



Altmetric Explorer for Publishers: Introducing New Features!



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Housekeeping items

- The webinar will be recorded and slides made available afterwards
- Please enter your question in the chat box
- Let us know if you can't hear or see the presentation!



Today's agenda

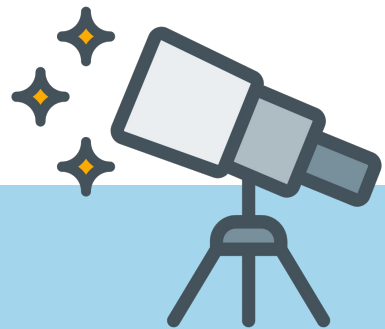


1. Introduction to new Altmetric Explorer features
 - a. Enhancements in Results Analysis tabs
 - b. New Shareable Reports
 - c. Live demo!
2. New Amazon book tracking
3. Q&A session





Altmetric
EXPLORER



What is the Explorer for Publishers?

It's an easy-to-use web platform that lets publishers browse and report on attention data for scholarly content.

What can the Explorer help you with?

Find articles, books*, and more

Search for content published by your organization or a competitor's, or just dive into the full Altmetric database of over 7M research outputs.



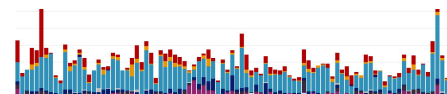
Discover Altmetric attention insights

Uncover engagement, influence, and reach for your content, and visualize the data beautifully.



Report on key achievements

Incorporate Altmetric data into internal coverage reports and impact case studies.



* Books are only available with a subscription to the Altmetric Books Index

Prominent search bar
Find research outputs



Results analysis
Identify key achievements

EXPLORE THE ALTMETRIC DATABASE

Search for research outputs...

+ ADVANCED SEARCH






















Showing all research outputs sorted by Altmetric Attention Score

Sort by: Altmetric Attention Score

SAVE SEARCH

Detailed search results

Discover Altmetric insights

 10791 How Diversity Works Article in <i>Scientific American</i> , September 2014	 8567 United States Health Care Reform: Progress to Date and Next Steps Article in <i>JAMA: Journal of the American Medical Association</i> , July 2016	 7980 The irreversible momentum of clean energy Article in <i>Science</i> , January 2017
 7641 Scientific method: Statistical errors News story in <i>Nature</i> , February 2014	 7065 Simulations back up theory that Universe is a hologram News story in <i>Nature</i> , December 2013	 6726 Online collaboration: Scientists and the social network News story in <i>Nature</i> , August 2014
 6686 Nature makes all articles free to view News story in <i>Nature</i> , December 2014	 6638 Overview of active cesium contamination of freshwater fish in Fukushima and... Article in <i>Scientific Reports</i> , April 2013	 6461 Experimental evidence of massive-scale emotional contagion through social... Article in <i>Proceedings of the National Academy of Sciences of the United States of America</i> , June 2014
 6457 Academics can change the world – if they stop talking only to their peers News story in <i>The Conversation</i> , March 2016	 6299 Assessing the Implications of Allowing Transgender Personnel to Serve Openly Book in <i>www.rand.org</i> , June 2016	 6156 The next wave of deaths from Ebola? the impact of health care worker mortality Article in <i>Africa's Pulse</i> , July 2015
 6138 Why Most Published Research Findings Are False Article in <i>PLoS Medicine</i> , January 2005	 6083 When Facts Backfire Article in <i>Scientific American</i> , December 2016	 5837 Medical error—the third leading cause of death in the US Article in <i>British Medical Journal</i> , May 2016
 5662 What Are the Potential Effects of the Graham-Cassidy ACA Repeal-and-Replace... Article in <i>The Commonwealth Fund</i> , September 2017	 5645 Repealing the ACA without a Replacement — The Risks to American Health Care Article in <i>New England Journal of Medicine</i> , January 2017	 5591 Sex redefined News story in <i>Nature</i> , February 2015
 5471 Associations of fats and carbohydrate intake with cardiovascular disease and... Article in <i>The Lancet</i> , August 2017	 5292 Who's Afraid of Peer Review? Article in <i>Science</i> , October 2013	 5263 CRISPR gene-editing tested in a person for the first time News story in <i>Nature</i> , November 2016

OVERVIEW

ANALYZE THESE RESULTS

- Total mentions: 55,391,341
- Research outputs: 13,121,288
- Outputs with mentions: 8,457,571
- Sources of attention: 15

EXPORT

EXPORT RESULTS AS CSV

ATTENTION SUMMARY

Bar chart showing attention over time (2012 to 2016). The chart shows a steady increase in attention, with a significant spike in 2016.

All overview statistics and organizational data were last updated about 11 hours ago. The next update will run in about 13 hours.

What's new?

1. Enhancements in Results Analysis tabs
 - a. Identifying your global reach in Twitter, Facebook, News, and Policy
 - b. Searching for online mentions from media outlets and people
2. Shareable Reports
 - a. Creating, exporting, and sharing reports for your Altmetric data
3. Amazon book tracking





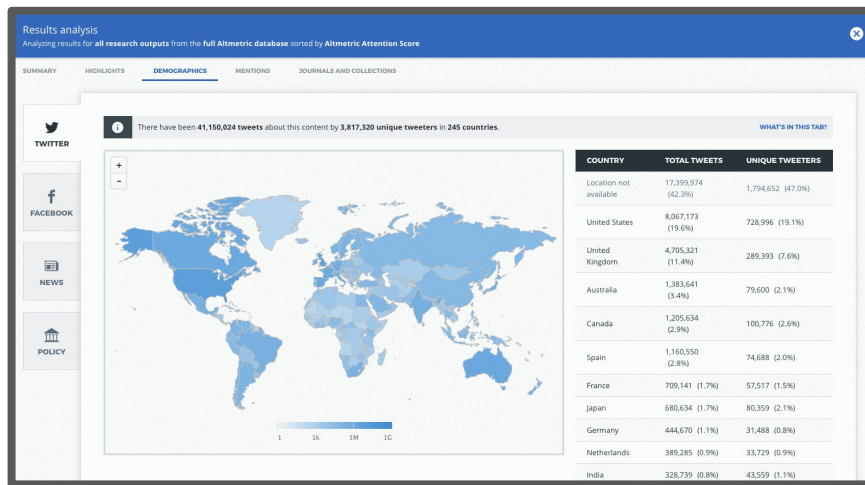
What's new?

New maps in the Demographics tab

What's new?

New maps in the Demographics tab

- Attention distribution maps are now available for Twitter, Facebook, News, and Policy
- Identify the total number of posts (e.g., tweets, news stories) as well as number of unique authors (e.g., tweeters, news outlets)



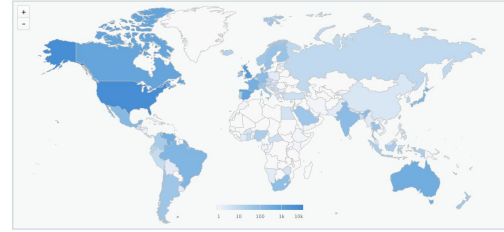
Identify global reach



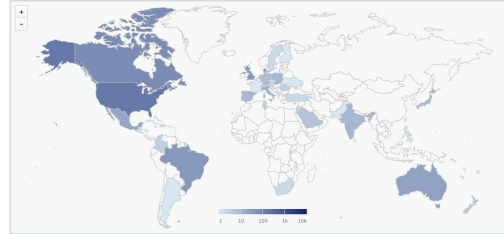
Marketing teams can use the maps to understand where their audiences are, and which regions might need more effort to reach.

Take the case of *Diabetes* journal...

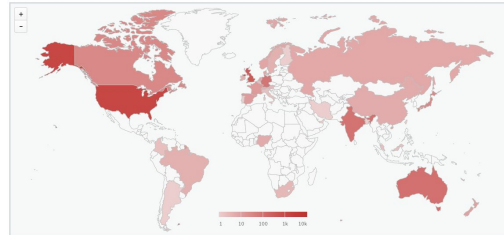
- The most attention on Twitter, Facebook, News, and Policy all comes from the United States.
- However, other engagement comes from...
 - **Twitter:** UK, Canada, Spain
 - **Facebook:** Canada, Denmark, UK
 - **News:** UK, Australia, India
 - **Policy:** Switzerland, UK, Germany



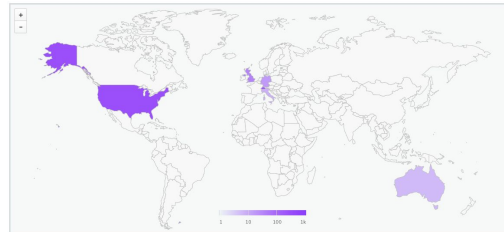
Twitter



Facebook



News



Policy





What's new?

Search by mention source, outlet, or author

What's new?

Powerful new Mentions tab searching

- Search all mentions for any search query by **mention source** (e.g., "policy"), **outlet name** (e.g., "BBC News"), or **author/profile name** (e.g., "@altmetric")
- Multiple sources/outlets/authors can be searched for at a time

News & blogs

Over 2,000
news sites

Post-publication
peer review

Publons
PubPeer
F1000 Prime

Policy documents

NICE Evidence,
IPCC
Many more...

Blogs

Over 9,000+
blogs

Social media

Twitter,
Facebook,
Google+,
Reddit

Other channels

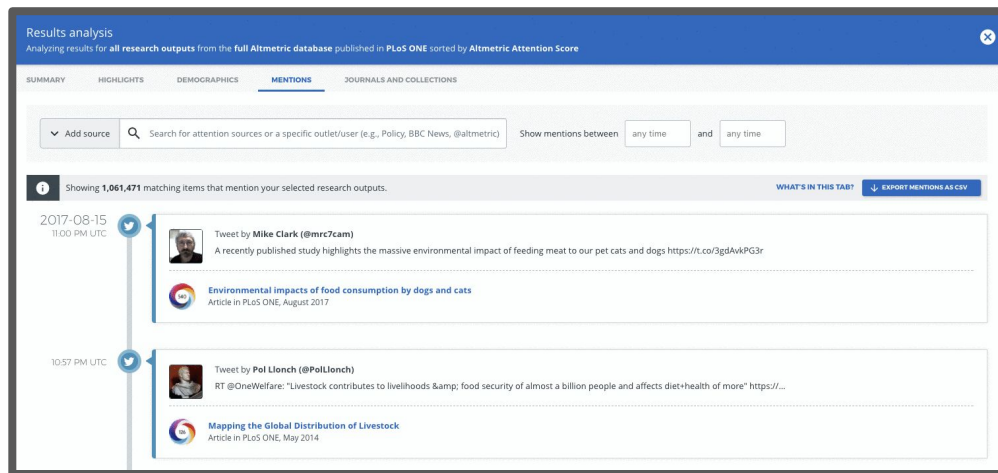
Wikipedia
YouTube
StackExchange



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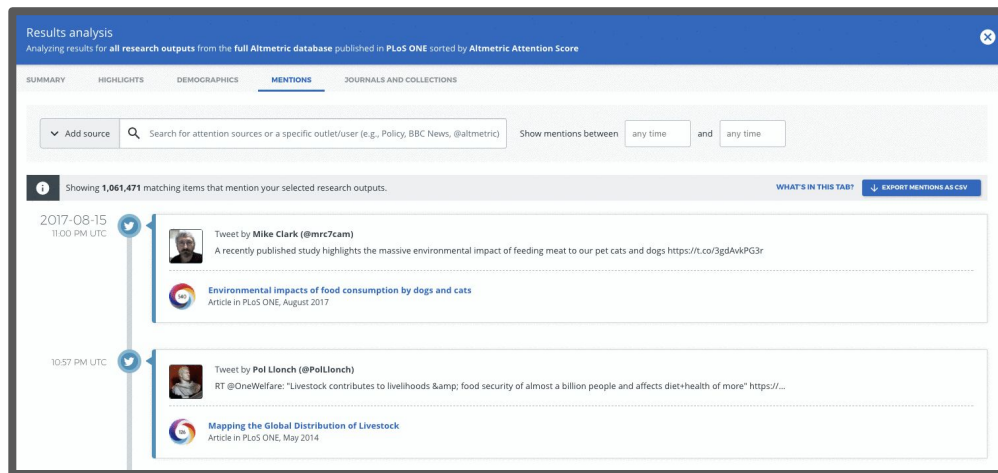
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Export from the Mentions tab

- Once you've filtered to the mentions you care about, easily export the mention records to a CSV spreadsheet



Identify key opinion leaders



Marketing and press teams can search for specific media coverage of their journals' content, and identify key outlets to build relationships with.



Editors can identify key opinion leaders, peer reviewers, and potential authors through their activity on social media.

How to analyse your mentions:

<https://www.altmetric.com/blog/exporting-mentions-data-and-excel-fu/>

The screenshot displays the Altmetric website interface. The top navigation bar includes links for SUMMARY, HIGHLIGHTS, DEMOGRAPHICS, MENTIONS, and JOURNALS AND COLLECTIONS. The main content area shows search results for 'Diabetes' sorted by Altmetric Attention Score. A sidebar on the right lists various mentions, including @daily_diabetic, @billballentine, @Bainein, @diabetestips101, @Type2Blog, @Icolinapollo, @DiabeticCare2, @LowerMyNumber, @LegWarmers4Eva, @RichardEWillard, @Actunutrition, @roylene, @marciaJ1991, @Alicebigler, @ADA_Journals, @BSatomachpains, @Peter_Aldiss, @FightinDiabetes, and @beatdiabetes2. The bottom right corner features a colorful circular logo.

	A	B
1		Tweet
2	@daily_diabetic	716
3	@billballentine	697
4	@Bainein	497
5	@diabetestips101	277
6	@Type2Blog	263
7	@Icolinapollo	243
8	@DiabeticCare2	238
9	@LowerMyNumber	224
10	@LegWarmers4Eva	206
11	@RichardEWillard	197
12	@Actunutrition	190
13	@roylene	180
14	@marciaJ1991	176
15	@Alicebigler	120
16	@ADA_Journals	113
17	@BSatomachpains	106
18	@Peter_Aldiss	105
19	@FightinDiabetes	104
20	@beatdiabetes2	104



What's new?

Shareable reports

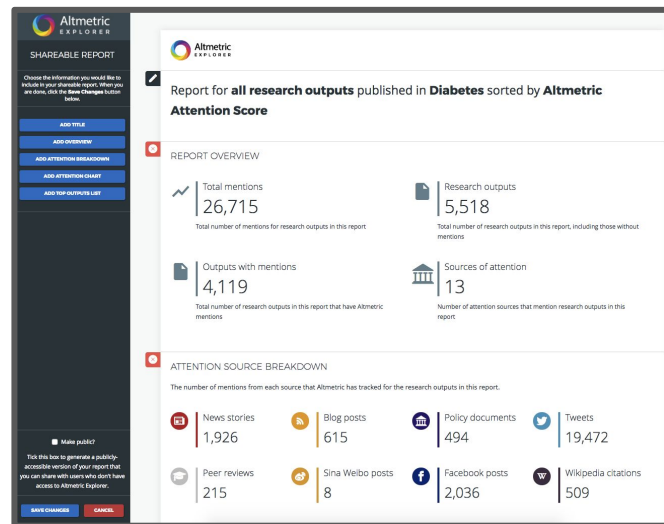
What's new?

Create shareable reports from saved searches

- Reports can now be generated from any saved search, with the option to share with users who don't have access to the Explorer.

Key features

- Shareable reports can be customised with reporting blocks.
- Reports can be printed, saved as a PDF, or shared publicly as a web page.



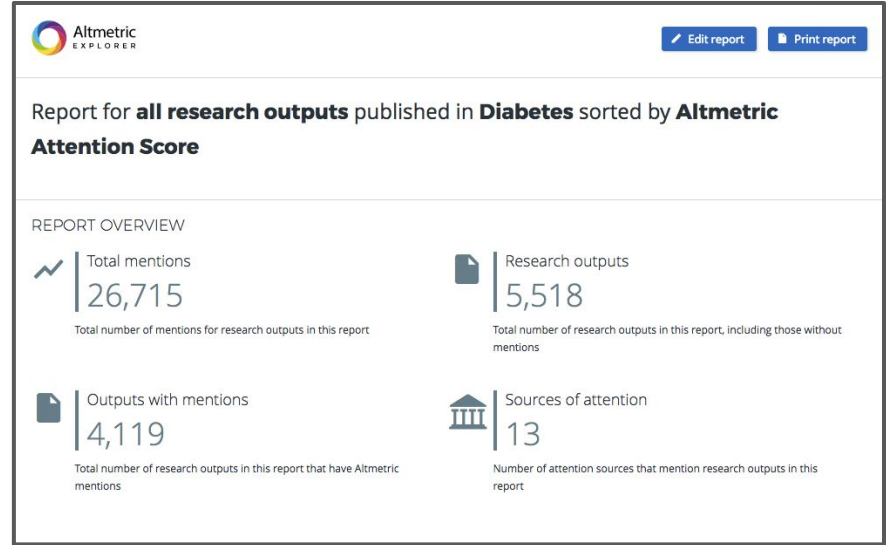
Anatomy of a report: building blocks

Title

- Use the auto-generated title, or create your own!

Report Overview

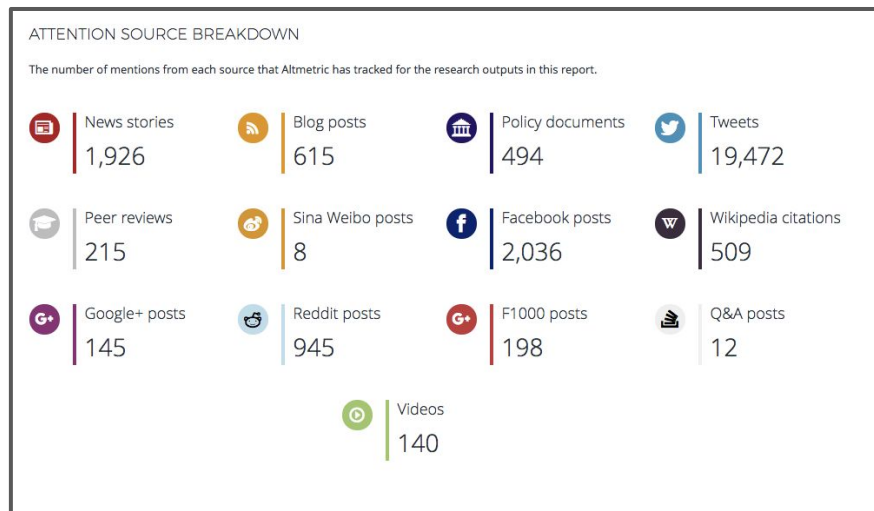
- Add in the all-time overview stats for your search query to give your readers some context.



Anatomy of a report: building blocks

Attention Source Breakdown

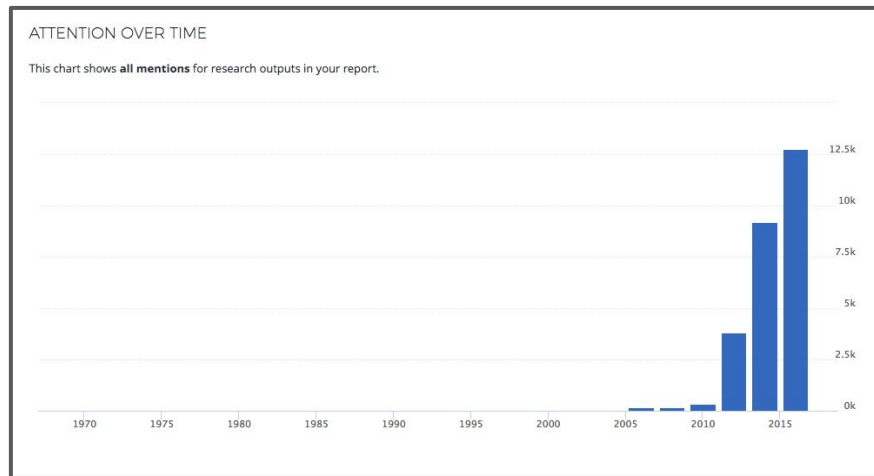
- Show a summary of all the attention sources that have mentioned outputs in your search query.



Anatomy of a report: building blocks

Attention Chart






- Display a chart of mentions over time.
- This chart is configurable to show total mentions or mentions from a specific attention source.
- The chart's timeframe is also configurable.



Anatomy of a report: building blocks

Top Outputs List

- Display a list of the top outputs in your search query.
- This list is configurable to show the top 5, 10, or 20 outputs.
- Each output has a link to the public Altmetric details page.

TOP 5 RESEARCH OUTPUTS		
Below is a list of the top 5 research outputs in this report. Each research output has an Altmetric Attention Score, which provides an indicator of the amount of attention that has been received.		
RANK	ATTENTION SCORE	RESEARCH OUTPUT
#1	 524	Differentiation of Diabetes by Pathophysiology, Natural History, and Prognosis Article in <i>Diabetes</i> , December 2016
#2	 502	Poverty and Obesity in the U.S. Article in <i>Diabetes</i> , January 2011
#3	 392	Overfeeding Polyunsaturated and Saturated Fat Causes Distinct Effects on Liver and Visceral Fat Accumulation in Humans. Article in <i>Diabetes</i> , February 2014
#4	 341	Association Between Long-Term Exposure to Air Pollution and Biomarkers Related to Insulin Resistance, Subclinical Inflammation and Adipokines Article in <i>Diabetes</i> , August 2016
#5	 334	Statement of Retraction. Replication of Obesity and Associated Signaling Pathways Through Transfer of Microbiota From Obese-Prone Rats. Diabetes 2014;63:1624-1636. DOI: 10.2337/db13-1526 Article in <i>Diabetes</i> , May 2016

Altmetric Explorer report prepared by [jean@altmetric.com](#). The information in this report was last updated at 00:00 on 2017-10-02.



Share reports with staff and stakeholders



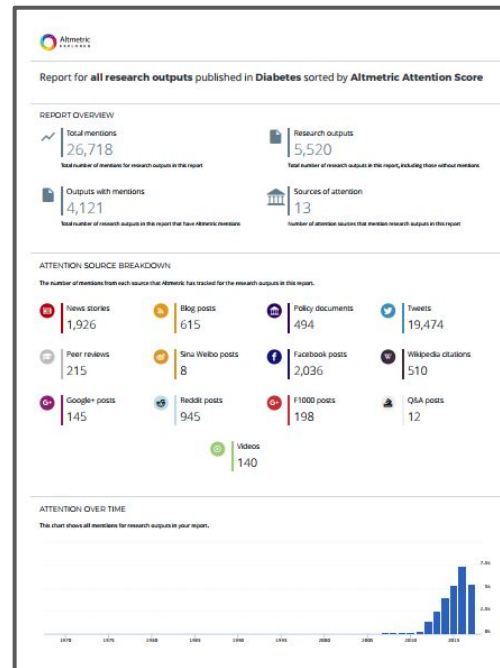
Editors can give stakeholders (e.g., authors, internal staff) an easy summary of the Altmetric data for any set of publications.

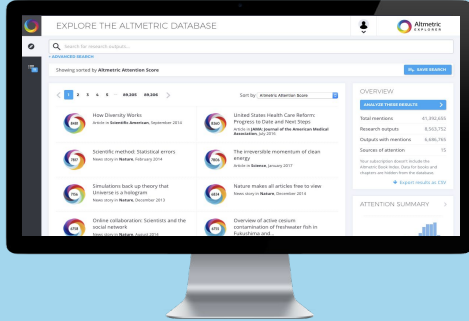
Increase usage/interest in Altmetric data amongst stakeholders by:

- Emailing a shareable link to the report, which gets automatically updated with new data
- Emailing a PDF version of the static report
- Printing a copy of the report out and distributing it



Additional reporting blocks will be available soon!

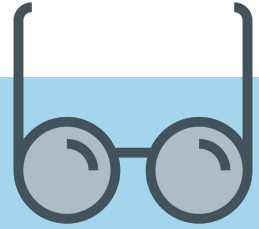




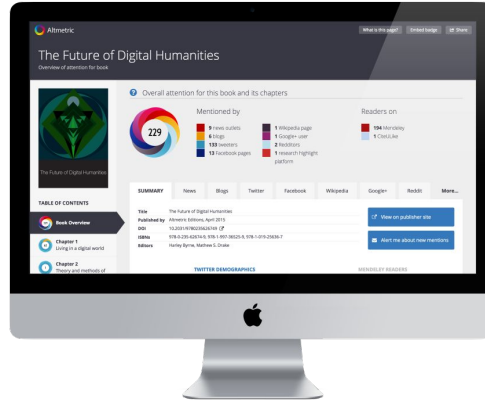
Live Demo!

What's new?

Amazon book tracking



What is Altmetric for Books?



Altmetric tracks, monitors and collates the online attention surrounding books and chapters to help authors, readers and editors build a more complete picture of the reach, engagement and influence of publications.

Book attention data: in numbers

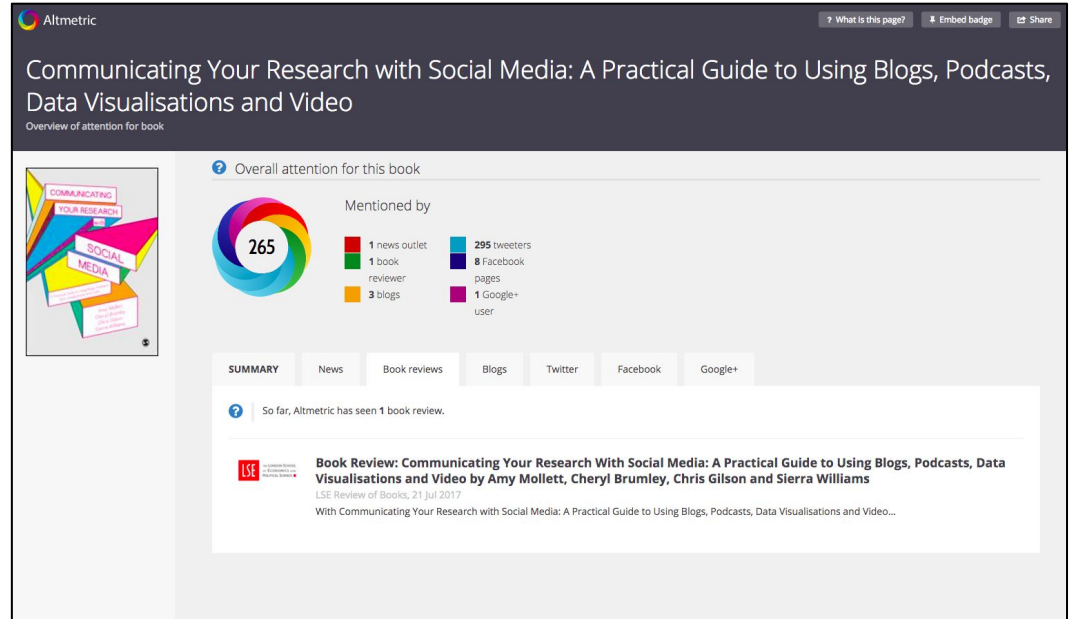
- 802,270 books in the Altmetric Book Index
- ~50 publishers and aggregators supported
- 1.5m mentions of books

ALL TYPES 1,551,552	NEWS 79,662	BLOGS 77,489	POLICY 39,059
TWITTER 1,155,628	PEER REVIEW 78	WEIBO 215	FACEBOOK 70,424
WIKIPEDIA 103,642	GOOGLE+ 14,836	LINKEDIN 39	REDDIT 1,709
PINTEREST 252	F1000 13	Q&A 4,105	VIDEO 4,401

Mentions of all books by Altmetric attention source

Book-specific attention sources

- Syllabi / reading lists (via [Open Syllabus Project](#))
- Book Reviews
- More on the way...





How are people using Altmetric book data?

- Track the engagement and reach of books and chapters
- Provide additional value and feedback to authors
- Demonstrate influence to funders and management
- Inform editorial, commissioning and marketing strategy



Why did Altmetric start tracking Amazon books?



How does Amazon book tracking work?



amazon

Google
Books
+ many more!



Attention to Amazon-listed books so far....

- 575,000 book mentions received via Twitter
- 23,940 of those tweets mention books in our database
- ~20,000 mentions from sources such as news, blogs and policy documents
- Growing every day!



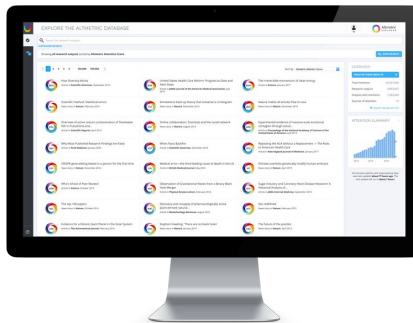


Tools and services

Accessing Altmetric book data



Altmetric Badges for Books



Altmetric Explorer + Book Index



Altmetric API

Analysing Altmetric data surrounding your books provides stakeholders with key indicators of the wider reach and influence of scholarly work – particularly useful for those in the humanities and social sciences.

Book badges

- Simple integration
- Updated in real time
- At-a-glance summary of online attention
- Click through to custom branded details pages

 MICHIGAN PUBLISHING
UNIVERSITY OF MICHIGAN PRESS

Produ

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Am score 66

Google Search Inside

HATHI TRUST preview

Google Preview

Bad Boys

Public Schools in the Making of Black Masculinity

Ann Arnett Ferguson

How do schools identify African American males as "bad boys"?

[Description](#) [Look Inside](#)

Description

Series: Law, Meaning, and Violence

Statistics show that black males are disproportionately getting in trouble and being suspended from the nation's school systems. Based on three years of participant observation research at an elementary school, *Bad Boys* offers a richly textured account of daily interactions between

 Overall attention for this book



66

Mentioned by

 5 news outlets	 26 institutions with syllabi
 3 blogs	 1 Facebook page
 5 tweeters	

How can book badges be useful?

- Provide valuable feedback to authors (where often no others metrics exist)
- Add context for readers
- Showcase visibility and marketing efforts to potential authors





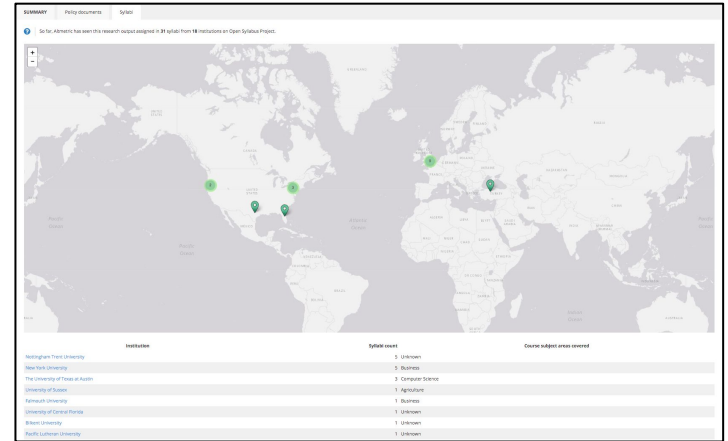
Tracking your books

Tracking your book content

- May well already be tracked!
- Basic required metadata
- Based on domain -- new titles picked up automatically
- Badge integrations just a few lines of code
- Books via scraping or ONIX feed

In the next 6 months...

- Refresh of Open Syllabus data
- Expanded books and policy tracking

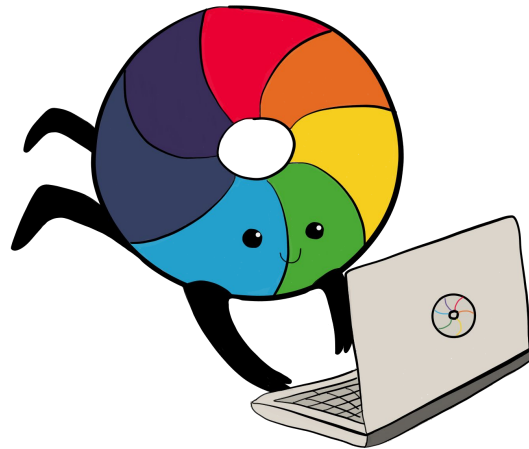


Questions?

Feel free to ask your questions now!

You can also get in touch with our friendly Support team:

- Support Center: help.altmetric.com
- Email: support@altmetric.com
- Twitter: @altmetric





Thanks for listening!

support@altmetric.com