

Altmetrics: New Ways to Evaluate for a New Publishing Environment

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What is/are Altmetrics?

- From “alternative metrics”
- “Metrics” refers to ways to quantitatively and objectively measure the scholarly significance of publications.
- This measurement may be done at the level of the individual, the group, the department, the university or the journal.

Metrics...why?

- Many groups (hiring, tenure/promotion, funding agencies, immigration agencies) have a need to evaluate a scholar's performance.
- Unless the evaluator is an expert in the field, they may not be able to evaluate published work directly.
- Reading and evaluating the content of a cv can be very time-consuming.
- So they want metrics to use as shorthand for the quality of scholarship.

Alternative...to what?

- In the beginning...there was the impact factor, measuring impact of scholarly journals. (See *Journal Citation Reports* database, <http://isiknowledge.com/jcr>)
- Later, modified ways of measuring impact were developed: SNIP, Eigenfactor
- For individuals, h-index.

Alternative...why?

- Impact factors have flaws
 - Hard to compare across disciplines
 - Not useful for rating individuals directly
- More significantly, they are ill-adapted for “Scholarship 2.0”
 - Citation metrics don’t count blogs, tweets, other social media.
 - They also don’t track use of data (mostly), software, figures, presentations, etc.
 - They have inherent lag time (disadvantageous to new publishers.)

What do altmetrics measure?

- Lots of things! There are currently no standards (though NISO is working on it.)
- Example (from Plum Analytics)
 - Usage (views, clicks, downloads)
 - Captures (bookmarks, favorites, followers)
 - Mentions (social networks, blogs, tweets, news items, reviews)
 - Ratings (likes, recommendations, shares)
 - And, oh yes, Citations

Where do they get the numbers?

- Pretty much anywhere the measuring organization can get them for free.
 - Facebook Twitter, Google Plus
 - YouTube, Vimeo, SlideShare, FigShare
 - CiteULike, Delicious, Mendeley
 - GoodReads, Amazon
 - SourceForge, Github
 - Research Blogging, Science Seeker
 - PLOS, PubMed Central
 - And commercial sources willing to share.

Who is measuring altmetrics?

- Altmetric.com (<http://www.altmetric.com/>)
 - Small private company, founded 2011, used by Elsevier, Springer, Nature, among others. Now associated with Digital Science (<http://www.digital-science.com/>)
- ImpactStory (<https://impactstory.org/>)
 - Not-for-profit company, founded 2011, funded by NSF, Sloan Foundation et al.
- Plum Analytics (<http://www.plumanalytics.com/>)
 - Founded 2011, purchased by EBSCO 2014

Altmetric.com (<http://www.altmetric.com/>)

- Generates altmetric data for articles, journals, institutions, individuals (at institutions with a contract.)
- Draws data from news, blogs, tweets, social media, social bookmarking, government policy documents.
- Does not use non-public data from publishers, aggregators, etc.
- Bookmarklet provides data for (most) articles.
- API lets you insert Altmetric “badges” on webpages – basic data is free.



ImpactStory (<https://impactstory.org/>)

- Lets individuals create profiles (online *curriculum vitae*)
- Can import profiles from ORCID, SlideShare, etc.
- Cost is currently \$60/year; 30 day free trial.

Plum Analytics (<http://www.plumanalytics.com/>)

- Aimed at institutional users, though individuals at institutions with Plum contracts can make use of it.
- Uses data from public news, social networks, social bookmarks, plus data from EBSCO resources.
- See PlumX (<http://plu.mx>) for example of their interfaces.

How can I, as a researcher, use altmetrics?

- Get connected, so people can find your work.
 - Deposit articles in repositories (such as UC's e-Scholarship), presentations in SlideShare, figures in FigShare, data in data repositories.
 - Use social networks. Comment on, review and share the works of others as well as promote your own.
 - Use social bookmarking (e.g. CiteULike, Connotea, Mendeley) to list both your own publications and those you find important in your field.
 - Contribute to Wikipedia, etc.
 - See, for example: http://www.chemconnector.com/antonywilliams_cv/
- Register with ORCID (<http://www.orcid.org>)
- Make use of altmetrics tools (e.g. Altmetric bookmarklet, ImpactStory profile) to get a feel for the tools and see how you're doing.

ORCID – the ID number for authors

- ORCID.org (<http://orcid.org/>)
 - Allows authors to register, and create a profile of their publications.
 - ORCID number acts as a unique identifier, distinguishing you from authors with the same name and collating publications you may have made under different names.
 - Example: Charles F. Huber 0000-0003-0205-2261
- ORCID shares information with other systems (e.g. ImpactStory, ResearcherID)
- Increasing numbers of systems allow searching by ORCID (e.g. Web of Science)

