EMPORIA STATE UNIVERSITY
School of LIBRARY AND INFORMATION MANAGEMENT

Altmetric

KANSAS STATE UNIVERSITY Libraries

Scholarly Communication Librarians' Relationship with Research Impact Metrics

Rachel Miles, Kansas State University Libraries (@rachelannmiles1)

Sarah W. Sutton, Emporia State University SLIM (@sarahwws)

Stacy Konkiel, Altmetric LLP (@skonkiel)

Finding Meaning in Metrics - an ALCTS Scholarly Communications Interest Group and CRS Standards Committee Co-sponsored Session

Saturday, June 25, 2016

ALA Annual 2016, Orlando, FL

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What are altmetrics?

The **volume** and **nature of attention** that research receives online.

How often are people talking, what's being said, and who is saying it?

Lots of speculation, little evidence

Serials Revie

Contents lists availabl

Serial

ELSEVIER

journal homepage: www

The Balance Point

Altmetrics: Rethinking the Way We Mea

Finbar Galligan [b], Sharon Dyas-Correia [a,*]

[a] University of Toronto Libraries, 369 Huron Street, Toronto, Ontario Canada M5S 1A5
[b] Swets Information Services, Inc., Swan House, Wyndyke Furlong, Abingdon Business Pa

ABSTRACT

Altmetrics is the focus for gained considerable know tional metrics, their impor thors conclude that altme revolutionize the analysis

1. Introduction

This installment of the "Balance Point" examines the relatively new area of metrics called "altmetrics." When researching this topic, the col-umn editor was struck by how much of the dialog around altmetrics is found in non-traditional places for academic discourse like blogs, wikis, Twitter, and various Web sites. It seemed fitting to ask someone actively involved in the dialog to participate in writing this column and therefore the column editor invited Finbar Galligan, who works for Swets Information Services and blogs about industry topics, to co-author the article. Galligan has written several thought-provoking blogs on altmetrics and related subjects and has developed considerable

Collection Management Matters
from page 79

I finished with the list, I gave it to the Special Collections Librarian for review and she turned those books and others she thought should be transferred downward on the shelves, so that they would be easy to identify. The Senior Library Assistant in Collection Management agreed to remove the books from the shelves, but before she took them to cataloging, she verified them against the list created by the Systems Librarian. Although the area had been inventoried about three years ago, there were still items on the shelves that did not appear on the pull list.

As we got further along in the project, the Head of Special Collections became a woman possessed. She could not weed enough books! After the first round, she requested that I come up to the area for an evaluation. We did a walk-through of every shelf, and agreed on additional titles that were more aptly suited for other areas of the library. We did a second and third round where we weeded the science, photography, literature, performing arts, religion, sociology, psychology, business, criminal justice, and political science books.

When the dust settled, and there were many, many dusty books on those shelves, we had actually transferred 3,900 books, which went to Circulation, Reference, the Youth Collection, and the library on our **Avon Williams Cam-pus**. Since I had made the effort to weed the E, F, and G sections before the transferred books started coming out of Cataloging, the Circu-lation Supervisor and the Stack Supervisor said nothing to me about not having space to shelve them. The Special Collections Librarian was able to bring some of her most popularly requested items out of the storage rooms and on to the shelves in her area.

This project was not successful just because we changed the semantics. All of the concerns of the stakeholders were taken into consider-ation and systematically addressed. Since this is my seventeenth year at the library, I think I have a pretty good feel for the motives and attitudes of the personalities involved, as well as a history of how past library projects had been facilitated. At bottom, everyone knew that there was a problem that needed to be fixed in the best interests of the students, but agreeing on a way forward was the sticking point. Some

Analyze This Collection — Development

by **Andrea Michalek** (Plum <andrea@plumanalytics.com

and **Mike Buschman** (Plum <mike@plumanalytics.com>

Column Editor: **Kathleen M** <KMcEvoy@ebsco.com>

When there were only nals, managing your c much simpler; you kn subscribed to, who checked it requested new journals. When jo online, the world became more Often, the journals were part of the databases came from several all had their own way — or no way ing usage to you. In 2002, an init as **COUNTER (Counting Onl Networked Electronic Resourc** standardize library usage statistic publishers, and intermediaries co this initiative and created stand reporting usage. Now, over te **COUNTER** statistics are still a assist librarians in managing the

Citation counts are another se important to research and rese hence by extension librarians m tion decisions. In the 1960s, p others developed a methodolog mined the impact of research base citation counts. From this approac statistics, the most popular being Journal Impact Factor or JIF. Th complaints about statistics base tions, including self-citation an citations. However, the bigges using JIF and others is that in tod landscape they are lagging indicators.

The world keeps changing. Over a decade ago, the great shift from print to online had been going on for some years and everyone was getting comfortable managing and purchasing online content. Now, there are other new great

understanding of what the researchers at your institution need.

Looking at alternative metrics can help your collection. By knowing in which journals your faculty publishes, you can ensure that you subscribe to these journals. Not only will your faculty be appreciative of this, but also

Special Section

New Opportunities for Repositories in the Age of Altmetrics

by Stacy Konkiel and Dave Scherer

Altmetrics: What, Why and Where?

EDITOR'S SUMMARY

For institutional repositories, alternative metrics reflecting online activity present valuable indicators of interest in their holdings that can supplement traditional usage statistics. A variable mix of built-in metrics is available through popular repository platforms: Digital Commons, DSpace and EPrints. These may include download counts at the collection and/or item level, search terms, total and unique visitors, page views and social media and bookmarking metrics; additional data may be available with special plug-ins. Data provide different types of information valuable for repository managers, university administrators and authors. They can reflect both scholarly and popular impact, show readership, reflect an institution's output, justify tenure and promotion and indicate direction for collection management. Practical considerations for implementing altmetrics include service costs, technical support, platform integration and user interest. Altmetrics should not be used for author ranking or comparison, and altmetrics sources should be regularly reevaluated for relevance.

KEYWORDS

altmetrics
digital repositories
impact of scholarly output
statistics
collection management
social web

Stacy Konkiel is an eScience librarian at Indiana University. She can be reached at skonkiel<at>indiana.edu.

Dave Scherer is a scholarly repository specialist at the Purdue ePubs Repository. He can be reached at dscherer<at>purdue.edu.

University administrators are increasingly trying to find new ways to measure the impact of the scholarly output of their faculty, students and researchers through quantitative means. By reporting altmetrics (alternative metrics based on online activity) for their content, institutional repositories can add value to existing metrics – and prove their relevance and importance in an age of growing cutbacks to library services. This article will discuss the metrics that repositories currently deliver and how altmetrics can supplement existing usage statistics to provide a broader interpretation of research-output impact for the benefit of authors, library-based publishers and repository managers, and university administrators alike.

Metrics Repositories Currently Deliver

Many repository platforms measure usage statistics such as download counts and page views. Less often, repositories report citation counts and altmetrics culled from the social web for their holdings. Here, we will look at usage statistics that are commonly reported on the three most popular repository platforms in use today: Digital Commons, DSpace and EPrints.

Digital Commons. Digital Commons is a proprietary institutional repository and journal-publishing platform run by Bepress. Relying on proprietary, COUNTER-compliant download counts [1] and Google Analytics as a source for metrics on access, the platform records download counts, search terms and referral links for all content held in each repository. These metrics are communicated to repository managers, series administrators and authors via email. The platform provides metrics on publications available to date in each repository, downloads to date, and downloads during the lifetime of the repository. Authors also receive statistics on their deposits through a private Author Dashboard interface.

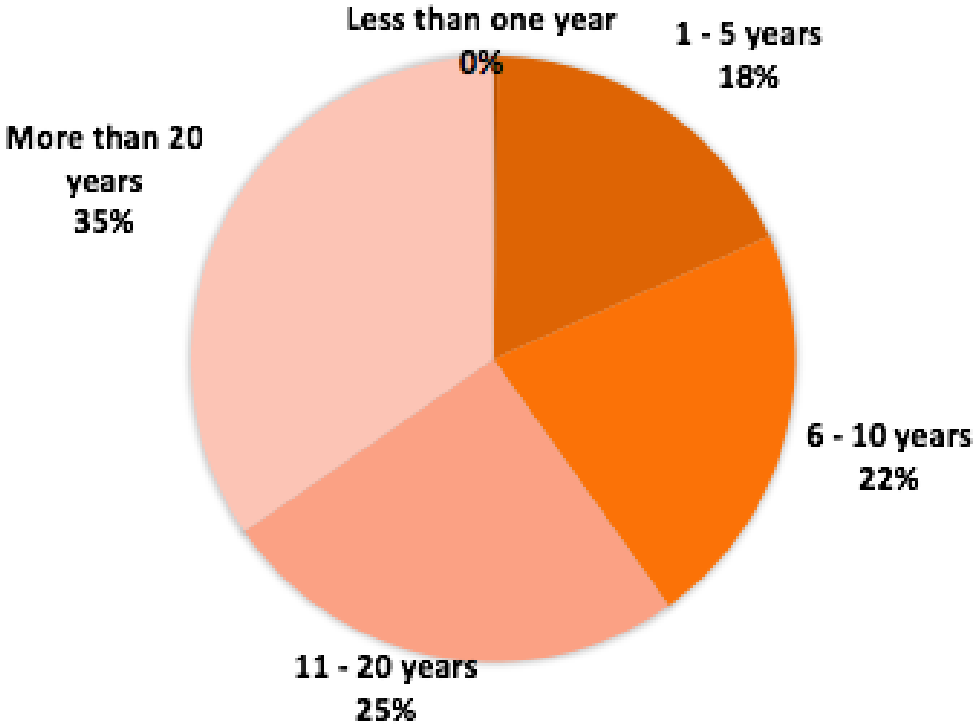
The platform also operates a federated search and discovery mechanism,

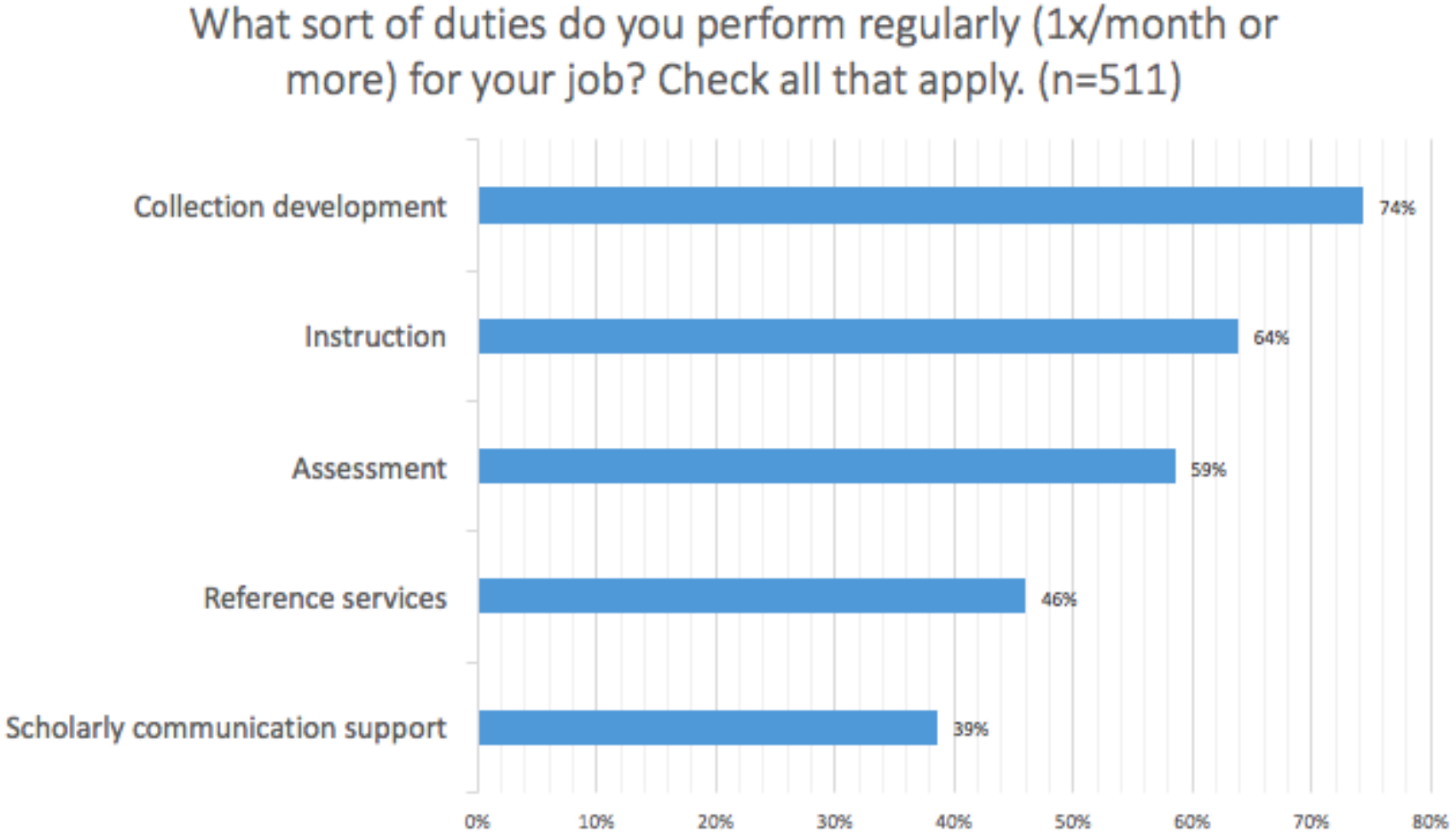
Survey Design

- Survey of **13,436 librarians** at 150 Carnegie-classified “R1” institutions in the US
  - Direct email (manually collected)
  - 707 respondents (5.3% response rate)
- Collected answers via Qualtrics
- Data analysis via Qualtrics and SPSS

Demographics

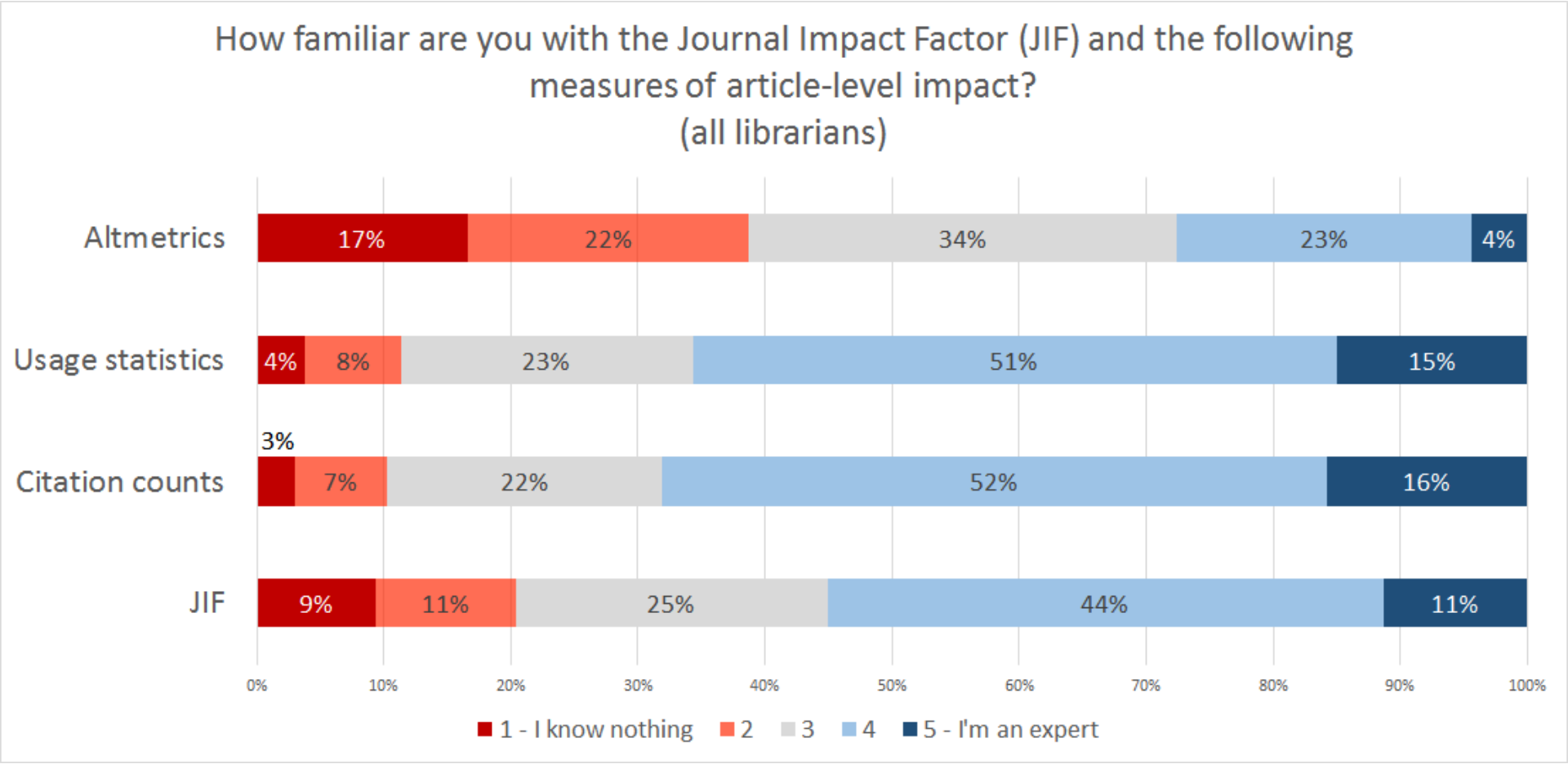
Years on the job



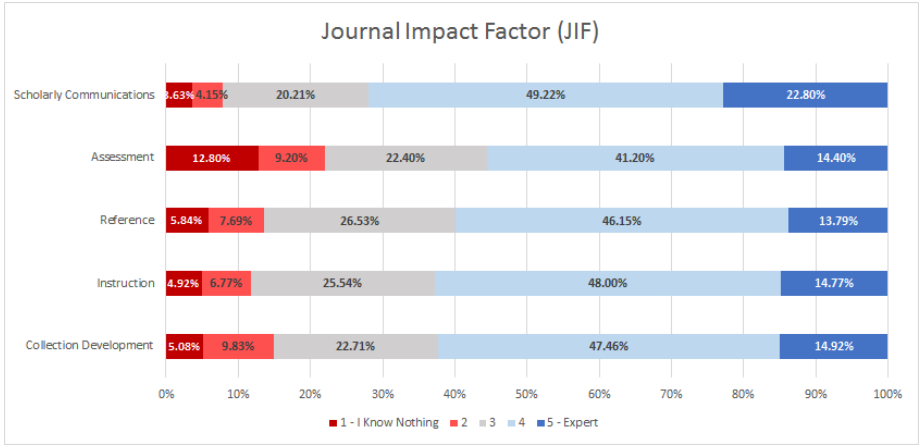

What sort of duties do you perform regularly (1x/month or more) for your job? Check all that apply. (n=511)
Collection development
74%
Instruction
64%
Assessment
59%
Reference services
46%
Scholarly communication support
39%
0%
10%
20%
30%
40%
50%
60%
70%
80%

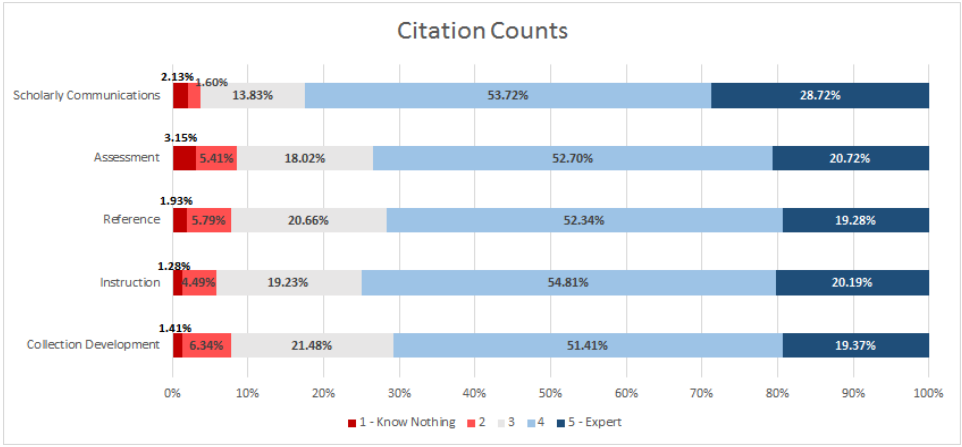
Familiarity with Metrics

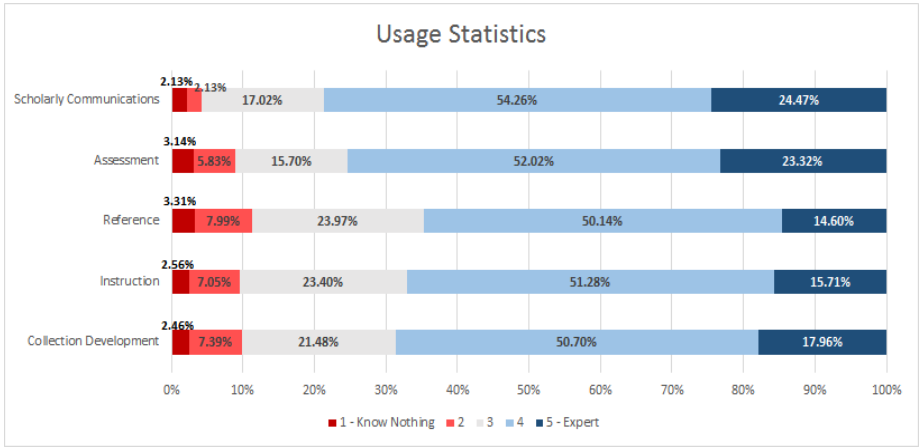
Among scholarly communication librarians as compared to other academic librarians

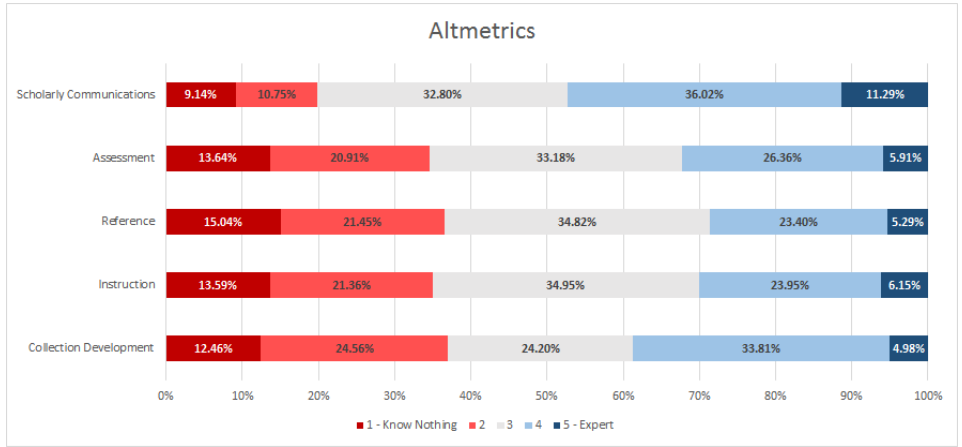

How familiar are you with the Journal Impact Factor (JIF) and the following measures of article-level impact?
(all librarians)
Altmetrics
17%
22%
34%
23%
4%
Usage statistics
4%
8%
23%
51%
15%
Citation counts
3%
7%
22%
52%
16%
JIF
9%
11%
25%
44%
11%
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
1 - I know nothing
2
3
4
5 - I'm an expert

How familiar are you with…?





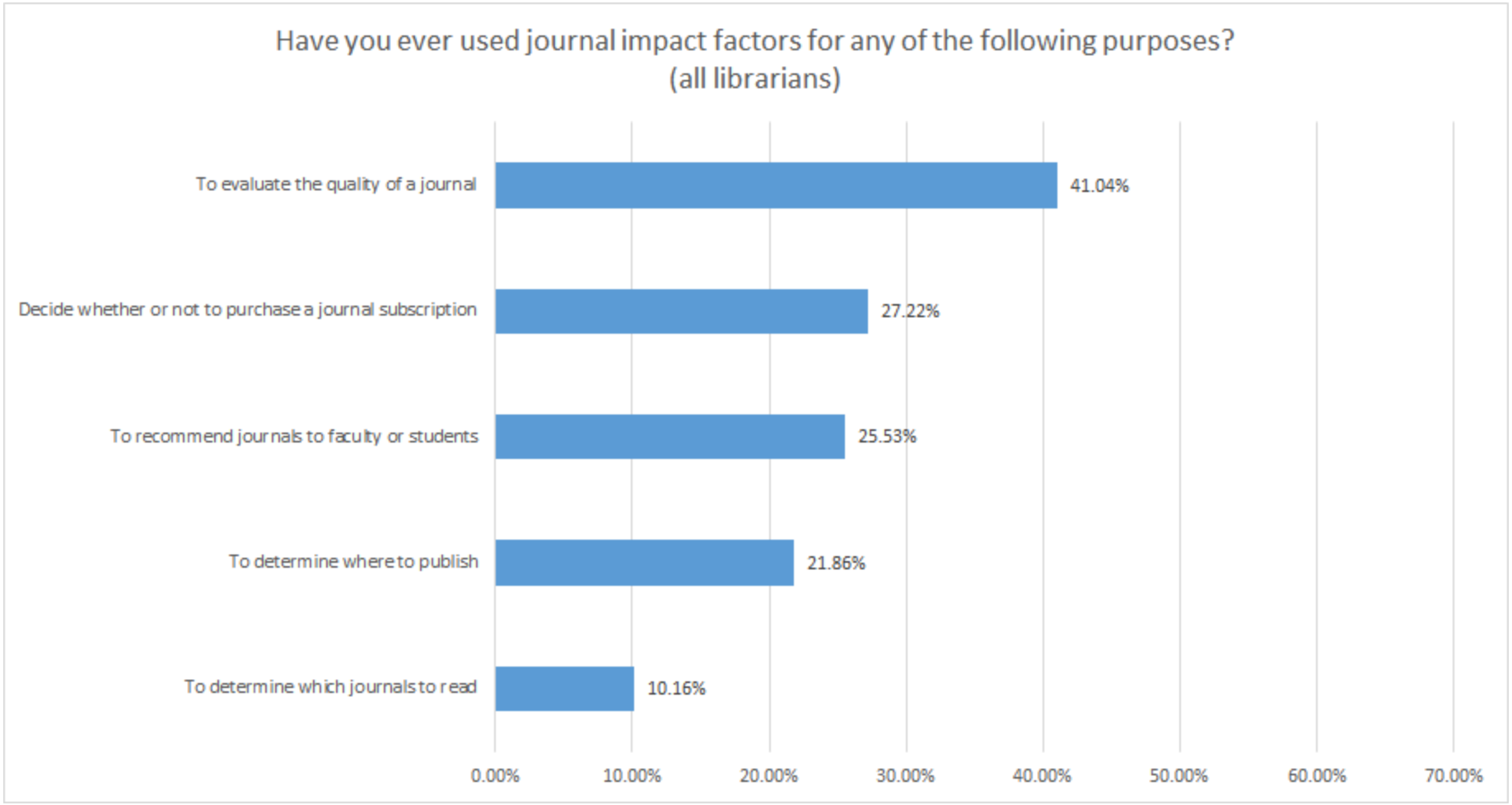


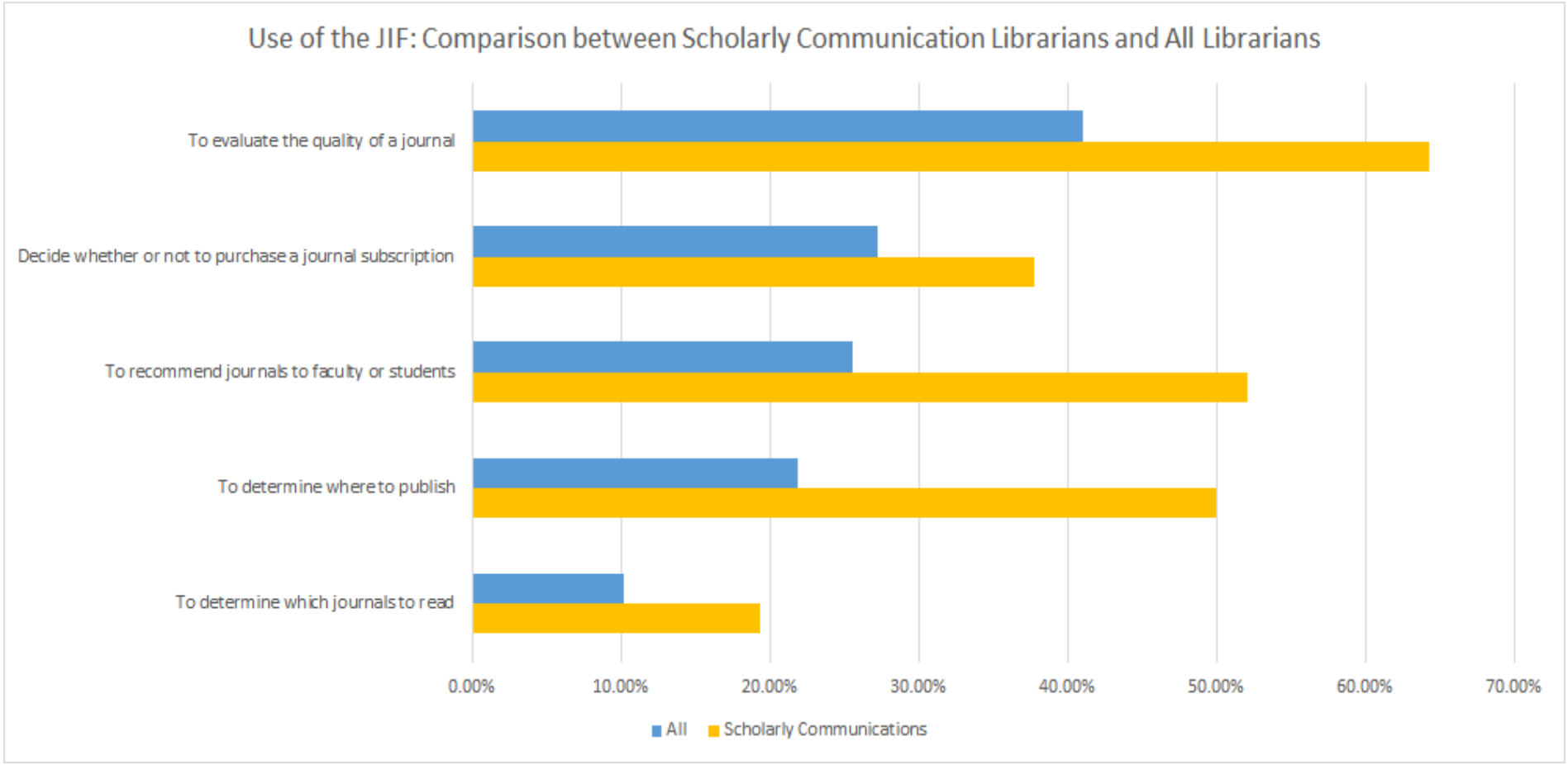


Use of Metrics

How are scholarly communication librarians using metrics compared to other academic librarians?

Use of the *Journal Impact Factor*

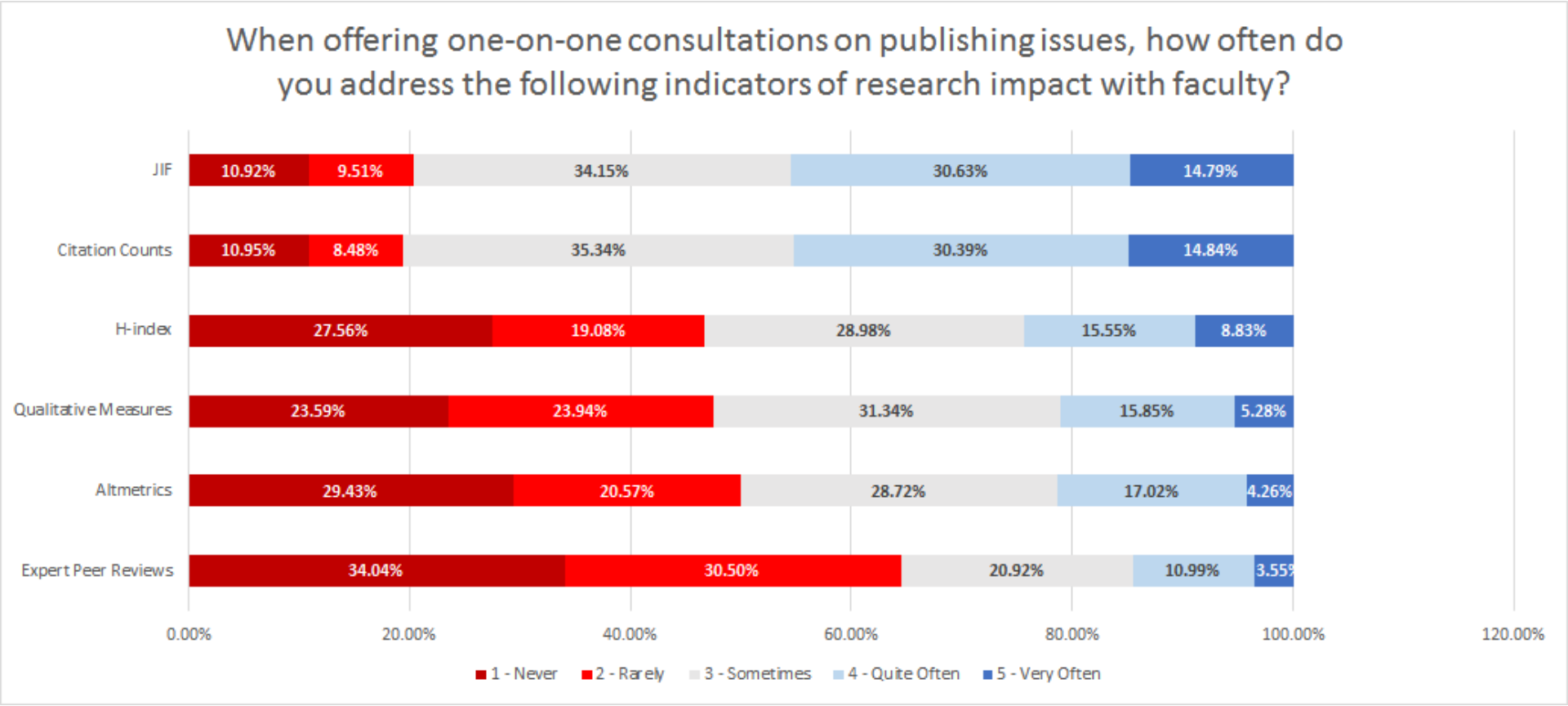

Have you ever used journal impact factors for any of the following purposes?
(all librarians)
To evaluate the quality of a journal
41.04%
Decide whether or not to purchase a journal subscription
27.22%
To recommend journals to faculty or students
25.53%
To determine where to publish
21.86%
To determine which journals to read
10.16%
0.00%
10.00%
20.00%
30.00%
40.00%
50.00%
60.00%
70.00%

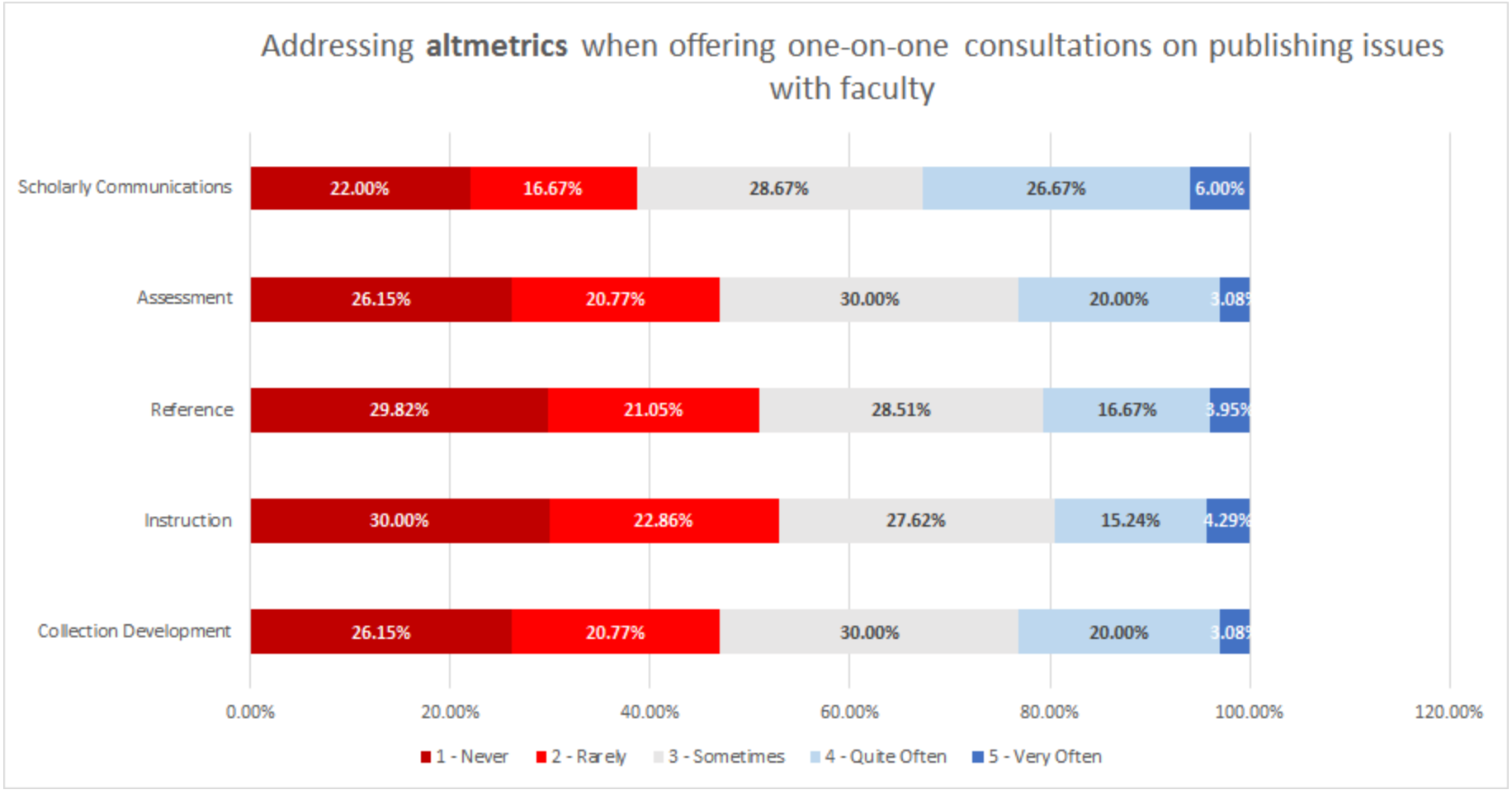

Use of the JIF: Comparison between Scholarly Communication Librarians and All Librarians
To evaluate the quality of a journal
Decide whether or not to purchase a journal subscription
To recommend journals to faculty or students
To determine where to publish
To determine which journals to read
0.00%
10.00%
20.00%
30.00%
40.00%
50.00%
60.00%
70.00%
All
Scholarly Communications

Use of Metrics

during consultations with faculty concerning

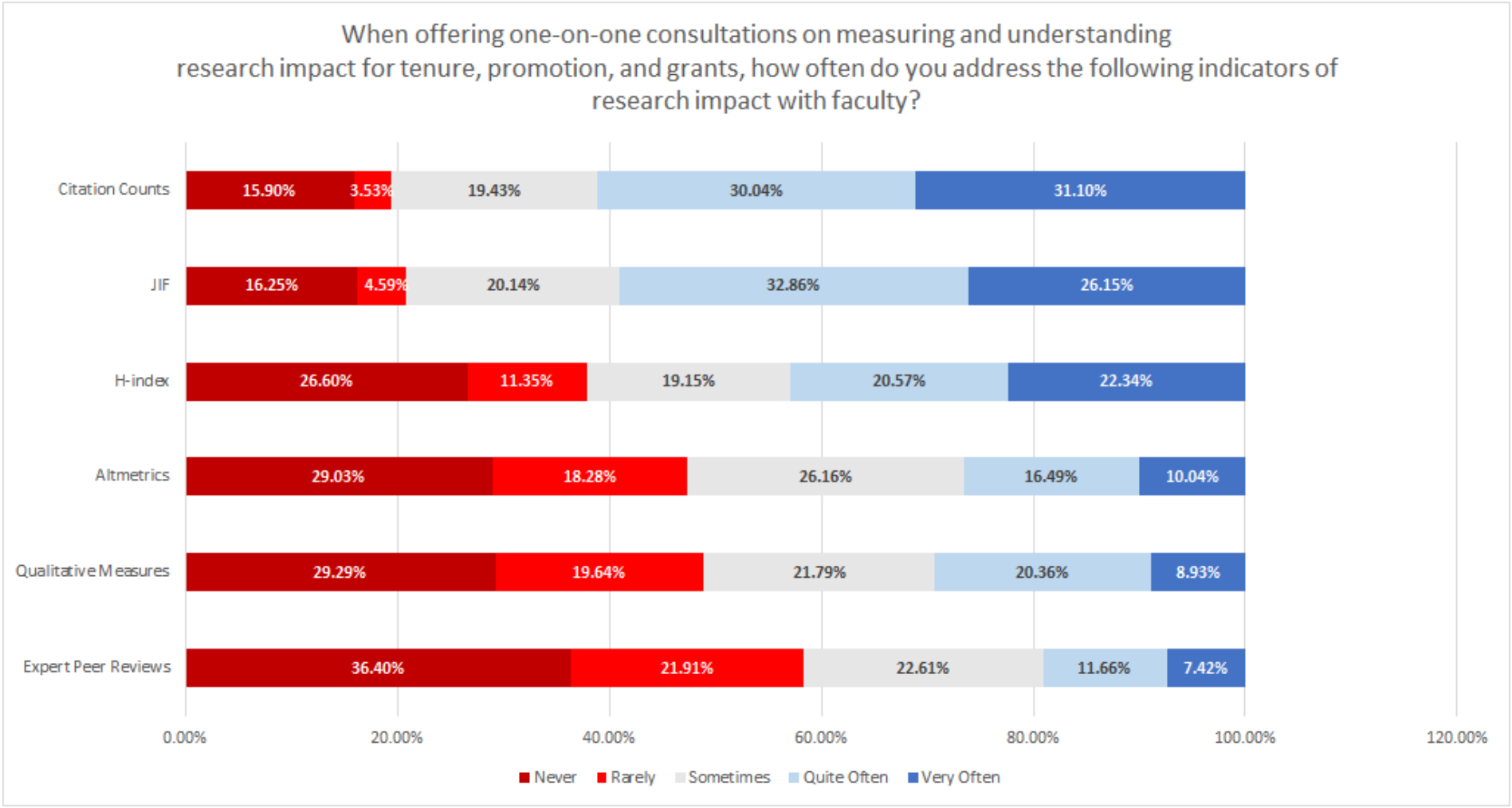
publishing issues


When offering one-on-one consultations on publishing issues, how often do you address the following indicators of research impact with faculty?
JIF
10.92%
9.51%
34.15%
30.63%
14.79%
Citation Counts
10.95%
8.48%
35.34%
30.39%
14.84%
H-index
27.56%
19.08%
28.98%
15.55%
8.83%
Qualitative Measures
23.59%
23.94%
31.34%
15.85%
5.28%
Altmetrics
29.43%
20.57%
28.72%
17.02%
4.26%
Expert Peer Reviews
34.04%
30.50%
20.92%
10.99%
3.55%
0.00%
20.00%
40.00%
60.00%
80.00%
100.00%
120.00%
1 - Never
2 - Rarely
3 - Sometimes
4 - Quite Often
5 - Very Often


Addressing altmetrics when offering one-on-one consultations on publishing issues with faculty
Scholarly Communications
22.00%
16.67%
28.67%
26.67%
6.00%
Assessment
26.15%
20.77%
30.00%
20.00%
3.08%
Reference
29.82%
21.05%
28.51%
16.67%
3.95%
Instruction
30.00%
22.86%
27.62%
15.24%
4.29%
Collection Development
26.15%
20.77%
30.00%
20.00%
3.08%
0.00%
20.00%
40.00%
60.00%
80.00%
100.00%
120.00%
1 - Never
2 - Rarely
3 - Sometimes
4 - Quite Often
5 - Very Often

Use of Metrics

during consultations with faculty when understanding research impact for ***tenure, promotion, and grants***

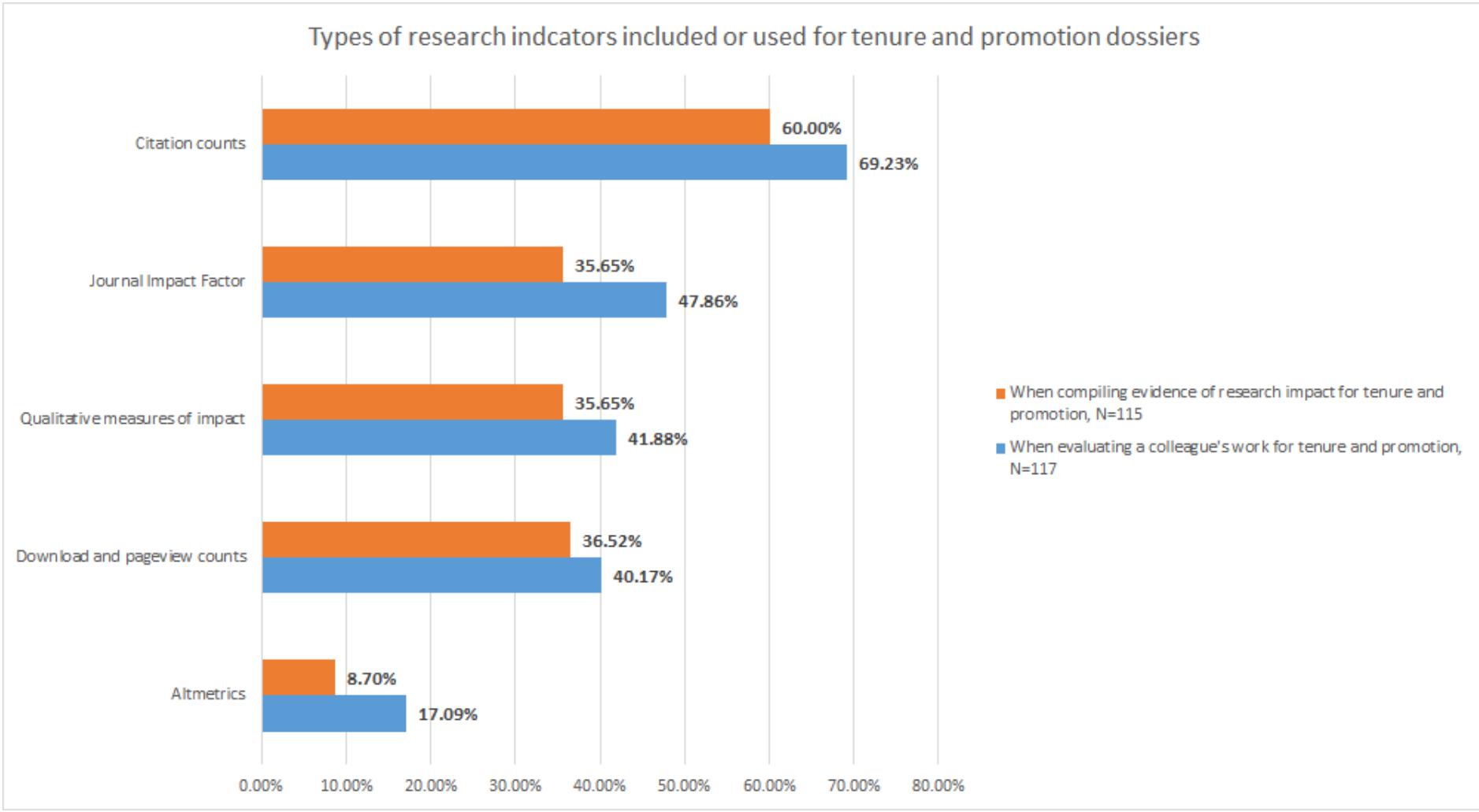

When offering one-on-one consultations on measuring and understanding research impact for tenure, promotion, and grants, how often do you address the following indicators of research impact with faculty?
Citation Counts
15.90%
3.53%
19.43%
30.04%
31.10%
JIF
16.25%
4.59%
20.14%
32.86%
26.15%
H-index
26.60%
11.35%
19.15%
20.57%
22.34%
Altmetrics
29.03%
18.28%
26.16%
16.49%
10.04%
Qualitative Measures
29.29%
19.64%
21.79%
20.36%
8.93%
Expert Peer Reviews
36.40%
21.91%
22.61%
11.66%
7.42%
0.00%
20.00%
40.00%
60.00%
80.00%
100.00%
120.00%
Never
Rarely
Sometimes
Quite Often
Very Often

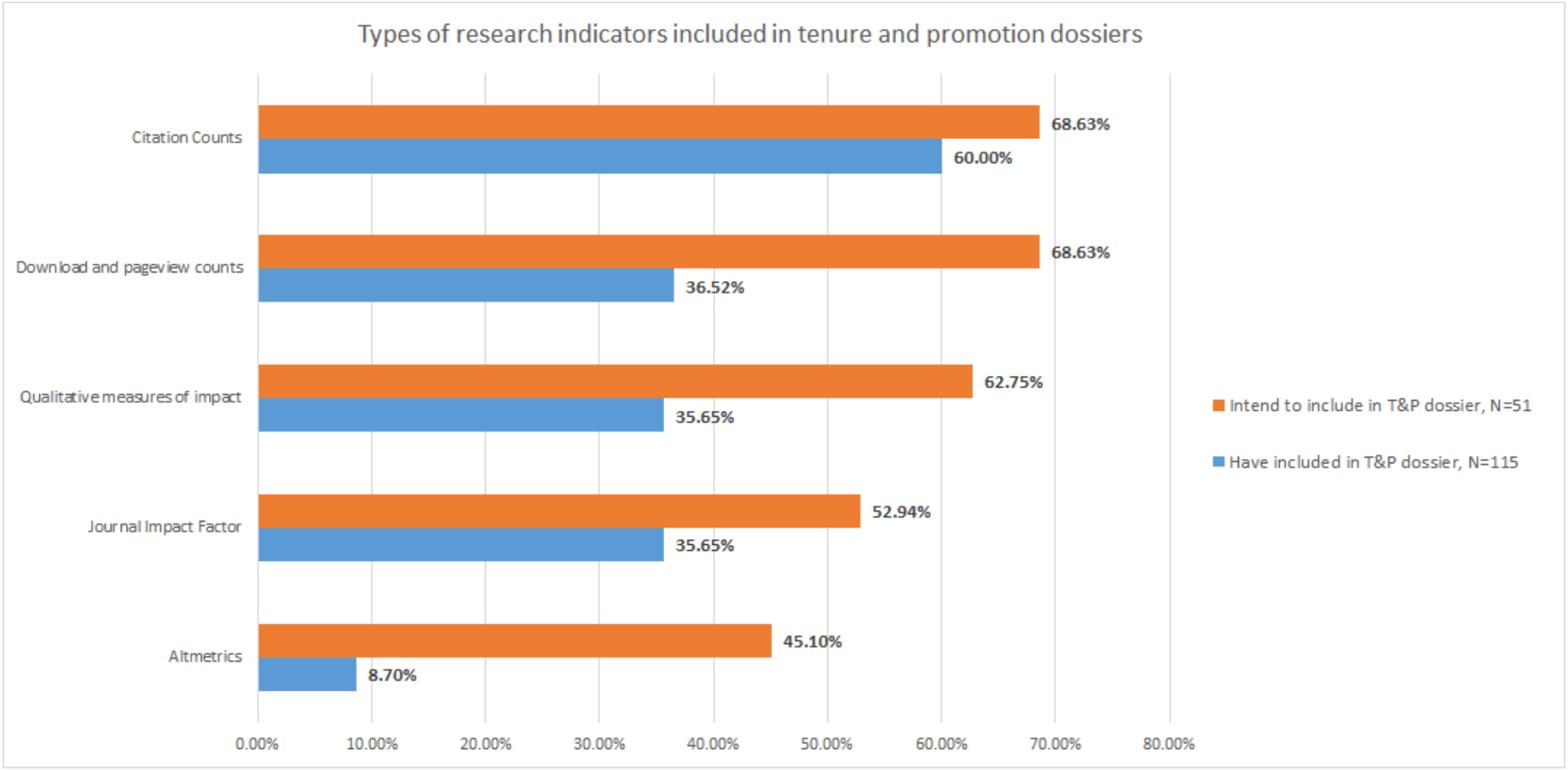
Academic Librarians' Use of Metrics

for professional advancement

Tenure and Promotion

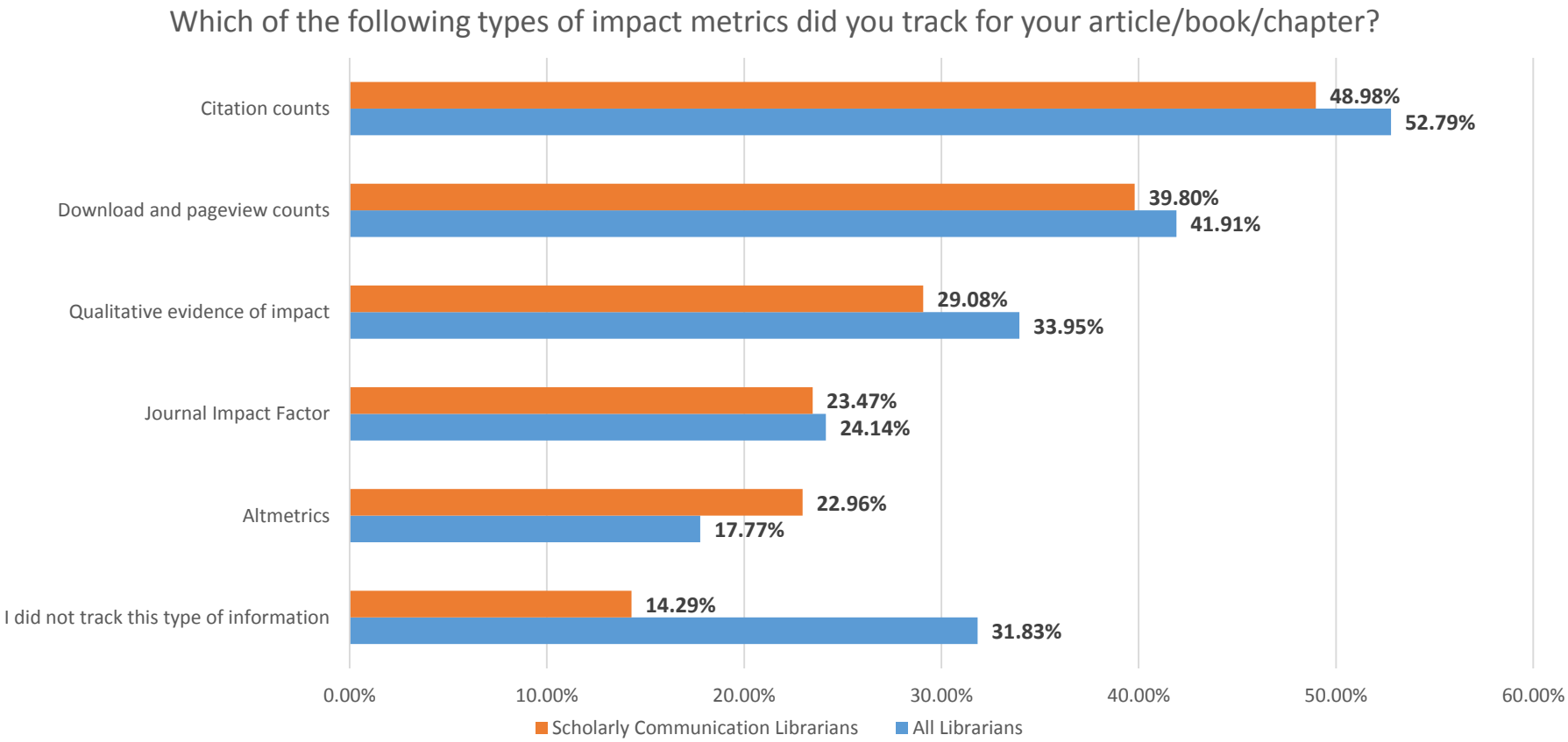
Dossiers: what metrics to include,
what metrics have been included, and
what metrics have been used to evaluate a colleague’s work

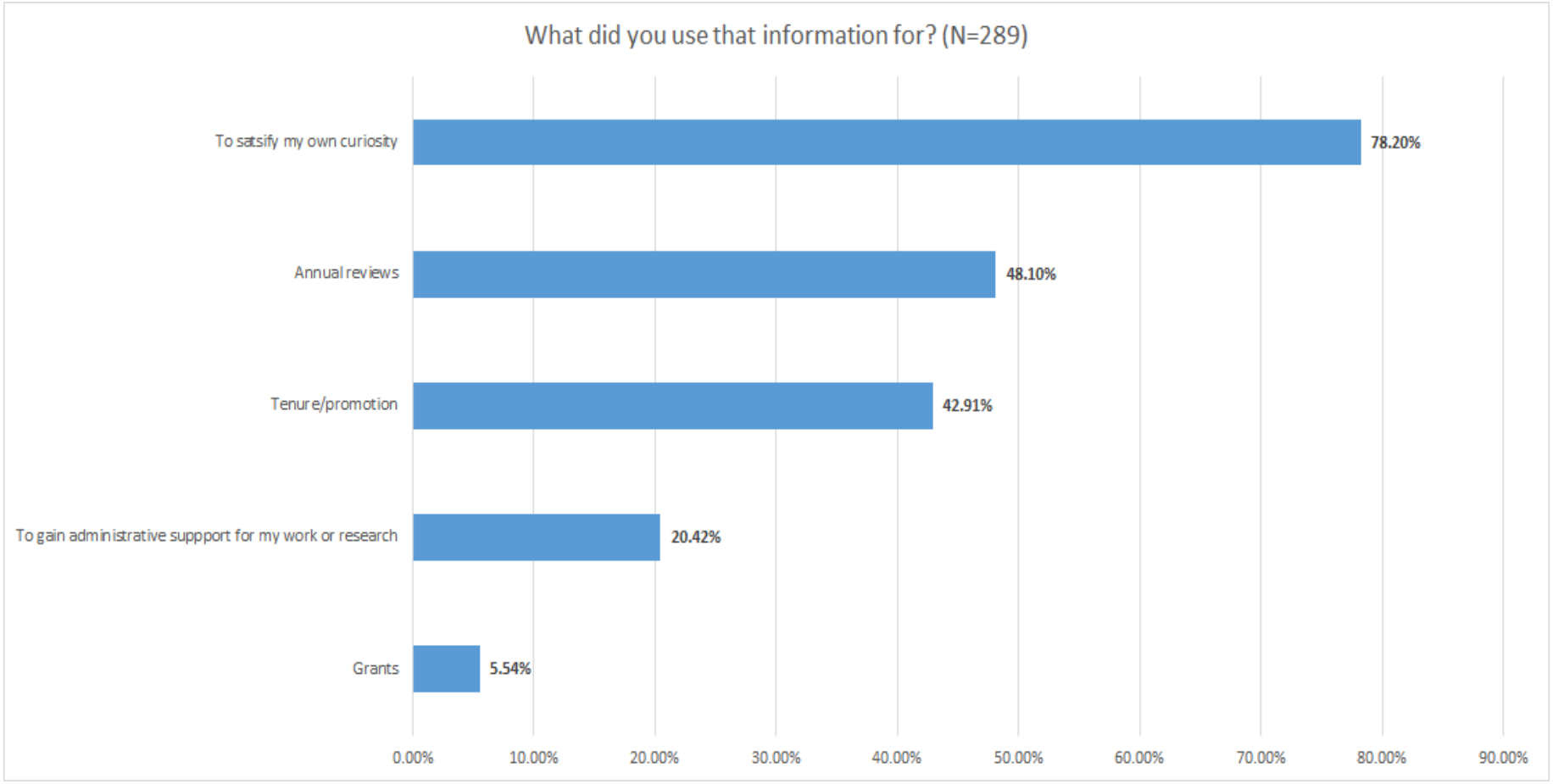

Types of research indcators included or used for tenure and promotion dossiers
Citation counts
60.00%
69.23%
Journal Impact Factor
35.65%
47.86%
Qualitative measures of impact
35.65%
41.88%
Download and pageview counts
36.52%
40.17%
Altmetrics
8.70%
17.09%
0.00%
10.00%
20.00%
30.00%
40.00%
50.00%
60.00%
70.00%
80.00%
When compiling evidence of research impact for tenure and promotion, N=115
When evaluating a colleague's work for tenure and promotion, N=117


Types of research indicators included in tenure and promotion dossiers
Citation Counts
68.63%
60.00%
Download and pageview counts
68.63%
36.52%
Qualitative measures of impact
62.75%
35.65%
Journal Impact Factor
52.94%
35.65%
Altmetrics
45.10%
8.70%
0.00%
10.00%
20.00%
30.00%
40.00%
50.00%
60.00%
70.00%
80.00%
Intend to include in T&P dossier, N=51
Have included in T&P dossier, N=115

Publishing

What metrics are used to track articles/books/chapters and why


Which of the following types of impact metrics did you track for your article/book/chapter?
Citation counts
48.98%
52.79%
Download and pageview counts
39.80%
41.91%
Qualitative evidence of impact
29.08%
33.95%
Journal Impact Factor
23.47%
24.14%
Altmetrics
22.96%
17.77%
I did not track this type of information
14.29%
31.83%
0.00%
10.00%
20.00%
30.00%
40.00%
50.00%
60.00%
Scholarly Communication Librarians
All Librarians


What did you use that information for? (N=289)
To satsify my own curiosity
78.20%
Annual reviews
48.10%
Tenure/promotion
42.91%
To gain administrative suppport for my work or research
20.42%
Grants
5.54%
0.00%
10.00%
20.00%
30.00%
40.00%
50.00%
60.00%
70.00%
80.00%
90.00%

Conclusions and Takeaways - Familiarity & Usage

- **Familiarity** with the JIF and article-level metrics is affected by having regular ***scholarly communication support*** duties.
- Overall, the **use of metrics** is affected by having regular ***scholarly communication support*** duties.
- **Use of metrics** for professional advancement
  - Tenure & Promotion (T&P)
    - Metrics more likely to be used to evaluate a colleague's work than for own dossier
    - "Intent to include" metrics is greater than "have included"
      - **Altmetrics** emphasized
  - Publishing - Use of Metrics
    - Curiosity trumps other reasons

Conclusions and Takeaways – Faculty Consultations

- ***One-on-one consultations with faculty for publishing and T&P***
  - **Citation Counts** and the **JIF** ***most likely*** to be addressed
  - **H-index**, **altmetrics**, and **qualitative measures** ***not as likely*** to be addressed.
  - **Expert peer reviews** ***least likely*** to be addressed.
  - **Altmetrics** more likely to be addressed by ***scholarly communication support*** librarians in ***publishing consultations.***
  - **All metrics** more likely to be addressed by ***scholarly communication support*** librarians in all instances of faculty consultations.

Conclusions & Takeaways - Altmetrics

- Overall, little usage and reliance on **altmetrics**
- Librarians with ***scholarly communication duties*** using **altmetrics** more
- “New” librarians may have more interest in using **altmetrics** in T&P dossier

A Look to the Future

- Investigate ***liaison librarians'*** familiarity and usage of metrics
- Additional **international survey** & **interviews** with U.S. librarians
- Interview faculty members from **other disciplines**
- Investigate relationships between **Open Access (OA)** and **altmetrics**
- Examine **T&P documents**

Thank you!

Questions?

Rachel Miles, ramiles@ksu.edu
Sarah W. Sutton, ssutton3@emporia.edu
Stacy Konkiel, stacy@altmetric.com

EMPORIA STATE UNIVERSITY
School of LIBRARY AND INFORMATION MANAGEMENT

Altmetric

KANSAS STATE UNIVERSITY Libraries