



Altmetrics for US Institutions

Practical applications to support
today's academic research evaluation
and decisions

Altmetric.com | @altmetric
altmetricexplorer.com
support@altmetric.com

Introductions

Liesa (Baltimore, MD)

Director of Market Development, Americas

Joined Altmetric
in June 2019

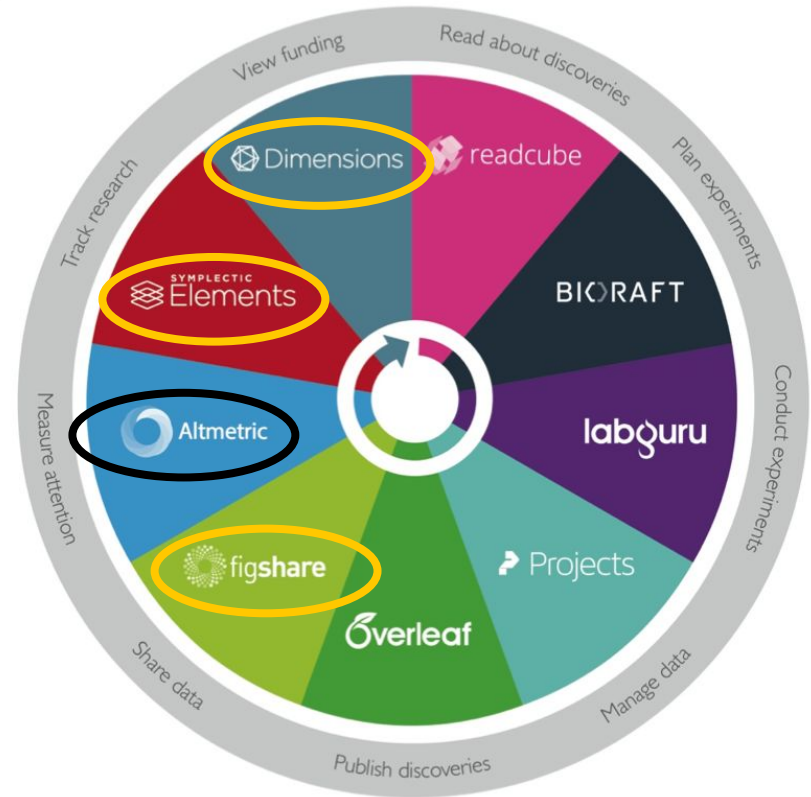


20+ years working with scientific organizations to reach, serve and engage their customers and stakeholders



Digital Science:
from publishing the
end result...

...to supporting
authors at every
stage of the
research cycle

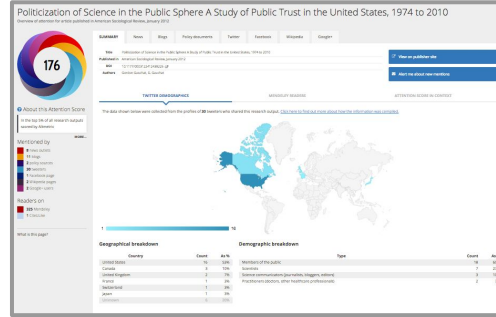


Altmetrics are...

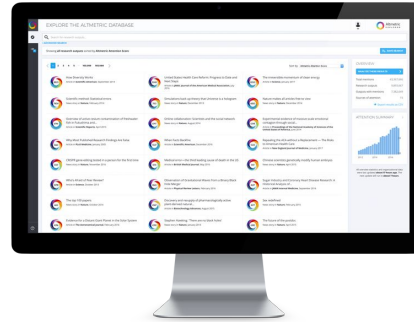
Indicators of non-traditional attention and engagement with digitally published research and scholarship.



Altmetric tools help you report, track and explore these altmetrics data.



Altmetric Badges

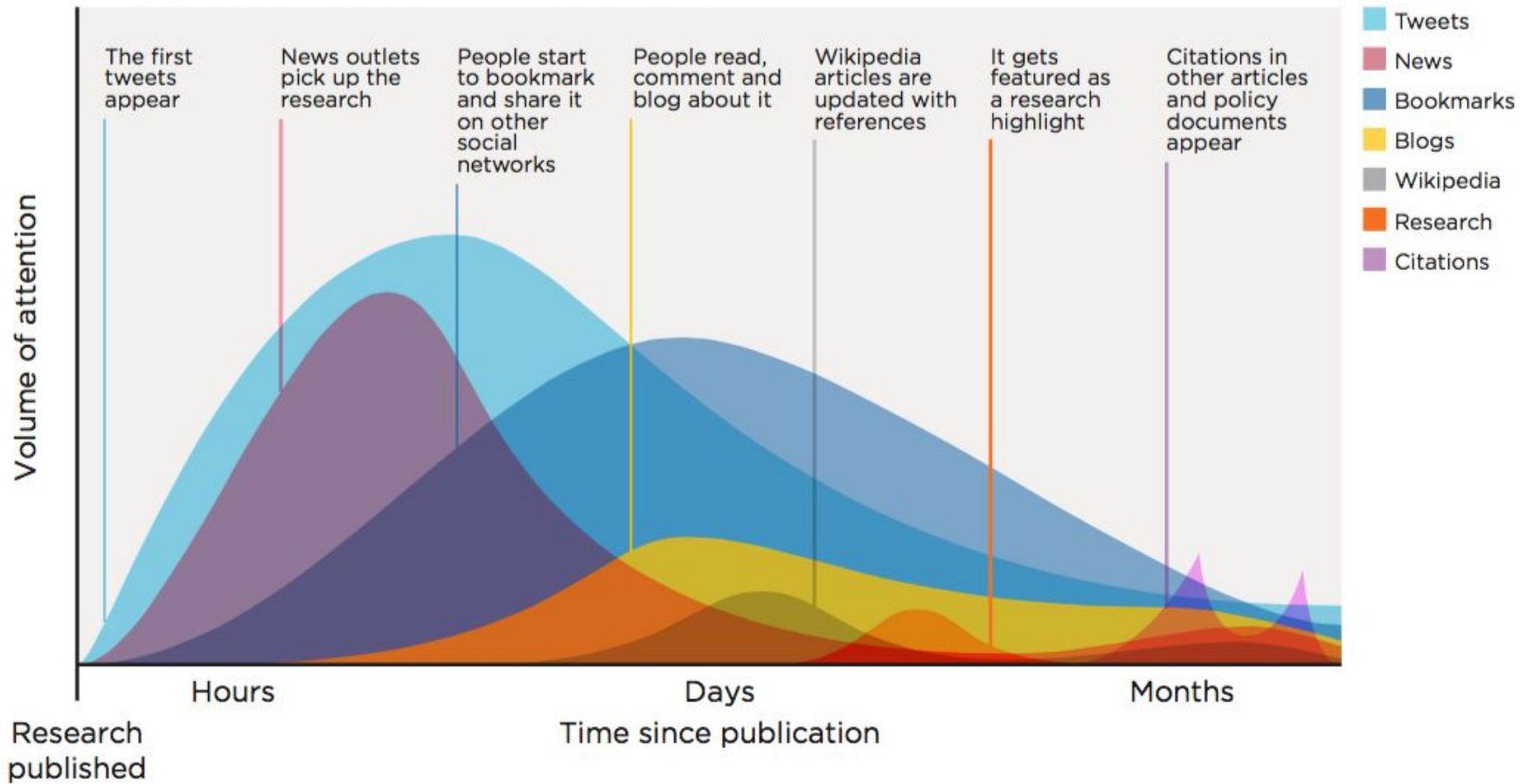


Explorer for Institutions



API





Altmetrics for US Institutions: Practical applications for research evaluation and other decision-making

Agenda

- Funded Research: Tracking online attention
- Publication Planning: Uncovering trends
- Communication Strategy: Creating opportunities



Who uses tools to track altmetrics to gauge research impact?

Heads of Research

Researchers: Tenured and Early-career

Research Faculty

Librarians

Research Services

Data Analysts

Communicators

Editors...



Why are tools used to track altmetrics to gauge research impact?

Related to Core Faculty

- Annual Merit Evaluation for all faculty
- Struggle to stay relevant and funded
- Special Population - Unique jobs
 - Impact the world, enrich youth, discover new things, job for life, pay your own salary, under constant scrutiny to prove themselves



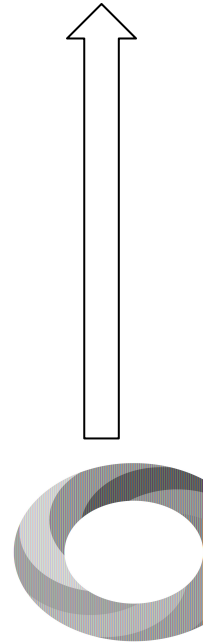
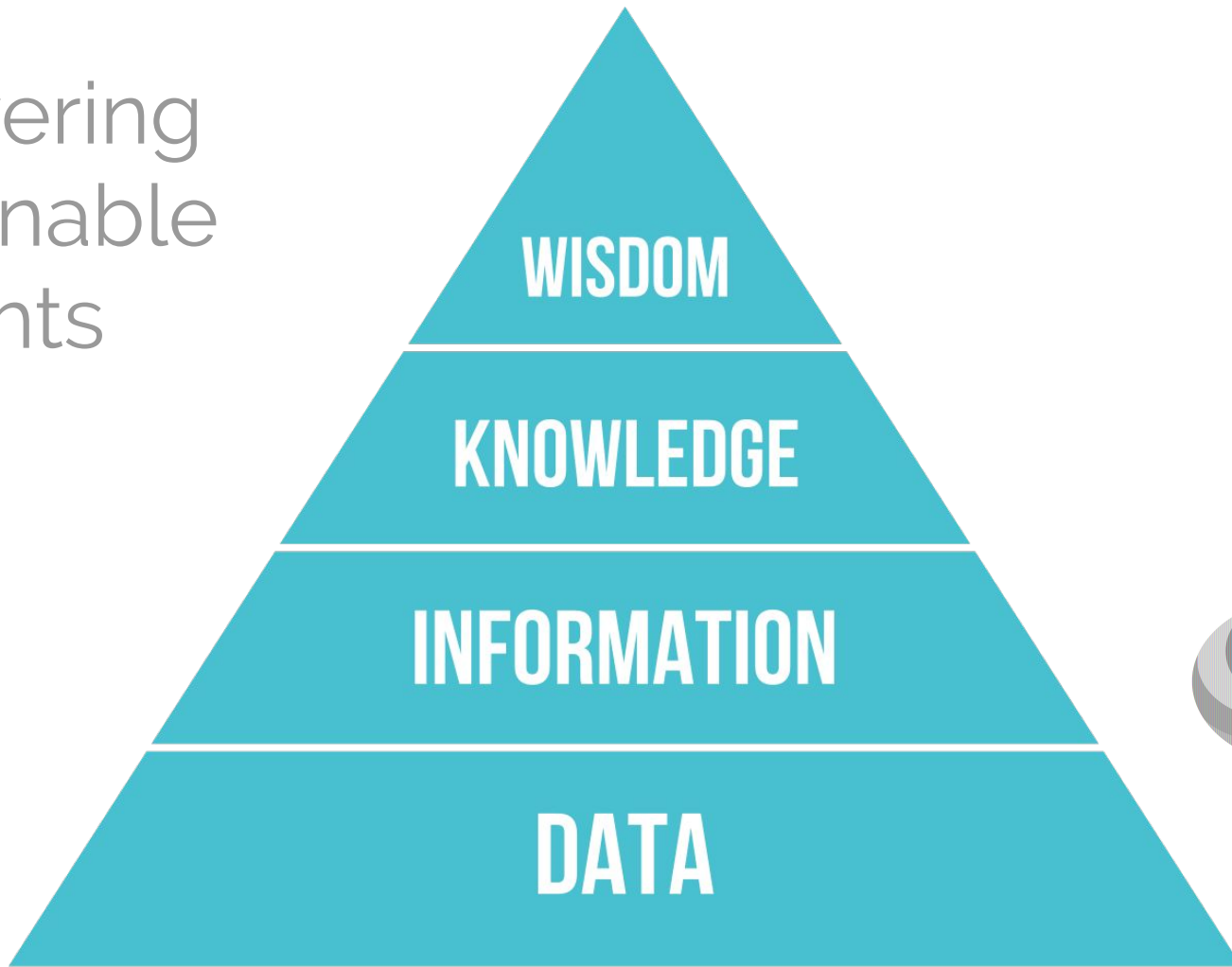
Why are tools used to track altmetrics to gauge research impact?

Related to an Institution's Reputation and Mission

- Need to identify impact of their faculty
- Accreditation cycles
- Commitment to the common good
- Academia – can be slow to change, reaction when a crisis
- Academic Reputation – important to individuals and the institution




Delivering
actionable
insights



Funded Research

Tracking its online attention for reporting

See who is talking about your funded research



University of Illinois
Foundation

Warning: This tool will only search for research outputs from the full Altmetric database unless the 2017 Public Health and Health Services Research Foundation Bill is selected.

My institution

VERIFIED AUTHOR

WHAT IS THIS?

VERIFIED DEPARTMENT

WHAT IS THIS?

Publishers, journals, and collections

PUBLISHER NAME

WHAT IS THIS?

DOI PREFIX

WHAT IS THIS?

JOURNAL OR COLLECTION

WHAT IS THIS?

or

PASTE A LIST OF JOURNAL ISSNS

FUNDER NAME

WHAT IS THIS?

CANCEL

Research outputs

☐ Full Altmetric database

☒ My institution only

KEYWORDS

WHAT IS THIS?

SUBJECTS (FOR CLASSIFICATION)

WHAT IS THIS?

AFFILIATION (GRID)

WHAT IS THIS?

TITLE OF OUTPUT

WHAT IS THIS?

TYPE OF OUTPUT

WHAT IS THIS?

FUNDER NAME

WHAT IS THIS?

Billroth Hospitals

Billings Farm & Museum

Bill & Melinda Gates Foundation


Bill Harvey Associates (United Kingdom)

Buffalo Bill Center of the West

BillerudKorsnäs (Sweden)

The Bill Douglas Cinema Museum

See who is talking about your funded research

 Lipid University
Capturing data for all research outputs from the Full Altmetric database and/or the CrossRef Health and Health Services subject area funded by BSI & Health Research UK

My institution [WHAT IS THIS?](#)

VERIFIED AUTHOR [WHAT IS THIS?](#)
Enter one or more author names from your institution.

VERIFIED DEPARTMENT [WHAT IS THIS?](#)
Enter one or more department names from your institution.

Publishers, journals, and collections

PUBLISHER NAME [WHAT IS THIS?](#)
Enter one or more publisher names

DOI PREFIX [WHAT IS THIS?](#)
Enter one or more DOI prefixes, e.g., 10.6084

JOURNAL OR COLLECTION [WHAT IS THIS?](#)
e.g., Physics Letters, arXiv, figshare, 0028-0836
or **PASTE A LIST OF JOURNAL ISSNS**

FUNDER NAME [WHAT IS THIS?](#)
BILL & MELINDA GATES FOUNDATION

Research outputs

☒ Full Altmetric database ☐ My institution only

KEYWORDS [WHAT IS THIS?](#)
Enter a title, author name, editor name, and/or journal

SUBJECTS (FOR CLASSIFICATION) [WHAT IS THIS?](#)
1117 PUBLIC HEALTH AND HEALTH SERVICES

AFFILIATION (GRID) [WHAT IS THIS?](#)
Enter the name of an organization or a GRID ID.

TITLE OF OUTPUT [WHAT IS THIS?](#)
e.g., "Good vibrations: the role of music in Einstein's thinking"

TYPE OF OUTPUT [WHAT IS THIS?](#)
Most mentioned by

☒ All outputs
☐ Articles ☐ Books ☐ Book chapters
☐ Data sets ☐ Clinical trial records ☐ News stories

OPEN ACCESS STATUS [WHAT IS THIS?](#)
☐ Open Access outputs only

SCHOLARLY IDENTIFIERS [WHAT IS THIS?](#)
ADD SCHOLARLY IDENTIFIERS

CANCEL **CLEAR FIELDS** **RUN SEARCH**



See who is talking about your funded research

Northwestern Medicine
Feinberg School of Medicine

Northwestern University | Faculty Profiles


DigitalHub

Login

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Enter search terms All ▾

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[18](#)

Telling Your Science Story: Past, Present, & Future Use of Altmetrics in an Academic Library Setting

[Open Access \(recommended\)](#)

Descriptions

Resource type(s):	Presentation
Keyword:	alternative metrics altmetrics research impact
Rights:	Attribution 4.0 International
Creator:	Smith, Patty
Publisher:	DigitalHub, Galter Health Sciences Library & Learning Center
Date Created:	2018
Language:	English
Subject: MESH:	Bibliometrics
Subject: LCSH:	Research--Evaluation Scholarly publishing
DOI:	10.18131/g3-47z6-xc12

File Details

How was my presentation received?



See who is talking about your funded research

18

How was my presentation received & how is this useful?

- 29 tweets from 24 users
- Immediate feedback on slides
- Inform future presentations
- Direct others to slide deck
- Network opportunities (especially in conference settings)
- Monitor sentiment, i.e. did my presentation spark debate?



C@meronNeylon

@CameronNeylon

9,057

FOLLOWERS

Not just a masterclass in how to apply [#altmetrics](#) but also in putting together a beautiful slide deck from [@psthelibrarian](#) at [#5AMconf](#) <https://t.co/K8GTqyzqc>

26 Sep 2018

↩ Reply ↻ Retweet ★ Favourite



Mathi@s Astell

@MathiasAstell

918

FOLLOWERS

Great talk from [@psthelibrarian](#) on practically utilising and implementing the [@altmetric](#) data to create stories about research impact. Check out her slides: <https://t.co/gTkoZkyCrp> [#5amconf](#) <https://t.co/0fGKDzOGcd>



Sarah Lamont

@slamont7

70

FOLLOWERS

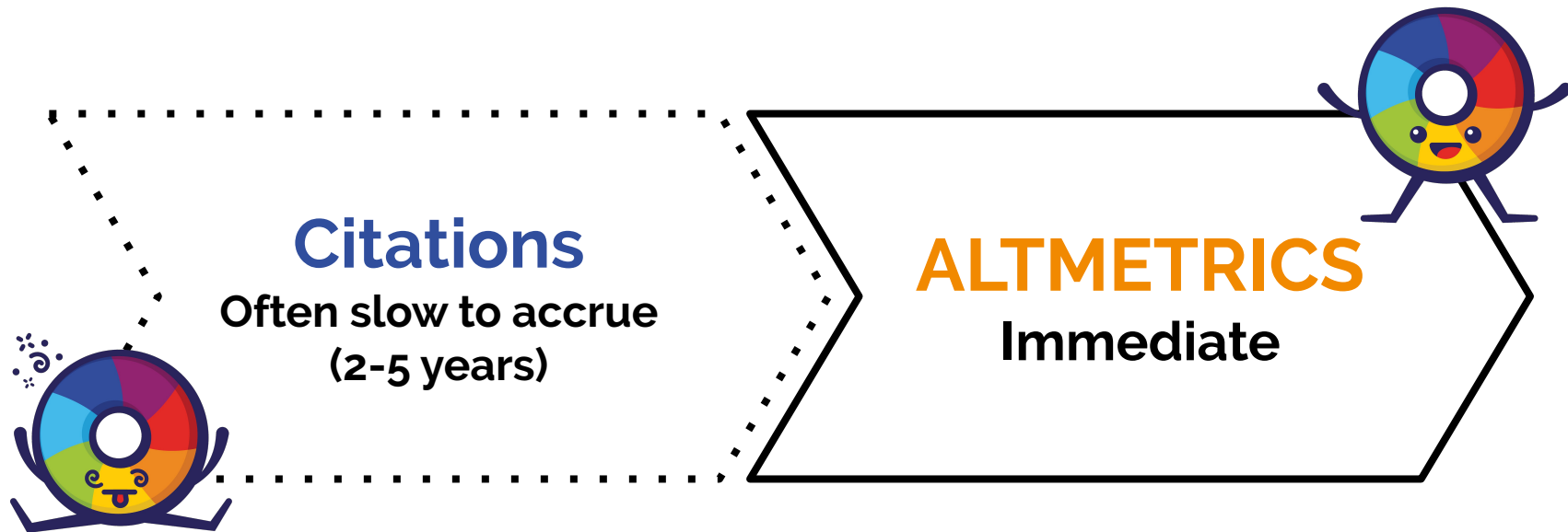
Enjoyed the mix of theory and practice in this talk from [@psthelibrarian](#) at [#5amconf](#)

26 Sep 2018

↩ Reply ↻ Retweet ★ Favourite



See who is talking about your funded research--Earlier!



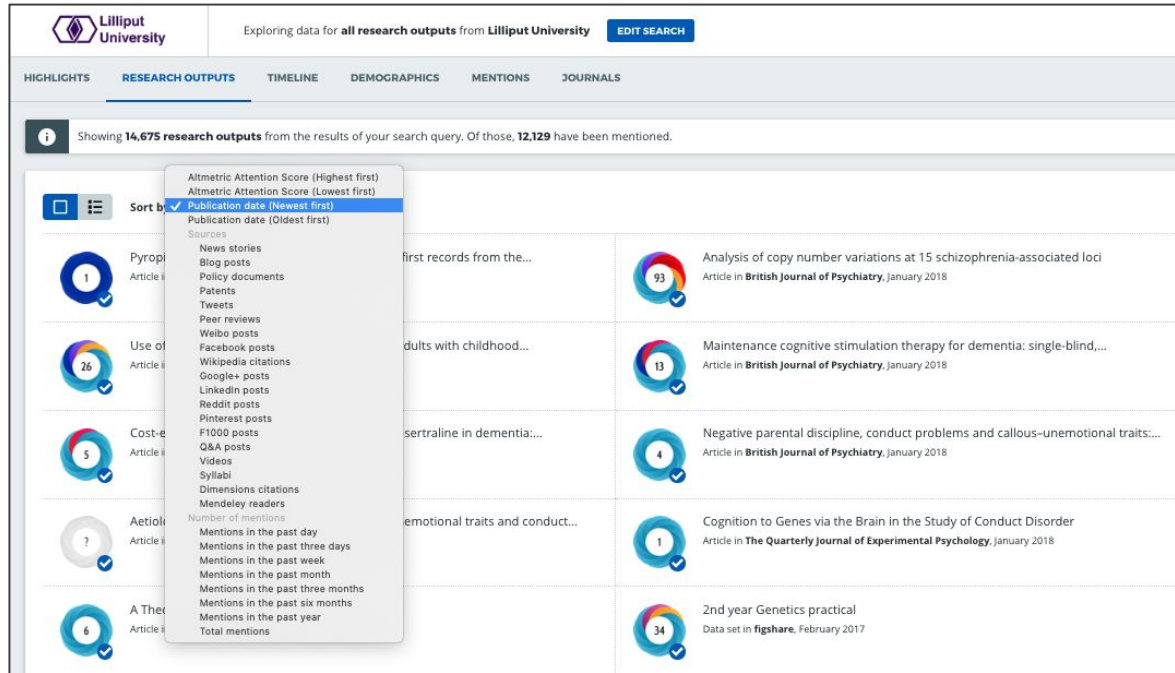
See who is talking about your funded research--Earlier!

Especially useful for:

- Early-career researchers
- Demonstrating impact of recently published work
- Highlighting successes in real-time
 - E.g. a monthly research round-up congratulating researchers across campus on a job well done.



See who is talking about your funded research--Earlier!



See who is talking about your funded research--Earlier!

Lilliput University Exploring data for all research outputs from Lilliput University [EDIT SEARCH](#)

HIGHLIGHTS **RESEARCH OUTPUTS** TIMELINE DEMOGRAPHICS MENTIONS JOURNALS

Showing 14,675 research outputs from

Dates

PUBLICATION DATE [WHAT IS THIS?](#)

Between and

ALTMETRIC MENTIONS DURING [WHAT IS THIS?](#)

Sort by

- ☒ Publication date (New)
- ☐ Publication date (Old)
- ☐ Sources
 - News stories
 - Blog posts
 - Policy documents
 - Patents
 - Tweets
 - Peer reviews
 - Weibo posts
 - Facebook posts
 - Wikipedia citations
 - Google+ posts
 - LinkedIn posts
 - Reddit posts
 - Pinterest posts
 - F1000 posts
 - Q&A posts
 - Videos
 - Syllabi
 - Dimensions citations
 - Mendeley readers
- ☐ Number of mentions
 - Mentions in the past day
 - Mentions in the past three days
 - Mentions in the past week
 - Mentions in the past month
 - Mentions in the past three months
 - Mentions in the past six months
 - Mentions in the past year
 - Total mentions

1 Pyropi Article

26 Use of Article

5 Cost-e Article

? Aetiol Article

6 A The Article

emotional traits and conduct...

1 Cognition to Genes via the Brain in the Study of Conduct Disorder
Article in *The Quarterly Journal of Experimental Psychology*, January 2018

34 2nd year Genetics practical
Data set in *figshare*, February 2017

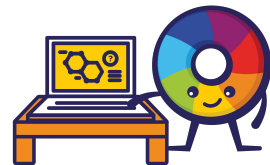


See who is talking about your funded research--To add narrative

Example scenario: A department would like to demonstrate and describe the impact of their work for a grant application.

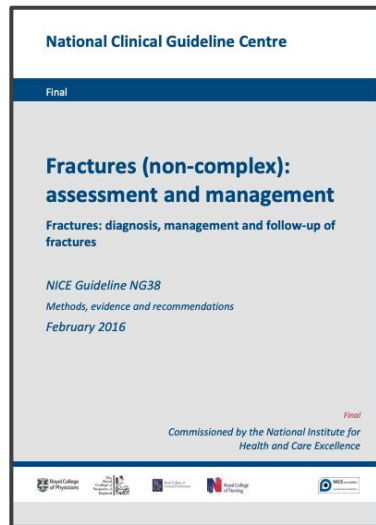
First, use Altmetric Explorer to search for research outputs and start building context around how people and organizations are using and discussing this work. Consider starting with:

- Policy mentions
- Mass media mentions
- Patent mentions
- Social media mentions



See who is talking about your funded research--To spot impact

Oral administration of morphine versus ibuprofen to manage postfracture pain in children: a randomized trial



Review question: What is the most effective initial acute pharmacological management to alleviate pain in patients with a suspected long bone fracture (tibia and fibula, humerus, radius and ulna, or unspecified) in acute care settings?

Oral NSAIDs versus oral morphine (children)

Moderate quality evidence from a single RCT of 134 patients demonstrated no clinical difference between the interventions for change in pain score, with no serious imprecision.

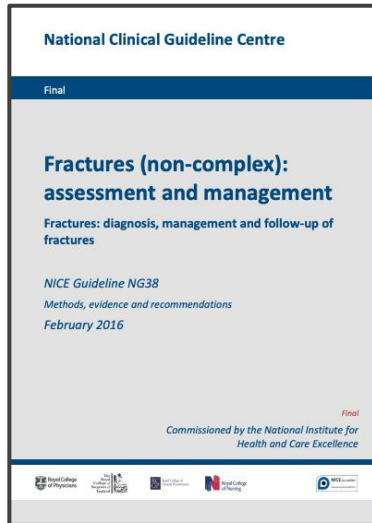
Moderate evidence from a single RCT of 134 patients demonstrated a clinical benefit with oral NSAIDs between the interventions for incidence nausea, with serious imprecision.

Moderate quality evidence from a single RCT of 134 patients demonstrated a clinical harm of oral NSAIDs over oral morphine in the reduction of further need for analgesia, with serious imprecision.



See who is talking about your funded research--To spot impact

Oral administration of morphine versus ibuprofen to manage postfracture pain in children: a randomized trial



Review question: What is the most effective initial acute pharmacological management to alleviate pain in patients with a suspected long bone fracture (tibia and fibula, humerus,

Recommendations and link to evidence

Children

1. For the initial management of pain in children (under 16s) with suspected long bone fractures of the legs (femur, tibia, fibula) or arms (humerus, radius, ulna), offer:
 - oral ibuprofen, or oral paracetamol, or both for mild to moderate pain
 - intranasal or intravenous opioids for moderate to severe pain (use intravenous opioids if intravenous access has been established).

Recommendations

NSAIDs over oral morphine in the reduction of further need for analgesia, with serious imprecision.



See who is talking about your funded research--To spot impact

Oral administration of morphine versus ibuprofen to manage postfracture pain in children: a randomized trial



REUTERS

BY KATHRYN DOYLE
Tue Oct 28, 2014 1:37pm EDT

(Reuters Health) – The narcotic drug morphine is not the best choice for pain relief in kids with broken bones, a new study suggests.

Blog & Podcast:



EMERGENCY MEDICINE CASES

Bringing you Canada's brightest minds in Emergency Medicine

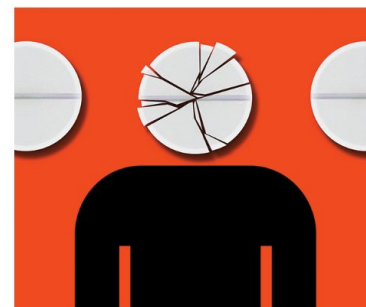
Mother Jones

Inside a Massive, Successful Effort to Stop Prescribing So Many Opioids

One medical group has figured out a way to sidestep the dangerously addictive drugs.

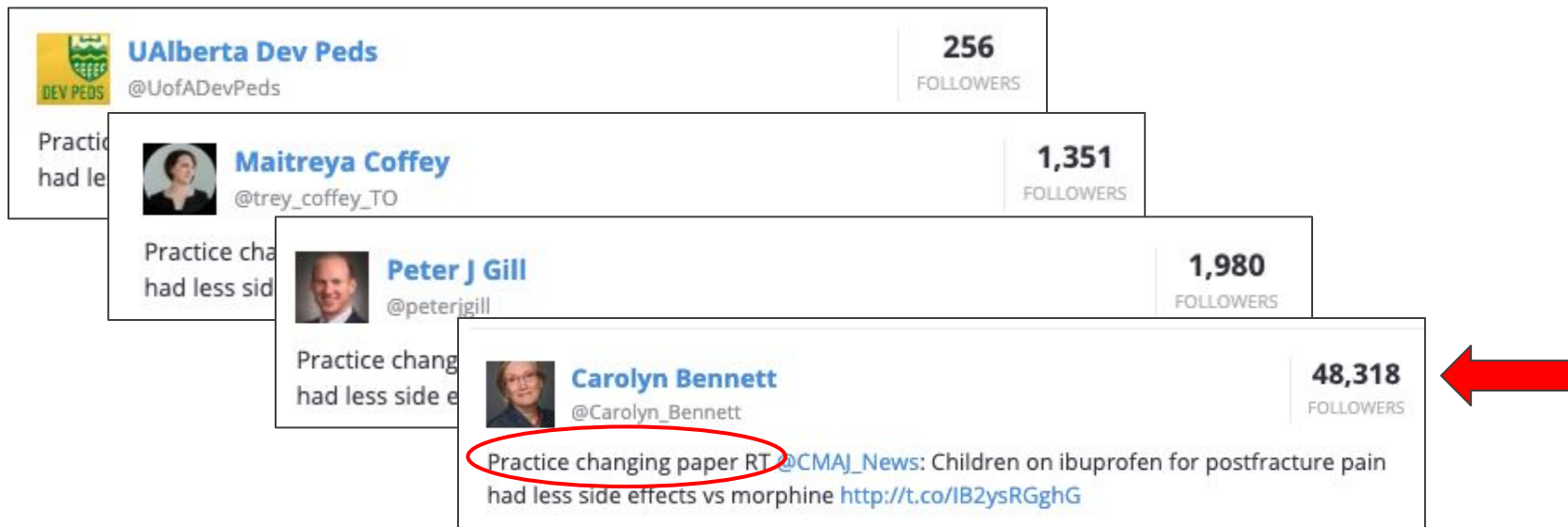


JULIA LURIE
Reporter
[Bio](#) | [Follow](#)



See who is talking about your funded research--To spot impact

Oral administration of morphine versus ibuprofen to manage postfracture pain in children: a randomized trial



See who is talking about your funded research--To add narrative

Key considerations:

- Who is benefitting from the research?
- When/where are conversations taking place?
- So what?



See who is talking about your funded research--To add narrative

“This work informed non-complex fracture guidelines from the National Institute of Health and Care Excellence recommending that pediatric patients receive ibuprofen to manage mild to moderate pain. More broadly, this research has influenced conversations in mass media surrounding opioid addiction; it has also been described on social media as “practice changing” research by clinicians and government officials, evidencing the dissemination of this work to audiences beyond academia.”



Publication Planning

Spotting Trends from Rewarding Placements



Publish strategically

Discover journals in specific subject areas that receive broad attention



Publish strategically

Discover journals in specific subject areas that receive broad attention

The screenshot shows the 'Advanced search' interface. On the left, there are input fields for 'My institution', 'Verified Author', 'Verified Department', 'Publishers, journals, and collections', and 'DOI Prefix'. On the right, under 'Research outputs', there are fields for 'Keywords' and 'Subjects (for classification)'. The 'Subjects' dropdown is open, showing a list of codes and titles: 0601 Biochemistry and Cell Biology, 0603 Evolutionary Biology, 0605 Microbiology, 0607 Plant Biology, and 1108 Medical Microbiology. A red arrow points to the search input within the 'Subjects' dropdown. In the top right corner, the 'Full Altmetric database' checkbox is checked and circled in red, with the 'My institution only' checkbox unchecked. A 'CLOSE' button is also visible in the top right.

Search by Field of Research codes
(FoR)

Classification system developed in
Australia - codes are assigned at the
paper level, not the journal level

Where should
I publish my
research?



Publish strategically

Discover journals in specific subject areas that receive broad attention

Lilliput University

Exploring data for all research outputs from the full Altmetric database within the **0603 Evolutionary Biology** subject area [EDIT SEARCH](#)

Quick search...

HIGHLIGHTS RESEARCH OUTPUTS TIMELINE DEMOGRAPHICS MENTIONS **JOURNALS**

Found 2,027 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	LINKEDIN MENTIONS	REDDIT MENTIONS	PINTEREST MENTIONS	FI1000 MENTIONS
PLoS ONE 1,137 mentioned research outputs in your search	30,562	2,023	1,014	8	2	23,477	14	0	1,497	1,846	408	0	108	3	14
bioRxiv 1,018 mentioned research outputs in your search	29,755	73	321	1	0	29,220	3	0	82	27	27	0	0	0	1
ZOOTAXA 991 mentioned research outputs in your search	2,953	206	369	2	0	1,720	0	0	316	326	9	0	0	0	0
Proceedings of the Royal Society B: Biological Sciences 903 mentioned research outputs in your search	23,788	1,552	750	36	6	19,921	1	0	586	626	140	0	28	0	63
Evolution 836 mentioned research outputs in your search	10,781	397	276	21	3	9,440	1	2	253	272	42	0	8	0	51

Where should I publish my research?



Publish strategically

Discover journals in specific subject areas that receive broad attention

Advanced search

My institution

VERIFIED AUTHOR

WHAT IS THIS?

Q Enter one or more author names from your institution.

VERIFIED DEPARTMENT

WHAT IS THIS?

Q x SCHOOL OF NATURAL SCIENCES x

Research outputs

KEYWORDS

WHAT IS THIS?

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

SUBJECTS (FOR CLASSIFICATION)

WHAT IS THIS?

Q x 0603 EVOLUTIONARY BIOLOGY x

☐ Full Altmetric database

☒ My institution only



Look for lucrative collaborations, placements

Advanced search

My institution

VERIFIED AUTHOR

VERIFIED DEPARTMENT

Publishers, journals, and collections

PUBLISHER NAME

DOI PREFIX

JOURNAL OR COLLECTION

CANCEL

Research outputs

KEYWORDS

SUBJECTS (FOR CLASSIFICATION)

AFFILIATION (GRID)

TITLE OF OUTPUT

TYPE OF OUTPUT

Full Altmetric database

My institution only

Lilliput University

Exploring data for all research outputs from Lilliput University affiliated with Vanderbilt University

EDIT SEARCH

HIGHLIGHTS

RESEARCH OUTPUTS

TIMELINE

DEMOGRAPHICS

MENTIONS

JOURNALS

Total mentions

3,169

Outputs with attention

144

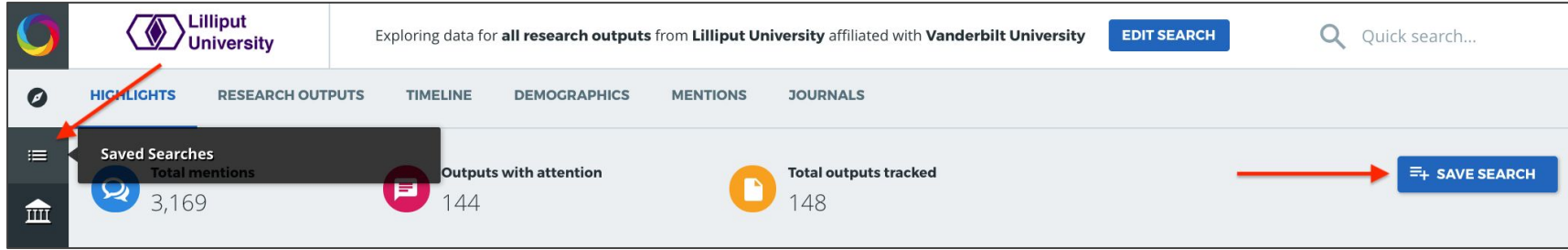
Total outputs tracked

148

Communication Strategy

Finding Creative Opportunities

Speaking of... more uses for lucrative collaborations, placements



The screenshot shows the Lilliput University dashboard. At the top, it says "Exploring data for all research outputs from Lilliput University affiliated with Vanderbilt University". Below this are tabs for HIGHLIGHTS, RESEARCH OUTPUTS, TIMELINE, DEMOGRAPHICS, MENTIONS, and JOURNALS. On the left, a sidebar menu is open, showing "Saved Searches" with a sub-item "Total mentions" and a value of 3,169. Next to it is "Outputs with attention" with a value of 144. On the right, there's a "Total outputs tracked" section with a value of 148. A red arrow points from the "Saved Searches" menu item to the "SAVE SEARCH" button on the right.

Lilliput University

Exploring data for all research outputs from Lilliput University affiliated with Vanderbilt University

EDIT SEARCH

Quick search...

HIGHLIGHTS RESEARCH OUTPUTS TIMELINE DEMOGRAPHICS MENTIONS JOURNALS


Saved Searches

Total mentions 3,169

Outputs with attention 144

Total outputs tracked 148

SAVE SEARCH



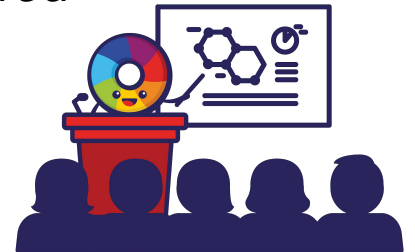
The screenshot shows a table with columns: SET DEFAULT, SAVED SEARCH, REPORTING, and ACTIONS. The REPORTING column has sub-columns: DAILY EMAIL, WEEKLY EMAIL, MONTHLY EMAIL, and SHAREABLE REPORT. The SAVED SEARCH column contains a search named "Collaborations with Vanderbilt" which is circled in red. Below the name, it says "Saved at 6:26 PM on Tuesday 24 September 2019". The ACTIONS column contains icons for edit, run, and delete. A red bracket is drawn over the REPORTING columns.

SET DEFAULT	SAVED SEARCH	REPORTING				ACTIONS
		DAILY EMAIL	WEEKLY EMAIL	MONTHLY EMAIL	SHAREABLE REPORT	
<input type="checkbox"/>	<u>Collaborations with Vanderbilt</u> Saved at 6:26 PM on Tuesday 24 September 2019	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

Conduct competitive intel and discover comms opportunities

- Use for internal reporting
- Demonstrate performance to alumni and attract donations
- Use for recruitment
 - New faculty
 - New students

"In the last 5 years, research at Lilliput University has been featured in the news 20% more frequently than peer institutions."



Conduct competitive intel and discover comms opportunities

Advanced search × CLOSE

My institution WHAT IS THIS?

VERIFIED AUTHOR WHAT IS THIS?
Q Enter one or more author names from your institution.

VERIFIED DEPARTMENT WHAT IS THIS?
Q Enter one or more department names from your institution.

Publishers, journals, and collections

PUBLISHER NAME WHAT IS THIS?
Q Enter one or more publisher names

DOI PREFIX WHAT IS THIS?
Q Enter one or more DOI prefixes, e.g., 10.6084

JOURNAL OR COLLECTION WHAT IS THIS?
Q e.g., Physics Letters, arXiv, figshare, 0028-0836

Research outputs

☒ Full Altmetric database ☐ My institution only

KEYWORDS WHAT IS THIS?
Enter a title, author name, editor name, and/or journal

SUBJECTS (FOR CLASSIFICATION) WHAT IS THIS?
Q x 0603 EVOLUTIONARY BIOLOGY x

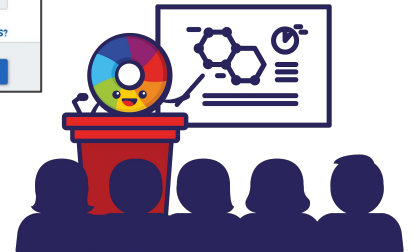
AFFILIATION (GRID) WHAT IS THIS?
Q x VANDERBILT UNIVERSITY x

TITLE OF OUTPUT WHAT IS THIS?
e.g., "Good vibrations: the role of music in Einstein's thinking"

TYPE OF OUTPUT WHAT IS THIS?
☒ All outputs
☐ Articles ☐ Books ☐ Book chapters
☐ Data sets ☐ Clinical trial records ☐ News stories

OPEN ACCESS STATUS WHAT IS THIS?

CANCEL CLEAR FIELDS RUN SEARCH



Share findings

Make it public to share - even with people who do not have access to Altmetric Explorer!



Altmetric EXPLORER

SHAREABLE REPORT

Choose the information you would like to include in your shareable report. When you are done, click the **Save Changes** button below.

ADD TITLE

ADD OVERVIEW

ADD ATTENTION BREAKDOWN

ADD ATTENTION CHART

ADD TOP OUTPUTS LIST

☒ **Make public?**

Tick this box to generate a publicly-accessible version of your report that you can share with users who don't have access to Altmetric Explorer.

SAVE CHANGES

CANCEL

Altmetric EXPLORER

Report for Collaborations with Vanderbilt

REPORT OVERVIEW

Total mentions 3,169 <small>Total number of mentions for research outputs in this report</small>	Research outputs 148 <small>Total number of research outputs in this report, including those without mentions</small>
Outputs with mentions 144 <small>Total number of research outputs in this report that have Altmetric mentions</small>	Sources of attention 14 <small>Number of attention sources that mention research outputs in this report</small>

ATTENTION SOURCE BREAKDOWN

The number of mentions from each source that Altmetric has tracked for the research outputs in this report.

News mentions 249	Blog mentions 275	Policy mentions 76	Patent mentions 87
Twitter mentions 2,136	Peer review mentions 1	Facebook mentions 124	Wikipedia mentions 100
Google+ mentions 47	Reddit mentions 7	Pinterest mentions 1	F1000 mentions 43

Final Thoughts

- Experiment and save your searches to watch how metrics change over time.
- Reach out to individuals/departments that have had recent papers that have received a lot of attention to increase awareness and collaboration





Follow Us

For more learning opportunities



YouTube youtube.com/Altmetric



FigShare altmetric.figshare.com



SoundCloud soundcloud.com/altmetric



iTunes Search for 'Altmetric podcast'

Time to check the poll

Time for demo or next webinar?



Questions?

support@altmetric.com