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Altmetric for Books: Informing commissioning and data-driven decisions

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Altmetric for Books: Informing commissioning and data-driven decisions

Rebecca Welzenbach & Elizabeth Demers Michigan Publishing | University of Michigan Libraries

Who we are:



Rebecca Welzenbach Research Impact Librarian University of Michigan Library



Elizabeth Demers Senior Acquiring Editor for Political and Social Science University of Michigan Press The prompt: Focus on how Altmetric data for books can be used by editorial teams to make data-driven decisions.

How editors track engagement with monographs:

- Sales
- Awards
- Reviews
- Course adoptions
- Usage data: Google Analytics, data from aggregator platforms such as Project Muse, JSTOR, EBSCO, etc.
-Altmetric data?

How editors track emerging topics & scholars

- CONFERENCES
- Keeping up with new literature in the field
- Meetings, conversations, word-of-mouth
- Workshops
- Series editors (or journal editors, if applicable)
- Establishing and building on reputation of press & list

What can Altmetric data contribute to acquisitions work?

What's not really working (for us) (right now):

Tracking Altmetric engagement data for any given recently published title and using that data to inform strategy about what to acquire in the future.

Why not?

TIME is the most meaningful factor in all of this:

- Meaningful attention takes a long time to communicate
- Books take a long time to acquire and publish
- Insufficient differentiation among books? The most salient variable in terms of how much engagement they have, and which other books have comparable, is when they were published.

Book, December 2018



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MOOCs Book, December 2018



Promissory Notes Book, September 2018



The Birth of the Archive Book, February 2018



Women's Bookscapes in Early Modern Britain Book, December 2017



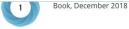
The Rise of the African Novel Book, December 2017



Autistic Disturbances Book, December 2017



The Politics of Millennials Book, December 2017



Victorian Bestseller Book, December 2018



Robert Hayden in Verse Book, August 2018



Forging the World Book, January 2018



Sites of Translation Book, December 2017



Gaming the Stage Book in **figshare**, December 2017



A World of Fiction Book, December 2017



The Committee Book, December 2017





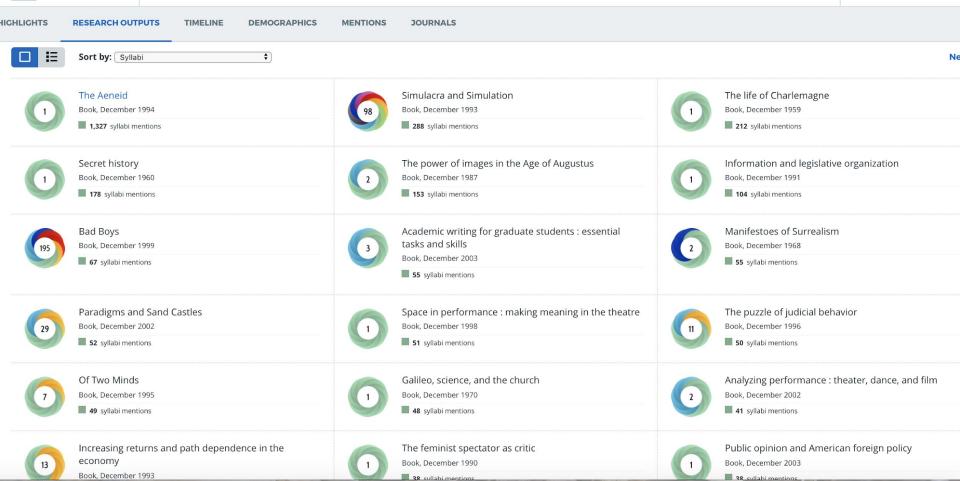
Textures of Mourning Book, December 2017

What seems to be working:

Identifying timelessness. Altmetric data gives us valuable insights into how deep backlist titles continue to have an active, engaged life on the web. Especially interesting to our editors: representation on syllabi!







What we haven't tried -- yet!

Looking beyond Altmetric data on our own books--making use of the Altmetric Explorer to, well, explore what is getting attention in our disciplinary areas of strength.



Showing 4,154 research outputs from the results of your search query. Of those, 4,154 have been mentioned.



Sort by: Altmetric Attention Score (Highest first) \$

Article in Trends in Cognitive Sciences, February 2018



Belief

Social Science...

Article in Political Analysis, July 2018

Science Denial Across the Political Divide Article in Social Psychological and Personality Science, September 2017

The Partisan Brain: An Identity-Based Model of Political

Gendered Citation Patterns across Political Science and



Exposure to opposing views on social media can increase political polarization Article in Proceedings of the National Academy of Sciences of the United States of America, August 2018



The Jackie (and Jill) Robinson Effect: Why Do Congresswomen Outperform... Article in American Journal of Political Science, April 2011



Gender Bias in Student Evaluations Article in PS, Political Science & Politics, March 2018



Communicating Scientific... Article in Science Communication, May 2018 Does Media Coverage Drive Public Does Public Support for... Article in British Journal of Political Scient



492

865

The effect of partisanship and poli close family ties Article in Science, May 2018



The science of being 'nice': how po from compassion News story in The Conversation, August 20



Explaining the Trump Vote: The Effect of Racist Resentment and Anti-Immigrant... Article in PS, Political Science & Politics, April 2018



Neutralizing the Effect of Political Worldviews by

Bias in Perceptions of Public Opini Elites Article in American Political Science Revie

Learning from <u>Altmetric for University Presses - results from a joint pilot</u>

- Altmetrics can help book publishers find interest in backlist titles, which can inform promotional strategies.
- Not all altmetrics are equally valuable to university presses. The most valuable data are: monographs mentioned in syllabi, citations in public policy documents and social media discussions.
- Journals are well-positioned to take advantage of altmetrics as journals have faster publication times, when compared to monographs, and journal platforms are designed in a way that makes it relatively easy to track altmetrics.
- Last, but definitely not least: Good metadata is critical, and in the final section of the paper we are proposing some best practices for sharing metadata in a press website.

Conclusions

- Monographs are still slow. Even though Altmetric data can accumulate more quickly than citations, meaningful data accumulates too slowly, and books take too long to publish, for engagement with any given title to inform the next strategic acquisitions decision.
- Altmetric data can signal timelessness/endurance. Altmetric data, amazingly, tells us a lot about ongoing use of and engagement with deep backlist titles that perhaps we ought to pay some attention to!
- There's value to be mined well beyond data about the books you publish. We could be doing more with Altmetric Explorer to supplement what acquisitions editors already do to track emerging trends and scholars. But we haven't really tried this yet.