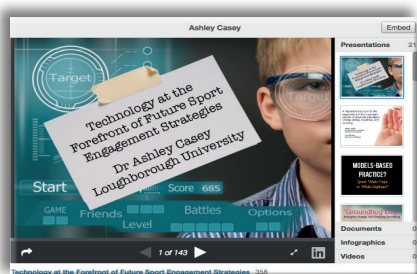


Loughborough University - disseminating and tracking research

Using altmetrics at Loughborough University

Loughborough University is a leader in knowledge mobilisation, encouraging researchers and lecturers to disseminate outputs as widely as possible and support other colleagues by blogging, tweeting and sharing work.

We spoke to Ashley Casey, Senior Lecturer in Pedagogy Loughborough University, about how he uses Altmetric data to disseminate and track his work, and why this is a necessity when having research published in an online journal.



Disseminating research

Ashley uses blogging to provide a forum for driving discussion around the topics he has written about and Twitter to engage with both the practitioner and academic communities. He also produces a 'slog'; a 'slideshare version of the paper in the form of a blog'. Ashley reports that these 'slogs' sometimes receive up to 2000 views.

Publishing research

When looking to get research published, Ashley will submit work to publishers that are using new technologies and offer added benefits such as providing free e-copies of his research to share, displaying the Altmetric donut and attention score on their website and, where possible, making top Altmetric scoring papers free to view.

Tracking Open Access

Altmetric Explorer for Institutions is used throughout Loughborough University. Ashley uses the Explorer to track the attention for his articles from the point of publication onwards. This may include periods where the article is made free-to-access for a short period before being put behind a paywall. Ashley says he finds the Altmetric data useful to help identify and prove the value of immediate open access publishing – the more available something is, the more likely it is to get shared and discussed, which is becoming increasingly important.

Reporting on attention

Altmetrics can be used to provide better evidence of the broader reach and potential future impacts of research during performance reviews, or as part of grant applications. Altmetric data can easily be incorporated into reporting to give an accurate indication of attention and engagement generated by individual outputs, which is particularly useful when academics are being reviewed against a body of research.

By using Altmetric tools Ashley and other researchers at Loughborough University can easily pick out insights that can be directly applied to future work and used to improve the reporting and dissemination of their research.

