Efficiency in Altmetrics Analysis

Actionable Information to the Right People at the Right Time
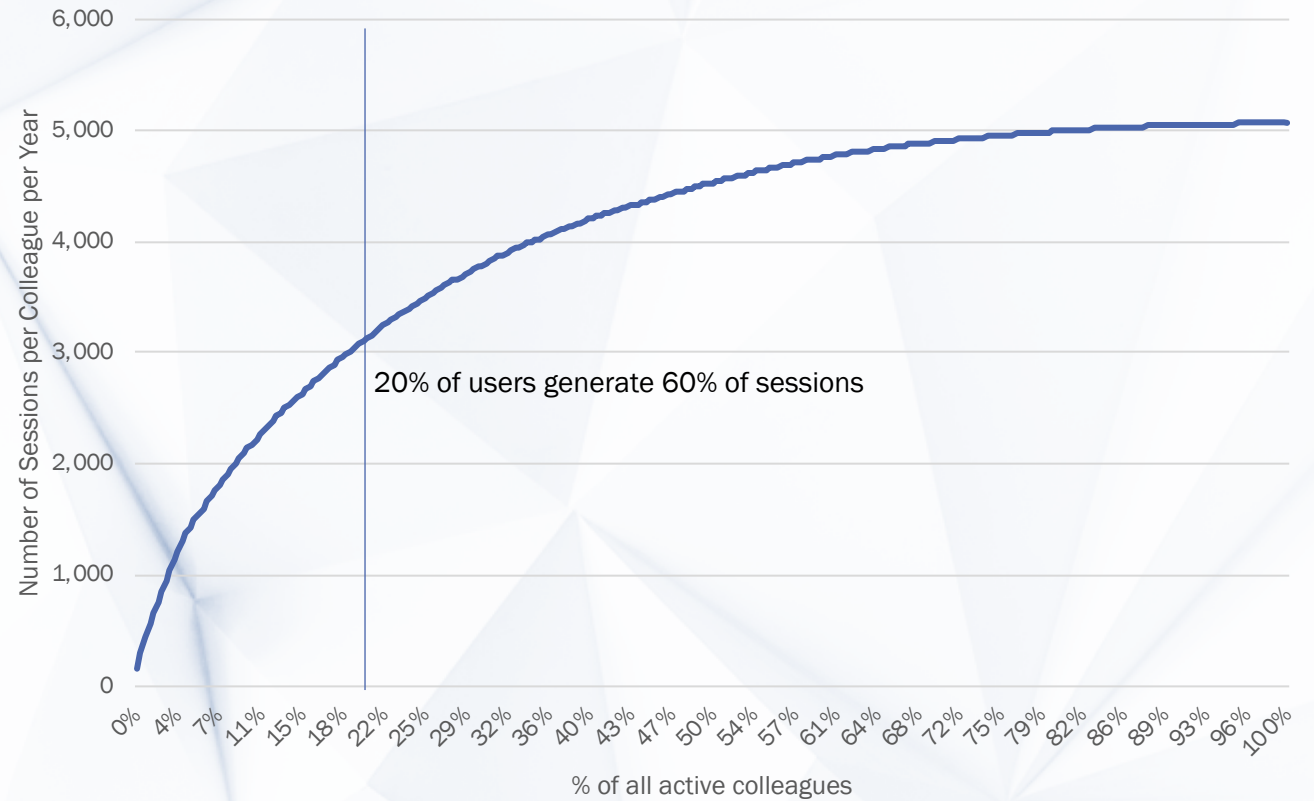
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Altmetrics at Wiley

- Cooperation since 2013

- Badges on all journal articles – clickthrough to most recent mentions

- Explorer licenses for Wiley staff and selected society representatives

- 281 active Wiley Explorer users in past 12 months

- ~5000 sessions per year

Number of Explorer sessions per year per colleague

20% of users generate 60% of sessions

Number of Sessions per Colleague per Year

% of all active colleagues

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The Challenge

- Save Colleagues Time
  - Help them *find* the relevant information *quickly and at the right time*
  - Help them *use* the relevant information *quickly*

- *Push* Altmetrics info to those colleagues for whom analytics is a low priority

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A Typical Request

"Hi Konni,

We are looking at doing an author recognition campaign for authors whose articles are among the top 10 Altmetric scores for our society research journals. Can you let me know how we would go about pulling these reports for all of these journals; is there someone at Altmetric who could streamline this for us?

Thanks,
Laura"

- Identify journals in campaign (~several hundred)
- Identify top scoring articles
- Identify authors of these articles
- Find contact details for these authors
- Load into email database, exclude authors who do not wish to be contacted

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Solution 1: Alerts

- Identifies articles where the score increased by 10 points or 10% compared to previous day

- Based on Fetch API /citations

- Sent to editors, marketers and society representatives

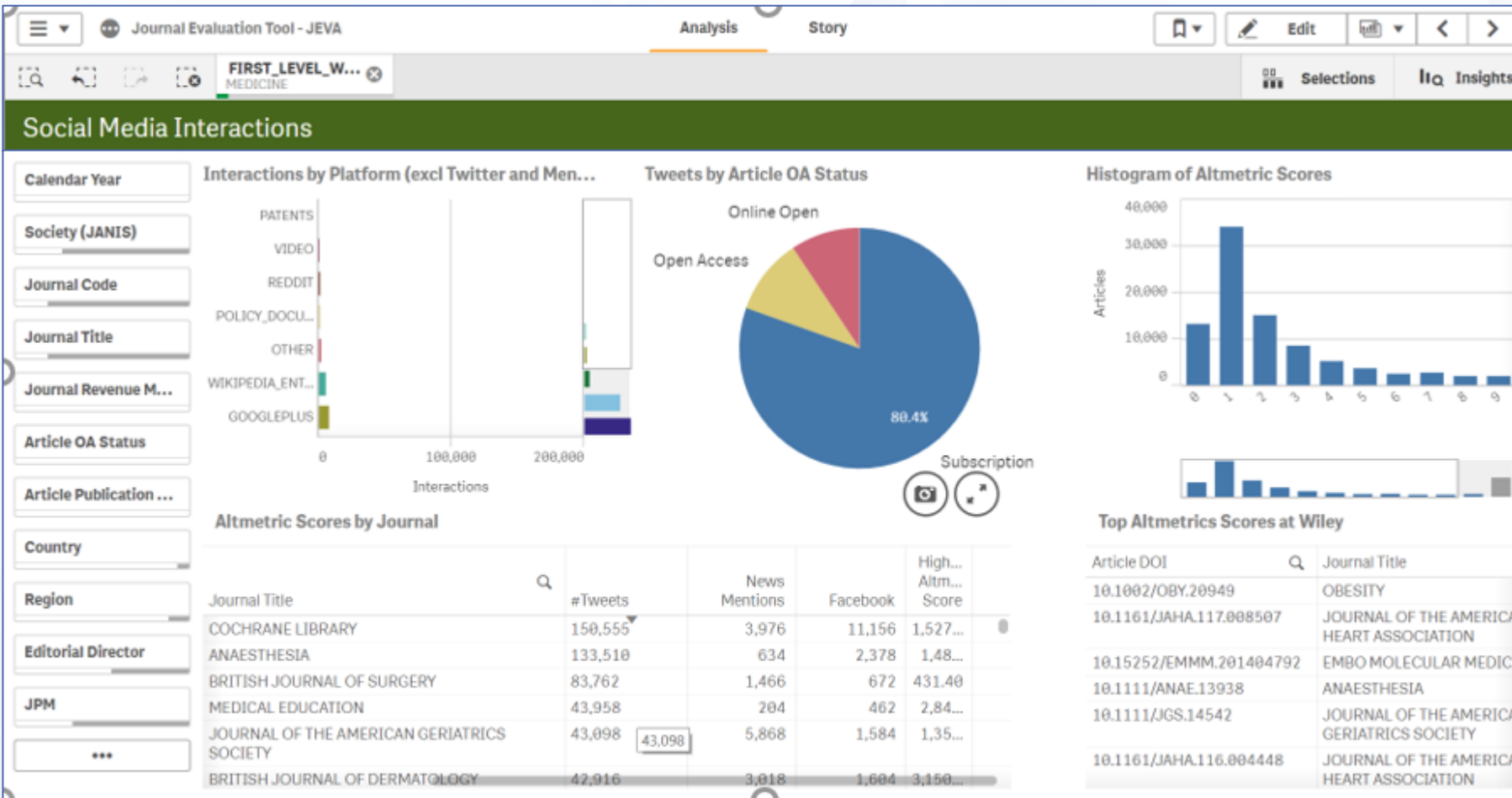- Contains shareable link to Altmetric report on Altmetric.com
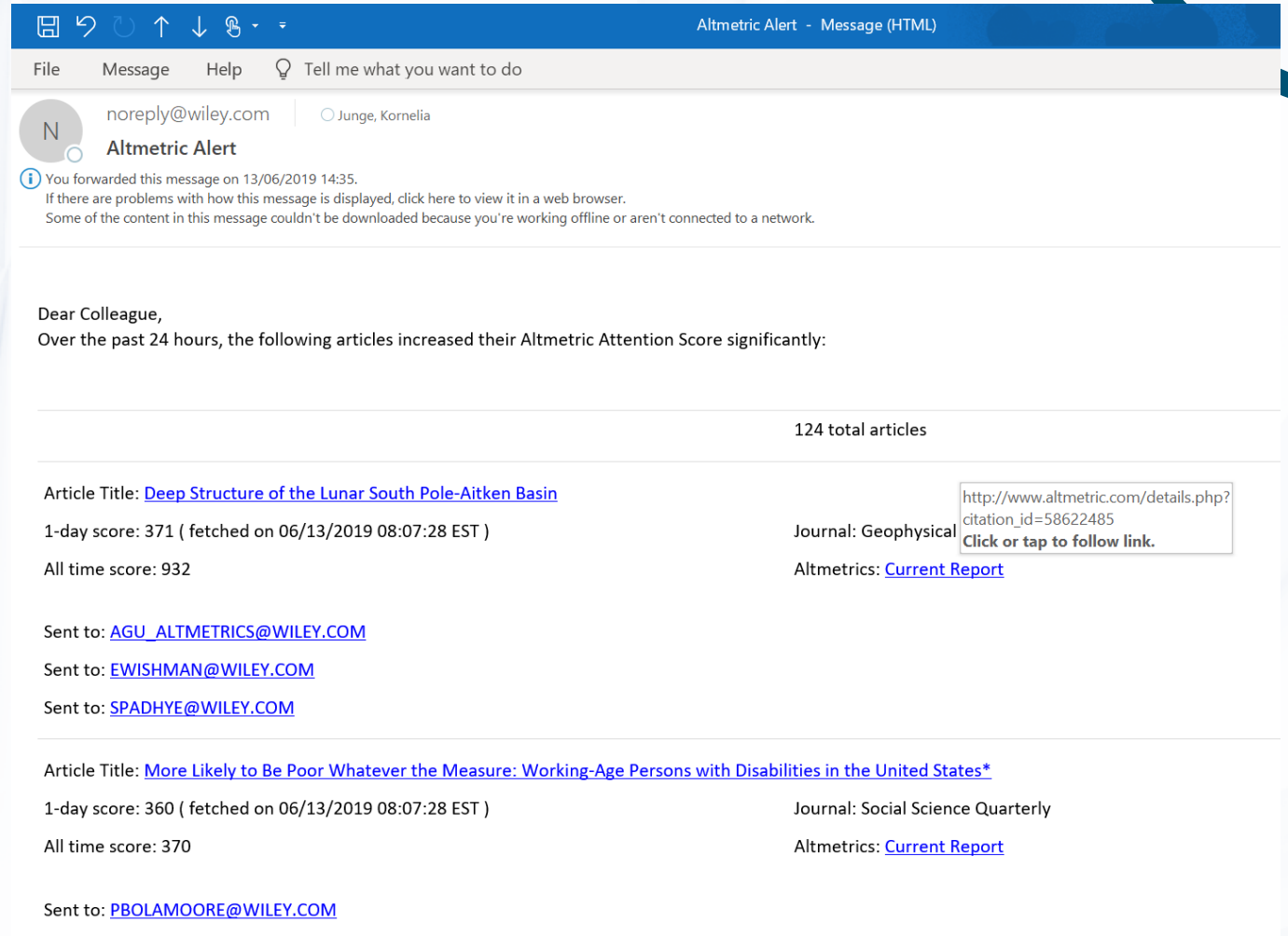
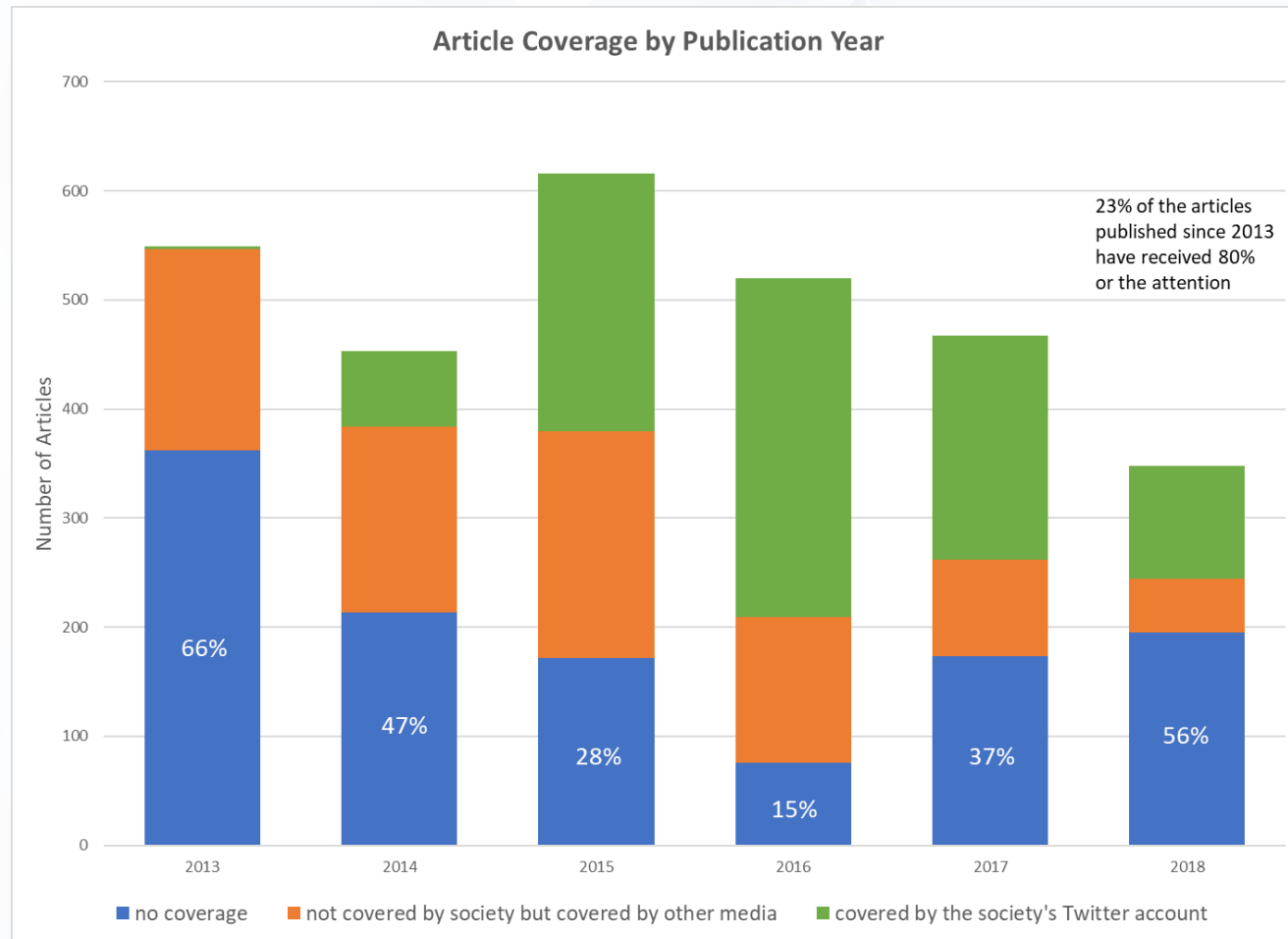# Policy Alert: Make Authors Aware of how their Research is Used
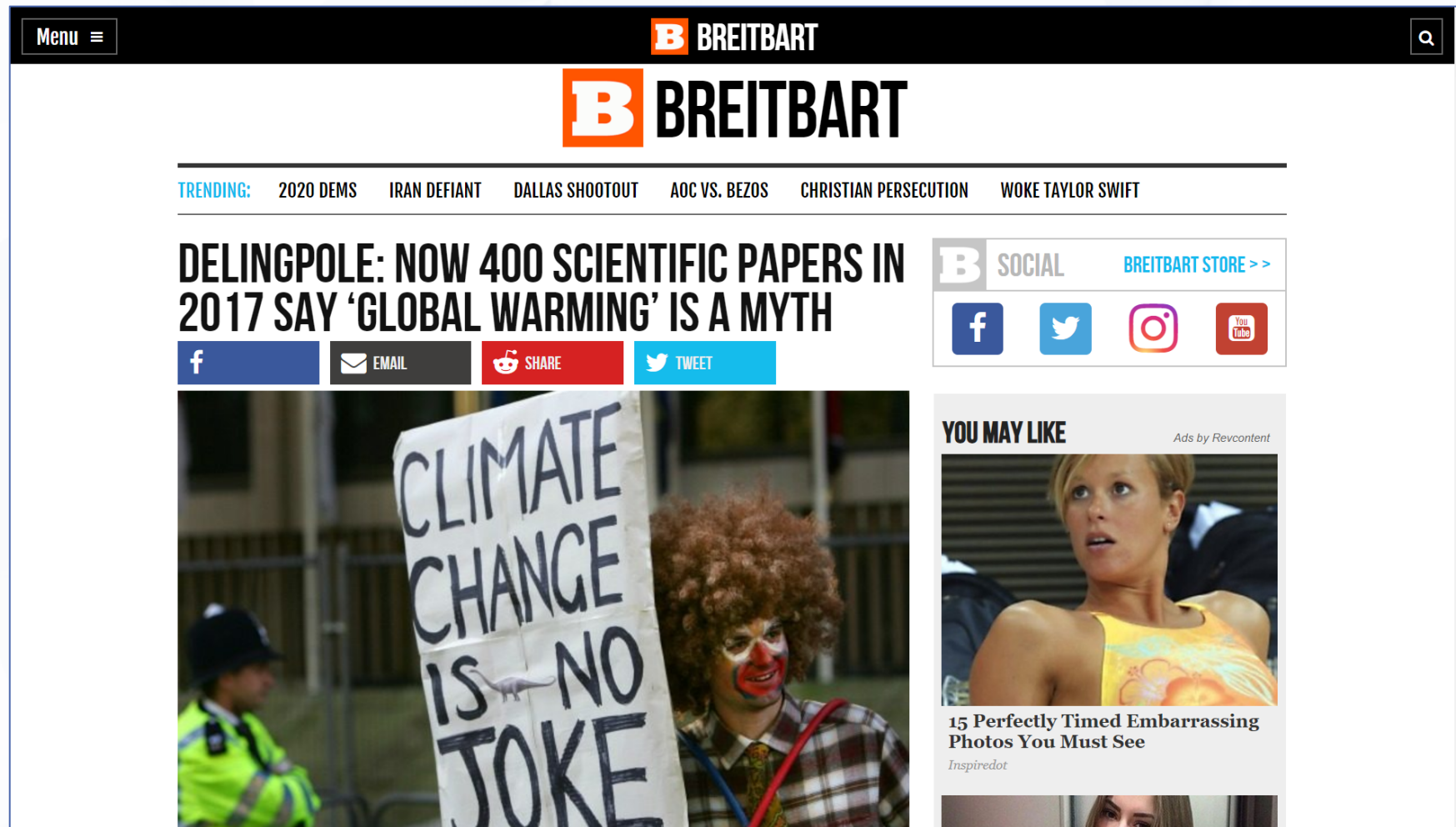
Solution 2: Ingest Data into General Dashboards

One-Stop Shop:

- Financials

- Usage

- Article counts and Metadata

- Citations

- Altmetrics

- KPIs

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Solution 3: Practical Advice

Article Coverage by Publication Year

23% of the articles published since 2013 have received 80% or the attention

- no coverage
- not covered by society but covered by other media
- covered by the society's Twitter account

2013: 66%
2014: 47%
2015: 28%
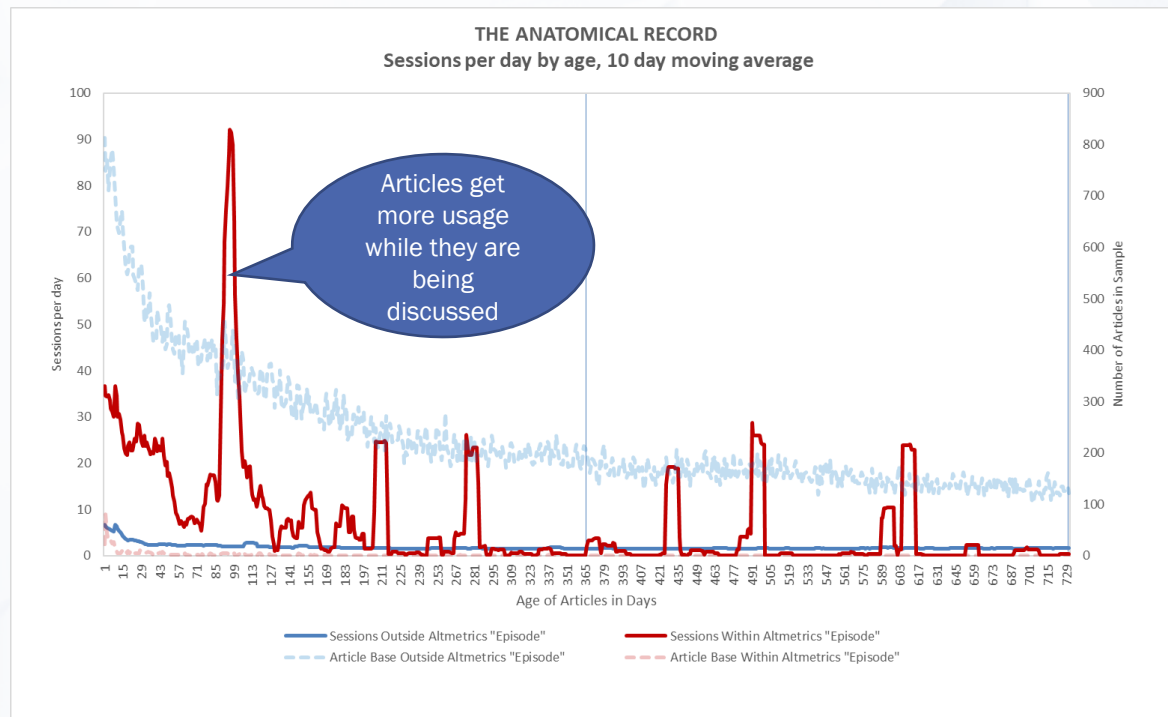2016: 15%
2017: 37%
2018: 56%

Example:
A society wants to know:
- Does it make sense for them to spend time tweeting about their articles?
- Are they focusing on the right articles?

How does this journal compare to other journals?

Solution 4: More Context

Some examples

THE ANATOMICAL RECORD
Sessions per day by age, 10 day moving average

Articles get more usage while they are being discussed

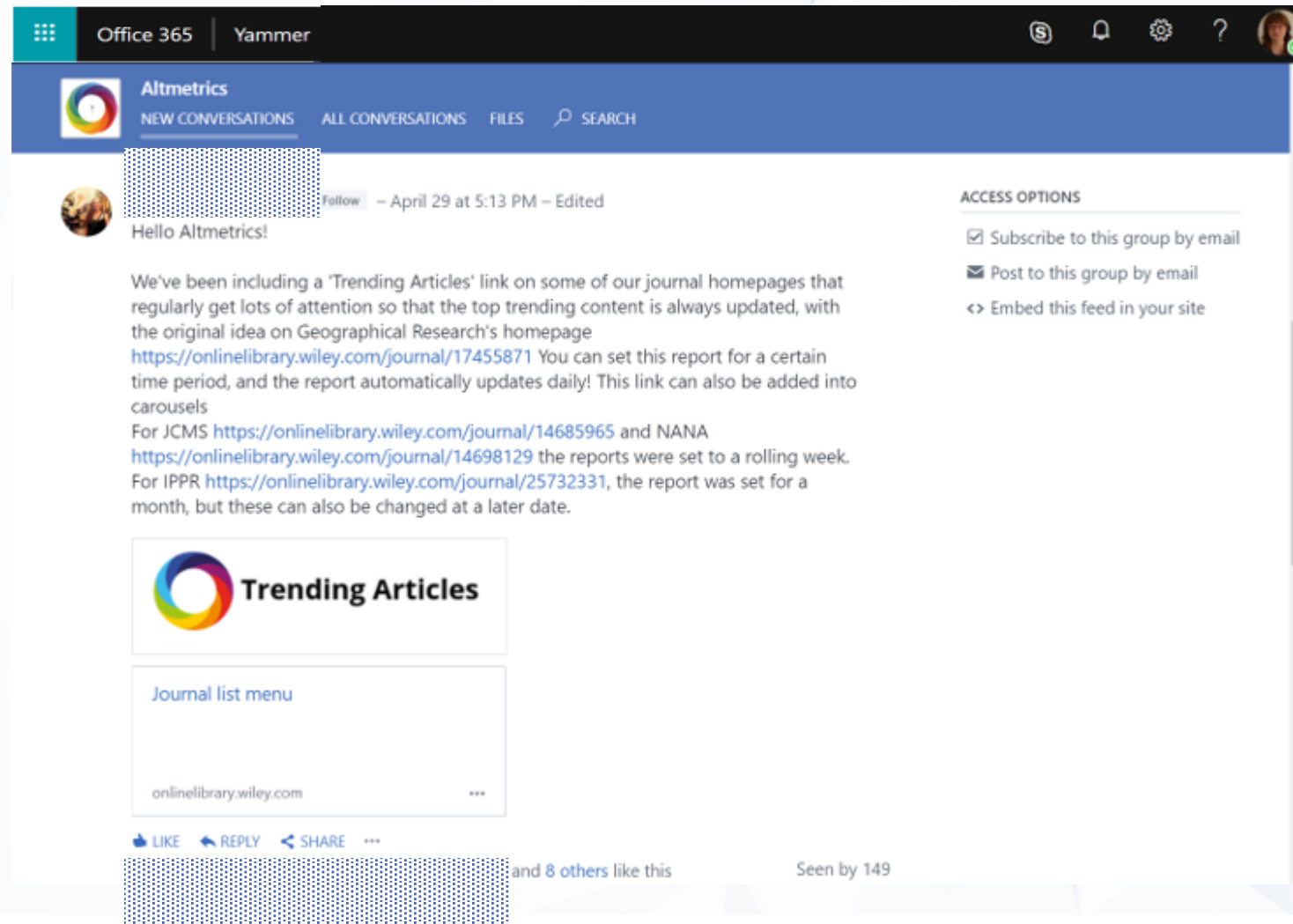Data from Summer 2018

Don't underestimate a source just because you can't read it!

POST_AUTHOR_NAME	Media Channel	Number of cases where this user was the first to post	Number of different journals covered
マーキュリー２世	twitter	18,881	653
BlackPhysicists	twitter	18,301	303
bioRxiv	twitter	16,213	1
EurekAlert!	news	13,354	1,925
Condensed Matter	twitter	12,862	215
Astrophysics Pape			
New Physics Pape			
Psych2 Evidence			
gngdb rss bot			
Precious Daniel™			

Good bloggers might make good reviewers or editors

Top blogs sites in Ecology 2018

POST_AUTHOR_NAME	LATEST_URL
methods.blog	http://methodsblog.wordpress.com
Microbiome Digest - Bik's Picks	http://www.microbiomedigest.com/
Mongabay.com news	http://news.mongabay.com
Skeptical Science	http://www.skepticalscience.com/
ZME Science	http://cdn.zmescience.com/
Journal of Ecology blog	http://jecologyblog.wordpress.com/
N+1: научные статьи, новости, открытия	http://nplus1.ru/
Ocean acidification	http://news-oceanacidification-icc.org/
The Applied Ecologist's blog	http://jappliedecologyblog.wordpress.com/
The Archaeology News Network	http://archaeologynewsnetwork.blogspot.com/
AoB Blog	http://aobblog.com
Dynamic Ecology	http://dynamicecology.wordpress.com
Retraction Watch	http://retractionwatch.com/
OggiScienza	http://oggiscienza.it/
Brinkwire	http://en.brinkwire.com/
Nature Ecology & Evolution Community	http://natureecoevocommunity.nature.com/
The Molecular Ecologist	http://www.molecularecologist.com
Climate News Network	http://climatenewsnetwork.net/

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Solution 5: Engagement

Global Collaboration:

- Share Ideas

- Share Top Articles

- Ask questions about how Altmetrics works

- Discuss Findings

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The Curse of Success – or Why Standard Reports Often Don't Work

Top articles always stay on top

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Filter on mention date:

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⌄ Add source   🔍 Search for attention sources or a specific outlet/user (e.g., Policy, BBC News, @altmetric)   ☐ SHOW HIGHLIGHTS ONLY

Show mentions between [2019-05-17 ✕] and [2019-06-16 ✕] Show mentions from 🔍 Search for a country   **APPLY** **RESET**

Top Articles, based on monthly mention count

Rank	ARTICLE_TITLE	Publication Date	Mentions per Channel Blogs	Facebook	News	Twitter	Video	Wikipedia	Rank in standard Altmetric Report
1	Fine-touch pressure thresholds in the adult penis	19/03/2007				45			5
2	Characterisation of Inflammatory Cells Associated with "Idio	26/11/2008				36			86
3	Male circumcision decreases penile sensitivity as measured i	04/02/2013				30			4
4	Factors associated with spontaneous stone passage in a cont	14/05/2019				29			12
5	Prostate cancer screening: where are we now?	19/02/2019				22			30
6	Pre-stenting and the risk of postoperative sepsis: a shorter dv	15/06/2017				15			24
7	In-hospital cost analysis of prostatic artery embolization con	22/12/2018	3			9			43
8	The epidemiology of bacille Calmette-Guérin infections after	31/05/2019				12			32
9	How (not) to communicate new scientific information: a mer	13/10/2005				11			2
10	Use of indocyanine green to minimise uretero-enteric strictu	28/02/2019				9			23
11	Urothelial cancer: a narrative review of the role of novel imn	07/12/2018				8			54
12	'Fake News' in urology: evaluating the accuracy of articles sh	02/05/2019			1	7			15
13	Palliative care use amongst patients with bladder cancer	13/02/2019	4			3			1
14	Palliative care in patients with bladder cancer: an opportunit	22/05/2019				7			62
15	Am I normal? A systematic review and construction of nomo	08/12/2014				6		1	33

Our Wishlist

- Keep up the good work mapping mentions to articles and articles to journals

- "Mention Date Range" Filtering (Bring back "Score in Timeframe"?)

- More "Mention Source" segmentation, especially Twitter

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