Altmetrics

Sean Riley
@JackSlack

UTS: Library
Altmetrics = ?
Altmetrics = Alternative Metrics
Alternative = ?
Metrics = countables
Metrics = objective(?)
Metrics = objective(?)
Cat = Good?
Cat = 3(!)
Metrics ≠ quality
Metrics ≠ One True Way
Metrics = bibliometrics
Metrics = bibliometrics

Starts: 1961
Metrics = bibliometrics

Starts: 2005
Metrics = bibliometrics

Starts: 2005

h-Index: Counted citations.
Metrics = bibliometrics

Starts: 2005

h-Index: Counted citations.
Pre h-Index: Also citations.
Metrics = citation analysis
Metrics $\neq$ citation analysis
Metrics ≠ citation analysis
Metrics = countables
Traditional metrics = Convenient
Citations = Trackable
Water cooler chat ≠ Trackable
Water cooler chat = Online conversations
Online conversations = Trackable
Trackable = Countable
Countable = Metrics
Altmetrics = Everything that is not citation analysis.
Altmetrics = News mentions
Altmetrics = Tweets
Altmetrics = Blog mentions
Altmetrics = Downloads
Altmetrics = Uses in policy
Altmetrics = Anything that can be counted but isn’t citation analysis.
Altmetrics = Metrics
Altmetrics < Metrics
Altmetrics < Metrics

(Situationally.)
Altmetrics > Metrics
Altmetrics > Metrics

(Situationally.)
Altmetrics = Metrics
Altmetrics = A measurement of attention, engagement, and influence
Attention = People know your article exists.

Tweets, blog posts, shares on networks, downloaded citation details, etc.
Engagement = People have read your article and are thinking about it.

Book reviews, news articles, downloads, post-publication peer review, etc.
Influence = Your work is shaping the world, either academically or otherwise.

Mentions in policy documents, traditional metrics.
Altmetrics = Fast.
Altmetrics = Fast.
Altmetrics = Versatile.
Altmetrics = Fast.
Altmetrics = Versatile.
Altmetrics = Another tool.
Altmetrics = Fast.
Altmetrics = Versatile.
Altmetrics = Another tool.
Altmetrics = Metrics.
Thank you very much.

Sean Riley
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