



How to search for social media attention in Altmetric Explorer

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Agenda

- Social media sources Altmetric is tracking
- Ways to search for Twitter and Facebook mentions
- How to find Twitter influencers

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



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

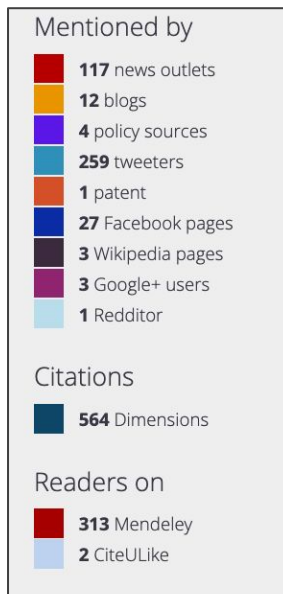
● Google+

● LinkedIn

● Pinterest



What does the score represent?



Why is it weighted? To reflect the relative reach of each type of source. It's easy to imagine that the average newspaper story is more likely to bring attention to the research output than the average tweet. This is reflected in the default weightings.

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

[See more info about the weighting here.](#)



Sharing research online



nature @nature · May 20

Lead from the Roman era pollutes ice buried deep in an Alpine glacier, providing some of the oldest evidence that mining and smelting during the period spread environmental contaminants across Europe. [#ResearchHighlight](#)

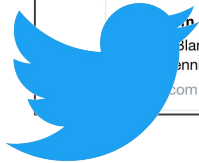


De Agostini/Getty

... Roman mines pollutes ancient Alpine ice

... blanc glacier core also contains antimony from smelting carried out
... nnia ago.

... com



Outdoor People

October 7, 2014 ·

Don't you love research proving the obvious? This time off screens get better at social cues. (Thanks to @WoodlandDave)

<http://www.sciencedirect.com/.../article/pii/S0747563214003227>



COMPUTERS IN
HUMAN BEHAVIOR

WWW.SCIENCEDIRECT.COM

Five days at outdoor education camp without screens improves preteen skills with nonverbal...

<http://www.sciencedirect.com/science/article/pii/S0747563214003227>



r/science · Posted by u/stan1880 7 hours ago

Pinterest homemade sunscreen recipes found in new study to be recipes for sunburn; 95.2% of sunscreen recipe pins (n = 189) touted the effectiveness of their homemade sunscreens, but researchers found that 68.3% of these homemade sunscreens offered insufficient UV radiation protection

tandfonline.com/doi/fu...

Health

11 Comments Share Save H



For research to be tracked, we need:



a research output
with a...



persistent identifier
that is...

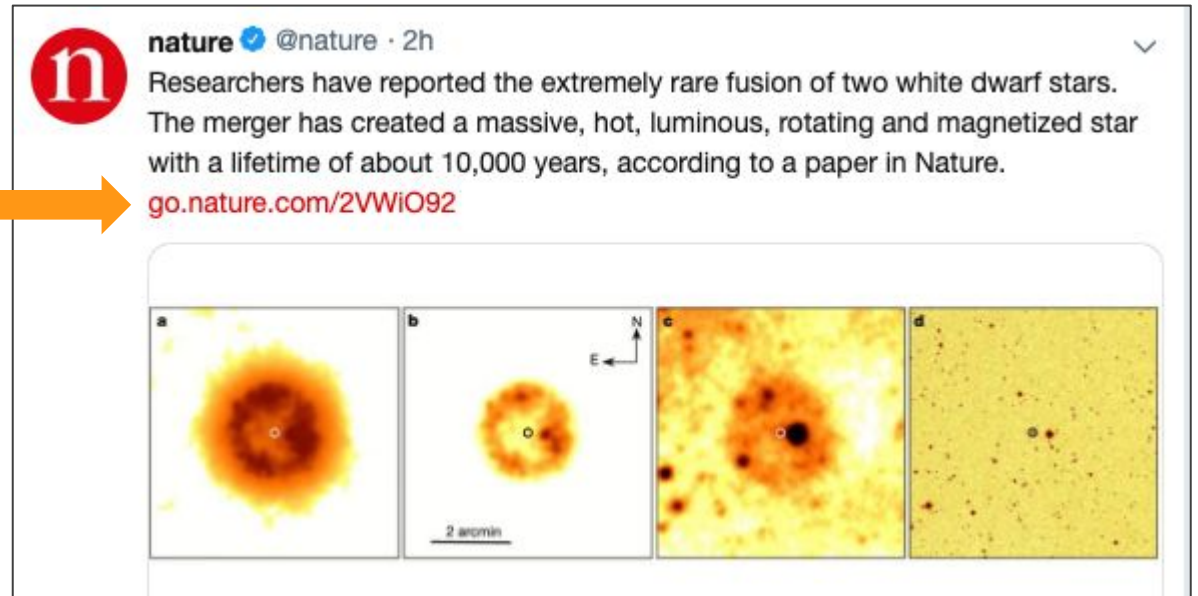


mentioned in a
source we track.



Tweet example

Link to research



Make sure you...

Always link to research



...**not** secondary citations



Live Demonstration

altmetric.com/explorer

Links to additional resources

- [How to write impact statements with Altmetric data](#)
- [How to search by subject area in Altmetric Explorer using FoR codes](#)





Questions?



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