

Altmetrics

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Services

What is altmetrics?

- Alternative metrics
- Another way to measure
- Another way from what?
 - Citation analysis
 - Article level metrics: ALM

Measure what?

- Beyond traditional peer-reviewed journal articles
 - Impact factor: reflects the number of times an article is cited
 - Journal impact factors
- Software, data sets, blogs
- Traditional communication is increasingly online
- Digital media increases the visibility of scholarship
 - An open access online article that gets tweeted about may also lead to a highly cited article
- Leverage technologies to extend the reach and impact of scholarship

Scholarly activity is more

- than peer-reviewed articles
- Conference presentations—visibility
- Social media (blogs, tweets, etc.)—reputation
- The internet is now a source as well as a destination of research *and researchers*, especially for disciplines with popular appeal.
- Altmetrics: The creation and study of new measures based on the social web for analyzing and informing scholarship.

Why should you care?

- You can have an impact.
- More democratic means of influence.
- Takes advantage of today's faster communication.
- Scholars interact with a wider audience. *They reach beyond a journal's readers and beyond the ivory tower of academia.*

Sources of Altmetrics

- **Usage**
 - HTML views, PDF downloads (e.g., journal, PubMed Central, FigShare, Dryad, etc.)
- **Captures**
 - CiteULike bookmarks, Mendeley readers/groups, Delicio.us
- **Mentions**
 - Blog posts, news stories, Wikipedia articles, comments, reviews
- **Social Media**
 - Tweets, Google+, Facebook likes, shares, ratings
- **Citations**
 - Web of Science, Scopus, CrossRef, Pubmed Central, Microsoft Academic Search

Some altmetrics tools

- Open Source
 - ImpactStory
 - CitedIn
 - PLOS ALM and ScienceCard
- Not Open Source
 - Altmetric.com (Macmillan Co.)
 - PlumAnalytics (Pitt)

So what should we do?

- Collect and track altmetrics.
- Ask publishers to provide *open access to their* altmetrics.
- Participate in social media to impact topics you care about.

As a “publisher”

The screenshot shows a web browser window displaying the VTechWorks Statistics page. The browser's address bar shows the URL `vtechworks.lib.vt.edu/statistics-home`. The page header includes the Virginia Tech logo, "University Libraries", and "VTechWorks". A search bar is visible on the left side of the page. The main content area is titled "Statistics" and "Total Visits". It displays a list of publications with their corresponding view counts. The search bar at the bottom of the browser window contains the text "impacts".

	Views
Think Like A Startup: a white paper to inspire library entrepreneurialism	24211
Photograph of Sandy Hook Elementary School (Strasburg, VA)	4616
Too Much Assessment Not Enough Innovation: R&D Models and Mindsets for Academic Libraries	1984
Understanding the Learner Experience: Threshold Concepts and Curriculum Mapping	1518
Introduction: Rethinking Reference and Instruction with Tablets	1514
An Investigation of ETDs as Prior Publications: Findings from the 2011 NDLTD Publishers' Survey	1220
Syllabus - HUM 1214 (Fall 2012)	772
The Last Western Flyer: The Western Auto Century	701
Posttraumatic Stress Among Students After the Shootings at Virginia Tech	676
2 Questions: what becomes architecture	667

As an “author”

Cave, Richard. Overview of the Altmetrics Landscape. 11/10/12. **2,178**

- [viewshttp://www.slideshare.net/rcave/overview-of-the-altmetrics-landscape](http://www.slideshare.net/rcave/overview-of-the-altmetrics-landscape)
 - Likes 14
 - Downloads 45
 - Comments 0
 - Embed Views 240
 - Views on SlideShare 1,938