Publishers: Applying Altmetrics

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Publishing, preserving, and promoting scholarship.
Michigan Publishing launches Altmetric pilot

by Rebecca Welzenbach on April 9, 2015
Announcements

We are pleased to announce that we have just launched a pilot of Altmetric, a tool that will provide easy access to article-level alternative metrics for our digital publications. This tool has been implemented first on our open access journals content, with open monographs and materials in Deep Blue, the University of Michigan's institutional repository, to follow soon.

Altmetric searches the web for mentions of Michigan Publishing content (as well as for Nature, Science, Oxford University Press, Wiley, and many other publishers and journals—we are in good company). Then, Altmetric calculates a "score of attention" for each item based on an algorithmic assessment of the relevance, value, and impact of each mention. For example, being cited in a CNN article carries more weight than a single tweet. The attention score is displayed at the top of each article, and can be clicked on to drill down into all of the instances of sharing, posting, or linking that have occurred.

Take a look at an iconic article from The Journal of Electronic Publishing as an example:

White Paper: The Deep Web: Surfacing Hidden Value

Volume 27, Issue 1 Taking License, August, 2011
DOI: http://dx.doi.org/10.3115/10971304
Where are we using Altmetric?

**University of Michigan Press**
In partnership with their authors and series editors, the Press publishes in a wide range of humanities and social science disciplines. With a rich history of publishing expertise, the Press leads in the development of digital scholarship and supports the dissemination of knowledge as widely and freely as possible.

**Michigan Publishing Services**
As experts in scholarly publishing, we provide a suite of publishing-related services to the University of Michigan to help increase the visibility, reach, and impact of scholarship.

**Deep Blue**
University of Michigan's permanent, safe, and accessible service for representing our rich intellectual community. Its primary goal is to provide access to the work that makes Michigan a leader in research, teaching, and creativity.
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Michigan Journals

“We will provide an affordable, efficient, integrated, born-digital publishing solution for important journals in niche areas which may have no other home. Through adherence to external standards, we will help them demonstrate editorial excellence and meaningful impact.”
How will Altmetric benefit our journals?

• In niche subject areas of global interest
• In journals that won’t qualify for (or benefit from) traditional measures like Journal Impact factor
• In disciplines where looking at a general, public audience gives exciting new texture to the story

And across the board: communicating value to home institutions.
In niche subject areas of global interest
In journals that won’t qualify for (or benefit from) traditional measures like Journal Impact factor.
In disciplines where looking at a general, public audience gives exciting new texture to the story.
Communicating value to home institutions

- Michigan Publishing hosts a total of 39 serials.
- Of these, 17 are currently being run by an individual or a small group of editors with little or no financial support.
- An additional 4 were in a similar position, but have ceased to publish over the last five years.

We hope that evidence of impact will boost morale and commitment—and perhaps help editors to recruit new reviewers, editorial board members, etc.

Additionally, evidence of impact may help our editors make the case for resources and support (space, servers, students...) to their home institutions.
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27 tweets from 27 accounts with an upper bound of 36,381 combined followers
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Deep Blue
What’s next?

• Badges on Deep Blue material
• Education & training for partners, editors, and authors
• Reporting out & analysis
• Two-year pilot