Showcasing Your Research Impact: The Myths of Altmetrics and Bibliometrics

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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 filed, 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?

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