



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 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 Altmetric Explorer, most 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 Altmetric Explorer. Red annotations highlight key features:

- Advanced search:** A red circle highlights the 'Advanced search' tab at the top left.
- Search by keyword, publisher, affiliation, journal, etc.:** A red arrow points to the 'KEYWORDS' field, which contains the text 'wildfire'.
- Alternatively, create a custom search using identifiers like DOIs or craft a PubMed query:** A red arrow points to the 'ADD A PUBMED QUERY' button at the bottom left.
- ADD SCHOLARLY IDENTIFIERS:** A red circle highlights the 'ADD SCHOLARLY IDENTIFIERS' button in the 'SCHOLARLY IDENTIFIERS' section.

The interface includes various search filters and fields:

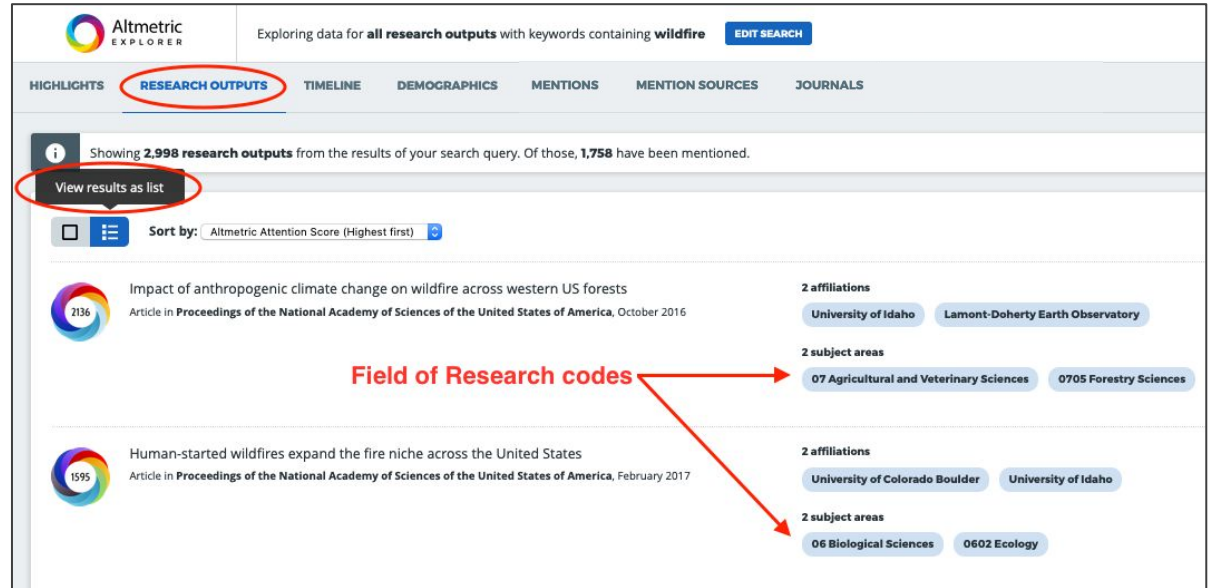
- Research outputs:** Includes fields for KEYWORDS, SUBJECTS (FOR CLASSIFICATION), AFFILIATION (GRID), TITLE OF OUTPUT, TYPE OF OUTPUT, OPEN ACCESS STATUS, and SCHOLARLY IDENTIFIERS.
- Publishers, journals, and collections:** Includes fields for PUBLISHER NAME, DOI PREFIX, JOURNAL OR COLLECTION, FUNDER NAME, and HANDLE PREFIX.
- Dates:** Includes a PUBLICATION DATE range selector.
- ALTMETRIC MENTIONS DURING:** Includes a selector for 'any time'.
- Buttons:** 'CANCEL' and 'RUN SEARCH' buttons are at the bottom.



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 it, the 'View results as list' button 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 MENTION SOURCES 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 shows a list of 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 'PUBLISHERS, JOURNALS, AND COLLECTIONS' section is also visible. At the bottom, there are 'CANCEL', 'CLEAR FIELDS', and 'RUN SEARCH' buttons. The 'RUN SEARCH' button is circled in red.

Advanced search

Research outputs

KEYWORDS

Enter a title, author name, editor name, and/or journal

SUBJECTS (FOR CLASSIFICATION)

05 ENVIRONMENTAL SCIENCES 0705 FORESTRY SCIENCES eco

0501 Ecological Applications

0602 Ecology

14 Economics

1401 Economic Theory

1402 Applied Economics

1403 Econometrics

OPEN ACCESS STATUS

Open Access outputs only

PUBLISHERS, JOURNALS, AND COLLECTIONS

PUBLISHER NAME

Enter one or more publisher names

DOI PREFIX

Enter one or more DOI prefixes, e.g., 10.6084

JOURNAL OR COLLECTION

Enter one or more journal names, e.g., Physics Letters, arXiv, figshare, 0028-0836

PASTE A LIST OF JOURNAL ISSNS

FUNDER NAME

Enter one or more funder names or GRID IDs.

HANDLE PREFIX

Enter one or more Handle prefixes.

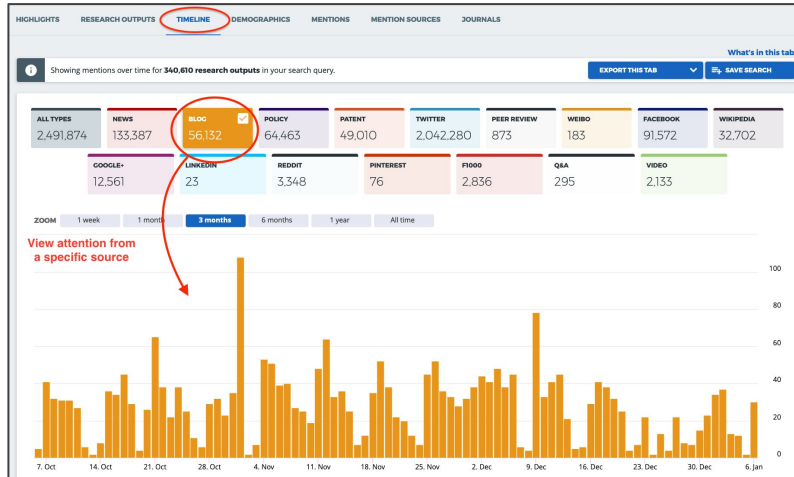
Dates

CANCEL CLEAR FIELDS RUN SEARCH



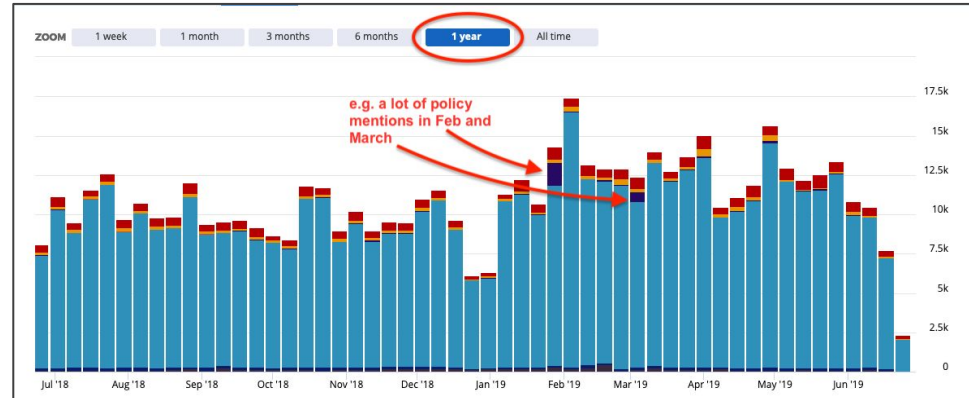
Step 3: Explore the Timeline tab

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.



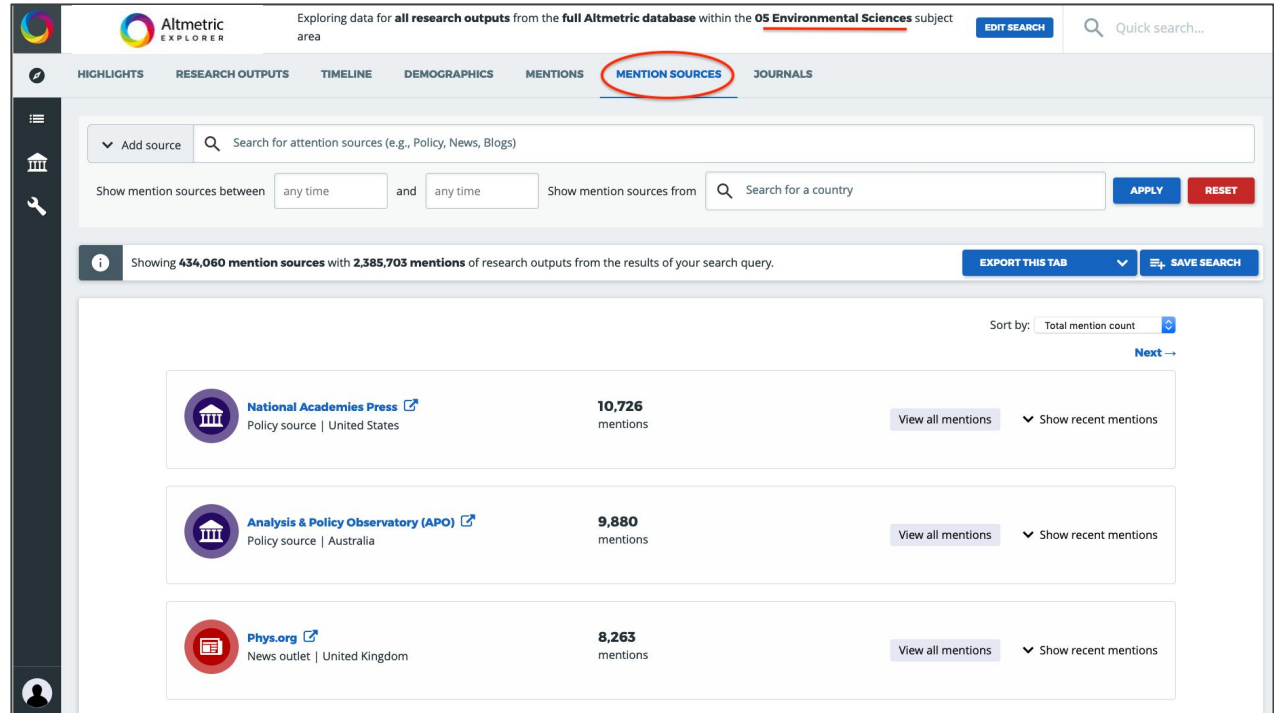
Experiment with different time limits

Experiment by limiting to different source types






Step 4: Explore the Mentions Sources tab

The Mention Sources tab makes it quick and easy to see exactly which sources and people (e.g., specific tweeters, news outlets, policy sources, and more) have mentioned research the most. In this example, we are looking at research in the field of Environmental Sciences.



The screenshot displays the Altmetric Explorer interface. The top navigation bar includes tabs for HIGHLIGHTS, RESEARCH OUTPUTS, TIMELINE, DEMOGRAPHICS, MENTIONS, **MENTION SOURCES** (highlighted with a red circle), and JOURNALS. The main content area shows search filters and a list of sources. The search bar indicates 'Add source' and 'Search for attention sources (e.g., Policy, News, Blogs)'. Below the search bar, there are filters for 'Show mention sources between' (any time) and 'and' (any time), and 'Show mention sources from' (Search for a country). A status bar shows 'Showing 434,060 mention sources with 2,385,703 mentions of research outputs from the results of your search query.' The list of sources is sorted by 'Total mention count' and includes the following entries:

Source	Mentions	Actions
 National Academies Press Policy source United States	10,726 mentions	View all mentions Show recent mentions
 Analysis & Policy Observatory (APO) Policy source Australia	9,880 mentions	View all mentions Show recent mentions
 Phys.org News outlet United Kingdom	8,263 mentions	View all mentions Show recent mentions



Step 5: Add filters, explore mentions, export to CSV

In the Mention Sources tab, you can filter by source type. Choose a source from the dropdown menu, or you can type in a particular source of interest, such as World Health Organization, Washington Post, or even a specific Twitter handle, e.g. @altmetric.

You can also limit by date or show mentions from a specific set of countries. Remember, you can always save a search or export data to a CSV.

Altmetric EXPLORER

Exploring data for all research outputs from the full Altmetric database within the 05 Environmental Sciences subject area

HIGHLIGHTS RESEARCH OUTPUTS TIMELINE DEMOGRAPHICS MENTIONS **MENTION SOURCES** JOURNALS

▼ Add source x ALL BLOGS Choose source from dropdown, or type in a source.

News Blog any time Show mention sources from Search for a country APPLY RESET

Policy Twitter

Weibo Facebook

Google+ Reddit

EXPORT THIS TAB SAVE SEARCH

Sort by: Total mention count

Next →

Microbiome Digest - Bik's Picks Blog 1,884 mentions View all mentions Show recent mentions

ACW Observer Blog 1,753 mentions View all mentions Hide recent mentions

2018-11-18 6:16 PM UTC

Papers on California wildfires
Blog post published by ACW Observer
This is a list of papers on California wildfires with an emphasis on climate related papers. The list is not complete, and will most likely be updated in future in order to make it more thorough and more representative. Distribution and frequency of...

Cites the following research outputs [show 14 more]:

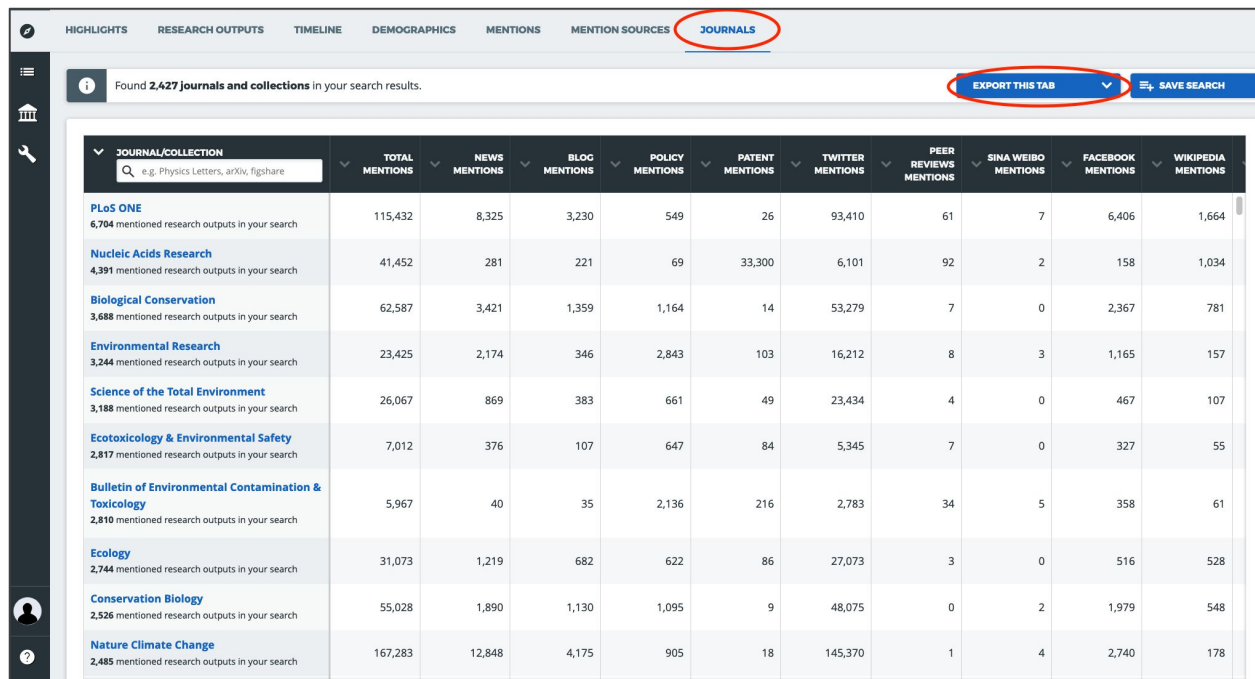
- Warming and Earlier Spring Increase Western U.S. Forest Wildfire Activity**
Article in Science, August 2006
- Large wildfire trends in the western United States, 1984-2011**
Article in Geophysical Research Letters, April 2014

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 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.



Found 2,427 journals and collections in your search results.										
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
PLoS ONE 6,704 mentioned research outputs in your search	115,432	8,325	3,230	549	26	93,410	61	7	6,406	1,664
Nucleic Acids Research 4,391 mentioned research outputs in your search	41,452	281	221	69	33,300	6,101	92	2	158	1,034
Biological Conservation 3,688 mentioned research outputs in your search	62,587	3,421	1,359	1,164	14	53,279	7	0	2,367	781
Environmental Research 3,244 mentioned research outputs in your search	23,425	2,174	346	2,843	103	16,212	8	3	1,165	157
Science of the Total Environment 3,188 mentioned research outputs in your search	26,067	869	383	661	49	23,434	4	0	467	107
Ecotoxicology & Environmental Safety 2,817 mentioned research outputs in your search	7,012	376	107	647	84	5,345	7	0	327	55
Bulletin of Environmental Contamination & Toxicology 2,810 mentioned research outputs in your search	5,967	40	35	2,136	216	2,783	34	5	358	61
Ecology 2,744 mentioned research outputs in your search	31,073	1,219	682	622	86	27,073	3	0	516	528
Conservation Biology 2,526 mentioned research outputs in your search	55,028	1,890	1,130	1,095	9	48,075	0	2	1,979	548
Nature Climate Change 2,485 mentioned research outputs in your search	167,283	12,848	4,175	905	18	145,370	1	4	2,740	178



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 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 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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