• Increase visibility and understanding of primary research and value to institution
• Demonstrate how primary research increases perception of institution’s value to trustees, donors and general public
• Have measurements to back up statements and reasoning
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.


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, they help give credit where credit is due.
What Altmetric tool can do

- Scans social media for attention to research publications with DOIs or similar identifiers
- Present results in graphic form:
  * geographic distribution
  * timeline of number of attentions
  * User type breakdown from social media profile
- Enable ‘auditability’ – click link to mention

Altmetric Data Fully auditble

- Able to trace all mentions back to their source
- Surface all of the original mentions
- Focus on public posts

That means that Altmetric doesn’t show:

- Facebook likes
- Twitter favorites
- Siloed usage data

Because...

They’re just numbers, and can be misleading

Attention Measure --> Donut

The score for an article may be more people mention it.

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

How often the author of each mention talks about scholarly activity influences the contribution of the mention.
WHO talked about the paper?

WHEN did they talk about it?

HOW did they engage with it?

WHAT other conversations did it facilitate?

It's not about a number but the context the data provides.

The Altmetric Donut helps you contextualize...

The Altmetric Donut does not tell you...

![Image](52x538 to 285x713)

The Altmetric Donut helps you contextualize...

• Quality of the paper
• Quality of the researchers
• Whole story

It's only one piece of the conversation.

What tool cannot do

• Compile social media attention not citing research article from online published source with a DOI or similar identifier
• Capture information easily from articles published without DOI

[Image](52x309 to 285x483)
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.

**Challenge**

**NHM Digital Task Force**
- “The Digital Museum”

“Digitization of archival materials and library resources is critical to NHM’s role as a repository and resource”

Executives want: Virtual presentation illustrating advances and possibilities as part of a “digital village” at Management Strategy meeting Friday March 13
Thank you!