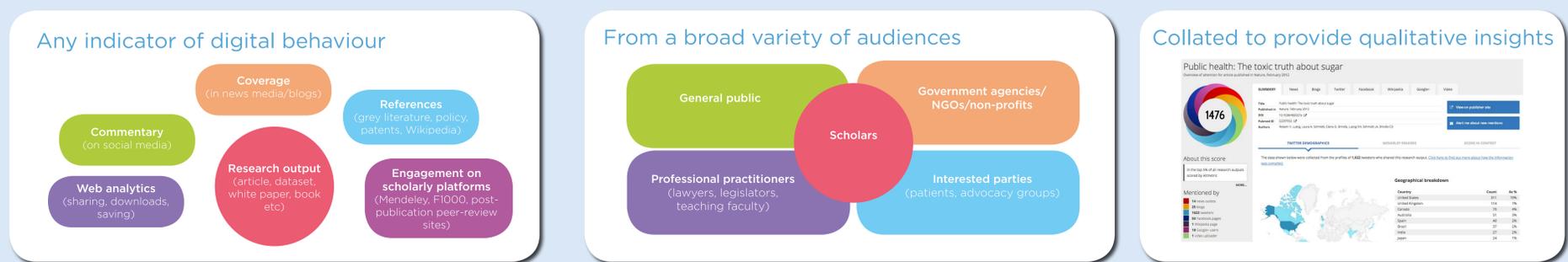


Evolution of the Metrics Landscape: How Research Institutions are using Alternative Metrics to Assess Faculty and Secure Funding

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What do alternative metrics capture?



What is the Altmetric donut and score?

The Altmetric donut and score provide an at-a-glance summary of the online activity surrounding a research output:

Colors of the donut

The colors of the donut are a key for each attention source type. A mostly red donut, for example, would mean a lot of news attention, whereas a lot of light blue represents a lot of Twitter engagement.

- Policy documents
- News
- Blogs
- Twitter
- Post-publication peer-reviews
- Facebook
- Sina Weibo
- Wikipedia
- Google+
- LinkedIn
- Reddit
- Faculty1000
- Q&A (stack overflow)
- Youtube
- Pinterest

About the score

The Altmetric score is a weighted count of all of the online attention the research has received. It reflects the amount and approximate reach of the engagement. It can be used to identify where there is activity that might be worth exploring further, and acts as an **indicator of potential future impacts**.

The score takes into account 3 factors:

- Volume of attention - how many times was it mentioned?
- Source of attention - news, blogs, Wikipedia etc
- Author of the mention - international or niche, local?



How do faculty and department chairs use this data?

Researchers and institutions all around the world are using Altmetric data and platforms to gather more qualitative insights into the reach and influence of their work amongst wider audiences.

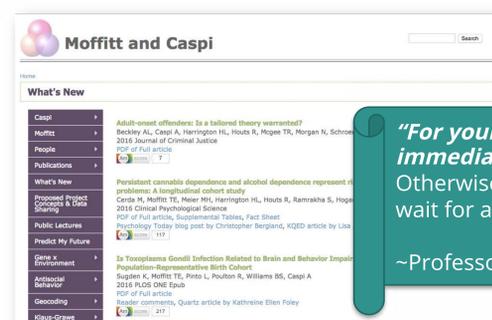
Case Study: Professor Terrie Moffitt, Duke University



- Nannerl O. Keohane University Professor, Duke University
- Chair in Social Behaviour and Development, Kings College, London
- https://en.wikipedia.org/wiki/Terrie_Moffitt
- Terrie is best known for her pioneering research on the development of antisocial behavior and for her collaboration with colleague and partner Avshalom Caspi in research on gene-environment interactions in mental disorders.

Terrie and her team check in on the Altmetric data for their research and receive email updates of new mentions via the Explorer for Institutions platform. This is then used:

- As evidence of broader impacts in grant proposals** - reporting the number, type and sometimes content of mentions of previously published work.
- To showcase the attention their work is receiving on their lab website** - Terrie and her team have added the Altmetric badges to their site to provide additional context for their recently published research (particularly useful where no academic citations have yet accrued).
- As part of their department-wide audit** - Duke academic departments are evaluated every 10 years by an external body. Their researchers are now reviewing and including their Altmetric data to help demonstrate the value and reception of their work both within and beyond the academic community.
- To identify potential critics in light of controversial findings** - this is useful particularly if they are publishing research they know is likely to provoke reactions in the scholarly community. Tracking the real-time mentions enables them to better engage with their commentators, and provide further details where appropriate.



"For young researcher's it's immediate feedback."
Otherwise they'd have years to wait for an H-index or citations
~Professor Moffitt



"The NIH program officer found this data really interesting and wanted to learn more. I shared the booklet and explained what the data shows."
~Professor Moffitt