Jump-Starting the Conversation about Altmetrics at UMass Medical School

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Jump-Starting the Conversation about Altmetrics at UMass Medical School

Lisa Palmer, MSLS, AHIP
Institutional Repository Librarian
Lamar Soutter Library
University of Massachusetts Medical School
Altmetrics Activity Areas

- Publishing via our institutional repository
- Education and outreach
Publishing via our institutional repository
 Repository & publishing platform for faculty, staff, students, departments at UMass Medical School

- Supported by Library
- Open access
- Software: bepress Digital Commons

http://escholarship.umassmed.edu
Library as Publisher

Open Access Journals Published at UMMS

Through eScholarship@UMMS, the Lamar Soutter Library can help departments publish their own open access journals or newsletters. The repository software, originally designed for electronic publishing and includes a peer-review and editorial management system. Currently, the Library hosts 3 open access electronic journals for the Dept. of Neurology, one for the Dept. of Psychiatry, and our own library science journal.

Neurological Bulletin
Featuring Articles by Trainees in Neurology & Neuroscience

Psychiatry Information in Brief
A Center for Mental Health Services Research and Career Development and Research Office Publication

Journal of eScience Librarianship
Putting the pieces together: theory and practice

The Journal of eScience Librarianship is now included in DOAJ, the Directory of Open Access Journals!

History of UMMS Published in Open Access eBook!

A History of the University of Massachusetts Medical School: Integrating Primary Care and Biomedical Research, by Ellen S. More, head of the Office of Medical History and Archives of the UMass Medical School Lamar Soutter Library, and Professor of Psychiatry, has been published as an open access eBook through eScholarship@UMMS.
WHY EXPLORE ALTMETRICS?

- Currently no option to publicly display item download counts on our repository platform
- Provide new IR services and demonstrate value
  - Content recruitment
  - Assessment
- Integrate social media impact data
  - Showcase social importance of our content
  - Add more context and meaning to download counts
Altmetric.com can track items with a DOI, handle, or other recognized scholarly identifier (something other than a URL alone).
The Journal of eScience Librarianship is experimenting with data from Altmetric to display article level metrics for each of our articles. The Altmetric score is a measure of the attention an article has received online, including social media mentions, news coverage, and online reference manager counts. Contact JESLIB's editors and let us know what you think!

So far Altmetric has seen 27 tweets from 23 accounts with an upper bound of 13,900 combined followers.

  - 300 followers
  - 23-Apr-2013

  - 1,873 followers
  - 23-Apr-2013

- **Lisa Palmer**: New article in Jnl of eScience Librarianship: "Common Errors in Ecological Data Sharing" http://t.co/EW0meOVbVQ #DataSharing #Ecology #OA
  - 261 followers
  - 23-Apr-2013

- **DataAtCU**: Want to avoid Common Errors in Ecological Data Sharing? Find out what they are: http://t.co/ICY6tNDTPx by @williammichener & others
  - 327 followers
  - 23-Apr-2013

- **Kate Dougherty**: "Common Errors in Ecological Data Sharing" by Karina E. Kervin, William K. Michener
  - 327 followers
  - 23-Apr-2013
## Altmetrics for IRs

<table>
<thead>
<tr>
<th>Value</th>
<th>Concerns</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deliver useful measure of impact for non-journal publications: dissertations, posters, datasets, books</td>
<td>Sustainability: Workload implications to implement DOIs in other areas of the IR; Future service costs &amp; platform integration restrictions</td>
</tr>
<tr>
<td>Help IR managers demonstrate impact of open access, recruit new content, showcase social importance of content, &amp; add more context and meaning to download counts</td>
<td>Can altmetrics be sophisticated and reliable enough to capture true impact?</td>
</tr>
<tr>
<td>Provide authors with a more comprehensive understanding of their readership &amp; lead to new collaborators</td>
<td>Low or 0 metrics may discourage or dissuade authors from participating</td>
</tr>
<tr>
<td>Supply authors, IR managers &amp; their institutions with data on public impact of research for funders and other stakeholders</td>
<td>Potentially harmful if used as the sole means of evaluating research impact or researchers</td>
</tr>
</tbody>
</table>
Education and outreach
What Are Altmetrics?

Altmetrics are new ways to track and measure scholarly influence and research impact in real time. They measure the attention an article (or any sort of online publication) has received online, including social media mentions, news coverage, downloads, bookmarks, blog mentions, etc. They are often proposed as an alternative to the Journal Impact Factor and personal citation indices like the H-index.

Helpful introductory resources about altmetrics:
- A Look at Altmetrics and Its Growing Significance to Research Libraries
- ASIS&T Bulletin special section on altmetrics
- Altmetrics: A Manifesto
- Altmetrics, from Wikipedia
- Article-Level Metrics: A SPARC Primer

Altmetrics in Action: A Live Example from eScholarship@UMMS

In 2013, UMMS' Journal of eScience Librarianship began experimenting with data from Altmetric to display article level metrics for each of our articles. The Altmetric score is a measure of the attention an article has received online, including social media mentions, news coverage, and online reference manager counts. Here's an example of the Altmetric data for an article:
**Altmetrics**

This 60-minute class will provide instruction on traditional and alternative metrics for measuring scholarship. We will explore how we measure the reach of our scholarship and experiment with new tools that allow us to measure our impact in new ways.

- Attendees will understand traditional measures for journals and individuals.
- Attendees will be introduced to new tools for measuring the single unit of scholarship.
- Attendees will learn how to measure their research impact using altmetric tools such as Impact Story.

*Can't wait for a class?* You can find up-to-date help regarding Altmetrics on the [Library's Open Access Guide](https://library.umassmed.edu/guides/altmetrics).
Sensitivity and specificity of the ankle–brachial index to diagnose peripheral artery disease: a structured review
(2010) Dachun Xu, Jue Li, Liling Zou et al. Vascular Medicine

Translating the diabetes prevention program into a hospital-based weight loss program.

Dietary Quality 1 Year after Diagnosis of Coronary Heart Disease

Randomized Controlled Trial for Behavioral Smoking and Weight Control Treatment: Effect of Concurrent Versus Sequential Intervention.

Abuse potential of carbohydrates for overweight carbohydrate cravers
(2008) Spring, Schneider, Smith et al. Psychopharmacology

HPA axis response to stress predicts short-term snack intake in obese women

Gender Differences in Predictors of Body Weight and Body Weight Change in Healthy Adults
(2008) Chiriboga, Ma, Li et al. Obesity

Design and methods for a randomized clinical trial treating comorbid obesity and major depression disorder
Get the Word Out: Utilizing Traditional and Emerging Tools to Disseminate and Measure the Impact of Your Research

Sally Gore, MS, MS LIS - Informationist
Lamar Soutter Library
UMass Medical School

PUBLICATION is only one way to disseminate your work.

PUBLICATION ANALYSIS is only one way to measure its impact.

Based on the Becker Medical Library Model for Assessment of Research Impact, Sarli, C.C. & Holmes, K.L., Washington University School of Medicine, St. Louis, MO. Last update 4.30.13.
Strategies for enhancing impact:

1. Be consistent with your name.
Avoid practices like using Jane C. Doe, Jane Catherine Doe, J. Doe, and J.C. Doe. One consistent name is easier to identify in searches. Note: The same applies for the name of your institution.

2. Share early.
Consider placing conference presentations, posters, and other materials in places where others can find them, e.g., an institutional repository, FigShare, SlideShare, etc.

3. Register for an ORCID ID.
An ORCID iD gives you a unique number to associate with your publications and other materials that you make available via the Web.

4. Leverage social media.
Write a blog about your work, announce publications and talks via Twitter, use the social media resources of your institution, and contribute to other social media presences in your field(s) of expertise.

5. Change your mindset.
Begin to think more broadly about what, where, and how your work gets out into the public.

Learn more!
Take a class on Research Impact & Altmetrics at your Library!
http://libraryguides.umassmed.edu/altmetrics_instruction
Thank you!

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