

3-22-2015

Redefining Value: Alternative Metrics and Research Outputs

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REDEFINING VALUE: ALTERNATIVE METRICS AND RESEARCH OUTPUTS

ACS CINF Symposium March 22, 2015: Defining "Value" in Scholarly
Communications: Evolving Ways of Evaluating Impact

<http://unl.libguides.com/CINFAlt>



Practical Applications for Altmetric Data: Funding Requests

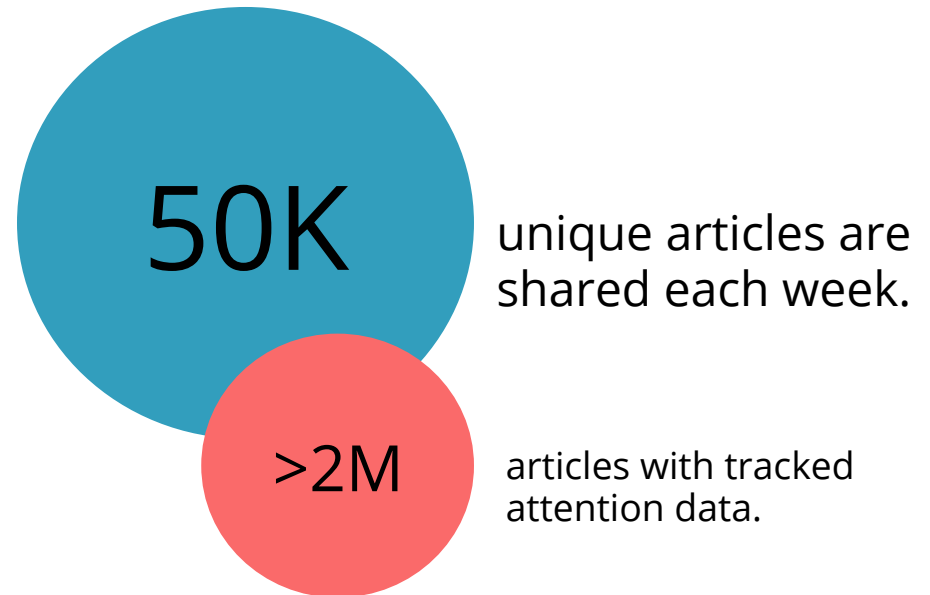
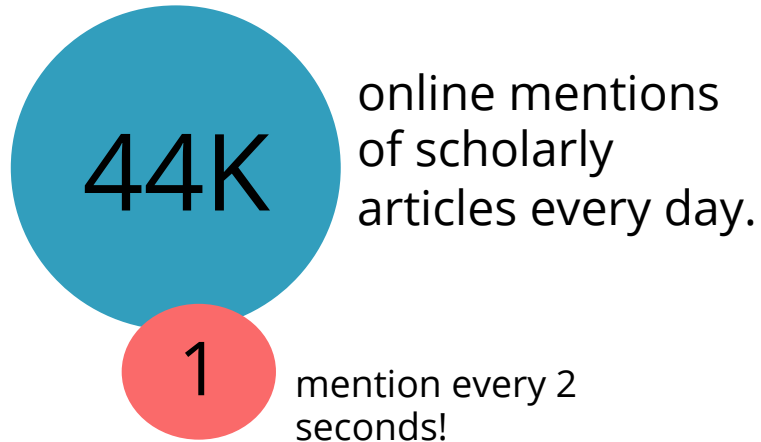
Redefining value: Alternative
metrics and research outputs
ACS National Meeting, Denver
22 March 2015

Sara Rouhi
Product Specialist
sara@altmetric.com

How do we measure
engagement?

(Thanks, Donna)

An online world *stuck* in a print paradigm..



The big questions

- Why altmetrics? Why now?
- What does Altmetric.com do?
- Why should YOU care?
 - Spoiler alert: Because your researchers do!
 - Funding case study

Traditional metrics lag behind...

Article metrics for: 🔗 ✉️ 🖨️




The evolution of cichlid fish egg-spots is linked with a *cis*-regulatory change

M. Emilia Santos, Ingo Braasch, Nicolas Boileau, Britta S. Meyer, Loïc Sauter, Astrid Böhne, Heinz-Georg Belting, Markus Affolter & Walter Salzburger


Nature Communications 5, Article number: 5149 (2014) | doi:10.1038/ncomms6149

Last updated: 14 October 2014 13:45:47 EDT

Total citations

 <p>Data not available</p> <p>Web of Science</p>	 <p>Data not available</p> <p>CrossRef</p>	 <p>Data not available</p> <p>Scopus</p>
-----------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------

Online attention




Altmetric score (what's this?)

- Tweeted by 48
- On 6 Facebook pages
- Picked up by 12 news outlets
- Blogged by 1

This Altmetric score means that the article is:

- in the 99 percentile (ranked 201st) of the 38,911 tracked articles of a similar age in all journals
- in the 94 percentile (ranked 14th) of the 274 tracked articles of a similar age in *Nature Communications*



The cichlids egg-spots: How evolution creates new characteristics

Daily News

The evolution of new traits with novel functions has normally posed a challenge to evolutionary biology. Studying the colour mar ..

2014-10-09T10:17:50+01:00

Funders are noticing...

Grant funders looking for proof of “broader impacts” often defined as “an effect, change, or benefit to the economy, society, culture, public policies, health, the environment, etc.”



*Research Excellence Framework,
<http://www.ref.ac.uk/panels/assessmentcriteriaandleveldefinitions/>*

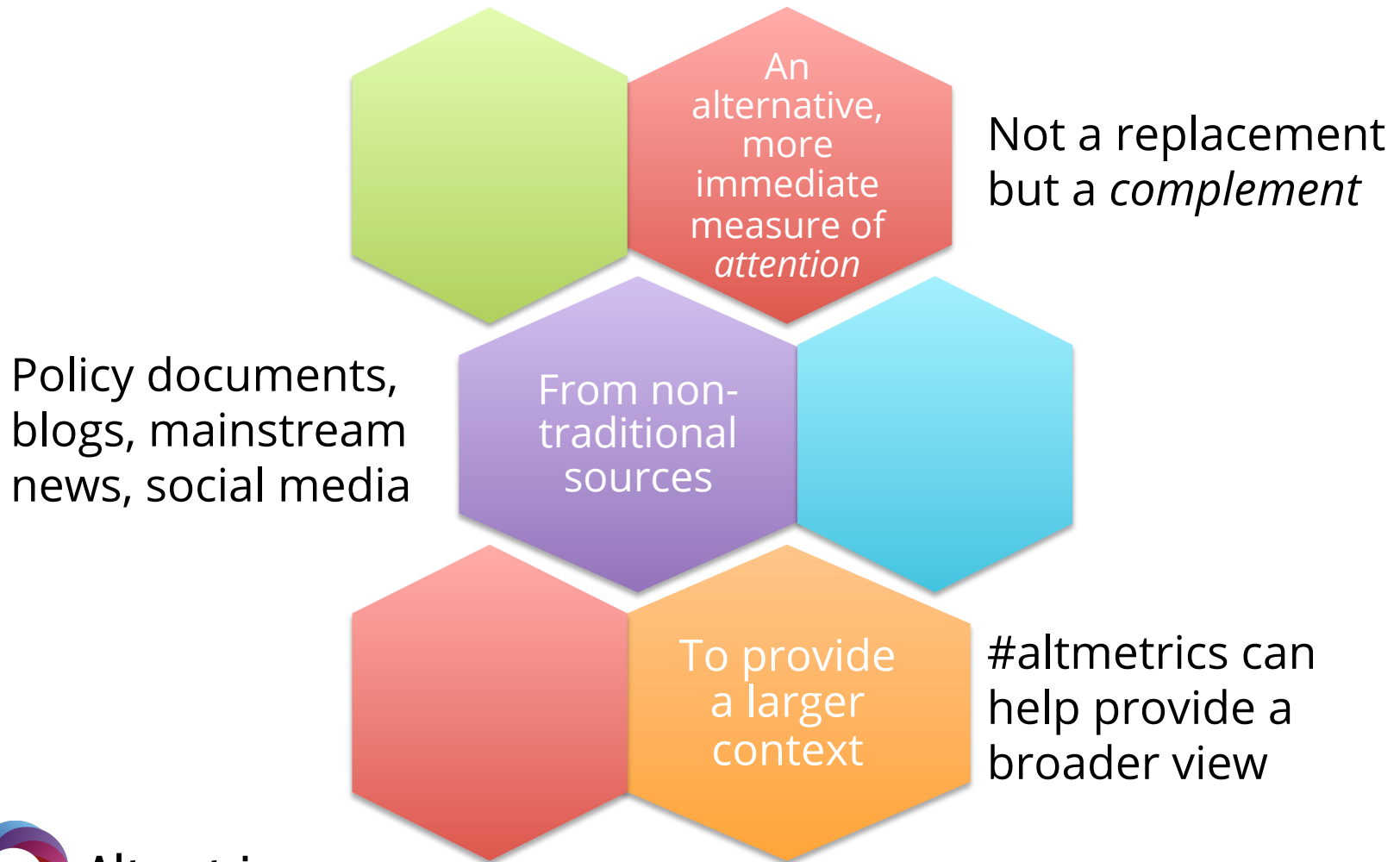


Broaden dissemination to enhance scientific and technological understanding, for example, by presenting results of research and education projects in formats useful to students, scientists and engineers, members of Congress, teachers, and the general public.

<http://www.nsf.gov/pubs/2007/nsf07046/nsf07046.jsp>



A definition...



Who are we?

Altmetric is a **data science company** that **tracks attention** to research outputs, delivering **article output-level metrics** via visually engaging, intuitive interfaces.

In other words, we help give ***credit where credit is due.***

Where you might have seen us...

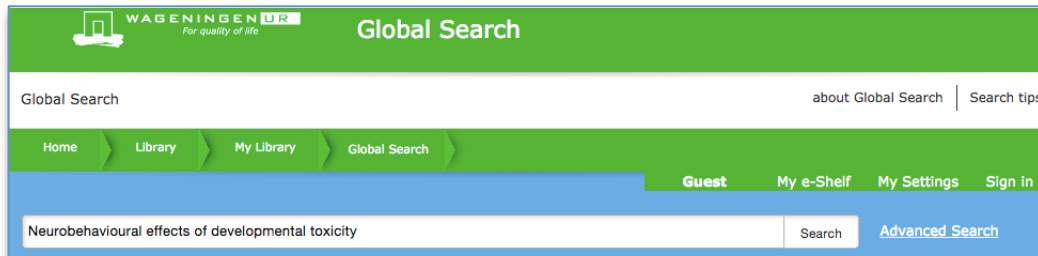
Publishers



WILEY



Where you might have seen us...Discovery systems



WAGENINGEN UR For quality of life Global Search

Global Search about Global Search Search tips

Home Library My Library Global Search

Guest My e-Shelf My Settings Sign in

Neurobehavioural effects of developmental toxicity Search Advanced Search

rss Add page to e-Shelf

Expand My Results

Expand beyond library collections

Show only Peer-reviewed Journals (295)

Refine My Results


Show bX Hot Articles

Results 1 - 10 of 33

Show only Peer-reviewed

Article

Neuro Grand Lancet Journal Full text Local



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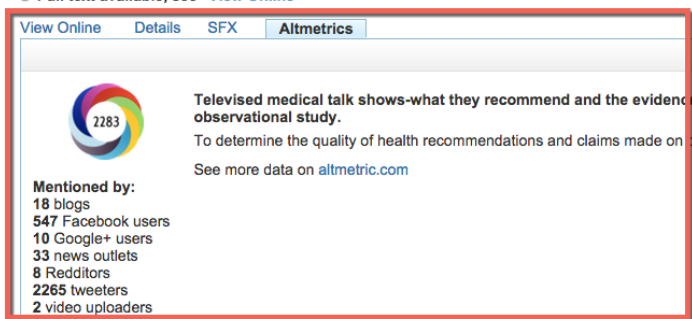
Results 1 - 10 of 107 for All Content Sorted by: Date

Article

Social persuasion in rheumatology: a randomized trial of testimonials on television in the rheumatology waiting room to increase attendance for multidisciplinary education.(Report)
Tingey, Paul ; Khanafer, Mohamed ; Singh, Kulraj ; Thompson, Andy ; Riche, Nicole ; Barra, Lillian ; Hingray, Gina ; Rohekar, Sherry ; Nielson, Warren ; Pope, Janet E.
Rheumatology International, July, 2014, Vol.34(7), p.903(5)
[View all versions](#)

Article

Televised medical talk shows-what they recommend and the evidence to support their recommendations: a prospective observational study
Korownyk, Christina ; Kolber, Michael R ; McCormack, James ; Lam, Vanessa ; Overbo, Kate ; Cotton, Robert ; Turgeon, Ricky D ; Garrison, Scott ; Lindblad, Adrienne J ; Banh, Hoan Linh ; Campbell-Scherer, Debra ; Allan, G Michael
BMJ (Clinical research ed.), 2014, Vol.349, pp.g7346
U.S. National Library of Medicine
Full text available, see "View Online"



View Online Details SFX Altmetrics

2283

Televised medical talk shows-what they recommend and the evidence to support their recommendations: a prospective observational study.

To determine the quality of health recommendations and claims made on television, we conducted a prospective observational study.

See more data on altmetric.com


Mentioned by:

- 18 blogs
- 547 Facebook users
- 10 Google+ users
- 33 news outlets
- 8 Redditors
- 2265 tweeters
- 2 video uploaders



Where you might have seen us...

Institutional repositories




University of Zurich^{UZH}

Home | Login | Statistics | Contact | About ZORA

Zurich Open Repository and Archive

Zuppinger-Dingley, Debra; Schmid, Bernhard; Petermann, Jana S; Yadav, Varuna; De Deyn, Gerlinde B; Fli
niche different

In experimental plant communities, relations resource complementarity between species i can drive this increasing biodiversity effect. biodiversity effects when plants had been se specific leaf area between plant species sele biodiversity and complementarity effects we increase in biodiversity effects: selection for coexistence and ecosystem functioning in na selection of crops in monoculture may comp



Chalmers Publication Library

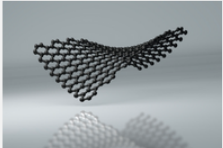
Sök
Utökad sök
Publikationslistor
Senast tillagda
Sök studentarbeten

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Ny post
Redigera post
Lägg till fulltext
Statistik

Om CPL
OAI-PMH
Support

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Bibliometri
Swepub

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Läs mer om Chalmers forskning

Propagating phonons coupled to an artificial atom


Martin V. Gustafsson (Institutionen för mikroteknologi och nanovetenskap, Kvantkomponentfysik); **Thomas Aref** (Institutionen för mikroteknologi och nanovetenskap, Kvantkomponentfysik); **Anton Frisk Kockum** (Institutionen för mikroteknologi och nanovetenskap, Tillämpad kvantfysik); **Maria Ekström** (Institutionen för mikroteknologi och nanovetenskap); **Göran Johansson** (Institutionen för mikroteknologi och nanovetenskap, Tillämpad kvantfysik); **Per Delsing** (Institutionen för mikroteknologi och nanovetenskap, Kvantkomponentfysik)

Science (0036-8075). (2014)
[Artikel, refereegranskad vetenskaplig]

Quantum information can be stored in micromechanical resonators, encoded as quanta of vibration known as phonons. The vibrational motion is then restricted to the stationary eigenmodes of the resonator, which thus serves as local storage for phonons. In contrast, we couple propagating phonons to an artificial atom in the quantum regime and reproduce findings from quantum optics with sound taking over the role of light. Our results highlight the similarities between phonons and photons but also point to new opportunities arising from the unique features of quantum mechanical sound. The low propagation speed of phonons should enable new dynamic schemes for processing quantum information, and the short wavelength allows regimes of atomic physics to be explored that cannot be reached in photonic systems.

DELA SKAPA REFERENS SKRIV UT

Den här publikationen ingår i följande styrkeområden:
✓ Nanovetenskap och nanoteknik




Läs direkt!

Länk till annan sajt (kan kräva inloggning)


Institutioner (Chalmers)
Institutionen för mikroteknologi och nanovetenskap, Kvantkomponentfysik
Institutionen för mikroteknologi och nanovetenskap, Tillämpad kvantfysik
Institutionen för mikroteknologi och nanovetenskap

Ämnesområden
Nanovetenskap och nanoteknik
Supraledning
Mesoskopisk fysik
Nanoteknik

Relaterade publikationer
Denna publikation ingår i:
Quantum optics with artificial atoms



Altmetric




It's not about numbers, it's about context!

www.pnas.org/content/111/46/16343.abstract?tab=metrics

ArkadinSch Imported From Safari GoogDriveAlt REGExplorah LEADs Explorah GTWeb INTERCOM TZONE Altmetric it!

Current Issue > vol. 111 no. 46 > Karline R. L. Janmaat, 16343–16348, doi: 10.1073/pnas.1407524111



 CrossMark
click for updates

Wild chimpanzees plan their breakfast time, type, and location


Karline R. L. Janmaat^{a,1}, Leo Polansky^{a,b}, Simone Dagui Ban^{a,c}, and Christophe Boesch^a

Author Affiliations ↗

Edited by Charles Janson, University of Montana, Missoula, MT, and accepted by the Editorial Board October 3, 2014 (received for review April 24, 2014)

Abstract Full Text Authors & Info Figures SI Metrics Related Content   +SI

Online Impact



238

- Picked up by 21 news outlets
- Blogged by 5
- Tweeted by 66


See more details

This Issue

November 18, 2014
vol. 111 no. 46
Masthead (PDF)
Table of Contents

← PREV ARTICLE NEXT ARTICLE →

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Score in context

Puts article in the top 5% of all articles ranked by attention

[show more...](#)

Mentioned by

- [21 news outlets](#)
- [5 blogs](#)
- [66 tweeters](#)

Readers on

- 0 Mendeley
- 0 CiteULike

Track this article

Wild chimpanzees plan their breakfast time, type, and location

Karline R. L. Janmaat, Leo Polansky, Simone Dagui Ban and Christophe Boesch

- [News](#)
- [Blogs](#)
- [Twitter](#)
- [Score](#)
- [Demographics](#)
- [Help](#)

So far Altmetric has seen **22** stories from **21** outlets.

INDIAN EXPRESS

[Chimpanzees Plan Their Breakfast Time](#)

The New Indian Express

..

2014-10-29T06:32:14+00:00

NVO NEWS
NORTHERN VOICES ONLINE

[Chimpanzees plan their breakfast time](#)

Northern Voices Online

London, Oct 29 (IANS) Wild chimpanzees flexibly plan when and where they will have breakfast after weighing multiple factors, su ..

2014-10-29T05:05:02+00:00

VANCOUVERDESI.COM

[Chimpanzees plan their breakfast time](#)

Vancouver Verdesi

London, Oct 29 (IANS) Wild chimpanzees flexibly plan when and where they will have breakfast after weighing multiple factors, s ..

2014-10-29T05:05:02+00:00



Score in context

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Readers on

- 0 Mendeley
- 0 CiteULike

Track this article

- [Get email updates when this article is shared](#)

Wild chimpanzees plan their breakfast time, type, and location

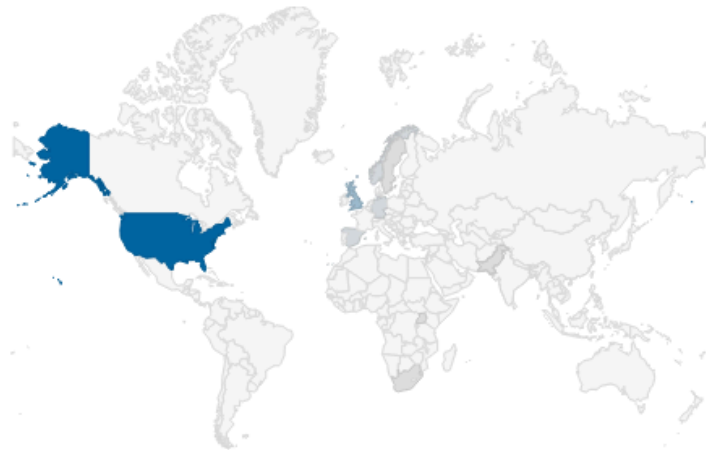
Karline R. L. Janmaat, Leo Polansky, Anne Dagui Ban and Christophe Boesch

News Blogs Twitter Score **Demographics** Help

Twitter attention

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

Geographical breakdown

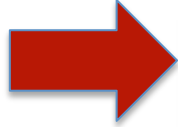


#	Country	As %
1	US	31%
2	GB	10%
3	ES	3%
3	DE	3%
3	NO	3%
6	PK	1%
6	SE	1%
6	ZA	1%
6	UG	1%
-	Unknown	42%

Tweeter demographics

Type	Count	As %
Members of the public	47	71%
Scientists	16	24%
Practitioners (doctors, other healthcare professionals)	2	3%
Science communicators (journalists, bloggers, editors)	1	1%





Mendeley readership

The data shown below were compiled from readership statistics for 124 Mendeley readers of this article. Click [here](#) to see the article's page on the Mendeley website.

Geographical breakdown



#	Country	As %
1	GB	4%
1	US	4%
3	CA	2%
4	AU	1%
5	CH	<1%
5	DK	<1%
5	MX	<1%
-	Unknown	85%

Demographics Tab

Demographic data is about providing **CONTEXT**.

Who is reading your work?

Where are they?

What **stage of their career** are they in?

Reader demographics

Readers by discipline	Count	As %
Medicine	36	29%
Social Sciences	35	28%
Psychology	12	9%
Biological Sciences	12	9%
Business Administration	7	5%
Other	22	17%

Readers by professional status	Count	As %
Ph.D. Student	26	20%
Student (Master)	21	16%
Student (Bachelor)	11	8%
Researcher (at an Academic Institution)	10	8%
Student (Postgraduate)	9	7%
Other	47	37%

Why should you care?

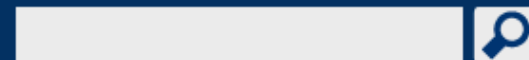
Because your researchers do.

Meet Terrie Moffitt, PhD



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GCB Faculty

Terrie Moffitt, PhD

Contact Information



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Terrie Moffitt, PhD

Knut Schmidt Nielsen Professor

Professor, Duke Psychology and Neuroscience Psychiatry & Behavioral Sciences

Terrie E. Moffitt researches the interplay between nature and nurture in the origins of problem behaviors. Her particular interest is in antisocial and criminal behaviors. She is Associate Director of the Dunedin Multidisciplinary Health and Development Study in New Zealand, which conducts a 32-year longitudinal study of a 1972 birth cohort of 1000 individuals and their families. She also directs the Environmental-Risk Longitudinal Twin Study ("E-risk"), which follows a 1994 birth cohort of 1116 British families with twins.

For her research, she has received the American Psychological Association's Early Career Contribution Award (1993) and Distinguished Career Award in Clinical Child Psychology (2006), and the Stockholm Prize for her work in criminology (2007). She is a fellow of the Academy of Medical Sciences (1999), the American Society of Criminology (2003), the British Academy (2004), and Academia Europaea (2005).

She has served on investigative panels for institutions such as the Nuffield Council on Bioethics (ethics of behavioral genetic research) and the US National Academy of Sciences (research into firearms and violence).



Grey House, Suite 201
2020 W. Main Street, Box 104410
Durham, NC 27708

Meet the NSF Broader Impacts Statement

How well does the activity advance discovery and understanding while promoting teaching, training, and learning? How well does the proposed activity broaden the participation of underrepresented groups (e.g., gender, ethnicity, disability, geographic, etc.)? To what extent will it enhance the infrastructure for research and education, such as facilities, instrumentation, networks, and partnerships? ***Will the results be disseminated broadly to enhance scientific and technological understanding?***

What may be the benefits of the proposed activity to society?



Article by article wasn't enough

The image shows a screenshot of a PNAS article page with an Altmetric overlay. The article title is "Persistent cannabis users show neuropsychological decline from childhood to midlife" by Madeline H. Meier et al. The Altmetric overlay displays a circular chart with the number 1450 and a list of metrics:

- Picked up by 40 news outlets
- Blogged by 30
- Tweeted by 981
- On 209 Facebook pages
- Mentioned in 25 Google+ posts
- Reddited by 19
- Highlighted by 1 platforms
- On 4 videos
- 350 readers on Mendeley
- 0 readers on Connotea
- 6 readers on CiteULike

At the bottom left, the Altmetric logo is visible.

Who *benefits* from Altmetric for Institution's data?

Librarians

- ★ I want to help researchers track the attention paid to their articles.
- ★ I want to add value to my institutional repository or discovery service.
- ★ I want to consider journal attention data in my library's acquisition decisions.

Researchers

- ★ I want to find indicators of impact for my CV and funding applications.
- ★ I want to make informed decisions on future publishing choices.

Communications / PR team

- ★ I want to share our institution's success stories.
- ★ I want to maximize the reach of our institution's research.

Research administrators

- ★ I want to monitor and report on uptake, usage, and impact of publications by department.
- ★ I want to comply with funder and governmental mandates.



Your Institution's Impact at a glance...



Terrie's data in aggregate

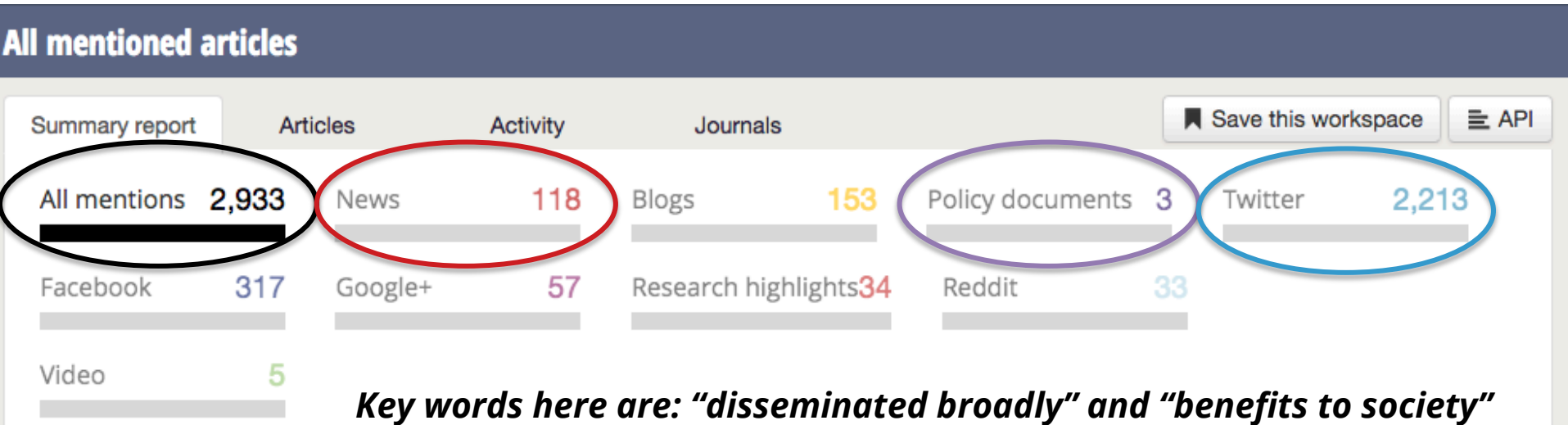
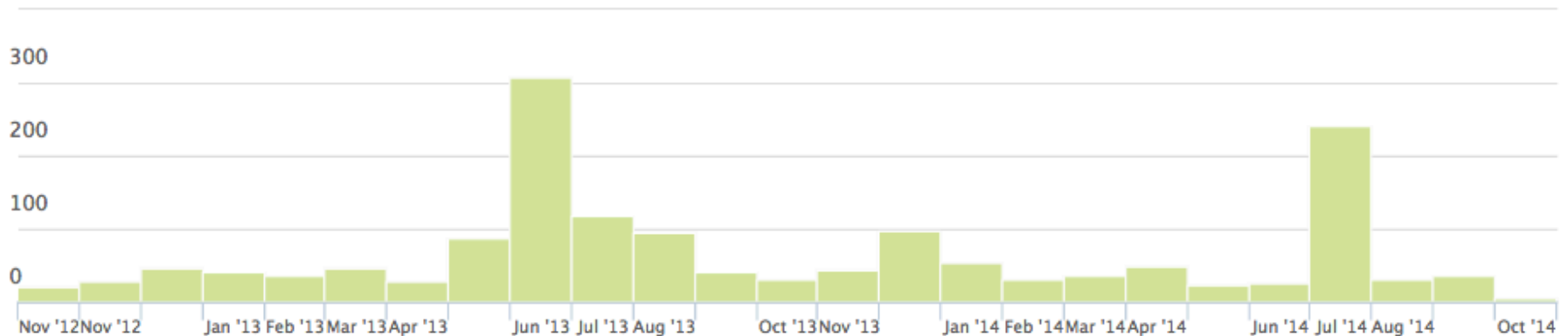


Chart of mentions of 82 matched articles from 3rd November 2012 to 3rd November 2014





Prior Juvenile Diagnoses in Adults With Mental Disorder: Developmental Follow-Back of a Prospective-Longitudinal Cohort

News Policy documents Twitter Score Demographics Help

So far Altmetric has seen 3 policy documents that reference this article.

Score in context

Puts article in the top 25% of all articles ranked by attention

show more...

Mentioned by

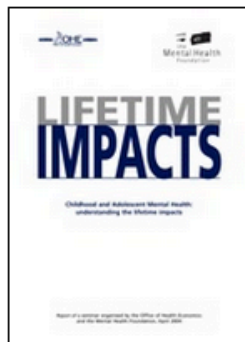
- 1 news outlet
- 2 policy sources
- 1 tweeter

Readers on

- 85 Mendeley
- 0 CiteULike

Track this article

- Get email updates when this article is shared



Lifetime Impacts

Publisher: Mental Health Foundation

About this publisher: The Mental Health Foundation is the UK's leading mental health research, policy and service improvement charity.

Countries: UK

01-Jan-2005



Making The Link Between Mental Health And Youth Homelessness

Publisher: Mental Health Foundation

About this publisher: The Mental Health Foundation is the UK's leading mental health research, policy and service improvement charity.

Countries: UK

01-Jul-2006

Key words here are: "benefits to society"



Our health and wellbeing today

Publisher: UK Government (GOV.UK)

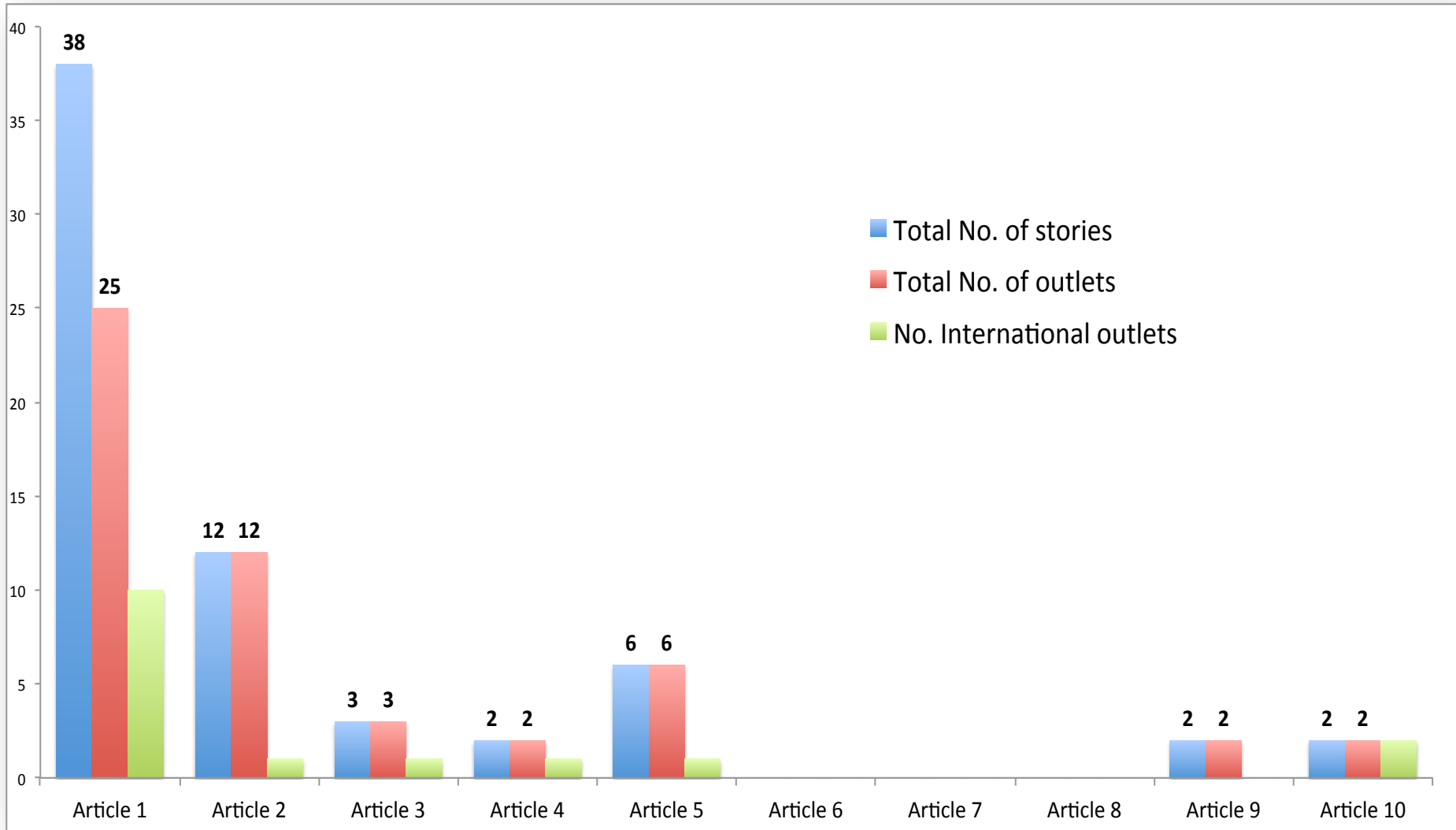
About this publisher: GOV.UK is a central website that covers all UK government departments, as well as many other agencies and public bodies. All policy papers and research publications by the UK government are listed on GOV.UK.

Countries: UK

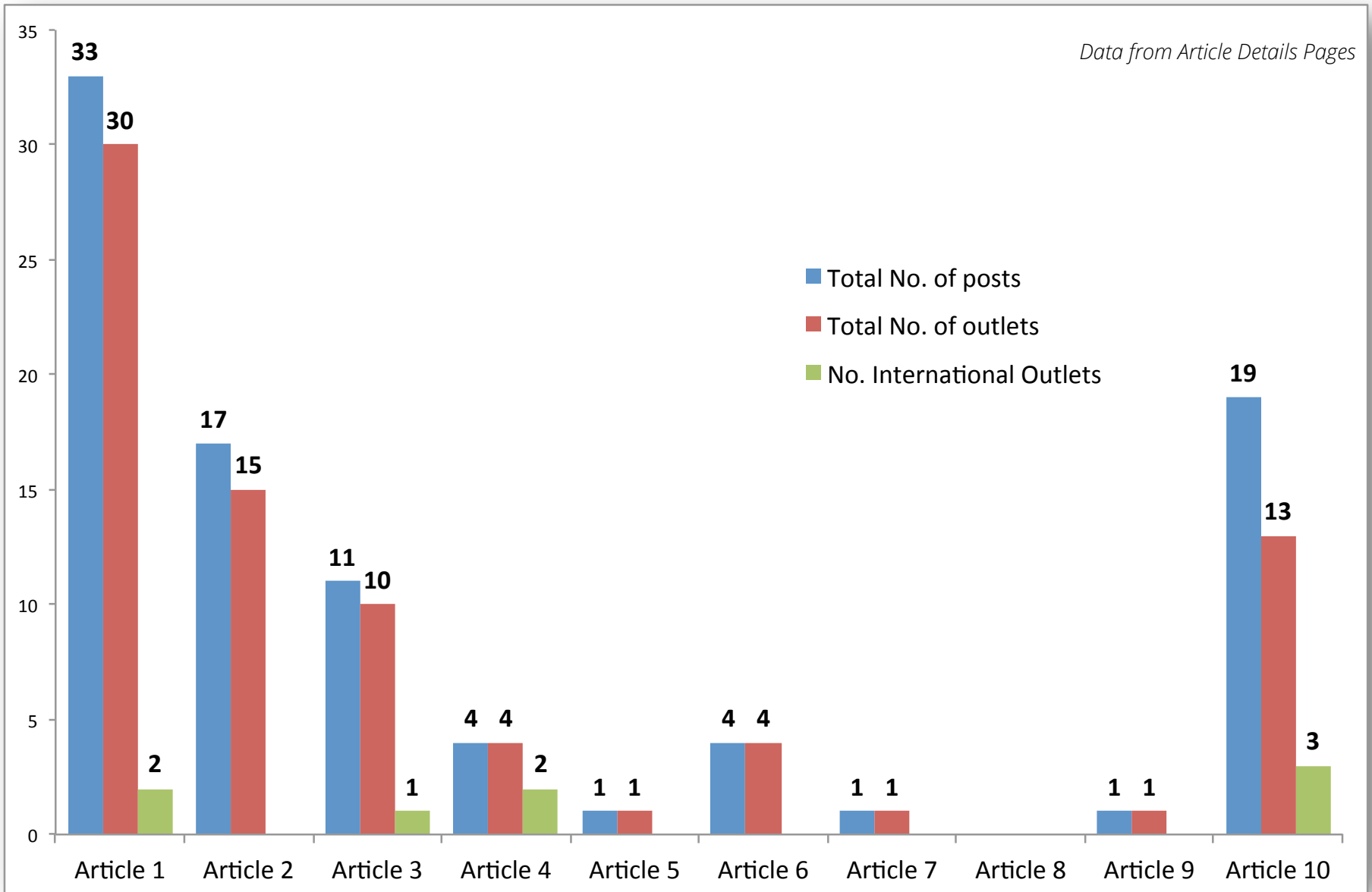
30-Nov-2010

Disseminated broadly: *International News coverage = 60%*

Data from Article Details Pages



Disseminated broadly: *International Blog coverage = 40%*



“Benefits to society”: New communities, new conversations



Julie K. Johnson

@JulieKJohnson

Health, Dog & Rational Thinking Enthusiast. PhD Candidate, Health Policy. Humanist & Positivist. Fluent sarcasm. [linkedin.com/in/juliekjohns...](https://www.linkedin.com/in/juliekjohns...)

📍 Boston



Geraldine McGinty

@DrGMcGinty

Physician leader, radiologist, advocate for quality imaging. Content is meant for informational purposes only and not as medical advice.



Dr. Bill Paul

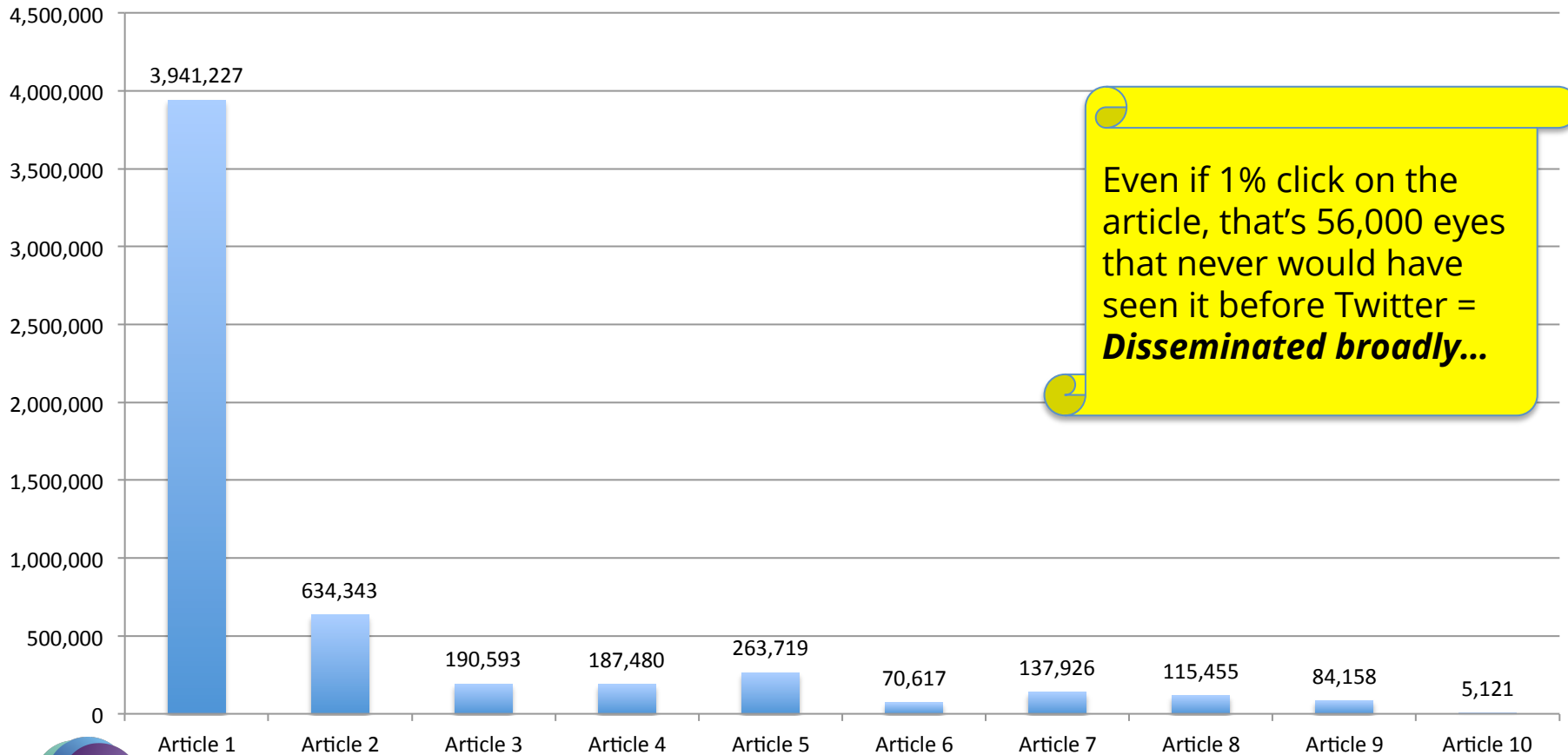
@billpaulmd

Director, Metro Public Health Dept

📍 Nashville TN

Many many more eyeballs – Terrie’s T10

Twitter reach by article - Total upward bound: 5,630,639



Even if 1% click on the article, that's 56,000 eyes that never would have seen it before Twitter = **Disseminated broadly...**



Altmetric data ***saved time;*** ***met funder requirements***



I save a tremendous amount of time for my lab and me having to demonstrate “evidence of impact” to various funders.

Altmetric data made *funder reporting easier*



NIH Program Manager:
"[This Altmetric data is]
fantastic information for
[our] budget report."

Before Altmetric data, Terrie didn't know...

- How broadly her work was disseminated
 - News vs policy vs blogosphere
- The difference in interest by media source
 - Methodology papers via Twitter
- That all this data could be aggregated ***in one place to save her time***

In short...

- Online paradigm is changing *how* researchers communicate
 - *Who* they communicate with
- Outputs are trackable, traceable, and reportable
- Facilitating new kinds of story telling
- *Give credit where credit is due*



Questions?
Thanks!

Sara Rouhi
Product Specialist
sara@altmetric.com

Wait, what's that donut?



- Policy documents
- News
- Blogs
- Twitter
- Post-publication peer-reviews
- Facebook
- Sina Weibo
- Google+
- LinkedIn
- Reddit
- Faculty1000
- Q&A (stack overflow)
- Youtube
- Pinterest

Volume

The score for an article rises as more people mention it.

Sources

Each category of mention contributes a different base amount to the final score.

Authors

How often the author of each mention talks about scholarly articles influences the contribution of the mention.

Measuring Science

William Gunn

Head of Academic Outreach, Mendeley

<http://orcid.org/0000-0002-3555-2054>

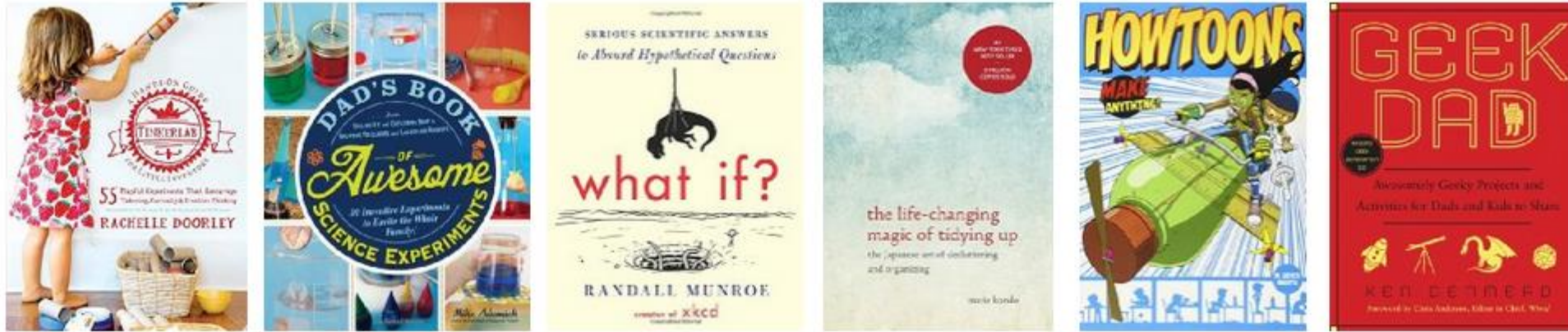
1. A (very) brief history of metrics
2. Metrics at Mendeley & Elsevier
3. NISO ALMI Initiative: metrics standards



We have always used non-citation metrics



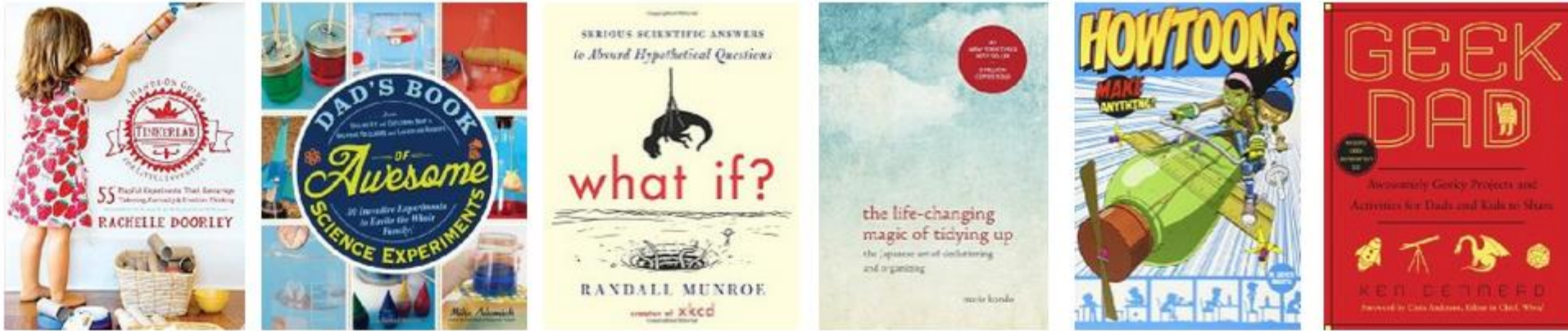
Recommendations for You in Books



Featured Books



Recommendations for You in Books



Amazon

Featured Books



Traverse
Area
District
Library

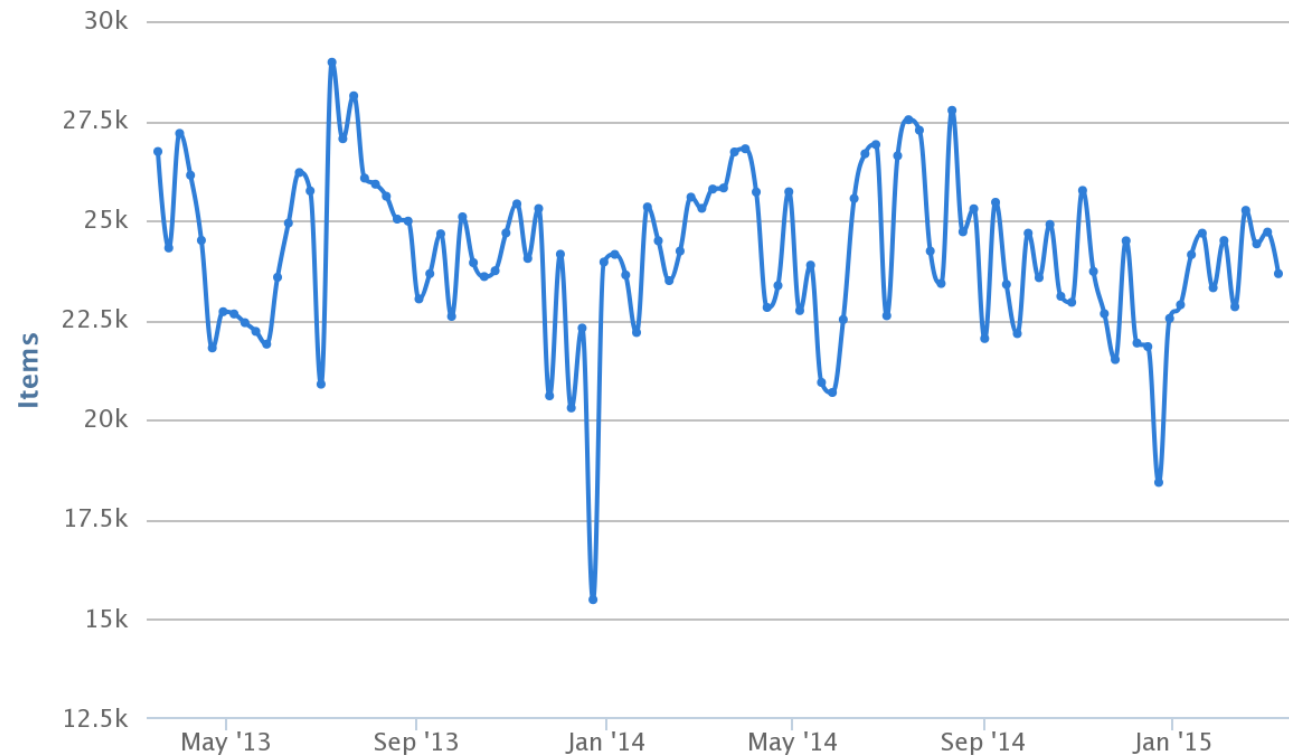
so far this year, **86,056** books, **52,817** children's books, **69,370** movies, **28,347** albums, **3,937** magazines, **10,508** audiobooks and **575** puppets circulated.

14,607 public computing sessions by **3,668** users, totaling 14,607 hours.

33,355 wireless sessions by **8,398** unique devices.

1,018 new user accounts created. **15,635** questions answered.

Circulation by Week
Click and drag in the plot area to zoom in





Metrics



Scholarly Activity





Scholarly Commentary

6 Mentioned in 6 blogs and other sources

Mass Media

3 
Mentioned in 3 news stories in 2 sources

Social Activity


61  

Tweeted 61 times

View [Full Details](#)



Article Impact

Powered by Elsevier Extended Metrics™
It's a lot more than just social media. 

Citations **664** 

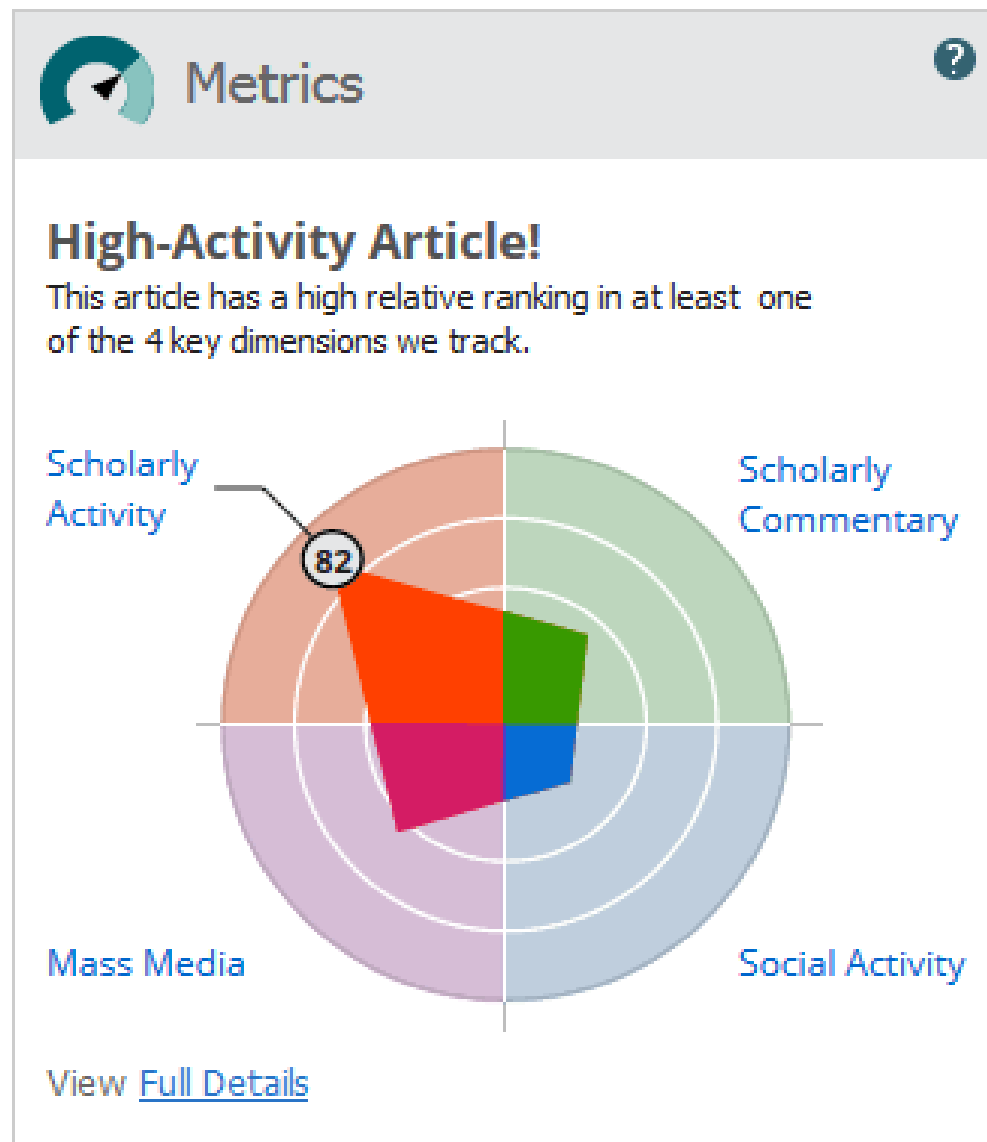
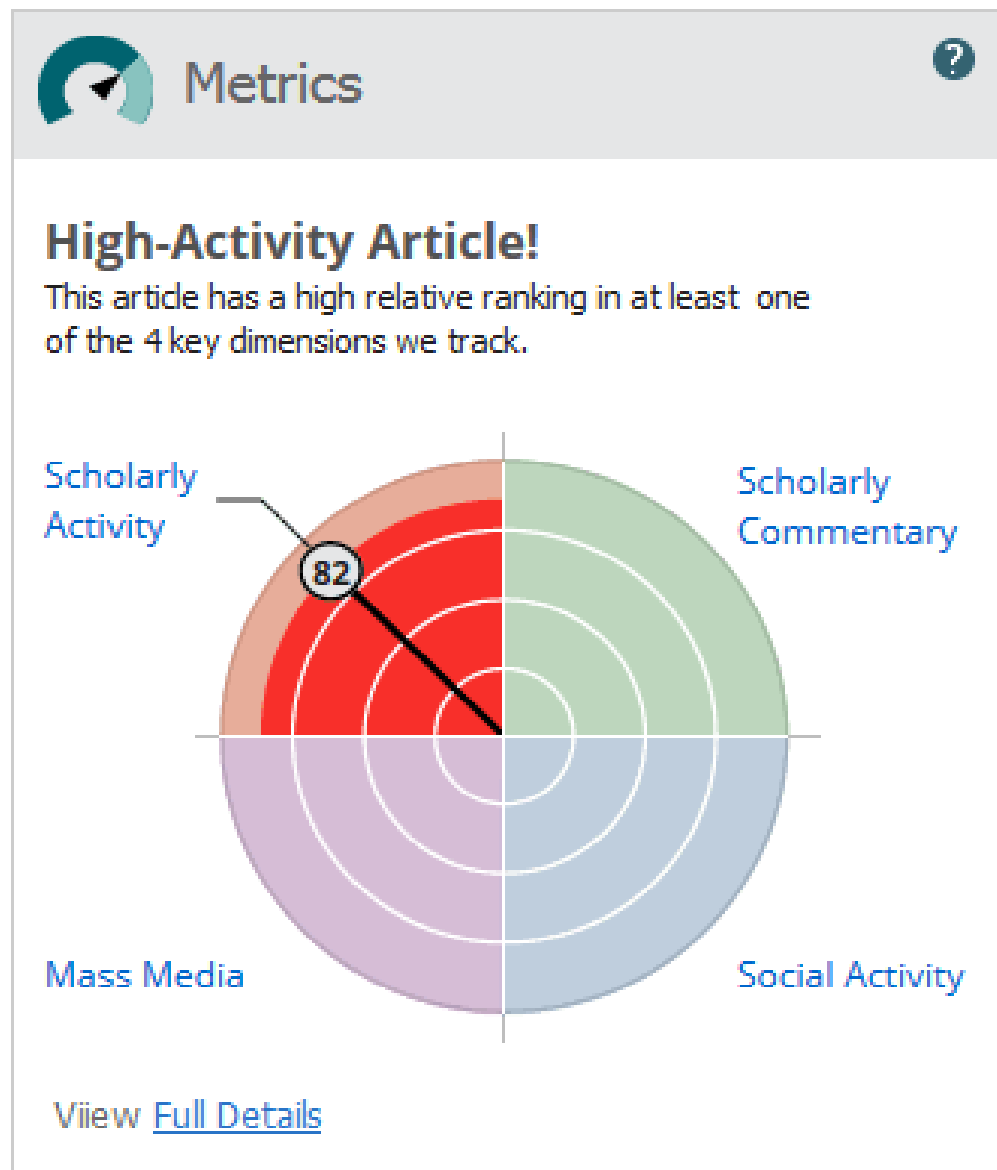
Is in top 25% for this journal

Scholarly



Public





New metrics matter



- <https://www.mendeley.com/groups/586171/altmetrics/>
- Li X, Thelwall M, Giustini D (2012) Validating online reference managers for scholarly impact measurement. *Scientometrics* 91: 461–471.
- Xuan Liang, et al. (2014) Building Buzz: (Scientists) Communicating Science in New Media Environments *Journalism & Mass Communication Quarterly* December 2014 91: 772-791
<http://dx.doi.org/10.1177/1077699014550092>
- Li X, Thelwall M (2012) F1000, Mendeley and traditional bibliometric indicators. In: Proceedings of the 17th International Conference on Science and Technology Indicators. Montréal, Canada. pp. 451–551.





Metrics



Scholarly

Biology articles of similar age

75th percentile

Based on Mendeley readers

All articles in this journal

50th percentile

Based on scholarly commentary

Public

All biology Articles

95th percentile

Based on tweets received

All articles of similar age

65th percentile

Based on mass media

View [Full Details](#)



Benchmarking Highlights



Measures of activity relative to specific research domains

Biology articles of similar age

75th percentile

Based on Mendeley readers

All biology Articles

95th percentile

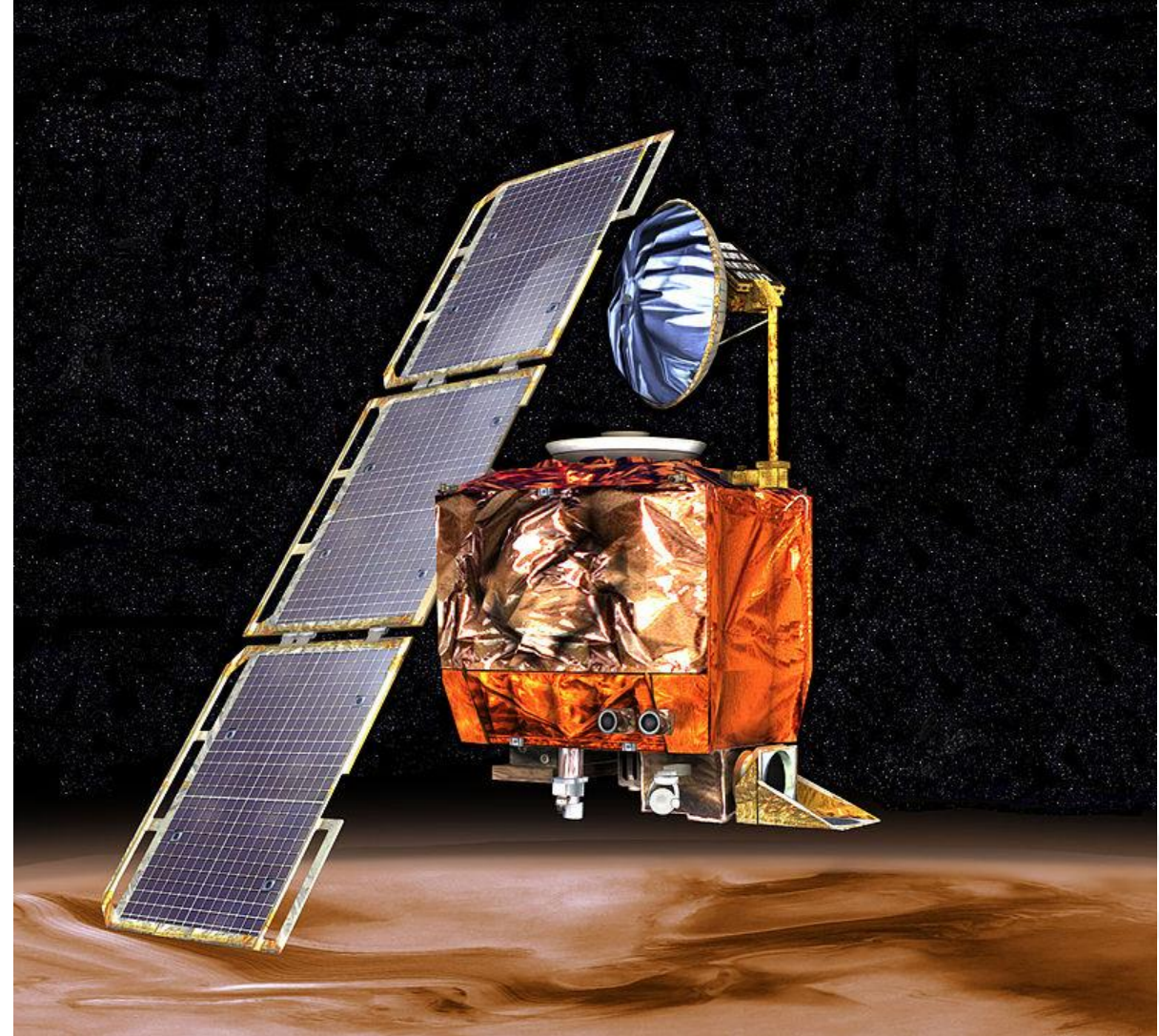
Based on tweets received

View [Full Details](#)



Issues and challenges

- Trust
 - Is the data reliable?
- Quality
 - Is the data complete, accurate, available?
- Standards
 - Consistency in collecting and reporting the data



NISO ALMI Initiative



2013 – 2014 Phase I

3 meetings, 30 one-on-one interviews

1 [White Paper](#)

2014-2015 Phase II

Working Groups:

Definitions

Sources

Identifiers

Quality



Creepy or cool – how far is too far?

- We've saved your shopping cart for you!
- Your flight to Philadelphia is reduced until midnight!
- William, would you like to date mature Dutch singles?

- Your friend wrote this paper, maybe you should read it?
- Most people read a couple of pages and don't come back to this article
- Why don't you download this dataset instead of making some new figures?

There aren't metrics and
altmetrics;
there are only metrics

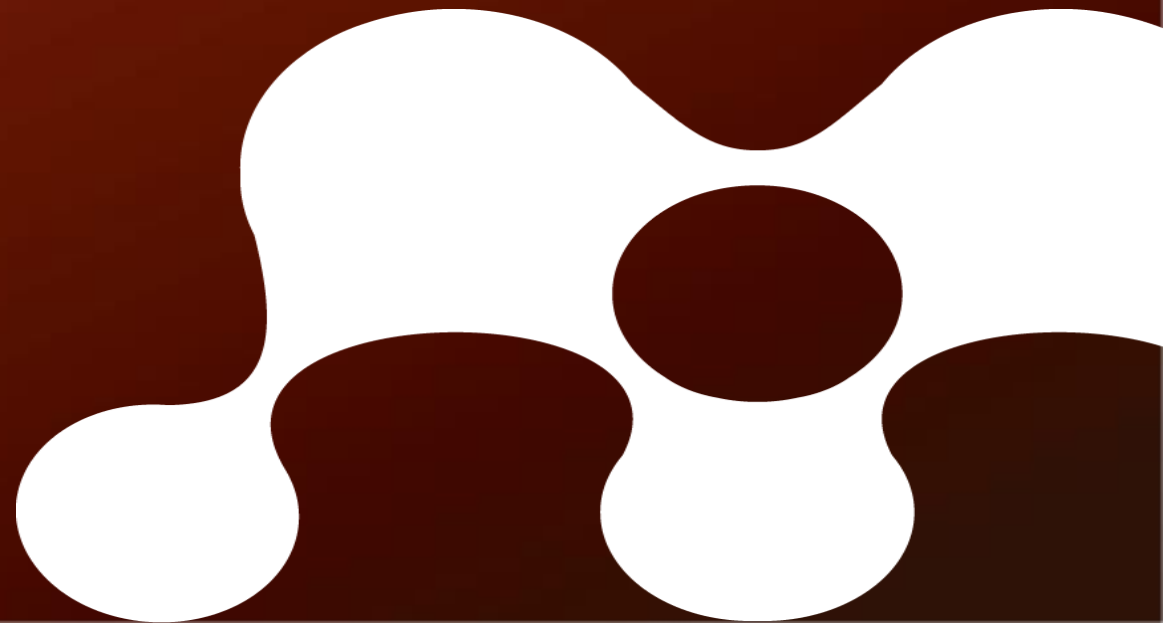
MENDELEY

www.mendeley.com

THANK
YOU!

william.gunn@mendeley.com

@mrgunn



OUTREACH & ENGAGEMENT (O&E)

...is defined as meaningful and mutually beneficial collaborations with partners in education, business, and public and social service. It is:

- That aspect of research that makes what we discover useful beyond the academic community.
- That aspect of teaching that enables learning beyond the campus walls.
- That aspect of service that directly benefits the public.

Ohio State University
Office of Outreach and Engagement
<http://outreach.osu.edu/about-us/faq.html>

Dr. Raychelle Burks
raychelle.burks@doane.edu



O & E

2.04 ART & SCIENCE OF FERMENTED FOODS
Robert Hutkins, UNL

2.11 INNOVATION IN TEXTILES: FROM GARBAGE TO FASHION
Yiqi Yang, UNL

2.18 THE RADIOACTIVE ORIGINS OF MARVEL COMICS
Dan Claes, UNL

2.25 FIRE & EXPLOSIONS IN HOLLYWOOD FILMS: WHAT YOU NEED TO KNOW TO SURVIVE
Brad D. Elder PhD, Doane College

3.04 BIOMECHANICS TECHNOLOGY: FROM POP CULTURE TO REHABILITATION
Sara A. Myers, UNO

3.11 MARCH MADNESS: BRACKETOLOGY OF WOMEN'S BASKETBALL
Jeff Griesch, UNL Athletics

3.18 A SONG OF ICE & FIRE & CHEMISTRY
Raychelle Burks, Doane College & UNL



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GEEKGIRLCON



O & E

In the late 1990s, Michigan State University (MSU) found “a major barrier to faculty involvement in outreach and engagement activities” was...

P & T

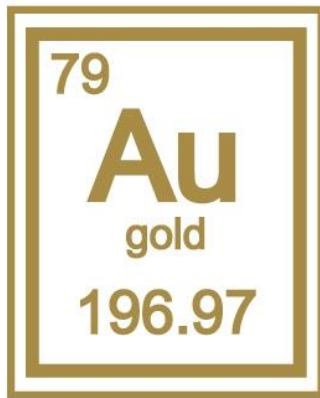
- MSU revised made changes to P&T “...to better align faculty roles and rewards with institutional value of outreach and engagement and to facilitate faculty reporting outreach and engagement.”

O & E + P & T

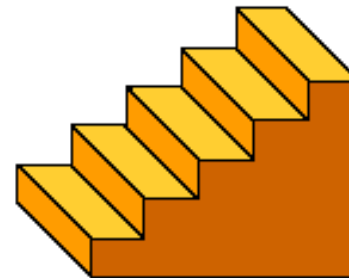


- Research-Intensive Universities (RIU)
- Primarily Undergraduate Institutions (PUI)
- Hybrid

Institution type



**Institutional
values**



Career level



O & E IMPACT

- Current institutional measures
- Your data
- Altmetrics
 - Media mentions
 - Media interviews
 - Social media mentions (#impact)
 - Downloads, likes, shares



WHAT'S MY IMPACT?

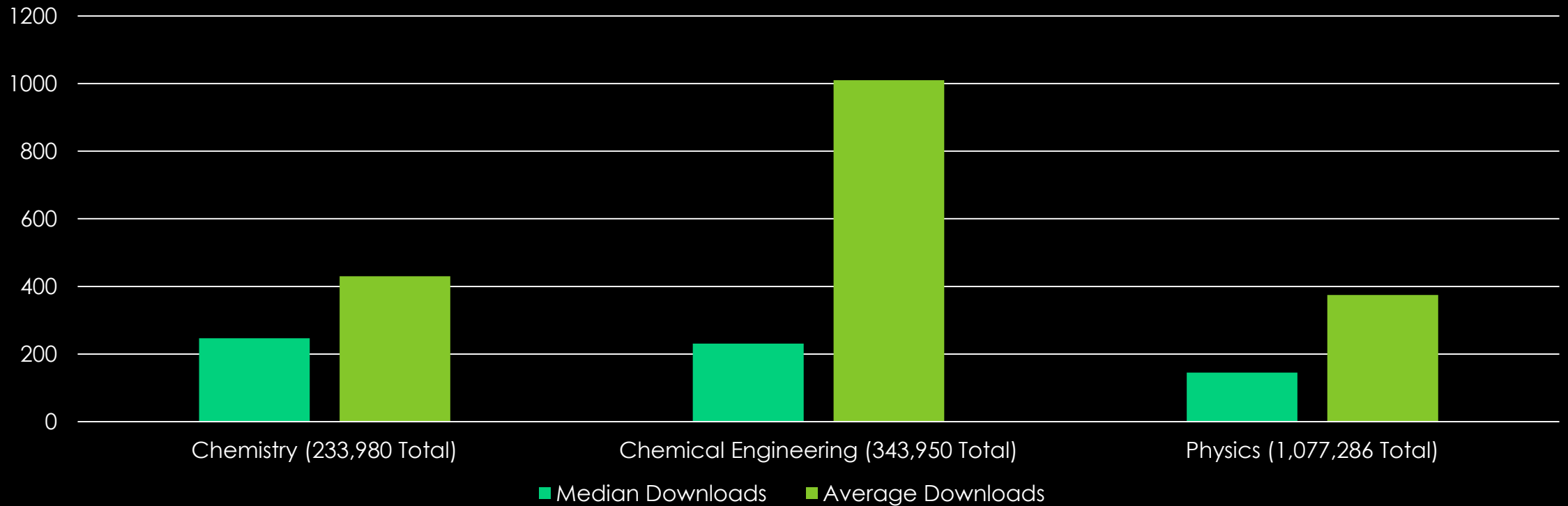
Kiyomi D. Deards, University of Nebraska-Lincoln

kdeards2@unl.edu, [@KiyomiD](https://twitter.com/KiyomiD)



WHAT IS A SIGNIFICANT NUMBER OF DOWNLOADS FROM AN IR?

Chart Title



Speaker Notes Slide:

The previous chart and those to follow use numbers from the University of Nebraska-Lincoln Digital Commons from papers uploaded, and their download statistics, between 2005 and February 2015. While each institution is unique, as the third largest institutional repository in the world download statistics from this repository can show general disciplinary trends.

TOP DOWNLOADED PAPER



Speaker Notes Slide:

- Primase structure and function
<http://digitalcommons.unl.edu/chemfacpub/2>
- Haemophilic Factors Produced by Transgenic Livestock: Abundance that can enable alternative therapies worldwide
http://digitalcommons.unl.edu/chemeng_biotechnology/13
- Diffractive Dijet Production at $\sqrt{s} = 630$ and 1800 GeV at the Fermilab Tevatron
<http://digitalcommons.unl.edu/physicsbloom/69>

TOP 10%

	Total # of Papers	# of Downloads / Paper in the Top 10%
Chemistry	543	936+
Chemical Engineering	341	2,100+
Physics	2,872	2,872+

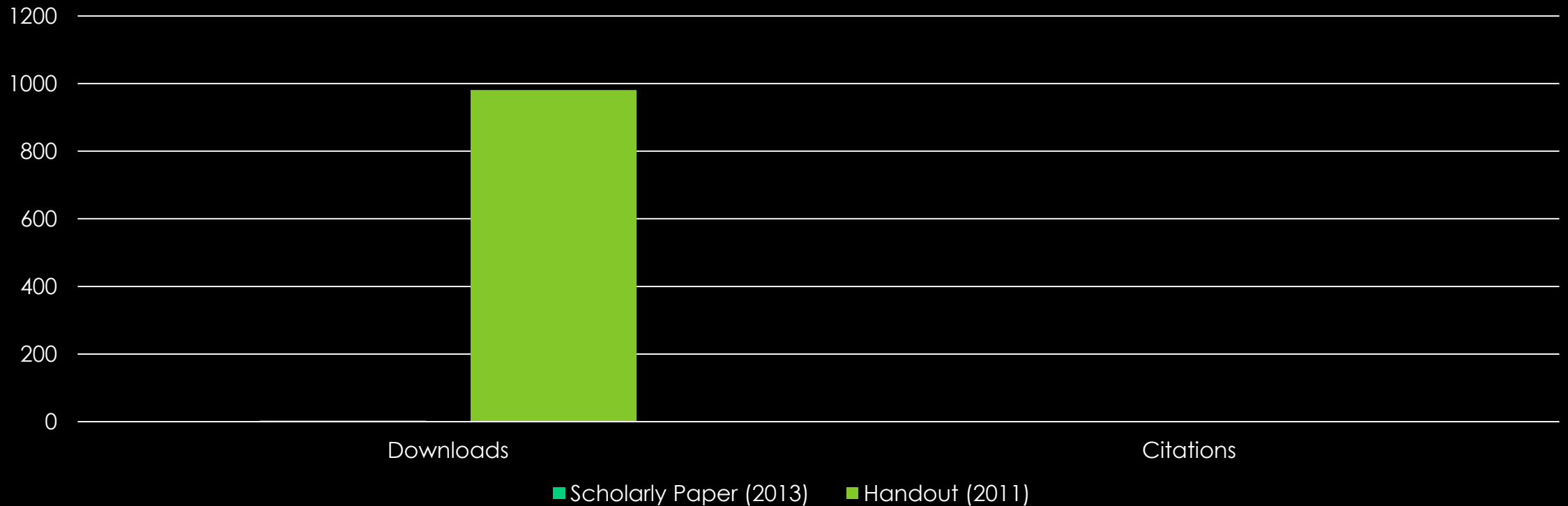
SCHOLARLY OR HOW TO?



10 Easy Steps to
Understanding...

DOWNLOADS OR CITATIONS?

Scholarly Paper (1,1) v. How to Handout (981,1)



Speaker Notes:

Note how small the graphs for the number of citations and downloads for the scholarly article are when compared to the downloads for the “how to” handout.

This graph compares the 2013 scholarly paper:

Why, How, and Where We're Going Next: A Multi-Institution Look at Data Management Service by Kiyomi D. Deards

<http://www.clir.org/pubs/reports/pub160>

with the ACRL 2011 handout:

Staying Genuine And Creating Connections: Networking And Involvement For Introverts

http://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1064&context=library_talks

This paper is the 6th most popular in its category

LIBRARY PUBLICATIONS

	Total Publications	Average # of Downloads	# of Downloads / Paper in the Top 10%
Conference Publications & Speeches	104	328	687+
Full Text Downloads of Faculty Publications	307	1,160	2678+



OTHER CITATIONS & IMPACTS

A Brand

An Expert

A Speaker

An Instructor

