ALTMETRIC EXPLORER FOR INSTITUTIONS

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TODAY’S SESSION

• A clear understanding of altmetrics and how to use them
• How to use Altmetric Explorer for Institutions
• Practical ideas and examples of using altmetrics data
• Know where to get further help
Some definitions

What are altmetrics? What do they track?
Altmetrics are non-traditional indicators proposed as an alternative to more traditional citation impact metrics, such as impact factor and h-index.
Alternative, web-based metrics are...

Any trace or indicator of online behavior surrounding research output (article, dataset, clinical trial etc.)

- Commentary on social media
- Coverage in news media/blogs
- Sharing/downloading/saving
- Citations in non-journal sources (grey lit, policy, Wikipedia)
- Engagement on scholarly platforms (F1000, peer review sites)
- Web analytics

Research output (article, dataset, clinical trial etc.)
alt + metrics

Complementary to traditional citation metrics

Score is an *indicator* and the underlying qualitative data tells you who’s saying what about research.
Why altmetrics?

What are the benefits of using altmetrics data?
1. RESEARCH IS MORE ACCESSIBLE

Altmetric help you track online attention to your research from various audiences.

- General Public
- Government & Policy Makers
- Academia
- Mainstream Media
- Practitioners
- Education
- Industry
- Special Interest Groups
2. TRACK ATTENTION IN **REAL-TIME**

Altmetric help you track research attention as soon as it’s published online.

TRADITIONAL METRICS
Often slow to accrue

ALTMETRICS
Immediate
3. RESEARCH IS MORE THAN THE ARTICLE

Altmetric track any digital object produced in the research life-cycle
4. DEMONSTRATING RESEARCH ENGAGEMENT

Altmetric help you meet reporting requirements and showcase your research.

REPORTING
○ Grant applications
○ Funder reporting
○ Reputation management
○ Benchmarking and KPIs
○ Recruitment & review

SHOWCASING
○ Identifying research to share
○ Integration in profiles/ULIR
○ Impact on public policy
○ Identifying key researchers
○ Recognising early career researchers

DISCOVERY
○ Finding trending research
○ Identifying collaborators
○ Collection development
○ Encourage ULIR/ULRIS deposit
○ Liaison - share top mentions

@jean_draws
5. LIMITATIONS

Altmetrics don't tell the whole story
Like any metric, there's potential for gaming
Altmetrics are relatively new
A complement, not a replacement for things like informed peer review.
Providers have measures in place to identify gaming. Look at the underlying qualitative data.
We're learning a lot about how often research is shared online, we don't know much about why – more research is needed.
How does it work at Altmetric?
TRACKING A RESEARCH OUTPUT

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

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

Mentions in a *source*
News outlets & Blogs
- Over 2000 news sites
- Global coverage
- 9,000+ Blogs

Post-publication peer review
- Publons
- Pubpeer

Policy documents
- NICE Evidence
- Intergovernmental Panel on Climate Change
- Many more…

Reference managers
- Mendeley, Citeulike etc
- Reader counts

Other sources
- Scopus Citations
- Wikipedia
- Youtube
- Reddit
- F1000
- Q&A

Social media
- Twitter, Facebook, Google+, Public posts only
SCHOLARLY IDENTIFIERS TRACKED: MORE THAN DOIs

DOIs | General
PubMed ID | Health Sciences
arXiv ID | Physics, Mathematics & Computer Sciences
ADS ID | Astrophysics data system
SSRN ID | Social Sciences
RePEC ID | Economics
ISBNs | General
Handles | General
ClinicalTrials.gov Records | Medicine/biomedical
URN | General
CAPTURING ATTENTION

Follow a list of domains.

Search for links to those domains in attention sources.

Collate attention.

Disambiguation across different versions.

Display data in Altmetric Details Pages.

E.g. nature.com, lse.ac.uk, figshare.com

E.g. blogs, news, policy documents, social media.
ALTMETRIC ATTENTION SCORE

Provides an indicator of the attention surrounding a research output.

<table>
<thead>
<tr>
<th>Volume</th>
<th>Sources</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>The score for an article rises as more people mention it.</td>
<td>Each source category contributes a different base amount to the final score.</td>
<td>How often the author of each mention talks about scholarly articles influences the contribution of the mention.</td>
</tr>
</tbody>
</table>

Read more about the score here: altmetric.com/blog/scoreanddonut/
Always look at what people are saying
And not just at the numbers

Attention doesn’t = quality
Altmetric Explorer for Institutions

Search, filter, sort, save, analyze and export altmetrics data
WELCOME TO EXPLORER FOR INSTITUTIONS!

Prominent search bar
Find research outputs

Detailed search results
Discover Altmetric insights

Results analysis
Report on key achievements

EXPLORE THE ALTMETRIC DATABASE

[Image of detailed search results and analysis]

OVERVIEW

ANALYZE THESE RESULTS

Total mentions: 16,675
Research outputs: 5,308
Outputs with mentions: 1,453
Sources of attention: 13
Export results as CSV

ATTENTION SUMMARY

[Graph showing attention summary from 2012 to 2016]
OVERVIEW OF KEY FEATURES

- Browse altmetrics for your institution and search across the entire database
- Filter by your authors and departments
- Search by item type: articles, data sets, books, etc.
- Save searches and export data
- Sort results by Altmetric Attention Score, mention source, or publication date
- Analyze results
ULRIS & Altmetric for Institutions

○ All publications in UL’s Research Information System (ULRIS) that have a DOI (digital object identifier) are added to Altmetric for Institutions & tracked for altmetrics

○ A DOI looks something like this: 10.1038/nature14307

○ Ensure that if your publication has a DOI that it is added to the field “DOI Link” in the reference in ULRIS so that it will be tracked by Altmetric for Institutions
1. SEARCH + BROWSE
HOW TO SEARCH, SORT & FILTER

Quickly find what you need using our powerful search

SEARCH
○ Start in central search bar
○ You can enter keywords, author name, department name, journal name, publication title, or DOI

SORT
○ Sort results by Altmetric Attention Score, publication date or specific attention sources, e.g. Mendeley readers or news

FILTER
○ Build complex queries and refine with Advanced Search
○ Filter by identifier, mention timeframe, output type, author, department, etc.
HOW TO BROWSE ALTMETRIC DATA

Explore research outputs and view Altmetric Details Pages

Donuts with a blue tick in the screenshot above indicate a verified institutional output. These outputs were added to the database as part of your data implementation. Keep an eye out for the blue ticks when searching across the entire database as they help identify your institutional outputs!

Hint!
HOW TO USE ADVANCED SEARCH
Build complex queries in advanced search and save for later

1. Construct your advanced search

2. Browse results, sort and save
HOW TO SEARCH BY ITEM TYPE
E.g. journal article, data set, book, book chapter, clinical trial

Enter output type, e.g. “book” or “article” or filter in advanced search
HOW TO SORT RESULTS
You can sort results by score, publication date or attention source

Try sorting by:
• Altmetric Attention Score to see outputs with high attention
• Publication date for recently published items
• Mendeley readers to see outputs with high academic readership

Hint!
In Altmetric Explorer, you might see transparent donuts with a ? in the center, as in the example on the right. This is indicates a research output without an Altmetric Attention Score but was added to the database during your data implementation. These donuts might still have underlying data, e.g. Mendeley and Scopus, that do not contribute to the score. The donut will light up when it gets a score!
HOW TO TOGGLE BETWEEN DATABASES
Switch between the institutional view and entire Altmetric database.

- Select Full Database to search all outputs Altmetric has ever tracked
- Select Your Institution Only to search across your verified research outputs
HOW TO SAVE SEARCHES

1. Hit Save Search for any query

2. View your Saved Searches via the sidebar
2. ANALYZE RESULTS
ANALYZING ALTMETRIC DATA
Analyze and report on attention to your research
ANALYZING ALTMETRIC DATA

Analyze and report on attention to your research

• **Summary:** Monitor online engagement with research outputs over time.

• **Highlights:** Follow research that’s making headlines, and see which contributors from your institution are making the biggest splash.

• **Demographics:** Discover the global reach of your research outputs on Twitter.

• **Mentions:** Focus on specific attention source types and browse through the mentions.
HOW TO TRACK ATTENTION OVER TIME

a) Track mentions over time in the analysis Summary

Browse the Summary tab, which includes total counts and attention over time for research outputs in your results list.
HOW TO FIND ATTENTION HIGHLIGHTS

b) View Attention Highlights in your search results

View attention highlights of outputs in your results list.
HOW TO VIEW GLOBAL REACH

c) View visualizations in the Demographics tab

View a Twitter demographics visualization and total tweets by country.
HOW TO VIEW MENTION ACTIVITY

d) View a chronological attention breakdown in the Mentions tab.
HOW TO EXPORT DATA

Choose Export results as .csv for any search and the file download will begin.

You can now view authors from your institution & department names in the export.
HOW TO ACCESS EXPLORER FOR INSTITUTIONS

• Go to www.altmetricexplorer.com for institutional IP access

• Log-in via Databases on the Library website using your log-in to UL e-resources username & password (http://libguides.ul.ie/az.php)

• Create an account using the sign-in option in the top of the Altmetric Explorer page
Demo!
Altmetric Explorer for Institutions in Practice
Who should use Altmetric Explorer for Institutions?

**Researchers** who want to…
- Assess the reach, engagement, and influence of their own research outputs…
- Demonstrate evidence of engagement and influence in tenure and funding applications…
Who should use Altmetric Explorer for Institutions?

Librarians who want to…

○ Support researchers by identifying the immediate response to their work…

○ Monitor and report on the performance of their institution's research outputs…
Who should use Altmetric Explorer for Institutions?

Research administrators who want to...

○ Compare the performance and achievements of groups in their institution...

○ Demonstrate the key achievements of their institution to external stakeholders...
Top tips for sharing your research

○ Include links wherever possible – for DOIs add http://dx.doi.org to the DOI (e.g. 10.1016/j.ejpb.2016.04.017) to make clickable URL such as http://dx.doi.org/10.1016/j.ejpb.2016.04.017
○ Don’t be afraid to engage! There’s nothing wrong with making your research more visible
○ Figure out which channels work best for the audiences you want to reach
○ Start thinking about the impacts you hope your work might have early on - what are you trying to achieve?
Exercise

○ In the “Full Database”, use Advanced Search to find the article with the highest Altmetric attention score on the topic of “coffee” published this month

○ Hint: Use the filters “Keyword” and “Mentioned During”, and also sort the results by “Publication Date”
Additional Resources

- Altmetric Help
- Guided Tour Video
- PDF User Guide
THANKS!

Any questions?

Altmetric support at:  
@altmetric  
clientsupport@altmetric.com

Library support at:  
fintan.bracken@ul.ie  
http://libguides.ul.ie/altmetrics

Additional information at:  
Altmetric Help  
Guided Tour Video  
PDF User Guide

Credit: Slides by Altmetric  
All illustrations by Jean Liu @jean_draws