Enhance your publication strategy with Altmetric data and tools

8 November 2018

Housekeeping

- Questions in the question box
- Let us know if you can’t hear or see
- Webinar will be recorded

Our speakers

Cat Williams
Altmetric

Sara Grimme
Digital Science

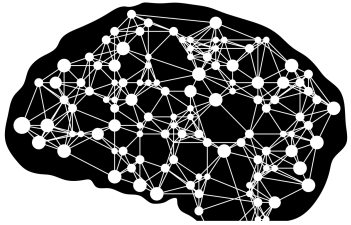
What we'll cover

- An introduction to altmetrics
- Using altmetrics to guide your editorial strategy
- Altmetric as a tool for attracting new authors
- Maximising reach and influence of your content
- Q&A

Altmetrics: why and what?

RESEARCH→

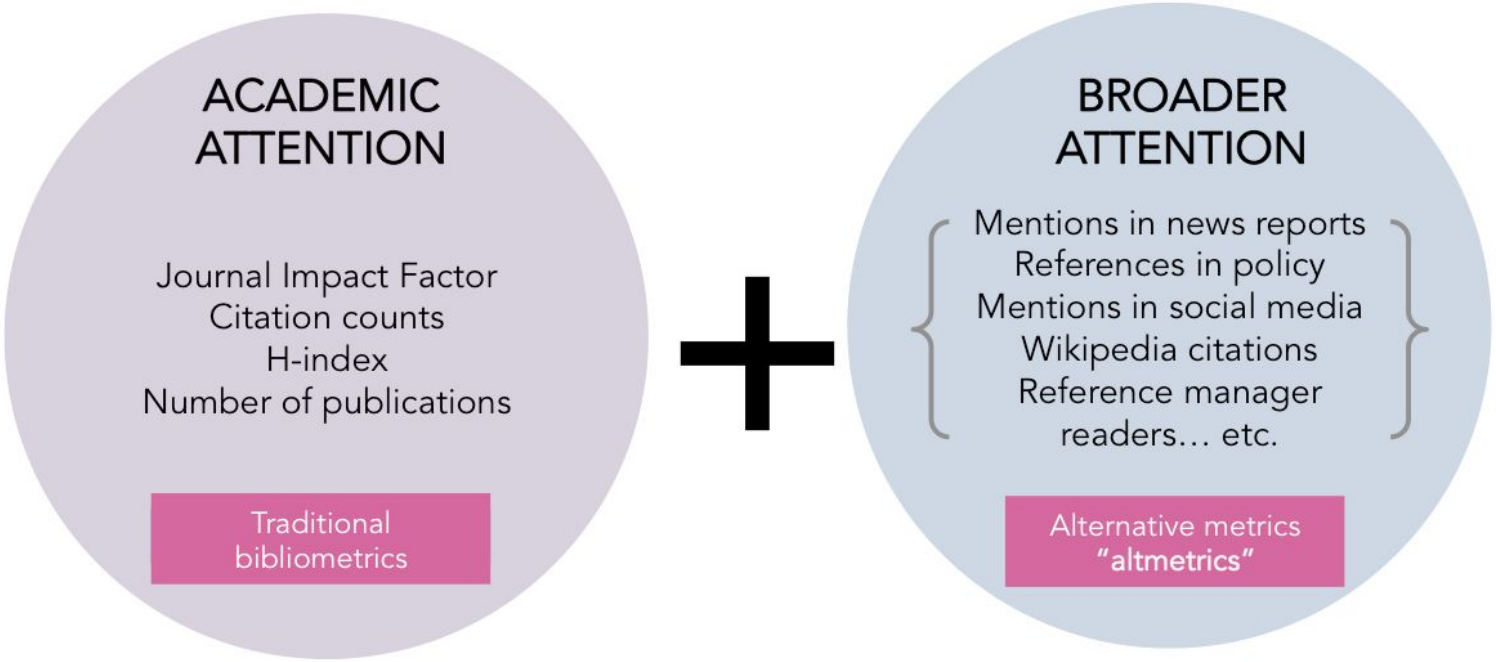
ACCOUNTABLE TO MORE AUDIENCES AND STAKEHOLDERS



- ❑ Academia
- ❑ Practitioners
- ❑ General Public
- ❑ Educators and students
- ❑ Media and influencers
- ❑ Artists
- ❑ Funders
- ❑ Unaffiliated researchers
- ❑ Special interest groups
- ❑ Government and policy makers
- ❑ Corporations

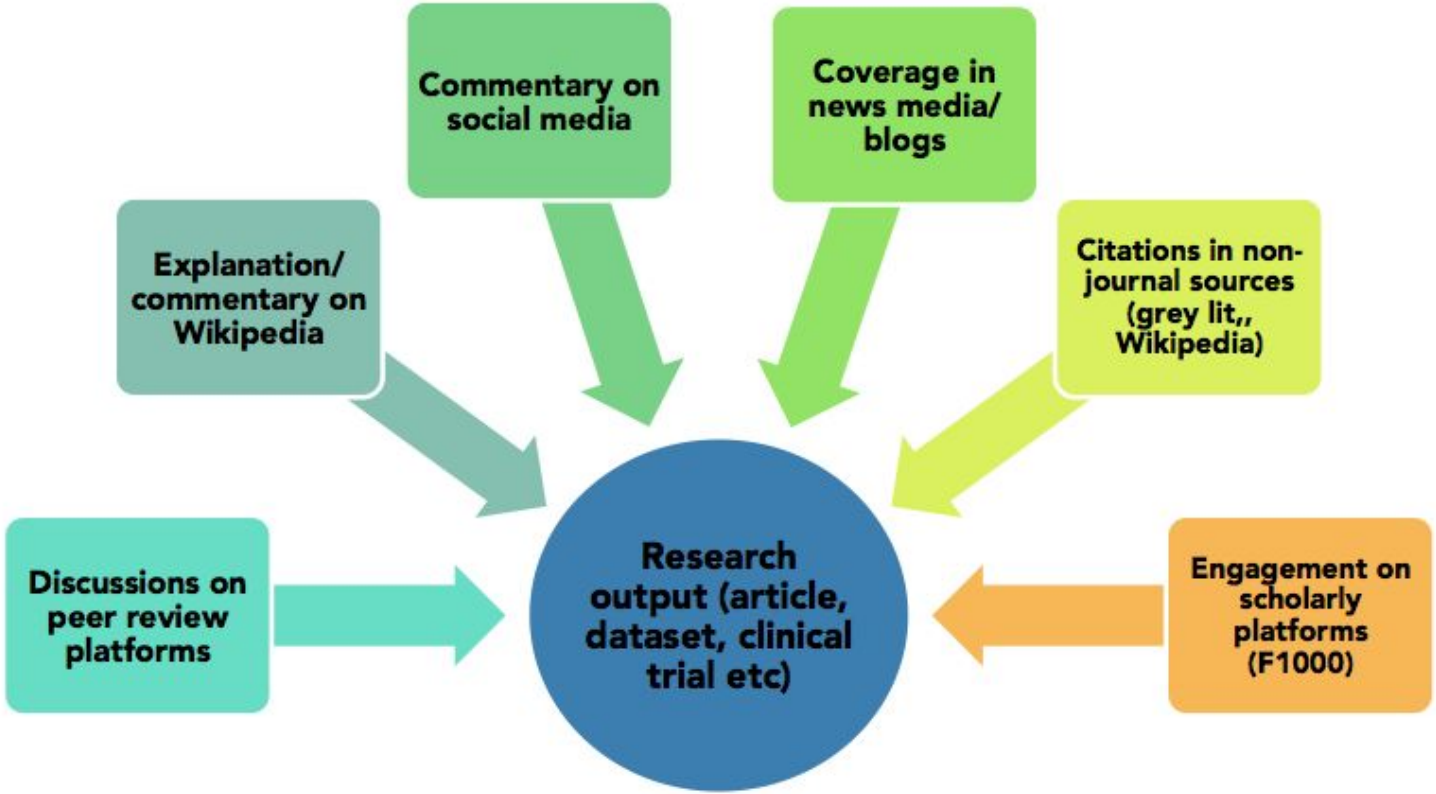
Why are they needed?

Reflecting broader engagement

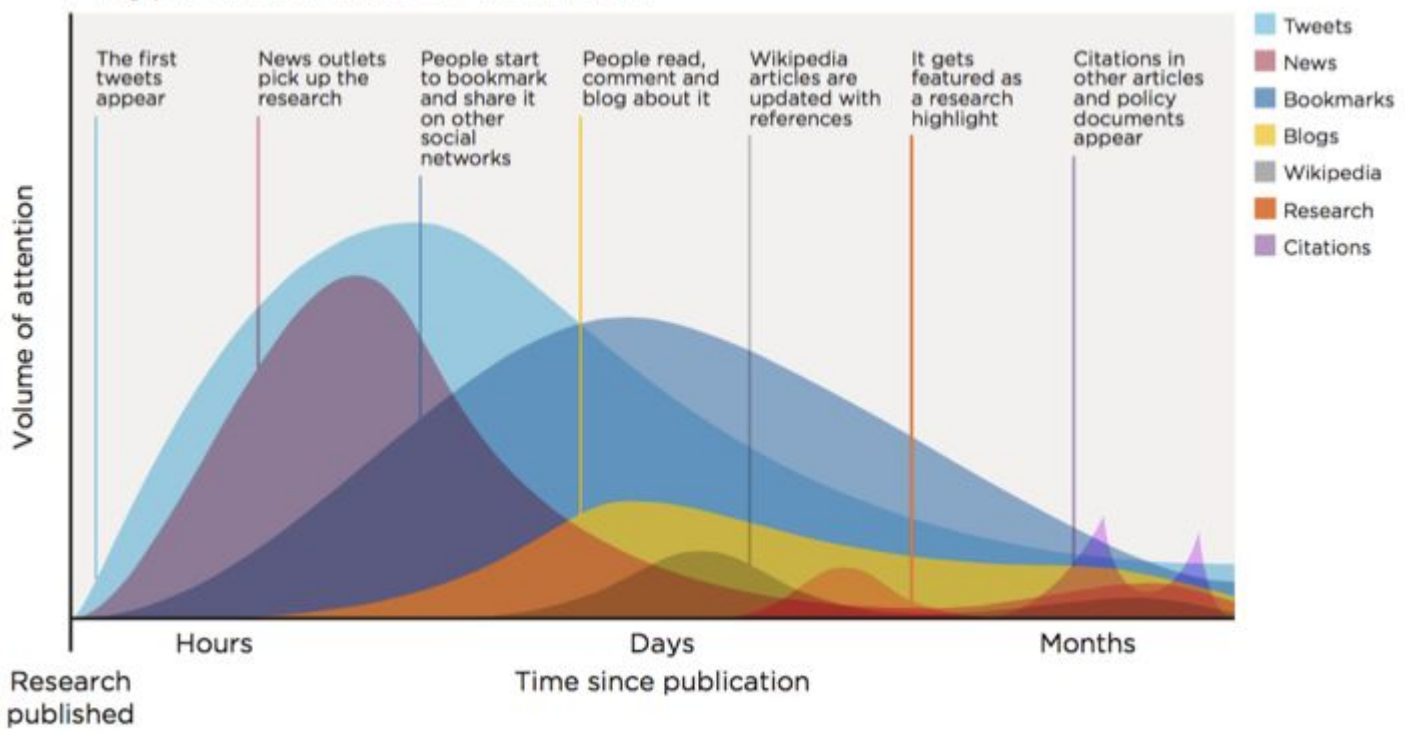


altmetrics
Indicators of online engagement
that complement traditional
citation impact metrics.

Who's engaging?



A typical timeline of attention



Qualitative
• Who/what/where/when
• Transparent
• Facilitates engagement analysis
Quantitative
• Answers: How many or how much?
• Often opaque

How are they useful?

Challenges for authors

Finding potential collaborators

Getting their work seen and read

Attracting new funding

Evidencing broader reach and influence

Prioritizing what to read

Deciding where to publish

Publisher challenges

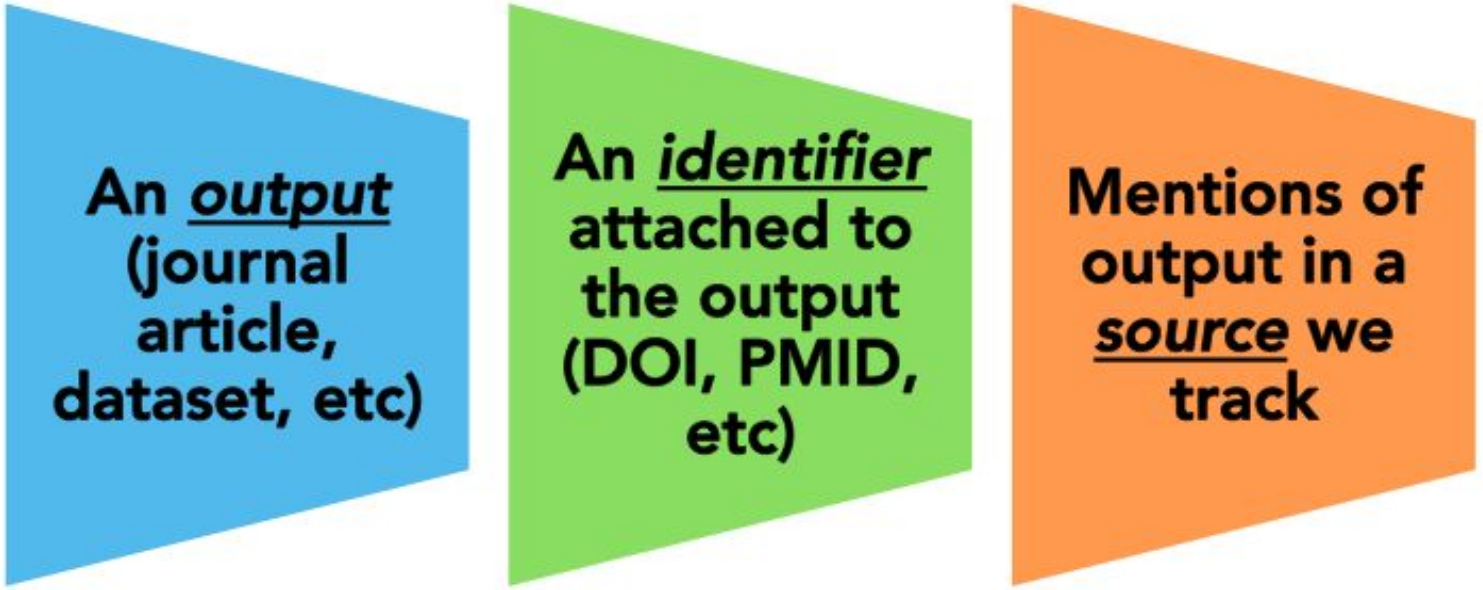
- Making informed strategic decisions
- Adding value for readers, authors and subscribers
- Attracting and keeping the best authors
- Demonstrating importance of content
- Creating engaging marketing campaigns
- Supporting research communities

How can altmetrics help?

- Understand (and help your audience understand) how published research is being received and interpreted
- Report back to authors and editorial boards
- Measure the success of outreach and promotional activity
- Identify hot topic content and guide future strategy
- Demonstrate innovation and play a part in the wider conversation

How does it work?

Linking mentions to content



Sources of attention

Collating attention

Follow a list of domains.

E.g. duke.edu, nature.com

Search for links to those domains in attention sources.

E.g. blogs, news, policy documents, social media.

Collate attention.

Disambiguation across different versions.

Display data in Altmetric Details Pages.

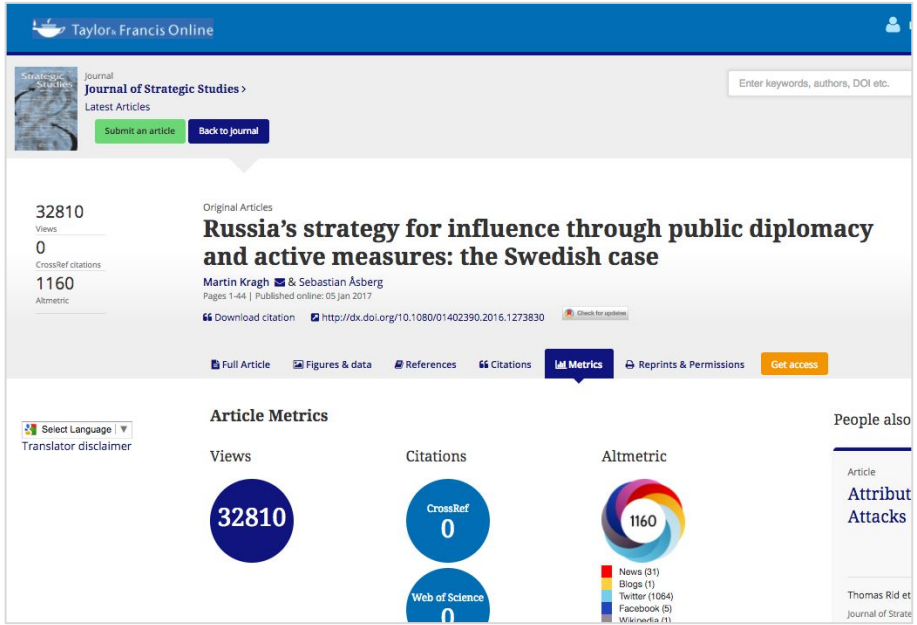
The donut and score

- Tweeted by **293**
- Blogged by **4**
- On **200** Facebook pages
- Mentioned in **6** Google+ posts
- Picked up by **1** news outlets
- Mentioned in **1** LinkedIn forums
- Reddited by **2**
- On **1** videos

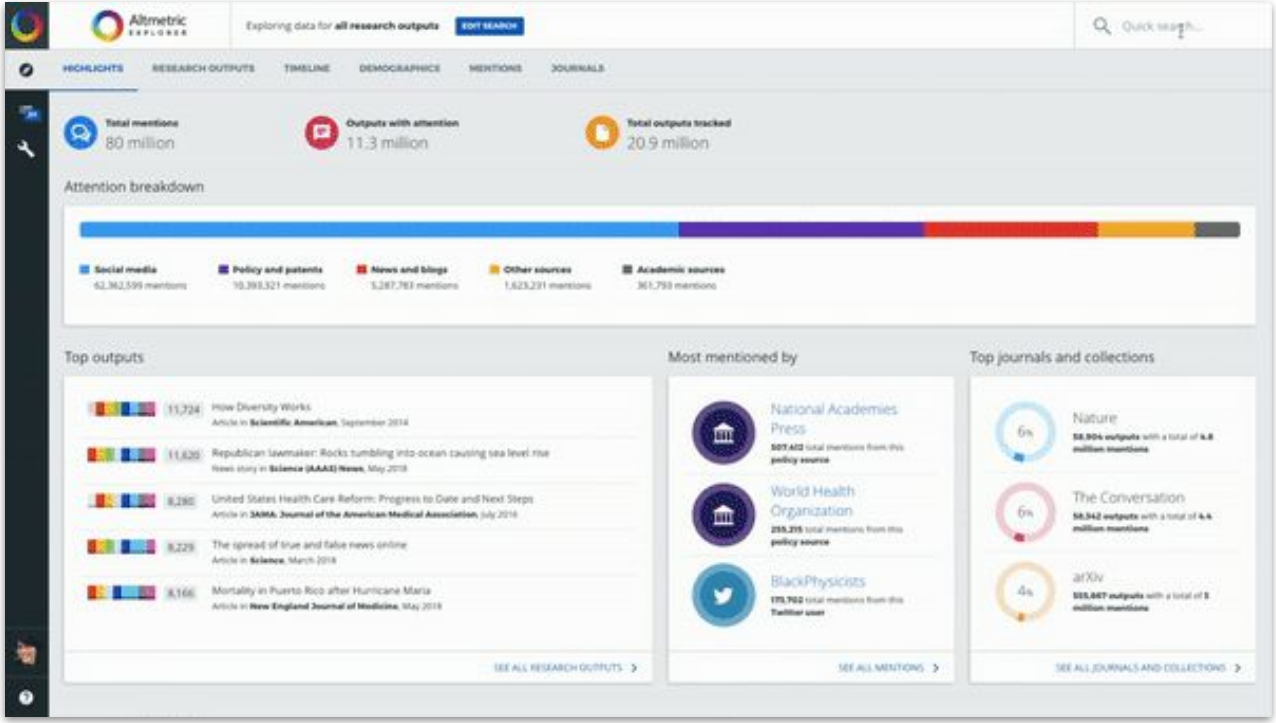
- **166** readers on Mendeley
- **1** reader on Connotea
- **3** readers on CiteULike

Journal badges

- Available on thousands of journals
- Update in real time
- At-a-glance summary of online attention

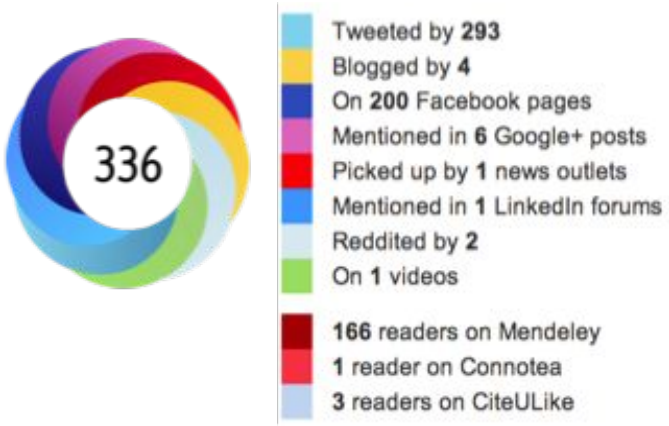


Altmetric Explorer



Be responsible!

- An indicator, not the full story
- Complement expert opinion and other metrics
- Look beyond the numbers



Using altmetrics to guide your editorial strategy

Publisher challenges - a quick recap

- Making informed business decisions
- Adding value for readers, authors and subscribers
- Attracting and keeping the best authors
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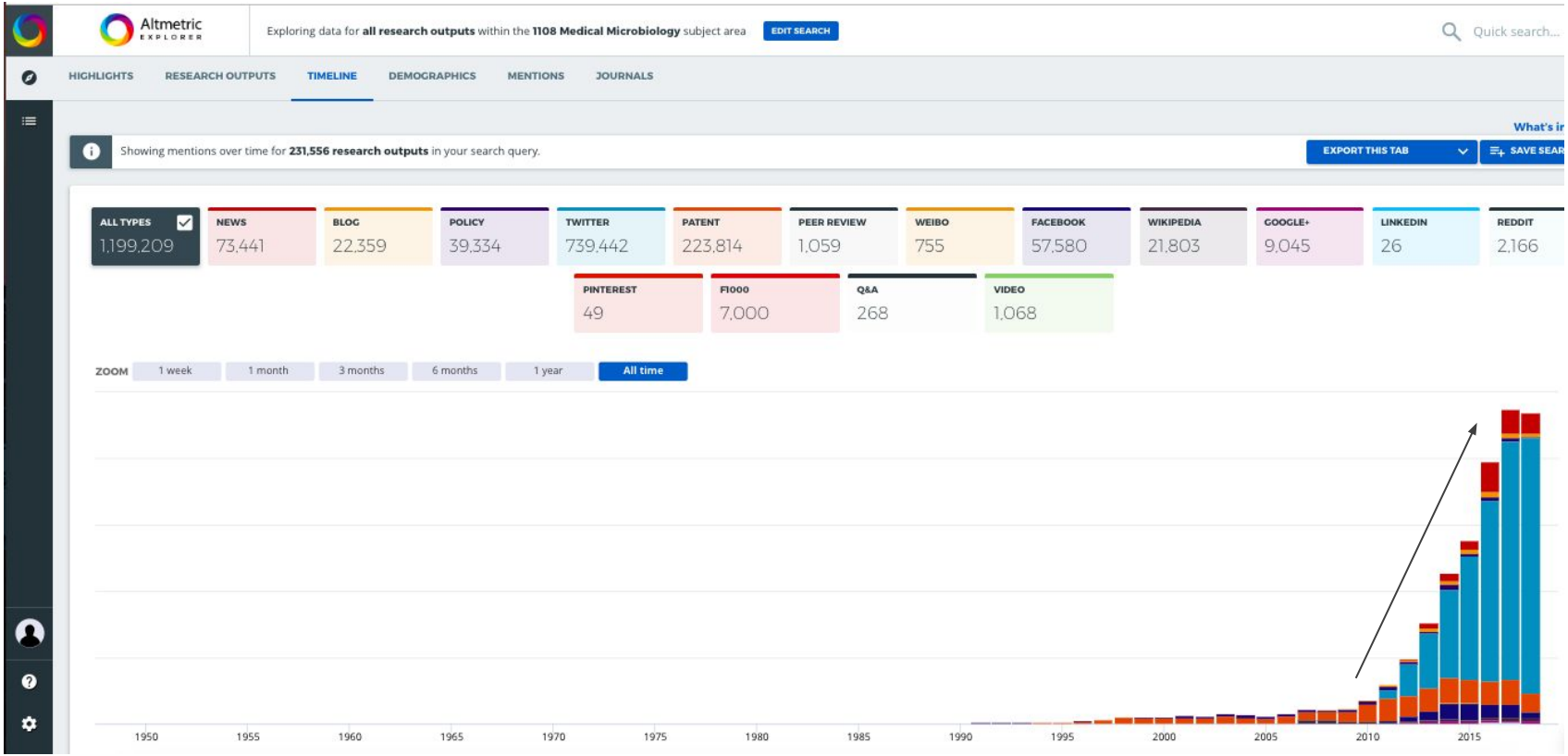
Using the Explorer to drive business insight



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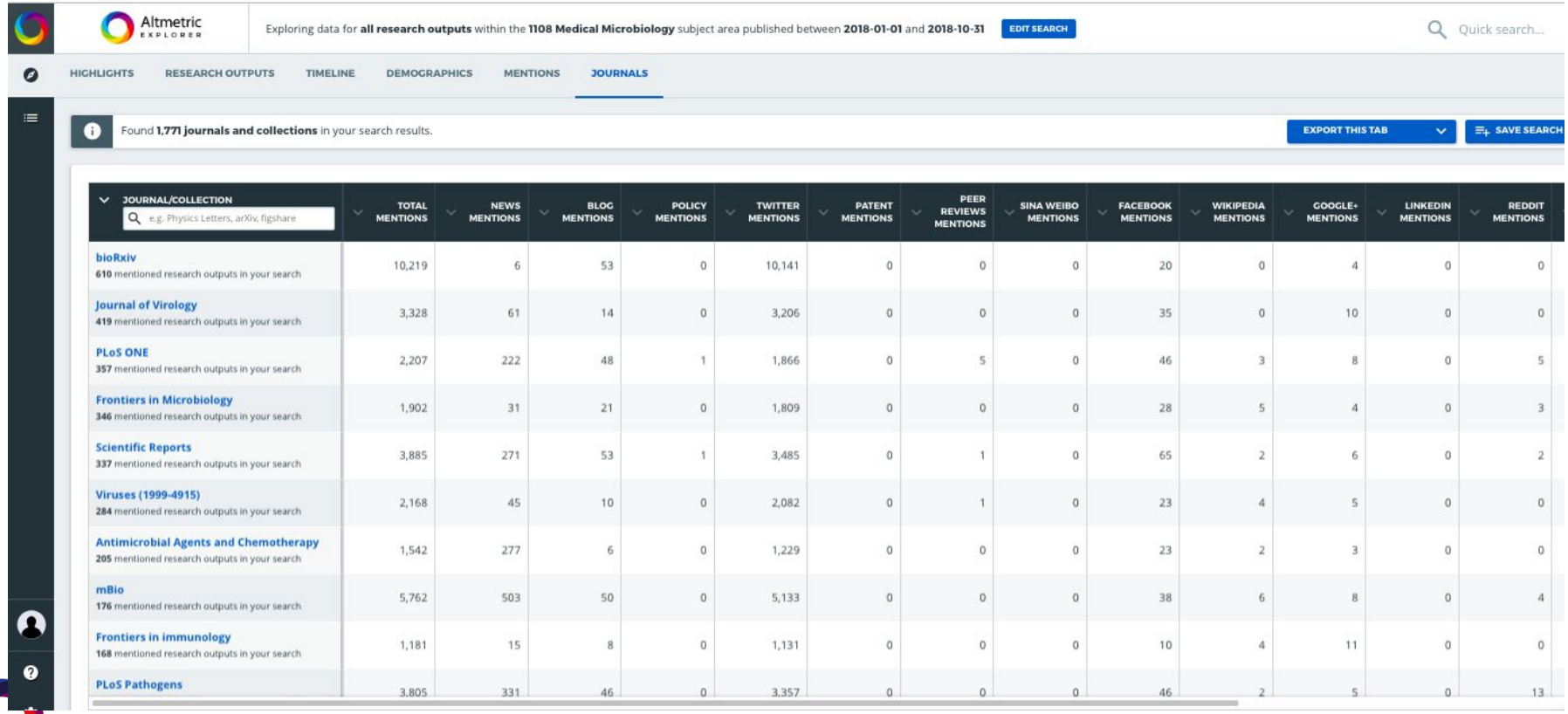
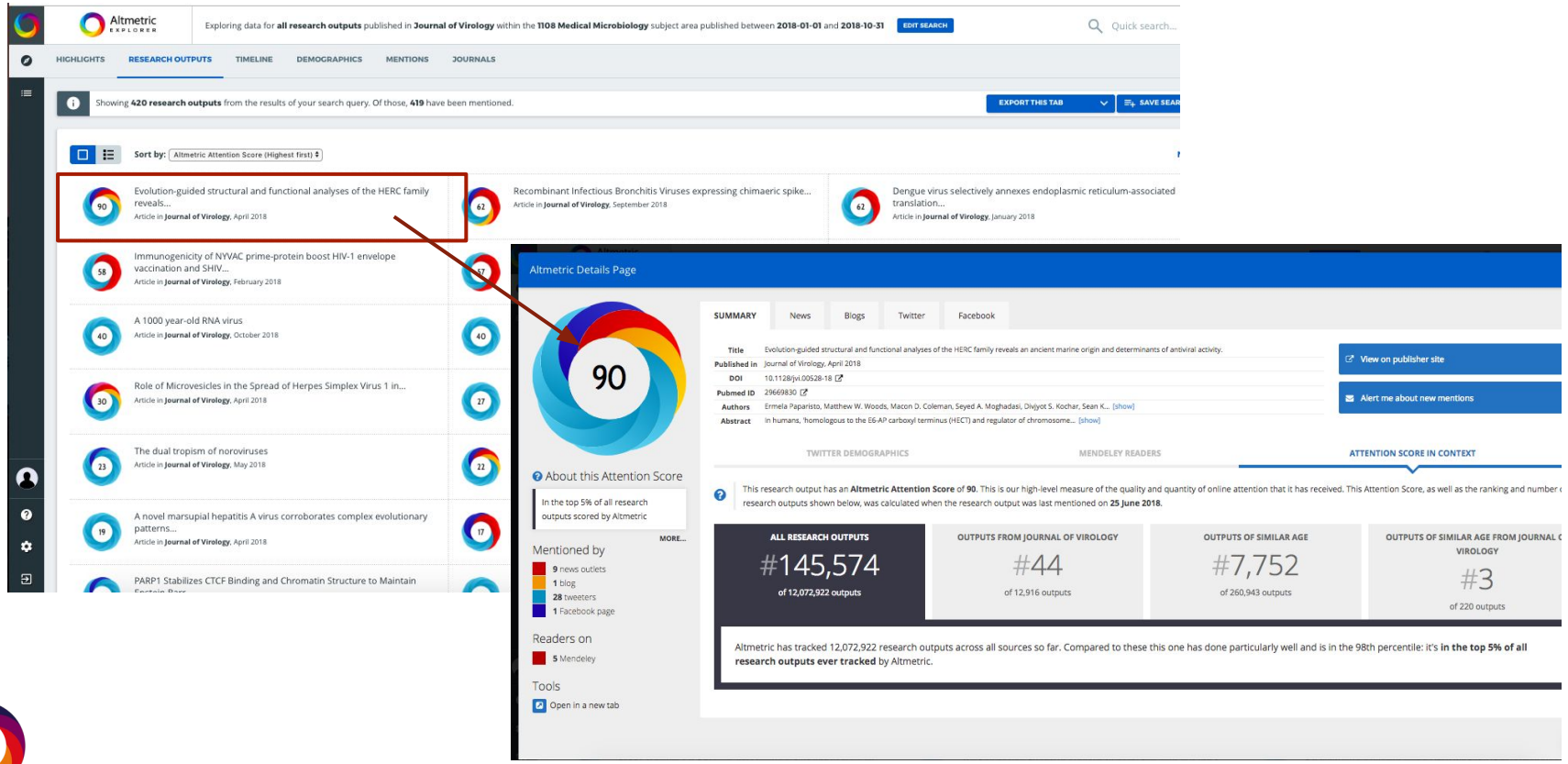


JOURNAL/COLLECTION (e.g. Physics Letters, arXiv, figshare)	TOTAL MENTIONS	NEWS MENTIONS	BLOG MENTIONS	POLICY MENTIONS	TWITTER MENTIONS	PATENT MENTIONS	PEER REVIEWS MENTIONS	SINA WEIBO MENTIONS	FACEBOOK MENTIONS	WIKIPEDIA MENTIONS	GOOGLE+ MENTIONS	LINKEDIN MENTIONS	REDDIT MENTIONS
bioRxiv 610 mentioned research outputs in your search	10,219	6	53	0	10,141	0	0	0	20	0	4	0	0
Journal of Virology 419 mentioned research outputs in your search	3,328	61	14	0	3,206	0	0	0	35	0	10	0	0
PLoS ONE 357 mentioned research outputs in your search	2,207	222	48	1	1,866	0	5	0	46	3	8	0	5
Frontiers in Microbiology 346 mentioned research outputs in your search	1,902	31	21	0	1,809	0	0	0	28	5	4	0	3
Scientific Reports 337 mentioned research outputs in your search	3,885	271	53	1	3,485	0	1	0	65	2	6	0	2
Viruses (1999-4915) 284 mentioned research outputs in your search	2,168	45	10	0	2,082	0	1	0	23	4	5	0	0
Antimicrobial Agents and Chemotherapy 205 mentioned research outputs in your search	1,542	277	6	0	1,229	0	0	0	23	2	3	0	0
mBio 176 mentioned research outputs in your search	5,762	503	50	0	5,133	0	0	0	38	6	8	0	4
Frontiers in immunology 168 mentioned research outputs in your search	1,181	15	8	0	1,131	0	0	0	10	4	11	0	0
PLoS Pathogens	3,805	331	46	0	3,357	0	0	0	46	2	5	0	13

Using the Explorer to drive business insight



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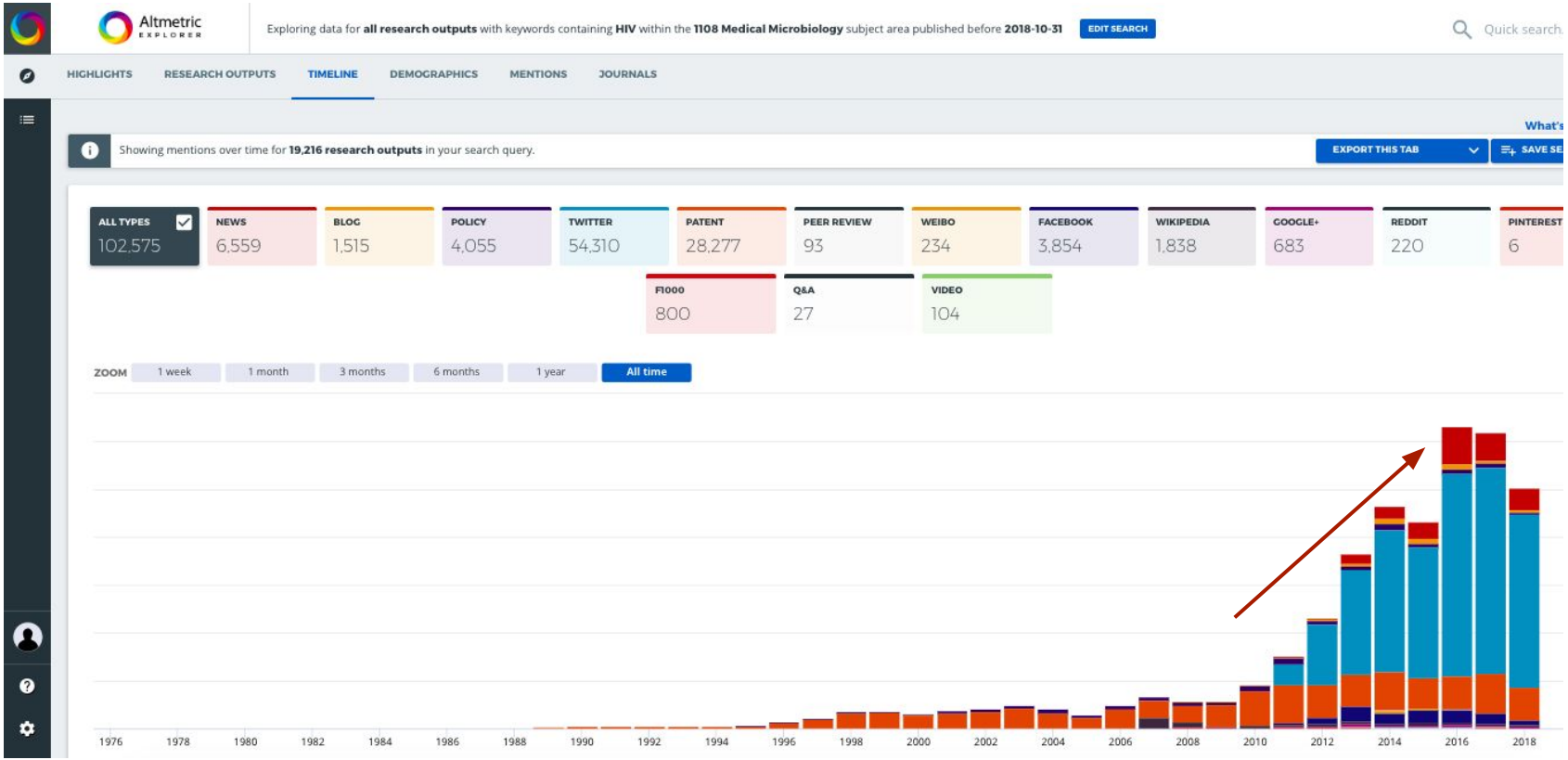

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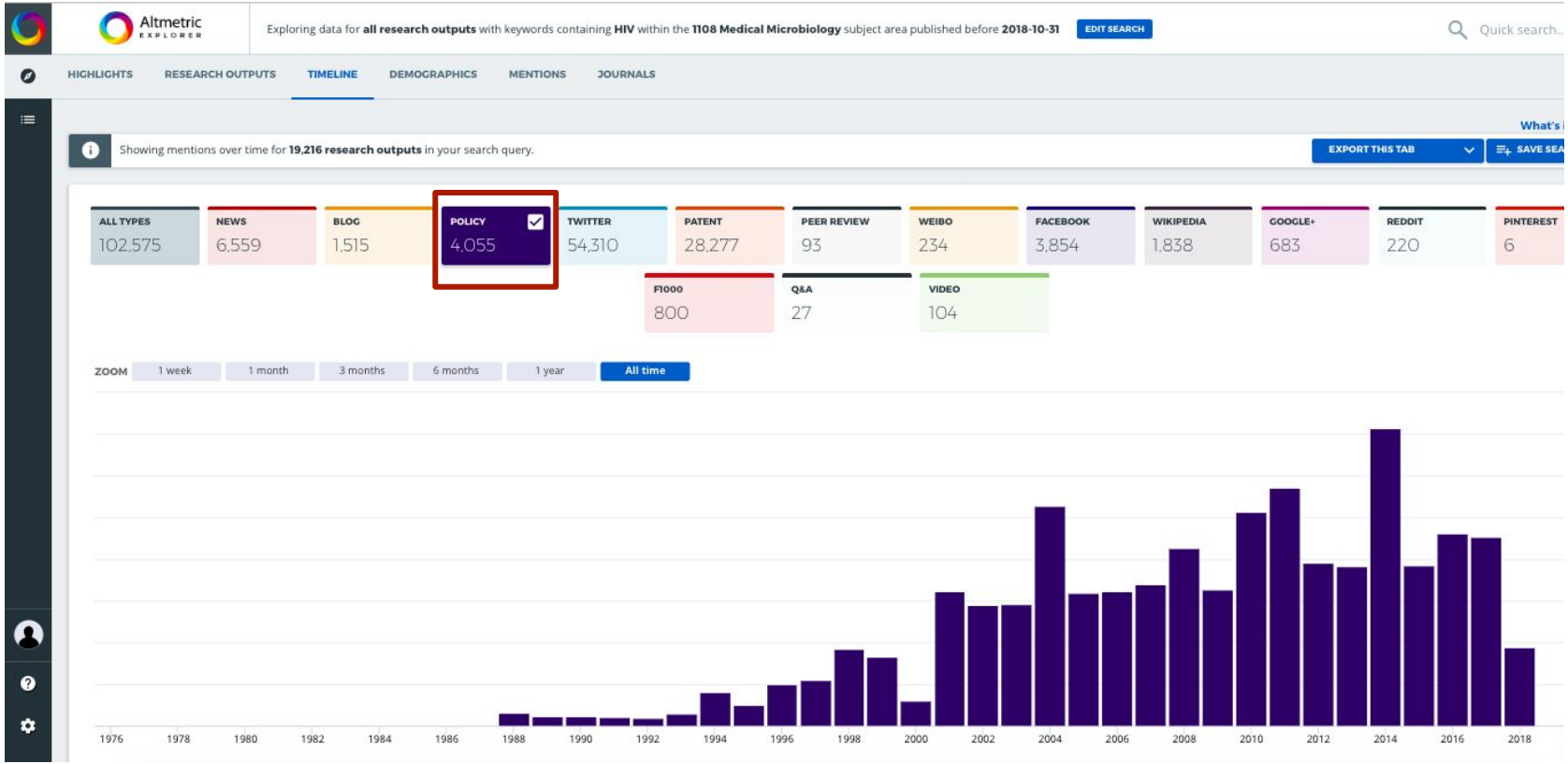
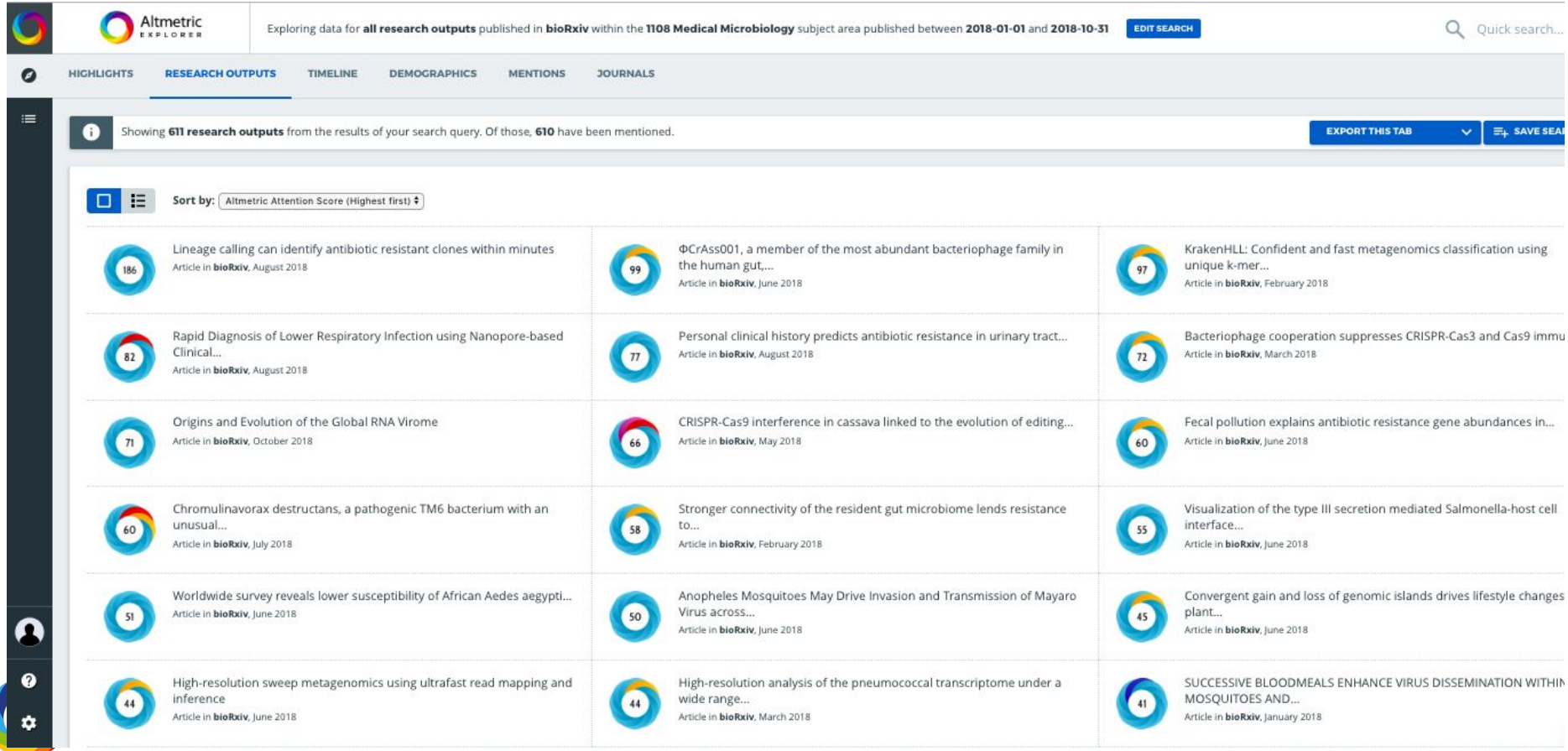
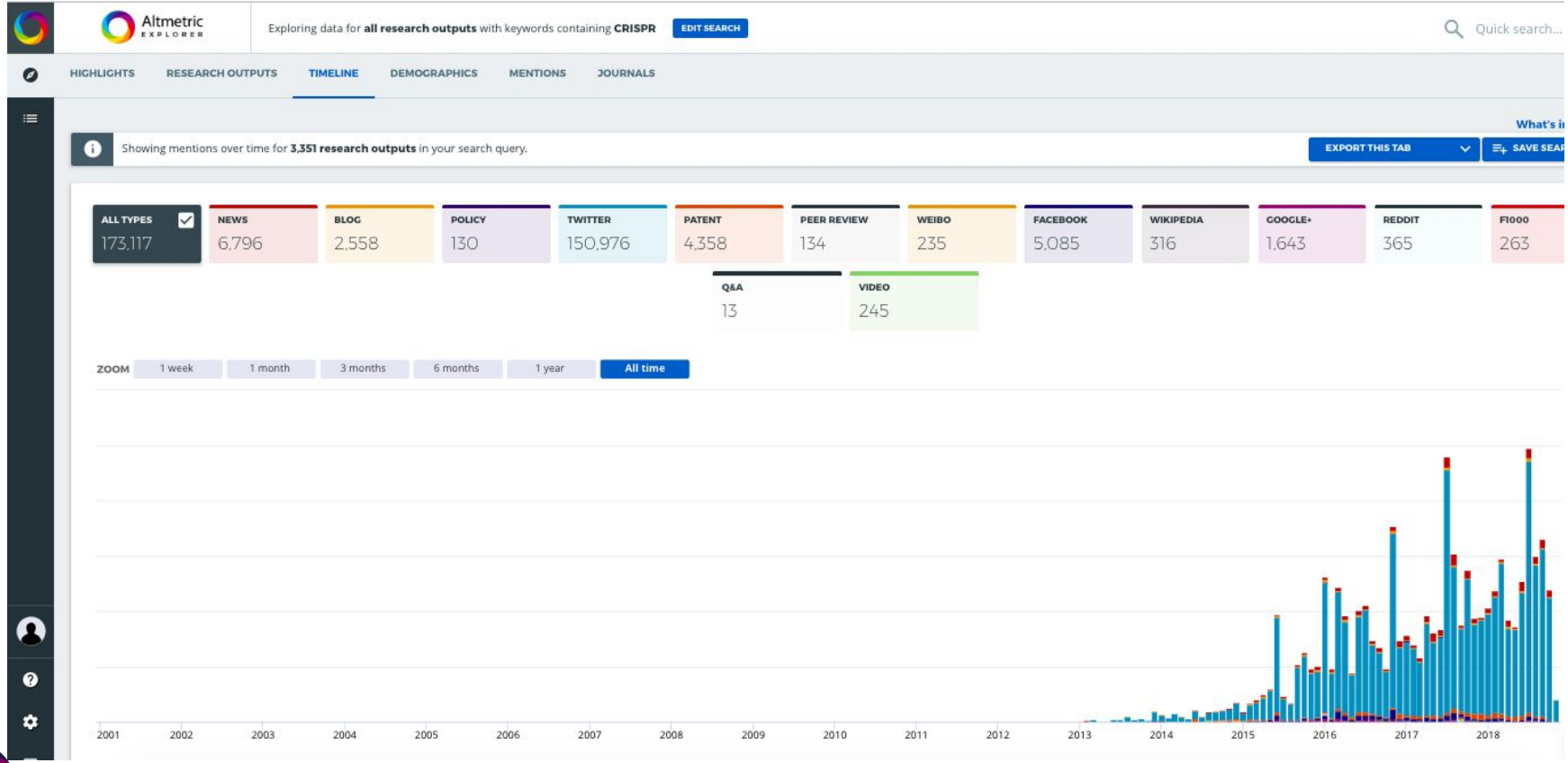


The bioRXiv - a tool for commissioning?



What about new journal launch ideas - CRISPR?



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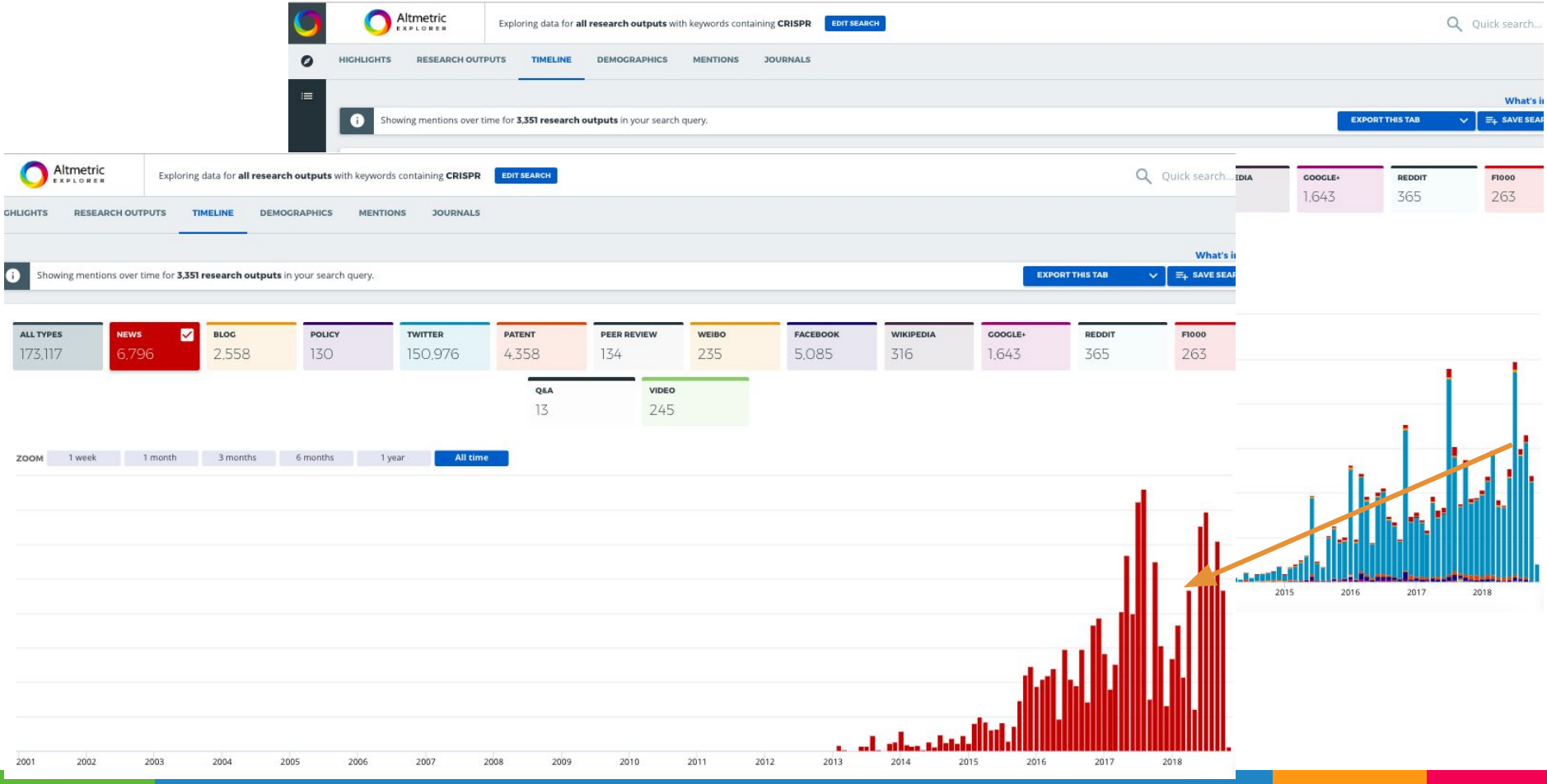

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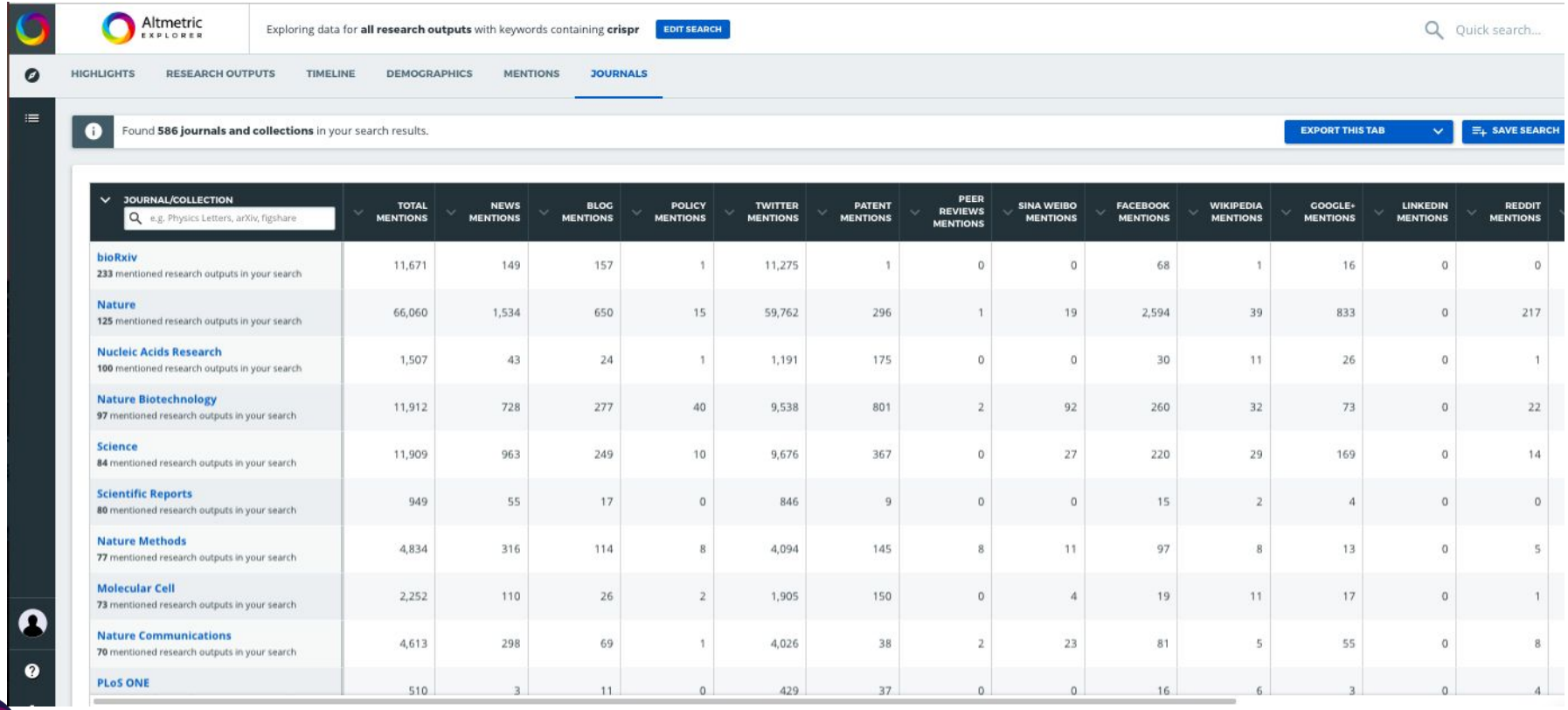


Altmetric EXPLORER

Exploring data for **all research outputs** with keywords containing **crispr** EDIT SEARCH

Quick search...

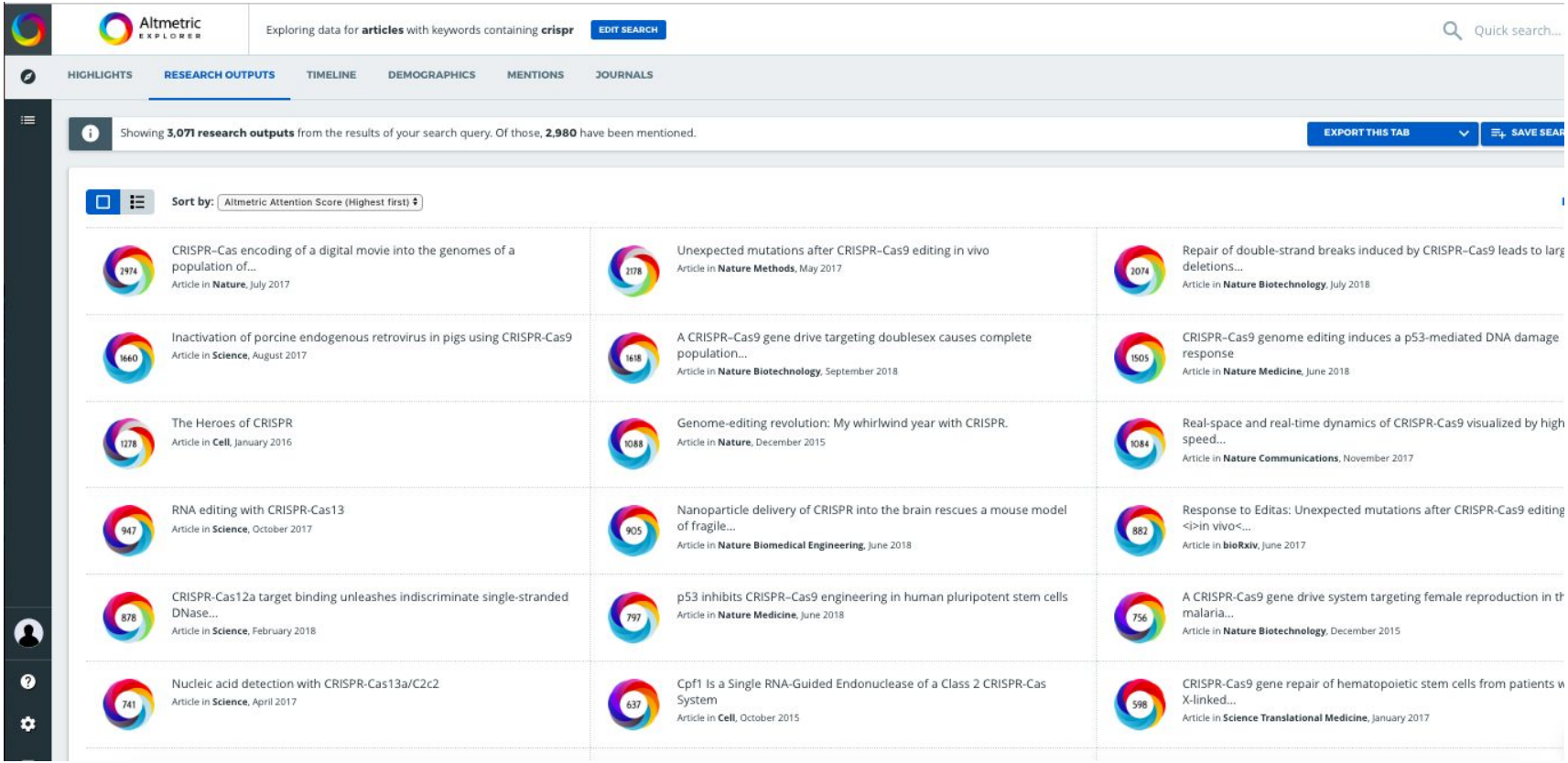
HIGHLIGHTS | RESEARCH OUTPUTS | TIMELINE | DEMOGRAPHICS | MENTIONS | JOURNALS

Found **586 journals and collections** in your search results.

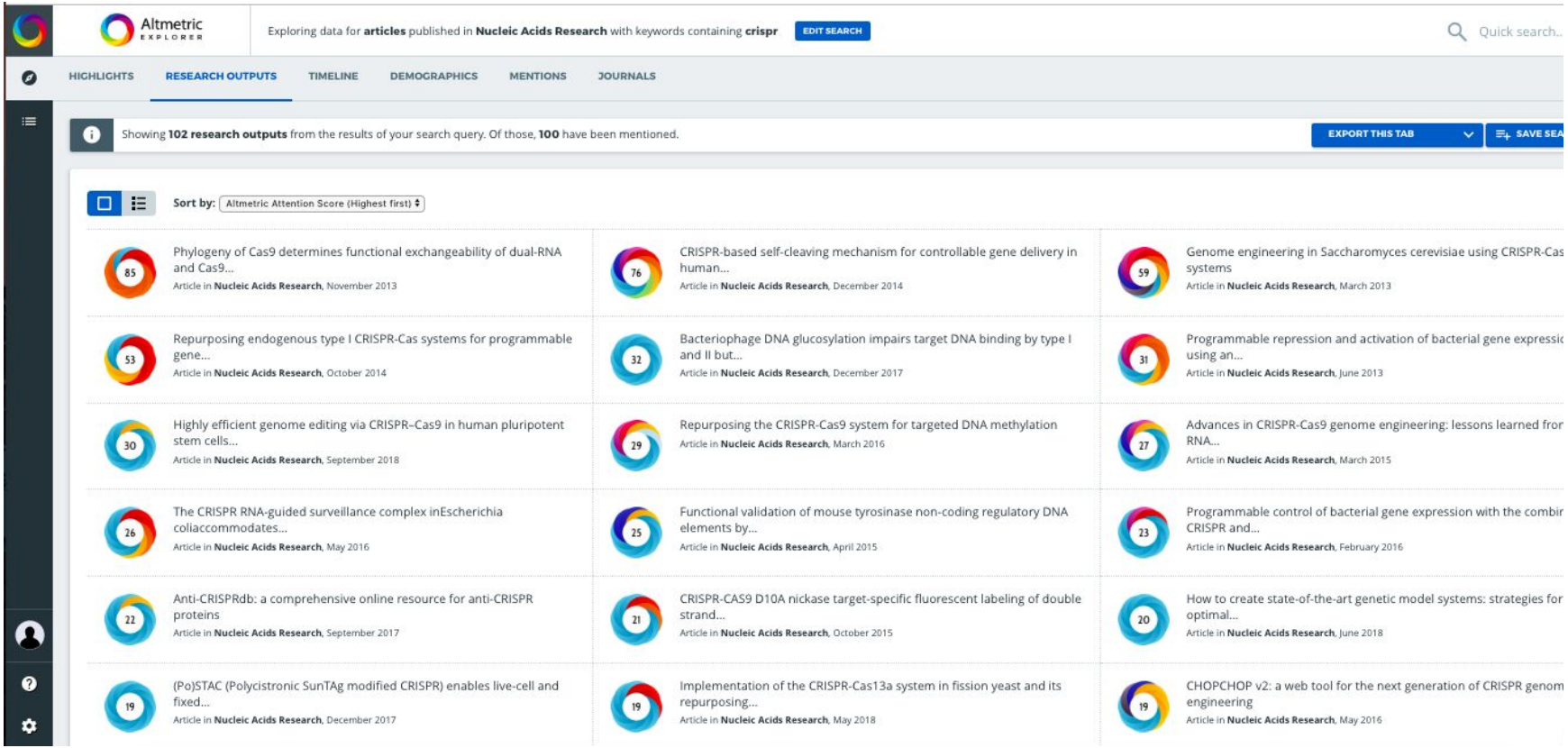
EXPORT THIS TAB | SAVE SEARCH

JOURNAL/COLLECTION (e.g. Physics Letters, arXiv, figshare)	TOTAL MENTIONS	NEWS MENTIONS	BLOG MENTIONS	POLICY MENTIONS	TWITTER MENTIONS	PATENT MENTIONS	PEER REVIEWS MENTIONS	SINA WEIBO MENTIONS	FACEBOOK MENTIONS	WIKIPEDIA MENTIONS	GOOGLE+ MENTIONS	LINKEDIN MENTIONS	REDDIT MENTIONS
bioRxiv 233 mentioned research outputs in your search	11,671	149	157	1	11,275	1	0	0	68	1	16	0	0
Nature 125 mentioned research outputs in your search	66,060	1,534	650	15	59,762	296	1	19	2,594	39	833	0	217
Nucleic Acids Research 100 mentioned research outputs in your search	1,507	43	24	1	1,191	175	0	0	30	11	26	0	1
Nature Biotechnology 97 mentioned research outputs in your search	11,912	728	277	40	9,538	801	2	92	260	32	73	0	22
Science 84 mentioned research outputs in your search	11,909	963	249	10	9,676	367	0	27	220	29	169	0	14
Scientific Reports 80 mentioned research outputs in your search	949	55	17	0	846	9	0	0	15	2	4	0	0
Nature Methods 77 mentioned research outputs in your search	4,834	316	114	8	4,094	145	8	11	97	8	13	0	5
Molecular Cell 73 mentioned research outputs in your search	2,252	110	26	2	1,905	150	0	4	19	11	17	0	1
Nature Communications 70 mentioned research outputs in your search	4,613	298	69	1	4,026	38	2	23	81	5	55	0	8
PLoS ONE	510	3	11	0	429	37	0	0	16	6	3	0	4

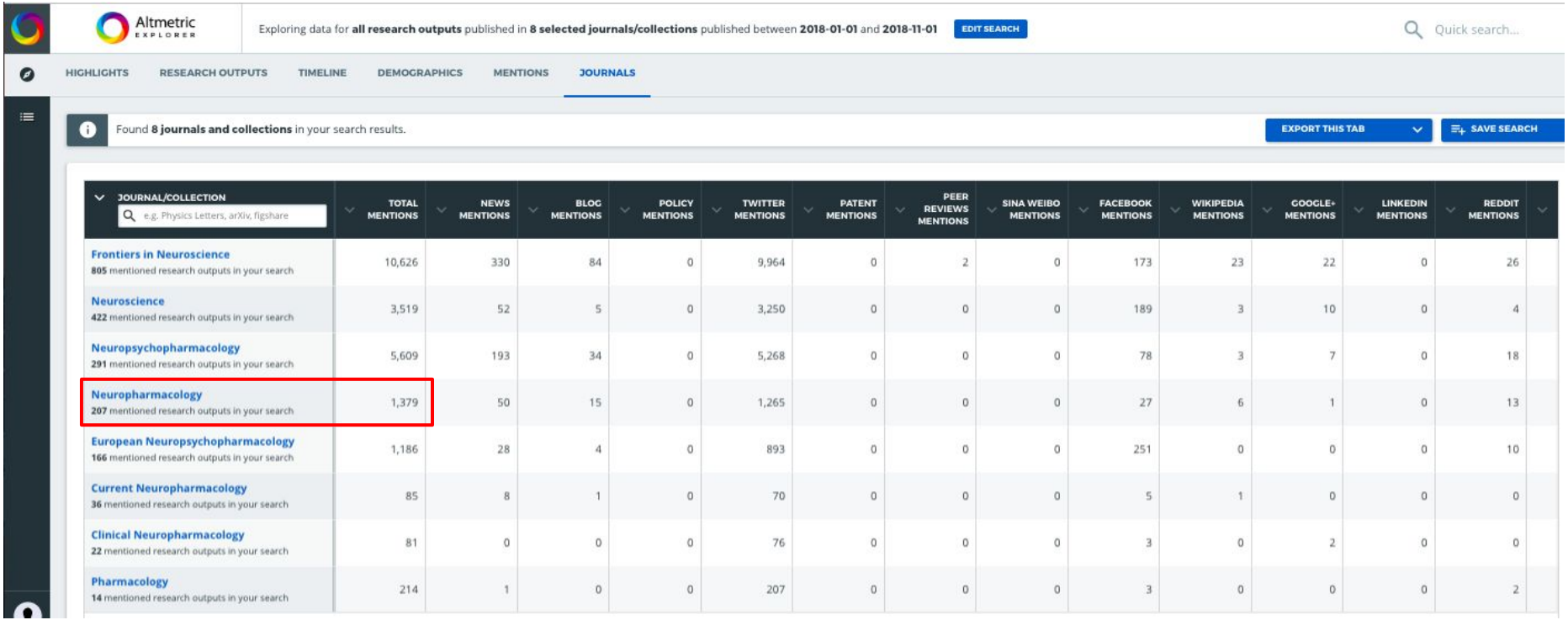
Finding new authors - CRISPR



Attracting new authors - CRISPR



Competitor intel & the positioning of journals



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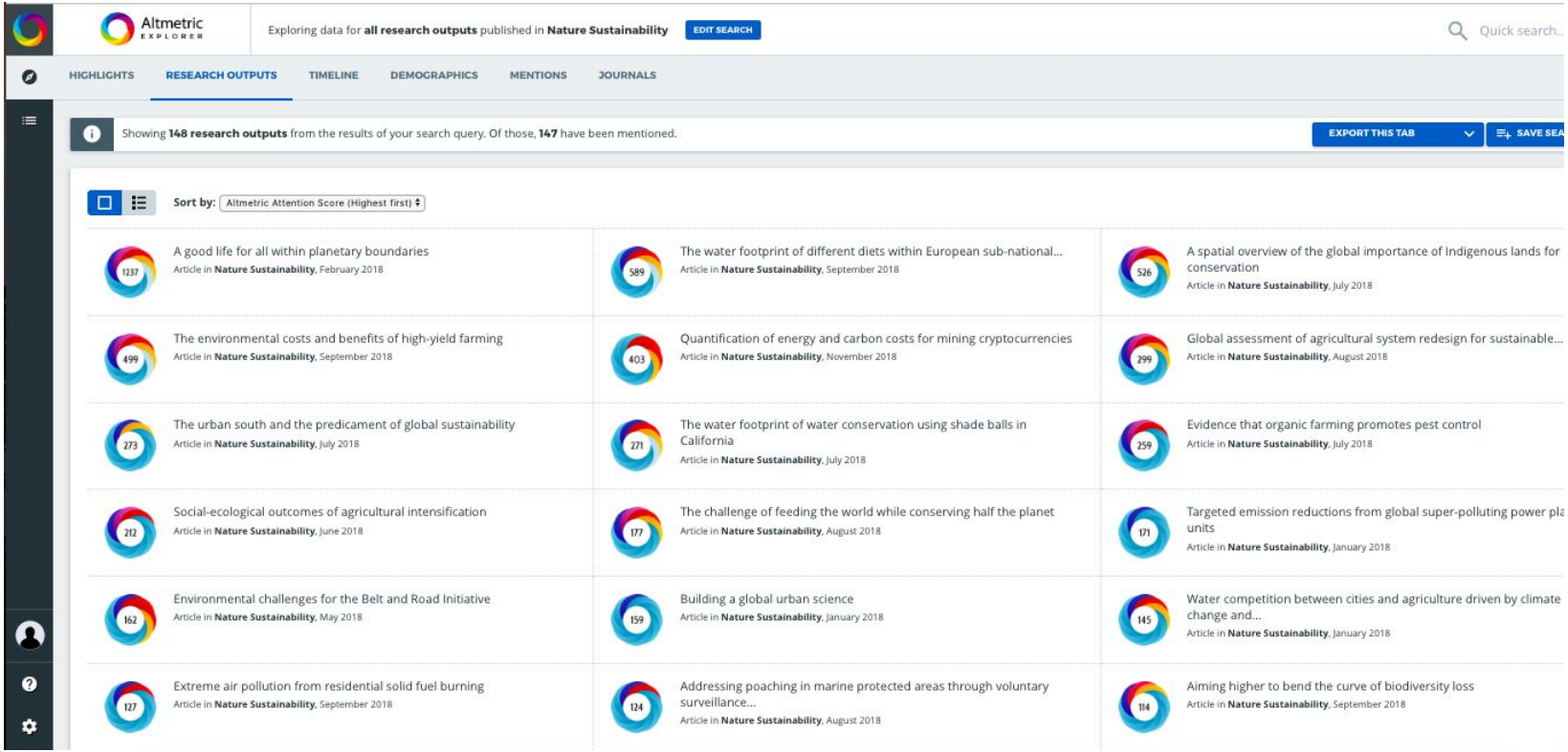
Frontiers in Neuroscience 805 mentioned research outputs in your search	10,626	330	84	0	9,964	0	2	0	173	23	22	0	26
Neuroscience 422 mentioned research outputs in your search	3,519	52	5	0	3,250	0	0	0	189	3	10	0	4
Neuropsychopharmacology 291 mentioned research outputs in your search	5,609	193	34	0	5,268	0	0	0	78	3	7	0	18
Neuropharmacology 207 mentioned research outputs in your search	1,379	50	15	0	1,265	0	0	0	27	6	1	0	13
European Neuropsychopharmacology 166 mentioned research outputs in your search	1,186	28	4	0	893	0	0	0	251	0	0	0	10
Current Neuropharmacology 36 mentioned research outputs in your search	85	8	1	0	70	0	0	0	5	1	0	0	0
Clinical Neuropharmacology 22 mentioned research outputs in your search	81	0	0	0	76	0	0	0	3	0	2	0	0
Pharmacology 14 mentioned research outputs in your search	214	1	0	0	207	0	0	0	3	0	0	0	2

Using the explorer to showcase new journals



What else can the Explorer answer?

- Which authors are getting the most attention in the fields that I cover?
  - Where are these authors publishing?
  - Is there a cluster of authors in one title?
  - What are the sub-fields attracting most attention?
- Are there visible trends that can drive book acquisition, given the time lag needed for book acquisition?
- How do attention trends for books differ from journals, and how can I use this to show the merit in book publishing?
- How is my content driving policy?

Publisher challenges - a quick recap

- Making informed business decisions
- Adding value for readers, authors and subscribers
- Attracting and keeping the best authors
- Demonstrating importance of content
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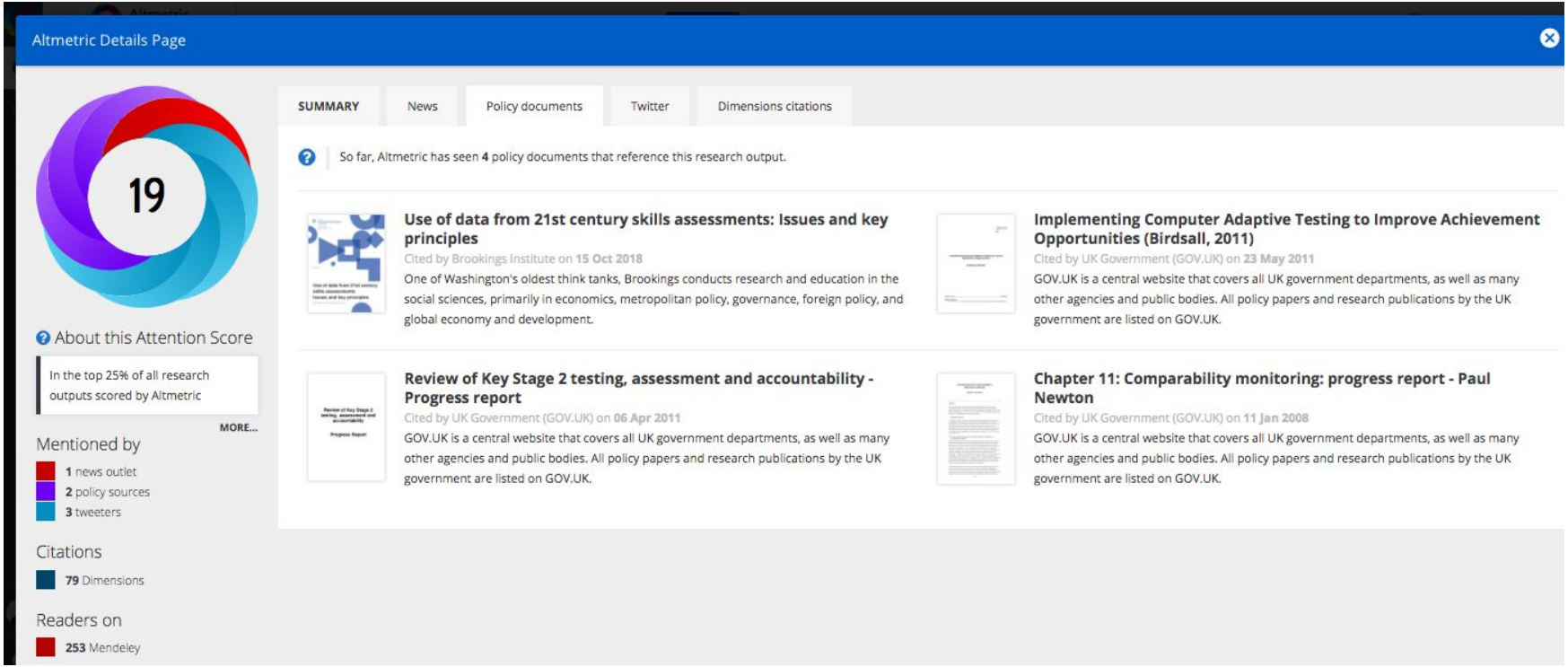
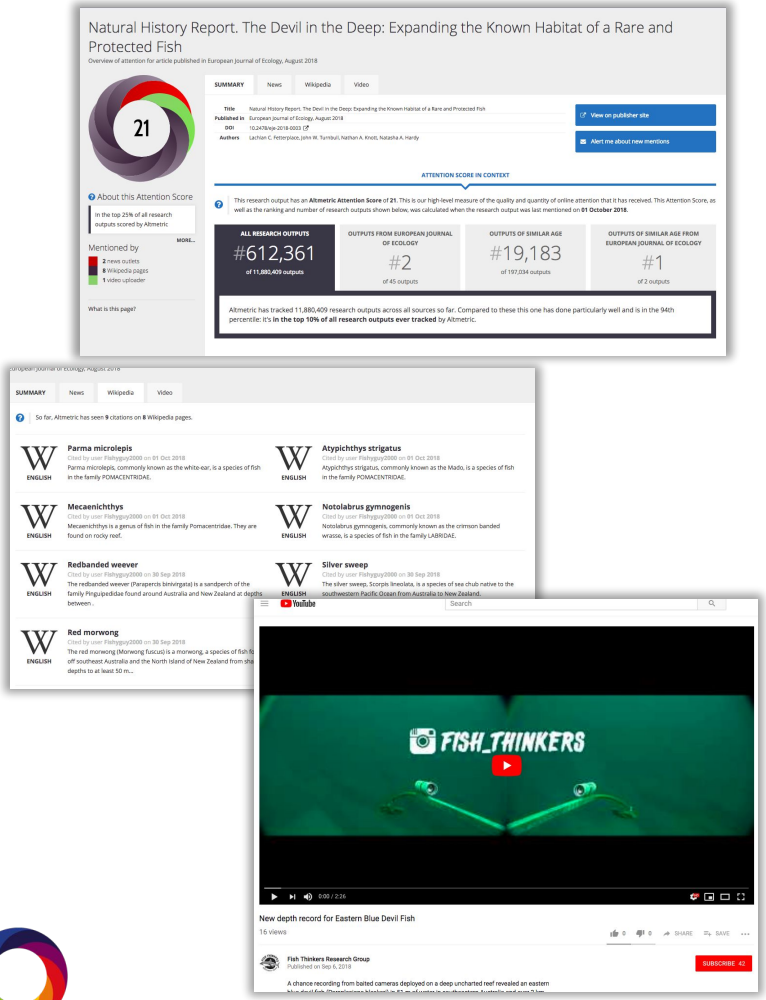
- Supporting research communities

Scholarly output and public policy



Maximising reach and influence

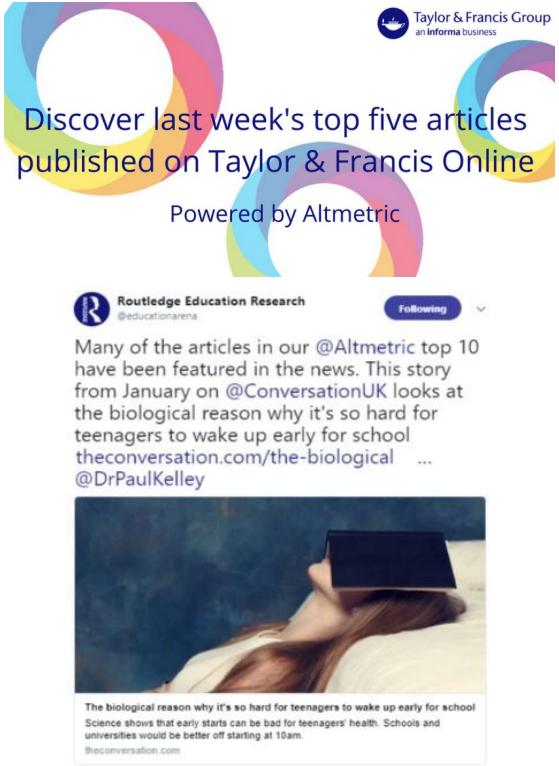


- Who are our current audiences?
- Who are other stakeholders with whom we need to engage?
- How do we define impact related to our publications and communication?
- What are the information pathways to increased impact?

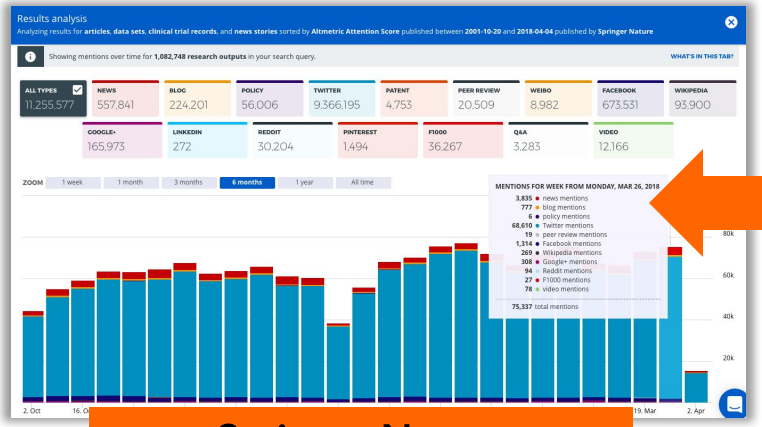
Using Altmetric to Boost Engagement and Track Trends on Social Media

Weekly check in on trending articles and promotion

- Finding news stories mentioning publications and sharing on social.
- Sharing top 10 trending articles from the past 7 days.

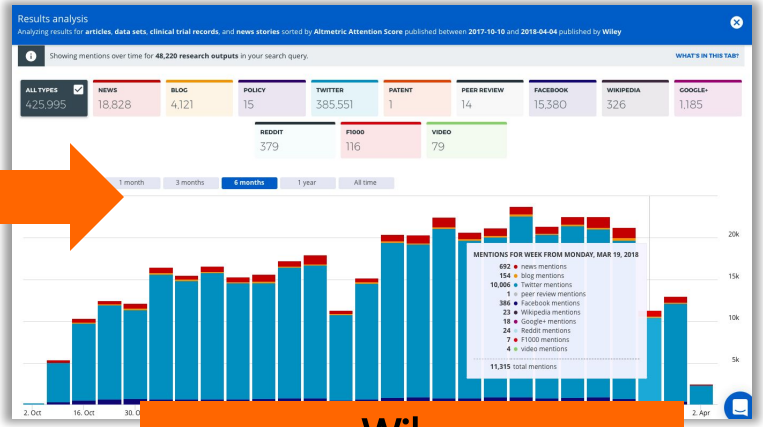


Taylor & Francis Group
an informa business

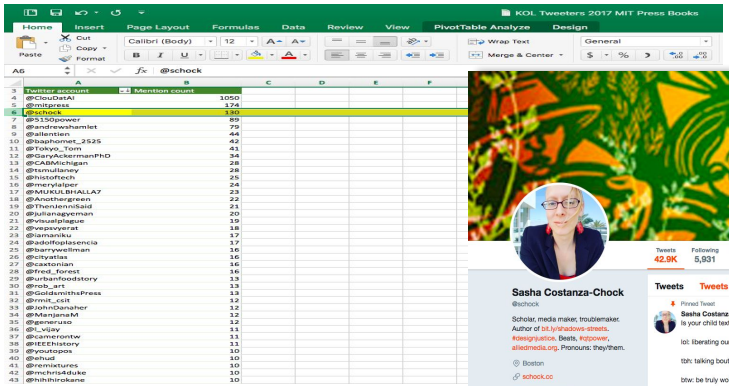


Springer Nature

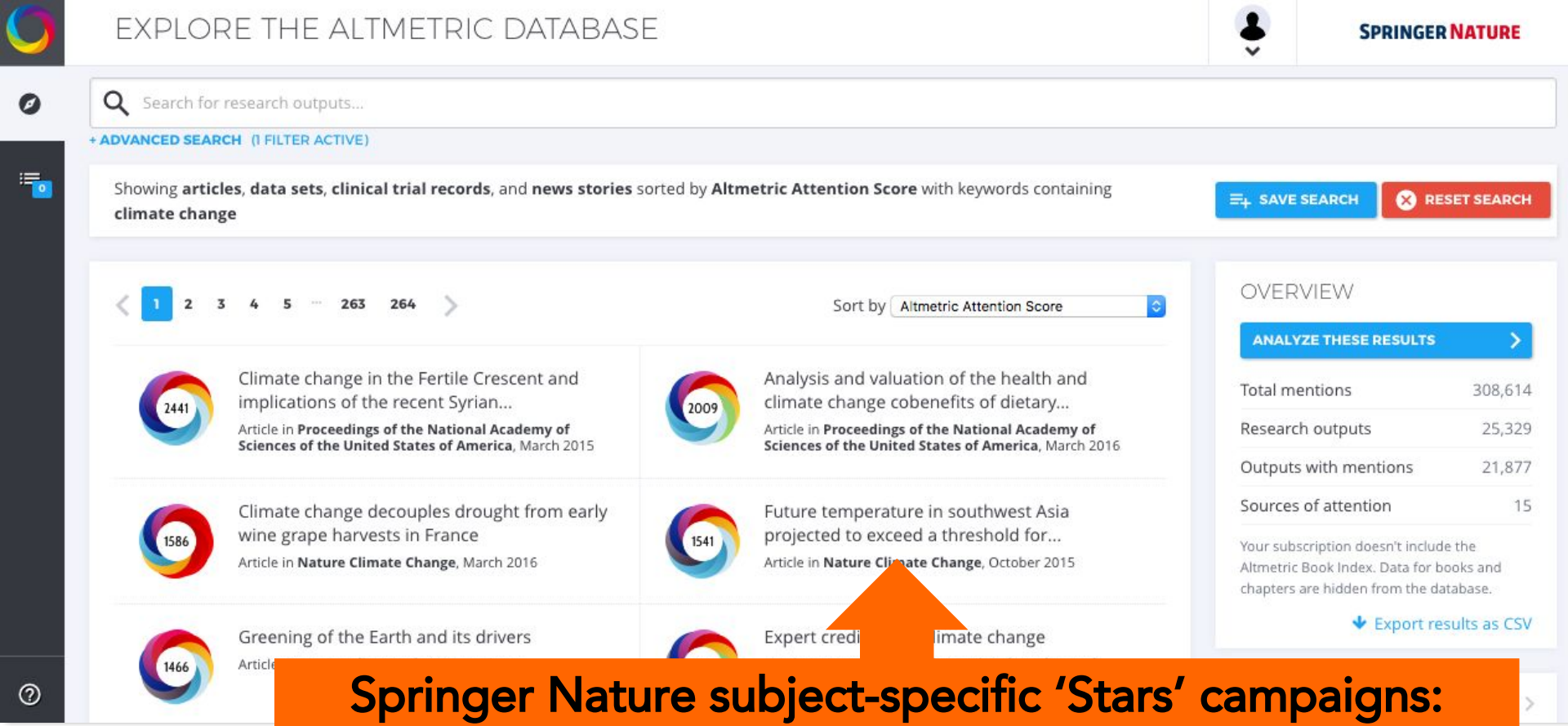
Compare: 6 month timeline



Wiley



Identify key digital online influencers sharing other publishers' content



Springer Nature subject-specific 'Stars' campaigns:

Track and feature top-cited, downloaded, and mentioned content from a mixture of journals.

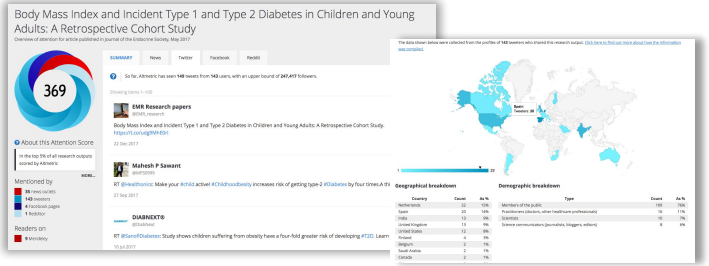
Analyzing connections between marketing, dissemination, impact, and readership of your publications

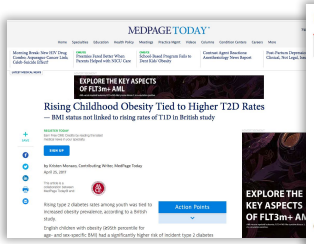
In 2017 the organization launched the the Journal of The Endocrine Society (JES).

After noticing a sharp increase in JES readership last fall, the Society wanted to assess which distribution and marketing channels had contributed to this spike.

- **The Endocrine Society examined news mentions and social media shares of the article via the Altmetric Details Page, noting rich online attention long before citations would accrue.**
- **Able to correlate broad, global, targeted attention to increased readership, page views, etc. and use data to inform future distribution and dissemination strategies.**

Discovered high impact publication driving up readership via the Altmetric Explorer



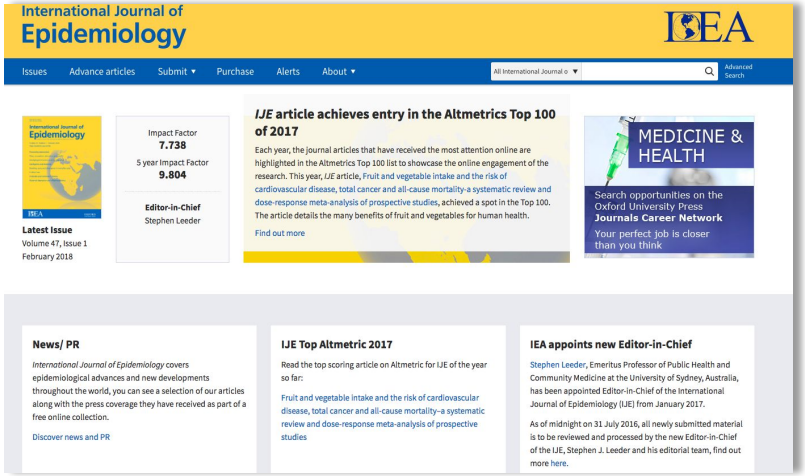


Why Publish in *JAMA Ophthalmology*?

JAMA Ophthalmology publishes innovative, clinically relevant research in vision science.

Impact and Reach

- **Impact Factor** of 5.6, one of the highest in ophthalmology
- **More than 1.4 million annual visits** to the *JAMA Ophthalmology* website with more than 2.2 million article views and downloads
- **Extensive press coverage,** with 7,102 media mentions in 2016 in news outlets including *The New York Times*, *USA Today*, *The Washington Post*, *Los Angeles Times*, CBS News, NPR, and Reuters
- **Top Altmetric scores** among ophthalmology journals—*JAMA Ophthalmology* has 52% (26) of the top 50 articles with Altmetric scores (measure of news and social media coverage)
- **Number of citations,** Altmetric score, article views and downloads tracked for your published article
- **Broad reach** through author audio and video interviews, email alerts, Twitter, Facebook, and Topic Collections
- **International authors:** 62% of submissions come from outside the United States; the acceptance rate for non-US submissions is 10%
- **Free public access** via the JAMA Network Re… …that integrates content across the entire JAMA Network of journals and is accessible from any dev…

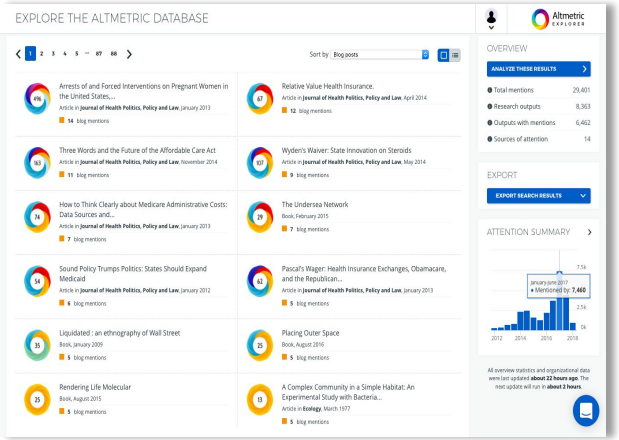


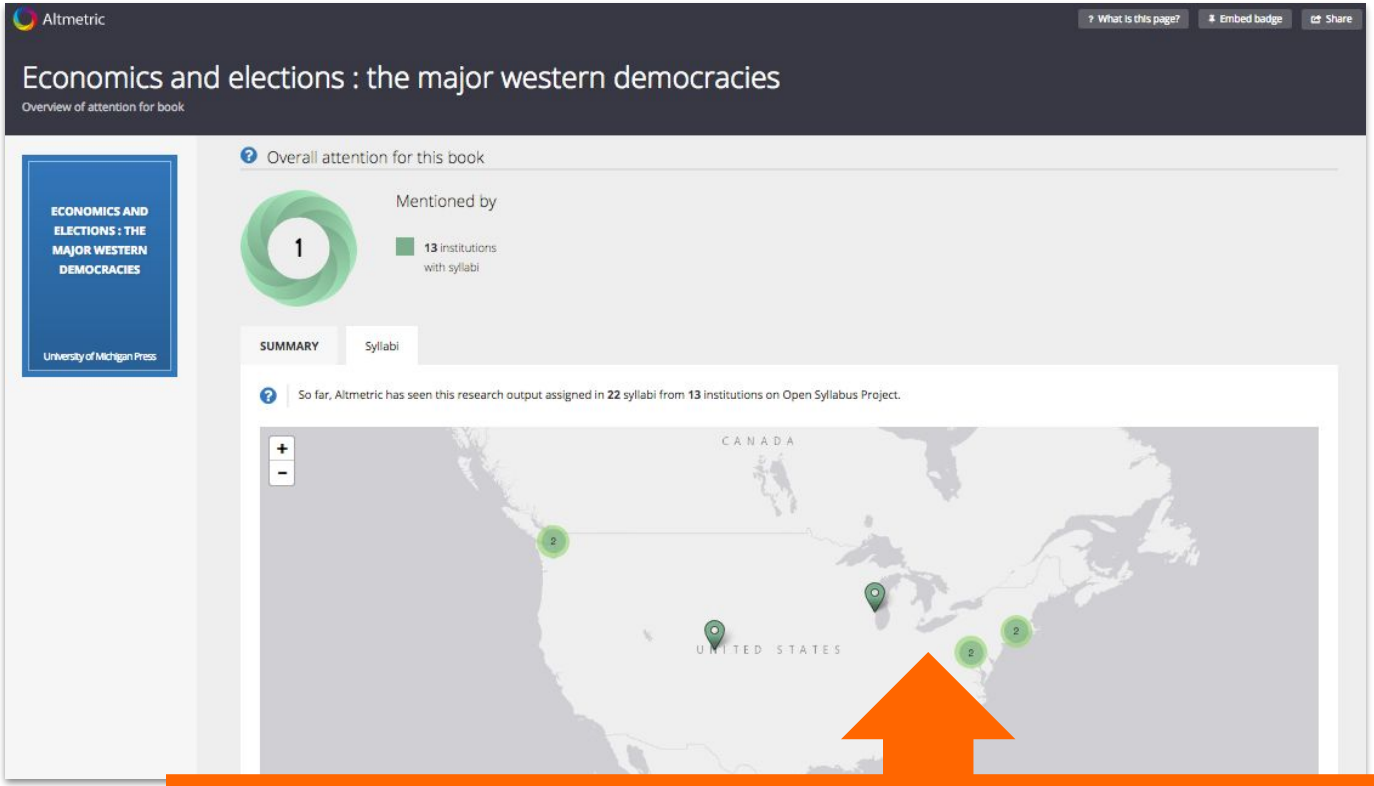
Author outreach and stakeholder engagement

Elevating diverse portfolios and managing reputation

- Wikipedia edit-a-thons with faculty editors
- Support evidence of impact for vital humanities and social science non-JIF publications
- Use Explorer to monitor for potential negative attention

DUKE UNIVERSITY PRESS





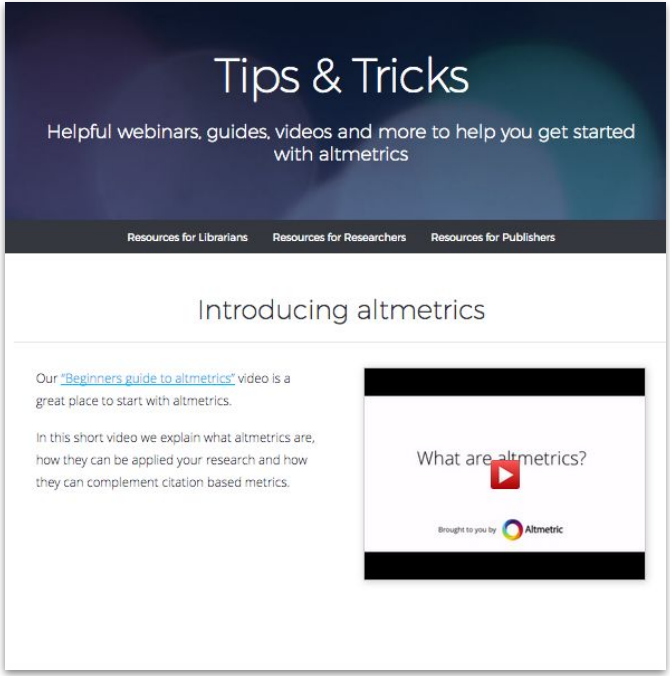
Michigan Publishing: rethinking book distribution

Understand how your texts are being used, and identify opportunities to extend or reintroduce

Where next?

Jump into the data

- Via the badges on journal pages
- In the Explorer
- Check out the Altmetric site for useful tips and tricks



Q&A