

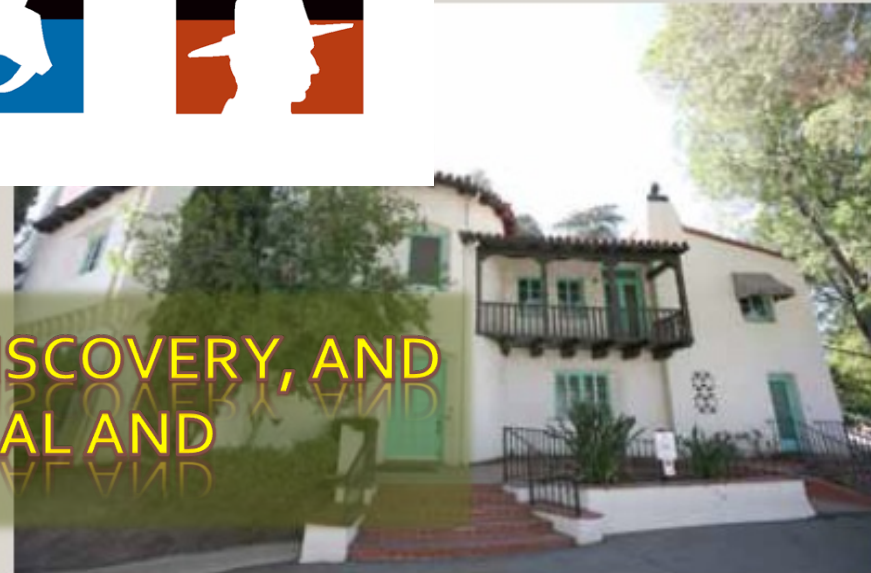
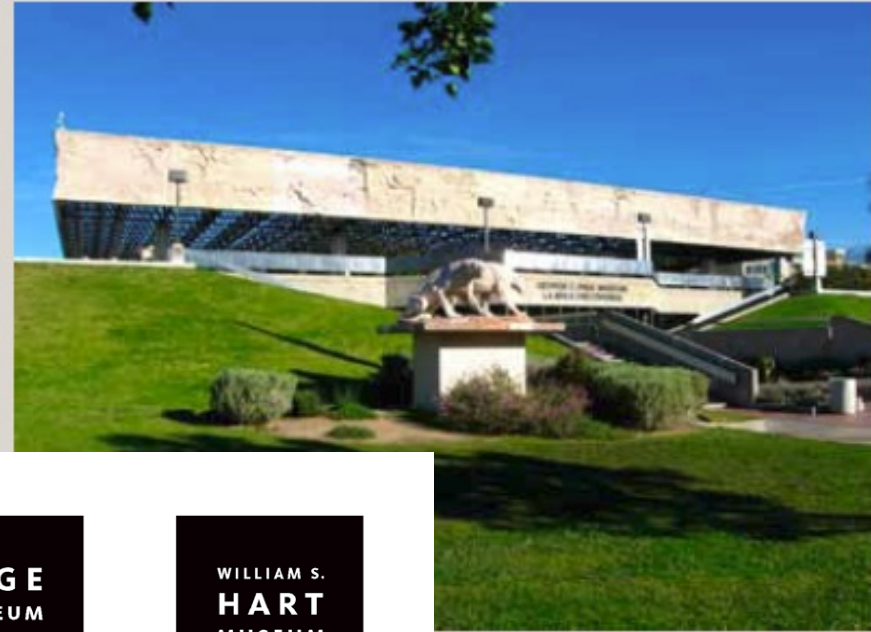
Altmetric at NHMLAC: tracking research outputs

Technology Trends in Research Management,
Showcasing Outputs & Collaboration (LA)
Hosted by Digital Science
4 June 2015



Richard P. Hulser
Chief Librarian & Curator
Natural History Museum
of Los Angeles County
rhulser@nhm.org

NHM Family of Museums: 100 years +



World Famous Permanent Exhibit Areas



Age of Mammals
July 2010



Hours – June 2011



King Los Angeles
July 2013



Key Challenges

- ❖ Increase visibility and understanding of primary research and value to institution
- ❖ Demonstrate how primary research increases perception of institution's value to trustees, donors and general public
- ❖ Have measurements to back up statements and reasoning

Funders and donors are requiring expanded awareness of research ...

Grant agencies want recipients to broaden dissemination to everyone



Why use altmetrics tools at NHMLAC?

- ❖ Understand NHM research visibility & value
- ❖ Demonstrate how primary research increases perception of NHM reputation & value to community
- ❖ Have measurements to back up statements & reasoning



Tools Examined

zotero



Altmetric scans social media attention

DOI:

- ✧ Unique ID
- ✧ assigned through registration agency
- ✧ Identifies content
- ✧ Provides persistent link to Internet location
- ✧ Publisher assigns **DOI** when **article** published electronically



HOME ABOUT LOGIN REGISTER SEARCH CURRENT
ZOOBANK

Home > Vol 3941, No 4 > **HARTOP**

DOI: <http://dx.doi.org/10.11646/zootaxa.3941.4.1>

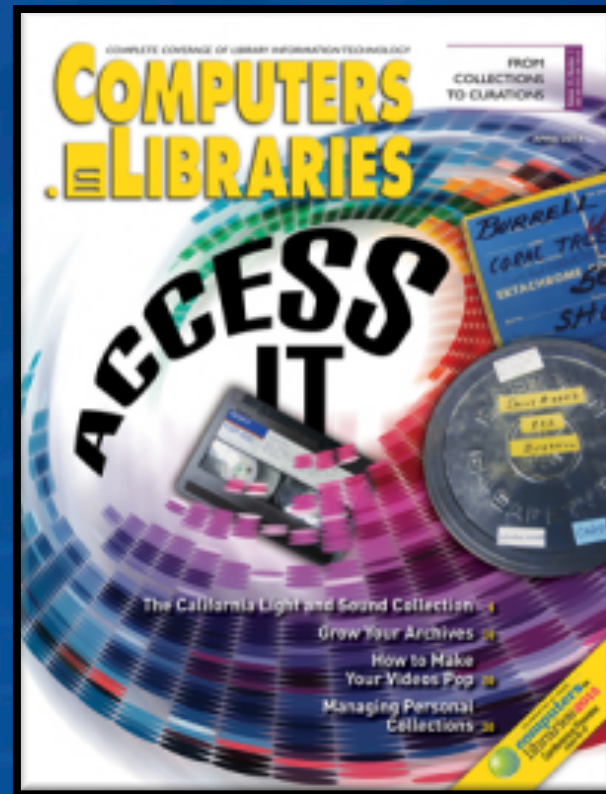
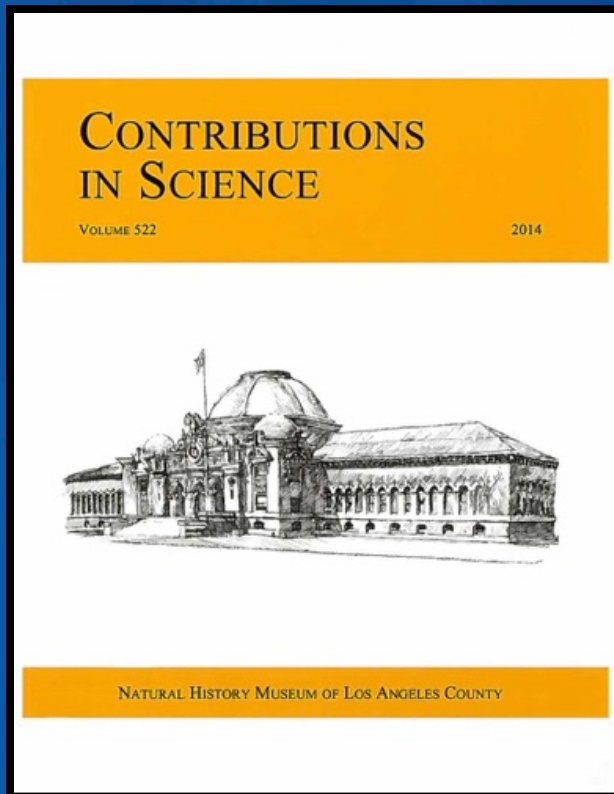
Open Access Subscription or Fee Access

Opportunity in our Ignorance: Urban Biodiversity Study Reveals 30 New Species and One New Nearctic Record for *Megaselia* (Diptera: Phoridae) in Los Angeles (California, USA)

EMILY A. HARTOP, BRIAN V. BROWN, R. HENRY L. DISNEY

Altmetric tool *cannot*:

- ✧ Identify ***social media attention*** (*blogs, etc.*) not citing research article with a DOI or similar identifier
- ✧ Publications without DOI or similar identifier



Altmetric for Institution benefits NHMLAC

RESEARCHERS

R&C OFFICE

COMMUNICATIONS
&
PUBLIC RELATIONS

LIBRARY
SERVICES

High interest NHM articles

All mentioned articles from Natural History Museum of Los Angeles County

Summary report

Articles

Activity

Journals

Sea Stars 2014



Densovirus associated with sea-star wasting disease and mass mortality.

Proceedings of the National Academy of Sciences of the United States of America



A New Threat to Honey Bees, the Parasitic Phorid Fly *Apocephalus borealis*.

PLoS ONE



Himalayan fossils of the oldest known pantherine establish ancient origin of big cats

Proceedings of the Royal Society B: Biological Sciences

Flies 2015



Sexual selection targets cetacean pelvic bones

Evolution: Education and Outreach



A new type of ant-decapitation in the Phoridae (Insecta: Diptera).

Biodiversity Data Journal



Opportunity in our Ignorance: Urban Biodiversity Study Reveals 30 New Species and One New Nearctic Record for *Megaselia* (Diptera: Phoridae) in Los Angeles (California, USA).

ZOOTAXA

Plesiosaur 2011



Viviparity and K-Selected Life History in a Mesozoic Marine Plesiosaur (Reptilia, Sauropterygia)

Science



Out of Tibet: Pliocene Woolly Rhino Suggests High-Plateau Origin of Ice Age Megaherbivores

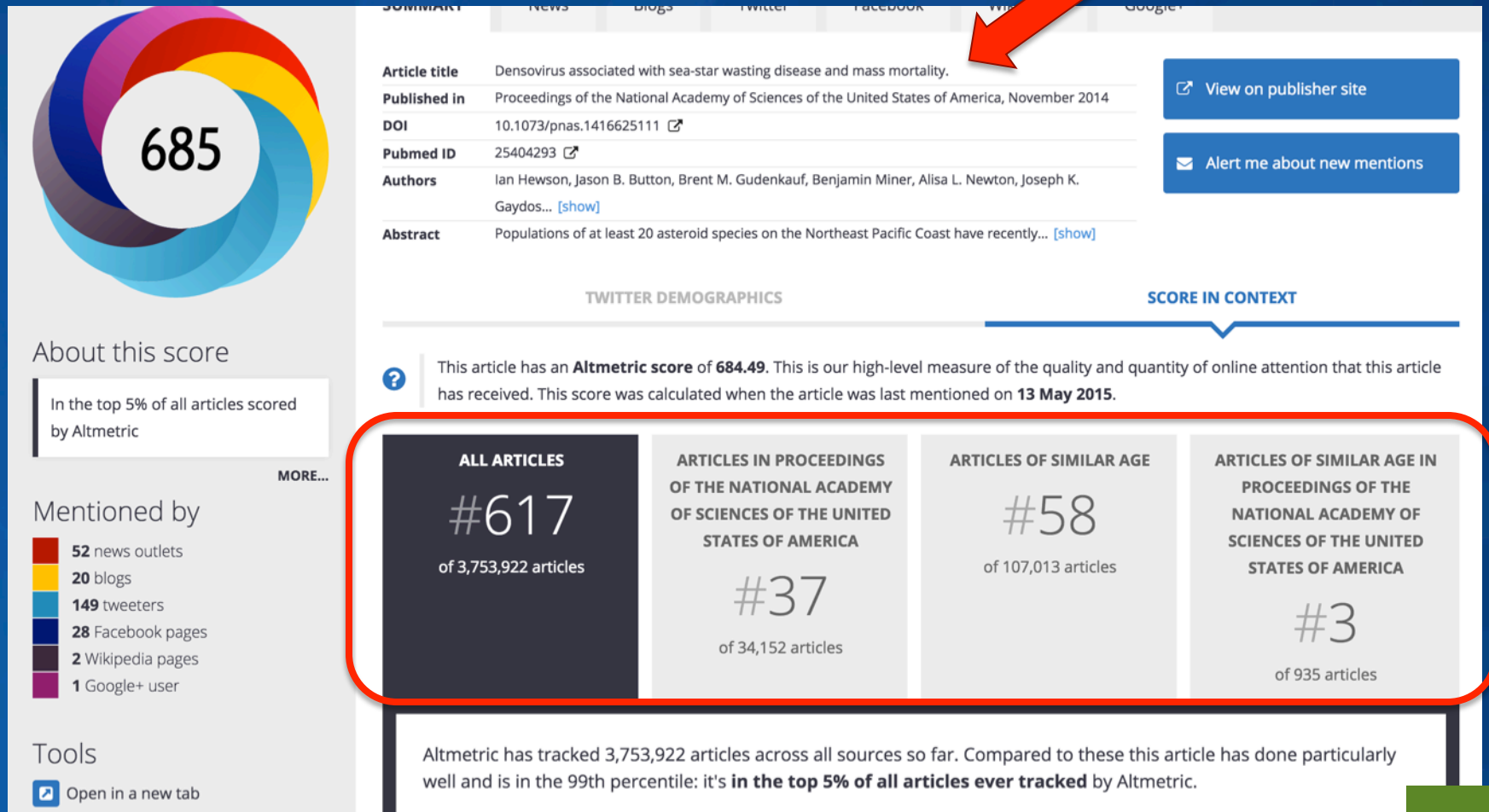
Science



From 'third pole' to north pole: a Himalayan origin for the arctic fox

Proceedings of the Royal Society B: Biological Sciences

Densovirus Article Score In Context



Tweets and followers



About this score

In the top 5% of all articles scored by Altmetric

MORE...

Mentioned by



SUMMARY

News

Blogs

Twitter

Facebook

Wikipedia

Google+



So far, Altmetric has seen **163** tweets from **149** users, with an upper bound of **189,582** followers.

Showing items 1–100



BehavEcolPapers

@BehavEcolPapers

Densovirus associated with sea-star wasting disease and mass mortality. <http://t.co/aQaA0y76sO> #PubMed

29 Apr 2015



Christopher Mah

@echinoblog

Sea star wasting associated with densovirus, but likely more to the story. <http://t.co/jgtyNvSKmC> You can report too! <http://t.co/BpPO7Hm8MI>

23 Jan 2015



john wares

@wareslab

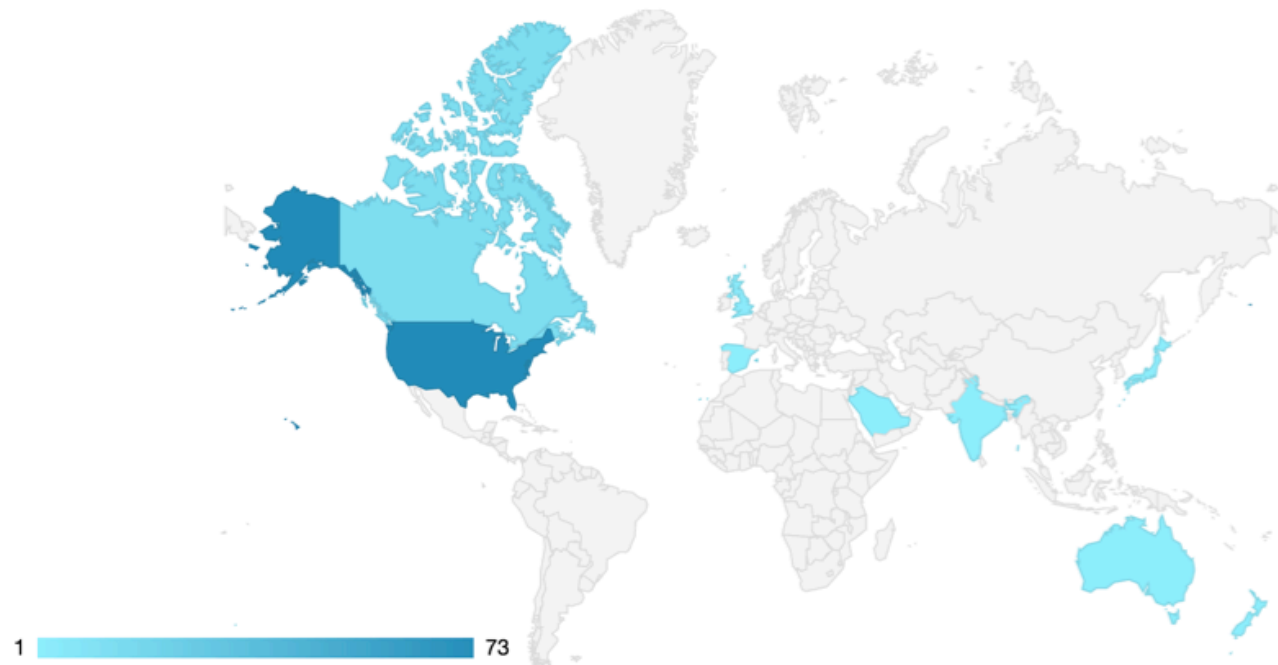
Sea star wasting associated with densovirus, but likely more to the story. <http://t.co/jgtyNvSKmC> You can <http://t.co/BpPO7Hm8MI>

Tweets Demographics

TWITTER DEMOGRAPHICS

SCORE IN CONTEXT

The data shown below were collected from the profiles of **149** tweeters who shared this article. [Click here to find out more about how the information was compiled.](#)



Geographical breakdown

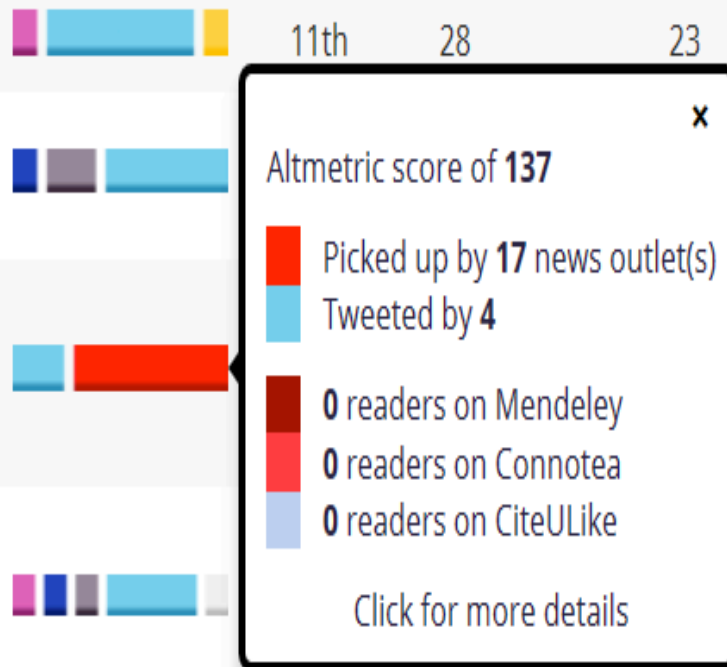
Country	Count	As %
United States	73	49%
Canada	14	9%
United Kingdom	4	3%
Japan	2	1%
Spain	2	1%

Demographic breakdown

Type	Count	As %
Members of the public	92	62%
Scientists	48	32%
Science communicators (journalists, bloggers, editors)	7	5%
Practitioners (doctors, other healthcare professionals)	2	1%

Fly Species: What Altmetrics found

17 NEWS ARTICLES AND 4 TWEETS



From taxonomic literature to cybertaxonomic content

The Lambeosaurine Dinosaur *Magnapaulia laticaudus* from the Late Cretaceous of Baja California, Northwestern Mexico

Opportunity in our Ignorance: Urban Biodiversity Study Reveals 30 New Species and One New Nearctic Record for *Megaselia* (Diptera: Phoridae) in Los Angeles (California, USA).

New information on the anatomy of the Chinese Early Cretaceous Bohaiornithidae (Aves: Enantiornithes) from a subadult specimen of *Zhouornis hani*

17 News Outlets: Click through to read



30 new fly species discovered in Los Angeles

CBS News, 31 Mar 2015

The California city is veritably buzzing with its own diverse array of pests

maine news

30 new species of fly discovered in Los Angeles

Maine News , 29 Mar 2015

The BioSCAN project (Biodiversity Science: City and Nature), the first of its kind intensive urban biodiversity survey...



30 Species Discovered ... in L.A.? Cities Buzz With Life

NBC News, 27 Mar 2015

The concrete sprawl of Los Angeles isn't exactly where you would expect to find 30 new species.



30 New Species Discovered In LA During Urban Biodiversity Survey

Tech Times, 27 Mar 2015

Scientists discover 30 new species of insects in Los Angeles. Scientists are baffled to find so many species at one place all...

What Altmetrics didn't find: Blogs and Facebook not linked to article

Dot Earth

ANDREW REVKIN



The New York Times

BIOLOGY

Earth's Untallied Biological Bounty, from L.A. Suburbs to Deep Seabed Sediments

By ANDREW C. REVKIN MARCH 25, 2015 6:07 PM 21 Comments



30 New Fly Species Discovered in Los Angeles

With the help of the residents of Los Angeles, researchers have discovered 30 new species of flies buzzing around the sprawling metropolis.

IFLSCIENCE.COM

Like · Comment · Share · 10,291 360 1,685

NHM R&C Journals article mentions

All mentioned articles from Natural History Museum of Los Angeles County

Summary report

Articles

Activity

Journals

Export journals

Articles	Score			Articles in past 1y	Journal
	at Total	Total	Median		
3	690	690	23.12		Proceedings of the National Academy of Sciences of the United States of America Add to filters
4	371	371	11.03		PLoS ONE Add to filters
2	356	356	178.12		Proceedings of the Royal Society B: Biological Sciences Add to filters
2	198	198	99.18		Science Add to filters
3	190	190	35.66		Biodiversity Data Journal Add to filters
1	184	184	183.64		Evolution: Education and Outreach Add to filters
7	149	149	1		ZOOTAXA Add to filters
2	106	106	52.87		Nature Communications Add to filters
1	58	58	58.03		Annals of the Entomological Society of America Add to filters
3	40	40	5.1		Journal of Vertebrate Paleontology Add to filters
1	37	37	36.55		Auk (American Ornithologists Union)

Navigate by authors, departments & journal subjects

Authors Departments Journal subjects Custom groups

Type to filter A B C D E F G H I J K L M N O P Q R S T U V W X Y Z ALL

All journal subjects

142
articles

67
mentioned

Cluster 1: Physical, Chemical and Earth Sciences - (PCE)

38
articles

15
mentioned

CHEMICAL SCIENCES

1
articles

-
mentioned

Inorganic chemistry

1
articles

-
mentioned

Macromolecular and materials chemistry

1
articles

-
mentioned

Physical chemistry (incl. structural)

1
articles

-
mentioned

EARTH SCIENCES

37
articles

15
mentioned

Geochemistry

14
articles

3
mentioned

Geology

33
articles

13
mentioned

Geophysics

2
articles

me
mentioned

PHYSICAL SCIENCES

2
articles

me
mentioned

Almetric data
now part of
monthly
analysis

NHM
5-15-15

All mentioned articles from Natural History Museum of Los Angeles County

Summary report

Articles

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Journals

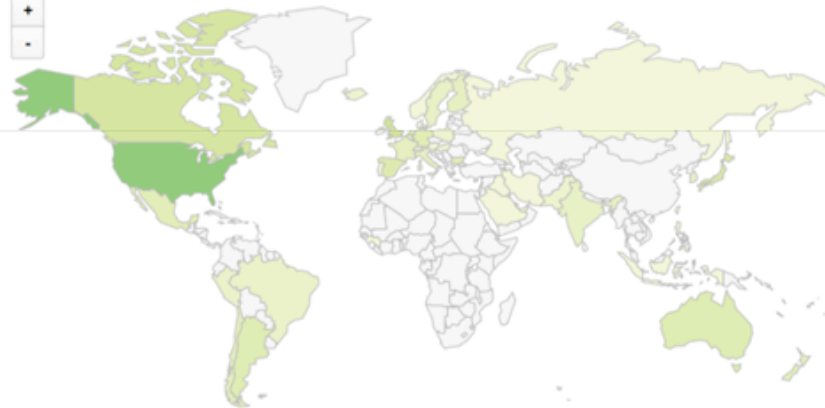
Save this workspace

All mentions	1,359	News	164	Blogs	90	Peer reviews	4	Twitter	840	Facebook	156
Weibo	1	Wikipedia	71	Google+	26	Video	4	Reddit	2	Pinterest	1

Chart of mentions of 67 matched articles from 16th May 2013 to 16th May 2015



Location of Twitter users



Ranking	Country	Percentage
1	US	43 %
2	UK	13 %
3	CA	9 %
4	JP	5 %
5	ES	3 %
5	AU	3 %
6	AR	2 %
6	DE	2 %
6	NL	2 %
-	Other	16 %

Top articles by mentions in all sources

	Rank	Mentions	Score	Title	Journal
	1st	280	677	Densovirus associated with sea-star wasting disease and mass mortality.	Proceedings Of The National Academy Of Sciences Of The United States Of America
	2nd	227	349	A New Threat to Honey Bees, the Parasitic Phorid Fly Apocephalus borealis.	PLoS ONE
	3rd	114	284	Himalayan fossils of the oldest known pantherine establish ancient origin of big cats	Proceedings Of The Royal Society B: Biological Sciences

Library and Archives at NHM Digital Village

Awareness of Significant Events

NHM Elephant exhibit hall opening
April 1966

https://archive.org/details/calanhm_00007

La Brea Tar Pits Opening
"Asphalt Friday" 6/13/1969

https://archive.org/details/calanhm_000051



Ornithology in the Museum

https://archive.org/details/calanhm_00001

<https://archive.org/details/naturalhistorymuseum/v2>

Richard P. Hulser

Social Media Attention to NHM Research



NHM Publications & Special Collections Galleries

NATURAL HISTORY MUSEUM ABOUT OUR MUSEUMS SHOP DONATE MEMBERSHIP VOLUNTEER EVENTS/FILMS TICKETS SEARCH

Plan Your Visit Explore Exhibits Calendar Activities & Programs For Teachers Research and Collections Join Us

Home > Research & Collections > Research Library > View the Collections

Research Library Collections

View the Collections

Research Library About the Department

- Resources
- FADs
- Staff Biographies
- What's New

Scope and Significance of the Collections

The library collection includes important material not found in other local libraries and is especially known for its long runs of certain journals, some of which began with issues published in the 18th century. The collection contains books and materials from as far back as the 16th century, including unique materials in the special collections. The last 30 special collections of the library include materials from John A. Comstock (past Museum Director) and Frances Runyan (former volunteer and scientific illustrator).

The collections reflect key focuses of the Museum's mission and values supplemented with general materials. Attempts to acquire materials in subjects consistent with key research and educational areas of the Museum and as applied to the southern California and western region of the United States. The Museum's interests often go beyond its geographic setting and include topics that are interdisciplinary in nature. The library also support general museum practices and operations as well as education and exhibits.

Search the Library's Online Catalog

Collections

- Map
- Rare Books
- Special Collections

Frances Runyan

Frances Runyan has been affiliated with the Museum for many years, working closely with the Library department and teaching courses in botanical artwork. The Frances Runyan Collection is an extensive set of black-and-white original and hand-drawn prints by Ms. Runyan. In addition to the prints, there are photographic portraits of Ms. Runyan.

Open by Appointment Only:
Sundays-Friday 10am - 4pm
Phone: 213.763.3258
Fax: 213.763.3592
E-mail: library@nhm.org

<http://www.nhm.org/site/research-collections/research-library/view-collections>

Richard P. Hulser

Grandes Maestros e-Reserve Materials

NATURAL HISTORY MUSEUM Home Search Login My Account Web Subscriptions Help Museums Home

Course Search Powered by EOS International

Phone: 213.763.3387 Email: library@nhm.org

Address: 440 Exposition Blvd., Los Angeles, CA 90007

Hours: M-F 10am - 4pm By Appointment Only

Course Search

ABICIDIEIPIHIIJIKILMINOIPQIRISTIUWIXIYZ

* Begins * Contains * Ends

Search Start Date

1. EDUC300 Course name: Chumash Material Culture studies Active classes: 1

Description: Books and other materials on reserves for Grandes Maestros temporary exhibit training.

Item Information

Item ID	Title
00014311	Spanish thread on Indian looms : Mexican folk costume / by Frances F. Berdan, Russell J. Barber. (translated by Robert E. Corra)
00071945	Words, Words, Words: Folk Art Terminology. With a Glossary of Art Documentation. Journal of the Art Libraries Society of North America
00071947	Towards a Theoretical Approach to Teaching Folk Art: A Definition of Studies in Art Education
00071948	Communities of Practice: Traditional Music and Dance in Western Folklore
00071949	Featuring Tradition: Music Histories in the First Museum Collections in Fieldiana. Anthropology. New Series No. 38
00071950	The Jaguar in North America in American Antiquity
00071951	Producers of Culture: Jaguar Symbolism and Mesoamerican Elites in World Archaeology
00071951	Human-Arted Imagery, Symbolic Values, and Ancient American-Aesthetics in RES: Anthropology and Aesthetics

Class

Class ID: EDUC300

Description: Grandes Maestros training class

Instructor: Rojas, Manuel

Start date: 3/20/15

End date: 9/12/15

1. EDUC300 8th Road Training

<http://192022.eos-intl.net/L92022/OPAC/Search/CourseSearch.aspx>

Richard P. Hulser

Thank you !



NATURAL HISTORY MUSEUM
LOS ANGELES COUNTY

ABOUT OUR MUSEUMS SHOP DONATE MEMBERSHIP VOLUNTEER EVENTS/FILMING TICKETS SEARCH

Plan Your Visit Explore Exhibits Calendar Activities & Programs For Teachers Research and Collections

Home > Research & Collections > Research Library

Research Library

- About the Department
- View the Collections
- Resources
- FAQs
- Staff Biographies
- What's New

The Research Library

The Research Library collection consists of materials in a variety of fields, including anthropology, ethnology, history, mineralogy, paleontology, and zoology. The collection focuses on Southern California history, geography, and industry with over 200,000 books, journals, maps, and Special Collection materials.

Search the Library's [Online Catalog](#).

The Sierra Club Donation

The Sierra Club donation will strengthen the book collection related to the Western region and environment.

To read the full article, visit the [Library News](#) page.

Research Library Volunteer Opportunities

The Research Library at the Natural History Museum of Los Angeles County is considered a specialized cultural institution library with subject collections in selected areas of natural history. Internships are considered part of the Museum's volunteer program and therefore are unpaid opportunities. All interns are directly supervised by the Chief Librarian. While a science background is helpful, it is not required.

Special Collections Highlights

Review a sample of some of the library's special collections.



Library Contact Information

Open by Appointment Only:

rhulser@nhm.org