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

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During this webinar, we'll discuss:

- What altmetrics can tell us about attention to research

- The emergence of altmetrics and interpreting the data

- Attention sources, tools and how it works at Altmetric

- Examples of HIV research with attention, and looking closer at the qualitative data
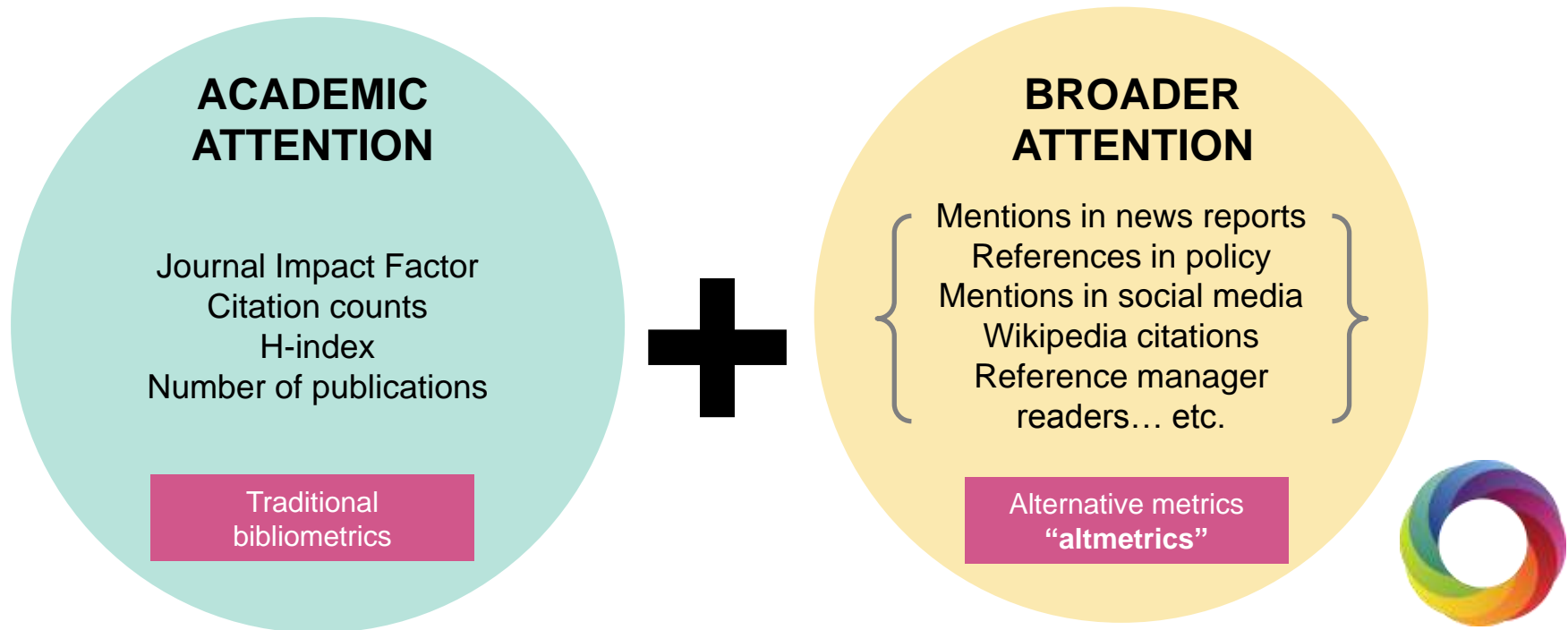
Part 1: Emergence of altmetrics

What are altmetrics?

o Attention to research outputs in non-traditional sources, e.g. policy documents, news, blogs and social media

o *Indicators* of research impact

o Help understand how research is being received and used

o Complementary to traditional citation-based analysis

ACADEMIC ATTENTION

Journal Impact Factor
Citation counts
H-index
Number of publications

Traditional bibliometrics

+

BROADER ATTENTION

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

Alternative metrics
"altmetrics"

Why altmetrics?

1 Moving beyond crediting only journal article contributions: e.g. tracking data sets, posters, slides

2 Early career researchers whose work may not have accrued citations to demonstrate engagement

3 Real-time, immediate feedback on attention and dissemination of scholarly content

@altmetric @nataliafay

All impact means is that we are engaged with the world, trying to make it a better place to live in.

(Professor Michael Stewart, UCL)

How does research contribute to changes in everyday decisions or working practices?

★ Did it help improve working practices, services or business?
★ Provoke debate?
★ Shape policy?

And how do you demonstrate this to funders?

Interpreting altmetrics data

Attention: e.g. RTs, shares

⬇

Engagement: Analysis, discussion, reviews

⬇

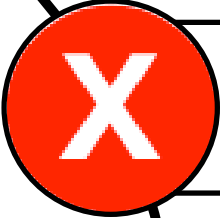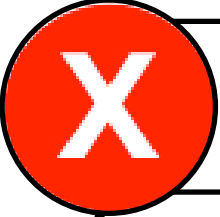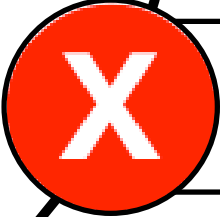**Impact**: e.g. shapes policy, influences working practices

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 alone don't tell you…

X Quality of the paper

X Quality of the researchers

X Whole story

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

Part 2: Altmetrics and HIV research

Highest scoring paper HIV research paper

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NATURE | LETTER

日本語要約

Viraemia suppressed in HIV-1-infected humans by broadly neutralizing antibody 3BNC117

THE CONVERSATION

Arts · Culture · Business · Economy · Education · Environment

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Disclosure statement

This article does not reflect the views of the Medical Research Council

F1000Prime » Article Recommendations »

Viraemia suppressed in HIV-1-infected humans by broadly neutralizing antibody 3BNC117

SJ, Nussenzweig

USAID Global Health

USAID Global Health
@USAIDGH

For over 50 years, @USAID has improved the health of people in developing countries around the world. Privacy policy: usaid.gov/privacy-policy
usaid.gov/what-we-do/glo...
Joined June 2010

High level of **attention** & public engagement, shortly after publication

What was it about?
Nature article published in June 2015 discussed possible HIV vaccine.

Where and how was it discussed?

- Coverage across 39 news sources, e.g. The Guardian, El Pais, Forbes, The Conversation
- Blogged 10 times
- 251 tweets from 227 users, with an upper bound of 688,090 followers
- 8 Facebook posts
- Recommended in F1000 Prime
- YouTube and Google+

Identifying policy references and regional attention

AIDS and Behavior
July 2012, Volume 16, Issue 5, pp 1295-1307

Date: 22 Oct 2011

Predictors of Linkage to Care Following Community-Based HIV Counseling and Testing in Rural Kenya

Abigail M. Hatcher, Janet M. Turan, Hannah H. Leslie, Lucy W. Kanya, Zachary Kwena, Malory O. Johnson, Starley B. Shade, Elizabeth A. Bukusi, Alexandre Doyen, Craig R. Cohen

HIV AND ADOLESCENTS:
GUIDANCE FOR HIV TESTING
AND COUNSELLING AND
CARE FOR ADOLESCENTS
LIVING WITH HIV

RECOMMENDATIONS FOR A PUBLIC HEALTH
APPROACH AND CONSIDERATIONS FOR
POLICY-MAKERS AND MANAGERS

World Health Organization

What was it about?
Aids & Behaviour 2011 article followed a cohort analysed enrollment in HIV counseling and testing in rural Kenya.

Where and how was it discussed?
- World Health Organization guidelines for policy makers and managers
- Mendeley readership and Twitter mentions in Kenya

Research used in recommendations for practical application and local attention
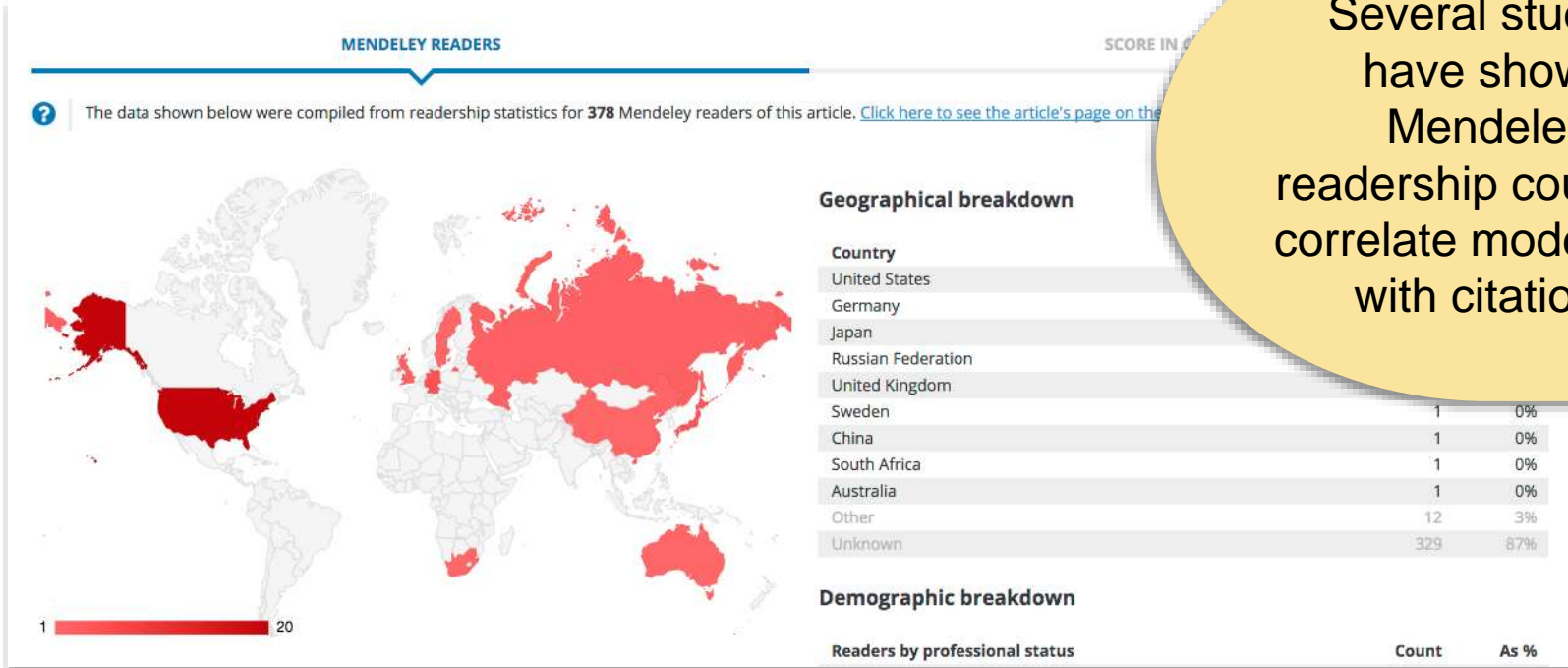
High academic engagement

What was it about?
Science article: *Rational Design of Envelope Identifies Broadly Neutralizing Human Monoclonal Antibodies to HIV-1*

Where and how was it discussed?
- 378 readers on Mendeley
- Reviewed on F1000 Prime (research highlights)
- 2 news outlets
- 4 blog reviews
- 1 Wikipedia page

Several studies have shown Mendeley readership counts to correlate moderately with citations

MENDELEY READERS

SCORE IN

The data shown below were compiled from readership statistics for **378** Mendeley readers of this article. Click here to see the article's page on the

Geographical breakdown

Country		
United States		
Germany		
Japan		
Russian Federation		
United Kingdom		
Sweden	1	0%
China	1	0%
South Africa	1	0%
Australia	1	0%
Other	12	3%
Unknown	329	87%

Demographic breakdown

Readers by professional status	Count	As %

1   20

55

Part 3:
Altmetric Tools

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.

Each week, **~50k** unique items are shared.

That's **1** mention every 2 seconds!

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

18m mentions of **~4m** scholarly outputs.

Altmetric data, March 2015

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…
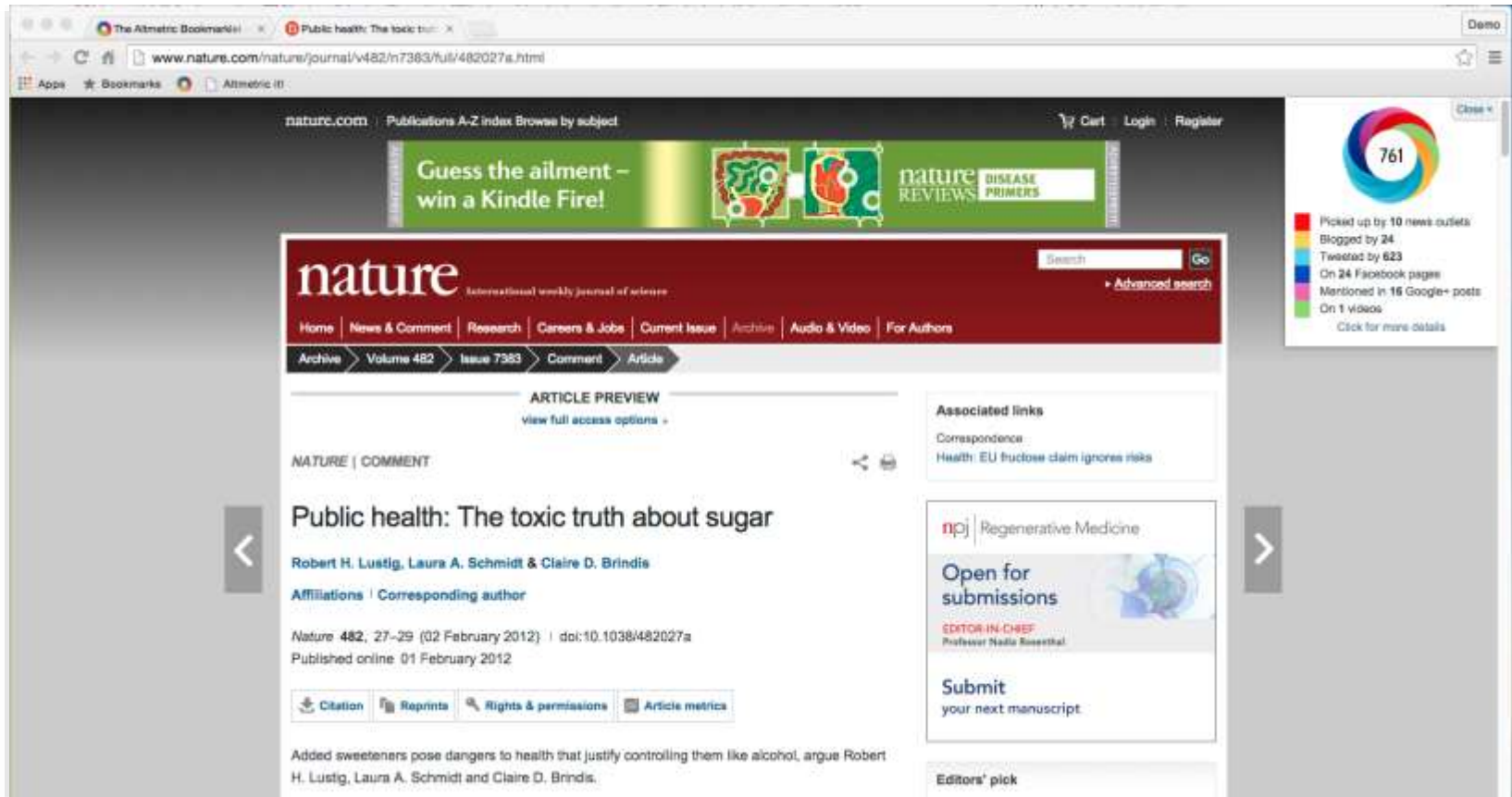
The Altmetric Bookmarklet

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

To install, go to: http://altmetric.it

The Altmetric Bookmarklet

Altmetric Details Pages

1 See all the [conversations and mentions](#).

2 Monitor mentions in the mainstream news.

3 Estimate attention with the "Altmetric score".

Altmetric donut and score of attention

The Altmetric donut visualizes which are 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:

The Colours of the Donut

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

- Google+
- LinkedIn
- Reddit
- Faculty1000
- Q&A (stack overflow)
- Youtube
- Pinterest

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Thank you!

Questions?

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