



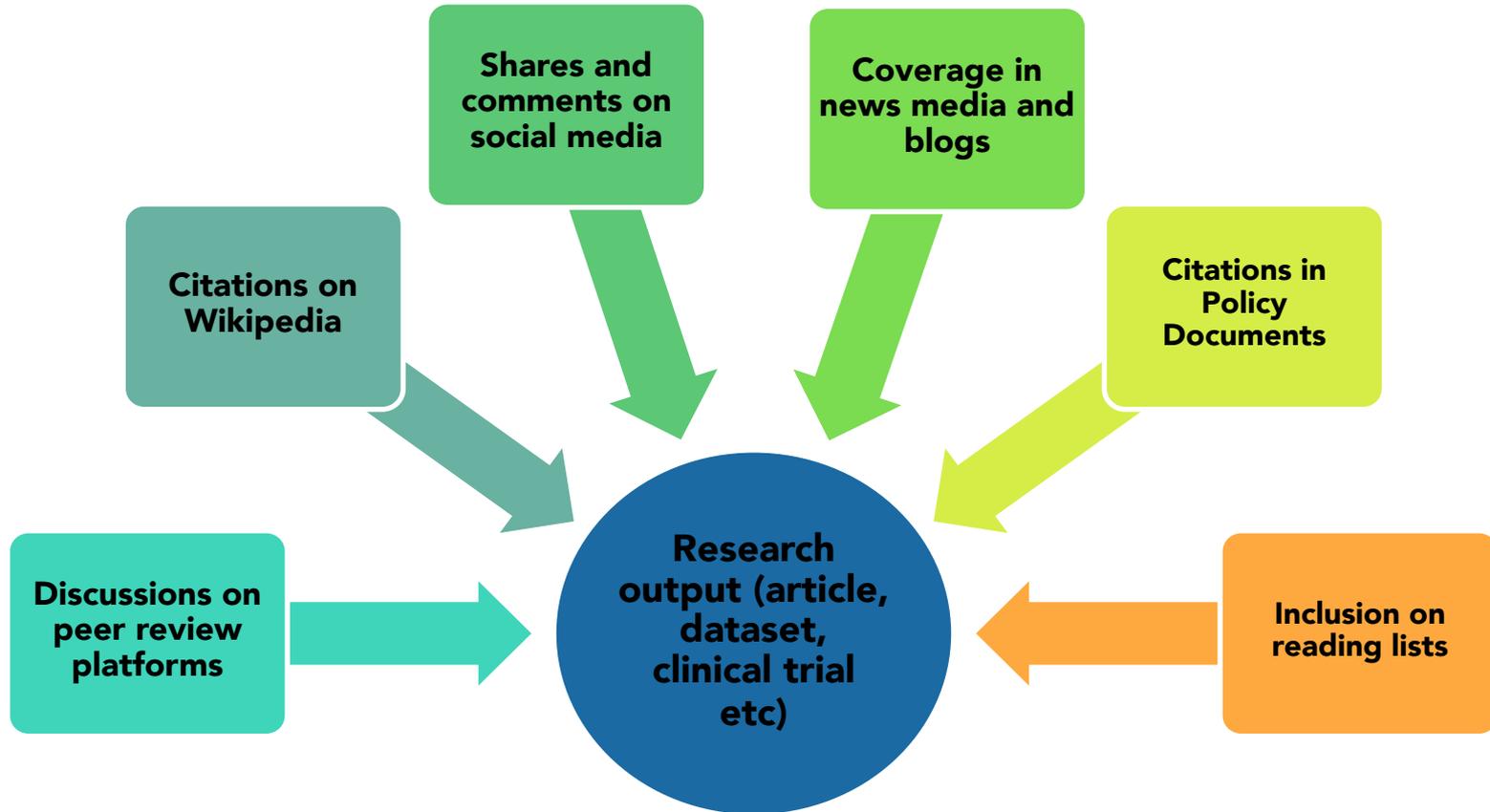
Introduction to alternative metrics and Altmetric data

Today...

- **What are alternative metrics?**
- **Who are we at [Altmetric.com](https://altmetric.com)?**
- **Understanding Altmetric data**



Alternative metrics = online indicators of engagement



Behaviors identified here are specifically captured by [Altmetric.com](https://www.altmetric.com) and do not represent the entirety of behaviors alternative metrics can measure.



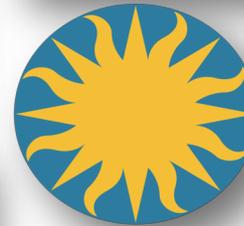
Altmetric LLP is a UK-based data science company dedicated to tracking and analyzing the online activity around scholarly research outputs.



Global multi-industry customer base



ELSEVIER



THE NATIONAL ACADEMIES PRESS



Differences between alt and traditional metrics

– *they're complementary*

Traditional journal

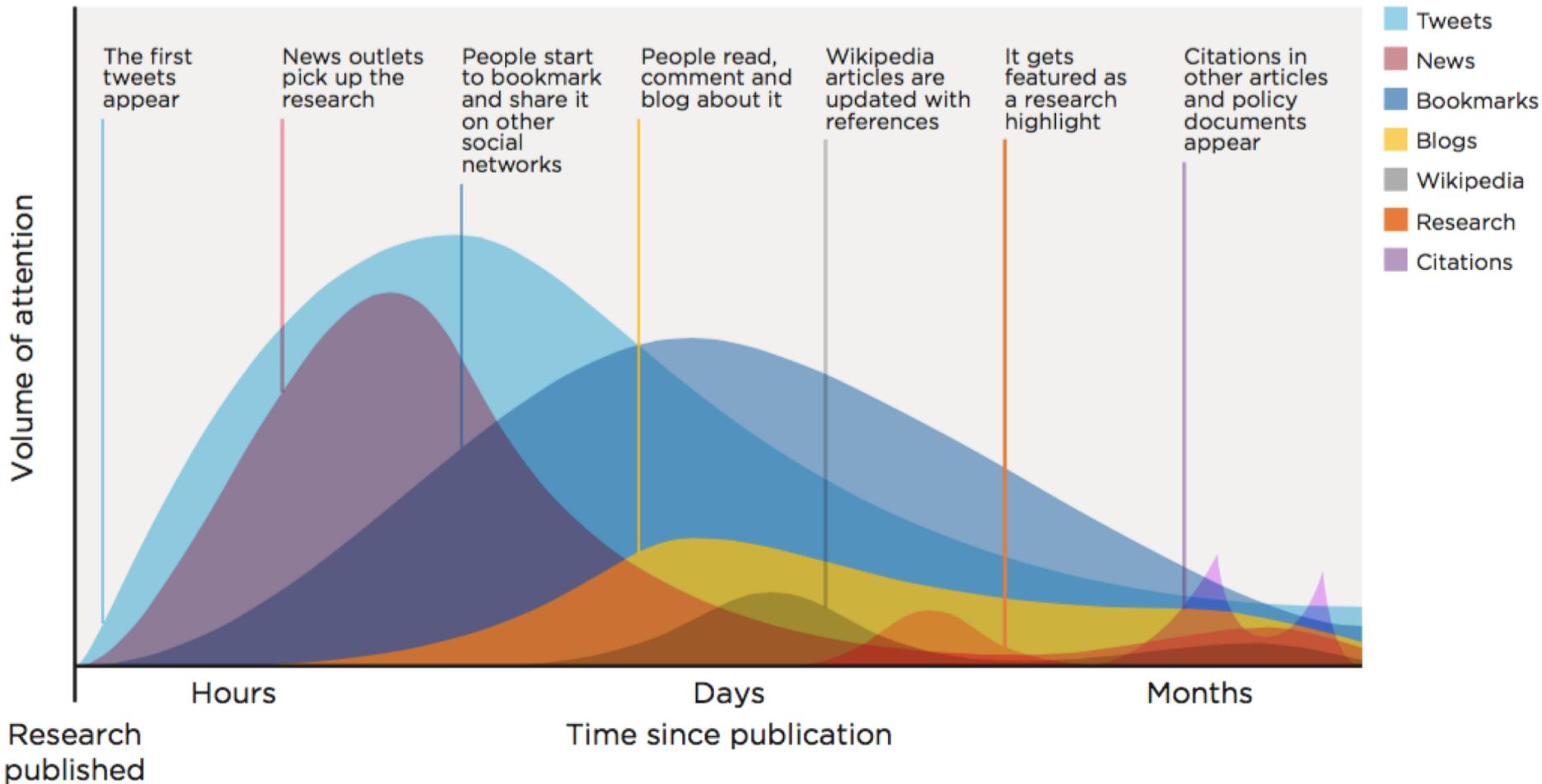
- Slow; take months/years
- Only for journal articles
- Reflect one stakeholder group: Other researchers who read/cite journals articles

Alternative metrics

- **Immediate**; take hours/days/weeks
- Apply to scholarly outputs **broadly** (clinicaltrials.gov, articles, data set, books, websites)
- Reflect **diverse stakeholder engagement** from policy makers to educators to patients/practitioners



A typical timeline of attention



Known for our
Altmetric
Attention Score
in thousands of
academic
journals,
repositories,
and websites

This Issue Views **11,588** Citations **2** Altmetric 1,748

Original Investigation
December 6, 2016

Prevalence of Depression, Depressive Symptoms, and Suicidal Ideation Among Medical Students: A Systematic Review

Department of Psychiatry Faculty

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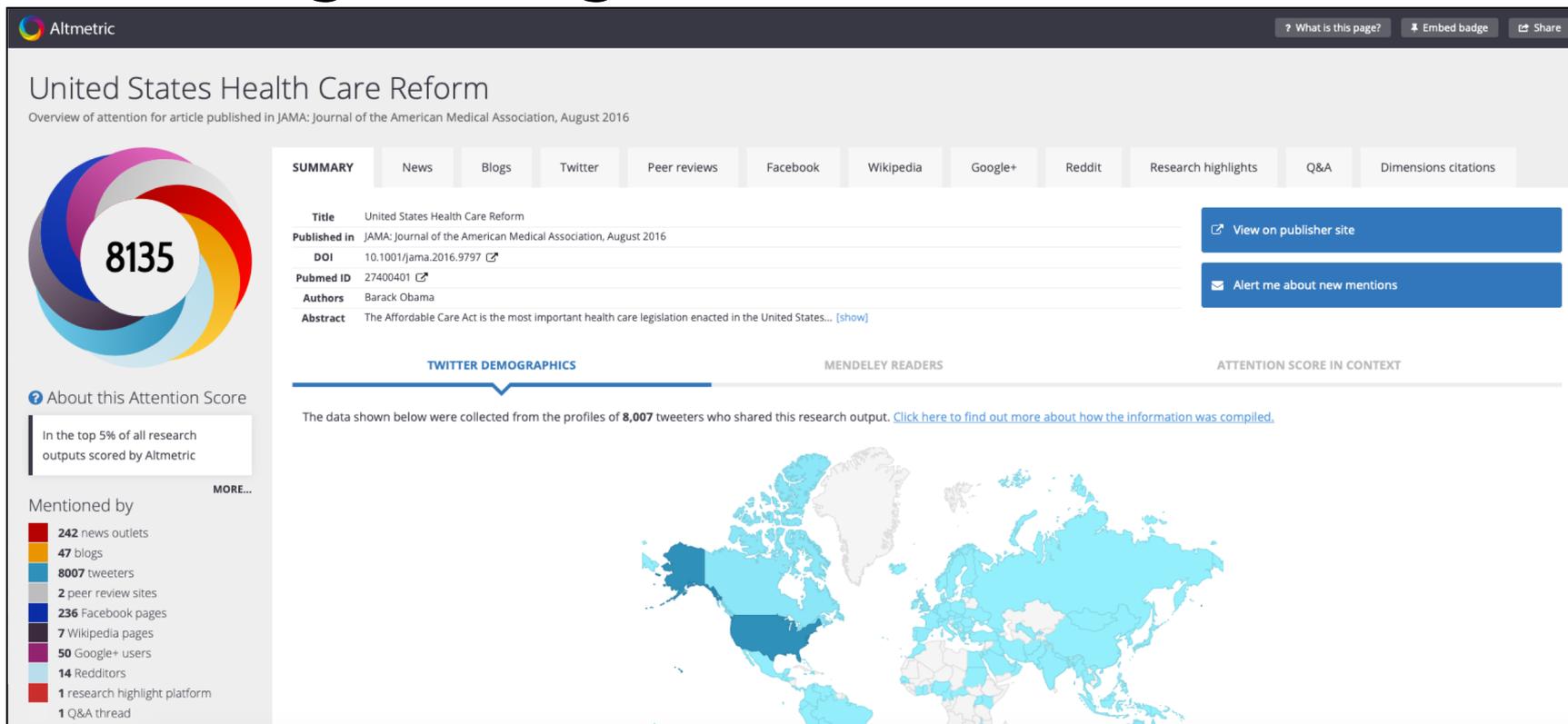


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Data as of 26 Jan 2017, 6pm eastern



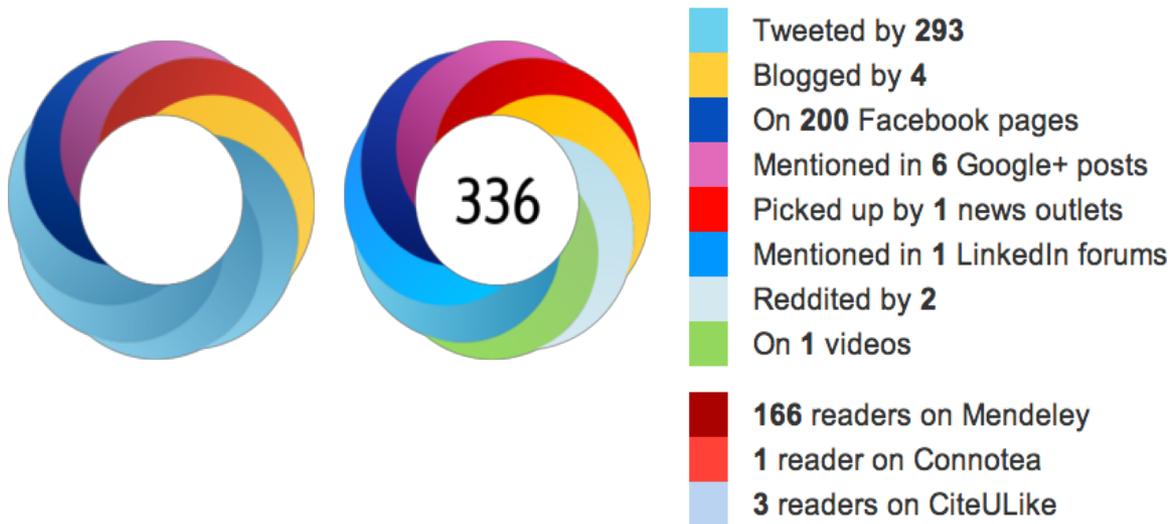
Known for our colorful donut and real time attention gathering (see tabs)



Data as of 19 Nov 2018, 5pm GMT



What is the donut? What does it indicate?



Mention type	Points
News	8
Blogs	5
Twitter	1
Facebook	0.25
Sina Weibo	1
Wikipedia	3
Policy Documents (per source)	3
Q&A	0.25
F1000/Publons/Pubpeer	1
YouTube	0.25
Reddit/Pinterest	0.25
LinkedIn	0.5
Open Syllabus	1
Google +	1
Patents	3

More info at: www.altmetric.com - About altmetrics – The donut and score; Algorithm and score are publicly available.



The Altmetric Attention Score is generated by a weighted algorithm

Volume	Sources	Authors
The score for an article rises as more people mention it.	Each source category contributes a different base amount to the final score.	Assess the author of each mention in terms of their reach, promiscuity and bias.

More info at: www.altmetric.com - About altmetrics – The donut and score; Algorithm and score are publicly available.



ATTENTION *not quality* indicator

- Majority of articles receive *no attention*
- Some fields/subjects are *noisier* than others
- Most articles with attention score >15
- Attention can be negative (sentiment analysis)
 - Fraud, misconduct, unclear data, issues with methodology, etc



What about gaming?

- Tough to do because
 - Traps for crawlers/spam
 - Data transparency means you can tell us when you see incorrect mentions captured
 - Scholarly sites don't allow spam (F1000, peer-review sites)
 - (and if you can get the Washington Post to write about your work, is that gaming? Or doing your job?)



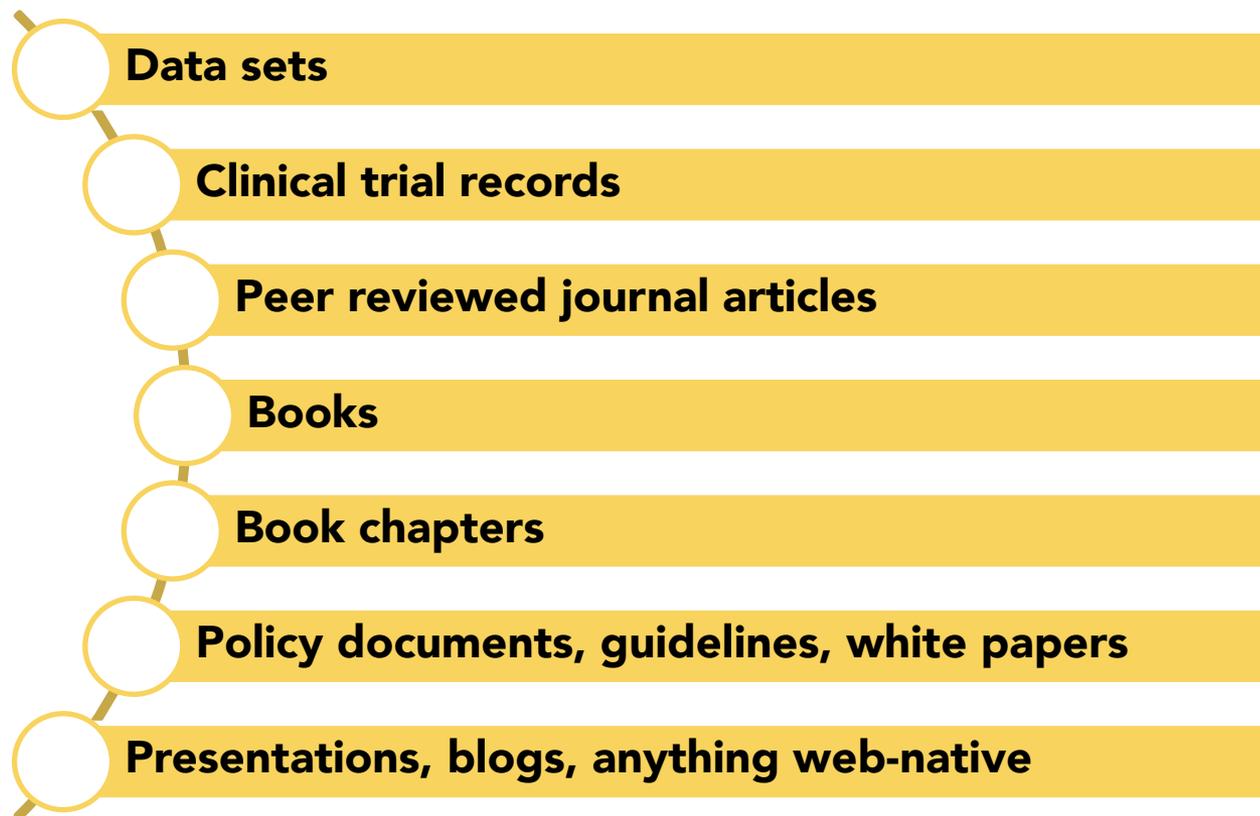
Altmetric data capture and transparency

Or: We already have your attention data

3 things required to capture attention

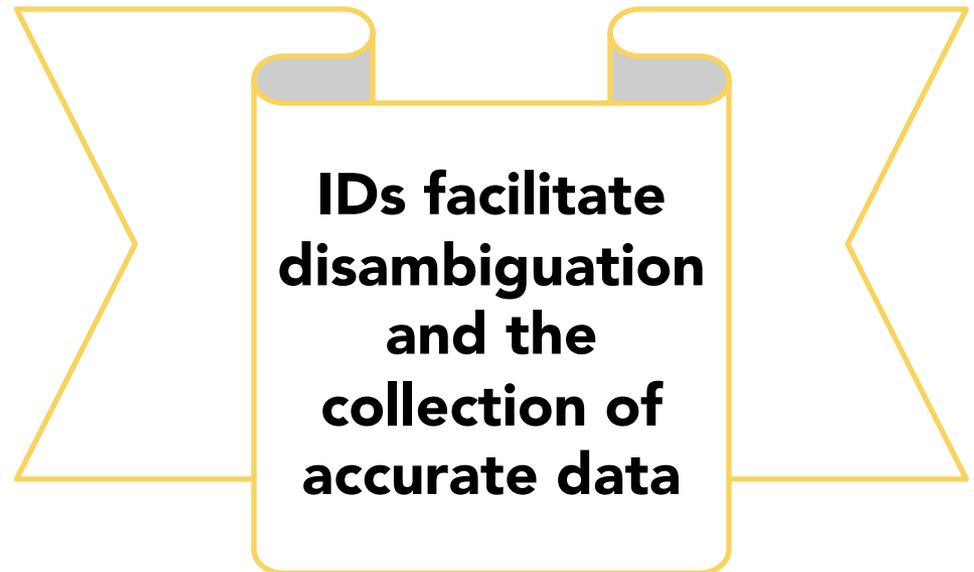


Research output - any part of the research lifecycle



Persistent IDs

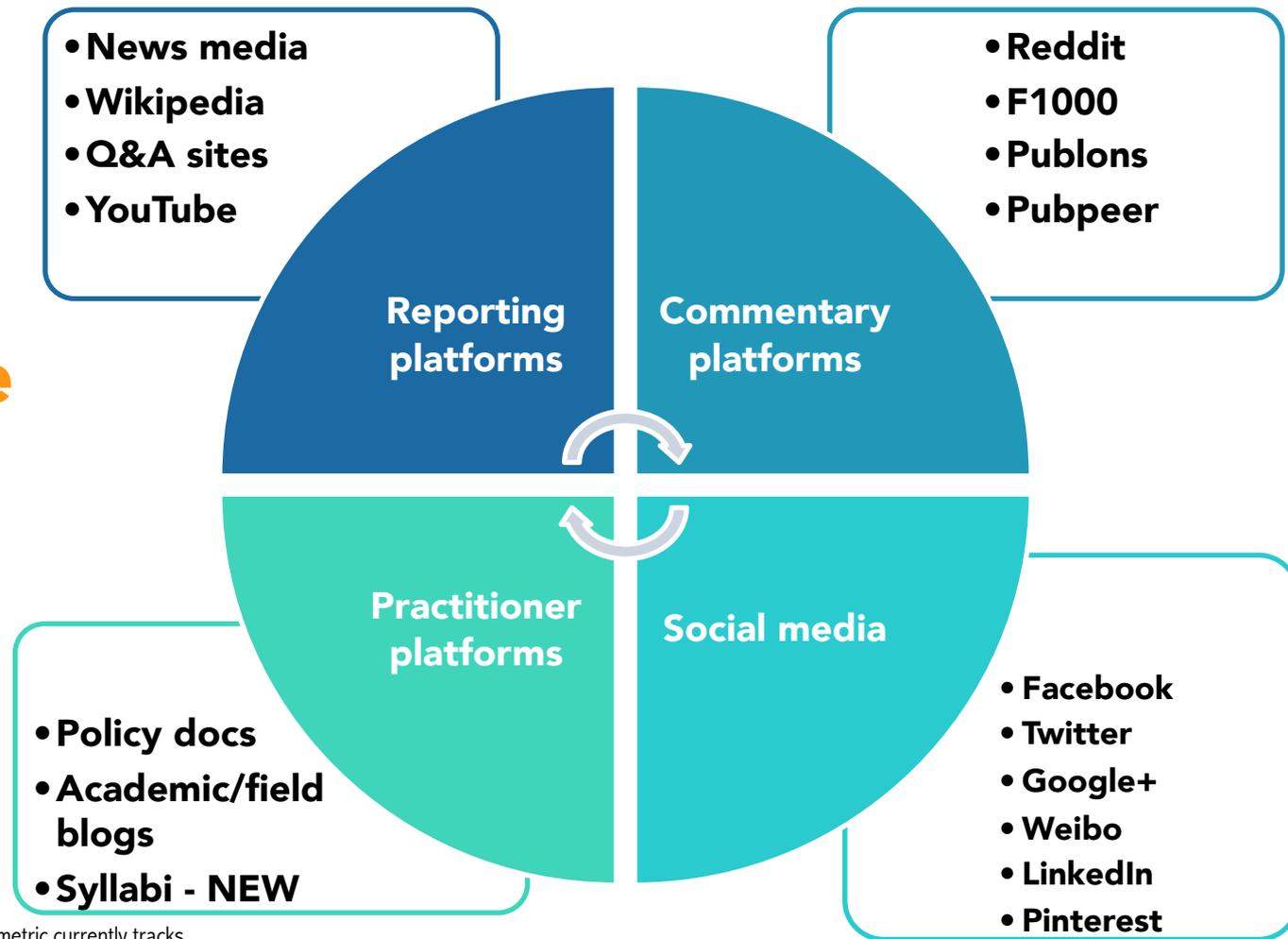
- DOIs
- PubMed IDs
- ISBNs
- Handles
- arXiv IDs
- ADS IDs
- SSRN IDs
- RePEC IDs
- ClinicalTrials.gov records
- URLs



Altmetric is fully integrated with ORCID but ORCIDs remain the one of the least accurate IDs as they require manual curation by their owners.



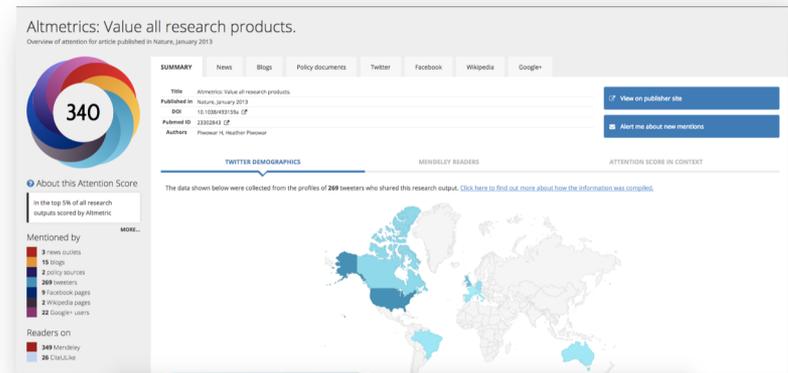
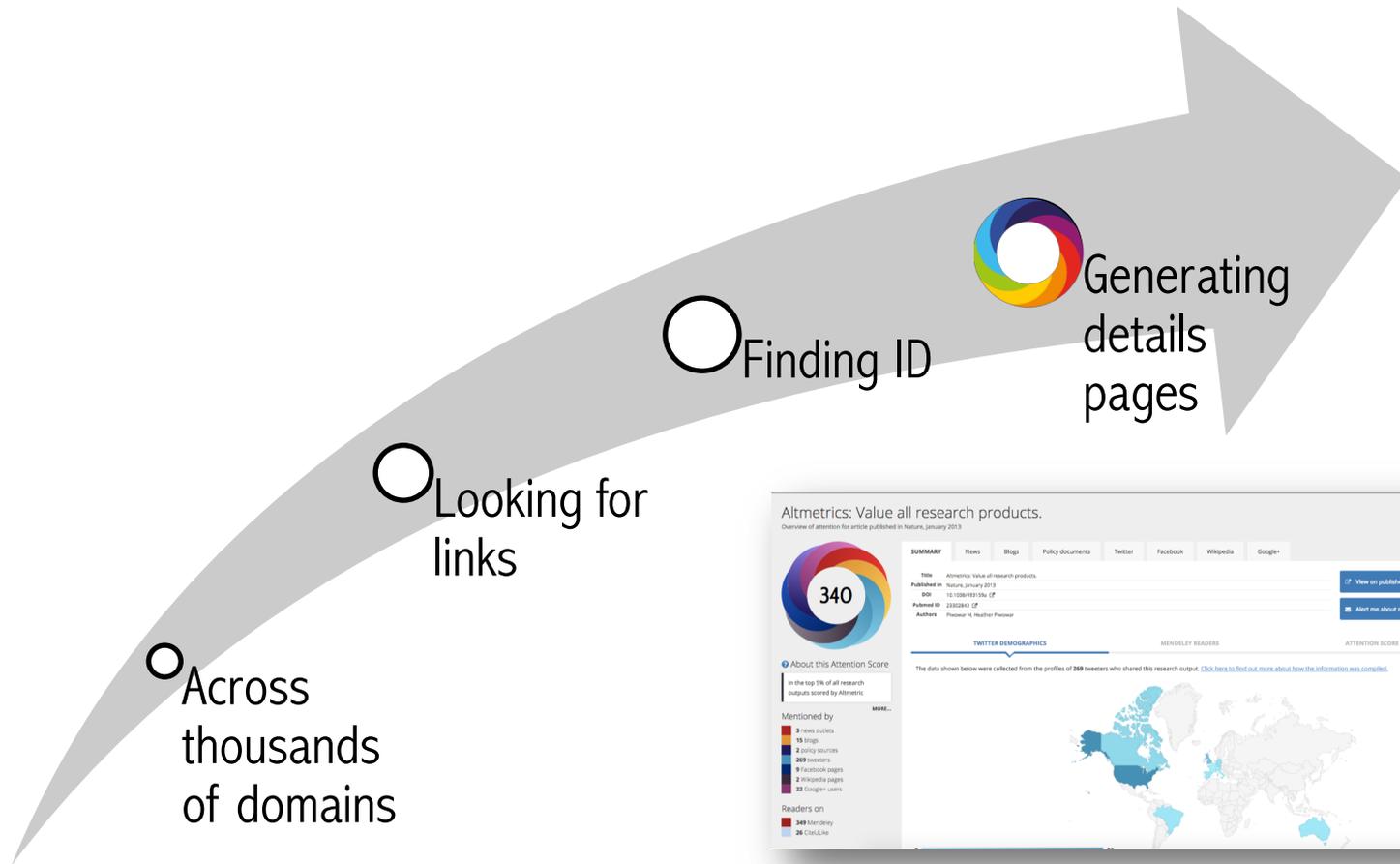
Platforms we track



These are the 16 source types (channels) Altmetric currently tracks.



How data capture works



How data capture works: Exceptions

- News
 - Looking for keywords (journal and author name), cross referencing with PubMed or CrossRef
- Policy documents
 - Scraping bibliographies
- Syllabi
 - Feed from Harvard Open Syllabus Project



So we are already capturing *your data!*

We just don't know it's *yours*

You need to feed us your data

- So we can identify what's yours
- And group your research into authors/departments/funding areas/etc
- Via:
 - RIM/CRIS system - *preferred*
 - Custom homegrown database - *preferred*
 - .csv file updated quarterly
 - *Ask me for our Data Implementation Guide*

