



Altmetric Badges 101

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Agenda

- Basics of altmetrics
- The sources Altmetric is tracking
- The Altmetric Attention Score
- The Altmetric Details Page
- Badges Toolkit

The session is being recorded. Slides will be sent out.
Ask questions in the Q&A box!



ALTMETRICS

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

*Complementary to citation-based indicators



Most stakeholders that research is meant to reach do not publish or do research. They do talk about research.

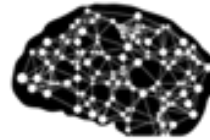
Altmetric uncovers who they are...



General Public



Government &
Policy Makers



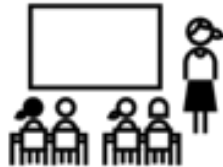
Investigators



Research
communicators/
watchdogs



Practitioners



Advocacy/
Non-profits



Tech Transfer



Interested parties



Challenges

For authors

- Getting their work seen and read
- Evidencing broad reach and influence
- Securing new funding
- Deciding where to publish
- Finding collaborators
- Prioritizing what to read

For publishers

- Making informed business decisions
- Adding value for readers, authors, and subscribers
- Demonstrating importance of content
- Aligning goals with scholarly communities





Citations

Often slow to accrue
(2-5 years)

Altmetrics
Immediate



Sources we track



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

Historical sources

- Sina Weibo
- Syllabi
- Google+
- LinkedIn
- Pinterest



What does the score represent?



Mentioned by

- 117 news outlets
- 12 blogs
- 4 policy sources
- 259 tweeters
- 1 patent
- 27 Facebook pages
- 3 Wikipedia pages
- 3 Google+ users
- 1 Redditor

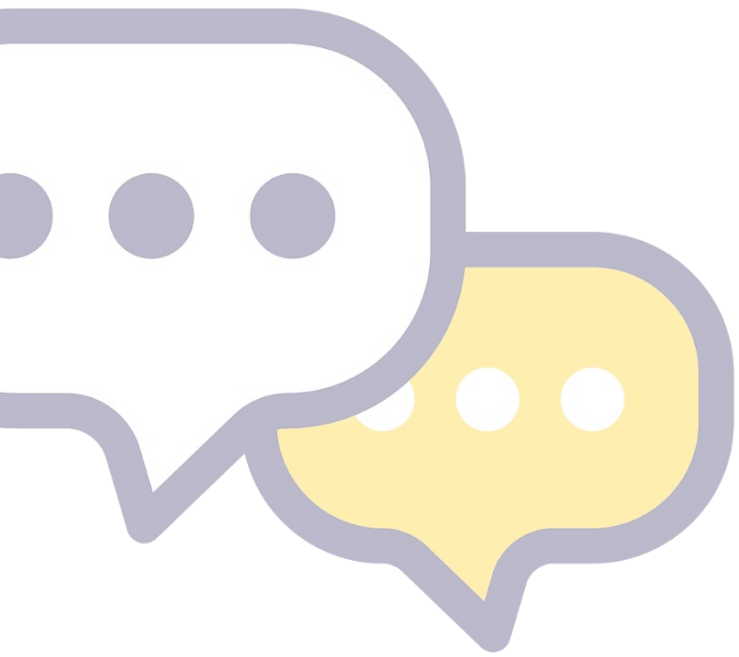
Citations

- 564 Dimensions

Readers on

- 313 Mendeley
- 2 CiteULike

News	8
Blog	5
Policy document (per source)	3
Patent	3
Wikipedia	3
Peer review (Publons, Pubpeer)	1
Weibo (not trackable since 2015, but historical data kept)	1
Google+ (not trackable since 2019, but historical data kept)	1
F1000	1
Syllabi (Open Syllabus)	1
LinkedIn (not trackable since 2014, but historical data kept)	0.5
Twitter (tweets and retweets)	0.25
Facebook (only a curated list of public Pages)	0.25
Reddit	0.25
Pinterest (not trackable since 2013, but historical data kept)	0.25
Q&A (Stack Exchan)	0.25
Youtube	0.25
Number of Mendeley readers	0
Number of Dimensions and Web of Science citations	0



Context is key

Look at what people are saying, not just at the numbers

Attention \neq positive impact or quality



Not all attention is positive attention!

THE LANCET

Log in

EARLY REPORT | VOLUME 351, ISSUE 9103, P637-641, FEBRUARY 28, 1998

PDF [942]

RETRACTED: Ileal-lymphoid-nodular hyperplasia, non-specific colitis, and pervasive developmental disorder in children

Dr AJ Wakefield, FRCS · SH Murch, MB · A Anthony, MB · J Linnell, PhD · DM Casson, MRCP · M Malik, MRCP · et al.

[Show all authors](#)

Published: February 28, 1998 · DOI: [https://doi.org/10.1016/S0140-6736\(97\)11096-0](https://doi.org/10.1016/S0140-6736(97)11096-0)

Summary

Introduction

Patients and methods

Results

Discussion

References

Summary

Background


We investigated a consecutive series of children with chronic enterocolitis and regressive developmental disorder.

Methods

RETRACTED

Publication metrics [About](#)

Dimensions Badge

 1.7k


1.7k Total citations

296 Recent citations

n/a Field Citation Ratio

32 Relative Citation Ratio

Altmetric

 4096

- News (247)
- Blogs (123)
- Policy documents (7)
- Twitter (1939)
- Patents (8)
- Peer reviews (1)
- Facebook (155)
- Wikipedia (20)
- Google+ (44)
- Reddit (5)
- QnA (4)
- Video (49)
- Mendeley (2009)
- CiteULike (5)



Look past the score

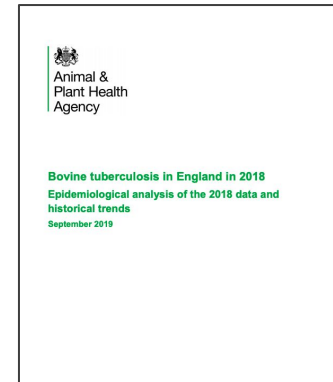
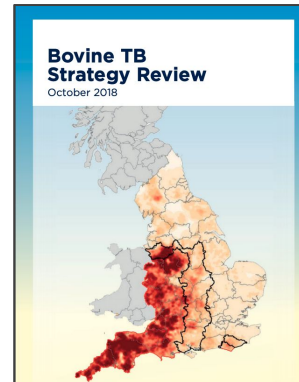


Specificity of the comparative skin test for bovine tuberculosis in Great Britain

Journal of the British Veterinary Association, September 2015

Mentioned in 34 policy documents from the UK Government, including:

- *Bovine TB Strategy Review*
- *Bovine tuberculosis in England in 2018: Epidemiological analysis of the 2018 data and historical trends*



Examples of Badges

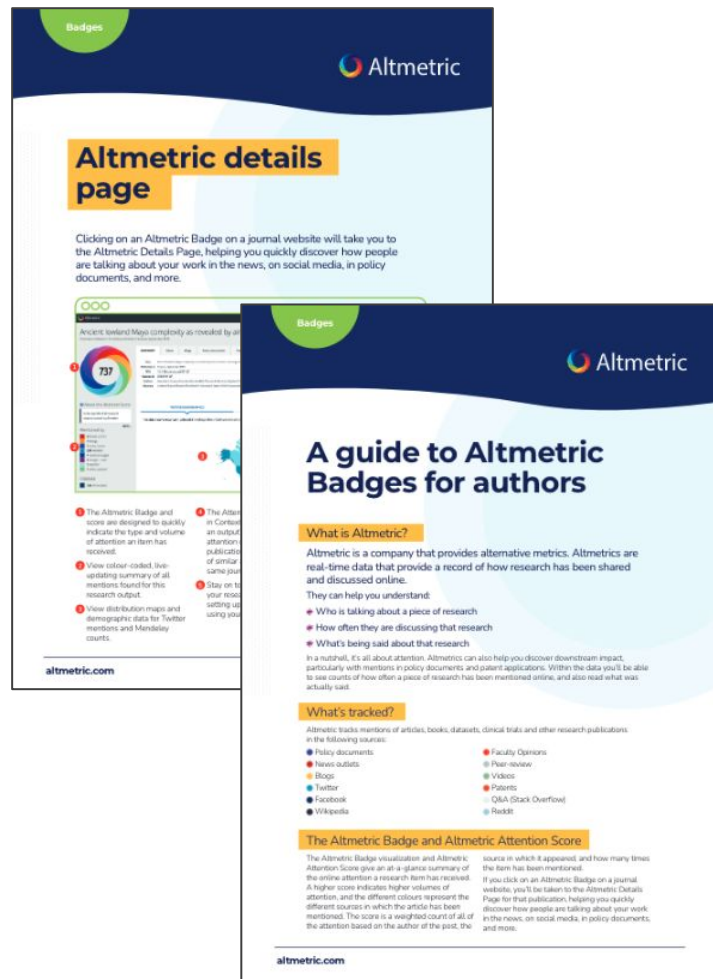
- [AAAS](#)
- [ACS](#)
- [BMJ Open](#)
- [University of Michigan Press](#)
- [Badge designer at altmetric.com](#)



Badges Toolkit

This toolkit consists of:

- Author guide - helps authors get started with Badges
- Editor guide - helps editors get started with Badges
- Sample web page text - this is a good place to start if you'd like to create a landing page with information about the Altmetric Badge on your website.
- Badge positioning guide - information about where to put the Badges on your site
- Badge Details Page video - orients your authors/editors to data they have access to once they click on the Badge
- Details Page guide - an image dissecting the 'anatomy' of a Details Page



Example webpage



Questions?