



# Recognising influence: Helping authors of non-traditional research outputs evidence the reach and potential impacts of their work

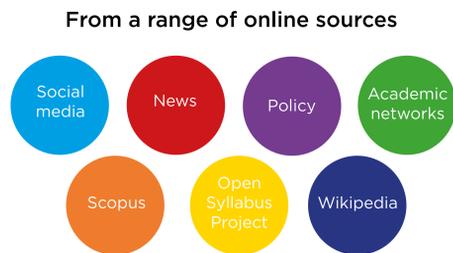
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## The challenge

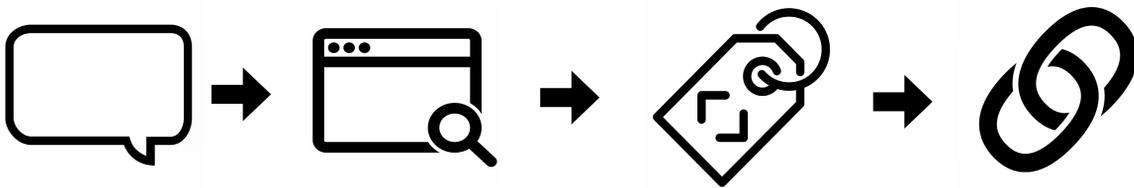
How to provide scholars of all disciplines with the ability to easily monitor and evaluate the online activity, discussion and engagement generated by their research, with the aim of providing useful insights that can use to build their reputations and increase the visibility of their work?

Altmetrics can capture the online attention and engagement surrounding...

- Journal articles
- Books and book chapters
- Datasets
- Clinical trials
- Images, posters, multimedia
- ... and much more



1. The mention occurs
2. Altmetric follows the link to the item
3. Finds the identifier in the metatags on the page
4. Matches the mention to the item



- ✓ Real time and immediate, following publication
- ✓ Transparent: see who is saying what
- ✓ Insights into the response of a broader audience
- ✓ Complementary to traditional bibliometrics

**NOT** an indicator of quality

## Datasets

About the content

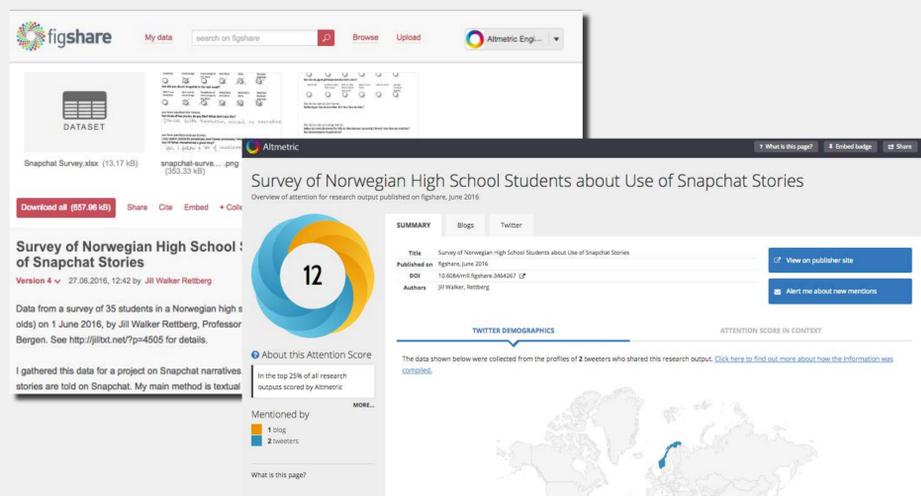
Researchers are increasingly encouraged to publish their data, either alongside publication of an article, or entirely independently. Here we explore the online attention surrounding datasets and other content published on the figshare and Dryad platforms. Each of these items has been assigned a unique identifier (in most cases a DOI).

Why collate attention?

- Ensuring researchers get credit for all elements of their work, or for formats where article publication is not the output, is crucial to supporting scholars in demonstrating the value of their work.
- Maximising the visibility and reuse of this content is key to facilitating transparency and more effective research worldwide.

Monitoring the data

Mentions and shares of datasets are tracked based on the unique identifiers of each item. Already it's interesting to see where these outputs are picked up in places such as the mainstream media and Wikipedia - showcasing a demand to provide evidence and access to the underlying workings of research.



## Websites and non-traditional outputs

About the content

The Conversation is an online initiative that aims to connect expert knowledge with a broader audience.

Why collate attention?

Tracking the online discussions and coverage relating to this content helps researchers and institutions measure the impact of their contributions. It will also help the teams build more effective outreach strategies for promoting their resources, and enable them to measure the success of those efforts more directly.

Monitoring the data

Mentions and shares of the website content are tracked based on the unique (canonical) URLs of each article. Attention data collated so far shows that these articles attract a huge amount of attention, and can have a big impact on the overall levels of visibility of the expertise within an institution.

