



Altmetrics

Payam Kabiri, MD. PhD.

Clinical Epidemiologist

Director of Scientific Publication and Information Development Center

Undersecretary of Research and Technology

Iran Ministry of Health & Medical Education

Altmetrics

- Although **citations** still form the core of scientometrics, the dramatic rise of social media has opened up many more channels for recording the **impact** of academic research.
- These go under the name of **Alternative Metrics** or so called “**Altmetrics**”.

Altmetrics

- Finally, we must mention the **advent of the Web and social networking**.
- This has brought in the possibility of **alternatives to citations** as ways of measuring **impact** (if not quality) such as downloads, views, “tweets”, “likes”, and mentions in blogs. Together, these **Alternative Metrics** are known as “**Altmetrics**”.

Altmetrics

- “The study and use of **scholarly impact measures** based on **activity** in **online** tools and environments” (Priem, 2014, p. 266).
- Also called **scientometrics 2.0**, this field replaces **journal citations** with **impacts** in **social networking** tools such as **views**, **downloads**, **“likes”**, **blogs**, **Twitter**, **Mendelay**, **CiteULike**.

Altmetrics

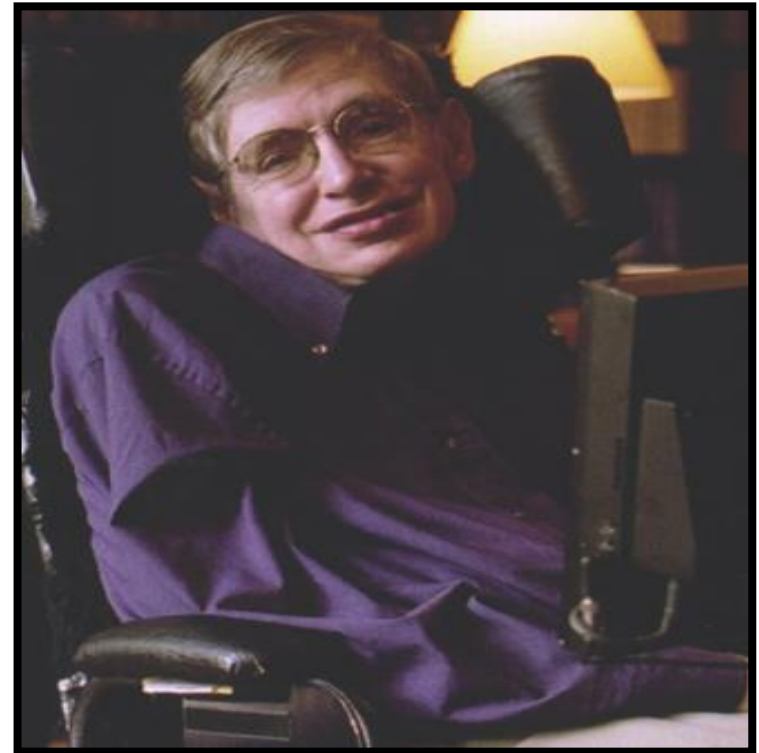
- One of the interesting characteristics of altmetrics is that it throws **light** on the **impacts of scholarly work** on the **general public** rather than just the **academic community**.

My h-index is bigger than yours!

But more people know who I am!



*Edward Witten
Physicist
h=132*



*Stephen Hawking
Physicist
h=62*

Altmetrics

- The Public Library of Science (PLoS) has produced a **classification of types of impacts** which goes from **least significant** to **most significant** as the following slides.

Different Types of a Paper **Impacts** from **least** to **most** significant

- **Viewed**: institutional repositories, publishers, PLoS, **Academia.com**, **ResearchGate.com***
- **Downloaded/Saved**: as viewed plus **CiteUlike**, **Mendelay**.

* Perneger (2004) found a weak correlation with citations.

Different Types of a Paper **Impacts** from **least** to **most** significant

- **Discussed:** Wikipedia, Facebook, Twitter, Nature blogs, ScienceSeeker, general research blogs.
- **Recommended:** F1000Prime
- **Cited:** Wikipedia, CrossRef, WoS, Scopus, Google Scholar,

Eysenbach (2011) suggested a “twimply factor” based on the number of tweets

http://www.altmetric.com/

Who is Altmetric for?

For Publishers

Showcase research impact to your authors and readers in a beautiful new way. Monitor, search and measure all of the conversations about your journal's articles, as well as those published by your competitors.

[Read more](#)

For Institutions

Add value to your libraries and institutional repositories. Track article level metrics for your institution's research outputs, and show faculty, staff and students a richer picture of their online research impact.

[Read more](#)

For Researchers

Complement your reading by instantly visualising a paper's online attention. Discover new scholarly articles in hundreds of disciplines, while monitoring your personal research impact in academia and beyond.

[Read more](#)



Springer

Scopus



BioMed Central
The Open Access Publisher

Altmetrics Report

SCIENTIFIC REPORTS

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Article metrics for:



The biological impacts of the Fukushima nuclear accident on the pale grass blue butterfly

Atsuki Hiyama, Chiyo Nohara, Seira Kinjo, Wataru Taira, Shinichi Gima, Akira Tanahara & Joji M. Otaki

Scientific Reports **2**, Article number: 570 (2012) | doi:10.1038/srep00570

Last updated: 17 February 2015 7:7:5 EST

Total citations



Online attention



Altmetric score (what's this?)

Tweeted by 2821
On 155 Facebook pages
Mentioned in 31 Google+ posts
Picked up by 17 news outlets
9 Reddit

[View more](#)

This Altmetric score means that the article is:

- in the 99 percentile (ranked 3rd) of the 72,750 tracked articles of a similar age in all journals

Altmetrics Report

Mentions in news, blogs & Google+

News articles (17)

Scientific blogs (11)

Google+ posts (31)

Atomkatastrophe: forscher entdecken fukushima-mutationen
SPIEGEL ONLINE

Des papillons modifiés génétiquement par les radiations de fukushima

Le Monde

Des papillons mutants après fukushima

Le Figaro

Fukushima butterflies 'abnormal'

BBC News

More mutations in fukushima butterflies

The Scientist Magazine

Atomunglück: radioaktiv belastete fische vor fukushima gefangen

ZEIT ONLINE

Fukushima caused mutant butterflies

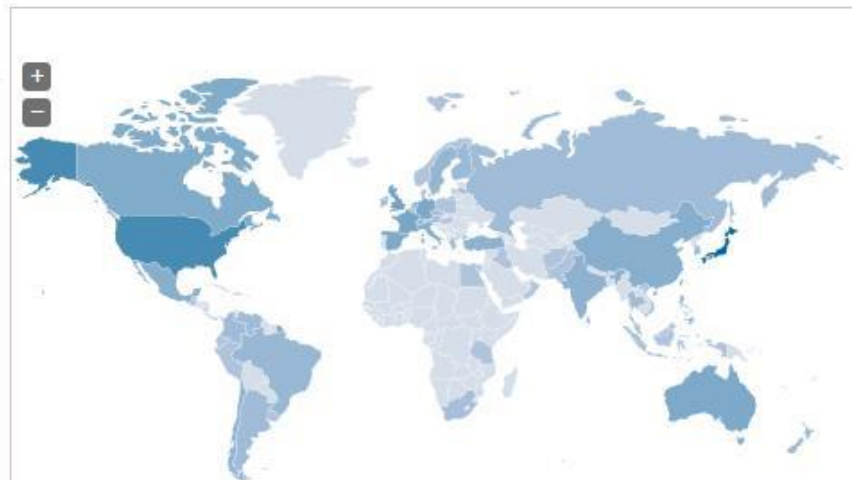
COSMOS magazine

Fukushima offers real-time ecolab

Nature

[View all news articles >](#)

Twitter demographics



Country	Tweets	% of Tweets
Japan	939	33%
United States of America	154	5%
Germany	21	1%
Australia	21	1%
Spain	19	1%
Taiwan	20	1%



Age of Altmetrics!

- Altmetrics is still in its **infancy** and the majority of papers would have little social networking presence.
- It is created & introduced in **2014**.

Altmetrics Problems

- It can be **gamed** by “**buying**” likes or tweets.
- A high score **may not mean** that the paper is especially **good**, just on a controversial or fashionable topic
- As social media is relatively **new** it will **under-represent older** papers.



Metrics in **2 Different Level** of **Assessment**

- **Journal-Level Metrics:**

- IF, SNIP, SJR, CiteScore & ...

- **Article-Level Metrics:**

- FWCI, Altmetrics &

Article-Level Metrics

- Explore how your article is being cited, used and discussed in the social web!
- **Article-Level Metrics** (ALMs) refer to a whole range of measures that can provide insights into the “**impact**” or “**reach**” of an individual article.

What Makes the **Impact** of a Paper?

Impact



usage

downloads
views



peer-review

expert opinion



citations



alt-metrics

storage
links
bookmarks
conversations

Journal Metrics from Elsevier

Journal Metrics

Powered by **Scopus**

Journal Search

Search

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[VALUES](#)

[RESOURCE LIBRARY](#)

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Welcome to Journal Metrics from Elsevier

The academic community has long been demanding more transparency, choice and accuracy in journal assessment. Elsevier now provides three alternative, transparent and accurate views of the true citation impact a journal makes:

- [Source Normalized Impact per Paper \(SNIP\)](#)
- [The Impact per Publication \(IPP\)](#)
- [SCImago Journal Rank \(SJR\)](#)

The three different impact metrics are all based on methodologies developed by external bibliometricians and use Scopus as the data source. [Scopus](#) is the largest citation database of peer-reviewed literature and features tools to track, analyze and visualize research output. Via this website, the three journal metrics are provided free of charge.

About Journal Metrics



Journal Search

Search the entire collection of journals covered by Scopus along with their SNIP, IPP and SJR metrics going back to 1999.

Journal title keyword

Start Year

Start Year ▾

About IPP

The Impact per Publication measures the ratio of citations per article published in the journal.

The Impact per Publication measures the ratio of citations in a year (Y) to scholarly papers published in the three previous years (Y-1, Y-2, Y-3) divided by the



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kabiri@reseach.ac.ir