A Guide to Altmetric

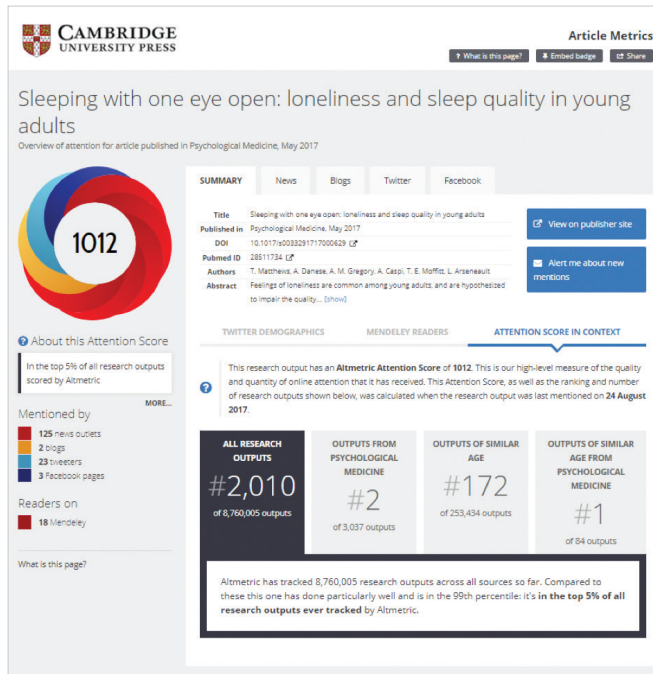# 1 What is Altmetric?

Altmetric helps journal and book authors to see how much attention their work is receiving online.

Altmetric receives data from:

- Social media (Twitter, Facebook, Google+, etc.)

- Traditional media (mainstream and specialist news websites) Blogs

- Online reference managers like Mendeley and CiteULike

2 What does it provide?

Alongside Cambridge Core metrics, Altmetric offers a 360˚ view of where your work is being discussed, mentioned and shared. You can find the Altmetric results for your work by clicking on the badge under

the metrics tab on the article or book page, or next to the article or book title in search results on Cambridge Core.

The Altmetric Attention Score

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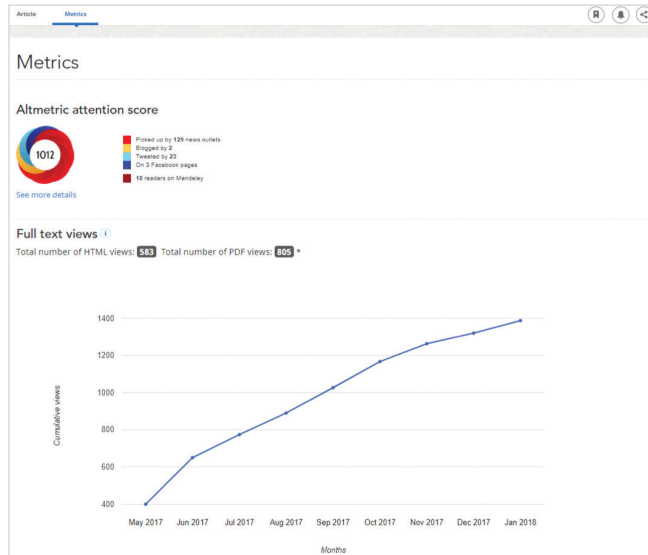
The number inside the coloured circle is the Altmetric Attention Score for the output being viewed. This is a quantitative measure of the quality and quantity of attention that the output has received.

It's also a great way to find where exactly your readers are discovering your work.

The colours in the badge reflect where the work has been mentioned. For example, red means news and light blue means Twitter.

4 Categories of sources

A mention denotes the source that references the publication.
Altmetric tracks a wide range of different sources:

- Policy documents
- News outlets
- Social media
- Syllabi
- Peer reviews

5 Weighting

The score is derived from an automated algorithm, and represents a
weighted count of the amount of attention Altmetric has detected for
a research output. This weighting reflects the relative reach of each
type of source. It's easy to imagine that the average newspaper story
is likely to bring more attention to a research output than the average
tweet. As a result this is reflected in the default weightings:

News	8
Blogs	5
Twitter	1
Facebook	0.25
Sina Weibo	1
Wikipedia	3
Policy documents (per source)	3
Q&A	0.25
F1000/Publons/Pubpeer	1
YouTube	0.25
Reddit/Pinterest	0.25
LinkedIn	0.5
Open Syllabus	1
Google+	1

authorhub@cambridge.org   cambridge.org/authorhub

The Altmetric Attention Score always has to be a whole number. This means that mentions that contribute less than 1 to the score are sometimes rounded up to one. So, if Altmetric detected one Facebook post for an article or book, the score would increase by one, but if there were three more Facebook posts for that same work, the score would still only increase by 1.

6 Promoting your work

Altmetric tracks and reports conversations and attention to your work from thousands of online sources, including mainstream news outlets, policy documents and social media. This data can be useful for securing grant funding, supporting promotion and tenure, and managing your scholarly reputation.

7 How can I attract attention to my work?

- ☑ Write a lay summary of your research and introduce it via relevant discussion lists and online forums.

- ☑ Upload and make available data, images, posters and other files.

- ☑ Start your own blog or contribute to our blogs such as Cambridge Core and *fifteeneightyfour*. It's a great way to build your online profile and position your research.

- ☑ Reach out to key bloggers to make them aware of your work – look at the Altmetric scores for related work in your discipline to find relevant bloggers.

- ☑ Include a link to your work in your email signature, online profiles and CV.

- ☑ Share links to your work via Twitter and other social media after presenting at conferences including the conference hashtag. Start online conversations with conference attendees

- ☑ Register for an ORCID ID and populate your profile so that others can easily discover your work, and identify it as yours.

8. How can I make sure Altmetric picks up mentions of my work?

Once your work is getting attention there are a few key things that are required for Altmetric to pick up an online mention of your research:

1. Always link to a page that includes your research's unique identifier (e.g. DOI, arXiv ID, PubMed ID) – for example the publisher or institutional repository abstract page.

2. The link needs to be in the main body of the post – unfortunately Altmetric can't pick up any links included in headers or other sections of the page.

3. Altmetric needs to be tracking the source that's mentioned the work. To check if the source is being tracked email support@altmetric.com.

9. How to use DOIs to promote your work

When talking about your work it can be more effective to include a DOI or URL link to where the article or book can be found. This can be much more effective than talking about your works by titles only.

You can use the 'shareable link' button on Cambridge Core to create shortened links that are easier to share on social media and in emails.
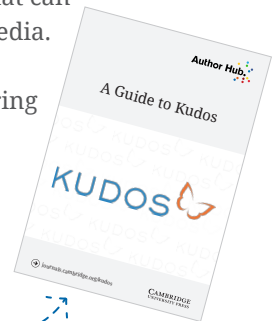
10. Kudos

Using Kudos you are able to set up trackable links that can then be shared with contacts via email and social media. By monitoring these trackable links on Kudos you'll then be able to monitor and measure how each sharing activity performs effectively.
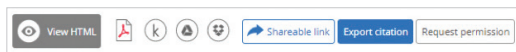
Read the Author Hub guide to Kudos for more information about setting up a Kudos account.

Notes