An Altmetric analysis of “Librarian as Communicator”

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Counting, Measuring, Comparing!

MEASURE

ALL THE THINGS
Part 1: Defining Altmetrics
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"
Why Altmetrics?

- Provide a more coherent understanding of research attention
- Understand the broader reach and *early* impact of research
- Track attention to a broad range of research outputs, including articles, posters, data sets and working papers, etc.
- Help researchers get credit for impact activities
- Identify unknown audiences
- Engage with potential collaborators
- Promote the work of librarians to non-library audiences
Advantages of metrics for single research outputs

1. Real-time, immediate feedback on attention to scholarly content
2. Useful for early career researchers whose work may not have accrued citations
3. Showcase attention to a research output beyond academia
4. Not biased by an over-arching metric
Altmetric in numbers: mentions and shares

Each day, we track ~44,000 new mentions of research across sources incl. social media, news, and policy docs.

That’s 1 mention every 2 seconds!

Mentions range in complexity, from quick shares to comprehensive reviews.

18m mentions of ~3.7m scholarly outputs

Each week, ~50k unique items are shared.
<table>
<thead>
<tr>
<th>Category</th>
<th>Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>News outlets</td>
<td>Over 1,300 sites, Manually curated list, Text mining, Global coverage</td>
</tr>
<tr>
<td>Social media and blogs</td>
<td>Twitter, Facebook, Google+, Sina Weibo, Public posts only, Manually curated list</td>
</tr>
<tr>
<td>Post-publication peer review</td>
<td>Publons, PubPeer</td>
</tr>
<tr>
<td>Reference managers</td>
<td>Mendeley, CiteULike, Reader counts, Don’t count towards the Altmetric score</td>
</tr>
<tr>
<td>Other sources</td>
<td>Wikipedia, YouTube, Reddit, F1000, Pinterest, Q&amp;A</td>
</tr>
<tr>
<td>Policy documents</td>
<td>NICE Evidence, Intergovernmental Panel on Climate Change, Many more…</td>
</tr>
</tbody>
</table>

For more information, see [http://support.altmetric.com/knowledgebase/articles/83335-which-data-sources-does-altmetric-track](http://support.altmetric.com/knowledgebase/articles/83335-which-data-sources-does-altmetric-track)
How does Altmetric aggregate online attention?

Follow a list of sources.

Search for links to papers.

Collate attention.

Display data in “Altmetric details pages”.

Collecting attention data

E.g. blogs, news, policy documents, social media.

Automatically link searching and text mining.

Reporting attention data

Disambiguation of mentioned items across different versions.

All research outputs with mentions have an Altmetric Details Page in our database.
The Altmetric Bookmarklet

The free Bookmarklet lets you instantly retrieve Altmetrics data for any article.

To install, go to: http://altmetric.it
Altmetric Details Pages

1. See all the conversations and mentions.
2. Monitor mentions in the mainstream news.
3. Estimate attention with the “Altmetric attention score”.


Overview of attention for article published in The Lancet (British Edition), May 2014

So far, Altmetric has seen 108 news stories from 68 outlets.

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This map shows you're more likely to find obese people in Pakistan or Afghanistan than India.

And yet, India is the third-most obese country on earth, the first two being US and China.

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An American Plate That Is Palatable for Human and Planetary Health

What we eat determines our health. It also decides the health of our planet. In the newly proposed Dietary Guidelines, the US...

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Could fining parents cut childhood obesity?

Should parents of obese children be punished?

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Obesity-Fighting Implant Approved by FDA

Investigadores afirman la descripción de la ruta que empuja a comer pese a estar saciado. Han bloqueado en ratones la ingesta...
What is the Altmetric donut?

The Altmetric donut visualizes the sources discussing an item.

In the Altmetric Explorer, hover the cursor over the donut visualization to see the appropriate legend for an item.

Each source is colour coded:
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/](http://altmetric.com/blog/scoreanddonut/)
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?
Remember that the numbers don’t tell you…

- Quality of the paper
- Quality of the researchers
- Whole story
Part 2:
Exploring Librarian as Communicator
Altmetric Scoring
Communicating New Library Roles to Enable Digital Scholarship: A Review Article

John Cox

Pages 132-147 | Accepted author version posted online: 06 May 2016, Published online: 06 May 2016

Download citation  http://dx.doi.org/10.1080/13614533.2016.1181665

So far, Altmetric has seen 27 tweets from 22 users, with an upper bound of 32,521 followers.

John Cox
@johncoxnuig

Communicating library roles to enable digital scholarship - see my review in New Rev Acad Librarianship https://t.co/e4AWcwigdM @JMBurns99

14 Aug 2017

Niall Mcsweeney
@galwcora

RT @JMBurns99: Great article by @johncoxnuig https://t.co/rEP7L5aXvD

14 Mar 2017
Use of Anthropomorphic Brand Mascots for Student Motivation and Engagement: A Promotional Case Study With Pablo the Penguin at the University of Portsmouth Library

David E. Bennett & Paula Thompson

Pages 225-237 | Received 02 Dec 2015, Accepted 01 Mar 2016, Accepted author version posted online: 10 Mar 2016, Published online: 10 Mar 2016

So far, Altmetric has seen 3 posts from 2 blogs.

Pablo the Penguin gets Published: Building a peer-reviewed article from a Library Innovation
Academic Writing Librarian, 23 Oct 2017
David Bennett, Assistant Librarian (Promotions), University of Portsmouth, will speak at The Librarian as Academic Author...

On writing my first peer-reviewed article - My tips for success
Academic Writing Librarian, 15 Nov 2016
Guest post by David Bennett, University of Portsmouth Library. David and his colleague Paula Thompson recently completed a landmark peer-reviewed article...
The data shown below were collected from the profiles of 34 tweeters who shared this research output. [Click here to find out more about how the information was compiled.]
Part 3: Altmetric Scoring for Books
Altmetric tracks, monitors and collates the online attention surrounding books and chapters to help authors, readers and editors build a more complete picture of the reach, engagement and influence of publications.
Altmetric tracks the engagements surrounding books and chapters to provide a more comprehensive picture of the reach, engagement and influence of scholarly publications.

Key features:

1. ISBNs can be used to embed badges for books on publisher platforms.
2. Book or chapter-level DOIs can also be used to embed Altmetric badges on Publisher platforms for book and chapter level pages.
4. Chapter details pages can be accessed from within the book details page.
5. Altmetric Explorer users can subscribe to email alerts for new mentions of a book or chapter.
A summary of attention tracked by Altmetric

Explore attention for individual chapters

Book covers are shown where available

View the book on the publisher website

Map visualizations show demographic data on mentions giving an indication the reach of engagement for each book
Altmetric for Books – exclusive sources

Book-specific attention sources can now be found on book details pages, these are:

- **Syllabi/Reading lists** – Data from the Open Syllabus Project shows where books have been included on syllabi for over 4,000 academic institutions worldwide.

How are institutions using Altmetric?

**Researchers**
- Track attention to your research immediately
- Uncover (unknown) conversations about your research
- Use in grant applications & funder reporting

**Librarians**
- Support researchers in all of the above
- Enhance department liaison activities
- Encourage staff to deposit in your research information system

**Research Administrators**
- Integrate data into your existing performance reports
- Identify key impacts across institution (i.e. policy docs)
- Benchmarking (thoughtfully!)

**Marketing Comms.**
- Identify research to promote
- Evaluate success of promotion activities
- Identify key researchers
Thank You!