Altmetric Explorer for Institutions

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Hello!

My name is Lily Troia -- digital scholarship librarian

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Today’s Agenda:

• Introductions and definitions
• Altmetric Data and Attention Score
• Altmetric Explorer
• Demo
• Ideas and Uses
• Examples
altmetrics

Indicators of online engagement that complement traditional citation impact metrics.
What does that mean?

“Alternative” metrics

What do they track?

Online engagement with digitally published research
TRADITIONAL METRICS
Often slow to accrue (2-5 years)

ALTMETRICS
Immediate

citations
RESEARCH IS MORE ACCESSIBLE
Altmetric can track any digital object produced in the research life-cycle
ALTMETRIC IN ACTION

**DISCOVERY**
- Find trending research
- Locate collaborators & new research opportunities
- Identify key opinion leaders
- Uncover disciplinary intersections
- Share top mentions

**SHOWCASING**
- Identifying research to share
- Impact on public policy
- Real-time tracking
- Uncovering conversations
- Identifying key researchers
- Recognizing early-career researchers

**REPORTING**
- Grant applications
- Funder reporting
- Impact requirements
- Reputation management
- Benchmarking and KPIs
- Recruitment & review
- Integration into researcher profiles/repositories
Altmetric Data and Attention Score

Tracking the impact of your institution’s research
What is the donut? What does it indicate?

- Tweeted by 293
- Blogged by 4
- On 200 Facebook pages
- Mentioned in 6 Google+ posts
- Picked up by 1 news outlets
- Mentioned in 1 LinkedIn forums
- Reddited by 2
- On 1 videos
- 166 readers on Mendeley
- 1 reader on Connotea
- 3 readers on CiteULike

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Capturing Attention

Follow a list of domains.

Search for links to those domains in attention sources.

Collate attention.

E.g. duke.edu, mdanderson.org

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

Disambiguation across different versions.

Display data in Altmetric Details Pages.
Tracking your research

An **output** (journal article, dataset, etc)

An *identifier* attached to the output (DOI, PMID, etc)

Mentions of output in a **source** we track
Attention Sources

- News outlets & blogs – over 2000 sites, global coverage
- Policy documents – international representation
- Reference managers – Mendeley, Citeulike, etc. + reader counts
- Social Media – Twitter, Facebook, Google+ (public posts)
- Post-publication peer review
- Other sources – Scopus citations, YouTube, F1000, Open Syllabus, Wikipedia, Reddit, Q&A etc.
How are institutions using Altmetric?

Research and evaluation services
- Identify & track influential research; assess impact & reach

Grants and reporting
- Target new grants & grantees; demonstrate value to stakeholders

Communications and reputation management
- Track press/social media; connect to opinion leaders

Marketing and promotion
- Highlight vital findings; benchmark campaigns and outreach

Collaboration and partnerships
- Discover disciplinary intersections & collaborative opportunities
Altmetric Explorer

New features for maximizing your impact
Streamlined Interface

- Search and filter research outputs from your institution, and access the entire Altmetric database.
- Sort results by Altmetric Attention Score, mention source, or publication date.
- Save search queries for later.
- Export Altmetric data to a CSV spreadsheet.
Powerful discovery & use potential

- Find articles, datasets, clinical trials, and more
  - Search for content produced by your organization + search full Altmetric database of over 7.5M research outputs.

- Discover Altmetric attention insights
  - Uncover engagement, influence, and reach of your research with powerful search tools.

- Report on key achievements
  - Incorporate Altmetric data and rich visualizations into internal coverage reports and impact case studies.
Results analysis and reporting

- Monitor online engagement with your research outputs over time.
- View any mentions by attention source and time period.
Interpreting data

- Monitor different channels and source-types for positive, negative, & neutral mentions
- Audience segmentation
- Context analysis
- Key stakeholder analysis
- Language analysis
- Geographic/demographic analysis
How do we get to “high value” engagement?

Questions to ask:

• Who in our organization will use this data?
• What communication channels take priority and why?
• What audiences do we need to reach?
• Which stakeholders do we care about most?
Align with organizational goals

- Education and outreach
- Communication to broader public
- Influence direction of research
- Understand and maximize reach
- Conduct impact analysis
- What else?
Demo!
Use case 1 – Predict impact & amplify your reach

• Stay on top of potentially impactful and trending research areas and outputs
• Ensure valuable scholarship doesn’t wait for citation delay to receive vital attention
National Physical Laboratory (UK) uses Altmetric data to identify early indicators of research impact.
Use Case 2 – Benchmark communications and promotional efforts

• Uncover and share research impact success stories
• Disseminate content strategically to targeted audiences
• Assess success of social media and marketing campaigns
Goals:

- Build profile of the institution and its faculty
- Highlight outcomes of taxpayer-funded research to broader public

✓ Monitor Altmetric data to measure effects of outreach efforts; learn from success stories
Use Case 3 – Demonstrating your successes

• Immediately identify high profile mentions of your institution’s research and track discussions over time

• Provide stakeholders with evidence of impact and value by incorporating Altmetric data and Badges in proposals, reporting, and online materials/websites.
Showcasing influence
Try it out!

- **Scenario 1:** Compare outputs by department or author to assess where your research is being discussed
  - Use tabs in My Institution to determine reach of research by author(s) or department(s) OR search for authors by name or ORCID ID across full database
  - Save searches and set up alerts to stay apprised of new mentions and trending conversations.

- **Scenario 2:** Discover and identify possible collaborative partners
  - Use attention summary and journals tab to find high-impact research across specific disciplines.
  - Use Advanced Search to incorporate PubMed queries and filter by publication date.
Questions?
Thank you!

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