Altmetric Explorer for Books: An Introductory Guide

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Altmetric Explorer provides search and analytical capabilities to help you understand trends and gather insights in Altmetric data. It also lets you run customized reports and download data for analysis using tools such as Excel. This guide will cover how you can use Explorer to discover insights about books, including how to:

1) **Demonstrate continued relevance of backlist content**
2) **Spot journal publishing trends to commission new manuscripts**
3) **Discover new authors**
4) **Build a social network for marketing books**

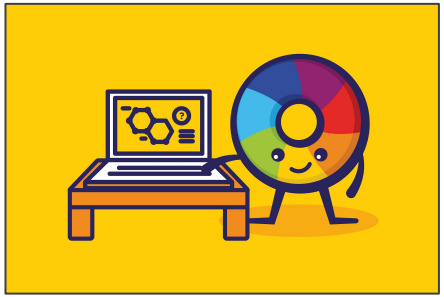
Basic Navigation

Altmetric Explorer is divided into 7 tabs; each tab allows you to dig into Altmetric data in a different way. The tabs are:

1. Highlights
2. Research Outputs
3. Timeline
4. Demographics
5. Mentions
6. Mention Sources
7. Journals

To learn more about each tab and for a basic introduction to Explorer, please visit our introductory guide at:

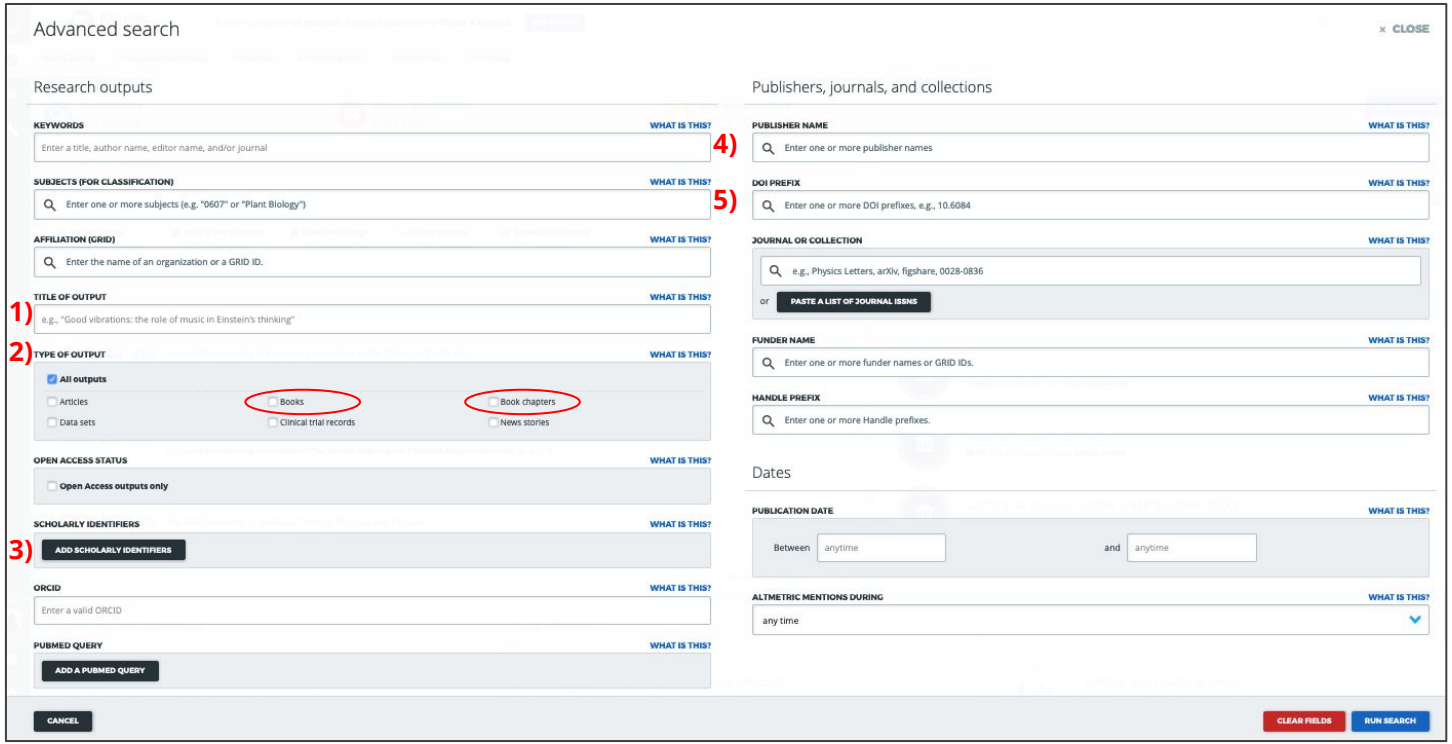
http://bit.ly/publisherintroguide



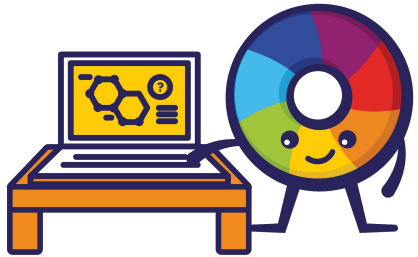
How to search for books

First, let's cover how you can search for books in Explorer. You can access the Advanced Search by clicking the blue 'Edit Search' button at the top of any page in Altmetric Explorer. There are numerous ways to start searching for books, including by publication date and output type. For the purposes of this guide, we will highlight searching by:

1) Title of output
2) Type of output - limit to books or book chapters
3) Scholarly identifiers
4) Publisher name
5) DOI prefix



Filter name	How to use it
Title of Output	Search by full or partial book title, such as "Troy Myth and Reality" or just "Troy."
Type of Output	Filter by output type as defined in the Altmetric database. Tick the box for Books or Book chapters. Note that Explorer for Publishers users must have a license to the Altmetric Book Index in order to view books and book chapters.
Scholarly identifiers	Use this function if you want to search for one or more scholarly identifiers at the same time. Click "Add Scholarly Identifiers" to enter a list of up to 25,000 scholarly identifiers, including ISBNs and DOIs. You can enter a single scholarly identifier into the quick search to perform a speedier search for a single research output.
Publisher name	Search for a publisher name to see results for their content across all supported platforms for journals, books, and other outputs. Limit the type of output to “Books” and “Book chapters” to narrow to this content.
DOI prefix	Enter a full DOI prefix, such as 10.1371, so you can see all the outputs from a particular publisher or journal. Some publishers will assign DOIs to books.



How does Altmetric track attention to books?

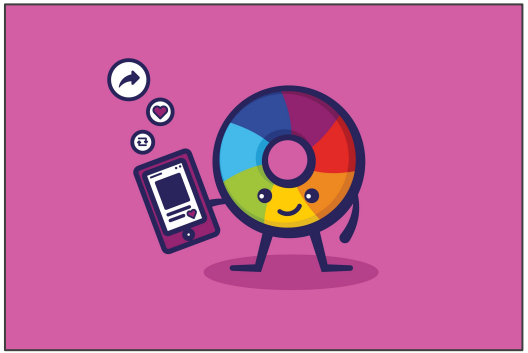
There are three steps to tracking attention to a book:

1) The book is hosted on a publisher domain we have whitelisted
2) The book must have an ISBN or other unique identifier and good metadata
3) The book must be mentioned in a source we track

When a link to a book hosted on a supported domain is shared across a source of attention, we collect the details and record the mention in Altmetric.

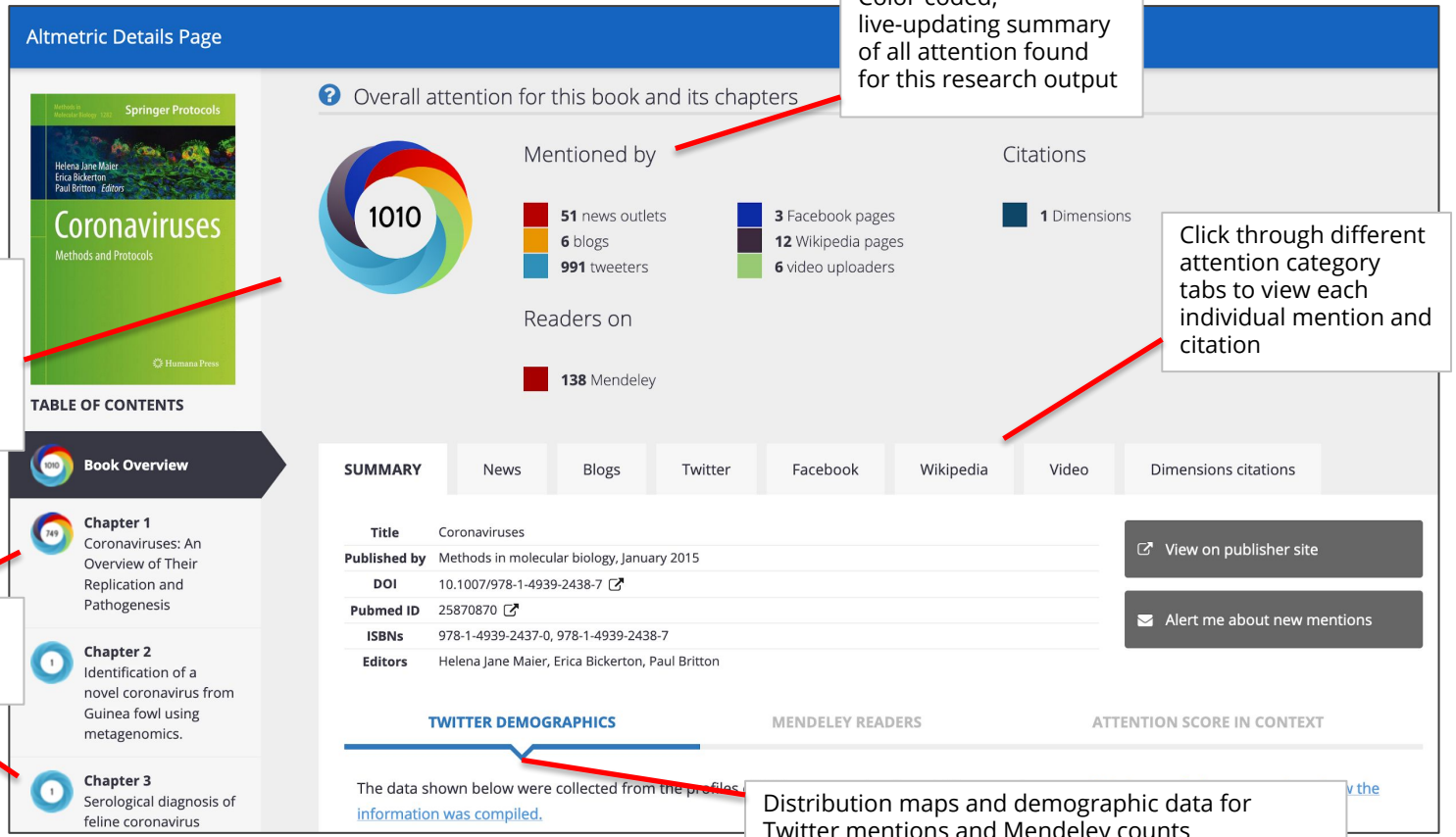
What if a book has multiple identifiers?
Many books have both an ISBN and eISBN; many publishers also assign DOIs to their books. Even if a book has multiple identifiers, we create a single Details Page, as we recognise that it is a single research output.

How is the Altmetric Attention Score calculated for books?
The Altmetric Attention Score for a book is calculated based on the weighted attention to the book and its chapters. The score for a book is not the sum of all the chapters' scores. To learn more, view this page in our Knowledge Base.



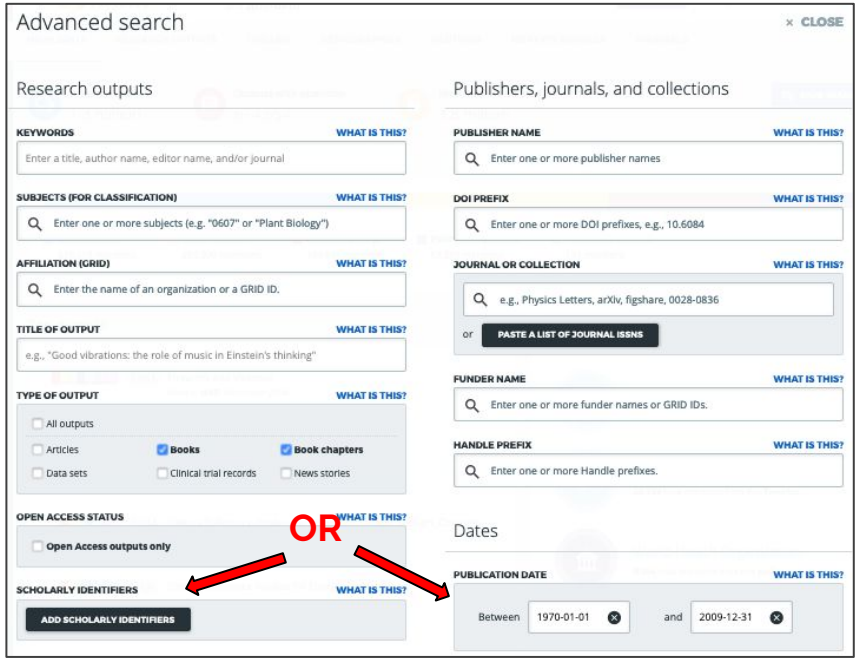
Anatomy of an Altmetric Details Page for Books

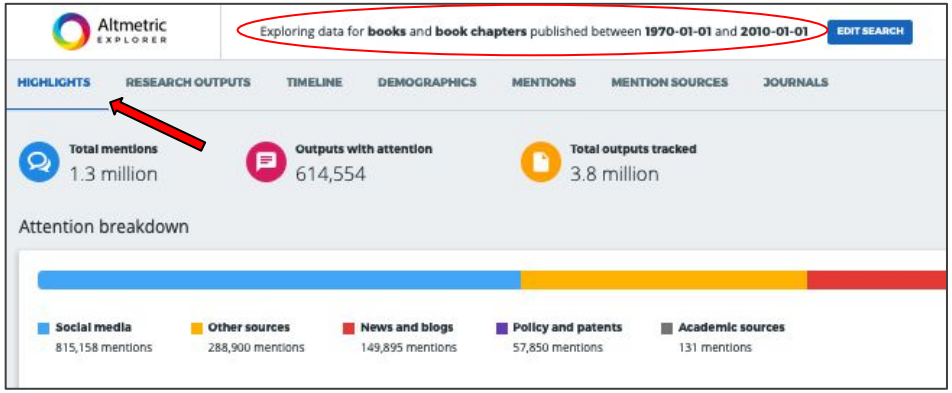
The details pages provide a public-facing record of each book's attention, plus additional bibliographic and demographic information.



1) Demonstrate relevance of backlist content

Now, let's dive into some common ways you can use Altmetric for Books data, starting with analyzing the continued relevance of older content. To search backlist content, consider uploading a specific list of ISBNs of interest, or limit by publication date in the advanced search.



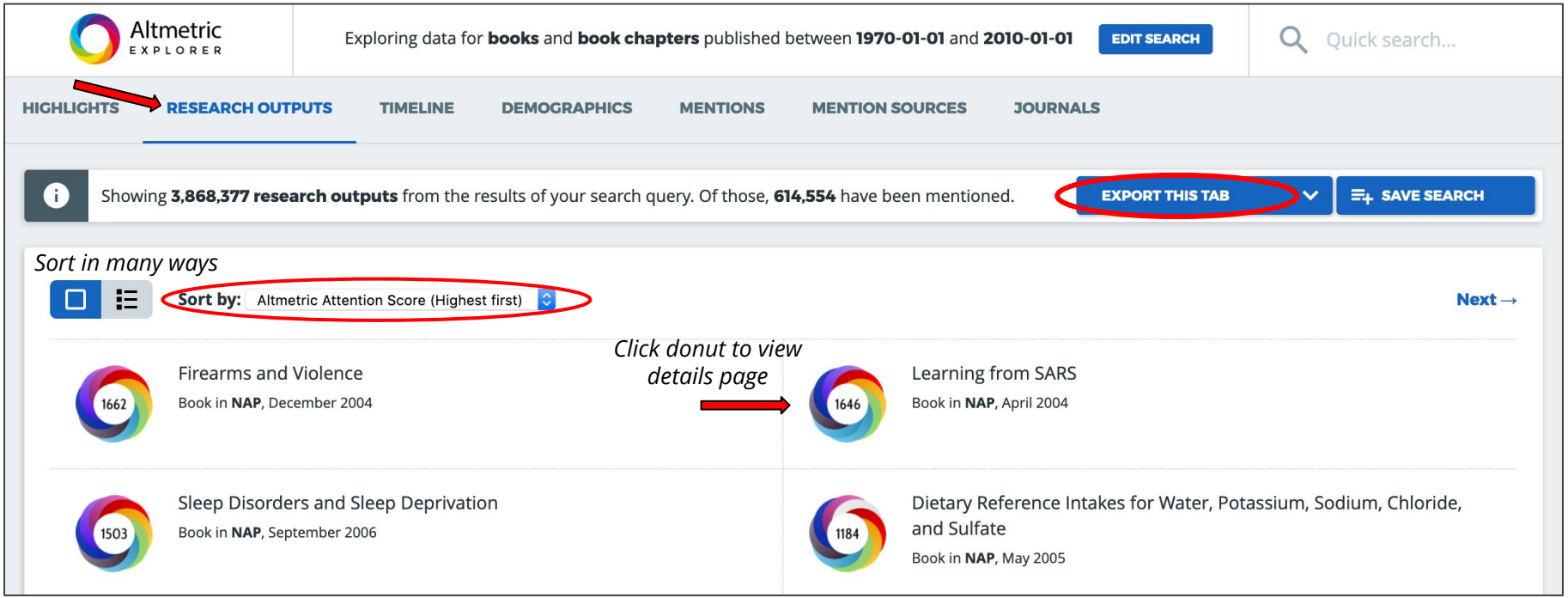


Once you run your search, you can explore attention by viewing data in the different tabs located at the top of each page.

1) Demonstrate relevance of backlist content

Research Outputs tab

This is a great place to start browsing the attention backlist content has received. You can sort in a variety of ways, including by Altmetric Attention score, news mentions, and syllabi mentions. As with any tab in Altmetric Explorer, the data can be downloaded to a CSV for additional analysis.



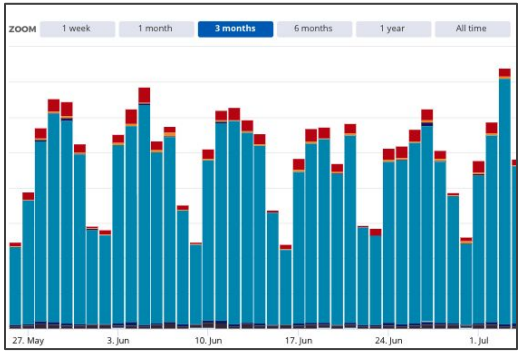
1) Demonstrate relevance of backlist content

Timeline tab

The Timeline Tab is the place to start when you would like to assess trends in attention over time. For any search query, the Timeline tab lets you view all mentions over time, and filter by specific attention source types, e.g. news, twitter, blogs, etc.

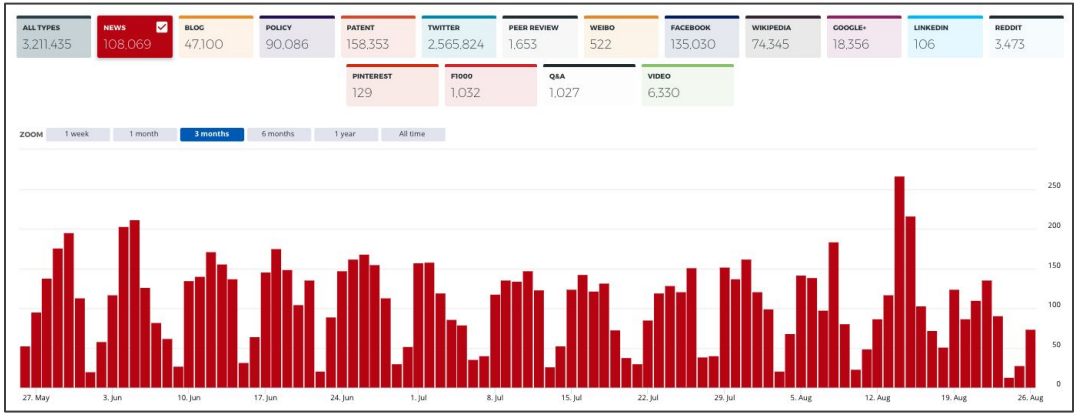
If you wish to view the individual mentions contained within a specific timeframe for any combination of attention sources, simply click on a bar in the chart.

This will take you to the Mentions tab, where you can view the mentions in that timeframe, and further refine your results by other parameters.



Strategy tip: Twitter usually dominates the graph. Consider limiting to other attention sources.

You can select multiple attention sources to view in the chart by holding down the Command key on a Mac, or the Control key on a PC.



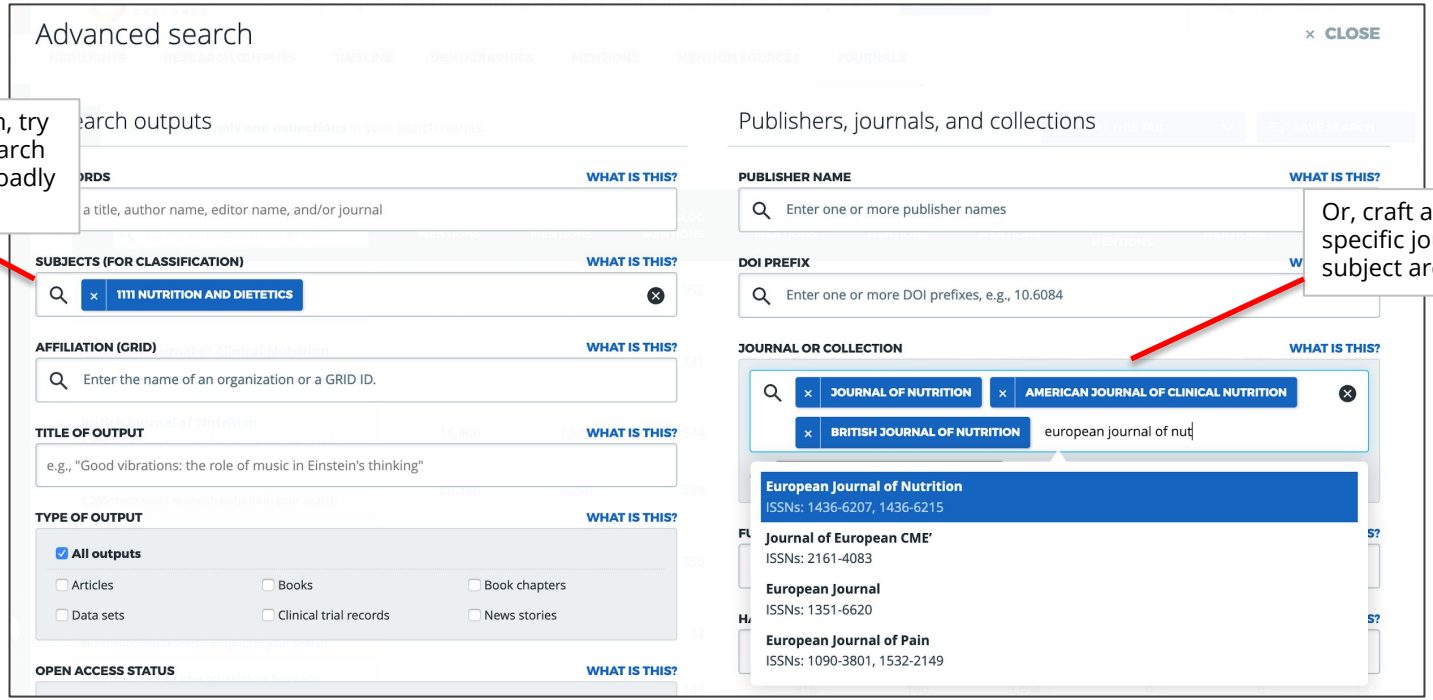
2) Spot journal publishing trends to commission new manuscripts

Understanding the ‘Next Big Thing’ is challenging. Fortunately, in books, we have an advantage: it can take time for a subject area to be mature enough to support books (and textbooks, even longer). So we can choose to look at journal articles for a sense of what’s coming down the road.

Using Explorer, you can set up searches for the relevant journals in your fields and check these searches regularly to see what is making headlines in the news or being discussed on social media.

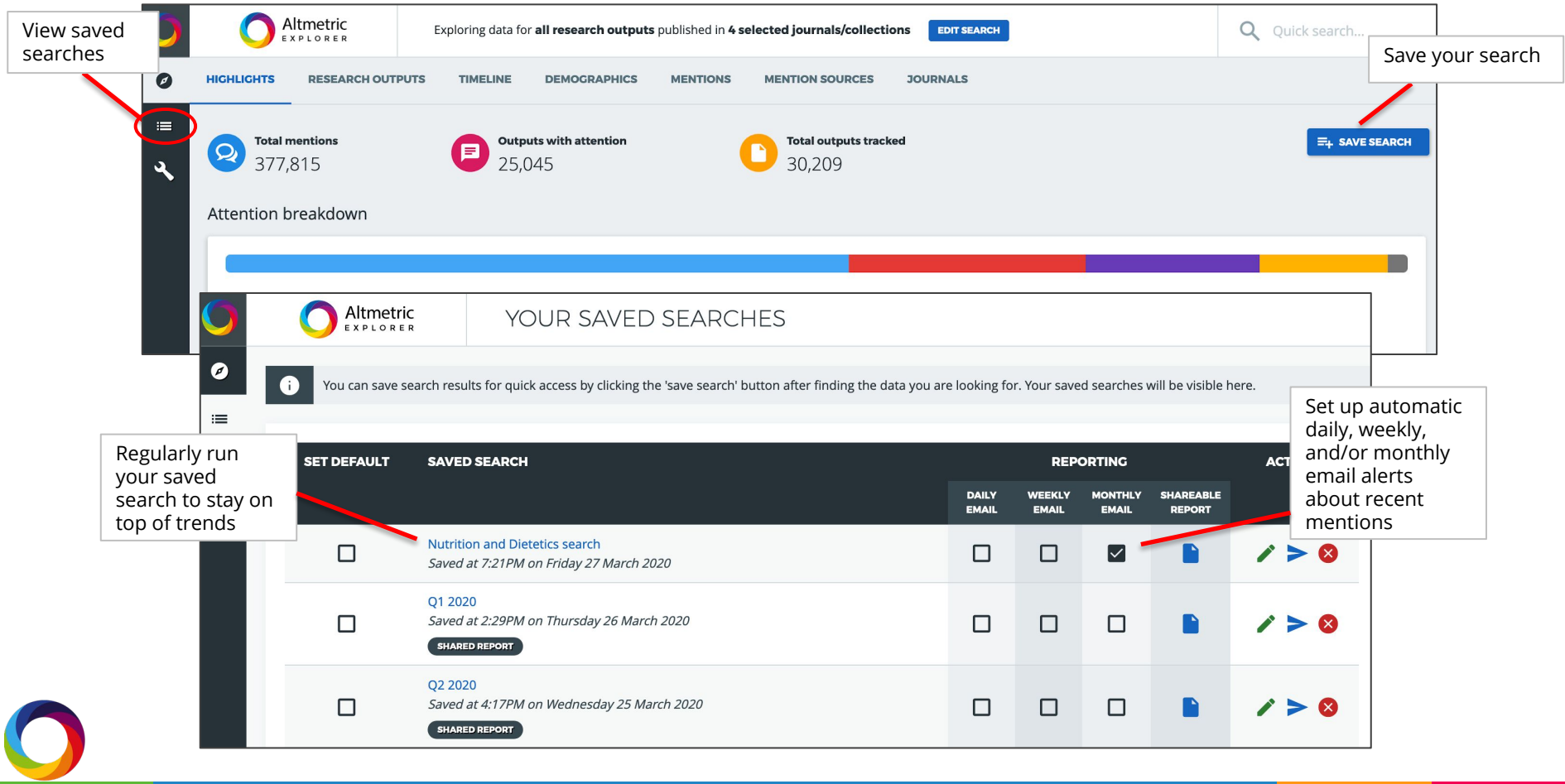
Let’s take a look at an example in the field of Nutrition and Dietetics:

In Advanced search, try using Field of Research codes to search broadly on a topic



Or, craft a search for specific journals in a subject area.

2) Spot journal publishing trends to commission new manuscripts



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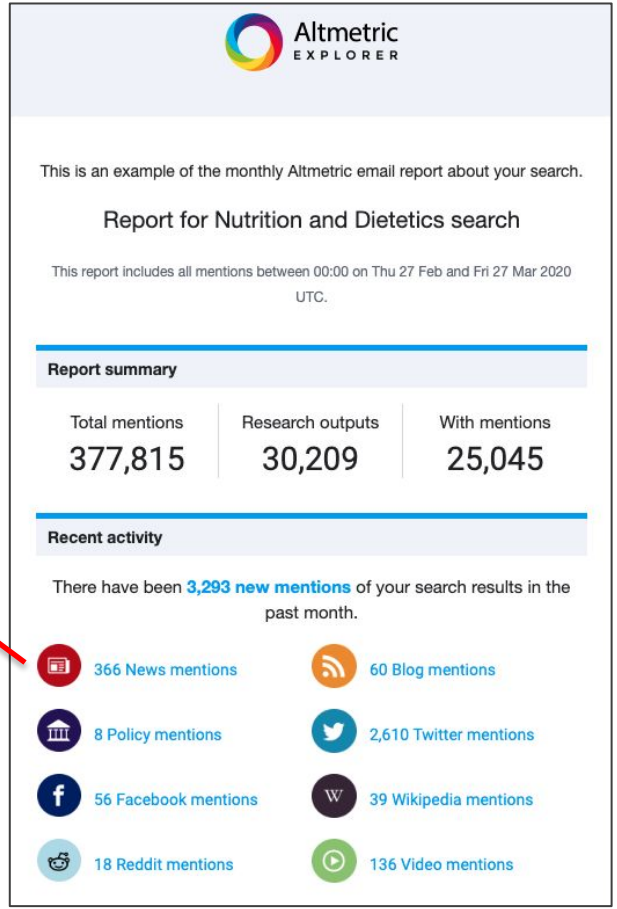
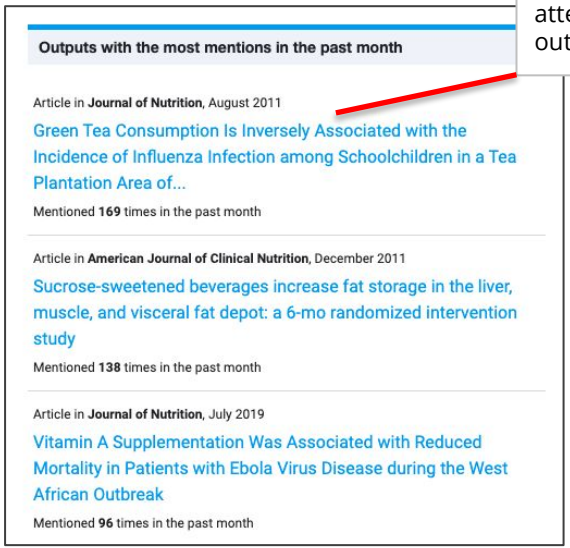


Here is an example of what a monthly email report looks like. Links in this report will redirect you to Explorer where you can view individual research outputs and discover how they are being discussed online.

Easily view recent mentions by source type

Click the linked title to view attention for each output

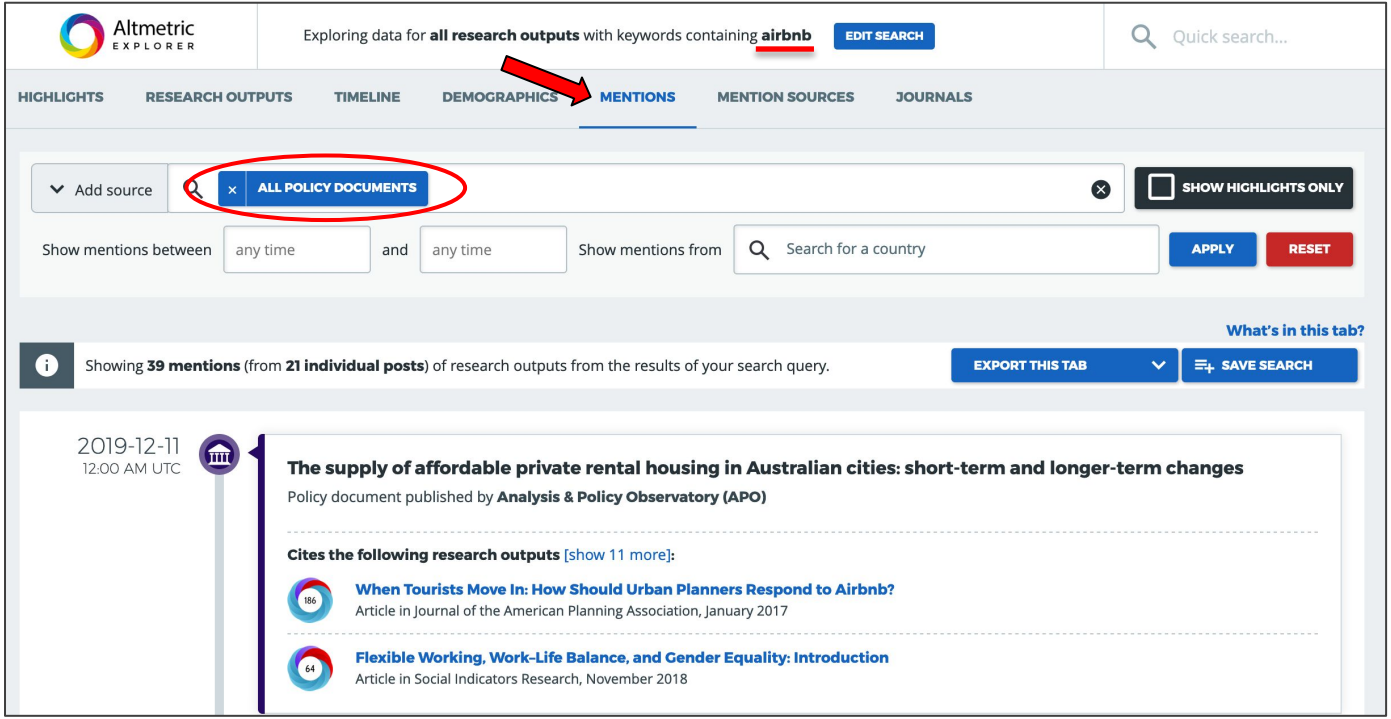


3) Discover new authors

"I'm trying to find someone who knows about..." If you've ever had this conversation with a book editor, Altmetric might be able to help you pinpoint an author for that elusive chapter.

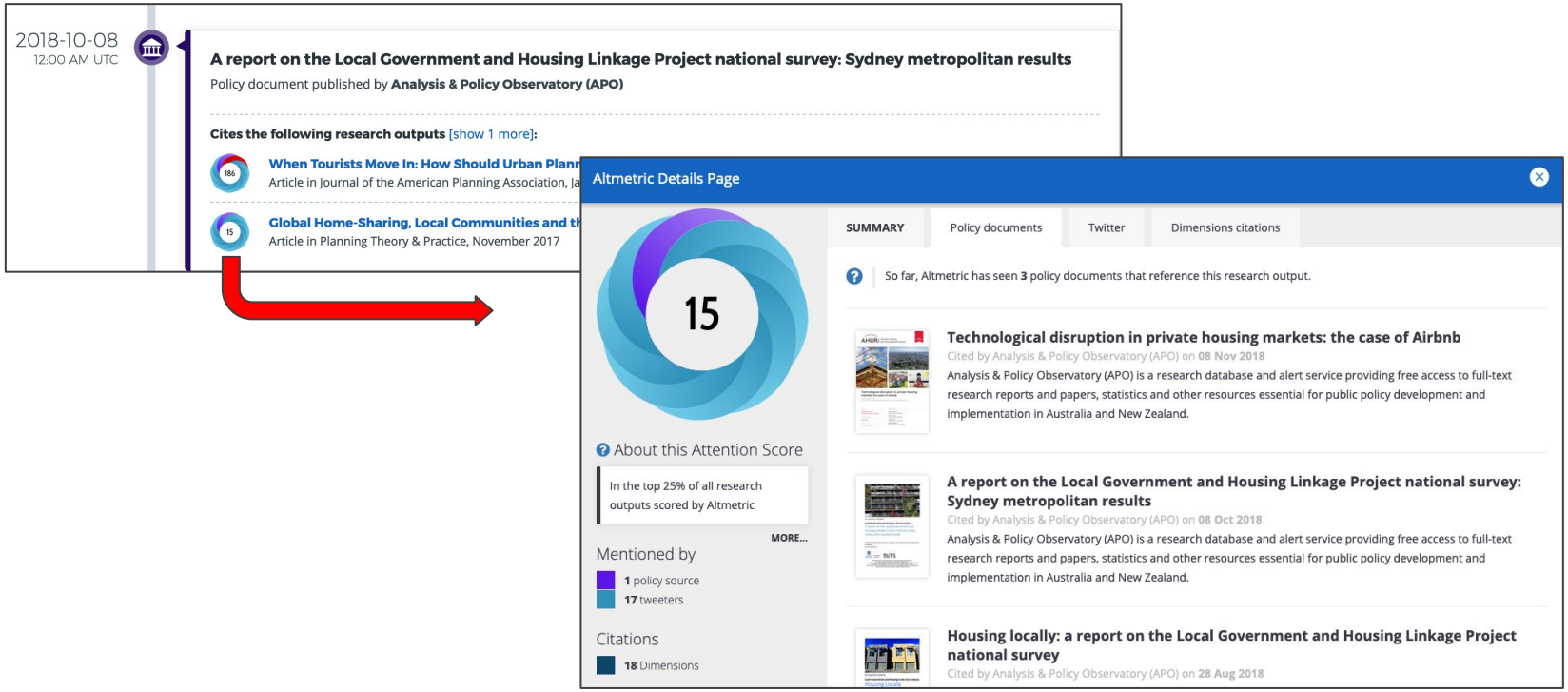
In this example, we've searched Explorer using the keyword *Airbnb*. We are looking for someone who knows about Local Government and Airbnb.

In the Mentions tab, I've limited to All Policy Documents. I can now explore which research outputs informed these policy documents.



3) Discover new authors

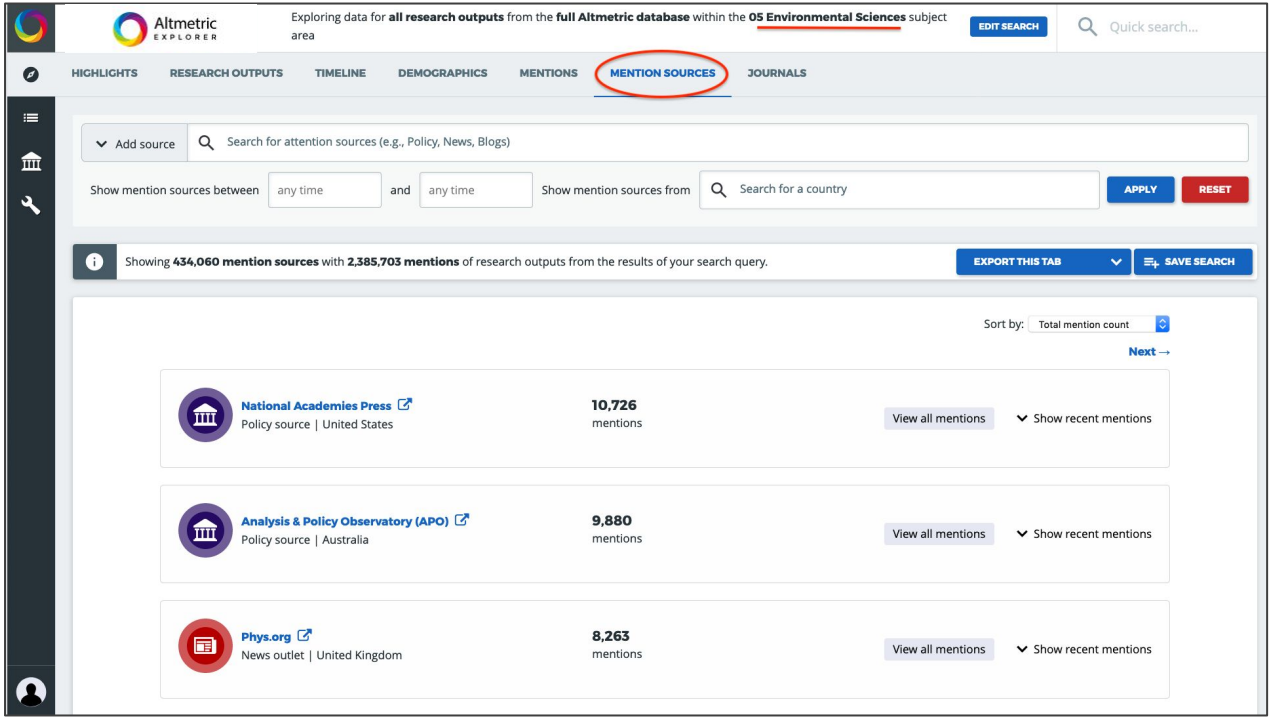
Once I find a document that matches my needs related to Airbnb and local governments, I can view the Altmetric Details Page. In one click, we've found an author who knows about this topic, and can reach that vital market. Another two clicks, and we've found her details on the publishers' website.



4) Build a social network for marketing books

You can also build a valuable online network using Altmetric Explorer. Key targets include Twitter accounts, Bloggers, and News sources.

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.

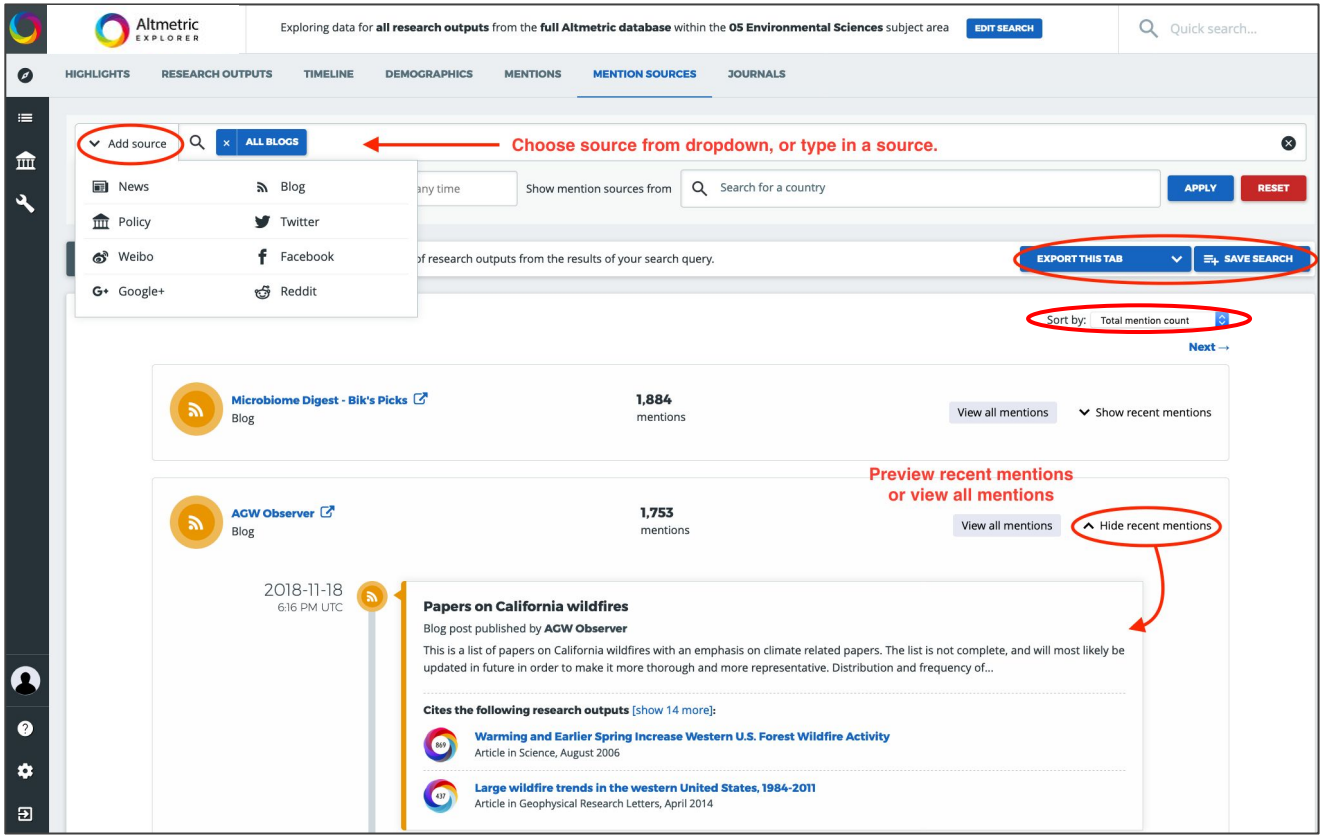


4) Build a social network for marketing books

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. You can even sort by mention count or Twitter follower count. Remember, you can always save a search or export data to a CSV.

To learn more, visit our [Dissemination Guide](#).



We hope you found this introductory guide useful. There are certainly more ways to leverage Altmetric Explorer for books, including:

- Competitor analysis
- Finding a book or manuscript reviewer
- Predicting citations
- And more!

To learn more, take a look at this recorded workshop

If you have any questions about this guide, please email: engagement@altmetric.com

To view more resources and training materials, check out this page on our Knowledge Base.