

# **Jump-Starting the Conversation about Altmetrics at UMass Medical School**

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Institutional Repository Librarian

Lamar Soutter Library

University of Massachusetts Medical School



# ALTMETRICS ACTIVITY AREAS

- Publishing via our institutional repository
- Education and outreach

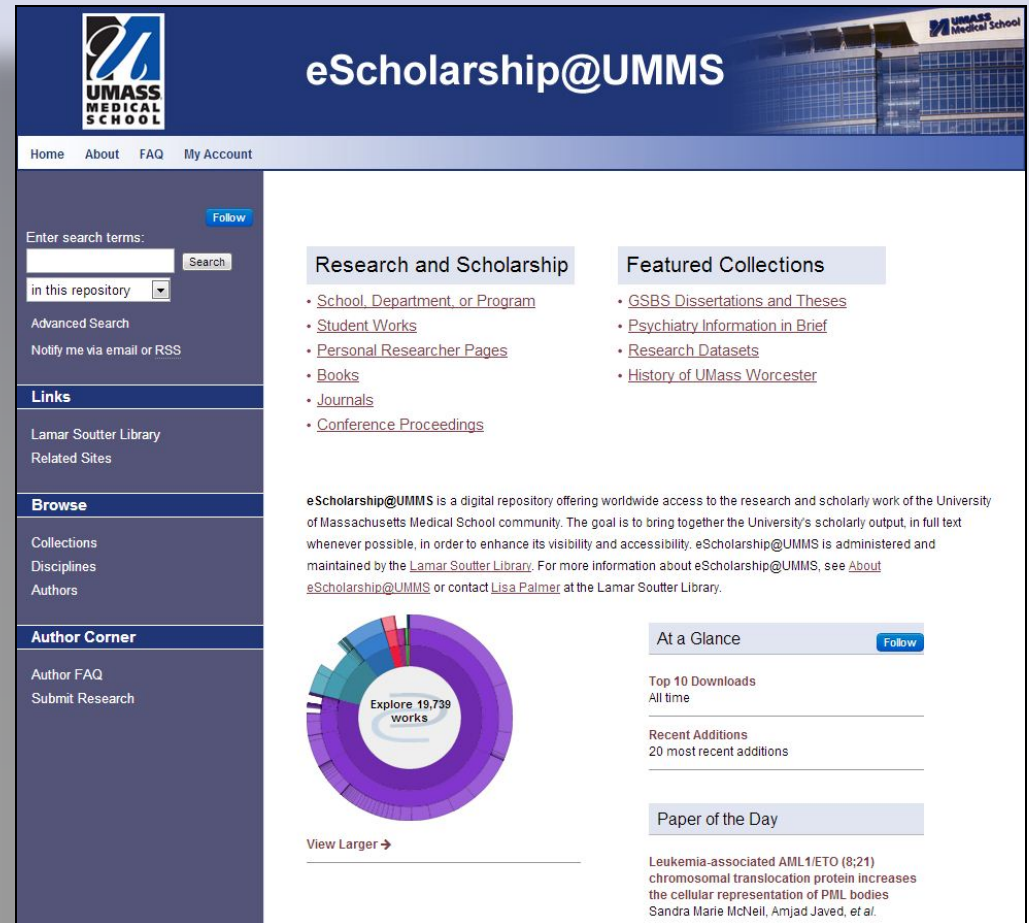
# ALTMETRICS ACTIVITY AREA

Publishing via our  
institutional repository

# ESCHOLARSHIP@UMMS

<http://escholarship.umassmed.edu>

- Repository & publishing platform for faculty, staff, students, departments at UMass Medical School
- Supported by Library
- Open access
- Software: bepress Digital Commons



# 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 was originally designed for electronic publishing and includes a peer-review and editing management system. Currently the Library hosts 3 open access electronic journals: one 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*

UMass Department  
of Psychiatry

Massachusetts Department  
of Mental Health

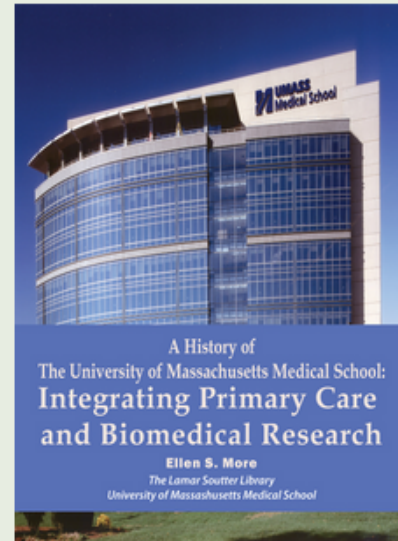


### Journal of eScience Librarianship

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



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## Common Errors in Ecological Data Sharing

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### DOI

<http://dx.doi.org/10.7191/jeslib.2013.1024>

### Abstract

**Objectives:** (1) to identify common errors in data organization and metadata completeness that would preclude a "reader" from being able to interpret and re-use the data for a new purpose; and (2) to develop a set of best practices derived from these common errors that would guide researchers in creating more usable data products that could be readily shared, interpreted, and used.

**Methods:** We used directed qualitative content analysis to assess and categorize data and metadata errors identified by peer reviewers of data papers published in the Ecological Society of America's (ESA) Ecological Archives. Descriptive statistics provided the relative frequency of the errors identified during the peer review process.

**Results:** There were seven overarching error categories: Collection & Organization, Assure, Description, Preserve, Discover, Integrate, and Analyze/Visualize. These categories represent errors researchers regularly make at each stage of the Data Life Cycle. Collection & Organization and Description errors were some of the most common errors, both of which occurred in over 90% of the papers.

**Conclusions:** Publishing data for sharing and reuse is error prone, and each stage of the Data Life Cycle presents opportunities for mistakes. The most common errors occurred when the researcher did not provide adequate metadata to enable others to interpret and potentially re-use the data. Fortunately, there are ways to minimize these mistakes through carefully recording all details about study context, data collection, QA/QC, and analytical procedures from the beginning of a research project and then including this descriptive information in the metadata.

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[Commons, Other Ecology](#)  
[and Evolutionary Biology](#)  
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22

Altmetric.com can track items with a DOI, handle, or other recognized scholarly identifier (something other than a URL alone).

Enter search terms:

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# Journal of eScience Librarianship

putting the pieces together: theory and practice

## Article level metrics

[Return to article](#)



### Score in context

Puts article in the top 5% of all articles ranked by attention

[show more...](#)

### Mentioned by

- 23 tweeters
- 1 science blogs
- 1 Google+ users

### Readers on

- 7 Mendeley
- 0 CiteULike

### Track this article

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!

#### Twitter

[Blogs](#)

[Google+](#)

[Score](#)

[Demographics](#)

[Help](#)

So far Altmetric has seen **27** tweets from **23** accounts with an upper bound of **13,990** combined followers.



Research Data Svcs  
@UWMadRschSvcs  
300 followers

Of interest: "Common Errors in Ecological Data Sharing" by Karina E. Kervin, William K. Michener et al. <http://t.co/zhlJ3UQ7ro>

23-Apr-2013



Ondatra libskoolicus  
@LibSkrat  
1,670 followers

Bookmark: "Common Errors in Ecological Data Sharing" by Karina E. Kervin, William K. Michener et al. <http://t.co/xuLpg6OXpo>

23-Apr-2013

[Reply](#) [Retweet](#) [Favorite](#)



Lisa Palmer  
@lapalmer14  
281 followers

New article in Jnl of #eScience Librarianship: "Common Errors in Ecological Data Sharing" <http://t.co/EW9meOVbVQ> #DataSharing #Ecology #OA

23-Apr-2013



DataAtCU  
@DataAtCU  
327 followers

Want to avoid Common Errors in Ecological Data Sharing? Find out what they are: <http://t.co/ICY6iNDTPx> by @williammichener & others

26-Apr-2013



Kate Dougherty

"Common Errors in Ecological Data Sharing" by Karina E. Kervin, William K. Michener



# ALTMETRICS FOR IRs

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

# ALTMETRICS ACTIVITY AREA

Education and outreach

## Open Access

Tags: [escholarship@umms](#), [open\\_access](#), [scholarly\\_publishing](#)

The purpose of this guide is to provide resources and information to the UMass Medical School community about open access and new models of scholarly publishing.

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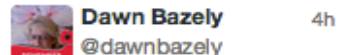
**Altmetrics** [Comments\(0\)](#) [Print Page](#) **Search:**  [This Guide](#) [Search](#)

### Now on Twitter

#### #altmetrics



**The Digital Shift** 1h  
@ShiftTheDigital  
RT @infodocket Live Stream of @Crossref Annual Member Meeting Set For Tomorrow (November 13th) #altmetrics #metadata



**Dawn Bazely** 4h  
@dawnbazely  
.@chronicle I work with librarians who are cutting-

[Tweet #altmetrics](#)

[Comments \(0\)](#)

### Why Altmetrics?

On the [Research to Action](#) website, Laura French-Constant has compiled a [list of the advantages of altmetrics for researchers](#):

- Metrics can be added to a CV or used to enhance an online

### 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](#).

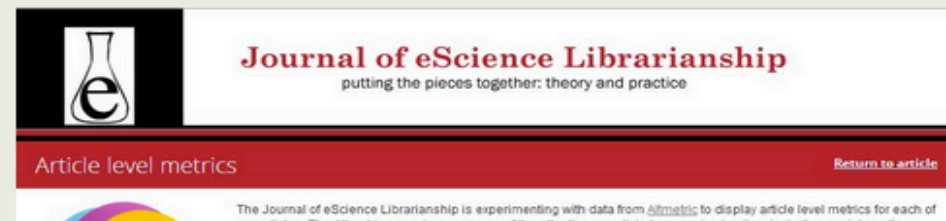
Helpful introductory resources about altmetrics:

- [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](#)

[Comments \(0\)](#)

### 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:



The screenshot shows the header of the *Journal of eScience Librarianship* with the tagline "putting the pieces together: theory and practice". Below the header, there is a section titled "Article level metrics" with a "Return to article" link. The main content area shows the journal's name and a description of its experiment with Altmetric data.

### In the News

**Research impact: Altmetrics make their mark** (Nature, August 21, 2013)

Alternative measures can yield useful data on achievement — but must be used cautiously.

**Rise of 'Altmetrics' Revives Questions About How to Measure Impact of Research** (Chronicle of Higher Education, June 3, 2013)

New tools show who's sharing researchers' work online, but the data typically aren't considered by tenure panels.

[Comments \(0\)](#)

### Altmetrics Tools

Below are listed some comprehensive tools. Article level metrics are also available from an increasing number of publisher websites, such as [PLOS](#), [Frontiers](#), and Elsevier's [Scopus](#) product.

- [Altmetric](#)

# LIBRARY INSTRUCTION



## 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](#).

[Comments \(0\)](#)



# Sherry Pagoto

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## article

### 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*

[highly cited](#)[highly saved](#)

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

(2008) Pagoto, Kantor, Bodenlos et al. *Health Psychology*

[highly cited](#)[highly saved](#)

### Dietary Quality 1 Year after Diagnosis of Coronary Heart Disease

(2008) Ma, Li, Olendzki et al. *Journal of the American Dietetic Association*

[highly cited](#)[highly saved](#)

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

(2004) Spring, Doran, Pagoto et al. *Journal of Consulting and Clinical Psychology*

[highly cited](#)[highly saved](#)

### Abuse potential of carbohydrates for overweight carbohydrate cravers

(2008) Spring, Schneider, Smith et al. *Psychopharmacology*

[highly cited](#)[highly saved](#)

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

(2010) Appelhans, Pagoto, Peters et al. *Appetite*

[highly cited](#)[highly saved](#)

### Gender Differences in Predictors of Body Weight and Body Weight Change in Healthy Adults

(2008) Chiriboga, Ma, Li et al. *Obesity*

[highly cited](#)[highly saved](#)

### Design and methods for a randomized clinical trial treating comorbid obesity and major depressive disorder

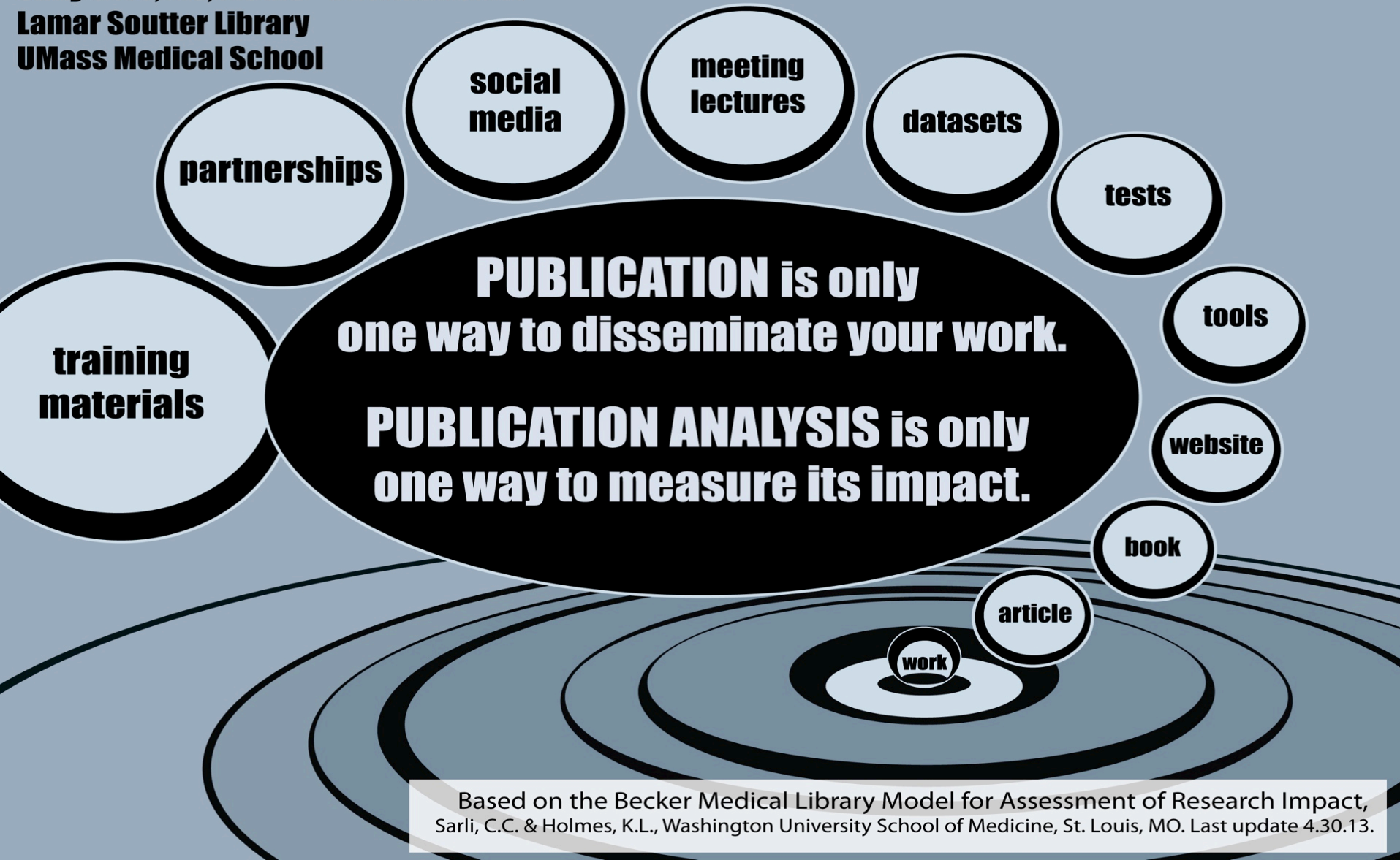
[highly cited](#)[highly saved](#)



# **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**



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](http://libraryguides.umassmed.edu/altmetrics_instruction)



# Thank you!

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