

# Using Altmetric Explorer for Institutions to analyse attention around medical publications

## Goals

- Understand where research was receiving attention
- Analyse results to inform future work

## Solution

- Used Explorer for Institutions to report on online attention for medical publications
- Exported data to produce extensive visualisations

## Outcomes

- Found highest levels of attention between 1 month prior/2 months after being assigned to a journal issue online
- Articles published in journals that have a social media presence received the most attention
- Attention sources were more varied for primary articles

## About the company

As one of the world's largest pharmaceutical companies, this organization has an active research team who publish approximately 500 peer-reviewed journal articles a year. In support of these efforts their publications management staff are constantly seeking to understand metrics and reach around their publications.

## What did they want to achieve?

With a robust publishing program, publications teams were keen to better understand which of their publications received the most engagement amongst a broader audience, who it came from, and if they could find trends by therapeutic area, drug, manuscript type and other factors. In doing so they hoped to gather data on their research's reach post-publication and identify potential improvements and concepts for future publication plans.

## What did they do?

The team on this project used the Altmetric Explorer for Institutions platform to get an overall view of the online attention for a large sample size of publications. This included mentions from policy documents, mainstream and social media, Wikipedia and other scholarly and non-scholarly blogs and forums. They assessed the publications to determine the top ten by level of attention, article type, therapeutic area, and product.

## What did it tell them?

By looking at the Altmetric data the team were able to identify that the highest levels of attention for the articles occurred between one month before and 2 months after being assigned to a specific journal issue online. A majority of the top 10 articles that received the most attention were published in the New England Journal of Medicine. Of the article types evaluated, primary and secondary manuscripts were most prevalent, with around 50% of those articles receiving attention. Roughly 50% of review articles also received attention.

## What do they plan to do with this information next?

Sentiment analysis of the content from the online attention is ongoing, but already the team have gathered useful information about their publications. They plan to do an in-depth analysis of the data gathered from the online sources to help grow their understanding of their audiences and reach, and to identify areas for improvement.