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

Natalia Madjarevic & Kathy Christian
Altmetric

E-mail: natalia@altmetric.com
Twitter: @altmetric / @nataliafay
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

**ACADEMIC ATTENTION**
- Journal Impact Factor
- Citation counts
- H-index
- Number of publications

**BROADER ATTENTION**
- Mentions in news reports
- References in policy
- Mentions in social media
- Wikipedia citations
- Reference manager readers… etc.

Traditional bibliometrics

Alternative metrics “altmetrics”
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…

@altmetric @nataliafay
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…

[X] Quality of the paper

[X] Quality of the researchers

[X] Whole story
Where was it discussed?
• 3535 tweets, with an upper bound of 6.8m followers
• Discussed on blogs, Twitter, Facebook, Google+ & Reddit

How was it discussed?
Like the article itself, many were critical of the idea of privatizing the NHS - shared by many biomedical journals, professional groups and patients' rights organizations.

Highest scoring LSHTM research output
The future of the NHS—irreversible privatisation? BMJ 2013; 346
http://dx.doi.org/10.1136/bmj.f1848
Finding mentions in policy documents

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](http://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.

@altmetric @nataliafay
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!

E-mail: natalia@altmetric.com

Twitter: @altmetric

Website: altmetric.com
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>
</thead>
<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/