

NTU library

Demonstrating your wider research
impact using alternative metrics
(altmetrics)

www.ntu.ac.uk/library

NOTTINGHAM
TRENT UNIVERSITY

What are alternative metrics?

Although useful, traditional metrics (see the bibliometrics guide) based on citation counting are unable to demonstrate the broader social impact of your research and also take considerable time to accrue. In response to these limitations and alongside developments in scholarly communication (the growth of open access and the increased online visibility of research) there has developed an emerging movement in alternative metrics or altmetrics. Although still considered a fairly novel concept, altmetrics are now becoming well established.

Altmetrics are article level metrics that capture social and mainstream media references to scholarly output as well as information about PDF downloads and abstract/article views. For more information see the [Altmetrics manifesto](#).

Altmetric tools

These search a variety of open sites to look for and capture mentions of your work, these calculations let you know the minimum number of times your work has been mentioned on the web.

What kind of data is being measured?

The table below broadly shows the type of data being measured and the types of sources involved:

	Types of data	Examples
General social networking applications	Mentions, links, 'likes', bookmarks to articles	Twitter, Facebook, Del.icio.us
Specialized research tools	Links, bookmarks, recommendations, additions to reading groups	Zotero.org, Mendeley.com, Citeulike.org
Publisher platforms	Web page views, PDF downloads, Abstract views	PLoS, Scopus, Pubmed
Research output, publishing components	Views, recommendations, shares	Github.com, Datadryad.org, Slideshare.net, Figshare.com,

Taylor, M., 2013. [The challenges of measuring social impact using altmetrics](#). *Research Trends*, 33, p.11.

Some examples of altmetric tools



[Altmetric.com](#) monitor a range of social media sites, newspapers, government policy documents and other sources for mentions of scholarly articles. Altmetric tracks what is being said about your papers online. Altmetric.com have also developed a [bookmarklet tool](#) which you can download for free.



[ImpactStory](#) is a web-based application that helps researchers track and share the diverse impacts of all their research products from a wide range of sources. Please note this is a subscription based service.

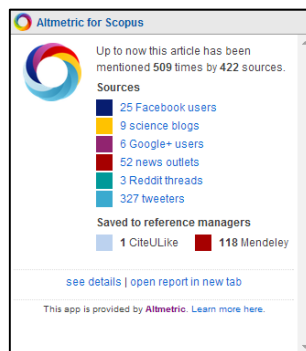
A directory of altmetrics tools can be found [here](#).

Publishers and altmetrics

Increasingly publishers are including alternative metrics alongside papers, some examples are provided below:

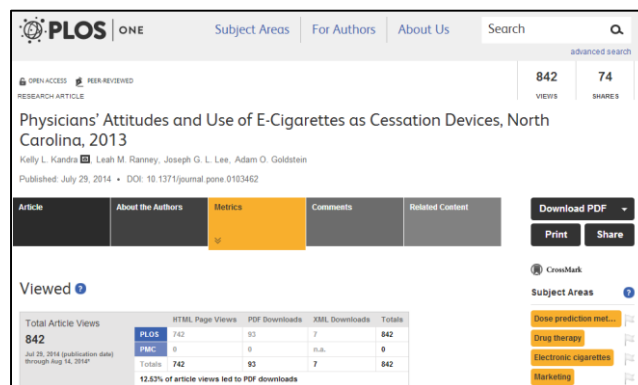
[Elsevier](#)

The Altmetric 'donut' appears on several Elsevier journals post-2013 and will also be available for many articles you discover in the Scopus database.



[Public Library of Science \(PLOS\)](#)

In addition to citation information, PLoS One include alternative metrics in 3 main categories: viewed, saved, discussed.



[BioMed Central](#)

For many journal titles it provides article metrics including access and citation information, social media shares and additional evaluation data.

Research Highly accessed Open Access


Effects of social disruption in elephants persist decades after culling

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Article Metrics ?



8962
Total accesses



251
Altmetric score
from Altmetric.com



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