

# A guide to Altmetric Badges for editors

## 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.


Altmetrics 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

To sum up, 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:

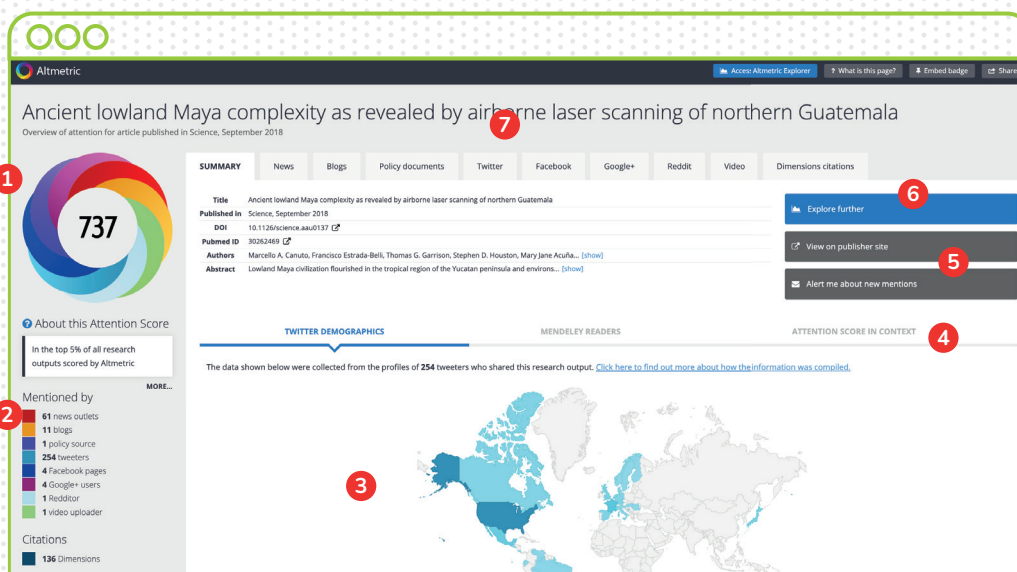
- |  |  |
|--|--|
|  Policy documents |  Faculty Opinions     |
|  News outlets     |  Peer Reviews         |
|  Blogs            |  Videos               |
|  Twitter          |  Patents              |
|  Facebook         |  Q&A (Stack Overflow) |
|  Wikipedia        |  Reddit               |

## 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 publications 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?

- \* **Inform future content strategies:** You will be able to identify who is reading and commenting on your published articles; Altmetric can help inform editorial strategy, including new subject matter that might be relevant to your journal/s.
- \* **Finding and retaining key authors:** Provide valuable feedback to your authors, allowing them to see who is talking about their work, and giving you the opportunity to connect with them.
- \* **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 whether it is worth publishing articles on similar topics.
- \* **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?
- \* **Engaging with the Journal audience, promoting the work you accept:** Know that any blogs or tweets you post will be tracked when you use the DOI or URL of the published article. This will help you build your journals' reputation and also show that you are engaged with the success of the journal.

## Access to Altmetric Explorer

Finally, your institution/company 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!>