

# Who is talking about my research: introduction to altmetrics

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## WHAT ARE ALTMETRICS AND HOW ARE THEY USED

Alternative metrics or altmetrics are non-traditional metrics proposed as an alternative/complement to citation impact metrics.

- Provide information about the attention and influence of research of an article or publication and are based on interactions and conversations about scholarly content online, mainly on social media platforms.
- Examples of altmetrics include mentions on Twitter, in news releases, in blogs, citations in policy documents, number of downloads, and more.

## USE OF ALTMETRICS

- As altmetrics are becoming more popular than ever in the evaluation of research, you can include them in your **CV, grant proposal, personal/lab website, and your promotion and tenure dossier.**
- One of the benefits of altmetrics is that they can accrue sooner than traditional metrics (citations) as they do not depend on the long process of conventional scholarly communication.

## LIBRARIANS MAKE GREAT PARTNERS!

The librarians offer consultations and workshops customized to the needs of your research. The Ruth Lilly Medical Library organizes tailored training about scholarly impact.



Feel free to reach out to the librarians for assistance at [medref@iu.edu](mailto:medref@iu.edu).

## FOLLOW THE STEPS TO COMPILE AND PRESENT ALTMETRICS

### 1. DISSEMINATING AND PROMOTING YOUR RESEARCH

- Determine who your audience is, where they are, and how to reach them.
- Create an **ORCID** researcher profile ([orcid.org](http://orcid.org)) to distinguish yourself from other researchers. This enhances findability and visibility of your publications and research data, and research outlets.
- Deposit your manuscripts in **IUPUI ScholarWorks** (<https://scholarworks.iupui.edu/>), our institutional repository.
- Share outputs of your research through social media, blogs, news outlets, etc. If available, use the DOI (Digital Object Identifier) or a persistent link when mentioning the publications in social media.



### 2. IDENTIFY WHAT METRICS TO TRACK

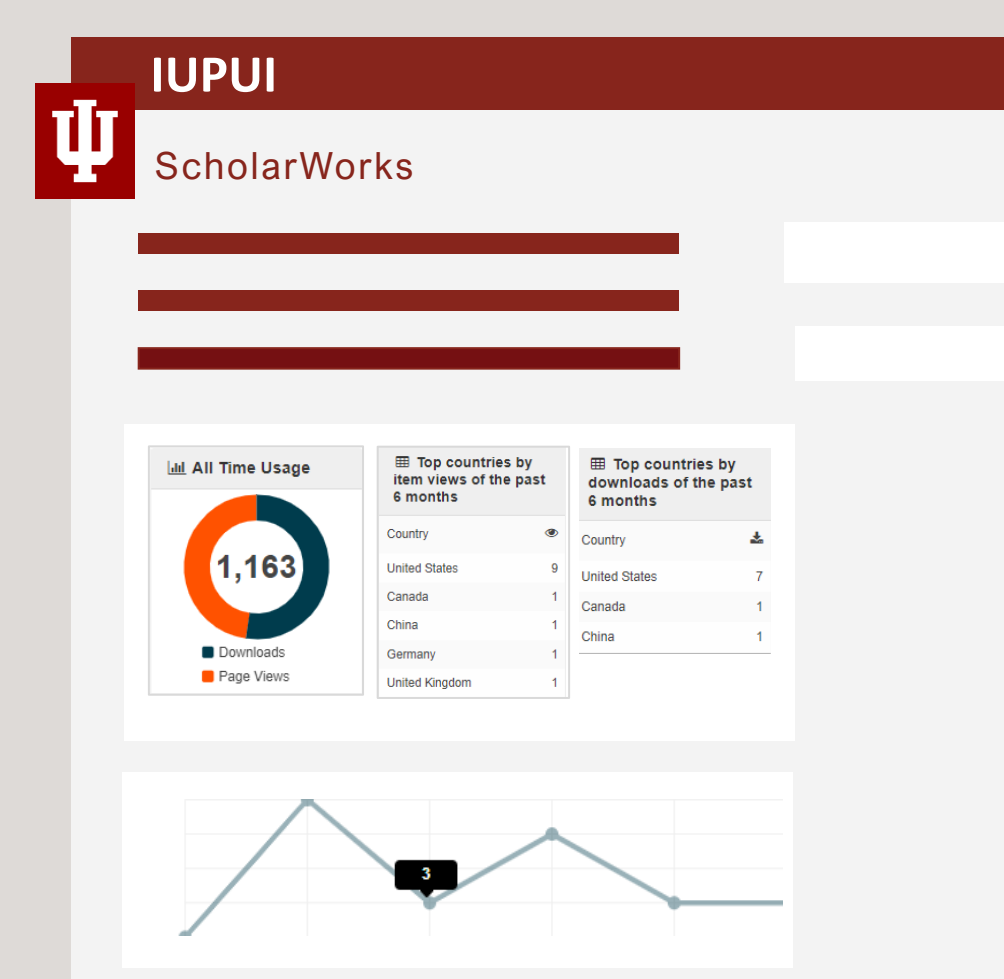
Examples of Altmetrics data sources include: blogs, microblogs, citation management software, news sources, and others.

Metrics can include:

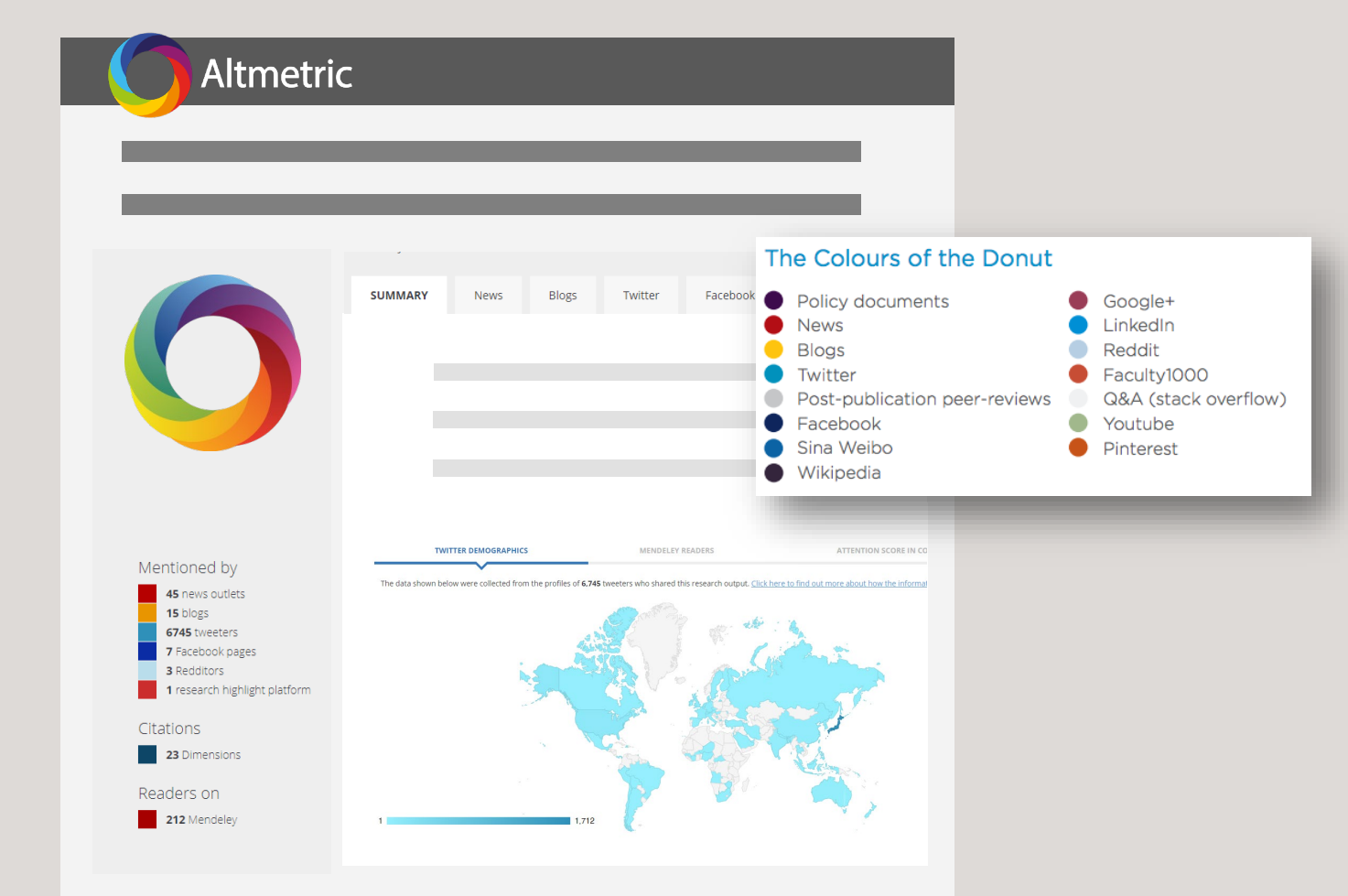
- Downloads of articles, views, library holdings, or plays of a video.
- Number of tweets and retweets that mention the resource.
- Mentions in policy documents, reports, and patents.
- Number of citations in Wikipedia entries.
- Number of times a publication is mentioned in blog posts.
- Number of "saves" in online citation manager *Mendeley*.

### 3. WHERE TO FIND ALTMETRICS

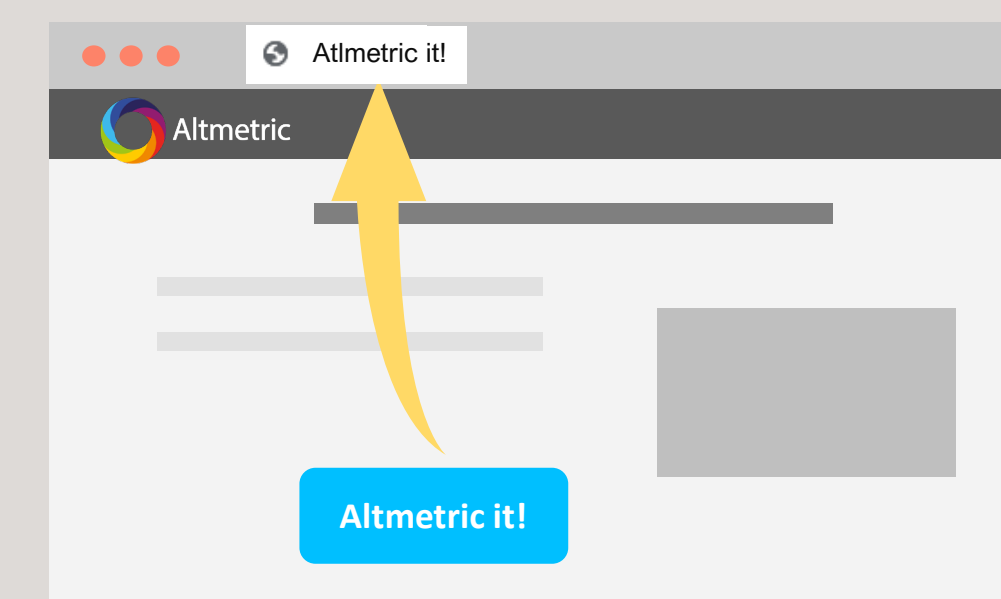
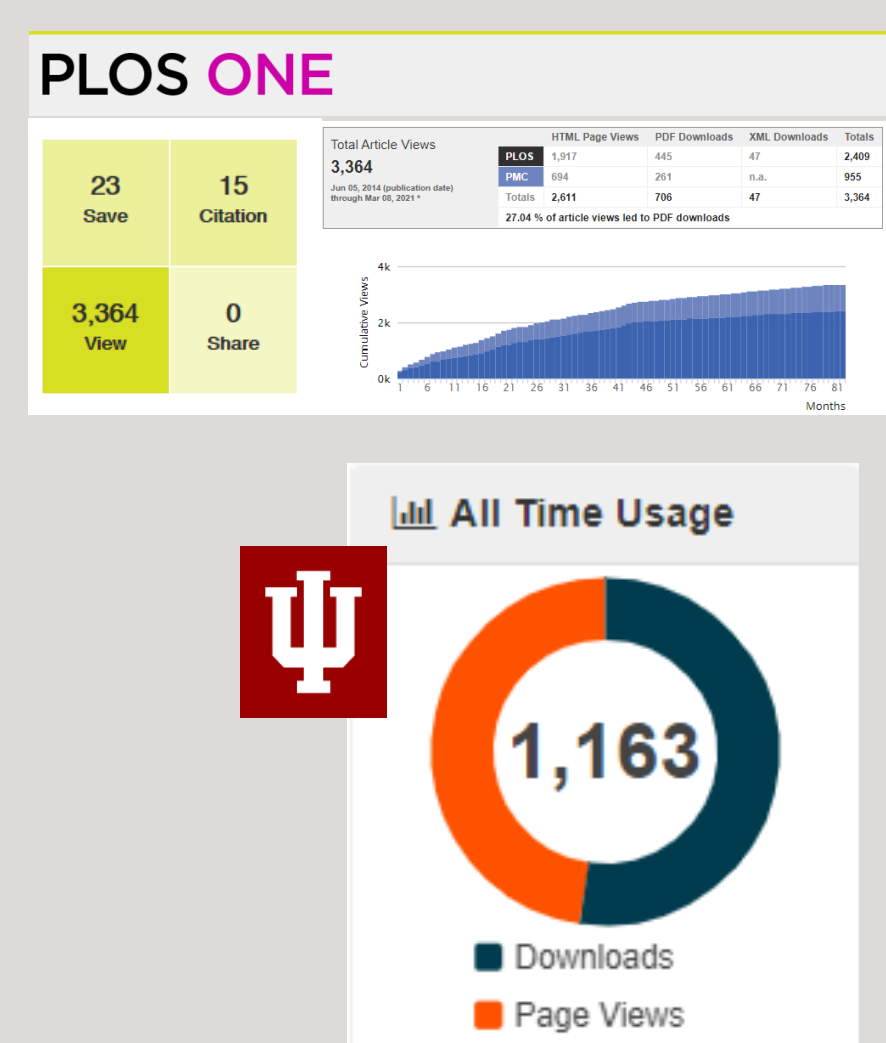
- Altmetric.com, ImpactStory.com, and Overton.io all provide altmetrics.
- **IUPUI ScholarWorks** provides usage statistics (views, downloads, and more)
- Altmetric.com is a very popular service to track altmetrics, capturing social media mentions, blogs, Wikipedia, mentions in policy sources, and news outlets. The altmetric "donut" badge shows different sources by color, and it changes depending on which sources a research output has received attention.
- Publisher websites, such as Springer, Taylor & Francis, Nature Publishing Group and PLoS One provide altmetrics/article level metrics for their publications.



[scholarworks.iupui.edu](http://scholarworks.iupui.edu)



[altmetric.com](http://altmetric.com)



### 4. COMPILE THE METRICS

It is easy to collect altmetrics of academic impact:

- Some publishers provide "metrics" on their website (e.g., **PLoS One**).
- Look for your article/manuscript record in **IUPUI Scholarworks** and click on "Show Statistical Information".

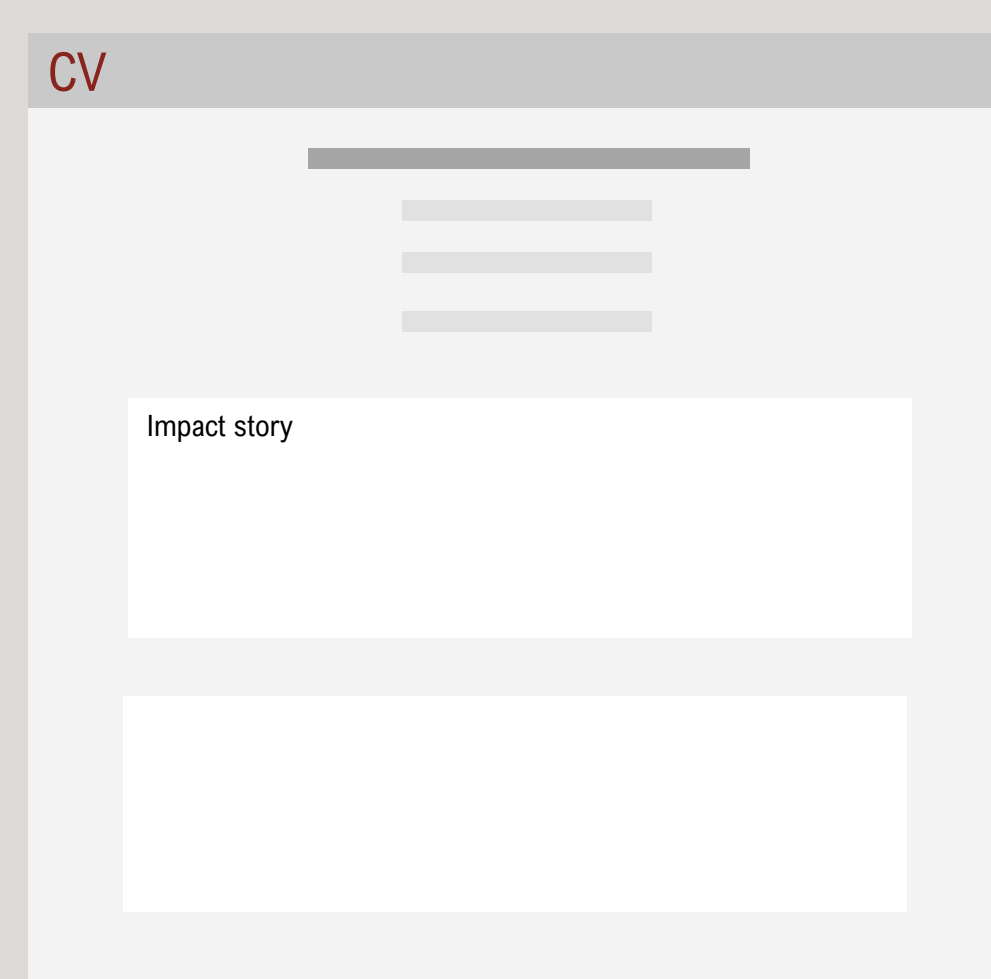
- Install the free **Altmetric it! Bookmarklet** (<https://altmetric.com/products/free-tools/bookmarklet/>) tool in your browser to enable the altmetric.com badge for any published research output with a DOI. Click and hold on the *Altmetric it!* button below and drag it to your bookmarks bar in your browser. Once you've added the *Altmetric it!* Button to your bookmarks bar, click on it to see the altmetrics for any journal article you visit online."

### 5. PRESENT ALTMETRICS

- Write a narrative combining traditional and non-traditional metrics.
- Include altmetrics along with citation data under each published article.
- Provide context for the numbers. Remember to cite the sources used to retrieve the data.

Example of narrative in the personal statement:

My 45 publications published since 2017 have received 110 citations. My most cited work (Brain imaging, 2018) has been cited 89 times and viewed 1,860 times. Also, this work has been reported three times by news outlets, mentioned 220 times on Twitter, and commented on three different blogs.



Tabular view example:

Year	Title	Twitter mentions	Policy mentions	News mentions
2017	Article 1	35	2	13
2020	Article 2	7	1	2
2015	Article 3	3	0	1
2020	Article 4	3	0	1
2021	Article 5	0	0	1