Altmetrics

Follow your research output in social media and news

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Measurement of research output

Citation analysis vs. altmetrics

**Citation analysis**
Traditional way of measuring the influence of a published article:

“How many times is a research article cited in scientific literature?”

Citation analysis = capture *academic* attention and relevance

**Altmetrics (alternative metrics)**
Alternative ways of tracking the attention of scientific work:

“How many times is a research article mentioned, used, saved and shared in online sources?”

Altmetrics = capture *broad* attention and relevance
Who proposes altmetrics?

Different providers

Currently different altmetrics providers

- PLOS ALM (since 2009)
- Altmetric.com (since 2011)
- ImpactStory
- Plum Analytics
- Kudos
- CrossRef Event Data
- …

Altmetric.com

Summarizes the discussion of research in

- Blogs
- Social media (e.g. Twitter, Facebook, LinkedIn)
- Reference managers (e.g. Mendeley)
- Video services (e.g. YouTube, Vimeo)
- Other online platforms (e.g. Wikipedia, GitHub)
- News
- Policy documents
- Post-publication peer review platforms (e.g. PubPeer)
- And more

All sources of attention for Altmetric are listed here: https://www.altmetric.com/about-our-data/our-sources/
Interpretation

What is the Altmetric donut telling you?

Colors
Visualize which sources are discussing the research contribution.

- Policy documents
- News
- Blogs
- Twitter
- Post-publication peer-reviews
- Facebook
- Sina Weibo
- Syllabi
- Wikipedia

Altmetric attention score
Weighted approximation of all the attention that was picked up for a research output.

- Google+
- LinkedIn
- Reddit
- Research highlight platform
- Q&A (Stack Overflow)
- Youtube
- Pinterest
- Patents

17 categories

https://www.altmetric.com/about-our-data/the-donut-and-score/
Interpretation

Examples for different Altmetric donuts

https://www.altmetric.com/about-our-data/the-donut-and-score/
Interpretation
What’s behind the colors and score?

The calculation is based on 3 factors

**Volume:**
How many times the contribution was mentioned by different people

**Sources:**
Each source category contributes a different base amount to the final score (newspaper article counts more than blog post counts more than a tweet)

**Authors:**
Conversation among authors about scholarly articles has a greater contribution than, e.g., automatic communications from journals.

For more information, visit https://www.altmetric.com/about-our-data/the-donut-and-score/
Use of Altmetric

What are the advantages for you as scientist?

 ✓ Works at article, author and institutional level.
 ✓ Shows the early impact of research immediately.
 ✓ Allows a broader view of the dissemination of your own research.
 ✓ Helps you get credit for impact activities (increase citations).
 ✓ Useful in grant applications, funder reporting and CVs.
 ✓ Helps you find potential research partners or stakeholders by looking at who writes about your research.
Use of Altmetric

How can you actively promote your research?

- use DOIs
- publish OA
- Use and update your ORCID
- report missed mentions [here](#)
- get the online discussion started
Use of Altmetric

Article level metrics

Get the bookmarklet plugin for Chrome, Firefox and Safari

→ https://www.altmetric.com/products/free-tools/bookmarklet/

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

Use plugin to easily show article metrics
Example 1

Use plugin to easily show article metrics
Example 2

Use API to integrate metrics in publication lists

Altmetric donuts in BORIS

Altmetric donuts in publication list at D-CHAB, ETHZ
Use of Altmetric
Author and institution level metrics

Use the Altmetric Explorer
https://www.altmetric.com/explorer

- **Highlights**: What’s popular and who’s engaging the most with your content
- **Research output**: List of research outputs
- **Timeline**: View all mentions over time, and filter by specific attention source types
- **Demographics**: Maps of geolocations for four attention sources
- **Mentions**: All the individual mentions across all attention sources
- **Journals**: Comparison table that displays all the total mention counts for different Altmetric attention sources, aggregated by journal

Live Demo
https://www.altmetric.com/explorer/
Thank you for your attention

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www.unibe.ch/ub/sciencelibrary
¬ see «Coffee & Bit(e)» for lecture notes and video (uploaded within the next days)

www.unibe.ch/ub/medresearch