University of Sheffield

Altmetrics



If you look beyond the numbers, you'll find meaning

@Andy_Tattersall

https://linktr.ee/andy_tattersall

Altmetrics

- To complement, not replace traditional metrics
- Help people understand how research is being received and used, and by who
- Not intended as an indicator of quality
- Can help provide further evidence of engagement and ‘societal impact’
- Give credit for research outputs other than articles

Overton



Matt Shirley
@mdshw5

Replying to @altmetric

@altmetric Wiley's @altmetric launch demonstrates the low impact of my Wiley article. At least I know!

1:12 PM · Jul 8, 2014 from Wakefield, MA · Twitter for iPhone

https://twitter.com/mdshw5/status/486483007071850496

Blog Admin

May 31st, 2016

0 is the magic number: Why small numbers matter just as much as large ones when we talk about altmetrics.

0 comments | 1 shares

Estimated reading time: 5 minutes



The problem many detractors have with altmetrics as a concept is that it seems heavily focused on numbers that may or may not be meaningful. Andy Tattersall *sees this as a legitimate concern but argues researchers should consider further what can be gained from these scores, or indeed, the lack of one. In a world increasingly governed by impact and the dissemination of your research, the straight flat zero indicates an opportunity and a possible need to communicate your work.*

A lot has been written in the last couple of years about altmetrics and the score that comes with

https://bit.ly/3XsK5fp

"Yet if you are not online in the kind of places I review below, then you are for all intents and purposes in the modern, digital world not an active academic. In my view it is not just advisable to do this kind of thing, it should effectively be mandatory, part and parcel of the obligations that go with holding any academic or research job. Scholarship and science must be public, and researchers need to seek to maximize the reach and accessibility of their work to relevant audiences in any way they can."
Professor Patrick Dunleavy (LSE)

Are You An Academic Hermit? https://bit.ly/3GCe9zv

0 = lack of communication

- Not all papers are cited
- Not all papers are communicated

There are things that can be done to address that




Altmetric
scores
can
only
go
up
If you make the research visible and accessible

Media attention - Upload your author version manuscripts



https://pubmed.ncbi.nlm.nih.gov/20600971/

Altmetric Details Page



About this Attention Score

In the top 5% of all research outputs scored by Altmetric

MORE...

Mentioned by

7 news outlets
4 blogs
2 tweeters

Citations

64 Web of Science

Readers on

147 Mendeley

SUMMARY | News | Blogs | Twitter | Web of Science

Title	The state of tranquility: Subjective perception is shaped by contextual modulation of auditory connectivity
Published in	NeuroImage, November 2010
DOI	10.1016/j.neuroimage.2010.06.053
Pubmed ID	20600971
Authors	M.D. Hunter, S.B. Eickhoff, R.J. Pheasant, M.J. Douglas, G.R. Watts, T.F.D. Farrow, D. Hyland, J... [show]
Abstract	In this study, we investigated brain mechanisms for the generation of subjective experience from... [show]

TWITTER DEMOGRAPHICS | MENDELEY READERS

The data shown below were collected from the profiles of **2** tweeters who shared this research output. Click here to find out more a

https://bit.ly/3Vlijz

White Rose Research Online Home Search Browse Contact

The state of tranquility: Subjective perception is shaped by contextual modulation of auditory connectivity

Hunter, M.D., Eickhoff, S.B., Pheasant, R.J. et al. (8 more authors) (2010) *The state of tranquility: Subjective perception is shaped by contextual modulation of auditory connectivity.* NeuroImage, 53 (2). pp. 611-618. ISSN 1053-8119

Abstract

In this study, we investigated brain mechanisms for the generation of subjective experience from objective sensory inputs. Our experimental construct was subjective tranquility. Tranquility is a mental state more likely to occur in the presence of objective sensory inputs that arise from natural features in the environment. We used functional magnetic resonance imaging to examine the neural response to scenes that were visually distinct (beach images vs. freeway images) and experienced as tranquil (beach) or non-tranquil (freeway). Both sets of scenes had the same auditory component because waves breaking on a beach and vehicles moving on a freeway can produce similar auditory spectral and temporal characteristics, perceived as a constant roar. Compared with scenes experienced as non-tranquil, we found that subjectively tranquil scenes were associated with significantly greater effective connectivity between the auditory cortex and medial prefrontal cortex, a region implicated in the evaluation of mental states. Similarly enhanced connectivity was also observed between the auditory cortex and posterior cingulate gyrus, temporoparietal cortex and thalamus. These findings demonstrate that visual context can modulate connectivity of the auditory cortex with regions implicated in the generation of subjective states. Importantly, this effect arises under conditions of identical auditory input. Hence, the same sound may be associated with different percepts reflecting varying connectivity between the auditory cortex and other brain regions. This suggests that subjective experience is more closely linked to the connectivity state of the auditory cortex than to its basic sensory inputs.

Metadata

Authors/Creators: Hunter, M.D.

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0

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Statistics

86

Tweeted by **2**
Blogged by **4**
Picked up by **7** news outlets

https://eprints.whiterose.ac.uk/95128/

THE CONVERSATION | The Conversation

How to make your house and garden more tranquil – tips from an acoustics expert

Greg Watts, Professor of environmental acoustics, University of Bradford

29 June 2020 · 4-min read



Pexels

Many of us have been spending more time at home than ever before, and chances are unless you live by yourself in the middle of nowhere, at some point unwanted noise will have infiltrated your lockdown.

Ads by Google

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Why this ad?

https://uk.news.yahoo.com/house-garden-more-tranquil-tips-113925388.html

ORIGINAL RESEARCH article

Front. Res. Metr. Anal., 08 January 2018
Sec. Research Assessment
https://doi.org/10.3389/frma.2017.00009

This article is part of the Research Topic
Altmetrics: Opportunities and Challenges
View all 7 Articles >

What Can Altmetric.com Tell Us About Policy Citations of Research? An Analysis of Altmetric.com Data for Research Articles from the University of Sheffield



Andy Tattersall* and Christopher Carroll

University of Sheffield, Sheffield, United Kingdom

Front. Res. Metr. Anal., 08 January 2018
https://doi.org/10.3389/frma.2017.00009



- 1463 pieces of research cited in at least one policy document



- 92 of which cited in 3 or more policy documents



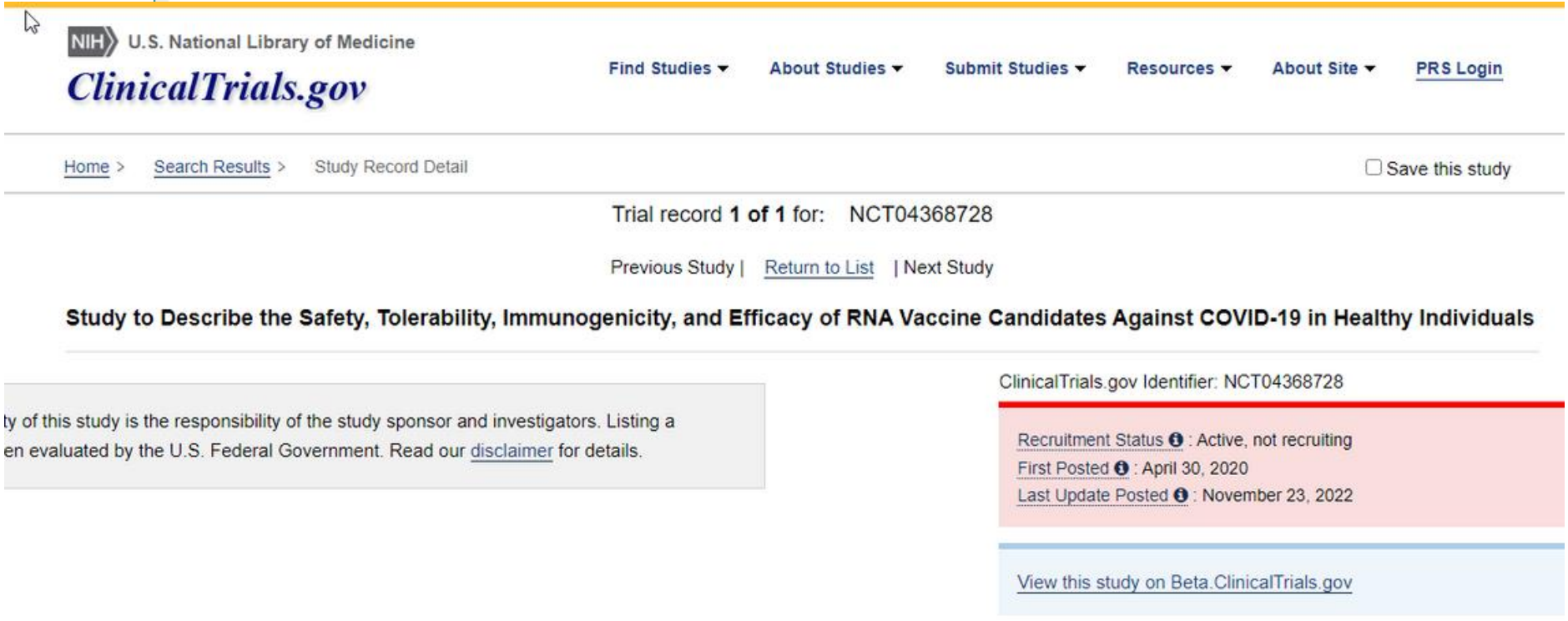
- Longest time lag from publication to policy citation - 31 years



- Numerous errors in the data

Anti-vaxxers target 12 to 15-year-olds with Covid misinformation leaflets hoping to create fear over vaccine

An i investigation found posters are circulating in Telegram groups containing thousands of people, with users encouraged to download, print and distribute the materials



https://inews.co.uk/news/covid-vaccine-12-to-15-year-olds-anti-vaxxers-covid-misinformation-leaflets-1201264

https://clinicaltrials.gov/ct2/show/NCT04368728?term=NCT04368728&draw=2&rank=1

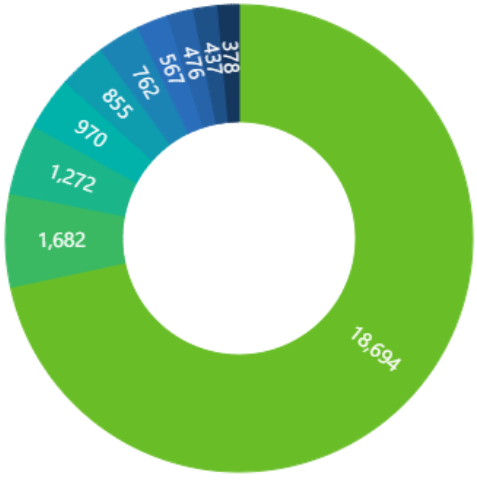
Potential REF Impact

University of Sheffield

Impact Summary

Export

Citation Sources



- Others
- Guidelines in PubMed Central
- NICE
- Publications Office of the European Union
- The UK Government
- World Health Organization
- Analysis & Policy Observatory
- OECD
- Government of Canada
- UK Parliament Select Committee Publications

Export

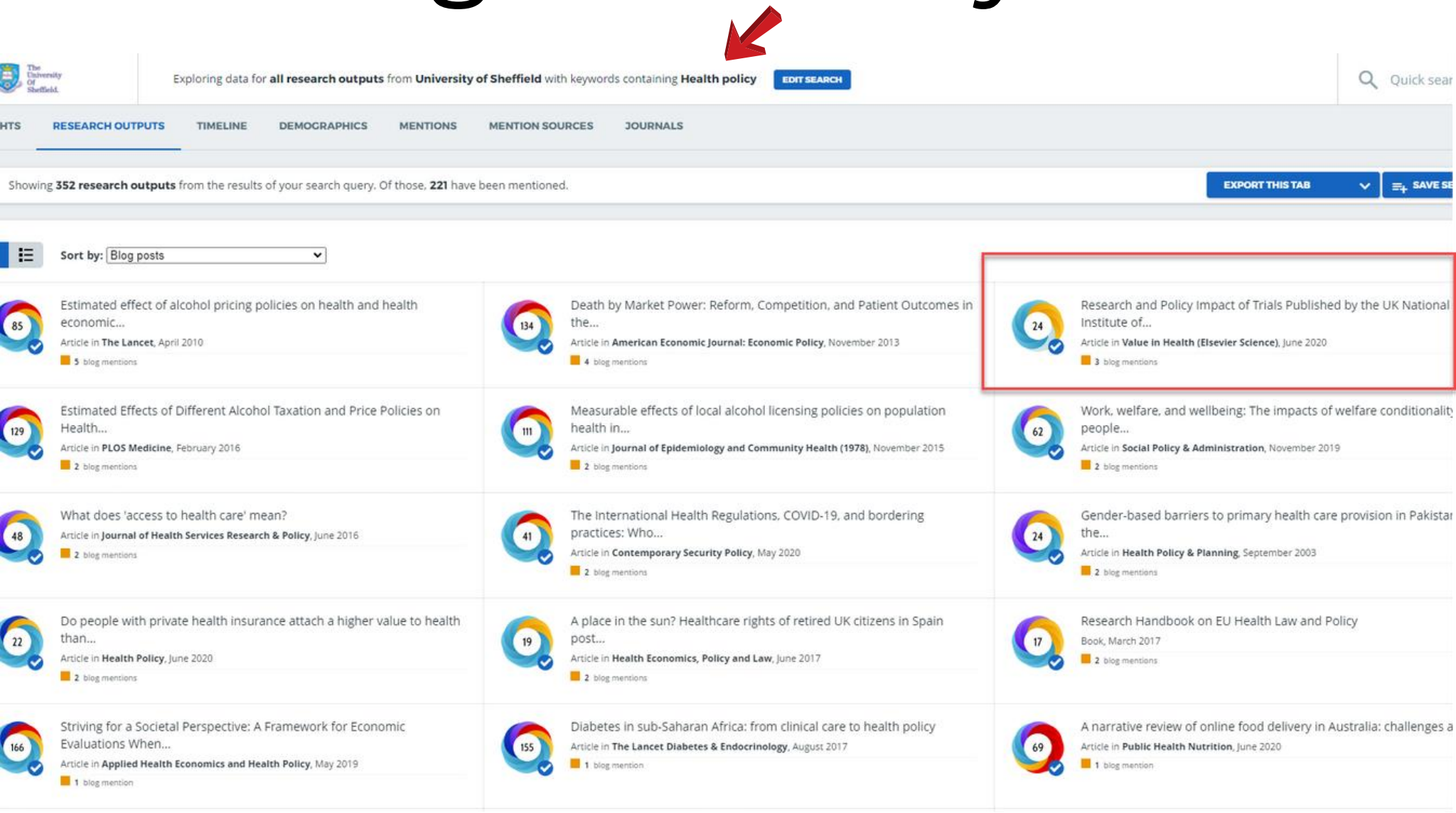
Global Impact



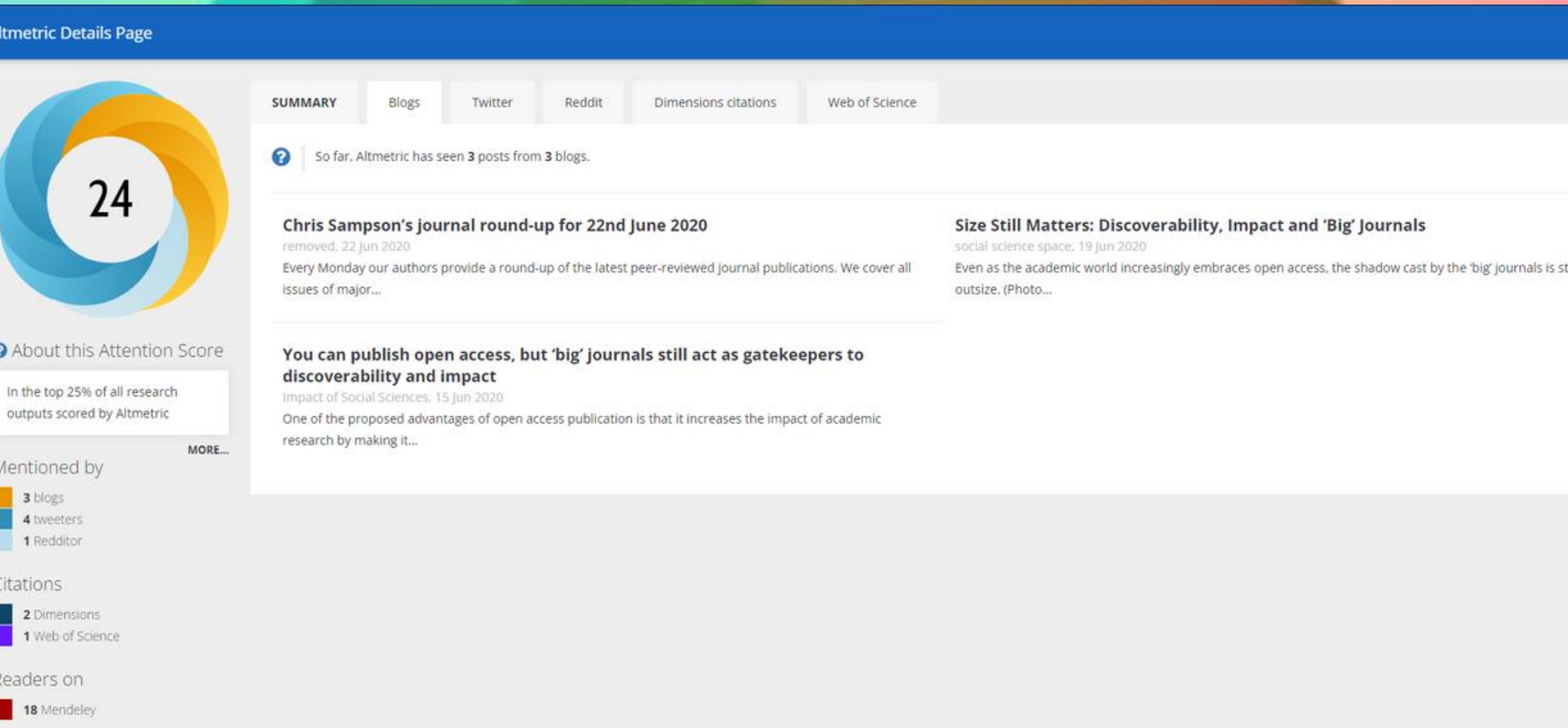
- UK (4353)
- USA (3492)
- IGO (2583)
- Canada (1250)
- EU (1194)
- Germany (1120)
- Australia (1107)
- France (736)
- Sweden (584)
- Belgium (524)
- Netherlands (405)
- Ireland (347)
- Finland (327)
- Switzerland (309)
- Norway (280)

Show more

Blog discovery tool



https://www.altmetric.com/explorer/outputs?order=blogs&q=Health%20policy


ltmetric Details Page
24
About this Attention Score
In the top 25% of all research outputs scored by Altmetric
MORE...
Mentioned by
3 blogs
4 tweeters
1 Redditor
Citations
2 Dimensions
1 Web of Science
Readers on
18 Mendeley
SUMMARY
Blogs
Twitter
Reddit
Dimensions citations
Web of Science
So far, Altmetric has seen 3 posts from 3 blogs.
Chris Sampson's journal round-up for 22nd June 2020
removed, 22 Jun 2020
Every Monday our authors provide a round-up of the latest peer-reviewed journal publications. We cover all issues of major...
Size Still Matters: Discoverability, Impact and 'Big' Journals
social science space, 19 Jun 2020
Even as the academic world increasingly embraces open access, the shadow cast by the 'big' journals is st
outsize. (Photo...
You can publish open access, but 'big' journals still act as gatekeepers to discoverability and impact
Impact of Social Sciences, 15 Jun 2020
One of the proposed advantages of open access publication is that it increases the impact of academic research by making it...

Research Articles

The missing link: the quality of UK local and national online media coverage of research

Authors: Andy Tattersall, Christopher Carroll

Abstract

Local and national media have always played an instrumental role in the communication of academic research to the public. In recent years, this has proved even more important due to the extensive online national and international coverage of topics such as climate change and the Covid-19 pandemic. Given that the media represent the public's first point of contact with, and key source of information about, science and research, then, as academics, we need to know, firstly, whether the media make this research easily identifiable for the public and, secondly, whether the research itself is accessible. Our study examined coverage of University of Sheffield published research in UK local and national media to explore how far it is identifiable and accessible: using data from Altmetric.com we investigated what proportion of research

Contents | Annotations & Comments | Related Articles

Abstract
Introduction
Online media and the communication of scientific research
What are the known problems regarding science, research and the media?
What are some of the proposed solutions?
Addressing the issues around media coverage of research
Methods
Results
Discussion
Limitations of this research
Conclusion

The missing link: the quality of UK local and national online media coverage of research DOI: 10.1629/uksg.624

The Missing Link - Quality of UK local and national online media coverage of research

National media

Link to paper 230 (84.9%)

No link to paper 21 (7.7%)

Bad Link 20 (7.4%)

Editorial/Opinion piece 0

Total 271

The Missing Link - Quality of UK local and national online media coverage of research

Local media

Link to paper 37 (7.6%)

No link to paper 231 (47.2%)

Bad Link 191 (39.1%)

Editorial/Opinion piece 30 (6.1%)

Total 489

The Missing Link - Quality of UK local and national online media coverage of research

National media

Author cited 107 (39.5%)

Sheffield author cited 40 (14.8%)

No author cited 144 (53.1%)

The Missing Link - Quality of UK local and national online media coverage of research

Local media

Author cited 266 (89.3%)

Sheffield author cited 104 (34.9%)

No author cited 2 (0.7%)

The Missing Link - Quality of UK local and national online media coverage of research

National media

Journal cited - 97 (35.8%)

Funder cited - 10 (3.7%)

Local media

Journal cited 263 (88.3%)

Funder cited 67 (22.5%)

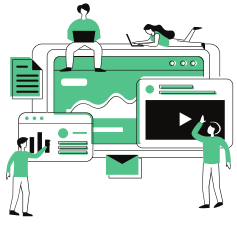
The life cycle of a research story



Starts life as a press release from a research organisation, media team, funder, journal



Hopefully picked up by a news agency (PA et al) or newspaper



Republished on syndication and partner sites



Re-blogged on research and special interest blogs



Shared on social Media

If the first action fails to include authors, funders, DOIs, URLs, organisations etc, the rest won't cover it and so possibly will altmetrics



Thank you

@Andy_Tattersall

https://linktr.ee/andy_tattersall