

How to choose where to publish using altmetrics

With thousands of journals to choose from, how will you decide where to publish your next study? **Altmetrics can help!**

Determine your goals

Your personal end goals for your research might include any of the following:



Publishing in particular journals can help you achieve these goals! That's because journals and the promotion services they provide are a great way to get your research into the hands of other researchers, policymakers, and many other audiences.

Identify journals with the most reach

It's easy to learn if particular journals publish more attention-getting research than others. Just look up Altmetric Attention Scores (seen on Altmetric Badges across hundreds of journals worldwide) for articles in the journals you want to compare.



Learn which journals are read by your audience

If your goal is to reach a specific audience for your research, look up the altmetrics for articles that have already done so. For example, altmetrics can tell you if certain journals tend to be featured in popular blogs or social media groups relevant to your desired audience.



Find journals that can help you promote your work

You can learn whether certain journals are better at helping to promote their authors' work than others. For example, are many of the tweets for articles prompted by a journal's official Twitter account?



Find altmetrics for journal articles

Altmetric Bookmarklet

The Altmetric Bookmarklet allows you to find altmetrics for anything with a DOI (including most journal articles) with a single click.

After you've installed the Bookmarklet, simply:




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Research

Physical activity for cancer survivors: meta-analysis of randomised controlled trials

BMJ 2012 ; 344 doi: <http://dx.doi.org/10.1136/bmj.e70> (Published 31 January 2012)
Cite this as: BMJ 2012;344:e70

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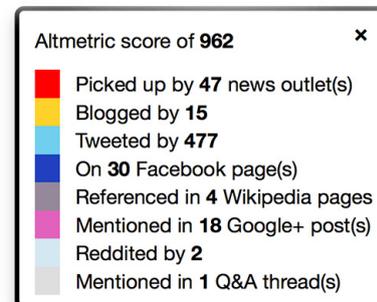
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Altmetric Badges

Altmetric Badges appear on hundreds of journal websites worldwide. You can click on a badge to view the metrics and full-text discussions of that journal article.



Altmetric score of 962

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