



Altmetrics engagement:

developing a rubric for sustainable use at
your organization

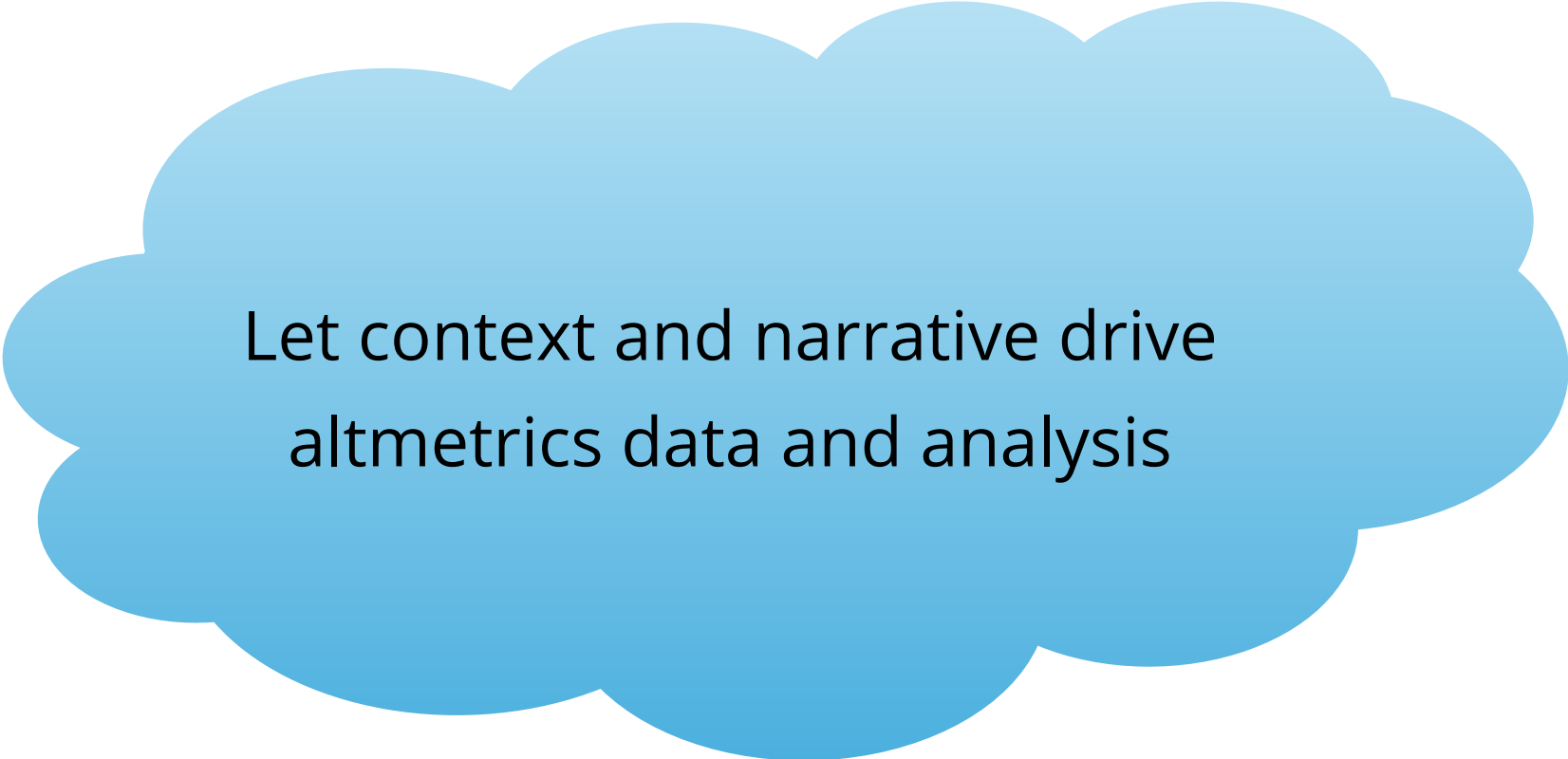
👉 Link in GoToWebinar chat 👈

#AltmetricSymp

Each organization and community is unique

- Keep the goals and culture of your organization close in mind
- Who will be using Altmetric data?
- What other departments/stakeholders might also make use of this information?
- What channels of attention are most important to those in your institution?
- How does your organization currently define and reward impact?
- What are your stakeholders' expectations surrounding Altmetric data; and, what, if any, misconceptions might they have?

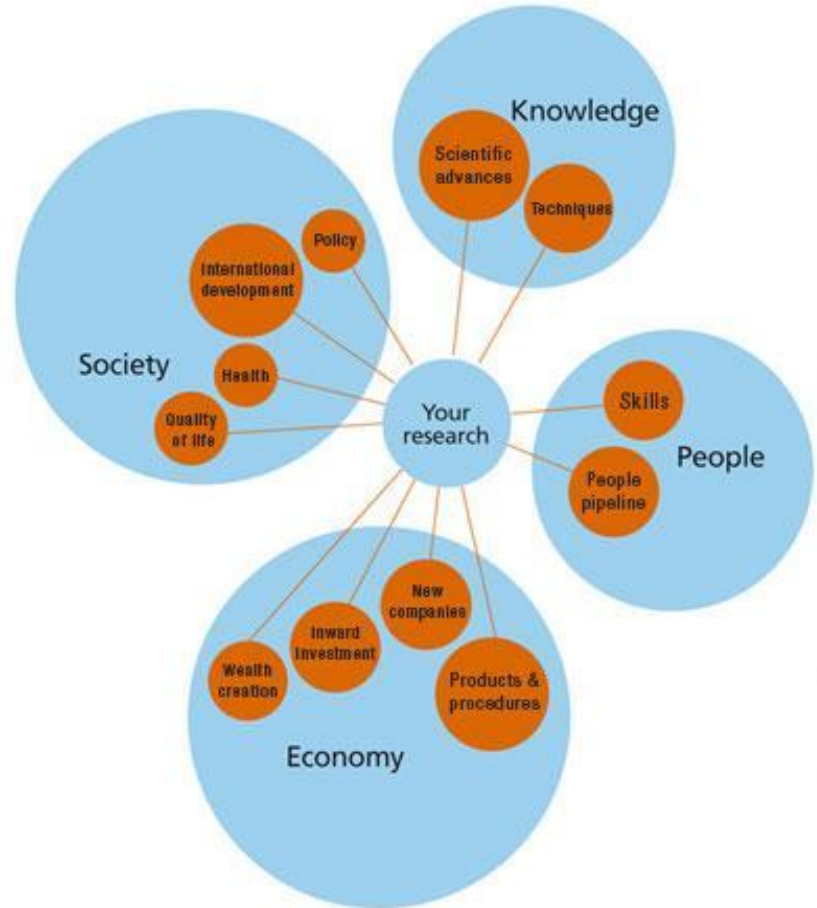




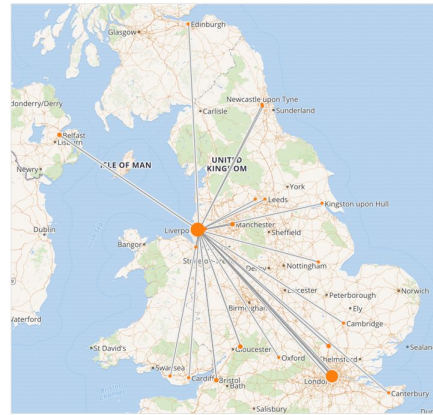
Let context and narrative drive
altmetrics data and analysis

Global perspectives: The REF AND WIDER IMPACT

“any effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia”



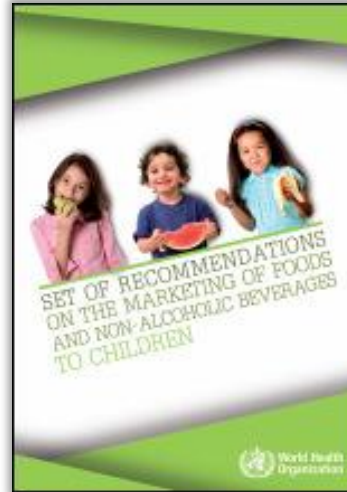
Example: University of Liverpool and the REF



References to UK locations:

Click on a case study to see more detail

| Institution Name | UK location | Case Study Id | Impact Type |
|-------------------------|-------------|---------------|-------------|
| University of Liverpool | Battersea | 4424 | Cultural |
| | Belfast | 7750 | Health |
| | Bradford | 7751 | Health |
| | Bradford | 7832 | Health |
| | Bridgend | 7314 | Health |
| | Bristol | 4438 | Health |
| | Cambridge | 33271 | Health |
| | Camden Town | 5574 | Health |
| | Canterbury | 7747 | Health |
| | Cardiff | 4437 | Health |
| | Cheltenham | 4437 | Health |
| | Cheltenham | 7746 | Health |
| | Cheltenham | 31869 | Health |
| | Edinburgh | 7746 | Health |
| | Gateshead | 5574 | Health |
| | Hawarden | 7748 | Health |
| | Hull | 5577 | Health |
| | Huyton | 3646 | Health |
| | Islington | 7382 | Health |
| | Leeds | 7382 | Health |
| | Leeds | 3712 | Health |
| | Liverpool | 3646 | Health |
| | Liverpool | 4140 | Health |



Recommendations for nutrition regulations, impact on public awareness, improved poultry disease control



| Veterinary Medicines Directorate | | | | | | | | | | |
|--|------------------|------------|---------------|---------------------|-------------------|-----------------|----------------|------------------------|----------------------|------------------|
| Start Page > Product Information Database | | | | | | | | | | |
| A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Numerically Named Products Recently Updated Recently Authorised MA's Show All | | | | | | | | | | |
| Home Current Authorised Products Expired Products Suspended Products Registered Homeopathic Specified Feed Additives (Inc Expired) Refused MA Applications | | | | | | | | | | |
| Product Name | MA Holder | Vm No | Date Of Issue | Authorisation Basis | Active Substance | Controlled Drug | Target Species | Dissemination Category | Associated Documents | Distributors |
| Poultex TRT Vaccine | Zetis UK Limited | 42255/4113 | 05/12/2007 | Mutually Recognised | Avian pneumovirus | N | Turkeys | POD-V | @Vet.SIS @Vet.DAA | Zetis UK Limited |

Crafting an impact statement

WHO benefitted from this research? WHEN did this impact take place?

WHAT is/was impact or benefit? HOW did the research translate to impact?

WHERE did this impact occur? WHY is this research and subsequent impact important?

TIPS:

- Use narrative to clearly outlines the research impact
- Explain the relationship between the associated research and the impact
- Identify nature or type of impact (eg, social, economic, cultural, and/or environmental impact)
- Extent of the impact, including specific references and examples

Connect back to the scholarly/research mission

Questions for the researcher:

- What audiences are they most interested in reaching?
- Where do they go to find out about important research?
- What sort of collaborations might be beneficial to their research?
- What do they view as measures of impact in their field? Is this citations? Lives saved? Discoveries made? Policies influence?
- What advice would you give them?



A large, irregular blue cloud shape with a gradient from light blue to a darker blue, centered on a white background. Inside the cloud, the text "Prioritize adaptive, personalized relationship-building." is written in white, sans-serif font, centered horizontally and vertically.

Prioritize adaptive, personalized
relationship-building.

Tailoring your message and delivery

How and where can you engage with various organizational stakeholders?

- How do different groups receive and process information?
- What are the internal communication channels where this exchange takes place?
- What sort of engagement activities and events work for your community?
- Have you given yourself enough lead time for outreach and promotion?



Planning your Altmetric launch and beyond

- Conduct environmental scan -- *who are your stakeholders and users?*
- Align strategy with mission and goals -- *user personas to help guide?*
- Organize schedule for launch -- *consider internal and external outreach channels, lead time, etc.*
- Training and engagement -- format, focus, timing
- Resources and collateral -- *dissemination and distribution*
- Next level engagement -- *targeting new projects/outputs, collaborations, Altmetric research*

Identify elements for an Altmetric roll-out at your organization, with an eye on sustainable engagement.



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?

EXAMPLE: Developing extension program personas at Virginia Tech University

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

| | <u>AREC</u> | <u>Extension Agent</u> | <u>Research</u> | <u>Teaching</u> |
|----------------------|-------------------|-------------------------------------|------------------------------------|-----------------------------------|
| 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 |