

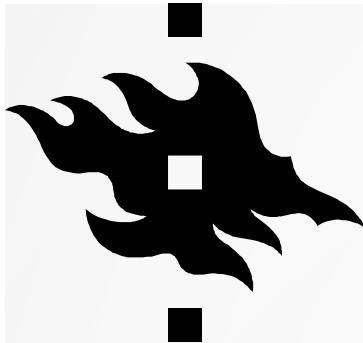


HELSINGIN YLIOPISTO
HELSINGFORS UNIVERSITET
UNIVERSITY OF HELSINKI

Valtteri Vainikka
Helsingin yliopiston kirjasto

Photo: Veikko Somerpuro (2012)

23/11/2016



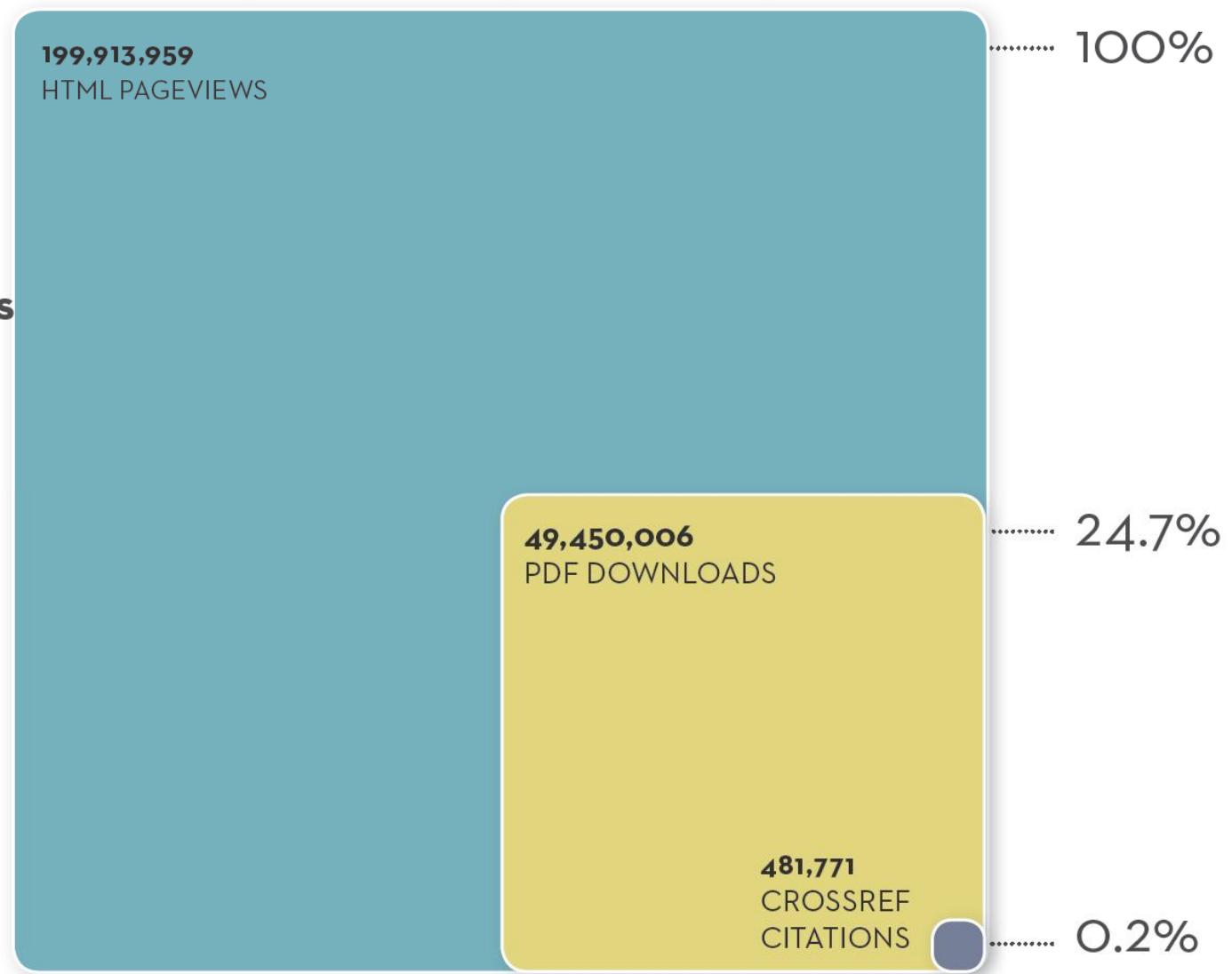
ALTMETRICS

- *Alternative scholarly impact metrics* (vs. bibliometrics)
- Focus on social media, download counts, blog mentions etc.
- Altmetrics are one way of measuring the **immediate impact** of a publication (vs. citations taking time to appear)
- **Emphasis on societal impact** (vs. academic impact)
- **Catches new forms and routes of scholarly communication**
à **A lot of potential, but still work-in-progress...**

PLOS ALM COMPARISON OF USAGE, DOWNLOADS AND CITATIONS

in Jennifer Lin and Martin Fenner: *Altmetrics in Evolution: Defining & Redefining the Ontology of Article-Level Metrics*. Information Standards Quarterly, Summer 2013, 25(2): 20-26. <http://dx.doi.org/10.3789/isqv25no2.2013.04>

Article-Level Metrics
for
80,602 PLOS
Papers Published
until May 20, 2013





PILOT PROJECT

2015: Spring

- Benchmarking competing altmetrics platforms
- PlumX by EBSCO Information Services chosen
- Internal testing and planning



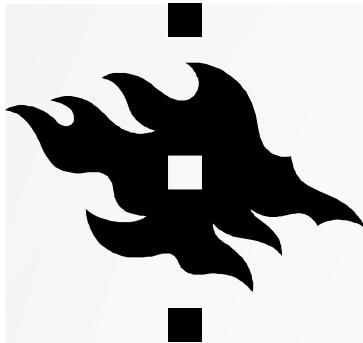
2015: Autumn

- Pilot phase: volunteer researchers from all four campuses
- Limited number of participants
- Focus on technical issues: ensuring compatibility with field specific databases



2016: Autumn+

- Expansion
- Participation remains voluntary
- Integration with other library services
- Looking into widening our software portfolio (Kudos and Altmetrics.com)

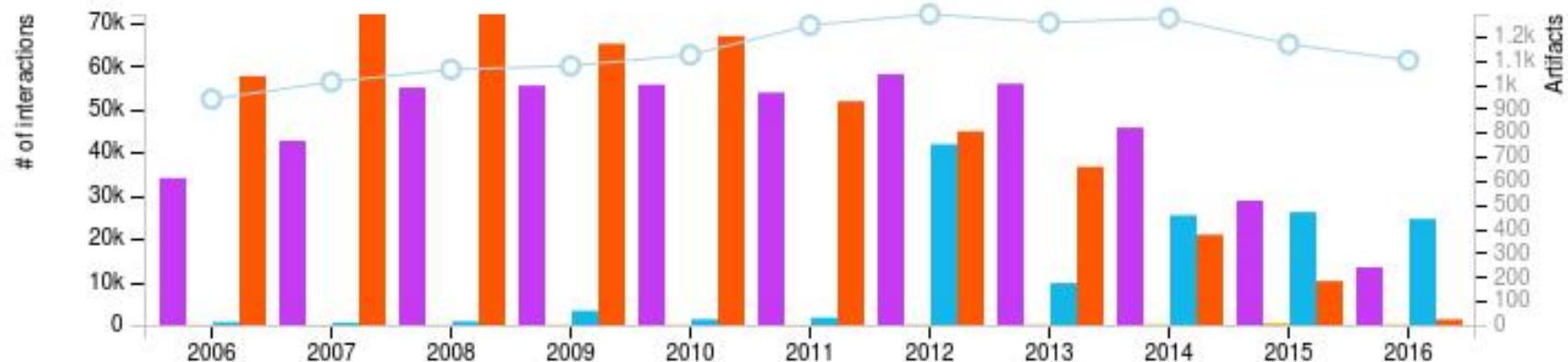


- **172 participating researchers (6.10.2016)**
- Currently tracking 19750 articles, 1080 reviews, 620 letters, 303 conference papers and 351 books
- **All data is on the open web:**
<https://plu.mx/helsinki>



Metrics by publication year

Take a look at social media (blue) vs. citations (red)



	Captures	Mentions	Social Media	Citations	Artifacts
2006	34050	73	696	57694	939
2007	42689	71	562	72016	1010
2008	55024	94	844	72010	1062
2009	55469	121	3305	65165	1077
2010	55700	117	1338	66967	1123
2011	53867	83	1699	51845	1246
2012	58101	167	41881	44905	1292
2013	55924	144	9732	36650	1257
2014	45756	223	25444	20932	1276
2015	28805	482	26165	10195	1167
2016	13374	183	24592	1317	1100



Dogs evaluate threatening facial expressions by their biological validity - Evidence from gazing patterns

Citation data: PLoS ONE, ISSN: 1932-6203, Vol: 11, Issue: 1, Page: e0143047

Publication Year: 2016

Researchers: Laura Hänninen

Note that this article has received **no citations yet!**

USAGE ^	17169	CAPTURES ^	28	MENTIONS ^	36	SOCIAL MEDIA ^	554
HTML Views	15973	Readers	28	Comments	35	Likes	262
PLoS	15910	Mendeley	28	Facebook	35	Facebook	262
PubMedCentral	63						
PDF Views	1145			Blog Mentions	1	Tweets	181
PLoS	1138			Blog	1	journals.plos.org	178
PubMedCentral	7					journals.plos.org	3
Clicks	51					Shares	111
Bitly	51					Facebook	111

ARTICLE SUMMARY

TWEETS

BLOG MENTIONS

This article has 181 twitter interactions across 2 URLs. It has received 44 tweets and 137 retweets.

View by URL

journals.plos.org

43 | 135

journals.plos.org

1 | 2

43 TWEETS

135



RETWEETS

FULL ARTIFACT URL:

http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0143047&utm_content=bufferccc85&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer



Shifting Milestones of Natural Sciences: The Ancient Egyptian Discovery of Algol's Period Confirmed

Citation data: PLoS ONE, ISSN: 1932-6203, Vol: 10, Issue: 12, Page: e0144140

Publication Year: 2015

Researchers: Lauri Jetsu

And this has **one** citation!

USAGE ^	13157	CAPTURES ^	6	MENTS ^	64	SOCIAL MEDIA ^	221	CITATIONS ^	1
HTML Views	12273	Readers	5	Comments	48	Likes	88	Citation Indexes	1
PLoS	12198	Mendeley	5	Facebook	48	Facebook	88	PubMed Central	1
EBSCO	60	Exports-Saves	1	Links	13	Tweets	68	PMCEurope	1
PubMedCentral	15	EBSCO	1	Wikipedia	13	journals.plos.org	68	Scopus	1
PDF Views	499			Blog Mentions	3	Shares	65		
PLoS	496			Blog	2	Facebook	65		
PubMedCentral	3			Blog	1				
Abstract Views	326								
EBSCO	326								
Clicks	56								
Bitly	56								
Link-outs	3								
EBSCO	3								

ARTICLE SUMMARY

TWEETS

BLOG MENTIONS

WIKIPEDIA

This article has 13 Wikipedia mentions.

Algol

Starbox begin Algol (Beta Per, β Persei, β Per), known colloquially as the Demon Star, is a bright star in the constellation Perseus. It is one of the best known eclipsing binaries, the first such star to be discovered, and also one of the first (non-nova) varia...

[Read full Article](#)

Almanac

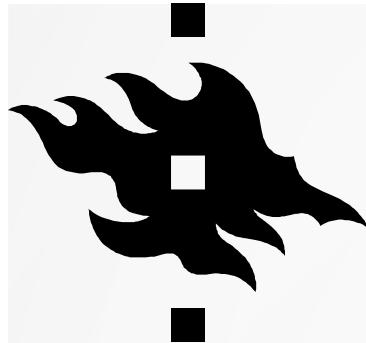
An almanac (also spelled almanack and almanach) is an annual publication that includes information such as weather forecasts, farmers' planting dates, tide tables, and tabular information often arranged according to the calendar. Astronomical data and various statistics are fo...

[Read full Article](#)

Ennead

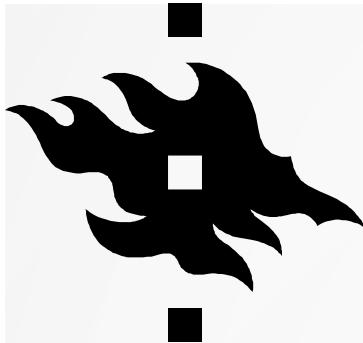
The Ennead meaning a collection of nine things) was a group of nine deities in Egyptian mythology. The Ennead were worshipped at Heliopolis and consisted of the god Atum, his children Shu and Tefnut, their children Geb and Nut and their children Osiris, Isis, Set, and Nephthys...

[Read full Article](#)



CHALLENGES

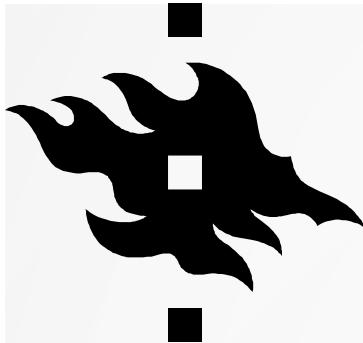
- Tracking articles is reliant on identifiers such as DOI's, ISSN numbers and ORCID profiles à **Role of metadata**
- These identifiers need to be included in the tweets etc. in order for the system to pick them up à **Communication culture**
- Most researcher profiles were set up manually using publication lists from PubMed, Scopus and our own research database Tuhat à **Labor intensive! (* might change soon)**
- Ideally publication lists would need to be updated as fast as possible à **Currently ORCID seems to be the most convenient way for us to automate the process**



WHAT NEXT?

- Our experience: altmetrics seems to work best for fields that already benefit from bibliometrics (especially life sciences)
- In these cases it is often a useful supplement to existing traditional metrics à Not a replacement!

à We are currently working on expanding to more fields, adding researchers and widening our software portfolio (Kudos acquired, Altmetrics.com under negotiation)



TYÖPAJAN OHJELMA:

- Työpajassa ideoidaan mihin kirjaston tarjoamiin opetuksiin altmetriikka voisi sisältyä. Käsiteltävät kysymykset:
 - mitä altmetriikka tarkoittaa korkeakoulukirjastojen näkökulmasta?
 - miten altmetriikka täydentää perinteistä bibliometriikkapalvelua?
 - keitää ovat asiakkaat?
 - altmetriikka avoimen tieteen asialla?