



Showcasing Your Research Impact: The Myths of Altmetrics and Bibliometrics

Hui Zhang

Digital Application Librarian OSU Library

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Outline

- Purpose of this talk
- Introduction to bibliometrics
- Increase research impact with open access
 - Citation advantage
 - Higher visibility
- Impact measures provided at ScholarsArchive@OSU
 - Altmetric badge
 - Usage statistics



Purpose of this talk

- To know the difference among numerous bibliometrics, including impact factor, h-index, and altmetrics
- To introduce altmetrics
- How to use altmetrics to measure the impact of your work
- To introduce related services provided by OSU Library



Impact Factor (for journals)

- A higher impact factor for a journal means its articles are cited more often
- The average number of times articles from the journal published in the past two years have been cited in the Journal Citation Reports (JCR) year
- Use Thomson Reuters Web of Knowledge citation data



h-index (for researchers)

- The higher the h-index, the more scholarly output a researcher has
- Comparing people within the same field, especially in the sciences
- Any database can provide h-index from its citation (Web of Science, Scopus, Google Scholars)



Altmetrics (for articles)

- New methods for measuring the scholarly impact for articles based on new sources of information from the Internet
- A high altmetric score indicates that an article received more and “quality” attentions
- Altmetrics providers
 - Altmetric.com, Impact Story, Plum Analytics



Altmetrics

- **Benefits**

- Combine different kinds data from various sources
- Much more quickly comparing to citations

- **Limitations**

- No agreement on how to choose and combine sources of data
- Attention does not equal quality
- Not easy to compare between altmetrics



Altmetrics vs. Citations

- Altmetrics should be used as complement, not replacement, of citations.
- Altmetrics indicate public interest to the scholarly output, and popularity is not equal to quality
- Altmetrics provide
 - Impacts from a broader context (audience, sources of data)
 - Quicker response comparing to citations
 - Incentive for open access publishing



ScholarsArchive@OSU

- Institutional repository of Oregon State University
 - Preserve and disseminate scholarly works produced by OSU researchers
 - Green OA repository
 - Provide various measure for scholarly impact



Altmetrics at ScholarsArchive

- Article-level altmetrics
 - Data provided by Altmetric.com
 - Altmetrics data only available for journal articles with digital object identifier (DOI)
 - An thumbnail (badge) under Statistics pane of page view indicates altmetrics available for corresponding article
 - demonstration



Next Steps

- Provide Altmetrics data for publications without DOI
- A research to investigate the prestige of Altmetrics comparing to traditional bibliometrics (hint: you may get a survey on this as OSU researchers)

Questions?

- Contact:
 - hui.zhang@oregonstate.edu or
 - scholarsarchive@oregonstate.edu