Harnessing Altmetric Data for Translational Research & Community Development: A Case Study

Open Repositories Conference 2018
Montana State University, Bozeman Montana
#OR2018

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Agenda

- Introductions
- Altmetrics: understanding diverse engagement with scholarship and research
- Land Grant universities, extension agents, and knowledge exchange
- Altmetrics at Virginia Tech
- Boyer and the Scholarship of Engagement
- Developing altmetrics User Personas: a new framework for engagement scholarship
- Mediating IRB
- Next steps!
- Questions/Discussion

ALTMETRICS

- ★ *Indicators of online engagement with digitally-published research outputs*

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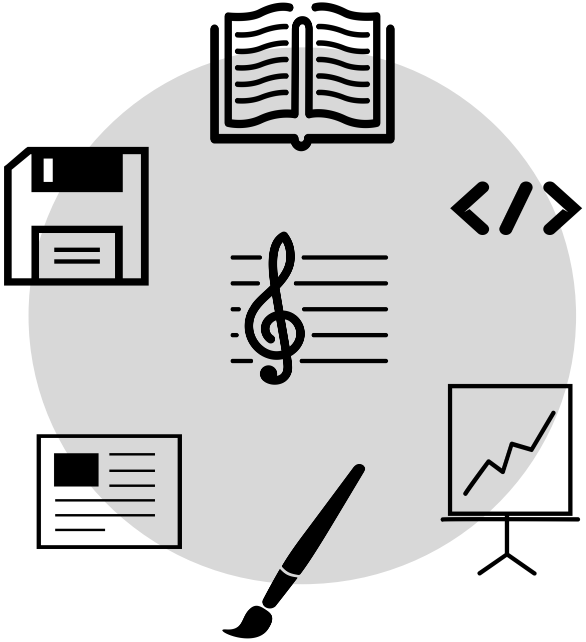
What does that mean?

“Alternative” metrics
(vs article-level metrics)



Altmetrics can track attention related to any digital research output or object -- not just scholarly articles!

Illustrations by Jean Liu, jean-liu.com

Different buckets of data . . .

Citation metrics

- Journal or author-level
- Can be slow to accumulate
- Most relevant to journal articles
- Never intended as a quality indicator
- Only reflect influence among other researchers who read/cite journals articles

Web analytics

- Web traffic/funnel analysis
- Dark data
- Page hits/downloads
- Readership statistics
- Reference managers (*Mendeley, Cituelike)*
- Social networks (*Researchgate, Academia.edu)*

Who is sharing and discussing research online?

- Practitioners
- Policy-makers
- Funders
- Unaffiliated researchers
- Special interest groups
- Educators and students
- Corporations
- Artists
- Community groups
- General public

Where is this happening?

- Mainstream news and media
- Curated blogs
- Policy documents and recommendations
- Patent references
- Social media platforms
- Post-publication peer review
- Wikipedia
- Open syllabi

A typical timeline of attention

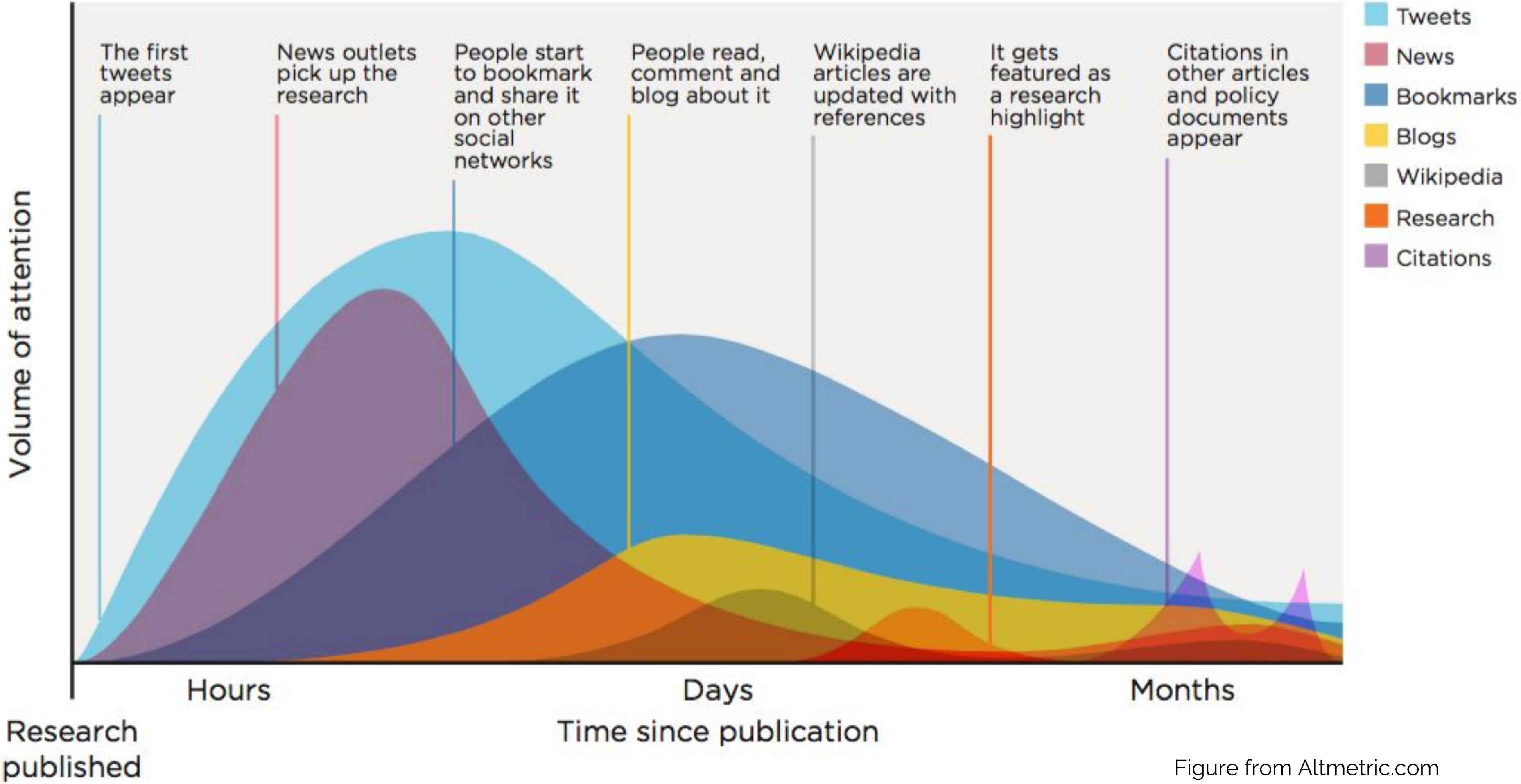
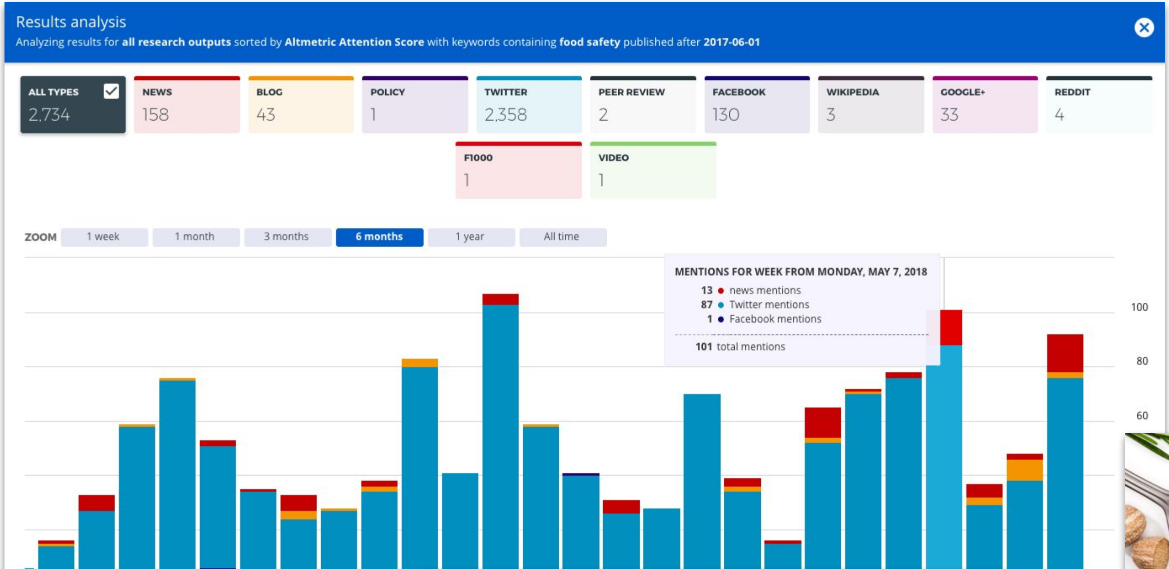


Figure from Altmetric.com



Results analysis

Analyzing results for **all research outputs** sorted by **Altmetric Attention Score** with keywords containing **food safety** published after **2017-06-01**

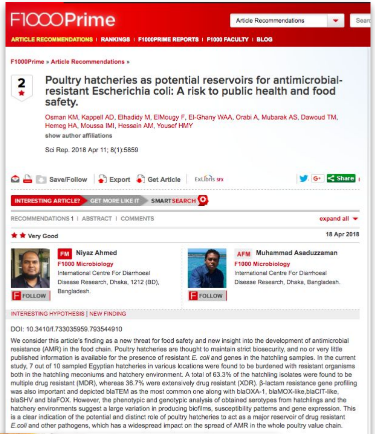
ALL TYPES ☑ 2,734
NEWS 158
BLOG 43
POLICY 1
TWITTER 2,358
PEER REVIEW 2
FACEBOOK 130
WIKIPEDIA 3
GOOGLE+ 33
REDDIT 4
F1000 1
VIDEO 1

MENTIONS FOR WEEK FROM MONDAY, MAY 7, 2018

13 ● news mentions
87 ● Twitter mentions
1 ● Facebook mentions

101 total mentions

ZOOM
1 week
1 month
3 months
6 months
1 year
All time
100
80
60
11. Dec
25. Dec
8. Jan
22. Jan
5.
28. May



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ARTICLE RECOMMENDATIONS | RANKINGS | F1000PRIME REPORTS | F1000 FACULTY | BLOG

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2 ★

Poultry hatcheries as potential reservoirs for antimicrobial-resistant Escherichia coli: A risk to public health and food safety.

Osman KM, Kappell AD, Elhadidy M, ElMougy F, El-Ghany WAA, Orabi A, Mubarak AS, Dawoud TM, Hemeg HA, Moussa IMI, Hessain AM, Yousef HMY

show author affiliations

Sci Rep. 2018 Apr 11; 8(1):5859

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RECOMMENDATIONS 1 | ABSTRACT | COMMENTS
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★ ★ Very Good

18 Apr 2018

FM Niyaz Ahmed
F1000 Microbiology
International Centre For Diarrhoeal Disease Research, Dhaka, 1212 (BD), Bangladesh.

AFM Muhammad Asaduzzaman
F1000 Microbiology
International Centre For Diarrhoeal Disease Research, Dhaka, Bangladesh.

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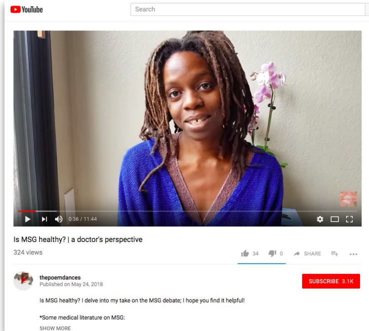
INTERESTING HYPOTHESIS | NEW FINDING

DOI: 10.3410/f.733035959.793544910

We consider this article's finding as a new threat for food safety and new insight into the development of antimicrobial resistance (AMR) in the food chain. Poultry hatcheries are thought to maintain strict biosecurity, and no or very little published information is available for the presence of resistant *E. coli* and genes in the hatchling samples. In the current study, 7 out of 10 sampled Egyptian hatcheries in various locations were found to be burdened with resistant organisms both in the hatchling meconiums and hatchery environment. A total of 63.3% of the hatchling isolates were found to be multiple drug resistant (MDR), whereas 36.7% were extensively drug resistant (XDR). β-lactam resistance gene profiling was also important and depicted blaTEM as the most common one along with blaOXA-1, blaMOX-like,blaCIT-like, blaSHV and blaFOX. However, the phenotypic and genotypic analysis of obtained serotypes from hatchlings and the hatchery environments suggest a large variation in producing biofilms, susceptibility patterns and gene expression. This is a clear indication of the potential and distinct role of poultry hatcheries to act as a major reservoir of drug resistant *E.coli* and other pathogens, which has a widespread impact on the spread of AMR in the whole poultry value chain.



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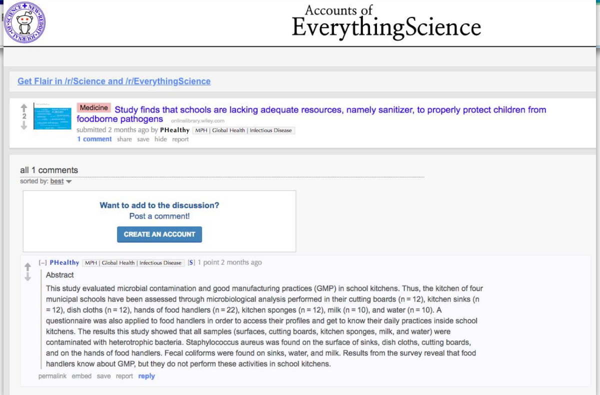
Is MSG healthy? | a doctor's perspective

324 views

thepoemdances
Published on May 24, 2018

Is MSG healthy? I delve into my take on the MSG debate; I hope you find it helpful!

*Some medical literature on MSG:



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2

Medicine Study finds that schools are lacking adequate resources, namely sanitizer, to properly protect children from foodborne pathogens onlinelibrary.wiley.com

submitted 2 months ago by PHealthy MPH | Global Health | Infectious Disease

1 comment share save hide report

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Want to add to the discussion?
Post a comment!

CREATE AN ACCOUNT

[–] PHealthy MPH | Global Health | Infectious Disease [S] 1 point 2 months ago

Abstract

This study evaluated microbial contamination and good manufacturing practices (GMP) in school kitchens. Thus, the kitchen of four municipal schools have been assessed through microbiological analysis performed in their cutting boards (n = 12), kitchen sinks (n = 12), dish cloths (n = 12), hands of food handlers (n = 22), kitchen sponges (n = 12), milk (n = 10), and water (n = 10). A questionnaire was also applied to food handlers in order to access their profiles and get to know their daily practices inside school kitchens. The results this study showed that all samples (surfaces, cutting boards, kitchen sponges, milk, and water) were contaminated with heterotrophic bacteria. Staphylococcus aureus was found on the surface of sinks, dish cloths, cutting boards, and on the hands of food handlers. Fecal coliforms were found on sinks, water, and milk. Results from the survey reveal that food handlers know about GMP, but they do not perform these activities in school kitchens.

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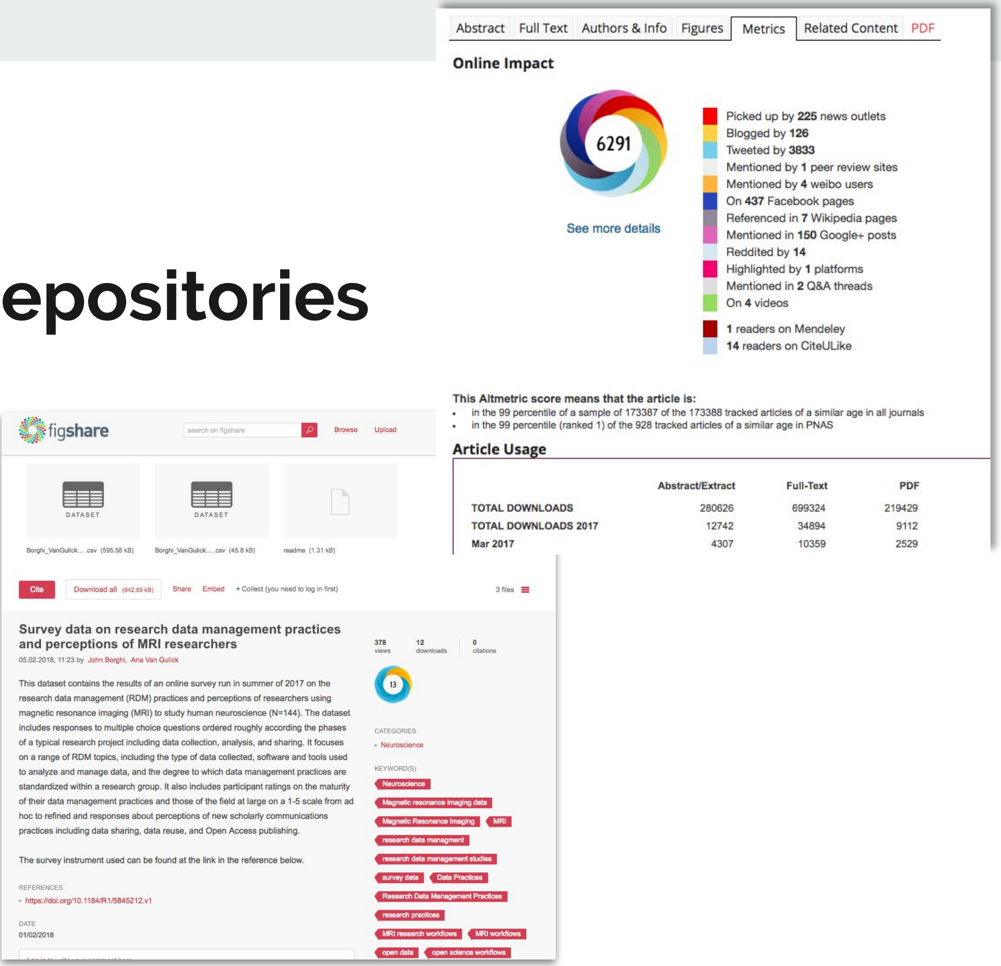
Food and feed law:

Compendium of UK food and feed legislation with associated context and changes during October – December 2017

Government Chemist Programme Report

Altmetrics and open repositories

- Altmetric data seen alongside citation and usage metrics
- Understand reach and impact of ALL digital outputs
- Pre-prints and altmetrics
- Push by open movement to only share open content



Online Impact

- Picked up by **225** news outlets
- Blogged by **126**
- Tweeted by **3833**
- Mentioned by **1** peer review sites
- Mentioned by **4** weibo users
- On **437** Facebook pages
- Referenced in **7** Wikipedia pages
- Mentioned in **150** Google+ posts
- Reddited by **14**
- Highlighted by **1** platforms
- Mentioned in **2** Q&A threads
- On **4** videos

- **1** readers on Mendeley
- **14** readers on CiteULike

This Altmetric score means that the article is:

- in the 99 percentile of a sample of 173387 of the 173388 tracked articles of a similar age in all journals
- in the 99 percentile (ranked 1) of the 928 tracked articles of a similar age in PNAS

Article Usage

	Abstract/Extract	Full-Text	PDF
TOTAL DOWNLOADS	280626	699324	219429
TOTAL DOWNLOADS 2017	12742	34894	9112
Mar 2017	4307	10359	2529

Borghi_VanGulick... .csv (595.58 kB)
Borghi_VanGulick... .csv (45.8 kB)
readme (1.31 kB)

Survey data on research data management practices and perceptions of MRI researchers

05.02.2018, 11:23 by John Borghi, Ana Van Gulick

378	12	0
views	downloads	citations

This dataset contains the results of an online survey run in summer of 2017 on the research data management (RDM) practices and perceptions of researchers using magnetic resonance imaging (MRI) to study human neuroscience (N=144). The dataset includes responses to multiple choice questions ordered roughly according the phases of a typical research project including data collection, analysis, and sharing. It focuses on a range of RDM topics, including the type of data collected, software and tools used to analyze and manage data, and the degree to which data management practices are standardized within a research group. It also includes participant ratings on the maturity of their data management practices and those of the field at large on a 1-5 scale from ad hoc to refined and responses about perceptions of new scholarly communications practices including data sharing, data reuse, and Open Access publishing.

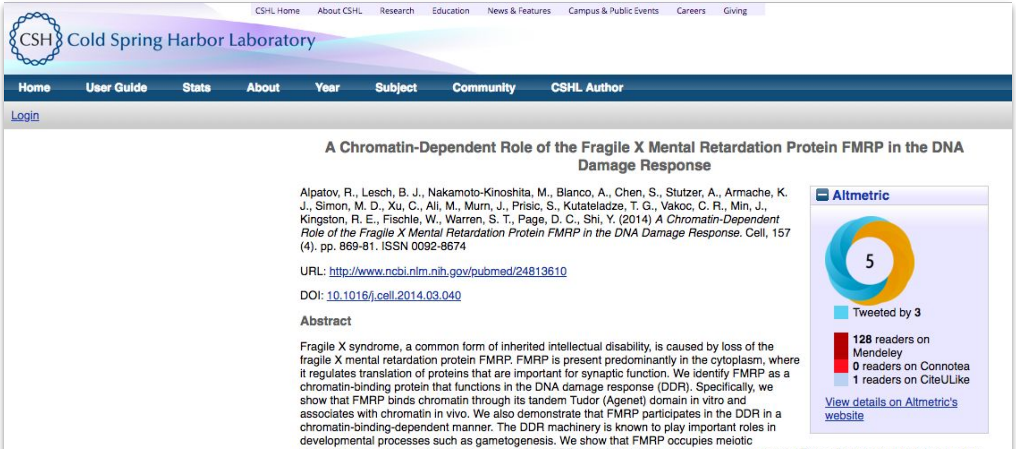
The survey instrument used can be found at the link in the reference below.

REFERENCES
- https://doi.org/10.1184/R1/5845212.v1

DATE
01/02/2018

CATEGORIES
- Neuroscience

KEYWORD(S)
Neuroscience
Magnetic resonance imaging data
Magnetic Resonance Imaging
MRI
research data managment
research data management studies
survey data
Data Practices
Research Data Management Practices
research practices
MRI research workflows
MRI workflows
open data
open science workflows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A Chromatin-Dependent Role of the Fragile X Mental Retardation Protein FMRP in the DNA Damage Response

Alpatov, R., Lesch, B. J., Nakamoto-Kinoshita, M., Blanco, A., Chen, S., Stutzer, A., Armache, K. J., Simon, M. D., Xu, C., Ali, M., Murn, J., Prisic, S., Kutateladze, T. G., Vakoc, C. R., Min, J., Kingston, R. E., Fischle, W., Warren, S. T., Page, D. C., Shi, Y. (2014) *A Chromatin-Dependent Role of the Fragile X Mental Retardation Protein FMRP in the DNA Damage Response.* Cell, 157 (4). pp. 869-81. ISSN 0092-8674

URL: http://www.ncbi.nlm.nih.gov/pubmed/24813610

DOI: 10.1016/j.cell.2014.03.040

Abstract

Fragile X syndrome, a common form of inherited intellectual disability, is caused by loss of the fragile X mental retardation protein FMRP. FMRP is present predominantly in the cytoplasm, where it regulates translation of proteins that are important for synaptic function. We identify FMRP as a chromatin-binding protein that functions in the DNA damage response (DDR). Specifically, we show that FMRP binds chromatin through its tandem Tudor (Agenet) domain in vitro and associates with chromatin in vivo. We also demonstrate that FMRP participates in the DDR in a chromatin-binding-dependent manner. The DDR machinery is known to play important roles in developmental processes such as gametogenesis. We show that FMRP occupies meiotic chromosomes and regulates the dynamics of the DDR machinery during mouse spermatogenesis. These findings suggest that nuclear FMRP regulates genomic stability at the chromatin interface and may impact gametogenesis and some developmental aspects of fragile X syndrome.

Altmetric

5

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Item Type: Paper

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bioinformatics > genomics and proteomics > genetics & nucleic acid processing > DNA, RNA structure, function, modification > Chromatin dynamics
diseases & disor
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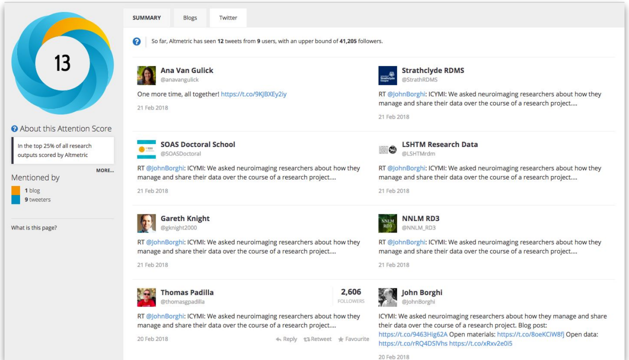
13
SUMMARY
Blogs
Twitter

About this Attention Score

In the top 25% of all research outputs scored by Altmetric

MORE...

Mentioned by

🟧 1 blog
🟦 9 tweeters

What is this page?

So far, Altmetric has seen **12** tweets from **9** users, with an upper bound of **41,205** followers.

Ana Van Gulick @anavangulick
One more time, all together! https://t.co/9KJBXEy2iy
21 Feb 2018

Strathclyde RDMS @StrathRDMS
RT @JohnBorghi: ICYMI: We asked neuroimaging researchers about how they manage and share their data over the course of a research project....
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Gareth Knight @gknight2000
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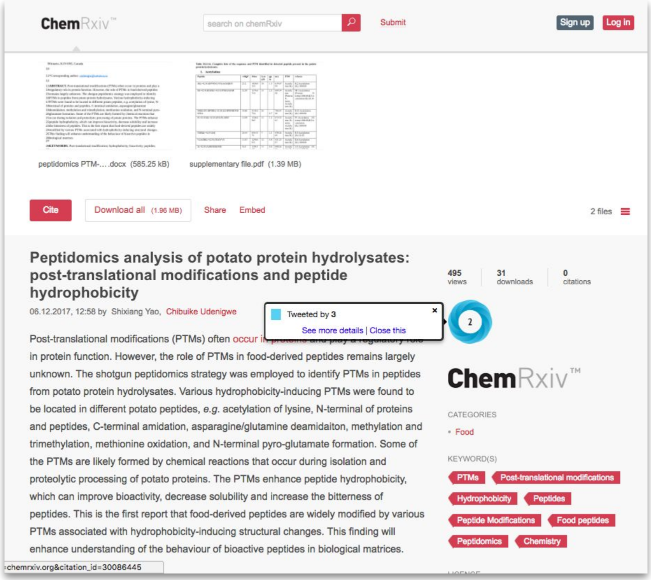
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Peptidomics analysis of potato protein hydrolysates: post-translational modifications and peptide hydrophobicity

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06.12.2017, 12:58 by Shixiang Yao, Chibuike Udenigwe

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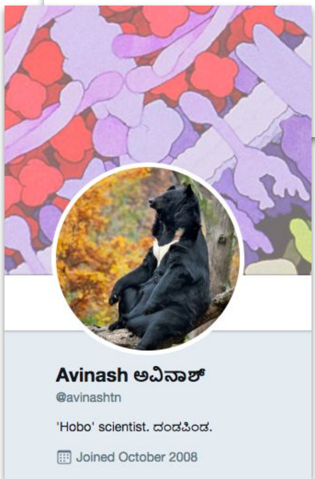
2

Post-translational modifications (PTMs) often occur in proteins and play a regulatory role in protein function. However, the role of PTMs in food-derived peptides remains largely unknown. The shotgun peptidomics strategy was employed to identify PTMs in peptides from potato protein hydrolysates. Various hydrophobicity-inducing PTMs were found to be located in different potato peptides, *e.g.* acetylation of lysine, N-terminal of proteins and peptides, C-terminal amidation, asparagine/glutamine deamidaiton, methylation and trimethylation, methionine oxidation, and N-terminal pyro-glutamate formation. Some of the PTMs are likely formed by chemical reactions that occur during isolation and proteolytic processing of potato proteins. The PTMs enhance peptide hydrophobicity, which can improve bioactivity, decrease solubility and increase the bitterness of peptides. This is the first report that food-derived peptides are widely modified by various PTMs associated with hydrophobicity-inducing structural changes. This finding will enhance understanding of the behaviour of bioactive peptides in biological matrices.

CATEGORIES
- Food

KEYWORD(S)
PTMs, Post-translational modifications, Hydrophobicity, Peptides, Peptide Modifications, Food peptides, Peptidomics, Chemistry

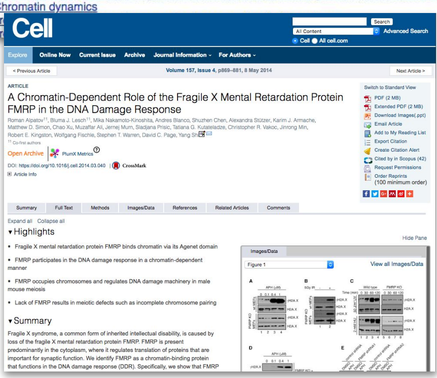
chemrxiv.org&citation_id=30086445



Avinash ಅವಿನಾಶ್
@avinashtn

'Hobo' scientist. ದಂಡಪಿಂಡ.

Joined October 2008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Volume 157, Issue 4, p869–881, 8 May 2014

ARTICLE

A Chromatin-Dependent Role of the Fragile X Mental Retardation Protein FMRP in the DNA Damage Response

Roman Alpatov[11], Bluma J. Lesch[11], Mika Nakamoto-Kinoshita, Andres Blanco, Shuzhen Chen, Alexandra Stützer, Karim J. Armache, Matthew D. Simon, Chao Xu, Muzaffar Ali, Jernej Murn, Sladjana Prisic, Tatiana G. Kutateladze, Christopher R. Vakoc, Jinrong Min, Robert E. Kingston, Wolfgang Fischle, Stephen T. Warren, David C. Page, Yang Shi

[11] Co-first authors

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DOI: https://doi.org/10.1016/j.cell.2014.03.040 | CrossMark

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Images/Data
Figure 1
View all Images/Data
A
B
C
D
E
APH (μM)
γH2A.X
H2A.X
wt MEFs
FMRP KO MEFs
Wild type
FMRP KO
Time (min)

▾ Highlights

- Fragile X mental retardation protein FMRP binds chromatin via its Agenet domain
- FMRP participates in the DNA damage response in a chromatin-dependent manner
- FMRP occupies chromosomes and regulates DNA damage machinery in male mouse meiosis
- Lack of FMRP results in meiotic defects such as incomplete chromosome pairing

▾ Summary

Fragile X syndrome, a common form of inherited intellectual disability, is caused by loss of the fragile X mental retardation protein FMRP. FMRP is present predominantly in the cytoplasm, where it regulates translation of proteins that are important for synaptic function. We identify FMRP as a chromatin-binding protein that functions in the DNA damage response (DDR). Specifically, we show that FMRP

Extension agents and knowledge exchange:

Land grant colleges and the New Scholarship

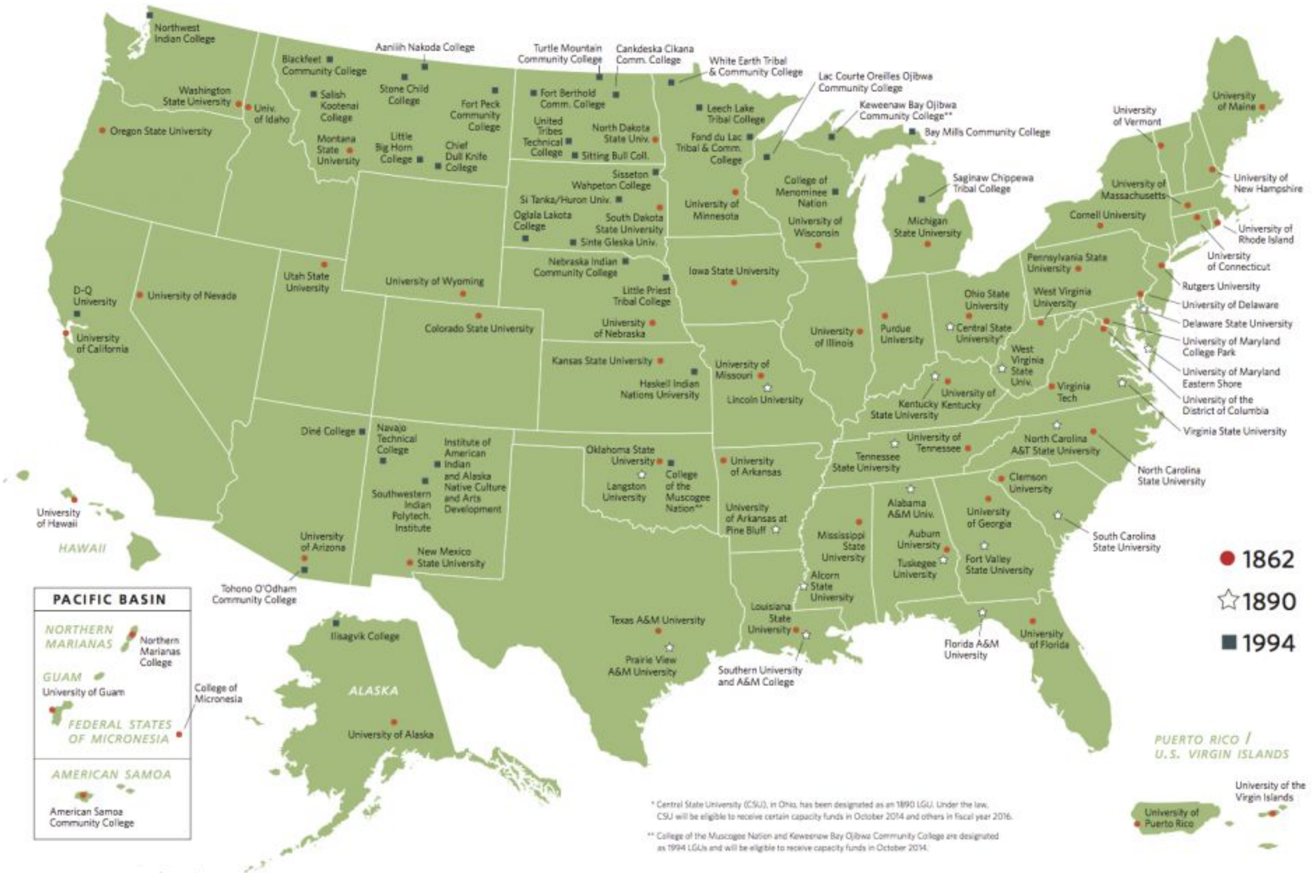
"...extension will collaborate with partners, on campus and off—to align systems (including recruitment, professional development, accountability, and undoing systems) to support engaged work that cuts across the spectrum of teaching, research, and service."

-- Fear, F., & L. (2016). The "New" Scholarship: Implications for Engagement and Extension

Land Grants
Research Stations, and Cooperative Extension

United States Department of Agriculture
National Institute of Food and Agriculture

NIFA LAND-GRANT COLLEGES AND UNIVERSITIES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Sitting Bull Coll.
White Earth Tribal & Community College
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University of Wisconsin
Saginaw Chippewa Tribal College
Michigan State University
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Si Tanka/Huron Univ.
Oglala Lakota College
South Dakota State University
Sinte Gleska Univ.
Nebraska Indian Community College
Little Priest Tribal College
University of Nebraska
Iowa State University
D-Q University
University of California
University of Nevada
Utah State University
University of Wyoming
Colorado State University
Kansas State University
Haskell Indian Nations University
University of Missouri
Lincoln University
University of Illinois
Purdue University
Ohio State University
Central State University*
University of Kentucky
Kentucky State University
West Virginia University
West Virginia State Univ.
Virginia Tech
Pennsylvania State University
Cornell University
University of Vermont
University of Maine
University of New Hampshire
University of Massachusetts
University of Rhode Island
University of Connecticut
Rutgers University
University of Delaware
Delaware State University
University of Maryland College Park
University of Maryland Eastern Shore
University of the District of Columbia
Virginia State University
Diné College
Navajo Technical College
Institute of American Indian and Alaska Native Culture and Arts Development
Southwestern Indian Polytech. Institute
University of Arizona
Tohono O'Odham Community College
New Mexico State University
Oklahoma State University
Langston University
College of the Muscogee Nation**
University of Arkansas
University of Arkansas at Pine Bluff
Texas A&M University
Prairie View A&M University
Louisiana State University
Southern University and A&M College
Mississippi State University
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University of Tennessee
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ALASKA
Ilisagvik College
University of Alaska
PUERTO RICO / U.S. VIRGIN ISLANDS
University of Puerto Rico
University of the Virgin Islands
● 1862
☆ 1890
■ 1994

* Central State University (CSU), in Ohio, has been designated as an 1890 LGU. Under the law, CSU will be eligible to receive certain capacity funds in October 2014 and others in fiscal year 2016.

** College of the Muscogee Nation and Keweenaw Bay Ojibwa Community College are designated as 1994 LGUs and will be eligible to receive capacity funds in October 2014.

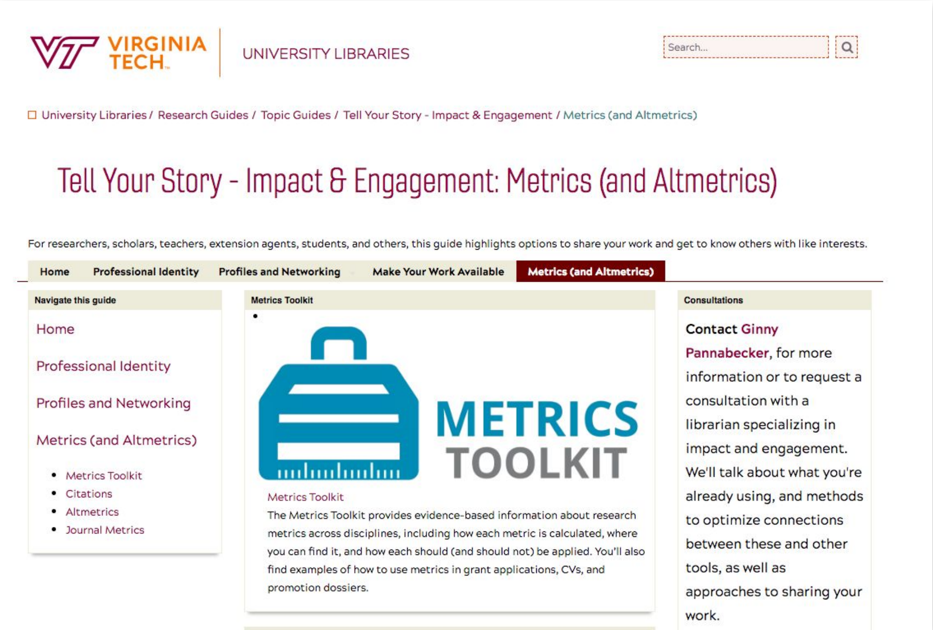
Virginia Tech

- 1860 land-grant in VA
- Virginia State University, 1890 land grant, HBCU
- Support the researcher by tracking research impact
- Support the publications
- Understand how things are being found and used to suggest strategies “juice worth the squeeze”

Creative Commons Attribution 3.0 Unported By: Eric T Gunther

Altmetrics at VT

- Viewed as important element to research impact assessment
- Vital to evidencing reach and influence of scholarship that extends beyond the academy
- Partnered with Digital Science tools like Elements and Altmetric Explorer
- Collaboration with Altmetric and VT librarians to ensure robust, responsible altmetrics education and usage



VIRGINIA TECH | UNIVERSITY LIBRARIES

University Libraries / Research Guides / Topic Guides / Tell Your Story - Impact & Engagement / Metrics (and Altmetrics)

Tell Your Story - Impact & Engagement: Metrics (and Altmetrics)

For researchers, scholars, teachers, extension agents, students, and others, this guide highlights options to share your work and get to know others with like interests.

Navigate this guide

- Home
- Professional Identity
- Profiles and Networking
- Metrics (and Altmetrics)
  - Metrics Toolkit
  - Citations
  - Altmetrics
  - Journal Metrics

Metrics Toolkit

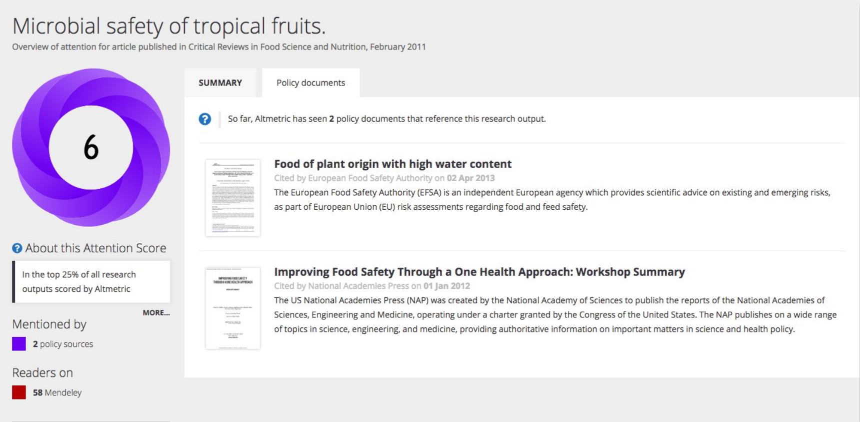
Metrics Toolkit

The Metrics Toolkit provides evidence-based information about research metrics across disciplines, including how each metric is calculated, where you can find it, and how each should (and should not) be applied. You'll also find examples of how to use metrics in grant applications, CVs, and promotion dossiers.

Consultations

Contact Ginny Pannabecker, for more information or to request a consultation with a librarian specializing in impact and engagement. We'll talk about what you're already using, and methods to optimize connections between these and other tools, as well as approaches to sharing your work.

Examples



Microbial safety of tropical fruits.

Overview of attention for article published in Critical Reviews in Food Science and Nutrition, February 2011

So far, Altmetric has seen **2** policy documents that reference this research output.

Food of plant origin with high water content

Cited by European Food Safety Authority on **02 Apr 2013**

The European Food Safety Authority (EFSA) is an independent European agency which provides scientific advice on existing and emerging risks, as part of European Union (EU) risk assessments regarding food and feed safety.

Improving Food Safety Through a One Health Approach: Workshop Summary

Cited by National Academies Press on **01 Jan 2012**

The US National Academies Press (NAP) was created by the National Academy of Sciences to publish the reports of the National Academies of Sciences, Engineering and Medicine, operating under a charter granted by the Congress of the United States. The NAP publishes on a wide range of topics in science, engineering, and medicine, providing authoritative information on important matters in science and health policy.

About this Attention Score

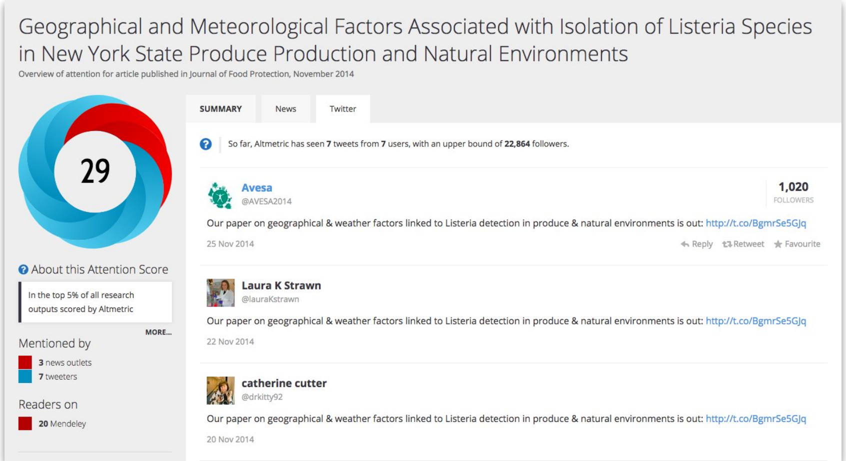
In the top 25% of all research outputs scored by Altmetric

Mentioned by

🟪 **2** policy sources

Readers on

🟥 **58** Mendeley



Geographical and Meteorological Factors Associated with Isolation of Listeria Species in New York State Produce Production and Natural Environments

Overview of attention for article published in Journal of Food Protection, November 2014

So far, Altmetric has seen **7** tweets from **7** users, with an upper bound of **22,864** followers.

Avesa
@AVESA2014

Our paper on geographical & weather factors linked to Listeria detection in produce & natural environments is out: http://t.co/BgmrSe5GJq

25 Nov 2014

Laura K Strawn
@lauraKstrawn

Our paper on geographical & weather factors linked to Listeria detection in produce & natural environments is out: http://t.co/BgmrSe5GJq

22 Nov 2014

catherine cutter
@drkitty92

Our paper on geographical & weather factors linked to Listeria detection in produce & natural environments is out: http://t.co/BgmrSe5GJq

20 Nov 2014

About this Attention Score

In the top 5% of all research outputs scored by Altmetric

Mentioned by

🟥 **3** news outlets
🟦 **7** tweeters

Readers on

🟥 **20** Mendeley

- ★ Global policy mentions targeting community outreach
- ★ Researchers, institutions, and publishers using social media to share information more broadly

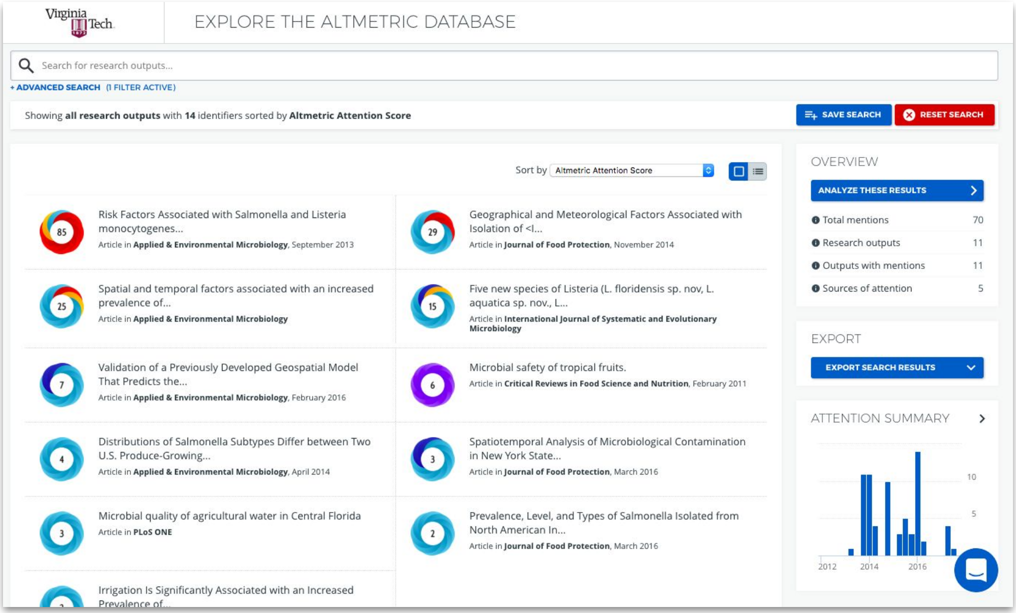
Virginia Tech and the Altmetric Explorer

Uncovering attention patterns and timelines

★ Real-time data tracking and reporting

★ Institutional publication data integration

★ Longitudinal and landscape analysis


Virginia Tech
EXPLORE THE ALTMETRIC DATABASE
Search for research outputs...
+ ADVANCED SEARCH (1 FILTER ACTIVE)
SAVE SEARCH
RESET SEARCH
Sort by
Altmetric Attention Score
OVERVIEW
ANALYZE THESE RESULTS
EXPORT
EXPORT SEARCH RESULTS
ATTENTION SUMMARY
10
5
2012
2014
2016

Showing **all research outputs** with **14** identifiers sorted by **Altmetric Attention Score**

85 Risk Factors Associated with Salmonella and Listeria monocytogenes...
Article in **Applied & Environmental Microbiology**, September 2013

29 Geographical and Meteorological Factors Associated with Isolation of <l...
Article in **Journal of Food Protection**, November 2014

25 Spatial and temporal factors associated with an increased prevalence of...
Article in **Applied & Environmental Microbiology**

15 Five new species of Listeria (L. floridensis sp. nov, L. aquatica sp. nov., L...
Article in **International Journal of Systematic and Evolutionary Microbiology**

7 Validation of a Previously Developed Geospatial Model That Predicts the...
Article in **Applied & Environmental Microbiology**, February 2016

6 Microbial safety of tropical fruits.
Article in **Critical Reviews in Food Science and Nutrition**, February 2011

4 Distributions of Salmonella Subtypes Differ between Two U.S. Produce-Growing...
Article in **Applied & Environmental Microbiology**, April 2014

3 Spatiotemporal Analysis of Microbiological Contamination in New York State...
Article in **Journal of Food Protection**, March 2016

3 Microbial quality of agricultural water in Central Florida
Article in **PLoS ONE**

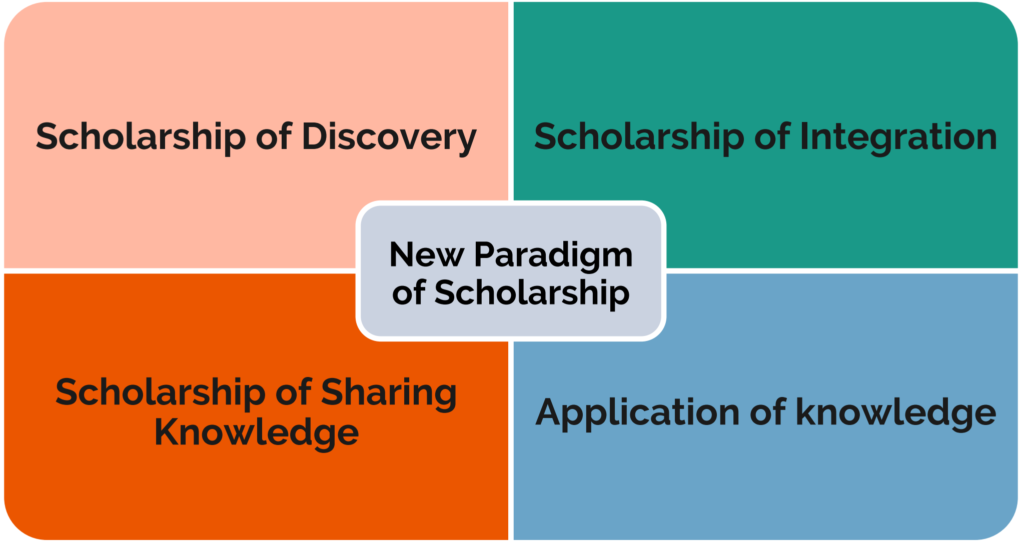
2 Prevalence, Level, and Types of Salmonella Isolated from North American In...
Article in **Journal of Food Protection**, March 2016

Irrigation Is Significantly Associated with an Increased Prevalence of...

Total mentions	70
Research outputs	11
Outputs with mentions	11
Sources of attention	5

Scholarship of Engagement

Boyer’s model: four interlocking components to scholarship



Scholarship of Discovery

Scholarship of Integration

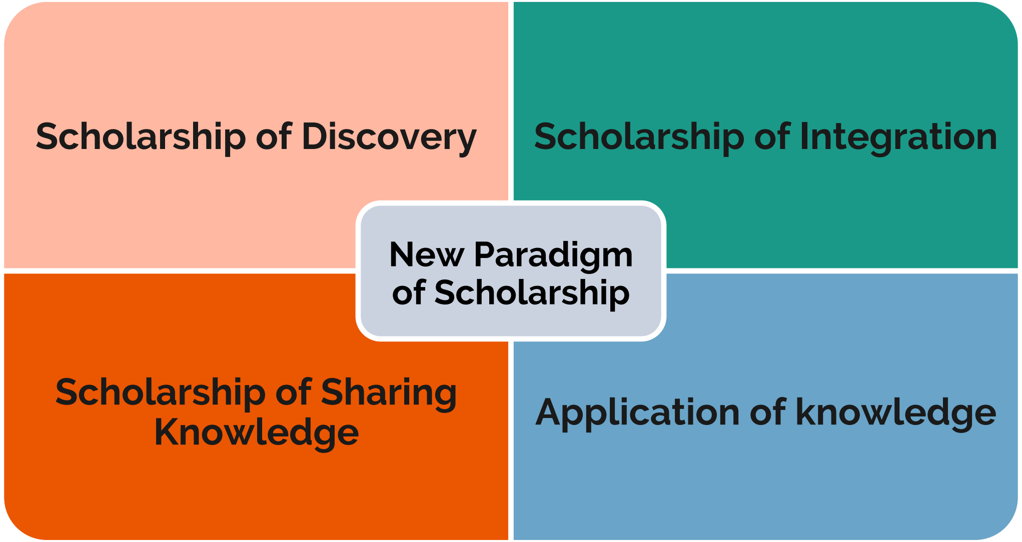
New Paradigm of Scholarship

Scholarship of Sharing Knowledge

Application of knowledge

Boyer's model: four interlocking components to scholarship

*Research is essential, but **not** sufficient*



Scholarship of Discovery

Scholarship of Integration

New Paradigm of Scholarship

Scholarship of Sharing Knowledge

Application of knowledge

Context and interdisciplinarity

Communication must extend beyond the academy

Scholars as reflective practitioners

The Scholarship of Engagement today

*"Scholarship is not an **it**."*

-

- *Fear, F., & L. (2016)*

- Current framework in academia is at odds with engaged scholarship
- Prevailing methodology is that of ***technical rationality***, i.e., "scientific approach," systematic applied procedures
- Scholarship is not static nor a planning process
- New paradigm must challenge traditional construct
- Engaged scholarship must embrace critique and be a dialogue amongst all stakeholders
- Align with the norms of engagement
- Engagement **with whom** and **to what end?**

Alternative frameworks?

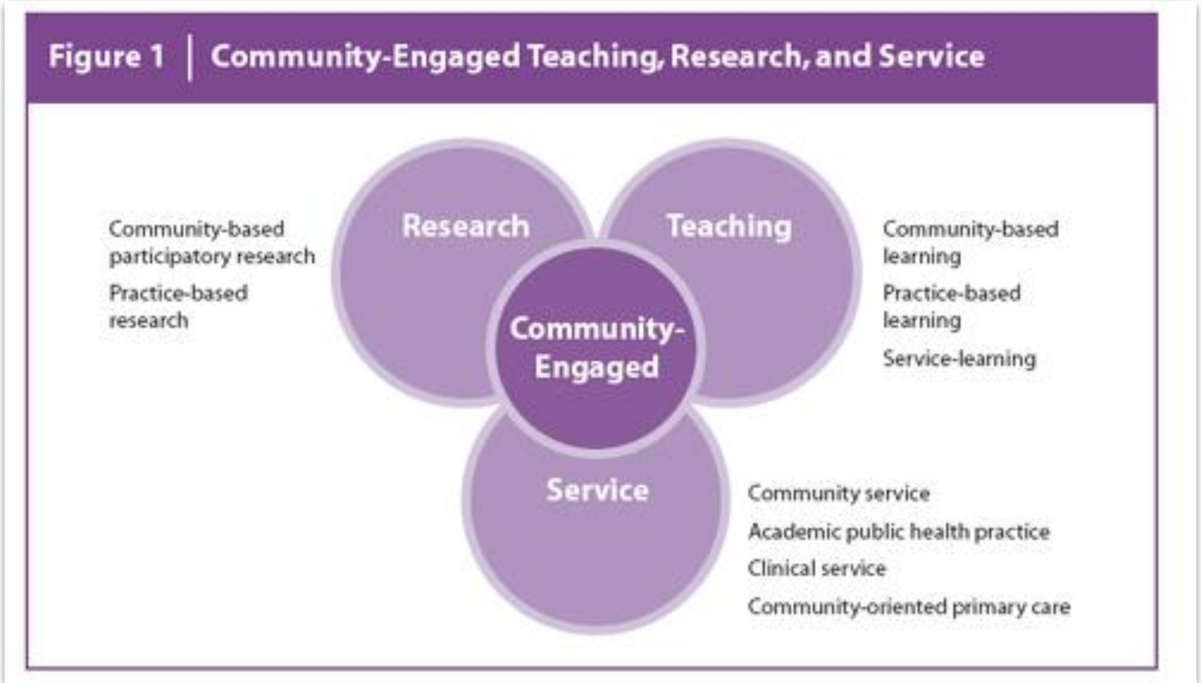


Figure 1 | Community-Engaged Teaching, Research, and Service

Research
Teaching
Community-Engaged
Service
Community-based participatory research
Practice-based research
Community-based learning
Practice-based learning
Service-learning
Community service
Academic public health practice
Clinical service
Community-oriented primary care

https://www.luc.edu/experiential/engaged_scholars.shtml

Alternative frameworks?

A Scholarship of Engagement must keep values and mindfulness at the center.

Habermas's Three Forms of Knowledge

1. Instrumental knowledge (technical rationality)
2. **Communicative knowledge**
3. **Emancipatory knowledge**

Alternative frameworks?

- Facilitator versus expert model
- Reflective practice
- Qualitative and participatory processes
- Expressive forms of scholarship (eg, storytelling)
- Service learning - curricular and faculty function
- Scholarship **IN** engagement
- Engagement in teaching, research, and service
- Engaged forms of inquiry, discovery, and change:
- Participatory and action research

Developing altmetrics user personas

What are user personas?

What are they?

- Hypothetical “user” profiles meant to improve functionality and quality of service
- Originally emerged out of tech development/web design and user experience work
- Involves rigorous qualitative and quantitative data collection and analysis
- Proposed for library site/space design in 2003 by Alison J. Head

What do they do?

- Develops understanding of workflow and behavioral patterns
- Identifies key technical skills unique to each persona
- Determines universal features and functionality
- Evokes empathy; audits and eradicates stereotypes
- Iterative and collaborative -- two way exchange between researchers and communities

User personas for altmetrics

- What primary data is available?
- Secondary?
- What are our assumptions around user categories?
- What attributes align with each?
- What are each user-types' potential frustrations? Motivations?

Extension program personas: reflexive collaboration

Goals:

1. Approach process with a critical lens, keeping mission and values at center
2. Meet needs of extension program workflows and behavioral patterns
3. Develop in the context of engagement scholarship/non-traditional research outputs
4. Identify and align with communication methods and associated with each user
5. Treat personas be living, iterative documents
6. Ensure personas are openly available, shared broadly, and repurposable

Extension program personas: reflexive collaboration

Initial survey questions:

1. How do you define impact with respect to your research/work?
2. Can you describe your professional role/relationship with non-academic communities?
3. How do you distribute/share information with these communities?
4. How many different communities do you feel you serve/work with?
5. What other pathways/forums do you use to share research information and communicate with different audiences? Online or otherwise?

Initial Proto-Personas

	AREC	**Extension Agent**	**Research**	**Teaching**
Attributes / outputs	Field days	Extension pubs	Protocols	Open syllabi
Frustrations	Internet	Need for real-time data	Mediating policies and processes	Large class sizes; costs
Motivations	Support producers	Improve communication efficiency	Obtain and sustain funding	Connect science to practice
Goals	Diffuse risk	Relay time-sensitive, accurate info	Knowledge discovery and innovation	Inspire practical intellectualism

Mediating the IRB process

Next steps

Personas as an iterative, continuous project

1. Conduct qualitative survey
2. Compile results
3. Develop in-depth interview format
4. Interview four Ag and Life Sciences faculty
5. Analyze results
6. Develop personas with feedback from agents
7. Evaluate process
8. Share personas openly!
9. White paper?

Questions? Comments?

Open Repositories Conference 2018
Montana State University, Bozeman Montana
#OR2018

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рахмат
danke
謝謝
ngiyabonga
شكراً جزيلاً
spas
teşekkür ederim
Баярлалаа
mersi
kia ora
barka
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mahalo
tapadh leat
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তোমাকে ধন্যবাদ
감사합니다
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merci

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