Altmetric

A guide to Altmetric Badges for authors

What is Altmetric?

Altmetric is a company that provides alternative metrics. Altmetrics are real-time data that provide a record of how research has been shared and discussed online.

They can help you understand:

✳ Who is talking about a piece of research

✳ How often they are discussing that research

✳ What's being said about that research

In a nutshell, it's all about attention. Altmetrics can also help you discover downstream impact, particularly with mentions in policy documents and patent applications. Within the data you'll be able to see counts of how often a piece of research has been mentioned online, and also read what was actually said.

What's tracked?

Altmetric tracks mentions of articles, books, datasets, clinical trials and other research publications in the following sources:

- Policy documents
- News outlets
- Blogs
- Twitter
- Facebook
- Wikipedia

- Faculty Opinions
- Peer-review
- Videos
- Patents
- Q&A (Stack Overflow)
- Reddit

The Altmetric Badge and Altmetric Attention Score

The Altmetric Badge visualization and Altmetric Attention Score give an at-a-glance summary of the online attention a research item has received. A higher score indicates higher volumes of attention, and the different colours represent the different sources in which the article has been mentioned. The score is a weighted count of all of the attention based on the author of the post, the source in which it appeared, and how many times the item has been mentioned.

If you click on an Altmetric Badge on a journal website, you'll be taken to the Altmetric Details Page for that publication, helping you quickly discover how people are talking about your work in the news, on social media, in policy documents, and more.
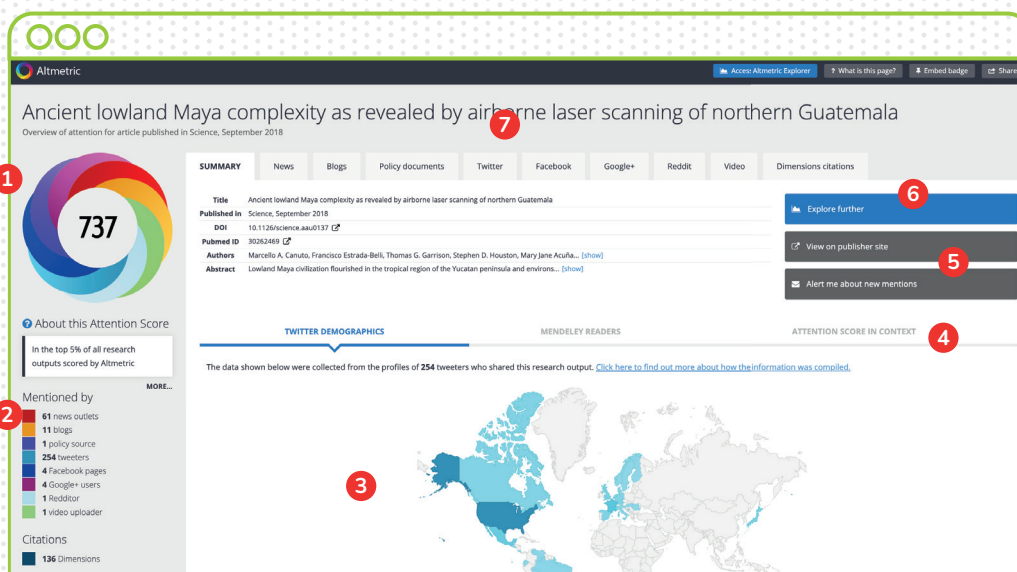
1. The Altmetric Badge and score are designed to quickly indicate the type and volume of attention an item has received.

2. View colour-coded, live-updating summary of all mentions found for this research output.

3. View distribution maps and demographic data for Twitter mentions and Mendeley counts.

4. The Attention Score in Context tab ranks an output's reach and attention compared to other publications, including those of similar age and from the same journal.

5. Stay on top of the attention your research is receiving by setting up automated alerts using your email address.

6. If you have access to the Altmetric Explorer database via your institution, you will see this 'Explore further' button.

7. Click through different attention category tabs to view individual mentions.

How can you use this information?

✳ **Demonstrating the value of your research for promotion and funding:** Researchers from institutions worldwide have included altmetrics in their grant applications and tenure and promotion dossiers.

✳ **Finding new collaborators:** Find other scholars who share your interests by tracking who's discussing your work across the social web. These researchers just might be potential new collaborators!

✳ **Discovering "trending" research in your field and beyond:** Instantly see who's talking about a piece of research and what they're saying - helpful when trying to understand the influence of a publication or deciding what to read.

✳ **Managing your online reputation:** Research articles are mentioned online more than once every two seconds. Chances are that your research is being discussed at this very moment! Don't you want to know what others are saying and to have the chance to respond?

Access to Altmetric Explorer

Finally, your institution may have access to Altmetric Explorer, which is a tool that will allow you to view more information about the attention your research outputs are receiving. To see if you have access, simply try creating an account with your institutional email address at https://www.altmetric.com/explorer/login!