Altmetrics engagement:

developing a rubric for sustainable use at your organization
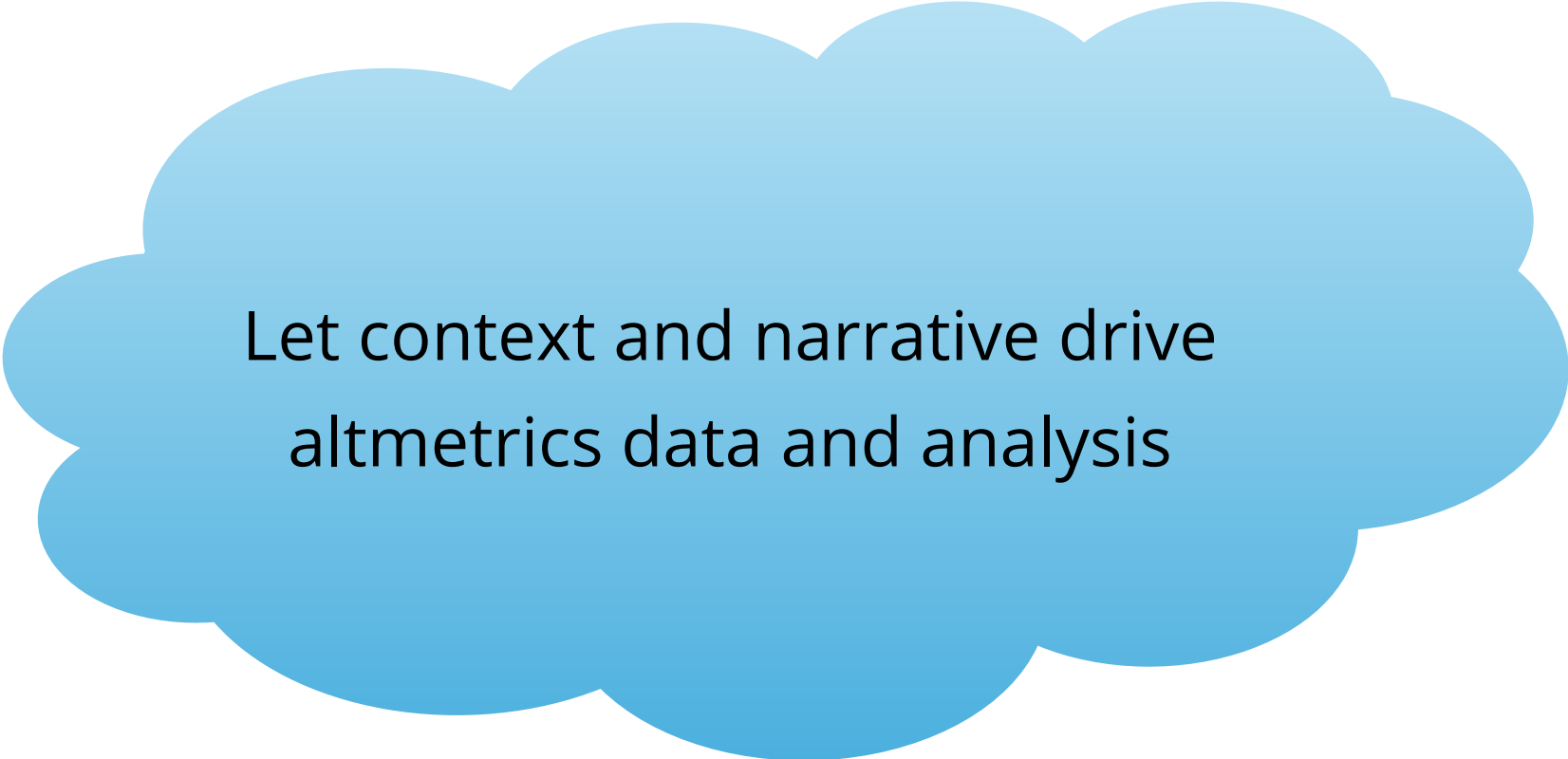
☞ Link in GoToWebinar chat ☜

#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?
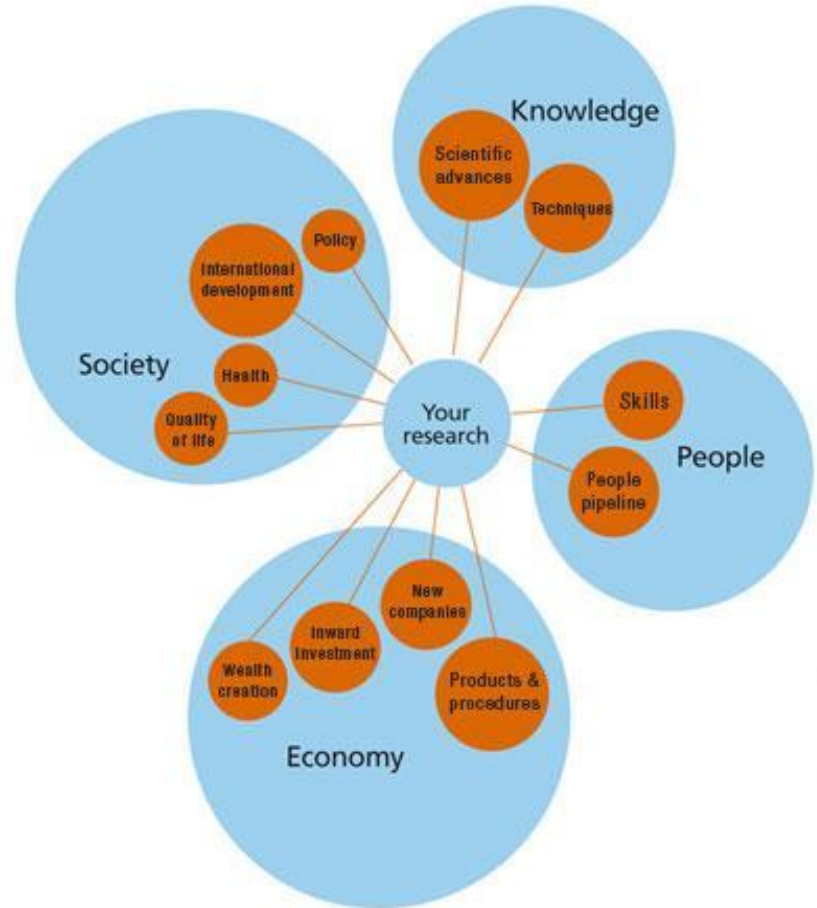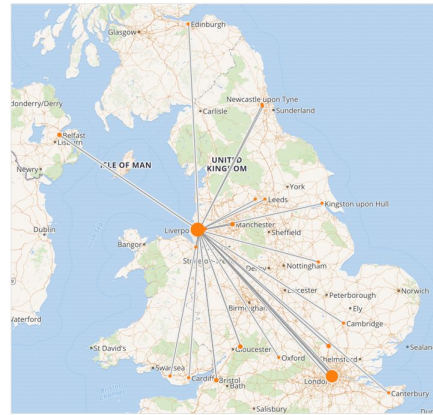
Let context and narrative drive altmetrics data and analysis

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"
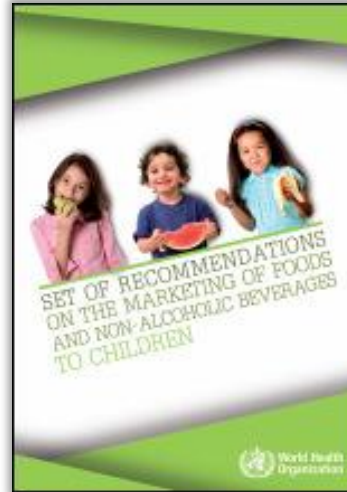
Example: University of Liverpool and the REF

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

Crafting an impact statement

WHO benefitted from this research?
WHAT is/was impact or benefit?
WHERE did this impact occur?

WHEN did this impact take place?
HOW did the research translate to impact?
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?

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

	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