Altmetrics engagement:
developing a rubric for advocacy and sustainable use at your institution (or in your community)
Exercise 1: each organization and community is unique

• Keep the goals and culture of your organization close in mind
• Who will be using Altmetric data?
• What channels of attention are most important to those in your institution?
• How does your organization currently define and reward impact?
• What are your stakeholders’ expectations surrounding Altmetric data; and, what, if any, misconceptions might they have?
Tip 1:
Be collaborative and attentive, and keep the researcher at the center of altmetrics conversations.
Exercise 2: connecting back to the scholarly mission

FIND A SCHOLARLY PROFILE ON LINE THAT FEATURES ALTMETRIC DATA

Questions for the researcher:

• What audiences are they most interested in reaching?
• Where do they go to find out about important research?
• What sort of collaborations might be beneficial to their research?
• What do they view as measures of impact in their field? Is this citations? Lives saved? Discoveries made? Policies influence?
• What advice would you give them?
Tip 2: Prioritize adaptive, personalized relationship-building.
Exercise 3: tailoring your message and delivery

Develop separate communication strategies regarding altmetrics for two of the following audiences:

- Graduate student-level economics researcher
- Tenured faculty in teaching and publishing in climate science
- Vice Provost or similar administrator of mid-sized university
- Mid-career humanities scholar
- Open Access data paper journal editor
- Cancer funder research and development officer
Brainstorm: Partnerships
Advanced applications of altmetrics throughout the research lifecycle
Why Altmetrics for Humanities?

- Humanities have a slower citation rate: real time data
- Humanities have slower rate of obsolescence: "old" data is ok
- Use altmetrics to identify topics, journals, and books
- Enhance department liaison activities
- Recommended tool: Altmetric Explorer (for Librarians, Institution)

Identifying Books

e.g., Digital Humanities

- WoS: 0 citations
- GoogleScholar: 15 citations
- WorldCat: 351 holdings
Our goal is to highlight the public attention received by anthropology publications in news outlets, policy documents, and blogs.

Articles by School Comparison

Your search of articles from Emory U..

- Childhood bullying involvement predicts low-grade systemic inflammation in adulthood. Proceedings of the National Academy of Sciences of the United States of America
- Tales of a Stone Age Neuroscientist. Scientific American
- Paleolithic nutrition. A consideration of its nature and current implications. New England Journal of Medicine

Step 1 | Choose a Discipline
Step 2 | Choose a Search Method

Start a New Search

Step 1 | Choose a Discipline
Step 2 | Choose a Search Method
- Journal Articles by School
- Journal Articles by Time
- School Comparisons
counter early modern philosophy through media that instructors fill in this picture. The site therefore makes life, works, correspondence and scholarly little scholarly or pedagogical attention. We started with historical figures in natural philosophy such as Descartes, and other marginalized figures and areas of philosophy. We
The 2016 release of the PREDICTS database
Overview of attention for article published in this source, December 2016

**SUMMARY**

<table>
<thead>
<tr>
<th>Title</th>
<th>The 2016 release of the PREDICTS database</th>
</tr>
</thead>
<tbody>
<tr>
<td>Published by</td>
<td>Natural History Museum, December 2016</td>
</tr>
<tr>
<td>DOI</td>
<td>10.5556/1066354</td>
</tr>
<tr>
<td>Authors</td>
<td>Lawrence N Hudson; Tim Newbold; Sasa Conte; Samantha L Hill</td>
</tr>
</tbody>
</table>

**TWITTER DEMOGRAPHICS**

The data shown below were collected from the profiles of 158 tweeters who shared this research output. [Click here to find out more about how the information was compiled.](#)

**MENDELEY READERS**

- 1 Mendeley

**Readers on**

- 1 blog
- 158 tweeters

**Mentioned by**

- 1 blog
- 158 tweeters

What is this page?

Featured datasets
Discovering the Genome

Course Modules

Overview of Course Modules
What Is Genomics? Why Do Genomics?
Tour of the Genome
DNA Sequencing
RNA Sequencing
What Makes a Nerve Cell Different from a Skin Cell?
RNA Sequencing: Up Close with the Data
Browsing Genomes

Course Module Features
- Modules are listed on the left in order of foundational topics to more advanced topics.
- Modules are designed to be self-contained and can be used as a whole or in sections that enhance your existing curriculum.
- Module descriptions and educator tips are in the For Teachers section of the website.

Genomic Tools Facilitate Treatment of Patients

Genome-wide occupancy pattern of TCF7L2, which is a transcription factor known to play a key role in multiple diseases including cancer. The data were generated using a technique called ChIP-seq, which leverages state-of-the-art whole genome sequencing technology. Analyses like these are useful to identify key vulnerabilities in disease-related pathways to facilitate better treatment of patients at the Children's Hospital of Philadelphia.
Track research that builds upon published data
Research & data publishing about almetrics

Public Archaeology in a Digital Age
31.07.2014, 07:50 by Lorna Richardson

This thesis examines the impact of the democratic promises of Internet communication technologies, social, and participatory media on the practice of public archaeology. It is focused on work within archaeological organisations in the UK working in commercial archaeology, higher education, local authority planning departments and community settings, as well as the voluntary archaeology sector. This work has taken an innovative approach to the subject matter through its use of a Grounded Theory method for data collection and analysis, and the use of a combination of online surveys, case studies and email questionnaires in order to address the following issues: the provision of authoritative archaeological information online; barriers to participation; policy and

Prevalence and use of Twitter among scholars

Poster describing the results of a study examining Twitter use among a sample of 8,826 academics from 5 universities.

REFERENCES
- https://github.com/jasonpriem/Sun-Twitter-study

32 Comments figshare

Almmetrics and analytics for digital special collections and institutional repositories
23.04.2016, 19:50 by Stacy Konkkel, Michelle Odlum, David S.

This white paper describes uses for usage statistics and qualitative impact metrics in the context of service (DSOs) and institutional repositories (IRS) stewardship articulate a problem statement, which describes the current state of metrics. We then outline recommendations for how libraries can leverage usage statistics and almetrics to measure the value of their IR and digital special collections and prove their worth to stakeholders. Finally, we discuss further work related to retroactively implementing

CATEGORIES
- Library and Information Studies

KEYWORD(S)
- Digital Libraries
- Digital Special Collections
- Analytics
- Assessment

CATEGORIES
- Applied Computer Science

KEYWORD(S)
- Twitter
- Scholarly Communication

Scientometrics
- Collaborative Science
Tip 3: Stay positive and proactive.
Exercise 4: think outside the box

• Pretend you are tasked with launching an altmetrics initiative at your organization. Craft a one-page Appendix that describes at least three unique applications of altmetrics, focusing on uses that engage with the research lifecycle prior to publication.

• Select one of your ideas and develop an outline for implementation, engagement, and sustainability – include timelines, key stakeholders, communication approaches, etc.
What’s next:
How new technologies can improve and advance altmetrics and foster a more inclusive, globally representative scholarly ecosystem
The vision

Photo by Joe Roberts on Unsplash
Values-oriented evaluation/HuMetrics
Global and regional social networks
More/better sentiment analysis
Neural networks
What future do you envision for altmetrics?