



# Top 7 Tips for Using Altmetric at Your Institution

Altmetric.com | @altmetric  
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support@altmetric.com

# Introductions

Liesa (Baltimore, MD)

Director of Market Development

20+ years working with scientific organizations to reach, serve and engage their customers and stakeholders



Joined Altmetric  
in June 2019

Patty (Chicago, IL)

Senior Engagement Manager

5 years as a librarian in both hospital and academic environments, where she developed a passion for science communication and research impact.



Joined Altmetric  
in March 2019



# Session Goal: Learn how you can use Altmetric data



- 1) Publish strategically
- 2) Track diverse outputs
- 3) View early feedback
- 4) Discover collaborations
- 5) Gain competitive insight
- 6) Search by funder
- 7) Form narratives





# Tip 1: Publish strategically

*Discover journals in specific subject areas that receive broad attention*





# Tip 1: Publish strategically

*Discover journals in specific subject areas that receive broad attention*

Advanced search

My institution

VERIFIED AUTHOR [WHAT IS THIS?](#)

Q Enter one or more author names from your institution.

VERIFIED DEPARTMENT [WHAT IS THIS?](#)

Q Enter one or more department names from your institution.

Publishers, journals, and collections

PUBLISHER NAME [WHAT IS THIS?](#)

Q Enter one or more publisher names.

DOI PREFIX [WHAT IS THIS?](#)

Research outputs

KEYWORDS [WHAT IS THIS?](#)

Enter a title, author name, editor name, and/or journal

SUBJECTS (FOR CLASSIFICATION) [WHAT IS THIS?](#)

Q Biology

- 0601 Biochemistry and Cell Biology
- 0603 Evolutionary Biology
- 0605 Microbiology
- 0607 Plant Biology
- 1108 Medical Microbiology

Full Altmetric database ☒ My institution only ☐

Search by Field of Research codes  
(FoR)

Classification system developed in  
Australia - codes are assigned at the  
paper level, not the journal level

Where should  
I publish my  
research?





# Tip 1: Publish strategically

*Discover journals in specific subject areas that receive broad attention*

Lilliput University

Exploring data for all research outputs from the full Altmetric database within the **0603 Evolutionary Biology** subject area [EDIT SEARCH](#)

Quick search...

HIGHLIGHTS RESEARCH OUTPUTS TIMELINE DEMOGRAPHICS MENTIONS **JOURNALS**

Found 2,027 journals and collections in your search results. [EXPORT THIS TAB](#) [SAVE SEARCH](#)

JOURNAL/COLLECTION e.g., Physics Letters, arXiv, figshare	TOTAL MENTIONS	NEWS MENTIONS	BLOG MENTIONS	POLICY MENTIONS	PATENT MENTIONS	TWITTER MENTIONS	PEER REVIEWS MENTIONS	SINA WEIBO MENTIONS	FACEBOOK MENTIONS	WIKIPEDIA MENTIONS	GOOGLE+ MENTIONS	LINKEDIN MENTIONS	REDDIT MENTIONS	PINTEREST MENTIONS	FI000 MENTIONS
<b>PLoS ONE</b> 1,137 mentioned research outputs in your search	30,562	2,023	1,014	8	2	23,477	14	0	1,497	1,846	408	0	108	3	14
<b>bioRxiv</b> 1,018 mentioned research outputs in your search	29,755	73	321	1	0	29,220	3	0	82	27	27	0	0	0	1
<b>ZOOTAXA</b> 991 mentioned research outputs in your search	2,953	206	369	2	0	1,720	0	0	316	326	9	0	0	0	0
<b>Proceedings of the Royal Society B: Biological Sciences</b> 903 mentioned research outputs in your search	23,788	1,552	750	36	6	19,921	1	0	586	626	140	0	28	0	63
<b>Evolution</b> 836 mentioned research outputs in your search	10,781	397	276	21	3	9,440	1	2	253	272	42	0	8	0	51

Where should I publish my research?





# Tip 1: Publish strategically

*Discover journals in specific subject areas that receive broad attention*

Advanced search

My institution

VERIFIED AUTHOR [WHAT IS THIS?](#)

Q Enter one or more author names from your institution.

VERIFIED DEPARTMENT [WHAT IS THIS?](#)

Q x SCHOOL OF NATURAL SCIENCES

Research outputs

Full Altmetric database ☐ My institution only ☒

KEYWORDS [WHAT IS THIS?](#)

Enter a title, author name, editor name, and/or journal

SUBJECTS (FOR CLASSIFICATION) [WHAT IS THIS?](#)

Q x 0603 EVOLUTIONARY BIOLOGY

Where should I publish my research?





# Tip 2: Track diverse outputs

*Credit where credit is due - track outputs beyond journal articles and discover attention*

Northwestern Medicine  
Feinberg School of Medicine

Northwestern University | Faculty Profiles


## DigitalHub

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Enter search terms  All

[Back to search results](#)



[Download the file](#)

**Actions**

[Download](#) [Analytics](#) [Citations](#)

Export to: [EndNote](#)

[f](#) [t](#) [e](#) [m](#) [p](#) [+](#) [0](#)

[18](#)

### Telling Your Science Story: Past, Present, & Future Use of Altmetrics in an Academic Library Setting

[Open Access \(recommended\)](#)

#### Descriptions

<b>Resource type(s):</b>	Presentation	<b>Date Created:</b>	2018
<b>Keyword:</b>	alternative metrics altmetrics research impact	<b>Language:</b>	English
<b>Rights:</b>	Attribution 4.0 International	<b>Subject: MESH:</b>	Bibliometrics
<b>Creator:</b>	Smith, Patty	<b>Subject: LCSH:</b>	Research--Evaluation Scholarly publishing
<b>Publisher:</b>	DigitalHub, Galter Health Sciences Library & Learning Center	<b>DOI:</b>	10.18131/g3-47z6-xc12

#### File Details

How was my  
presentation  
received?







# Tip 2: Track diverse outputs

*Credit where credit is due - track outputs beyond journal articles and discover attention*



How was my presentation received & how is this useful?

- 29 tweets from 24 users
- Immediate feedback on slides
- Inform future presentations
- Direct others to slide deck
- Network opportunities (especially in conference settings)
- Monitor sentiment, i.e. did my presentation spark debate?



**C@meronNeylon**

@CameronNeylon

**9,057**

FOLLOWERS

Not just a masterclass in how to apply [#altmetrics](#) but also in putting together a beautiful slide deck from [@psthelibrarian](#) at [#SAMconf](#) <https://t.co/K8GTqyzqc>

26 Sep 2018

↩ Reply ↻ Retweet ★ Favourite



**Mathi@s Astell**

@MathiasAstell

**918**

FOLLOWERS

Great talk from [@psthelibrarian](#) on practically utilising and implementing the [@altmetric](#) data to create stories about research impact. Check out her slides: <https://t.co/gTkoZkyCrp> [#5amconf](#) <https://t.co/0fGKDzOGcd>



**Sarah Lamont**

@slamont7

**70**

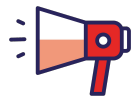
FOLLOWERS

Enjoyed the mix of theory and practice in this talk from [@psthelibrarian](#) at [#5amconf](#)

26 Sep 2018

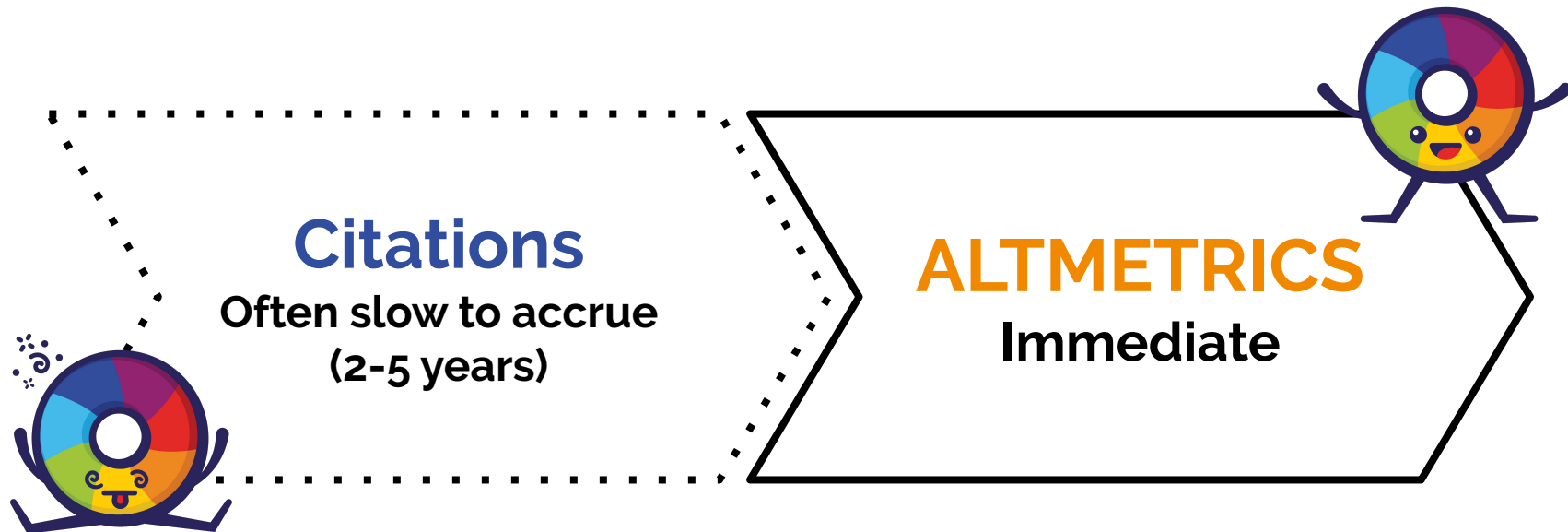
↩ Reply ↻ Retweet ★ Favourite

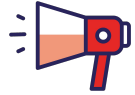




# Tip 3: View early feedback

*Use altmetrics to discover attention research is receiving online in real-time*





# Tip 3: View early feedback

*Use altmetrics to discover attention research is receiving online in real-time*

Especially useful for:

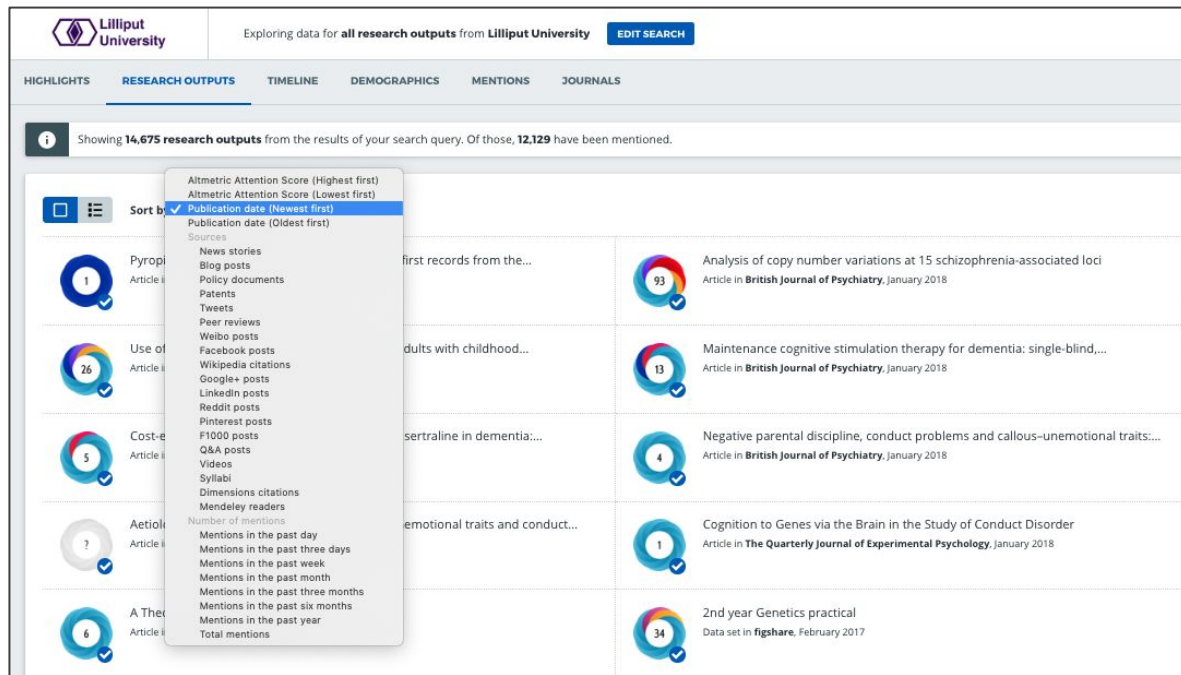
- Early-career researchers
- Demonstrating impact of recently published work to funders and in grant applications and renewals
- Highlighting successes in real-time (great for communications/marketing on campus)
  - E.g. a monthly research round-up congratulating researchers across campus on a job well done.

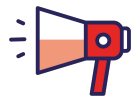




# Tip 3: View early feedback

*Use altmetrics to discover attention research is receiving online in real-time*





# Tip 3: View early feedback

*Use altmetrics to discover attention research is receiving online in real-time*

Lilliput University

Exploring data for all research outputs from Lilliput University [EDIT SEARCH](#)

HIGHLIGHTS **RESEARCH OUTPUTS** TIMELINE DEMOGRAPHICS MENTIONS JOURNALS

Showing 14,675 research outputs from

**Dates**

**PUBLICATION DATE** [WHAT IS THIS?](#)

Between  and

**ALTMETRIC MENTIONS DURING** [WHAT IS THIS?](#)

**Sort by**

- Publication date (New)
- Publication date (Old)
- Sources
  - News stories
  - Blog posts
  - Policy documents
  - Patents
  - Tweets
  - Peer reviews
  - Weibo posts
  - Facebook posts
  - Wikipedia citations
  - Google+ posts
  - LinkedIn posts
  - Reddit posts
  - Pinterest posts
  - F1000 posts
  - Q&A posts
  - Videos
  - Syllabi
  - Dimensions citations
  - Mendeley readers
- Number of mentions
  - Mentions in the past day
  - Mentions in the past three days
  - Mentions in the past week
  - Mentions in the past month
  - Mentions in the past three months
  - Mentions in the past six months
  - Mentions in the past year
  - Total mentions

Pyropi Article 1

Use of Article 26

Cost-e Article 5

Aetiol Article ?

A The Article 6

emotional traits and conduct...

Cognition to Genes via the Brain in the Study of Conduct Disorder  
Article in *The Quarterly Journal of Experimental Psychology*, January 2018

2nd year Genetics practical  
Data set in *figshare*, February 2017





# Tip 4: Discover collaborations

*Track collaborative efforts between institutions*

Advanced search

My institution

VERIFIED AUTHOR

VERIFIED DEPARTMENT

Publishers, journals, and collections

PUBLISHER NAME

DOI PREFIX

JOURNAL OR COLLECTION

CANCEL

Research outputs

KEYWORDS

SUBJECTS (FOR CLASSIFICATION)

AFFILIATION (GRID)

TITLE OF OUTPUT

TYPE OF OUTPUT

Full Altmetric database

My institution only

Lilliput University

Exploring data for all research outputs from Lilliput University affiliated with Vanderbilt University

EDIT SEARCH

HIGHLIGHTS

RESEARCH OUTPUTS

TIMELINE

DEMOGRAPHICS

MENTIONS

JOURNALS

Total mentions

3,169

Outputs with attention

144


Total outputs tracked

148




# Tip 4: Discover collaborations


*Track collaborative efforts between institutions*


 **Lilliput University**

Exploring data for **all research outputs** from **Lilliput University** affiliated with **Vanderbilt University** [EDIT SEARCH](#)

**HIGHLIGHTS** RESEARCH OUTPUTS TIMELINE DEMOGRAPHICS MENTIONS JOURNALS



 **Saved Searches**  
Total mentions 3,169

 **Outputs with attention** 144

 **Total outputs tracked** 148

[+ SAVE SEARCH](#)



SET DEFAULT	SAVED SEARCH	REPORTING				ACTIONS
		DAILY EMAIL	WEEKLY EMAIL	MONTHLY EMAIL	SHAREABLE REPORT	
<input type="checkbox"/>	<u>Collaborations with Vanderbilt</u> Saved at 6:26 PM on Tuesday 24 September 2019	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		  




# Tip 4: Discover collaborations

*Track collaborative efforts between institutions*

Make it public to share - even with people who do not have access to Altmetric Explorer!





Altmetric  
EXPLORER

SHAREABLE REPORT

Choose the information you would like to include in your shareable report. When you are done, click the **Save Changes** button below.

**ADD TITLE**

**ADD OVERVIEW**

**ADD ATTENTION BREAKDOWN**

**ADD ATTENTION CHART**


**ADD TOP OUTPUTS LIST**

☒ **Make public?**


Tick this box to generate a publicly-accessible version of your report that you can share with users who don't have access to Altmetric Explorer.


**SAVE CHANGES**


**CANCEL**





Altmetric  
EXPLORER


 **Report for Collaborations with Vanderbilt**


 **REPORT OVERVIEW**

 **Total mentions**  
**3,169**  
Total number of mentions for research outputs in this report













 **Research outputs**  
**148**  
Total number of research outputs in this report, including those without mentions

 **Outputs with mentions**  
**144**  
Total number of research outputs in this report that have Altmetric mentions

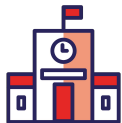
 **Sources of attention**  
**14**  
Number of attention sources that mention research outputs in this report

 **ATTENTION SOURCE BREAKDOWN**

The number of mentions from each source that Altmetric has tracked for the research outputs in this report.

 <b>News mentions</b> <b>249</b>	 <b>Blog mentions</b> <b>275</b>	 <b>Policy mentions</b> <b>76</b>	 <b>Patent mentions</b> <b>87</b>
 <b>Twitter mentions</b> <b>2,136</b>	 <b>Peer review mentions</b> <b>1</b>	 <b>Facebook mentions</b> <b>124</b>	 <b>Wikipedia mentions</b> <b>100</b>
 <b>Google+ mentions</b> <b>47</b>	 <b>Reddit mentions</b> <b>7</b>	 <b>Pinterest mentions</b> <b>1</b>	 <b>F1000 mentions</b> <b>43</b>





# Tip 5: Gain competitive insight

*Track peer institutions. What kind of attention are they receiving?*

Advanced search × CLOSE

My institution WHAT IS THIS?

VERIFIED AUTHOR WHAT IS THIS?  
Enter one or more author names from your institution.

VERIFIED DEPARTMENT WHAT IS THIS?  
Enter one or more department names from your institution.

Publishers, journals, and collections

PUBLISHER NAME WHAT IS THIS?  
Enter one or more publisher names

DOI PREFIX WHAT IS THIS?  
Enter one or more DOI prefixes, e.g., 10.6084

JOURNAL OR COLLECTION WHAT IS THIS?  
e.g., Physics Letters, arXiv, figshare, 0028-0836

Research outputs

☒ Full Altmetric database ☐ My institution only

KEYWORDS WHAT IS THIS?  
Enter a title, author name, editor name, and/or journal

SUBJECTS (FOR CLASSIFICATION) WHAT IS THIS?  
0603 EVOLUTIONARY BIOLOGY

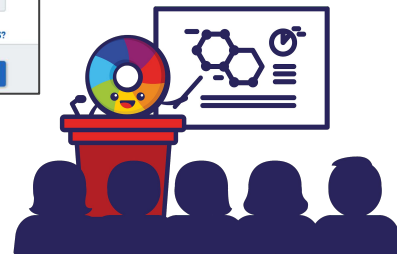
AFFILIATION (GRID) WHAT IS THIS?  
VANDERBILT UNIVERSITY

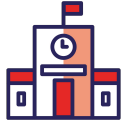
TITLE OF OUTPUT WHAT IS THIS?  
e.g., "Good vibrations: the role of music in Einstein's thinking"

TYPE OF OUTPUT WHAT IS THIS?  
☒ All outputs  
☐ Articles ☐ Books ☐ Book chapters  
☐ Data sets ☐ Clinical trial records ☐ News stories

OPEN ACCESS STATUS WHAT IS THIS?

CANCEL CLEAR FIELDS RUN SEARCH



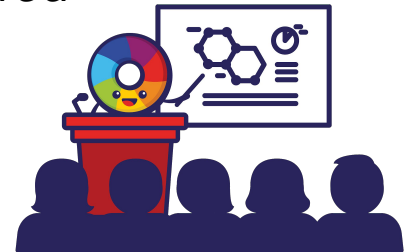


# Tip 5: Gain competitive insight

*Track peer institutions. What kind of attention are they receiving?*

- Use for internal reporting
- Demonstrate performance to alumni and attract donations
- Use for recruitment
  - New faculty
  - New students

*"In the last 5 years, research at Lilliput University has been featured in the news 20% more frequently than peer institutions."*





# Tip 6: Search by funder

*See who is talking about your funded research*

Billroth Hospital  
Foundation

My institution

VERIFIED AUTHOR [WHAT IS THIS?](#)

Q Enter one or more author names from your institution.

VERIFIED DEPARTMENT [WHAT IS THIS?](#)

Q Enter one or more department names from your institution.

Publishers, journals, and collections

PUBLISHER NAME [WHAT IS THIS?](#)

Q Enter one or more publisher names

DOI PREFIX [WHAT IS THIS?](#)

Q Enter one or more DOI prefixes, e.g., 10.6084

JOURNAL OR COLLECTION [WHAT IS THIS?](#)

Q e.g., Physics Letters, arXiv, figshare, 0028-0836

or [PASTE A LIST OF JOURNAL ISSNS](#)

**FUNDER NAME** [WHAT IS THIS?](#)

Q Enter one or more funder names or GRID IDs.

[CANCEL](#)

Research outputs

☐ Full Altmetric database ☒ My institution only

KEYWORDS [WHAT IS THIS?](#)

Enter a title, author name, editor name, and/or journal

SUBJECTS (FOR CLASSIFICATION) [WHAT IS THIS?](#)

Q Enter one or more subjects (e.g. "0607" or "Plant Biology")

AFFILIATION (GRID) [WHAT IS THIS?](#)

Q Enter the name of an organization or a GRID ID.

TITLE OF OUTPUT [WHAT IS THIS?](#)

e.g., "Good vibrations: the role of music in Einstein's thinking"

TYPE OF OUTPUT [WHAT IS THIS?](#)

**FUNDER NAME** [WHAT IS THIS?](#)

Q Bill and

Billroth Hospitals

Billings Farm & Museum

Bill & Melinda Gates Foundation

Bill Harvey Associates (United Kingdom)

Buffalo Bill Center of the West

BillerudKorsnäs (Sweden)

The Bill Douglas Cinema Museum





# Tip 6: Search by funder

*See who is talking about your funded research*

University of Liverpool  
Guiding tips for all research outputs from the Full Altmetric database and the UK Health and Health Services subject area funded by AHU & Wellcome Foundation

My institution ☒ Full Altmetric database ☐ My institution only

Research outputs

VERIFIED AUTHOR [WHAT IS THIS?](#)  
Enter one or more author names from your institution.

VERIFIED DEPARTMENT [WHAT IS THIS?](#)  
Enter one or more department names from your institution.

Publishers, journals, and collections

PUBLISHER NAME [WHAT IS THIS?](#)  
Enter one or more publisher names

DOI PREFIX [WHAT IS THIS?](#)  
Enter one or more DOI prefixes, e.g., 10.6084

JOURNAL OR COLLECTION [WHAT IS THIS?](#)  
e.g., Physics Letters, arXiv, figshare, 0028-0836  
or [PASTE A LIST OF JOURNAL ISSNS](#)

**FUNDER NAME** [WHAT IS THIS?](#)  
BILL & MELINDA GATES FOUNDATION

KEYWORDS [WHAT IS THIS?](#)  
Enter a title, author name, editor name, and/or journal

**SUBJECTS (FOR CLASSIFICATION)** [WHAT IS THIS?](#)  
1117 PUBLIC HEALTH AND HEALTH SERVICES

AFFILIATION (GRID) [WHAT IS THIS?](#)  
Enter the name of an organization or a GRID ID.

TITLE OF OUTPUT [WHAT IS THIS?](#)  
e.g., "Good vibrations: the role of music in Einstein's thinking"

TYPE OF OUTPUT [WHAT IS THIS?](#)  
☒ All outputs  
☐ Articles ☐ Books ☐ Book chapters  
☐ Data sets ☐ Clinical trial records ☐ News stories

OPEN ACCESS STATUS [WHAT IS THIS?](#)  
☐ Open Access outputs only

SCHOLARLY IDENTIFIERS [WHAT IS THIS?](#)  
[ADD SCHOLARLY IDENTIFIERS](#)

[CANCEL](#) [CLEAR FIELDS](#) [RUN SEARCH](#)





# Tip 7: Form narratives

*Use altmetrics to describe the reach and impact of research*

Example scenario: A department would like to demonstrate and describe the impact of their work for a grant application.

First, use Altmeter Explorer to search for research outputs and start building context around how people and organizations are using and discussing this work. Consider starting with:

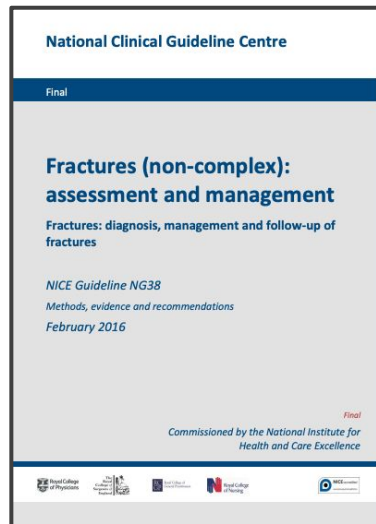
- Policy mentions
- Mass media mentions
- Patent mentions
- Social media mentions





# Policy citations

*Oral administration of morphine versus ibuprofen to manage postfracture pain in children: a randomized trial*



**Review question: What is the most effective initial acute pharmacological management to alleviate pain in patients with a suspected long bone fracture (tibia and fibula, humerus, radius and ulna, or unspecified) in acute care settings?**

## **Oral NSAIDs versus oral morphine (children)**

Moderate quality evidence from a single RCT of 134 patients demonstrated no clinical difference between the interventions for change in pain score, with no serious imprecision.

Moderate evidence from a single RCT of 134 patients demonstrated a clinical benefit with oral NSAIDs between the interventions for incidence nausea, with serious imprecision.

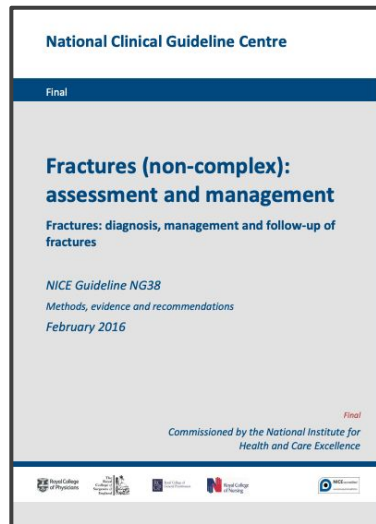
Moderate quality evidence from a single RCT of 134 patients demonstrated a clinical harm of oral NSAIDs over oral morphine in the reduction of further need for analgesia, with serious imprecision.





# Policy citations

*Oral administration of morphine versus ibuprofen to manage postfracture pain in children: a randomized trial*



**Review question: What is the most effective initial acute pharmacological management to alleviate pain in patients with a suspected long bone fracture (tibia and fibula, humerus,**

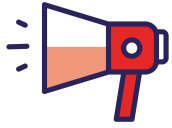
## Recommendations and link to evidence

### Children

1. For the initial management of pain in children (under 16s) with suspected long bone fractures of the legs (femur, tibia, fibula) or arms (humerus, radius, ulna), offer:
  - oral ibuprofen, or oral paracetamol, or both for mild to moderate pain
  - intranasal or intravenous opioids for moderate to severe pain (use intravenous opioids if intravenous access has been established).

### Recommendations

NSAIDs over oral morphine in the reduction of further need for analgesia, with serious imprecision.



# Mass media attention

*Oral administration of morphine versus ibuprofen to manage postfracture pain in children: a randomized trial*

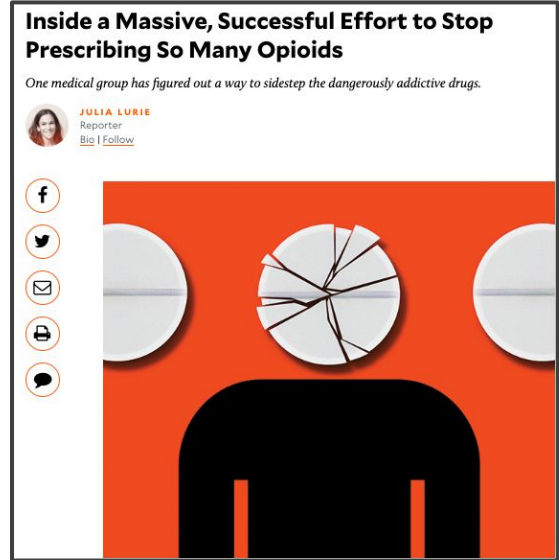


REUTERS

BY KATHRYN DOYLE  
Tue Oct 28, 2014 1:37pm EDT

(Reuters Health) – The narcotic drug morphine is not the best choice for pain relief in kids with broken bones, a new study suggests.

## MotherJones



Blog & Podcast:



### EMERGENCY MEDICINE CASES

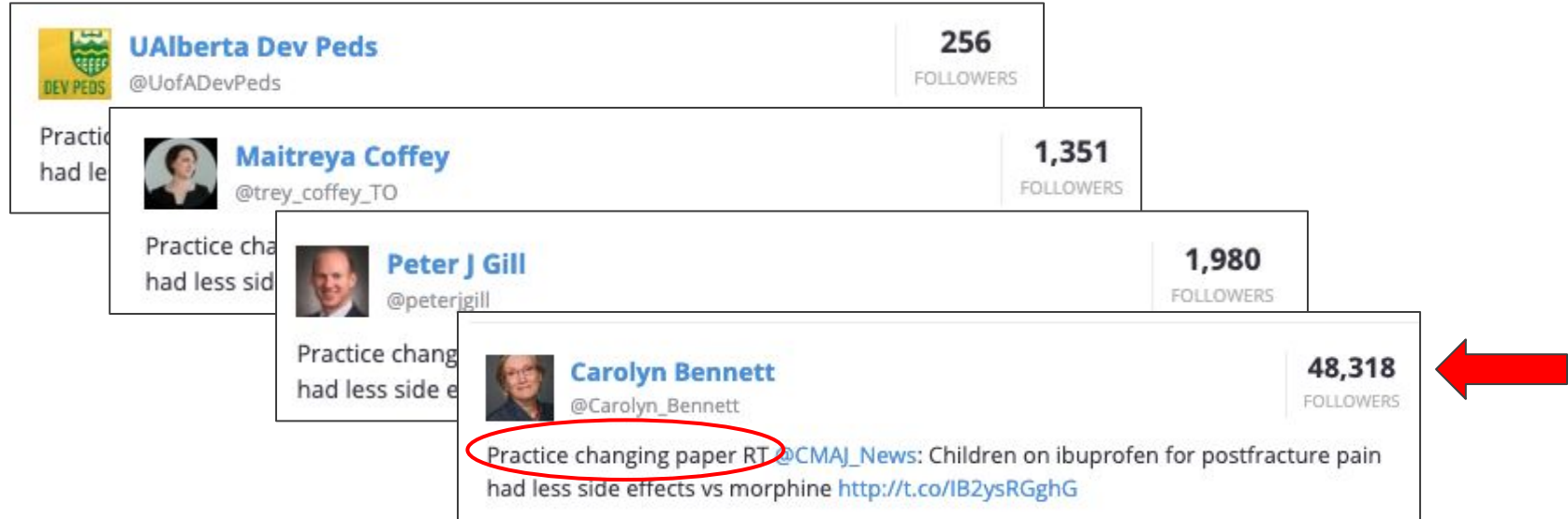
Bringing you Canada's brightest minds in Emergency Medicine





# Social media attention

*Oral administration of morphine versus ibuprofen to manage postfracture pain in children: a randomized trial*





# Tip 7: Form narratives

*Use altmetrics to describe the reach and impact of research*

Key considerations:

- Who is benefitting from the research?
- When/where are conversations taking place?
- So what?





## Tip 7: Form narratives

*Use altmetrics to describe the reach and impact of research*

“This work informed non-complex fracture guidelines from the National Institute of Health and Care Excellence recommending that pediatric patients receive ibuprofen to manage mild to moderate pain. More broadly, this research has influenced conversations in mass media surrounding opioid addiction; it has also been described on social media as “practice changing” research by clinicians and government officials, evidencing the dissemination of this work to audiences beyond academia.”





# Final Thoughts

**To learn more and to see Altmetric Explorer in action, attend our workshop tomorrow at 11:45!**

In the workshop, we'll walk you through example scenarios and demonstrate how to:

- Craft an advanced search strategy using
  - Field of Research codes
  - Funder filter
  - Affiliation search
  - Dimensions/Altmetric search integration
- View results in the Explorer interface
- Create a shareable report



# Day 2: The Altmetric Reporting Workshop

## Feedback Polls at [www.menti.com](https://www.menti.com)

If you attended our 11:45 a workshop on Wed, Oct 2, or are familiar with Altmetric reporting, please provide feedback on the following reporting processes demonstrated.

Scenario 1: [Where should they publish?](#)

Scenario 2: [Research online attention to enhance grant application.](#)

Scenario 3: [Report on institutions funded by X funder.](#)

Scenario 4: [Track our research and others' to view public and political response](#)

Scenario 5: [What's been the impact on policy, guidelines, the public?](#)





# Follow Us

For more learning opportunities



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FigShare [altmetric.figshare.com](https://altmetric.figshare.com)



SoundCloud [soundcloud.com/altmetric](https://soundcloud.com/altmetric)



iTunes Search for 'Altmetric podcast'



# Questions?

[support@altmetric.com](mailto:support@altmetric.com)