

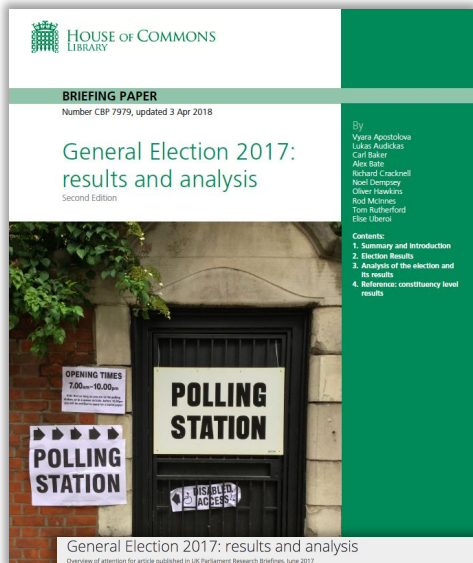


Strategic Organizational Approaches to Altmetric data:

methods and pathways for impact evaluation and beyond

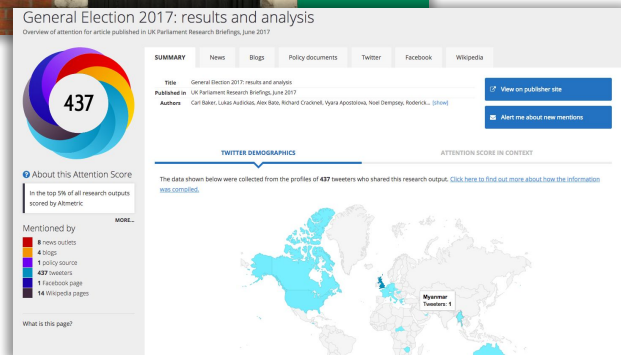
Lily Troia, MLIS -- Engagement Manager | Altmetric
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4 December 2018
#Altmetricon18

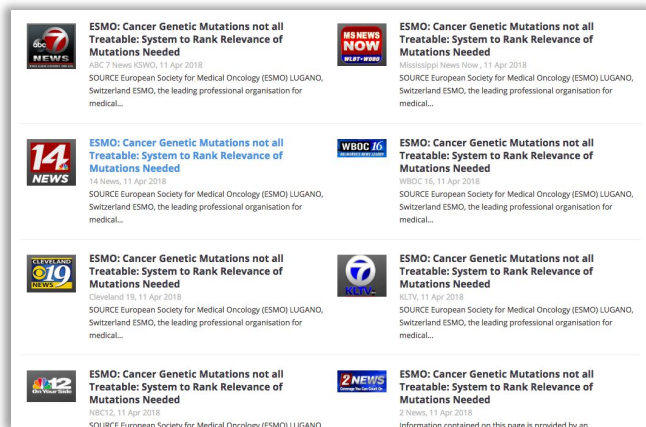
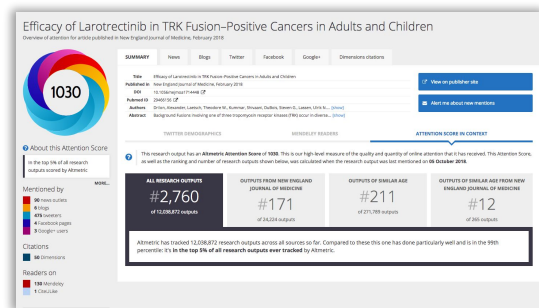


What is research impact?

- Citation counts?
- Journal Impact Factor?
- Influence on policy?
- Technological innovation?
- Furtherance of knowledge?
- Cultural change?
- Public opinion and behavior?
- What else...?



Laying the groundwork for an altmetrics strategy

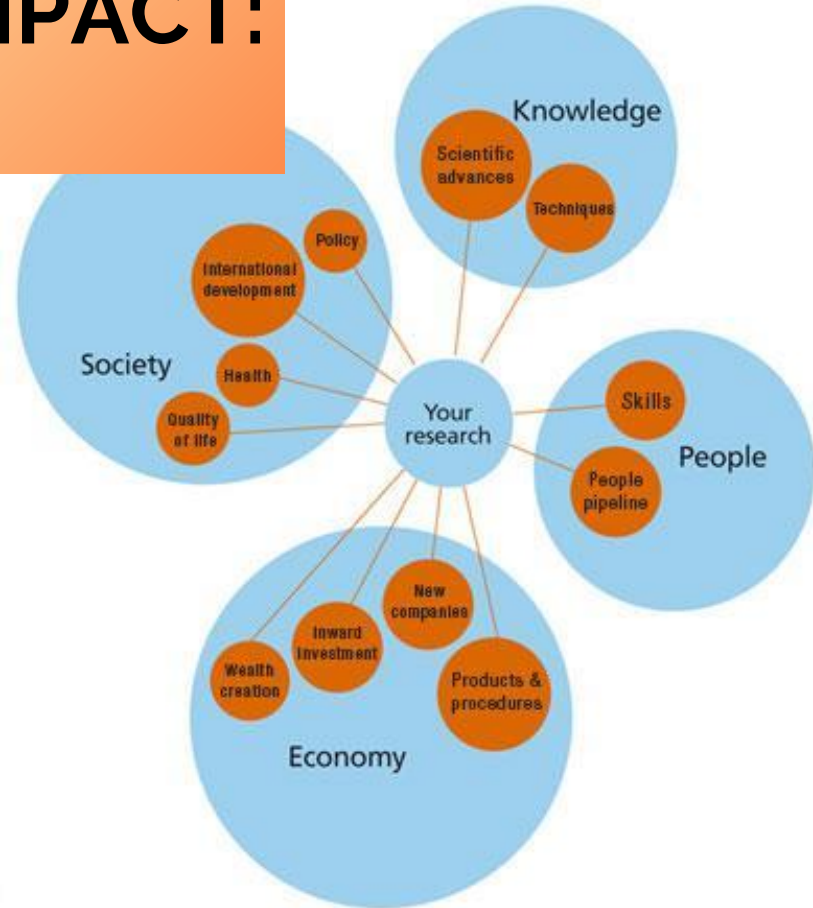


- How do we define research impact at our organization?
- How do we currently measure that impact?
- Is this influenced/determined by national or funder mandates and frameworks (the REF, OA requirements, etc.)?
- What are the information and communication pathways to these various types of impact -- scholarly and beyond?

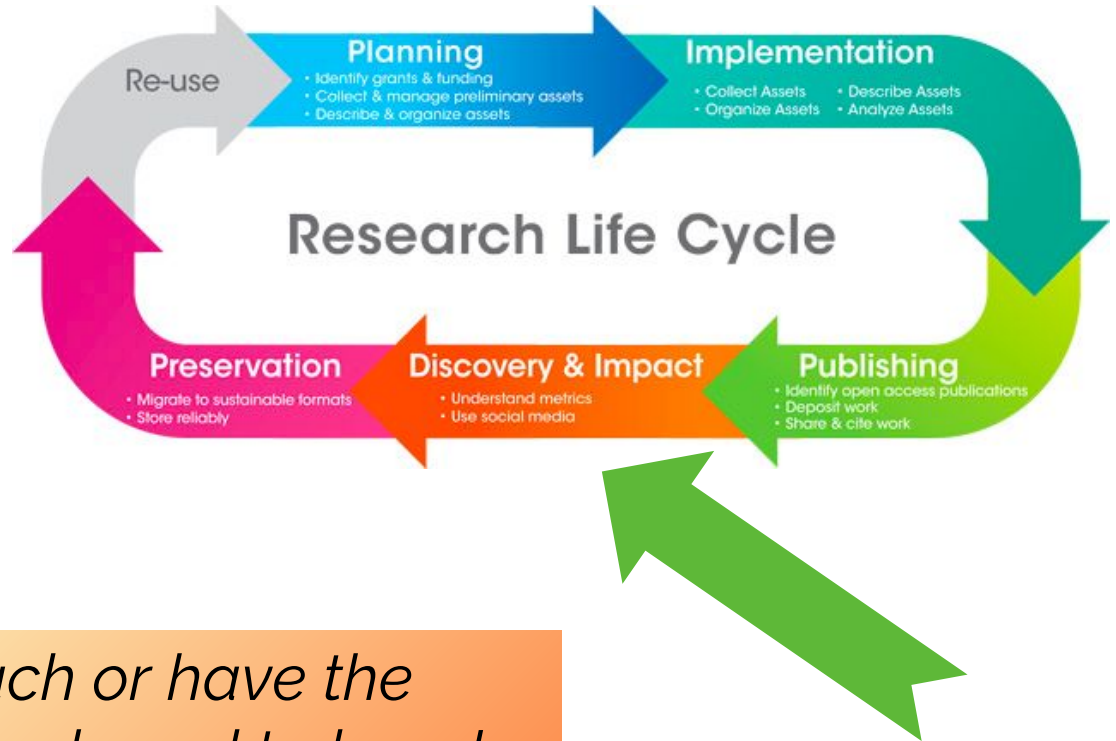


The REF AND WIDER IMPACT: *looking beyond academia*

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



If the *right* audiences can't find or don't read your publications . . .



They won't get the reach or have the impact they deserve and need to have!



How do we get from content discovery to impact?

Awareness

Engagement

Impact



Targeted audiences and pathways to impact

- Identify and track conversations among key influencers
- Assess reach and impact of research via regular internal reporting
- Uncover longitudinal attention patterns

We use Altmetric data to provide programs with insights about the reach of their work in:

High profile news
media

Social media

Among
particular
stakeholders

Getting to the heart of an impact narrative

- Craft a coherent narrative connecting research to specific outcomes
- Use altmetrics to evidence attention that describes and tracks these outcomes

Examples:

1. Citations in government policy
2. References in patent applications
3. News or blog coverage regarding changes in practice or technology
4. Attention in interdisciplinary fields
5. Influence on sources of public information (Wikipedia)



Align with organizational goals and initiatives

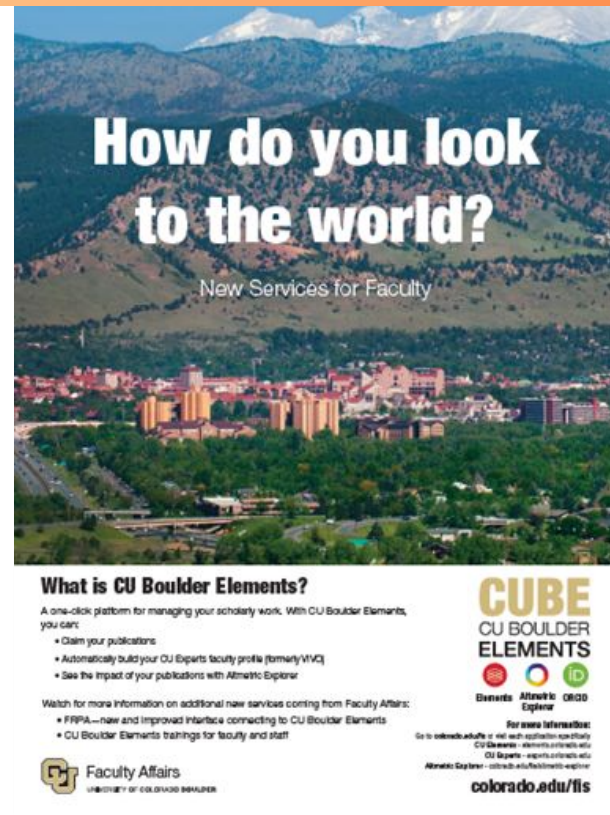
Multi-tiered engagement approach including:

- Streamlined, targeted social media
- Coordination with Elements publication management
- Cross-promotion with ORCID
- Recognition/support of research department outreach efforts



Key Campus Partners:

1. Office of Faculty Affairs
2. University Libraries
3. Communications and Strategic Relations
4. Department Communicators
5. Chairs and Deans
6. Department IT and Support Staff





So how do we get there?

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Developing your organizational altmetrics plan

- Keep the goals and culture of your organization close in mind!
- Who will be using Altmetric data? With whom will they be sharing this data?
- What other departments/stakeholders might also make use of this information, and what channels of attention are most important to those in your institution?
- What are your stakeholders' expectations surrounding Altmetric data; and, what, if any, misconceptions might they have?
- What's the best approach: pilot with power users, organizational-wide launches, phase approach?



Step #1: Identifying users, stakeholders, and their needs/motivations: conducting an organizational environmental scan

User/Stakeholder Group	Research role/goal	Altmetric data focus	Method of contact/outreach
Senior Faculty	Catalyze innovation	Patent references	One-on-one meeting
Librarians/Research Support	Internal reporting	Longitudinal patterns	Internal listservs
Communications/External Relations	Reputation management	Reddit	Email
REF/Impact Case Managers	External reporting	Aggregate data + qualitative info	Working Group
Scholarly Comms Office	Target research dissemination	Blogs and F1000	Planning Committee
Leadership, Chancellor's Office, etc.	Showcase broader impact	High-profile news	Quarterly meetings
Academic Offices/Department Chairs	Program planning	Blogs	Dept workflows
Early-career researchers	Connect to key influencers	Twitter	Workshops, webinars

Step #2: Establishing your (adaptive) altmetrics plan

1. Align strategy with mission and goals -- *Working groups; strategic plan exercise*
2. Organize schedule for launch -- *consider internal and external outreach channels, lead time, phases, etc.*
3. Training/engagement -- *meet your users where they are (sometimes literally)*
4. Resources and collateral -- *identify varied stakeholder needs and access*
5. Next level engagement -- *target new projects/outputs, seek collaborations, conduct or support altmetrics research*
6. Evaluate and adjust -- *see your Engagement Plan as iterative and responsive*



1. Identify phases/components appropriate for your organization
2. Determine specific pathways and tools needed to approach and complete each phase
3. Set timelines and goal-posts that align with existing workflows
4. Establish benchmarks and specific outcomes
5. Assess success of each phase and adjust your plan

Altmetric Organizational Engagement Plan and Rubric

Phase / Component	Tools/Pathway	Timing	Outcomes / Goals
Environmental scan - <i>identify user groups and stakeholders</i>	<ul style="list-style-type: none"> - Collect primary data (usage/publication info) - Conduct internal survey - Direct inquiries with various departments/groups 	Summer 2018	Ex: Establish cross-institutional working group or task force; identify altmetrics advocates and champions among faculty
Strategy Alignment - <i>develop strategy in conjunction with broader organizational goals</i>	<ul style="list-style-type: none"> - Mission Statement/Strategic Plan Exercise - User Personas - Coordinate with other digital tools and services + workflows 	By Oct 15	Ex: Working Group crafts altmetrics goals statement aligning data channels with institutional vision and areas of focus
Launch Plan - <i>develop schedule for roll-out promotion and activities</i>	<ul style="list-style-type: none"> - Lead time for outreach - Coordinate with key user groups and stakeholders - Determine appropriate communication channels 	End of term	Ex: Organize multi-phased approach that includes promo teasers, coordinated outreach, and targeted communications campaign timed with institution-wide release
Training Plan - <i>determine approach for initial and ongoing educational opportunities</i>	<ul style="list-style-type: none"> - Format and location - Number of Sessions - Varied topics - Altmetric support - Coordinate with related tools/initiatives 		Ex: Lead initial round of train-the-trainer sessions with librarians to target power users across various stakeholder groups; hold joint



Example: Establishing altmetrics advocates via a pilot launch

- Use environmental scan to identify potential early-adopters
- Determine pilot group: one department or many? End users and/or leadership?
- Establish clear goals and timelines
- Focus on actionable use or open exploration?
- Approach and resources for training and support

- 1. Select a goal you would like to accomplish/decision to make incorporating Altmetric Data.**
- 2. How will you measure/success in terms of finding info to answer the task above?**
- 3. How long will it take you test the goal above you've established?**
- 4. What additional resources will you need?**
- 5. Follow-up and resource-evaluation: How could you expand upon this project?**



Helping your participants brainstorm: What questions do they need answered?

- Pain points? Key stakeholders?
- New projects/initiatives?
- Elevating visibility?
- Departmental-level reporting?
- Providing direct researcher consultancy
- Benchmarking programs or communications?



Getting to actionable use cases

EXAMPLES:

- *Track global conversations of my research (or my department/team's) publications*
- *Monitor recent publications of mine or my department's (or around a subject area/topic)*
- *Determine resource allocation based upon emerging research areas*
- *Benchmark/analyze engagement following a project or initiative launch*
- *Uncover key influencers or specific audiences discussing research in your/a specific field (eg, patients, practitioners, policy-makers, etc.)*
- *Show longitudinal impact of research publications*





Altmetrics in support of impact evaluation

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Outputs, impact beyond academia, and environment

- Variance across Units of Assessment?
- Gaps in 2014 reporting?
- Aggregate data in support of Environment Statement
- Current workflows for analyzing and reporting impact?
- Working group with other REF Managers and institutions?



University of Cambridge



UNIVERSITY OF
CAMBRIDGE

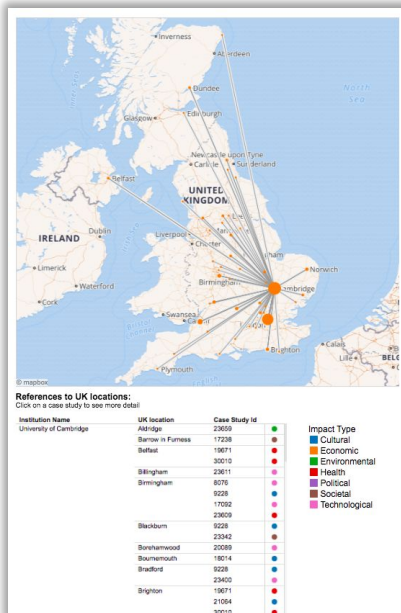
Policy document tracking

Top articles in policy documents

	Rank	Policy Documents	Score	Title
	1st	28	2	Testing for unit roots in he
	2nd	7	6	Quantifying heterogeneity
	3rd	5	2	A simple panel unit root te
	4th	4	2	Central Bank Transparenc
	5th	3	2	Poverty and productivity in

Key sources include:

- World Bank
- World Health Organization
- Intergovernmental Panel on Climate Change European Food Safety Authority (EFSA)
- UNESCO

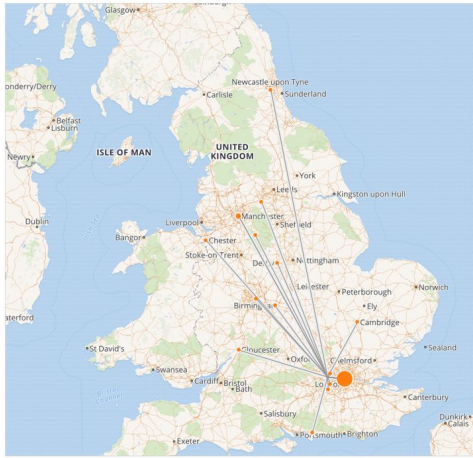


All mentioned articles from University of Cambridge

Summary report	Articles	Activity	Journals
All mentions	131,191	News 8,073	Blogs 8,325
Policy documents	406	Peer reviews 280	Twitter 100,359

Identify when research influences practice

Brunel University



References to UK locations:

Click on a case study to see more detail

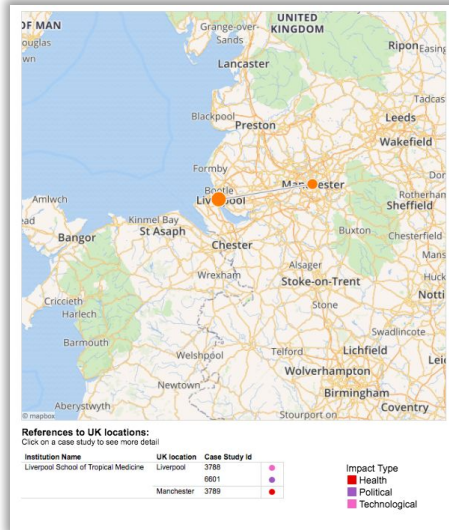
Institution Name	UK location	Case Study Id	Impact Type
Brunel University	Birmingham	20915	Cultural
	Burton	2394	Economic
	Cambridge	12522	Environmental
	Chester	14092	Health
	Chichester	14106	Political
	Cowenry	14050	Societal
	Derby	13513	Technological
	Felltham	13848	
	Gateshead	14100	
	Gloucester	15174	
	Huddersfield	12522	
	London	11954	
		11976	
		12397	
		12522	
		12523	
		12524	
		13049	
		13783	
		14050	
		14125	
		14584	
		16106	



Medical advances, social accountability, interdisciplinary, boundary-pushing outputs



Liverpool School of Tropical Medicine



World Health Organization
Western Pacific Region

Media centre Publications Programmes and projects Countries and areas WHO in the Western Pacific

Expanded programme on immunization

Japanese encephalitis laboratory network - overview

30 October 2013 - Japanese encephalitis (JE) is an important cause of death and disability and is a pressing public health problem for many countries in Asia. Substantial advances have been made in recent years in the development of improved JE vaccines and in the availability of high-quality commercial diagnostics that can be used for surveillance. Subsequently, many countries in the Region have established laboratory-supported JE surveillance. Several countries have introduced JE vaccine into their routine vaccination programmes and enhanced surveillance activities are needed to determine the disease burden and to monitor vaccination programmes. In October 2013, WHO prequalified the first JE vaccine available for use in children, the live attenuated JE (SA 14-14-2) from China. Prequalification assures that the vaccine meets international standards of quality, safety and efficacy and is appropriate for the target population. It is expected that the prequalification status of this JE vaccine will open opportunities for countries to introduce JE vaccination under the support of the

ARIAD and the U.K. National Cancer Research Institute to Collaborate on SPIRIT 3 Clinical Study

Evaluation of the Impact of Switching CML Patients Treated with a First-line Tyrosine Kinase Inhibitor to Ponatinib



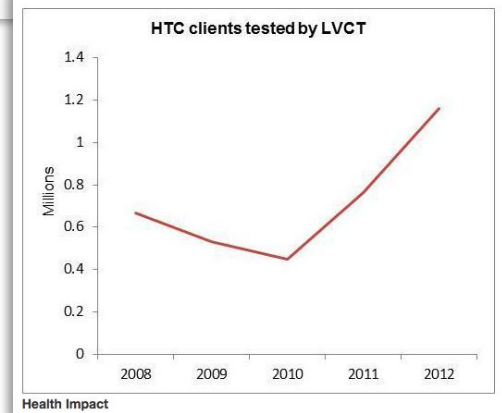
ARIAD PHARMACEUTICALS, INC.
NASDAQ:ARIA

Release Versions

English Italian (Summary) French
German Dutch (Summary)
Spanish (Summary)
ECN: Enhanced Online News

Contacts

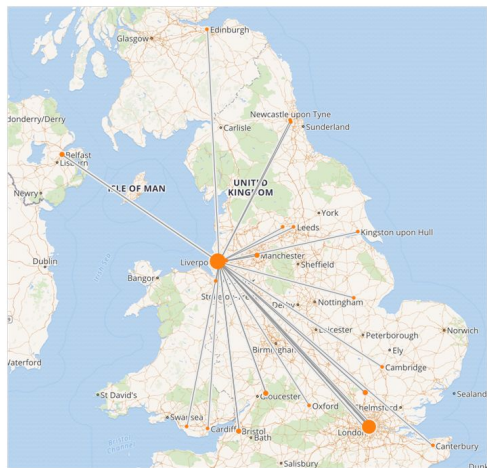
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Changes to clinical practice, impact on public awareness, improved disease testing



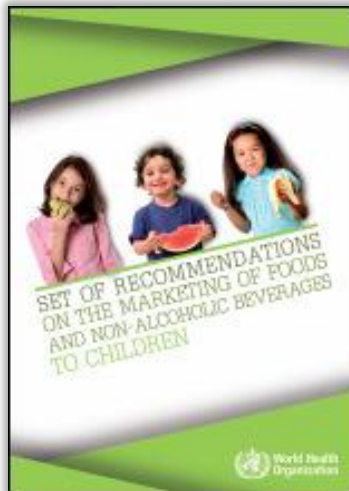
University of Liverpool



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	Cultural
	Birmingham	7751	Cultural
	Bristol	7832	Health
	Bridgend	7314	Political
	Bristol	4438	Societal
	Bristol	33271	Technological
	Cambridge	5574	Cultural
	Camden Town	7747	Cultural
	Canterbury	4437	Cultural
	Cardiff	4437	Cultural
	Cheltenham	7746	Cultural
	Cheltenham	31860	Cultural
	Edinburgh	7746	Cultural
	Gateshead	5574	Cultural
	Hawarden	7748	Cultural
	Hull	5577	Cultural
	Haydon	3946	Cultural
	Islington	7382	Cultural
	Leeds	7382	Cultural
	Liverpool	3712	Cultural
	Liverpool	3946	Cultural
	Liverpool	4140	Cultural



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 MAs Show All										
Home Current Authorised Products Expired Products Suspended Products Registered Homeopaths Specified Feed Additives (Inc Expired) Refused MA Applications										
Product Name	MA Holder	Vet No	Date Of Issue	Authorisation Basis	Active Substances	Controlled Drug	Target Species	Distribution Category	Associated Documents	Distributor
Pouvac TRX Vaccine	Zoetis UK Limited	42058/4113	05/11/1997	Mutually Recognised	Avian pneumovirus	N	Turkeys	POH-V	View JPC View MA	Zoetis UK Limited

MORE REF?



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 outline 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

Example: Connecting research on the role of the glycaemic index in health and disease to practitioners and patients

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Volume 99, Issue 4
April 2014

Article Contents

ABSTRACT

INTRODUCTION

SUBJECTS AND METHODS

RESULTS

Association between carbohydrate quality and inflammatory markers: systematic review of observational and interventional studies

Anette E Buyken ✉, Janina Goletzke, Gesa Joshiowski, Anna Felbick, Guo Cheng, Christian Herder, Jenny... [show]
Christian Herder, Jennie C Brand-Miller

The American Journal of Clinical Nutrition, Volume 99, Issue 4, April 2014, pp. 833-843, <https://doi.org/10.3945/ajcn.113.074252>
Published: 19 February 2014 Article first published online: 19 February 2014


Split View PDF Cite

ABSTRACT

Background: Chronic low-grade inflammation is a key factor in the development of type 2 diabetes and cardiovascular disease. The glycaemic index (GI) is a measure of the quality of carbohydrate and chronic disease risk.

Association between carbohydrate quality and inflammatory markers: systematic review of observational and interventional studies

Overview of attention for article published in American Journal of Clinical Nutrition, February 2014



32

About this Attention Score

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

Mentioned by

- 43 tweets
- 3 Facebook pages
- 1 Google+ user
- 1 Redditor
- 1 research highlight platform

Citations

- 54 Dimensions

Readers on

- 142 Mendeley
- 1 CiteULike

SUMMARY Twitter Facebook Google+ Reddit Research highlights Dimensions citations

Title Association between carbohydrate quality and inflammatory markers: systematic review of observational and interventional studies

Published in American Journal of Clinical Nutrition, February 2014

DOI 10.3945/ajcn.113.074252

PubMed ID 24552752

Authors Anette E Buyken, Janina Goletzke, Gesa Joshiowski, Anna Felbick, Guo Cheng, Christian Herder, Jenny... [show]

Abstract Chronic low-grade inflammation is a likely intermediary between quality of carbohydrate and... [show]

[View on publisher site](#)

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TWITTER DEMOGRAPHICS **MENDELEY READERS** **ATTENTION SCORE IN CONTEXT**

This research output has an **Altmetric Attention Score of 32**. This is our high-level measure of the quality and quantity of online attention that it has received. This Attention Score, as well as the quality and number of research outputs shown below, was calculated when the research output was last mentioned on 20 September 2015.

ALL RESEARCH OUTPUTS	OUTPUTS FROM AMERICAN JOURNAL OF CLINICAL NUTRITION	OUTPUTS OF SIMILAR AGE	OUTPUTS OF SIMILAR AGE FROM AMERICAN JOURNAL OF CLINICAL NUTRITION
#386,915 of 11,457,979 outputs	#1,213 of 8,325 outputs	#8,764 of 186,117 outputs	#27 of 81 outputs

Altmetric has tracked 11,457,979 research outputs across all sources so far. Compared to these this one has done particularly well and is in the 96th percentile: it's in the top 5% of all research outputs ever tracked by Altmetric.

debunking autism mis-information



Share your altmetrics successes!

- Examples of impact stories?
- Disciplinary variances?
- Resources needed?
- Reporting formats and timelines?
- Feedback from researchers?

PLEASE ADD YOUR IDEAS TO THE Q&A!



Questions?



Lily Troia, MLIS, Engagement Manager | Altmetric
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