

# Wie sehen Altmetrics aus? Praktischer Umgang mit und Visualisierung von alternativen Metriken

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# Impact



Klassische Impactmessung  
Zitationsbasiert, langsam, limitiert,  
kommerzielle Anbieter



Reaktion aus der Wissenschaft

altmetrics

[Altmetrics Manifesto](#), [DORA](#), [Leiden Manifesto](#)



Alternative Metriken

- Altmetrics, Nutzungsdaten, Article-Level Metrics
- Anbieter teils kommerzielle aber auch offene Dienste

\*metrics Projekt – Orth – Bibliothekartag 13.6.2018, Berlin



# **\*metrics Forschung: Zentrale Fragen**



- **Was ist der Zusammenhang zwischen Social Media und Zitationen?**
- **Wie unterscheiden sich die \*metrics von einander?**
- **Warum werden Artikel getweetet, gebookmarkt, geliked...?**
- **Was bedeuten \*metrics? Welchen Wert haben sie?**
- **Wer tweetet (liked, bookmarked...) wissenschaftliche Artikel?**
- **Wie unterscheiden sich \*metrics zwischen den Disziplinen?**

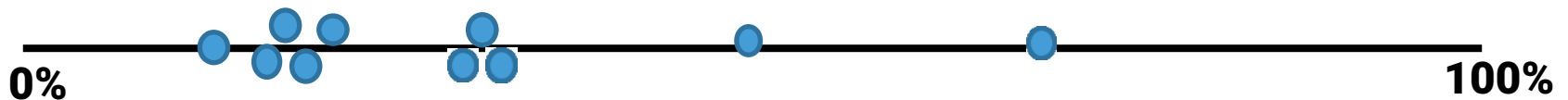
**Haustein, S., & Larivière, V. (2013). Empirical Analysis of Social Media in Scholarly Communication. Overview of current altmetrics research projects at University of Montreal. Presentation at GESIS.**



# COAR \*metrics Workshop



- **Zu welchem Grad können Altmetrics derzeit den Impact von Repository-Inhalten reflektieren?**



# Motivation für Altmetrics- Einsatz in Repositorien



opening the user's/  
researcher's mind to  
think in a different  
way of citations

visibility

make the real value  
of repository  
content more  
transparent

finding ways to  
know how articles  
are accessed

authors'  
requests

reflecting a wide  
spectrum of use and  
impact

to make the  
repository more  
attractive

to identify  
„hot topics“

insight in scientific  
communication  
outside of scientific  
journals

to see the real  
impact of a  
publication in a  
repository

citizens' involvement  
in publishing content  
(OA)

to acknowledge the ambiguity  
of metrics and impact

to get rid of the  
JIF one day

as a complement/  
alternative to the JIF

could reflect the interactions of  
different audiences with the research  
object from different geographical  
locations and in real time

COAR \*metrics repository workshop, ZBW Hamburg, 14 - 15 May 2018

# Barrieren für Altmetrics-Einsatz in Repositorien



interpretation (no one knows what it really means, we can't even agree on what „impact“ is)

no „real“ social reason to implement an alternative to the JIF

quality of data

noise

lack of support from management (compared to JIF)

reliability of data

lack of interfaces

accessibility

data collection

# Kontext ist wichtig

- “Ich kenne diese Metriken nicht und ich bin nicht sicher, wo die Daten herkommen, daher habe ich **kein Vertrauen** dazu.”

\*metrics Interview-Teilnehmer, 2018



*Tell the whole story!*

Image source:

<https://teacherhead.com/2017/05/12/context-is-king-shortblog/>

Steffen Lemke, Workshop on Open Metrics, Uppsala, 23 May 2018

# Tell the whole story!



- Was** für Aktionen werden getrackt?
- Wo** fand die Aktion statt?
- Wann** fand die Aktion statt?
- Wer** initiierte die Aktion?
- Warum** wurde die Aktion ausgelöst?



# Aufmerksamkeit auf 3 W's



**Was**

**Wo**

**Wann**

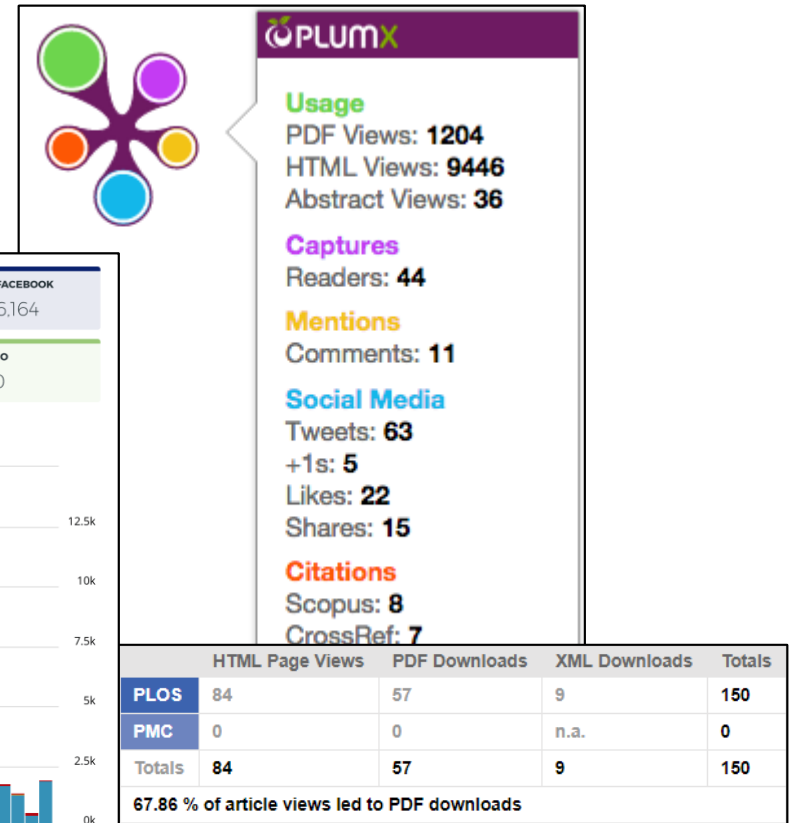
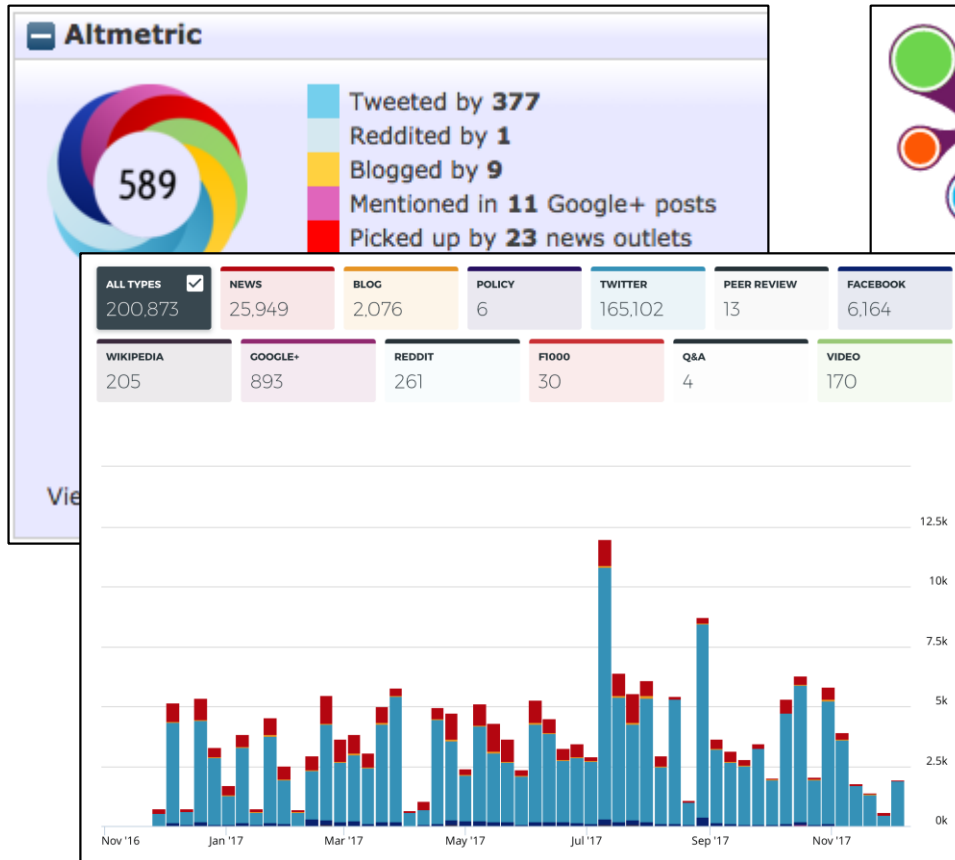
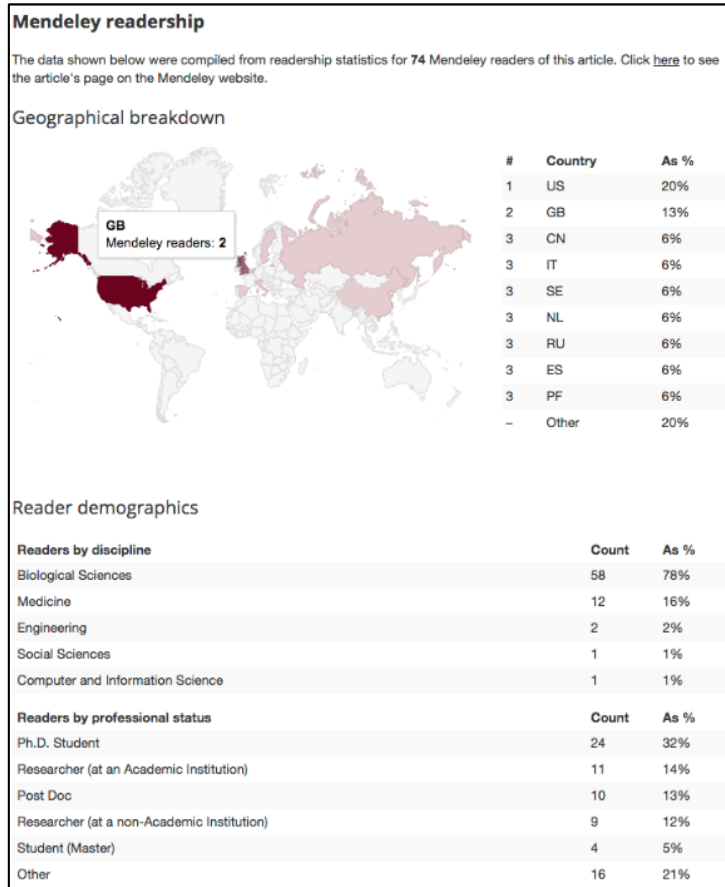


Image sources: <https://plumanalytics.com/>, <https://altmetric.com/>, <http://journals.plos.org/>

# Weniger beachtet

Wer

Warum



# Nutzerstudien: Was wollen wir wissen?

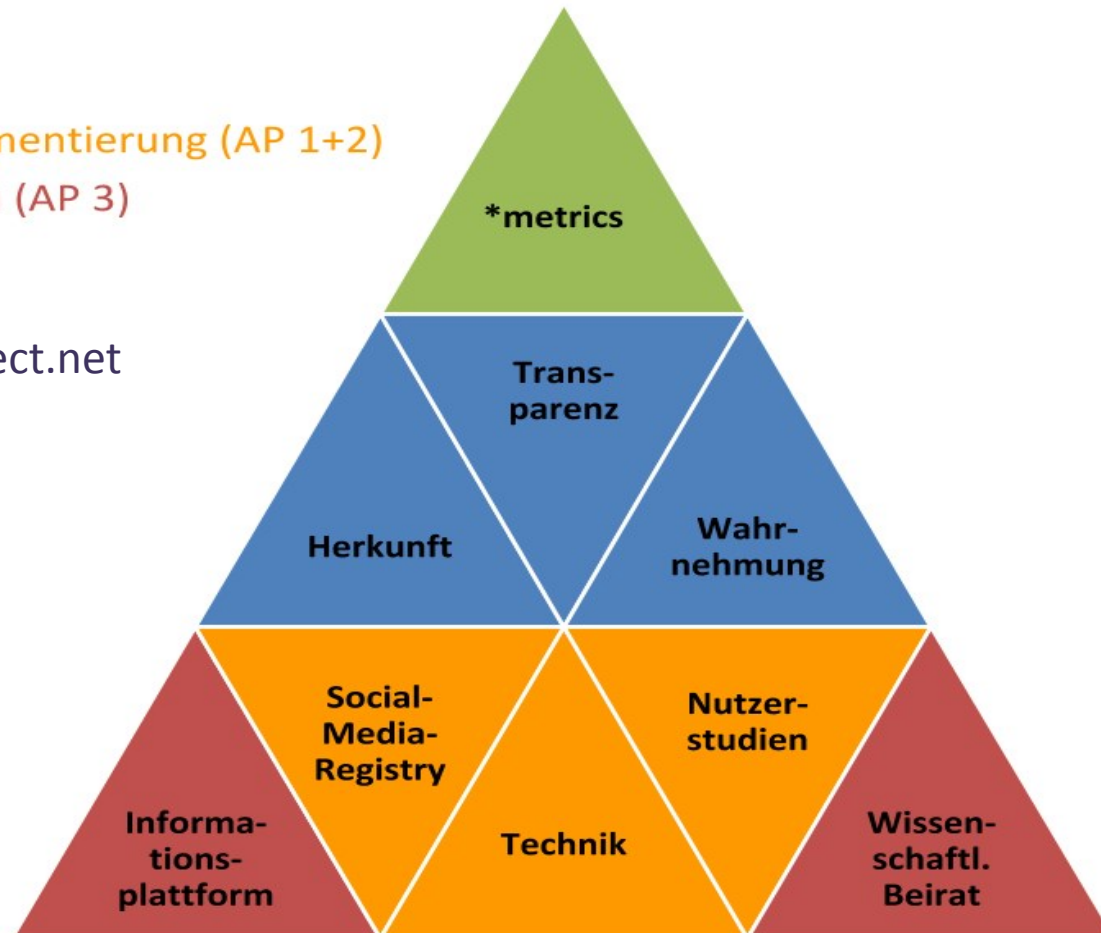
- **Nutzung von Plattformen verstehen**
  - Welche Plattformen werden genutzt? Warum? Wofür?
  - Was für Rückschlüsse kann man daraus für die Zusammensetzung und Nutzung von \*metrics ziehen?
  - Welche Social Media Dienste können eine Basis für \*metrics in welchen Disziplinen sein?
- **Urheber von \*metrics kennenlernen**
  - Wer steckt hinter den Aktionen, aus denen sich \*metrics zusammensetzen?
  - Was bedeuten die Ergebnisse für die Relevanz von \*metrics?
- **Wahrnehmung von \*metrics**
  - Wie nehmen Nutzer \*metrics wahr?
  - Wie werden diese interpretiert?
  - Welche Rolle spielt dabei die Anzeige und Visualisierung?

# \*metrics Projekt



- Projektziele
- Analyse und Implementierung (AP 1+2)
- Community-Aufbau (AP 3)

<http://metrics-project.net>



\*metrics Projekt – Orth – Bibliothekartag 13.6.2018, Berlin

# Social Media Registry



		Most used platforms and social media services by scientists in economics and social sciences (data sources)										
		EBSCO	Google Scholar	JSTOR	LinkedIn	RePEc	ResearchGate	SSRN	Web of Science™	Wikipedia	Youtube	
General information about platforms and social media services	Type of platform or service		bibliographic database	digital library	social network service		academic network service		citation indexing service	general reference website	video sharing service	
	Target group		academic	academic	non-academic		academic		academic	non-academic	non-academic	
	Commercial / non-commercial service		commercial (Google Inc.)	nonprofit (THAKA)	commercial (Microsoft)		commercial (ResearchGate GmbH)		commercial (Clarivate Analytics)	non-commercial (Wikimedia Foundation)	commercial (Google Inc.)	
Functions that allow scientific communication (sorted by purpose)	Networking and collaboration		no networking / collaboration options within the platform		comment		comment, request feedback		no networking collaboration / options within the platform	talk or discussion pages; administration pages for editors to discuss changes to its associated article or WikiProject	comments below the video section	
	Publication and dissemination		RefWorks, RefMan, EndNote, and BibTeX	Export to RefWorks, EasyBib, as RIS file	not applicable		0		EndNote	not applicable	not applicable	
	Self-Marketing		not applicable	0	user profile as CV, embed option from other profiles in order to display work samples		1		not applicable	not applicable: user page as a means to help write on Wikipedia instead as a social networking tool	not applicable	
			not applicable	0	education, work experience and skills sections in profile		1		not applicable	not applicable	not applicable	
			none	0	likes, follows, comments, shares		*Follow me on Research Gate"-badge		none (Facebook like to Web of Science™ page)	none	Facebook, Twitter, Google+, Blogger, Reddit, Tumblr, vk.com, Pinterest, LinkedIn, etc.	
Impact of platforms or social media services in the scientific community	*metrics analyzed		for authors: number of papers, citations, h-index, i10-index in total and in the last 5 years, list of co-authors		LinkedIn Groups		ResearchGate Score, Reach, percentile of the score, reads / citations / recommendations, followers, h-index		Web of Science™ Core Collection Times Cited	mentions, citations	views, likes, dislikes, comments, shares, videos on playlists, subscribers	
	APIs & limits		no API	JSTOR Data for Research (not an API) <a href="https://about.jstor.org/whats-in-jstor/text-mining-support/Matchmaker">https://about.jstor.org/whats-in-jstor/text-mining-support/Matchmaker</a> <a href="http://abs.jstor.org/api/docs/">http://abs.jstor.org/api/docs/</a>	General API information: <a href="https://developer.linkedin.com/docs/rest-api">https://developer.linkedin.com/docs/rest-api</a>	How to access data: <a href="https://ideas.repec.org/getdata.html">https://ideas.repec.org/getdata.html</a> RePEc: <a href="https://ideas.repec.org/api.html">https://ideas.repec.org/api.html</a>	no API	no API	Links Article Match Retrieval Service (Links 4All) ( <a href="https://vs.tsknowledge.com/cpi/krpc/">https://vs.tsknowledge.com/cpi/krpc/</a> )	MediaWiki API ( <a href="http://en.wikipedia.org/w/api.php">http://en.wikipedia.org/w/api.php</a> )	YouTube Data API v3 (YouTube Analytics API)	
	Commercial data providers		Data integrated in PlumX (Plum Analytics)		no data collection	no data collection	no data collection	no data collection	no data collection	no data collection	no data collection	
Tools and sources - Data aggregators	Non-commercial data providers (open source)		Nr. of abstract views, full text views, HTML views, link outs, PDF views, sample downloads, supporting data views, nr. of views, exports/saves to bibliographic management tools	no data collection	no data collection	no data collection	Nr. of abstract views, downloads, citation indexes (nr. of RePEc works that cite the abstract as computed by CITEC)	no data collection	no data collection	no data collection	nr. of links to the abstract. Wikipedia posts might refer and link to many different forms of research: peer-reviewed articles, theses, data sets or even working papers, reports or blog posts	nr. of times the video or audio has been played, nr. of people who have subscribed for an update, nr. of likes, nr. of comments made about an artifact, nr. of times the artifact has been marked as favorite
			Data integrated in PLOS (implementation von Lagotto)	no data collection	no data collection	no data collection	no data collection	no data collection	no data collection	Web of Science™ Times Cited	Number of Wikipedia articles in the 25 most popular wikipeديات and Wikimedia Commons	no data collection

**Herzlichen Dank für die Aufmerksamkeit!**

**Haben Sie Fragen und/oder Feedback?**

**Möchten Sie mehr Informationen erhalten oder an unseren Umfragen teilnehmen? -> Bitte in ausliegende Liste eintragen**

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