



Dissemination & Altmetric Explorer

A Guide for Publishers

In order for relevant audiences to find, discuss, and further share published materials, dissemination must be approached strategically.

Leveraging the Altmetric Explorer is one way to inform your dissemination plan.

You can use the Explorer to learn:



1) where engagement with research in different fields is happening online,



2) who is talking about research, and



3) how the online attention your titles receive compares to the performance of other journals or books.



Step 1: Identify relevant Field of Research codes

In the Altmetric Explorer, outputs are classified using Field of Research codes, or FoR codes. These codes are assigned at the output level, not the journal level, making this a powerful and specific classification system.

First, use the advanced search to find relevant research by searching by keyword, publisher, affiliation, journal, etc.

Or, you can upload a set of identifiers or craft a PubMed strategy.

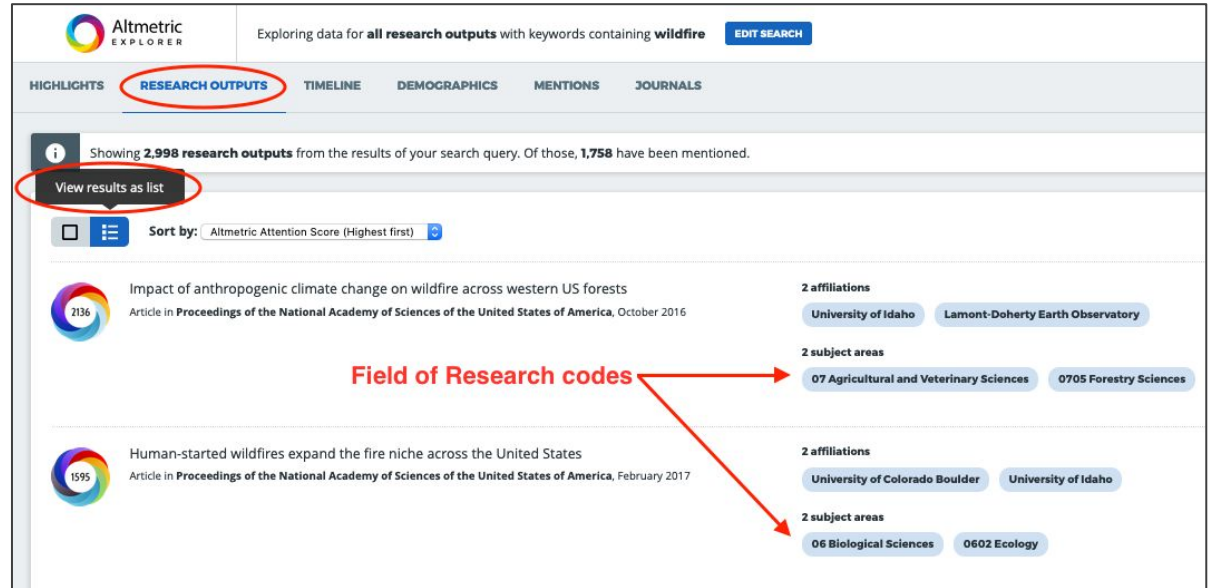
The screenshot shows the 'Advanced search' interface of the Altmetric Explorer. The interface is divided into two main columns. The left column contains search filters for 'Research outputs', including fields for Keywords (with 'wildfire' entered), Subjects (for classification), Affiliation (GRID), Title of Output, Type of Output (with 'All outputs' selected), Open Access Status, Scholarly Identifiers (with an 'Add Scholarly Identifiers' button circled in red), ORCID, and PubMed Query (with an 'Add a PubMed Query' button circled in red). The right column contains search filters for 'Publishers, journals, and collections', including fields for Publisher Name, DOI Prefix, Journal or Collection (with a 'Paste a list of journal ISNs' button), Funder Name, Handle Prefix, Dates (Publication Date range), and Altmetric Mentions During. Red arrows point from the text 'Search by keyword, publisher, affiliation, journal, etc.' to the Keywords, Affiliation, and Journal or Collection fields. Another red arrow points from the text 'Alternatively, create a custom search using identifiers like DOIs or craft a PubMed query' to the PubMed Query field. At the bottom right, there are 'CLEAR FIELD' and 'RUN SEARCH' buttons, with the 'RUN SEARCH' button circled in red. The top left of the interface has a tab labeled 'Advanced search' circled in red.



Step 1: Continued

Once you run your search, toggle to the Research Outputs tab and view the results as a list. This provides at-a-glance information about the subject areas these outputs are classified in using FoR codes.

Make note of which subject areas seem most relevant or occur most frequently.



The screenshot displays the Altmetric Explorer interface for a search on 'wildfire'. The 'RESEARCH OUTPUTS' tab is selected and circled in red. Below the tab, a button labeled 'View results as list' is also circled in red. The search results show two articles, each with a circular Altmetric attention score icon (2136 and 1595 respectively). To the right of each article, there are sections for '2 affiliations' and '2 subject areas'. A red arrow points from the text 'Field of Research codes' to the subject area tags for both articles.

Altmetric EXPLORER

Exploring data for all research outputs with keywords containing wildfire [EDIT SEARCH](#)

HIGHLIGHTS **RESEARCH OUTPUTS** TIMELINE DEMOGRAPHICS MENTIONS JOURNALS

Showing 2,998 research outputs from the results of your search query. Of those, 1,758 have been mentioned.

[View results as list](#)

Sort by: Altmetric Attention Score (Highest first)

Field of Research codes

Article 1: Impact of anthropogenic climate change on wildfire across western US forests
Article in *Proceedings of the National Academy of Sciences of the United States of America*, October 2016
2136

2 affiliations: University of Idaho, Lamont-Doherty Earth Observatory

2 subject areas: 07 Agricultural and Veterinary Sciences, 0705 Forestry Sciences

Article 2: Human-started wildfires expand the fire niche across the United States
Article in *Proceedings of the National Academy of Sciences of the United States of America*, February 2017
1595

2 affiliations: University of Colorado Boulder, University of Idaho

2 subject areas: 06 Biological Sciences, 0602 Ecology



Step 2: Craft a search strategy using FoR codes

Next, you will use the FoR codes you identified in Step 1 to create a new search strategy. Go back to the Advanced Search and begin typing the code(s) in the 'Subjects' search bar; suggestions will auto-populate. Enter multiple codes if appropriate.

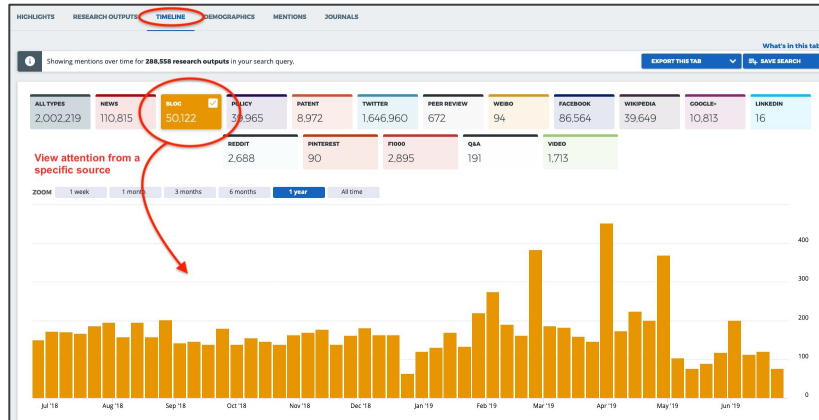
You can now begin to examine how research in this particular area is discussed online.

The screenshot shows the 'Advanced search' interface. A red arrow points to the 'SUBJECTS (FOR CLASSIFICATION)' search bar with the text 'Enter codes by name or number here. Results will autopopulate.' The search bar contains the text 'eco' and has a dropdown menu open showing suggestions: '0501 Ecological Applications', '0602 Ecology', '14 Economics', '1401 Economic Theory', '1402 Applied Economics', and '1403 Econometrics'. The 'SUBJECTS (FOR CLASSIFICATION)' label is circled in red. The interface also includes fields for 'KEYWORDS', 'PUBLISHER NAME', 'DOI PREFIX', 'JOURNAL OR COLLECTION', 'FUNDER NAME', and 'HANDLE PREFIX'. At the bottom, there are 'CANCEL', 'CLEAR FIELDS', and 'RUN SEARCH' buttons. The 'RUN SEARCH' button is circled in red.



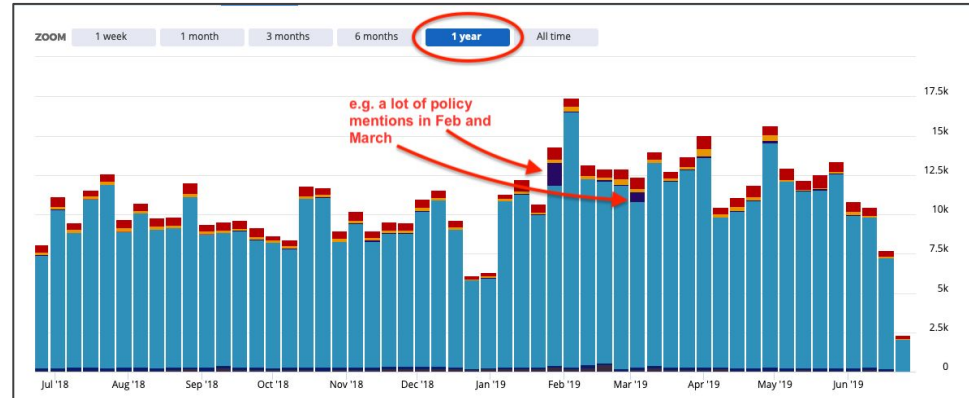
Step 3: Explore the Timeline tab

Try starting in the Timeline tab to get a visual of where the most voluminous attention is occurring and which sources you might be interested in exploring further in Step 4.



Experiment with different time limits

Experiment by limiting to different source types



Step 4: Explore the Mentions tab

The Mentions tab will allow you to explore different sources in detail and then easily export the results to a CSV file for additional analysis.

Start by limiting to a source you are most interested in by typing in the search bar or choosing from the dropdown. Consider adding a time filter because there will likely be too many results to easily sift through! Once you have your filters set, click 'Apply' to view the results. To export the results, click 'Export this tab' and download the results as a CSV.

The screenshot shows the 'MENTIONS' tab selected in the top navigation bar. Red arrows and text annotations guide the user through the interface:

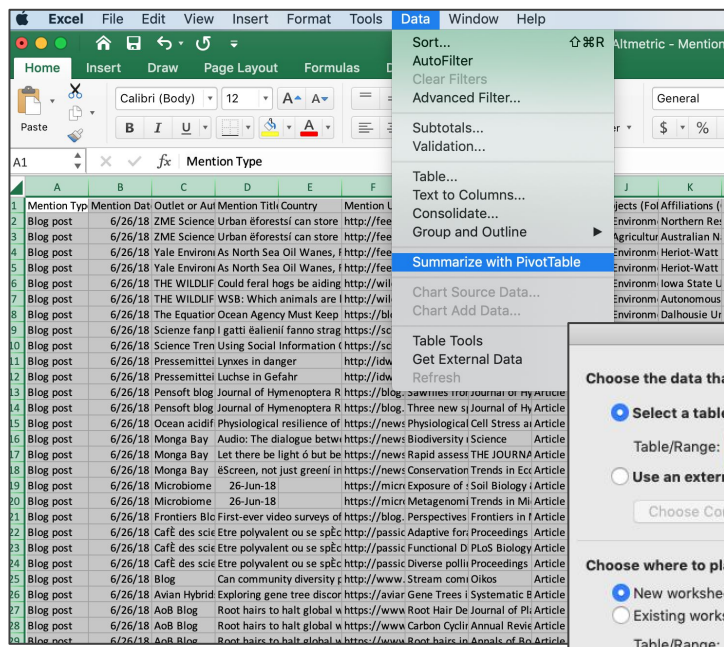
- An arrow points to the 'Add source' dropdown menu.
- An arrow points to the search bar with the text: "Add a source by typing in the search bar or choosing from the dropdown menu".
- An arrow points to the date range filter with the text: "Limit by date".
- An arrow points to the 'APPLY' button.
- An arrow points to the 'EXPORT THIS TAB' dropdown menu.
- An arrow points to the 'Download results as CSV' option in the export menu.

The interface includes a search bar with 'ALL BLOG POSTS' selected, a date range filter set to '2017' and 'any time', and a 'SHOW HIGHLIGHTS ONLY' toggle. The main content area displays a calendar for June 2019 and a list of research outputs, including 'Why Chinese medicine is heading for clinics around the world' and 'Legal Trade of Africa's Rhino Horns'.

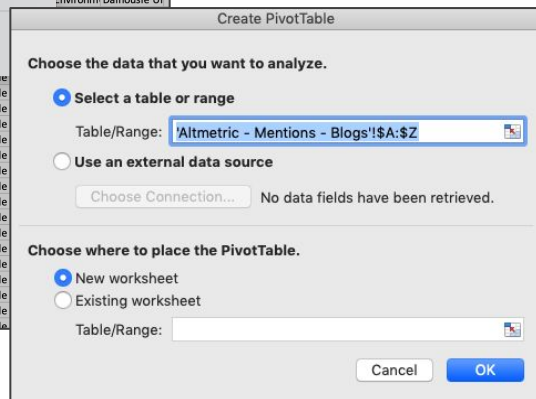


Step 5: Open CSV file

For most of the sources we track, we can create a simple pivot table to quickly see the outlets or authors that discuss research most frequently online.



1. Highlight the sheet
2. Click 'Data' from the menu bar
3. Click 'Summarize with PivotTable'
4. Click 'OK' in the pop-up
5. Data will open in a new sheet



Step 5: Continued

The screenshot shows the Excel PivotTable interface with the following elements:

- PivotTable Name:** PivotTable1
- Active Field:** Outlet or Author
- Field Settings:** Filter Settings, Expand Field, Collapse Field, Group Selection, Insert Slicer, Insert Timeline, Filter Connections, Refresh, Change Data Source, Clear, Select, Move PivotTable, Fields, Items, & Sets, PivotChart, Field List, Buttons, Field Headers.
- PivotTable Fields:** FIELD NAME, Search fields, Mention Type, Mention Date, Outlet or Author (checked), Mention Title.
- Filters:** (Empty)
- Columns:** (Empty)
- Rows:** Outlet or Author
- Values:** Count of Outlet or Author
- Sort:** Descending (selected), Sort by: Outlet or Author, Count of Outlet or Author (selected).
- Filter:** Choose One, By label: Choose One, By value: Choose One, Search, Clear Filter.

The PivotTable data is as follows:

Row Labels	Count of Outlet or Author
Microbiome Digest - Bik's Picks	492
Monga Bay	461
Skeptical Science	456
Natureza Terr-quea	426
Earthling Nature	426
Species New to Science	253
Forum:Blog	233
Nature Ecology & Evolution Community	144
THE WILDLIFE SOCIETY	142
Brinkwire	135
Conservation Corridor	134
The Applied Ecologist's blog	122

6. Check the 'Outlet or Author' box and drag to 'Rows'

7. Click the dropdown arrow

8. Choose sort by 'Count of Outlet or Author'

9. Change the view to 'Descending'

You will now see the name of the source on the left and the number of posts/mentions on the right, thereby sorting this list by the outlets/authors that talk about this field of research most frequently.

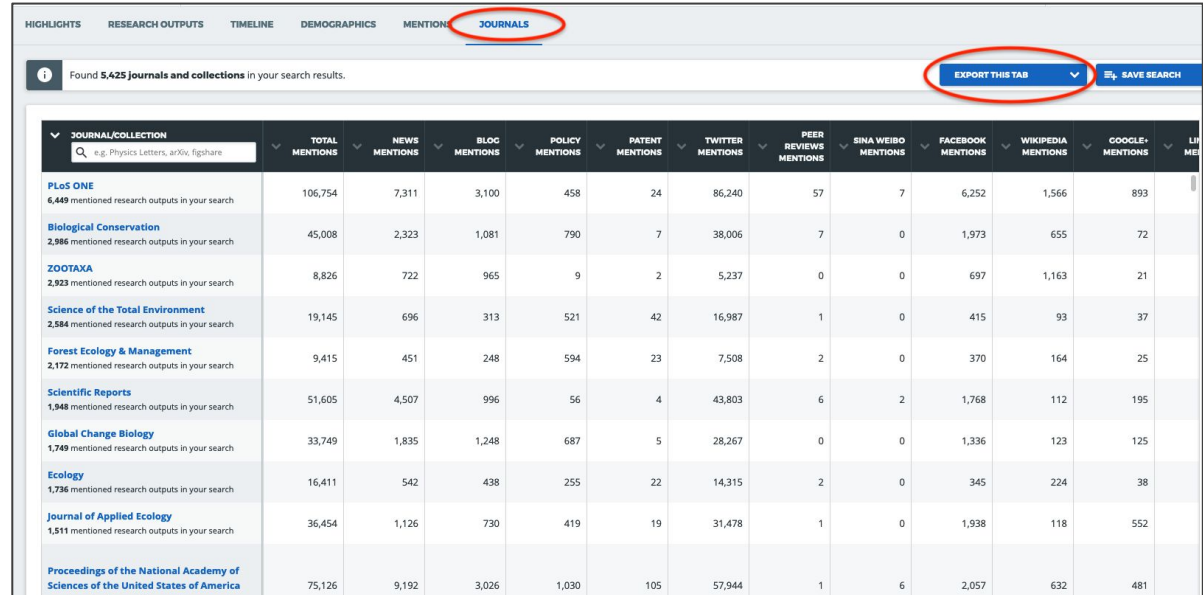


Step 6: Explore Journals tab

Finally, you can explore the Journals tab to see where this research is being published and which journals get the most attention online.

Simply toggle to the Journals tab in the Altmetric Explorer and experiment with sorting by different mention types, e.g. policy, patent, news, etc.

The left-hand column lists the journal titles and will change as you sort in different ways. Consider exporting to CSV for further analysis.



HIGHLIGHTS RESEARCH OUTPUTS TIMELINE DEMOGRAPHICS MENTIONS JOURNALS													
Found 5,425 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	PATENT MENTIONS	TWITTER MENTIONS	PEER REVIEWS MENTIONS	SINA WEIBO MENTIONS	FACEBOOK MENTIONS	WIKIPEDIA MENTIONS	GOOGLE+ MENTIONS	LIFE MENTIONS	LI MENTIONS
PLoS ONE 6,449 mentioned research outputs in your search	106,754	7,311	3,100	458	24	86,240	57	7	6,252	1,566	893		
Biological Conservation 2,986 mentioned research outputs in your search	45,008	2,323	1,081	790	7	38,006	7	0	1,973	655	72		
ZOOTAXA 2,923 mentioned research outputs in your search	8,826	722	965	9	2	5,237	0	0	697	1,163	21		
Science of the Total Environment 2,584 mentioned research outputs in your search	19,145	696	313	521	42	16,987	1	0	415	93	37		
Forest Ecology & Management 2,172 mentioned research outputs in your search	9,415	451	248	594	23	7,508	2	0	370	164	25		
Scientific Reports 1,948 mentioned research outputs in your search	51,605	4,507	996	56	4	43,803	6	2	1,768	112	195		
Global Change Biology 1,749 mentioned research outputs in your search	33,749	1,835	1,248	687	5	28,267	0	0	1,336	123	125		
Ecology 1,736 mentioned research outputs in your search	16,411	542	438	255	22	14,315	2	0	345	224	38		
Journal of Applied Ecology 1,511 mentioned research outputs in your search	36,454	1,126	730	419	19	31,478	1	0	1,938	118	552		
Proceedings of the National Academy of Sciences of the United States of America	75,126	9,192	3,026	1,030	105	57,944	1	6	2,057	632	481		



Leveraging Altmetric Data

So what do you actually do with this information? How can it inform a dissemination strategy? Let's take a look at a few starting points:



Twitter

- Twitter is a hotbed for research communication in some fields, but not all! Use Altmetric data to see if Twitter will help you reach appropriate audiences.
- Discover Twitter accounts that are actively and frequently posting in different disciplines. Follow these potential influencers. Engage with them, i.e. re-tweet their content and comment on their posts. They'll be more likely to follow you and reciprocate.
- Find and connect with potential collaborators, e.g. experts, public groups, patient advocacy groups, societies, funders, government officials, etc.



Leveraging Altmetric Data



News

- Stay on top of where research is being discussed in mass media.
- Reach out to relevant news outlets with newly published content.
- Discover new or niche news outlets discussing various fields.



Blogs

- Using Altmetric data, find popular blogs in different research areas.
- Bloggers need a vacation too! Offer to write a guest blog post or to collaborate with a blogger on a post.
- Consider creating a blog in a popular research area. For example, identify fields that produce research that is widely read and shared by the public; consider writing lay summaries in a blog format.



Leveraging Altmetric Data



Journals

Not all journals receive the same amount of attention online. Use the Altmetric Explorer to gain competitive insight into which journals are most frequently cited in policy documents, patent applications, and other sources.

This can help assess journal performance and the success of dissemination strategies.



Continuing the Conversation

Strategic dissemination can seem like a daunting task, but the Altmetric Explorer can help you save time by making it easier to discover and subsequently engage in these conversations.

If you'd like to discuss this guide and learn more, contact Patty!



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