



Using Altmetric data for discovery

As an academic researcher, you're probably aware by now how you can use altmetrics and Altmetric data to view, monitor and report on the online attention your research has attracted. The data can be used alongside traditional bibliometric indicators such as citation counts to see who has been sharing your work online, and what they've been saying about it. However, don't forget that, as a researcher, you can also use the free Altmetric tools to participate in wider academic conversations, and discover interesting new content and research communication channels to help inform your research.

Altmetric Badges

You might see an Altmetric badge on:

- a journal article page
- an institutional repository page
- an online CV/profile/website designed by a fellow researcher

An Altmetric details page can help you discover lots of interesting content, even if the research output in question isn't one of your publications. When looking at a details page, you might ask:

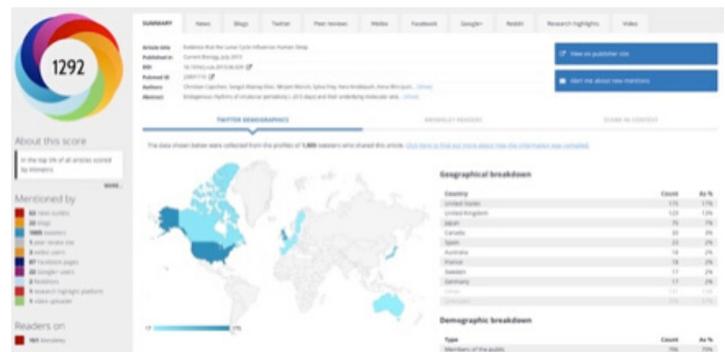
- Who has shared this research output on social media? What else do they post about? Are they worth following and/or engaging with? Where is the Twitter attention for this article coming from?

- Why might there be lots of interest from a particular part of the world? Have lots of academics or science professionals shared the research, or is more of the attention from members of the general public?
- Who has blogged about this research output? What is their main research focus, and what sorts of topics do they normally post about? Is it worth continuing to follow their blog, to read future posts and learn about the research they discuss?
- Has this research output been mentioned on YouTube? What other videos have been posted in this channel?



- Has this research output been mentioned in mainstream or specialist news sources? Does this news source regularly report on research from my academic discipline?
- Has this research been mentioned in a short space of time across multiple news sources, suggesting it might be a trending topic within this academic discipline? An Altmetric details page can give you the answers to all these questions, depending on where the attention has come from.

Looking at the details page (opposite) for the article as an example, we can see that this research has been mentioned in news sources, blogs, social media and YouTube. If you keep the questions above in mind when navigating this details page, you can gain a sense of the conversations that are happening around this piece of research, and discover a source of information that you may not have come across before.



The bookmarklet

As a researcher, you can use the Altmetric bookmarklet to view the full details page for any research output from a domain we are tracking.

Don't forget: if you find a research output that is of particular interest to you, you can sign up for an email alert, which will tell you when the research output has been mentioned, and will mean you won't have to keep going back to the page to check for new mentions.

To sign up for the bookmarklet, visit:
<https://www.altmetric.com/products/free-tools>

For more information on how you can make your research more visible please visit our Tips and Tricks page <https://www.altmetric.com/about-altmetrics/tips-tricks/>