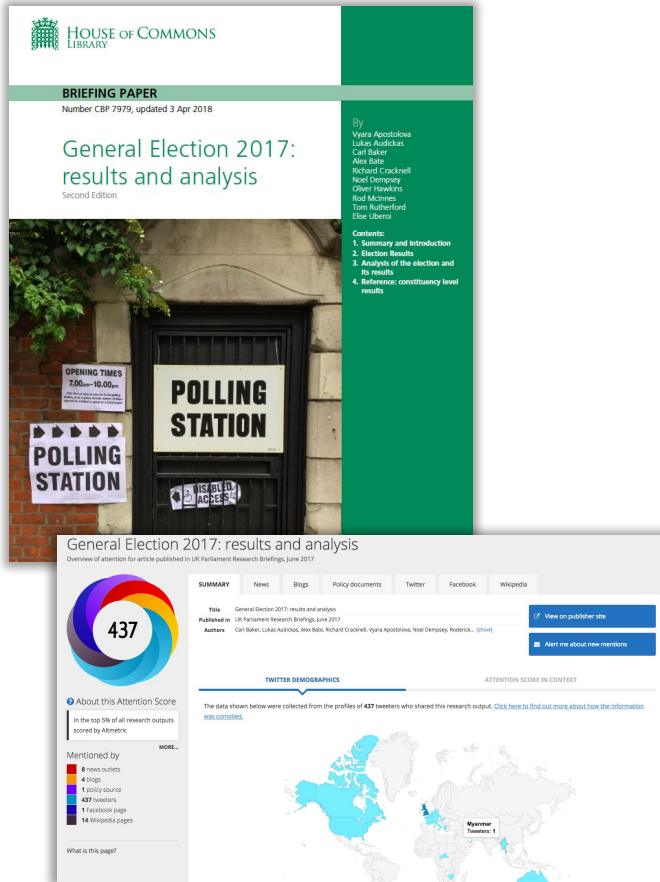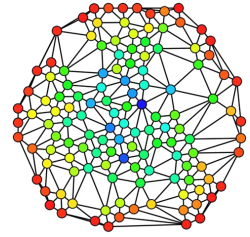# Using EFI Strategically

Lily Troia

#AltmetricSymp

- Who are our current audiences?

- Who are other stakeholders with whom we need to engage?

- How do we define impact related to our research and communication?

- What are the information pathways to increased impact?

ALTMETRICS IN ACTION

DISCOVERY

- Track research outputs in real-time & longitudinally
- Unearth conversations among new audiences
- Locate collaborators & research opportunities
- Identify key influencers
- Uncover disciplinary intersections

SHOWCASING

- Highlight vital research
- Show impact on public policy and opinion
- Recognizing early-career scholars and non-article research outputs
- Integration into researcher profiles and institutional repositories

REPORTING

- Analyze and share attention data with internal and external stakeholders
- Grant applications
- Funder reporting
- Impact requirements
- Reputation management
- Benchmarking
- Recruitment & review
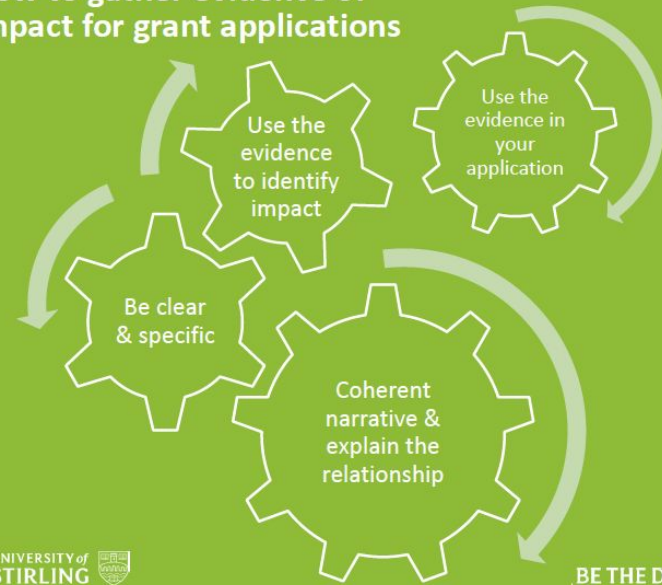
Provide richer examples of impact in grant applications

UNIVERSITY of STIRLING

1. Citations in government policy

2. Research leading to advanced technologies adopted by municipal groups
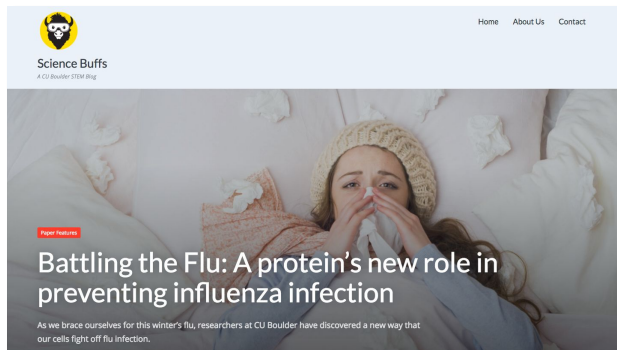
3. Attention in interdisciplinary fields

Align with institution-wide goals and initiatives

Multi-tiered engagement approach including:

- *Streamlined, targeted social media*
- *Coordination with Elements publication management*
- *Cross-promotion with ORCID*
- *Recognition/support of research department outreach efforts*

Science Buffs
A CU Boulder STEM Blog

Home   About Us   Contact

Paper Features

Battling the Flu: A protein's new role in preventing influenza infection

As we brace ourselves for this winter's flu, researchers at CU Boulder have discovered a new way that our cells fight off flu infection.

Key Campus Partners:

1. Office of Faculty Affairs
2. University Libraries
3. Communications and Strategic Relations
4. Department Communicators
5. Chairs and Deans
6. Department IT and Support Staff

How do you look to the world?

New Services for Faculty

What is CU Boulder Elements?

A one-click platform for managing your scholarly work. With CU Boulder Elements, you can:

- Claim your publications
- Automatically build your CU Experts faculty profile (formerly VIVO)
- See the impact of your publications with Altmetric Explorer

Watch for more information on additional new services coming from Faculty Affairs:

- FRPA—new and improved interface connecting to CU Boulder Elements
- CU Boulder Elements trainings for faculty and staff

Faculty Affairs
UNIVERSITY OF COLORADO BOULDER

CUBE
CU BOULDER
ELEMENTS

Elements   Altmetric   ORCID
          Explorer

For more information:
Go to colorado.edu/fis or visit each application specifically
CU Elements - elements.colorado.edu
CU Experts - experts.colorado.edu
Altmetric Explorer - colorado.edu/faculty/altmetric-explorer
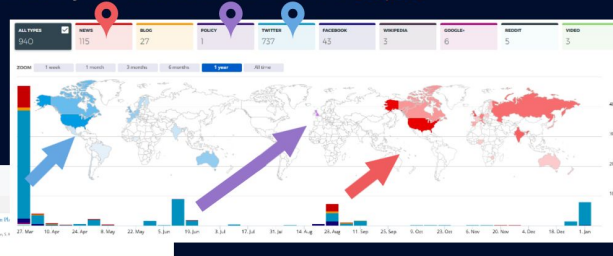
colorado.edu/fis

Share evidence of societal influence

ZOOMING IN

For example, this paper in Nature from

ZOOMING IN: SOCIETAL ATTENTON

The **societal-attention-timeline** shows the article was intensely **debated online in March**, got mentioned in **UK parliament in June**, and was in the **news** again during hurricane season at the end of **August**.

ZOOMING IN: POLICY

There has been **one policy document** mentioning this article by the **UK Parliament**.

: NEWS

115 news stories

ws outlets

HOUSES OF PARLIAMENT
PARLIAMENTARY OFFICE OF SCIENCE & TECHNOLOGY

POSTNOTE
Number 555 June 2017

Rising Sea Levels

Support The Guardian | Subscribe | Find a job

The Guardian

News | Opinion | Sport | Culture | Lifestyle

Environment ▸ Climate change | Wildlife | Energy | Pollution | More

Climate change

Climate change: 'human fingerprint' found on global extreme weather

Global warming makes temperature patterns that cause heatwaves, droughts and floods across Europe, north America and Asia more likely, scientists find

The Washington Post
Democracy Dies in Darkness

Energy and Environment

One of the most troubling ideas about climate change just found new evidence in its favor

By Chris Mooney | ✉ Email the author
March 27, 2017

IS News Blog

Stirling's Top Ten most shared 2017 articles

December 21, 2017 · Clare · Academic staff, Library News, Researchers, STORRE

Here's the Top Ten 2017 Stirling papers with the highest Altmetric scores.

Congratulations to all our authors who made it into the Top Ten!!

976

Score: 976

Moher, D., Shamseer, L., **Cobey, K.,** Lalu, M. M., Galipeau, J., Avey, M. T., . . . Ziai, H. (2017). Stop this waste of people, animals and money. *Nature,* 549(7670), 23-25. https://doi.org/10.1038/549023a

—————

The Top Ten

759

Score: 716

1. Jackman, S. R., **Witard, O. C.,** Philp, A., Wallis, G. A., Baar, K., & **Tipton, K. D.** (2017). Branched-chain amino acid ingestion stimulates muscle myofibrillar protein synthesis following resistance exercise in humans. *Frontiers in Physiology,* 8(JUN). https://doi.org/10.3389/fphys.2017.00390
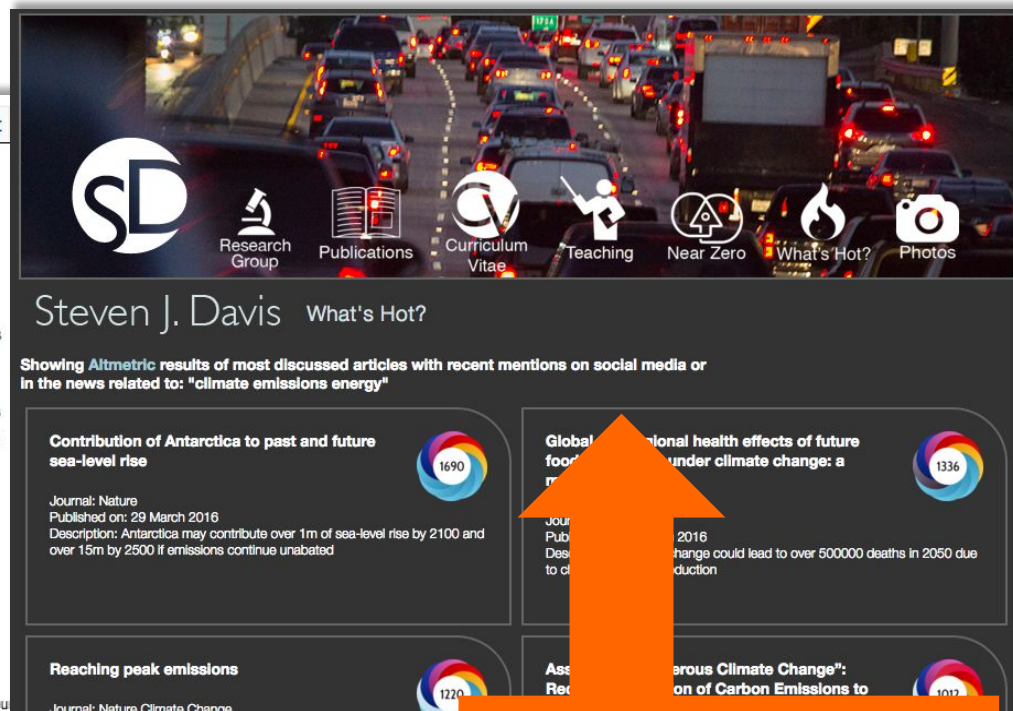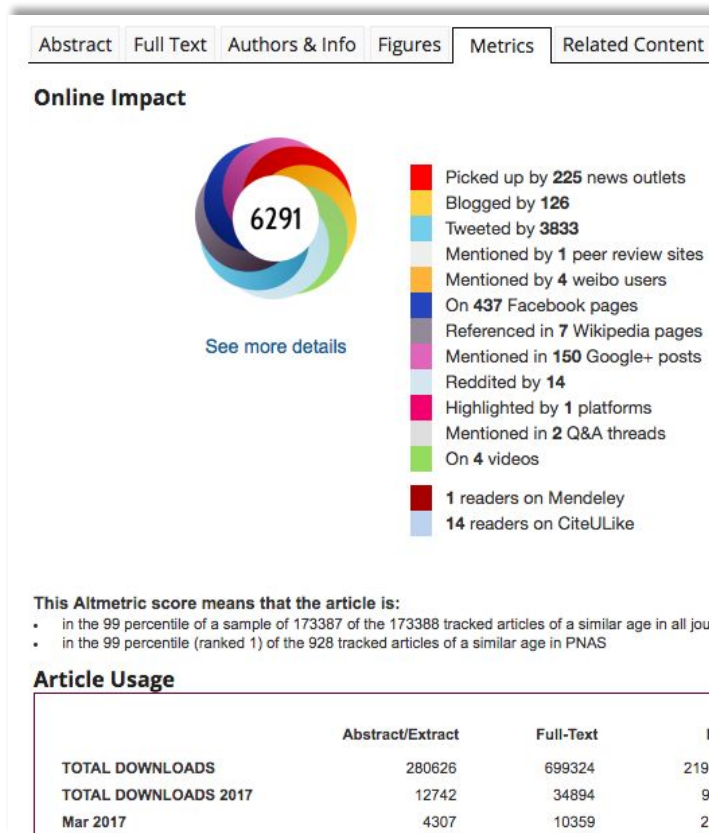
Full-text available from: http://hdl.handle.net/1893/25471

550

Score: 539

2. **Cobey, K.** (2017). Illegitimate journals scam even senior scientists. *Nature,* 549(7670), 7. https://doi.org/10.1038/549007a

Full-text available on request from: http://hdl.handle.net/1893/26115

Showcasing

Share reach of published data alongside record

Research Life Cycle

Re-use

Planning
- Identify grants & funding
- Collect & manage preliminary assets
- Describe & organize assets

Implementation
- Collect Assets
- Describe Assets
- Organize Assets
- Analyze Assets

Preservation
- Migrate to sustainable formats
- Store reliably

Discovery & Impact
- Understand metrics
- Use social media

Publishing
- Identify open access publications
- Deposit work
- Share & cite work

RESEARCH→
ACCOUNTABLE TO MORE AUDIENCES AND STAKEHOLDERS

- Academia
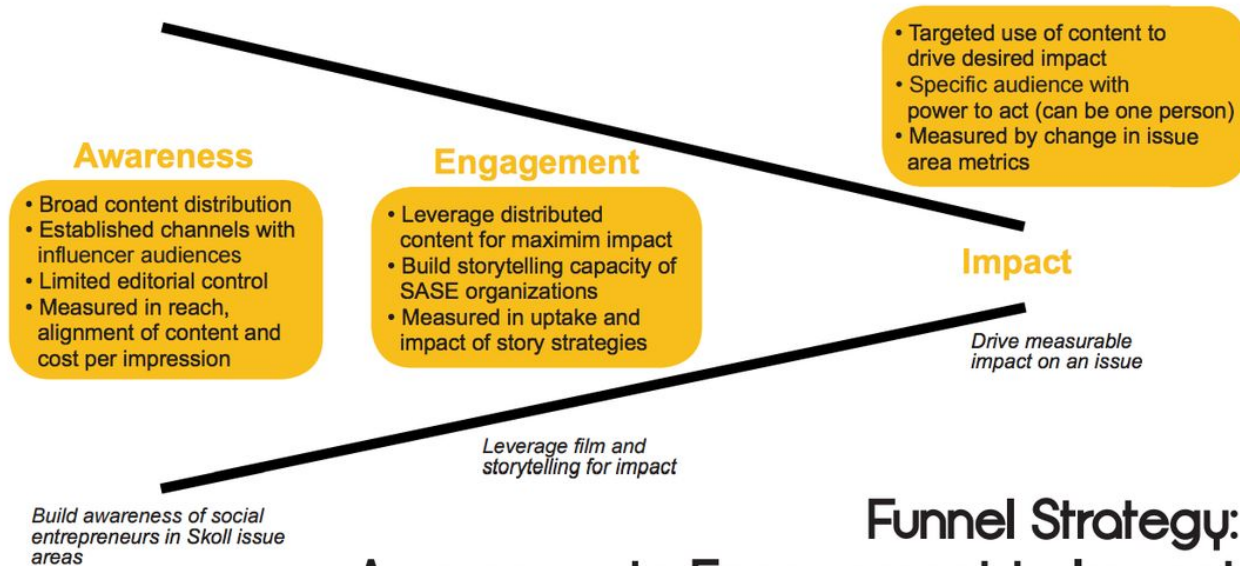- Practitioners
- General Public
- Educators and students
- Media and influencers
- Artists

- Funders
- Unaffiliated researchers
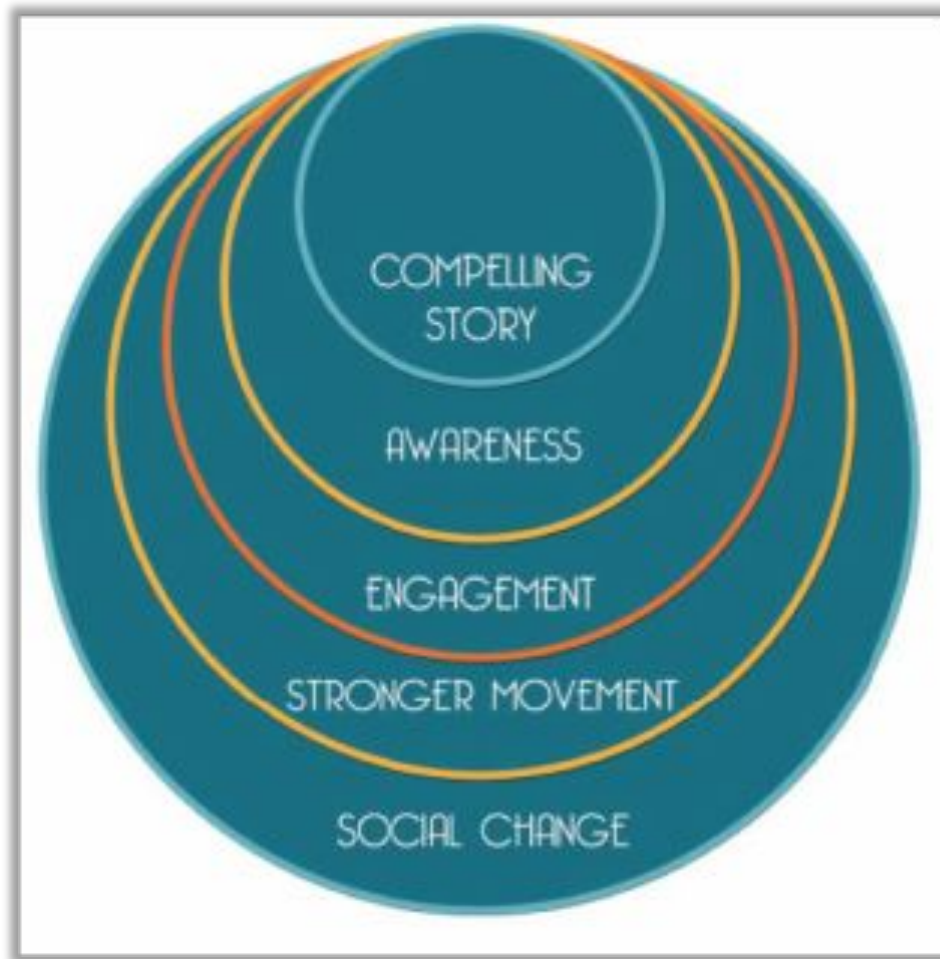- Special interest groups
- Government and policy makers
- Corporations

Funneling awareness to engagement to impact

Awareness
- Broad content distribution
- Established channels with influencer audiences
- Limited editorial control
- Measured in reach, alignment of content and cost per impression

Engagement
- Leverage distributed content for maximim impact
- Build storytelling capacity of SASE organizations
- Measured in uptake and impact of story strategies

- Targeted use of content to drive desired impact
- Specific audience with power to act (can be one person)
- Measured by change in issue area metrics

Impact

Drive measurable impact on an issue

Leverage film and storytelling for impact

Build awareness of social entrepreneurs in Skoll issue areas

Funnel Strategy:
Awareness to Engagement to Impact

Reprinted from The Skoll Foundation/Sundance Institute, 2015

COMPELLING STORY

AWARENESS

ENGAGEMENT

STRONGER MOVEMENT

SOCIAL CHANGE

Dimensions of Impact Reprinted from The Fledgling Fund, 2010

Interpreting Altmetric data: *going beyond the score*

- What are the sentiment tendencies of different source types?
- What geographic and other demographic data would inform our goals?
- Where do our audiences access information and who are we not yet reaching?
- How might Altmetric data tell us more about the research landscape?
- Have we analyzed the qualitative context beyond the Altmetric Attention Score?

How do we connect engagement to impact?

- How do we currently define *impact* at our organization?
- What Altmetric data points best support our values and vision?
- How would these vary by discipline?
- What audiences do we want our research to reach?
- What other stakeholders might benefit from Altmetric data and insights?
- How can we incorporate this information into existing workflows and reporting?

Align with organizational goals

- Connect research to societal impact
- Communicate to broader public
- Influence policy and municipal activity
- Catalyze innovation and discovery
- Support cultural critique and enrichment
- Promote diversity of scholarship and research
- *What else?*

Questions?