THE PUBLIC IS MORE AWARE OF THE VALUE OF REFERENCES TO RESEARCH
Maurits van Tulder, a professor of health sciences at VU University Amsterdam, Netherlands, has studied the effectiveness of traction treatments for back pain, the application of a force that pulls two bones apart from each other, creating space. “The idea is that increasing the joint space between two vertebrae may entrap an entrapped nerve or relieve the pressure on it,” he says. (What van Tulder says a lot like those TV commercials.)

He explains that traction is usually done either mechanically (with motors driven manually (during a physical therapy or chiropractic treatment). “Hanging traction, sometimes considered traction because gravity is the force that may draw bone back to an adjacent vertebrae,” he explains. “The question is whether the force of gravity is enough to increase the joint space between the vertebrae, and whether that will relieve the symptoms.”

His research has shown that traction treatments—even the kinds performed by a therapist's able hands—are not effective remedies for back pain. Another study came up with similarly disappointing results, he says, and inversion, only on gravity to create separation are unlikely to provide any back pain relief.

“The evidence is quite convincing that traction is not a useful treatment,” van Tulder says.
HOW DO YOU KNOW WHO IS TALKING AND USING YOUR RESEARCH IN THE PUBLIC DOMAIN?

“How do I know who the key opinion leaders are, who influence society by mentioning our research?”

“I want to quickly react on (mis-)interpretations of our publications. How do I get alerted on negative and positive mentions by news-, blogs and social media on the research of my department?”

Press officer

Research manager / Press officer

**In this guide we’ll show you how to get a weekly update**
Background
Altmetric tracks societal attention of publications and books in a number of sources in the public domain.
MORE BACKGROUND: “VERIFIED” PUBLICATIONS IN ALTMETRIC EXPLORER COME FROM PUBLICATIONS YOU HAVE REGISTERED IN PURE

1. When you publish, your publications get a Digital Object Identifier (DOI), or ISBN.
2. All these publications are tracked by Altmetric if they appear in public sources.
3. When you register your publication in the PURE Research Portal, including the identifier ...
4. ... they also will appear under your name in the Altmetric Explorer as a ‘verified’ publication.
Create an alert on societal attention of your research.
1. REGISTER YOUR ACCOUNT ON CAMPUS, WITH THIS INVITE LINK
2. GO TO WWW.ALTMETRICEXPLORER.COM AND SIGN IN WITH YOUR NEW CREDENTIALS
TYPE YOUR NAME AND SELECT THE ONE IN THE LIST
1. PRESS THE “SAVE SEARCH” BUTTON, AND
2. GO TO YOUR SAVED SEARCHES LIST
1. Select the frequency of the updates
2. Check if you receive an e-mail
3. [Check your spam folder and white list the altmetric.com sender]
Create a profile of your online audience (reach & sources)
“How do I know who the key opinion leaders are, who influence society by mentioning our research?”
Create an audience profile of the journal you want to publish in (reach & sources)
Deeper into Altmetric
3. INTRODUCTION TO ALTMETRIC

**DISCOVERY**
- Track your faculty’s research outputs in real-time & longitudinally
- Unearth conversations among new audiences
- Locate collaborators & research opportunities
- **Identify key influencers**
- Uncover disciplinary intersections

**SHOWCASING**
- Highlight vital research
- Show impact on public policy and opinion
- Recognizing early-career scholars and non-article research outputs
- Integration into researcher profiles and institutional repositories

**REPORTING**
- Analyze and share attention data with internal and external stakeholders
- Grant applications
- Funder reporting
- **Impact requirements**
- Reputation management
- **Benchmarking**
- Recruitment & review
TRADITIONAL METRICS
Often slow to accrue
(2-5 years)

ALTMETRICS
Immediate AND longitudinal

citations
A typical timeline of attention

- The first tweets appear
- News outlets pick up the research
- People start to bookmark and share it on other social networks
- People read, comment, and blog about it
- Wikipedia articles are updated with references
- It gets featured as a research highlight
- Citations in other articles and policy documents appear
2017 study compared over 1m Scopus citation records and associated Altmetric data

Authors looked at 15 different scientific disciplines against various Altmetric attention sources

Concluded blogging about research led to a 5% average increase in citations

In some subject areas, like medical, health and nursing sciences, materials sciences, and economics/business, the citation increase was over 20%
Allmetric's Attention Sources

**Policy**
- 9 supported jurisdictions

**Patents**
- References from the English, Swedish, and Finnish versions

**Wikipedia**
- A real-time feed of all mentions of scholarly work

**Twitter**

**News**
- 5,000 sources from 124 countries

**Blogs**
- Over 11,000 blogs, including those hosted on Wordpress

**Syllabi**
- The latest reading list data from the Open Syllabus Project

**SOURCES**

**Plus...**
- Reddit
- YouTube
- Faculty1000
- Google+
- Q&A (stack overflow)
- Citeulike
- Mendeley

**And historical data from**
- Linkedin
- Pinterest
- Sina Weibo
WHAT IS THE DONUT? WHAT DOES IT INDICATE?

<table>
<thead>
<tr>
<th>Mention type</th>
<th>Weight Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>News</td>
<td>8</td>
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<tr>
<td>Blogs</td>
<td>5</td>
</tr>
<tr>
<td>Twitter</td>
<td>1</td>
</tr>
<tr>
<td>Facebook</td>
<td>0.25</td>
</tr>
<tr>
<td>Sina Weibo</td>
<td>1</td>
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<tr>
<td>Wikipedia</td>
<td>3</td>
</tr>
<tr>
<td>Policy Documents (per source)</td>
<td>3</td>
</tr>
<tr>
<td>Patents</td>
<td>3</td>
</tr>
<tr>
<td>Q&amp;A</td>
<td>0.25</td>
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<tr>
<td>F1000/ Publons/ Pubpeer</td>
<td>1</td>
</tr>
<tr>
<td>YouTube</td>
<td>0.25</td>
</tr>
<tr>
<td>Reddit/Pinterest</td>
<td>0.25</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>0.5</td>
</tr>
</tbody>
</table>

- Tweeted by 293
- Blogged by 4
- On 200 Facebook pages
- Mentioned in 6 Google+ posts
- Picked up by 1 news outlets
- Mentioned in 1 LinkedIn forums
- Reddited by 2
- On 1 videos

166 readers on Mendeley
1 reader on Connotea
3 readers on CiteULike
**SCORE WEIGHTING DETERMINED BY 3 FACTORS:**

<table>
<thead>
<tr>
<th>Volume</th>
<th>Sources</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>How much attention from unique sources has the item received?</td>
<td>What is the reach of each mention source? Are the mentions from international news sources, blogs, or on social media?</td>
<td>Who mentioned the research item? Was the publishing journal tweeting the link or were researchers sharing amongst peers?</td>
</tr>
</tbody>
</table>
CAPTURING ATTENTION

Follow a list of domains.

Search for links to those domains in attention sources.

Collate attention.

E.g. arxiv.org, nature.com

E.g. blogs, news, policy documents, social media.

Disambiguation across different versions.

Display data in Altmetric Details Pages.
- Global news outlet and blog coverage
- International Policy sources
- Patent citations
- Social Media – language neutral
- Post-publication peer review mentions
- Unique forums: YouTube, F1000, Open Syllabus Project, Wikipedia, Reddit, Q&A/StackExchange, etc.
- Plus usage and citation data from Mendeley, Citeulike, Scopus, and Web of Science
Survey
HELP US BUILD A CASE, PLEASE FILL IN OUR SURVEY


Survey Training Societal Attention - 10th of April

The VU Library needs your help with evaluating Altmetric and Scival. For now, the VU library subscribed for a one-year license (till December 2018). This means we need to make a decision about extending the license in 2018. Filling in this...