

## Terrie Moffitt - Duke University

### User profile

Terrie Moffitt is Professor of Psychology at Duke University. She manages a team of twelve researchers at Duke, and is also Associate Director of the Dunedin Multidisciplinary Health and Development Study in New Zealand, and a manager of the Environmental Risk Longitudinal Twin Study.

### Researcher goals

- Terrie wanted to find an easier and quicker way of communicating the reach and impact of her work when completing grant reports.
- She also wanted to view the data for multiple papers simultaneously, and share the tool with her students and colleagues as a more interactive way of discussing research engagement.

### Key Facts

- Duke University is home to 14,850 students and a total of 35,998 employees.
- The University incorporates the Duke School of Medicine and the School of Nursing.
- Scopus data shows that researchers at Duke University have authored over 62,755 documents to date.

### Altmetric for Institutions trial

After one of her students recommended the Altmetric bookmarklet as a way of viewing the Altmetric data for any published article, Terrie installed the bookmarklet and familiarised herself with the data. Soon after this, she requested trial access to Altmetric for Institutions, in order to compare the data across multiple papers.



### Gathering evidence and context

Researchers and administrators are facing increasing demands from management and government reviews to provide evidence of the broader impact and value of their work.

Terrie was able to add the Altmetric data to her CV, and to a lab progress report, in order to demonstrate the attention her work was getting beyond the “ivory tower” of academia.

Using the Altmetric data meant she was also able to view the attention her articles were getting immediately after publication, rather than waiting for citations to accrue in order to be able to show evidence of impact.

A key benefit, Terrie reports, is being able to click through to every post and use this granularity to see exactly who has been posting about your work.

Geographical breakdown



She says that being able to view your audience members allows you to better understand how to communicate your research with different groups, and that the Twitter demographics tab is a good way of seeing whether your work has had international engagement.

### Driving academic engagement

Terrie thinks altmetrics are very useful for making sure early career researchers get recognised for their contribution to their field.

Many younger researchers with less established networks and fewer citations find it hard to accumulate a flattering H-Index, but having access to altmetrics data means they can still show evidence of Impact.

“Everyone likes positive rapid reinforcement”

This, Terrie suggests, can enhance PHD student motivation, give early career researchers more content for job and funding applications, and can provide a much needed ego boost.

Terrie feels that Altmetric data could benefit many other departments and faculty members at Duke, and has given several presentations to her colleagues to increase awareness of altmetrics tools and uses. The response has been very positive.

“We used to envisage the college professor down the hall, but now we have altmetrics, we can see what kinds of readers are tweeting and blogging about our papers.

We need to communicate with them in a different way”

### Future plans

With paid access to Altmetric for Institutions, Terrie would continue to use the platform as a teaching resource. She says she would encourage her students to use Altmetric for discovery by performing keyword searches and building supplementary reading lists, thus enhancing student motivation and promoting independent learning. She also reports that she would also like to make further investigations using the policy documents search function.

### Summary

Terrie’s responses indicate that Altmetric data is useful at all institutional levels, and allows students and faculty members to view alternative measures of impact, rather than relying on bibliometrics only.