


Altmetrics



?

**If you look beyond the
numbers, you'll find meaning**



 @Andy_Tattersall

 @Andy_Tattersall@newsie.social

Altmetrics



- To complement, not replace traditional metrics
- Help people understand how research is being received and used, and by who
- Not intended as an indicator of quality
- Can help provide further evidence of engagement and 'societal impact'
- Give credit for research outputs other than articles



Matt Shirley

@mdshw5



Replying to [@altmetric](#)

[@altmetric](#) Wiley's [@altmetric](#) launch demonstrates the low-impact of my Wiley article. At least I know!

1:12 PM · Jul 8, 2014 from Wakefield, MA · Twitter for iPhone

Blog Admin

May 31st, 2016

0 is the magic number: Why small numbers matter just as much as large ones when we talk about altmetrics.

0 comments | 1 shares



Estimated reading time: 5 minutes



*The problem many detractors have with altmetrics as a concept is that it seems heavily focused on numbers that may or may not be meaningful. **Andy Tattersall** sees this as a legitimate concern but argues researchers should consider further what can be gained from these scores, or indeed, the lack of one. In a world increasingly governed by impact and the dissemination of your research, the straight flat zero indicates an opportunity and a possible need to communicate your work.*



A lot has been written in the last couple of years about altmetrics and the score that comes with

<https://bit.ly/3XsK5fp>



"Yet if you are not online in the kind of places I review below, then you are for all intents and purposes in the modern, digital world not an active academic. In my view it is not just advisable to do this kind of thing, it should effectively be mandatory, part and parcel of the obligations that go with holding any academic or research job. Scholarship and science must be public, and researchers need to seek to maximize the reach and accessibility of their work to relevant audiences in any way they can."

Professor Patrick Dunleavy (LSE)




Are You An Academic Hermit? <https://bit.ly/3GCe9zv>

0 = lack of communication

- Not all papers are cited
- Not all papers are communicated

There are things that can be done to address that

ZERO



**Altmetric
scores
can
only
go
up**

If you make the research visible and accessible

Media attention - Upload your author version manuscripts

PubMed.gov

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> Neuroimage. 2010 Nov 1;53(2):611-8. doi: 10.1016/j.neuroimage.2010.06.053

The state of tranquility: subjective perception is shaped by contextual modulation of auditory connectivity

M D Hunter¹, S B Eickhoff, R J Pheasant, M J Douglas, G R Watts, T F D Farrer, I D Wilkinson, K V Horoshenkov, P W R Woodruff

Affiliations + expand

PMID: 20600971 DOI: 10.1016/j.neuroimage.2010.06.053

Free article

Abstract

In this study, we investigated brain mechanisms for the generation of subjective experience from objective sensory inputs. Our experimental construct was subjective tranquility. Tranquility is a mental

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? About this Attention Score

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- 7 news outlets
- 4 blogs
- 2 tweeters

Citations

- 64 Web of Science

Readers on

- 147 Mendeley

SUMMARY

News

Blogs

Twitter

Web of Science

Title	The state of tranquility: Subjective perception is shaped by contextual modulation of auditory connectivity
Published in	NeuroImage, November 2010
DOI	10.1016/j.neuroimage.2010.06.053 ↗
Pubmed ID	20600971 ↗
Authors	M.D. Hunter, S.B. Eickhoff, R.J. Pheasant, M.J. Douglas, G.R. Watts, T.F.D. Farrow, D. Hyland, J... [show]
Abstract	In this study, we investigated brain mechanisms for the generation of subjective experience from... [show]

TWITTER DEMOGRAPHICS

MENDELEY READERS

The data shown below were collected from the profiles of 2 tweeters who shared this research output. [Click here to find out more](#)



https://bit.ly/3Vlijz



The state of tranquility: Subjective perception is shaped by contextual modulation of auditory connectivity

Hunter, M.D., Eickhoff, S.B., Pheasant, R.J. et al. (8 more authors) (2010) *The state of tranquility: Subjective perception is shaped by contextual modulation of auditory connectivity*. *NeuroImage*, 53 (2). pp. 611-618. ISSN 1053-8119

Abstract

In this study, we investigated brain mechanisms for the generation of subjective experience from objective sensory inputs. Our experimental construct was subjective tranquility. Tranquility is a mental state more likely to occur in the presence of objective sensory inputs that arise from natural features in the environment. We used functional magnetic resonance imaging to examine the neural response to scenes that were visually distinct (beach images vs. freeway images) and experienced as tranquil (beach) or non-tranquil (freeway). Both sets of scenes had the same auditory component because waves breaking on a beach and vehicles moving on a freeway can produce similar auditory spectral and temporal characteristics, perceived as a constant roar. Compared with scenes experienced as non-tranquil, we found that subjectively tranquil scenes were associated with significantly greater effective connectivity between the auditory cortex and medial prefrontal cortex, a region implicated in the evaluation of mental states. Similarly enhanced connectivity was also observed between the auditory cortex and posterior cingulate gyrus, temporoparietal cortex and thalamus. These findings demonstrate that visual context can modulate connectivity of the auditory cortex with regions implicated in the generation of subjective states. Importantly, this effect arises under conditions of identical auditory input. Hence, the same sound may be associated with different percepts reflecting varying connectivity between the auditory cortex and other brain regions. This suggests that subjective experience is more closely linked to the connectivity state of the auditory cortex than to its basic sensory inputs.

Metadata

Authors/Creators: Hunter, M.D.

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Statistics



Tweeted by 2
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<https://eprints.whiterose.ac.uk/95128>

THE CONVERSATION | The Conversation

How to make your house and garden more tranquil – tips from an acoustics expert



Greg Watts, Professor of environmental acoustics, University of Bradford

29 June 2020 · 4-min read



Pexels

Many of us have been spending more time at home than ever before, and chances are unless you live by yourself in the middle of nowhere, at some point unwanted noise will have infiltrated your lockdown.

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ORIGINAL RESEARCH article


Front. Res. Metr. Anal., 08 January 2018

Sec. Research Assessment

<https://doi.org/10.3389/frma.2017.00009>

This article is part of the Research Topic

Altmetrics: Opportunities and Challenges

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What Can Altmetric.com Tell Us About Policy Citations of Research? An Analysis of Altmetric.com Data for Research Articles from the University of Sheffield



Andy Tattersall* and

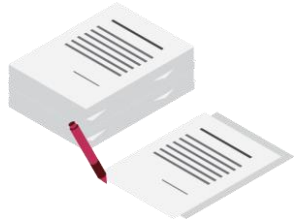


Christopher Carroll

University of Sheffield, Sheffield, United Kingdom

Front. Res. Metr. Anal., 08 January 2018

<https://doi.org/10.3389/frma.2017.00009>



- 1463 pieces of research cited in at least one policy document



- 92 of which cited in 3 or more policy documents



- Longest time lag from publication to policy citation - 31 years



- Numerous errors in the data

Anti-vaxxers target 12 to 15-year-olds with Covid misinformation leaflets hoping to create fear over vaccine

An investigation found posters are circulating in Telegram groups containing thousands of people, with users encouraged to download, print and distribute the materials

NIH U.S. National Library of Medicine

ClinicalTrials.gov

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Trial record 1 of 1 for: NCT04368728

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Study to Describe the Safety, Tolerability, Immunogenicity, and Efficacy of RNA Vaccine Candidates Against COVID-19 in Healthy Individuals

ty of this study is the responsibility of the study sponsor and investigators. Listing a
en evaluated by the U.S. Federal Government. Read our [disclaimer](#) for details.

ClinicalTrials.gov Identifier: NCT04368728

[Recruitment Status](#) ⓘ : Active, not recruiting

[First Posted](#) ⓘ : April 30, 2020

[Last Update Posted](#) ⓘ : November 23, 2022

[View this study on Beta.ClinicalTrials.gov](#)

<https://inews.co.uk/news/covid-vaccine-12-to-15-year-olds-anti-vaxxers-covid-misinformation-leaflets-1201264>

<https://clinicaltrials.gov/ct2/show/NCT04368728?term=NCT04368728&draw=2&rank=>

Blog discovery tool



The University of Sheffield

Exploring data for all research outputs from University of Sheffield with keywords containing Health policy [EDIT SEARCH](#)

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Showing 352 research outputs from the results of your search query. Of those, 221 have been mentioned. [EXPORT THIS TAB](#) [SAVE SE](#)

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Estimated effect of alcohol pricing policies on health and health economic... Article in <i>The Lancet</i> , April 2010 5 blog mentions	Death by Market Power: Reform, Competition, and Patient Outcomes in the... Article in <i>American Economic Journal: Economic Policy</i> , November 2013 4 blog mentions	Research and Policy Impact of Trials Published by the UK National Institute of... Article in <i>Value in Health (Elsevier Science)</i> , June 2020 3 blog mentions
Estimated Effects of Different Alcohol Taxation and Price Policies on Health... Article in <i>PLOS Medicine</i> , February 2016 2 blog mentions	Measurable effects of local alcohol licensing policies on population health in... Article in <i>Journal of Epidemiology and Community Health (1978)</i> , November 2015 2 blog mentions	Work, welfare, and wellbeing: The impacts of welfare conditionality people... Article in <i>Social Policy & Administration</i> , November 2019 2 blog mentions
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Striving for a Societal Perspective: A Framework for Economic Evaluations When... Article in <i>Applied Health Economics and Health Policy</i> , May 2019 1 blog mention	Diabetes in sub-Saharan Africa: from clinical care to health policy Article in <i>The Lancet Diabetes & Endocrinology</i> , August 2017 1 blog mention	A narrative review of online food delivery in Australia: challenges a Article in <i>Public Health Nutrition</i> , June 2020 1 blog mention

<https://www.altmetric.com/explorer/outputs?order=blogs&q=Health%20policy>



About this Attention Score

In the top 25% of all research outputs scored by Altmetric

MORE...

Mentioned by

- 3 blogs
- 4 tweeters
- 1 Redditor

Citations

- 2 Dimensions
- 1 Web of Science

Readers on

- 18 Mendeley

SUMMARY

Blogs

Twitter

Reddit

Dimensions citations

Web of Science

So far, Altmetric has seen 3 posts from 3 blogs.

Chris Sampson's journal round-up for 22nd June 2020

removed, 22 Jun 2020

Every Monday our authors provide a round-up of the latest peer-reviewed journal publications. We cover all issues of major...

Size Still Matters: Discoverability, Impact and 'Big' Journals

social science space, 19 Jun 2020

Even as the academic world increasingly embraces open access, the shadow cast by the 'big' journals is outsized. (Photo...

You can publish open access, but 'big' journals still act as gatekeepers to discoverability and impact

Impact of Social Sciences, 15 Jun 2020

One of the proposed advantages of open access publication is that it increases the impact of academic research by making it...

The Missing Link - Quality of UK local and national online media coverage of research

National media

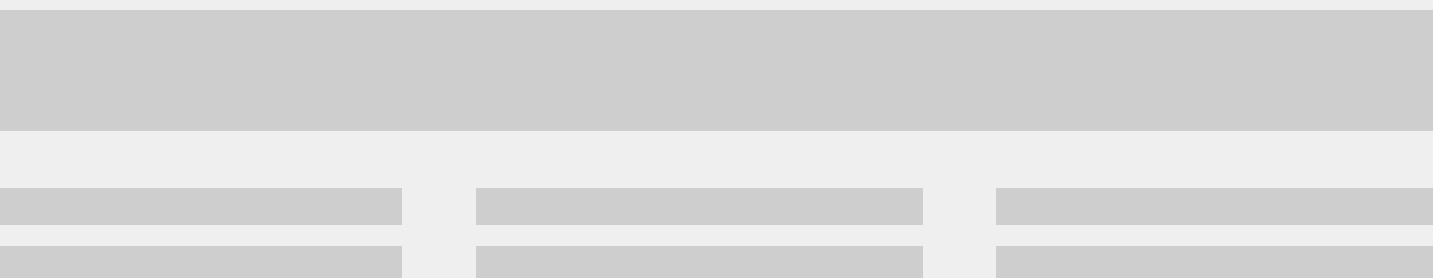
Link to paper 230 (84.9%)

No link to paper 21 (7.7%)

Bad Link 20 (7.4%)

Editorial/Opinion piece 0

Total 271



The Missing Link - Quality of UK local and national online media coverage of research

Local media

Link to paper 37 (7.6%)

No link to paper 231 (47.2%)

Bad Link 191 (39.1%)

Editorial/Opinion piece 30 (6.1%)

Total 489



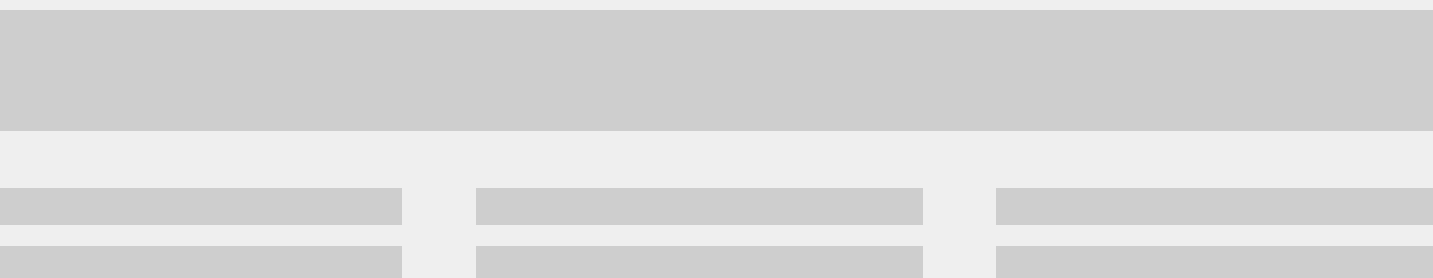
The Missing Link - Quality of UK local and national online media coverage of research

National media

Author cited 107 (39.5%)

Sheffield author cited 40 (14.8%)

No author cited 144 (53.1%)



The Missing Link - Quality of UK local and national online media coverage of research

Local media

Author cited 266 (89.3%)

Sheffield author cited 104 (34.9%)

No author cited 2 (0.7%)



The Missing Link - Quality of UK local and national online media coverage of research

National media

Journal cited - 97 (35.8%)

Funder cited - 10 (3.7%)

Local media

Journal cited 263 (88.3%)

Funder cited 67 (22.5%)



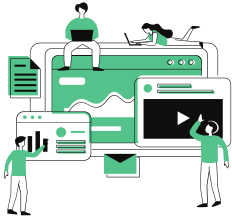
The life cycle of a research story



Starts life as a press release from a research organisation, media team, funder, journal



Hopefully picked up by a news agency (PA et al) or newspaper



Republished on syndication and partner sites



Re-blogged on research and special interest blogs



Shared on social Media

If the first action fails to include authors, funders, DOIs, URLs, organisations etc, the rest won't cover it and so possibly will altmetrics



Thank you
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Slides and images created in Canva

