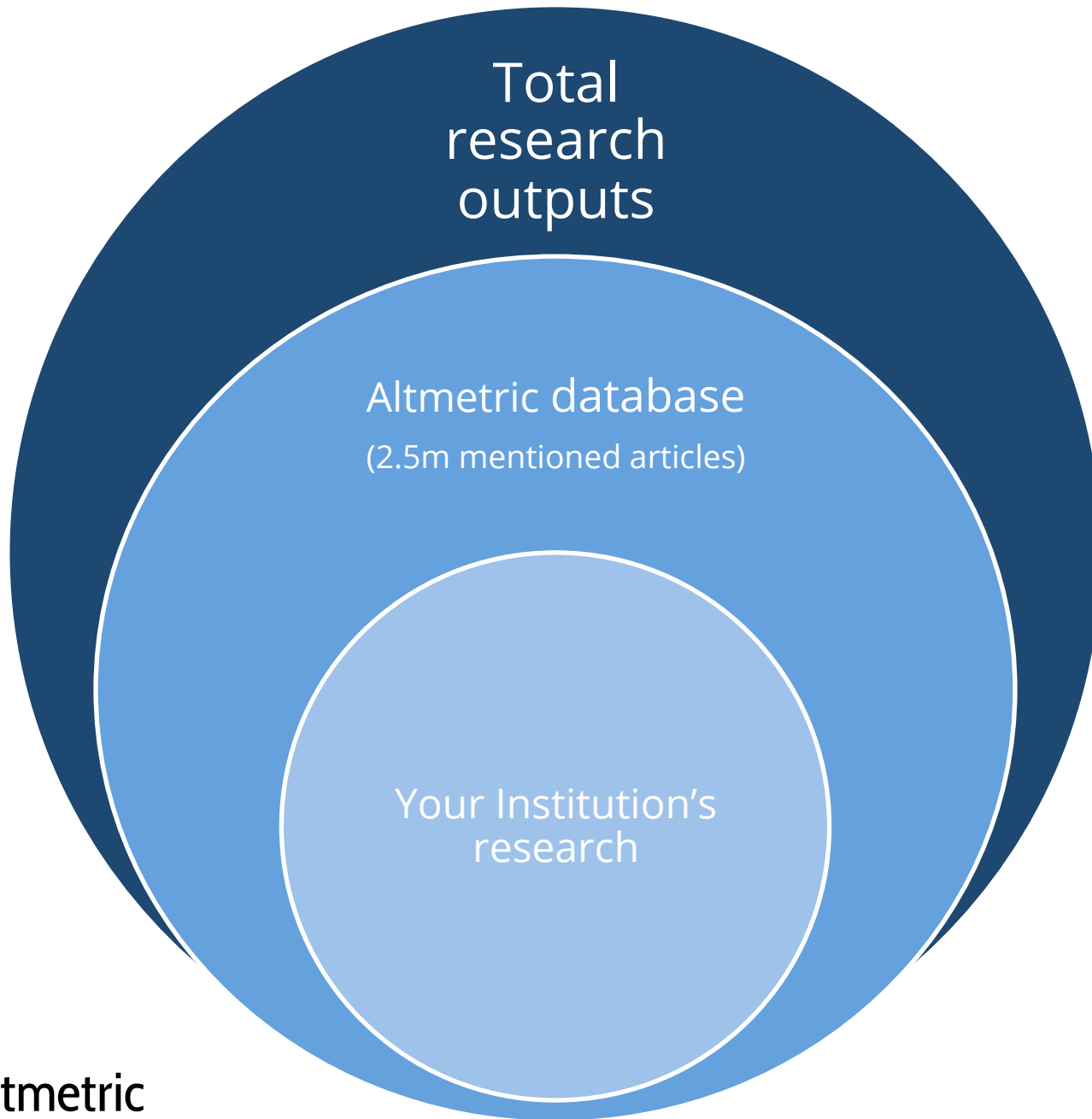


Institutions

- Institutional repository badge embeds
- Badge integration with discovery systems



How can you easily filter and report
on the data for your institution?



Your Institution at a glance...



Quickly see items with most attention...

Lilliput University

All mentioned articles from Lilliput University

Pick new articles:

You've chosen to see articles from Lilliput University.

[Look at all articles instead](#)

➤ Mentioned in the past

➤ With keyword

➤ In these journals

➤ With identifiers

➤ From publisher

➤ With handle prefix

➤ With Medline subjects

➤ With subjects


➤ Matching PubMed query

Summary report

Articles


Activity

Journals



Ecology: A world without mosquitoes Nature

WAYNE, Britney M




Neurobehavioural effects of developmental toxicity Lancet Neurology

Abstract [...]

GREY, Jane W

Clinical Sciences

Neurosciences



A Bacterium That Can Grow by Using Arsenic Instead of Phosphorus Science

Abstract [...]

FOX, Lucy W

Navigate by authors, departments & journal subjects

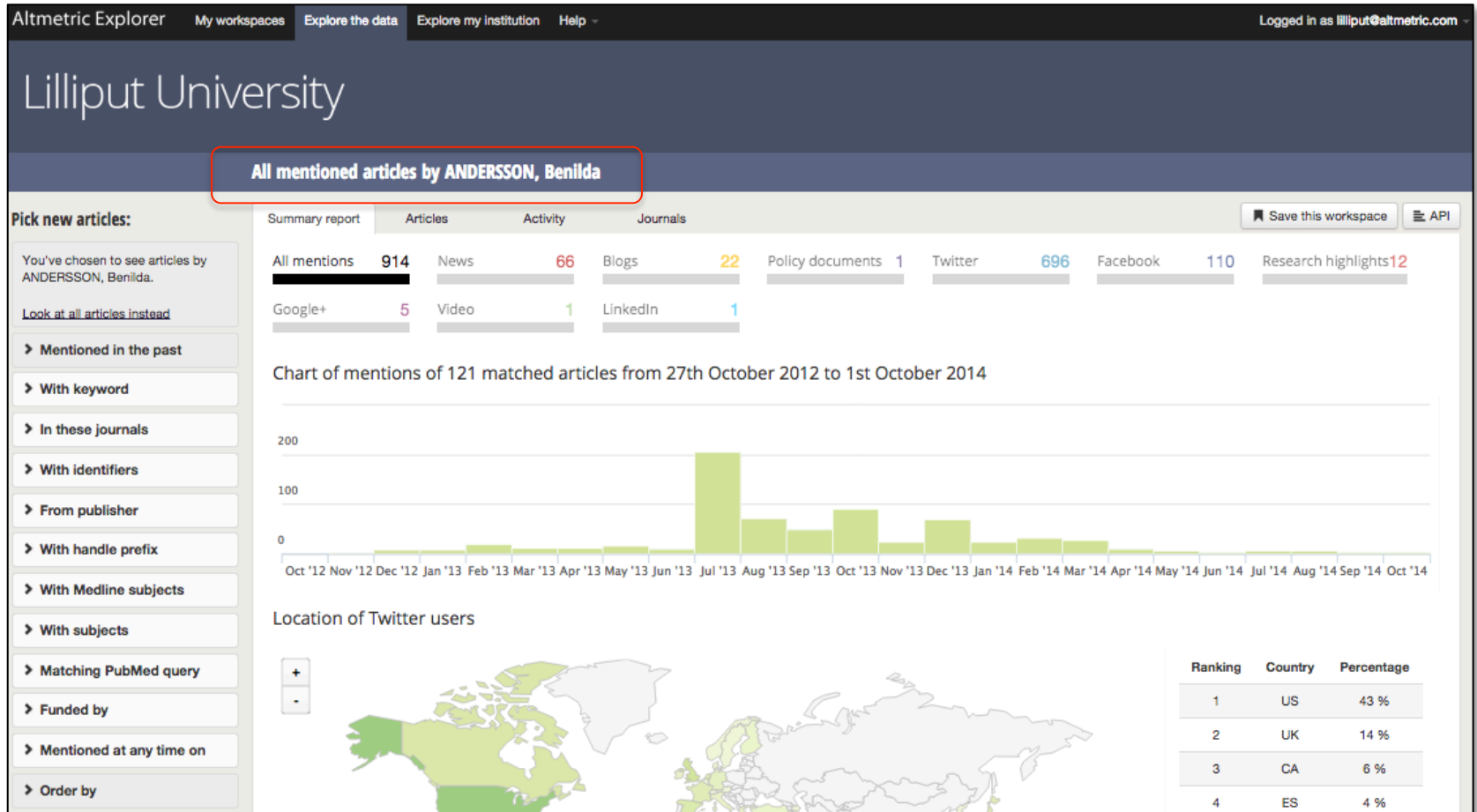
The image displays three overlapping screenshots of the Altmetric Explorer interface, demonstrating navigation options for Lilliput University.

Top Screenshot (Authors view): Shows the 'Authors' tab selected. The header displays 'Lilliput University' with statistics: 85 authors, 17,792 items, and 11,504 mentioned. Below the header, a list of authors is visible, including ANDERSSON, B, ARNOTT, Richard, BACON, Frank, BALE, Gary, and BANNER, Britn.

Middle Screenshot (Departments view): Shows the 'Departments' tab selected. The header displays 'Lilliput University' with statistics: 85 authors and 17,792 items. Below the header, a list of departments is visible, including Department of Humanities, School of Social Sciences, Department of Life Sciences, School of Medicine & Medical Sciences, and School of Natural Sciences.

Bottom Screenshot (Journal subjects view): Shows the 'Journal subjects' tab selected. The header displays 'Lilliput University' with statistics: 85 authors and 17,792 articles. Below the header, a list of journal subjects is visible, including Cluster 1: Physical, Chemical and Earth Sciences - (PCE), CHEMICAL SCIENCES, and Analytical chemistry.

Easily see the data for a specific researcher



Save, monitor and export reports

Altmetric Explorer **My workspaces** Explore the data Explore my institution Help

Lilliput University

My workspaces

Workspace title	Email reports	Export
All mentioned articles from Department of Life Sciences <small>(delete?)</small>	<input type="button" value="None"/> <input checked="" type="button" value="Daily"/> <input type="button" value="Weekly"/>	<input type="button" value="To Excel"/>
All mentioned articles from School of Social Sciences <small>(delete?)</small>	<input checked="" type="button" value="None"/> <input type="button" value="Daily"/> <input type="button" value="Weekly"/>	<input type="button" value="To Excel"/>
Articles with keywords Icosahedral bacteriophage mentioned at least once in the past 1m <small>(delete?)</small>	<input checked="" type="button" value="None"/> <input type="button" value="Daily"/> <input type="button" value="Weekly"/>	<input type="button" value="To Excel"/>
Earth Sciences articles mentioned in News sources in the last month - ALL institutions <small>(delete?)</small>	<input checked="" type="button" value="None"/> <input type="button" value="Daily"/> <input type="button" value="Weekly"/>	<input type="button" value="To Excel"/>
Earth Sciences articles mentioned on Twitter in the last day - ALL institutions <small>(delete?)</small>	<input checked="" type="button" value="None"/> <input type="button" value="Daily"/> <input type="button" value="Weekly"/>	<input type="button" value="To Excel"/>
Lilliput 'chimpanzee' articles mentioned anytime, anywhere <small>(delete?)</small>	<input checked="" type="button" value="None"/> <input type="button" value="Daily"/> <input type="button" value="Weekly"/>	<input type="button" value="To Excel"/>
Lilliput articles mentioned in the last day <small>(delete?)</small>	<input checked="" type="button" value="None"/> <input type="button" value="Daily"/> <input type="button" value="Weekly"/>	<input type="button" value="To Excel"/>
Lilliput articles mentioned in the last month <small>(delete?)</small>	<input checked="" type="button" value="None"/> <input type="button" value="Daily"/> <input type="button" value="Weekly"/>	<input type="button" value="To Excel"/>
Lilliput articles mentioned in the last week <small>(delete?)</small>	<input checked="" type="button" value="None"/> <input type="button" value="Daily"/> <input type="button" value="Weekly"/>	<input type="button" value="To Excel"/>

Who *benefits*?

Librarians

- ★ I want to help researchers track the attention paid to their articles.
- ★ I want to add value to my institutional repository or discovery service.
- ★ I want to consider journal attention data in my library's acquisition decisions.

Researchers

- ★ I want to find indicators of impact for my CV and funding applications, quickly.
- ★ I want to make informed decisions on future publishing choices.
- ★ I want to discover interesting content in my field

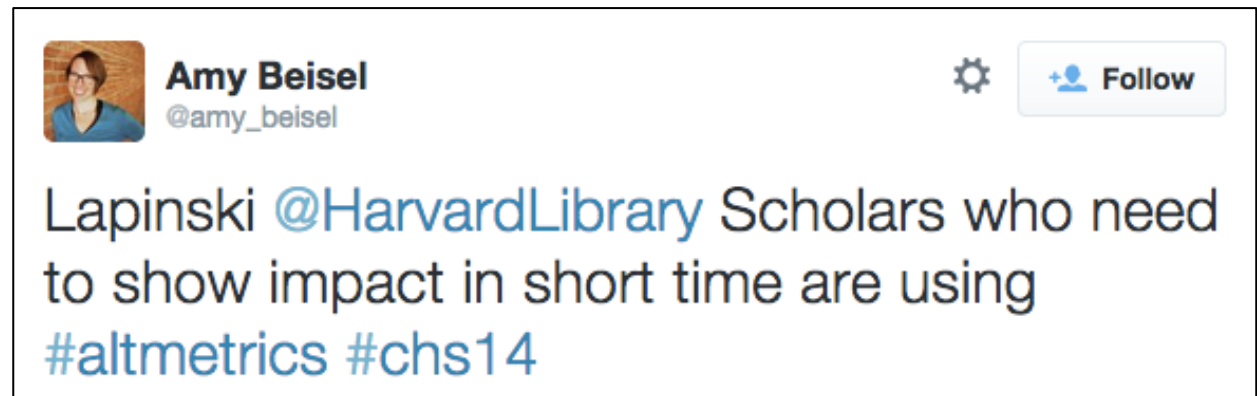
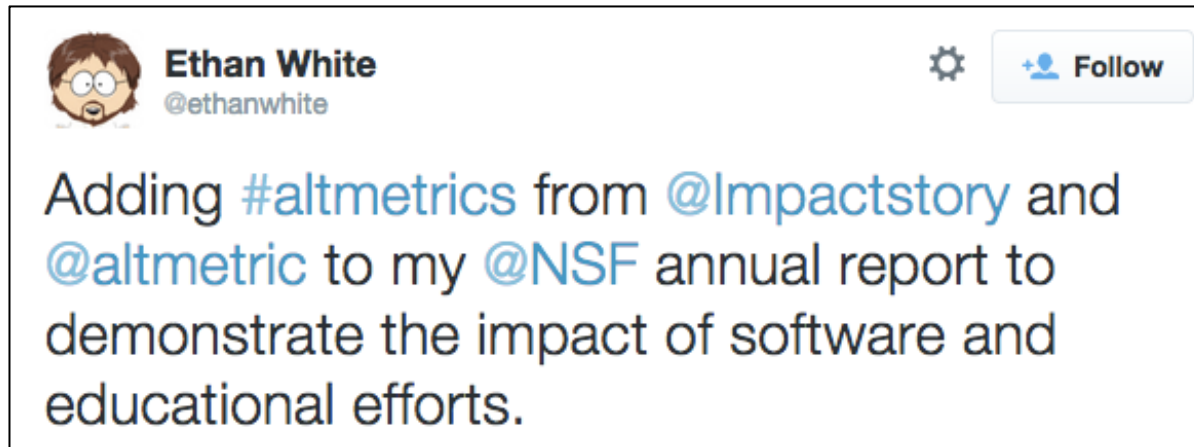
Communications / PR team

- ★ I want to share our institution's success stories.
- ★ I want to maximize the reach of our institution's research.

Research administrators

- ★ I want to monitor and report on uptake, usage, and impact of publications by department.
- ★ I want to comply with funder and governmental mandates.

Some of your researchers are already there



JAMES GRECIAN

[ABOUT/](#)[RESEARCH/](#)[PUBLICATIONS/](#)[PORTFOLIO/](#)

Marine Ecologist / Photographer

ResearchGate



Maclean, I. M., Inger, R., Benson, D., Booth, C. G., Embling, C. B., **Grecian, W. J.**, Heymans, J. J., Plummer, K., Shackshaft, M., Sparling, C., Wilson, B., Wright, L., Bradbury, G., Christen, N., Godley, B. J., Jackson, A., McCuskie, A., Nicholls-Lee, R. & Bearhop, S. (2014) Resolving issues with environmental impact assessment of marine renewable energy installations. *Frontiers in Marine Science*

Web / PDF



Robertson, G. S., Bolton, M., **Grecian, W. J.** & Monaghan, P. (2014) Inter- and intra-year variation in foraging areas of breeding kittiwakes (*Rissa tridactyla*) *Marine Biology* 161: 1973-1986

Web / PDF



Robertson, G. S., Bolton, M., **Grecian, W. J.**, Wilson, L. J., Davies, W. & Monaghan, P. (2014) Resource partitioning in three congeneric sympatrically breeding seabirds; foraging areas and

Web / PDF



“I already added the [altmetrics] results to a grant proposal submitted to NIH, and I already got e-mails from the program officer saying this is fantastic information for their budget report.

So now NIH likes my lab, and I like Altmetrics.”

*Terrie Moffitt
Duke University*

Institutions catching on fast

- Over 50 with badges installed in IRs
- Embeds for Primo, Summon and EBSCO Discovery platforms
- Altmetric for Institutions customers in the US, Europe, Australia and the UK

Want to try it out?

Visit our website to get access to our demo instance, Lilliput University:

<http://www.altmetric.com/institutional-edition.php>

Free IR badge embeds

1. Add the following line of code anywhere on an HTML page:

```
<script type='text/javascript' src='https://d1bxh8uas1mnw7.cloudfront.net/assets/embed.js'>
</script>
```

2. Add a div element specifying a [DOI](#) (digital object identifier), [arXiv ID](#), [Handle](#), [PubMed ID](#), URI or Altmetric ID wherever you want a badge to appear:

```
<div class='altmetric-embed' data-badge-type='donut' data-doi="10.1038/nature.2012.9872"></div>
```

api.altmetric.com

For your researchers

1. Add bookmarklet to your bookmarks toolbar
2. Visit any paper
3. Get article level metrics with a single click



altmetric.it



Thank you!

altmetric.com

@altmetric