

Attention, engagement or impact? Using altmetrics to track conversations about your research

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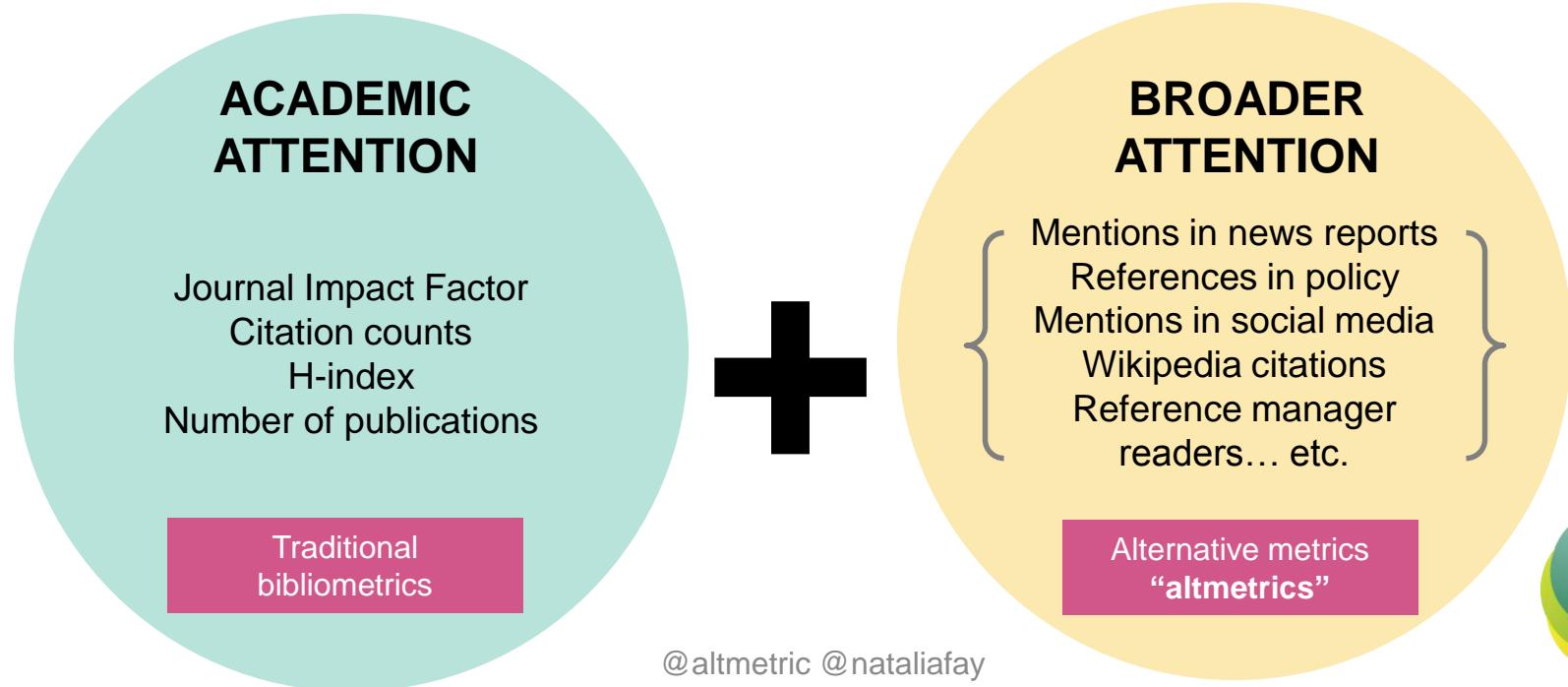


Website: [altmetric.com](#)



What are altmetrics?

- Attention to research outputs in non-traditional sources, e.g. policy documents, news, blogs and social media
- *Indicators* of research impact
- Help understand how research is being received and used
- Complementary to traditional citation-based analysis



What sources does Altmetric track?

News outlets

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

Social media and blogs

- Twitter, Facebook, Google+
- Public posts only
- Manually curated list

Post-publication peer review

- Publons
- PubPeer

Reference managers

- Mendeley, CiteULike
- Reader counts
- *Don't count towards the Altmetric score*

Other sources

- Wikipedia
- YouTube
- Reddit
- F1000
- Pinterest
- Q&A

Policy documents

- NICE Evidence
- Intergovernmental Panel on Climate Change
- Many more...

Altmetrics in practice

- **What?** Identify indicators of impact for various output types: journal articles, datasets, posters, slides, reports, grey literature.
- **Where?** Reporting to funders, identifying future REF impact case studies, grant applications, CVs, publisher sites and institutional research profiles.
- **How?** Track your research in real-time using the Altmetric bookmarklet, publisher badges and our institutional tool, Altmetric for Institutions.



1: Qualitative data

Attention: e.g. RTs, shares



Engagement: Analysis,
discussion, reviews

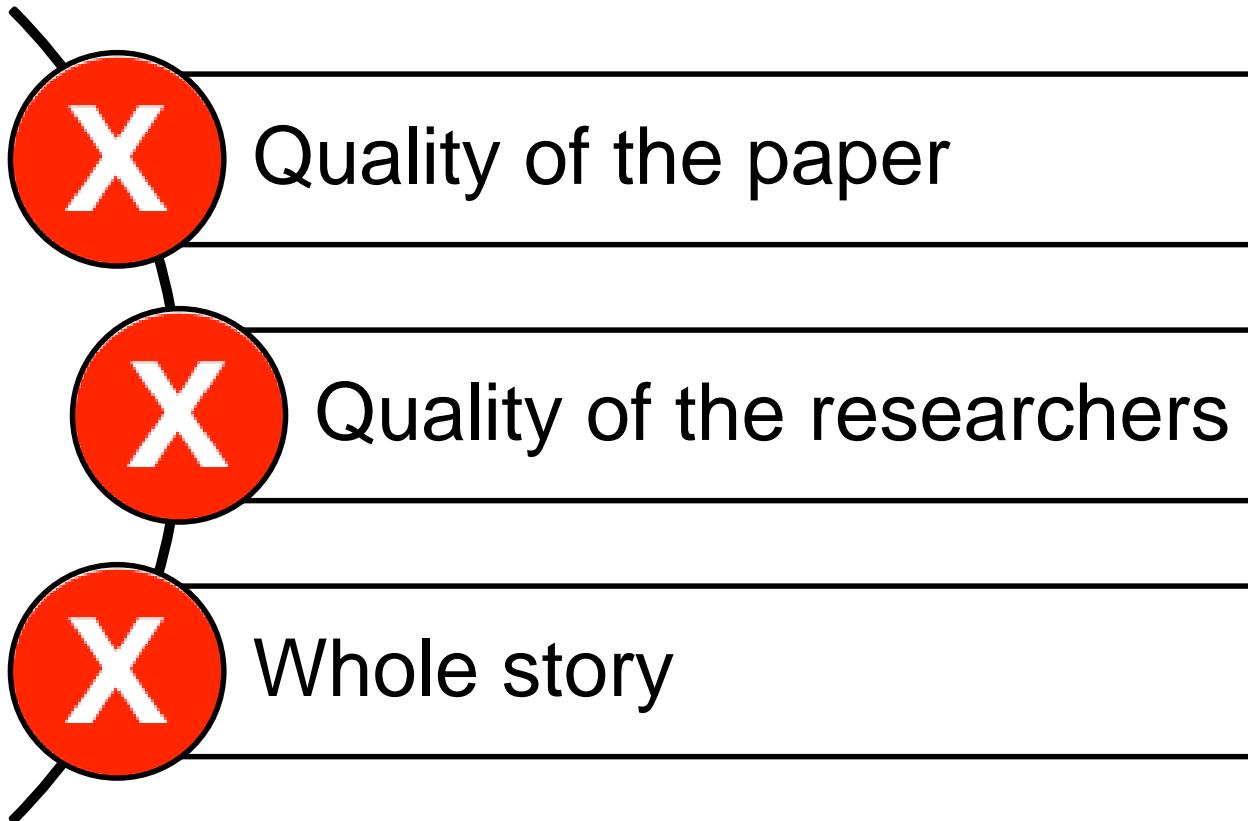


Impact: e.g. shapes
policy, influences
working practices



2: Metrics

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



Highest scoring LSHTM research output



The future of the NHS—irreversible privatisation? BMJ 2013; 346
<http://dx.doi.org/10.1136/bmj.f1848>



[robot emoji]
@stillicides



+ Follow

If, like me, you're not quite sure what's happening today with the NHS, this lays it out very clearly. bmj.com



Caroline Russell
@highburyonfoot

Devastating discussion about the future of the NHS today from Jim Lucy Reynolds bmj.com via @stillicides

Altmetric has tracked 4,276,826 articles across all sources since the top 5% of all articles ever tracked by Altmetric.



Keep Swindon NHS Public

22 March 2013 · 4

Have just found this transcript of the Dr Lucy Reynolds video posted previously...

<http://www.bmj.com/content/346/bmj.f1848>

The future of the NHS—irreversible privatisation? | BMJ

NotesCite this as: BMJ 2013;346:f1848

BMJ.COM

1 Like 1 Comment

Like

Comment

Share

Finding mentions in policy documents

28

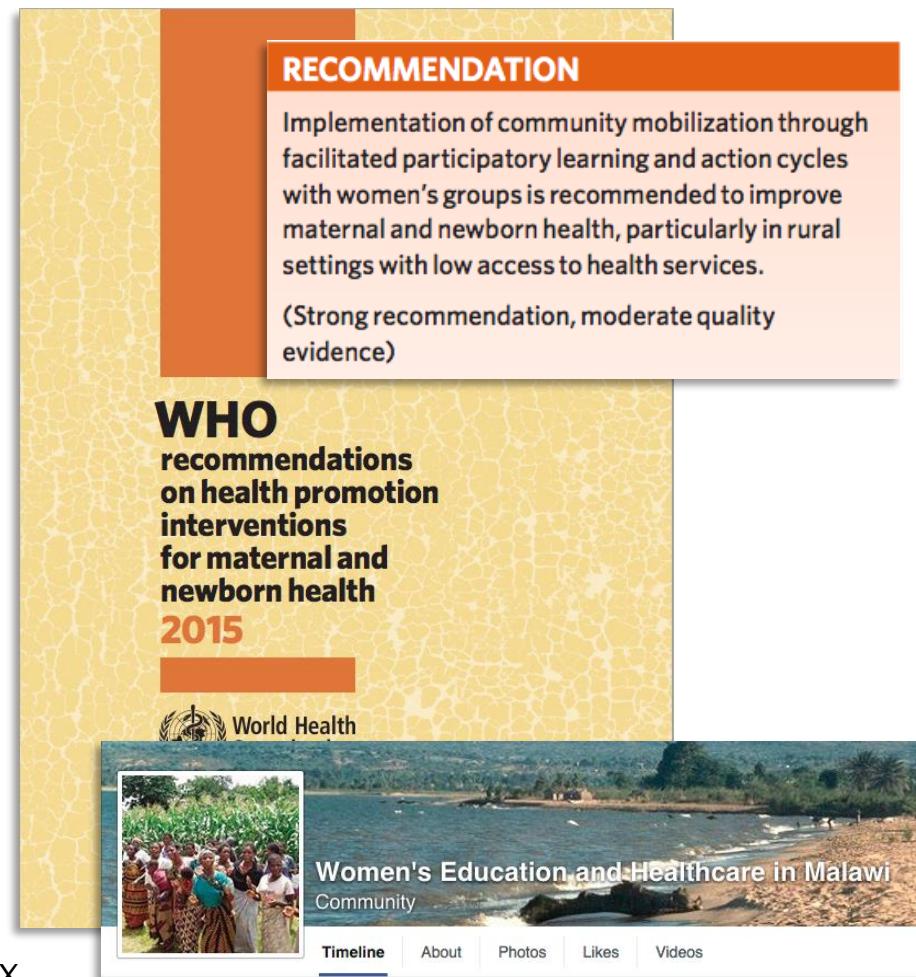
Effect of women's groups and volunteer peer counselling on rates of mortality, morbidity, and health behaviours in mothers and children in rural Malawi (MaiMwana): a factorial, cluster-randomised controlled trial

What were the findings?

- Women's community groups and peer counsellors improve maternal and child health outcomes in poor rural populations in Africa.

Where and how was it discussed?

- Cited in WHO policy document: recommendations on health promotion for maternal and newborn health
- Shared on Twitter and Facebook by local healthcare groups.



Altmetric tools for institutions

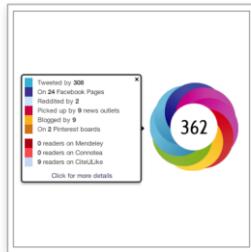
1



Altmetric Bookmarklet (Free)

Retrieve altmetrics for a single output (even if no badges are present): www.altmetric.it

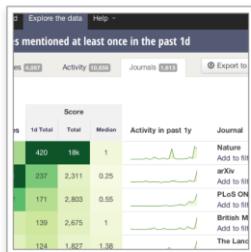
2



Institutional Repository Badges (Free)

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

3



Altmetric for Institutions

Browse and analyse all the altmetrics data.

4



Altmetric API (£)

Access all of the raw Altmetric data.

Altmetrics and the next REF

- HEFCE metrics report argues that metrics should support, *not supplant*, expert judgement such as peer review.
- Use altmetrics data to identify potential impact stories and gather evidence for case studies.
- Monitor and set up alerts on how your research is connecting with your target audiences immediately after publication.



Thank you!



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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:

Volume	Sources	Authors
The score for an article rises as more people mention it.	Each source category 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.

Read more about the score here: altmetric.com/blog/scoreanddonut/

