

# Publishers: Applying Altmetrics

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Journals Coordinator, Michigan Publishing

May 14, 2015





Publishing, preserving, and  
promoting scholarship.

Learn more





# 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:



the journal of  
electronic  
publishing

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Search

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RETURN TO SEARCH RESULTS

Highlight matching search terms

## White Paper: The Deep Web: Surfacing Hidden Value

Volume 7, Issue 1: Taking License, August, 2001

DOI: <http://dx.doi.org/10.3998/3336451.0007.104>

EPUB

Print



Blogged by 1  
On 2 Facebook pages

# 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.”

## Journals

Please see the [Michigan Journals page](#) for more information about publishing a journal with us.

### Arkivoc



The Archive for Organic Chemistry (Arkivoc) is the free online journal devoted to all aspects of organic chemistry. Its fundamental policy is the publication of sound, peer-reviewed, scientific information completely free of charge to both authors and readers. The latter aspect was designed especially to benefit scientists in developing countries and hence to promote the basic human rights of equality of opportunity and education.

### Ars Orientalis



Ars Orientalis is a peer-reviewed, annual volume of scholarly articles on the art and archaeology of Asia, the ancient Near East, and the Islamic world. It is published jointly by the Freer and Sackler Galleries and the University of Michigan's Department of the History of Art. Fostering a broad range of topics and approaches in themed issues, the journal is intended for scholars in diverse fields. Ars Orientalis provides a forum for new scholarship, with a particular interest in work that redefines and crosses boundaries, both spatial and temporal.

### Belin Lecture Series



Each year since 1991, the Jean & Samuel Frankel Center for Judaic Studies at the University of Michigan has brought a prestigious scholar to campus to address diverse dimensions of American Jewish culture. The lecture was established through a generous gift from the late David W. Belin, an alumnus of the College of Literature, Science and the Arts, the Business School, and the Law School of the University of Michigan. This project is the published lectures of the David W. Belin Lecture in American Jewish Studies.

### Bulletin - The University of Michigan Museums of Art and Archaeology (vols. 1-14)



The Bulletin of the University of Michigan Museums of Art and Archaeology featured scholarly articles related to subjects of interest to both UMMA and the Kelsey Museum of Archaeology, particularly their collections, exhibitions, and fieldwork programs. Written principally by graduate students, faculty, and curators affiliated with the museums and the Department of the History of Art at the University of Michigan, the Bulletin was peer reviewed and distributed internationally. Each volume includes accessions lists as well as several short essays on recent acquisitions or significant holdings. This collection contains volume 1-14.

BOOKS

JOURNALS

DIGITAL PROJECTS

CONFERENCE VOLUMES

REPRINTS

SEARCH

## 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



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## Zenana Studio: Early Women Photographers of Bengal, from *Taking Pictures: The Practice of Photography by Bengalis*, by Siddhartha Ghosh

Translated by Debjani Sengupta

PUBLISHED ORIGINALLY IN BENGALI, IN 1988, BY ANANDA PUBLISHERS, PVT. LTD.

Volume 4, Issue 2: In Translation, Spring 2014

Permalink: <http://hdl.handle.net/2027/spo.7977573.0004.202>

[Permissions](#)

### Translator's Note

Siddhartha Ghosh's Chobi Tola: Bangalir Photography-Chorcha (*Taking Pictures: The Practice of Photography by Bengalis*) is a pioneering work that came out in 1988 to critical acclaim and describes the history of photography in Bengal from its inception during the colonial period. The work has an important section on early women photographers in India that

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## 'Zenana Studio: Early Women Photographers of Bengal', from *Taking Pictures: The Practice of Photography by Bengalis*, by Siddhartha Ghosh

Sengupta, Debjani

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Blogs Twitter Facebook Score Demographics Help

### Score in context

Puts article in the top 5% of all articles ranked by attention

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### Mentioned by

- 1 blog
- 116 tweeters
- 82 Facebook pages

### Readers on

- 0 Mendeley
- 0 CiteULike

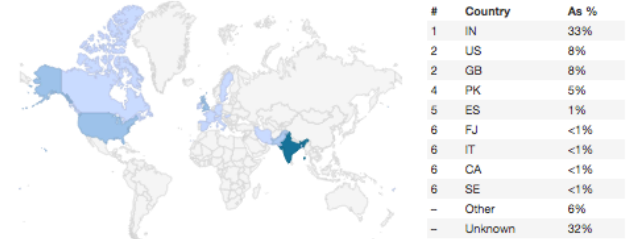
### Track this article

- Get email updates when this article is shared

### Twitter attention

The data shown below were collected from the profiles of tweeters who shared this article. Click [here](#) to find out more about how the information was compiled.

### Geographical breakdown



### Tweeter demographics

Type	Count	As %
Members of the public	96	82%
Science communicators (journalists, bloggers, editors)	14	12%
Practitioners (doctors, other healthcare professionals)	3	2%
Scientists	3	2%

# In journals that won't qualify for (or benefit from) traditional measures like Journal Impact factor



The Journal

OF THE INTERNATIONAL INSTITUTE

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## The First Genocide of the 20th Century and its Postcolonial Afterlives: Germany and the Namibian Ovaherero

By George Steinmetz

Volume 12, Issue 2, Winter 2005

Permalink: <http://hdl.handle.net/2027/spo.4750978.0012.201>

[Permissions](#)

The first genocide of the 20th century occurred not in Europe but in Southwest Africa, a colony that had been annexed by Germany in the early 1880s. Between August 1904 and 1907, the Germans attempted to exterminate the indigenous Ovaherero people, along with the groups of rebellious Khoikhoi. The Germans did not succeed in killing all of these insurgents, but their explicit intentional effort to do so qualifies their actions clearly as genocidal.

For years German leaders who visited Southwest Africa's postcolonial successor state of Namibia refused to meet with Ovaherero representatives. But this past summer, the German Minister for Economic Cooperation and Development, Heidemarie Wiecezorek-Zeul, spoke to Ovaherero leaders at the Waterberg during the commemoration of the 1904 war and acknowledged "the violence inflicted by the German colonial powers on your ancestors, particularly the Herero and



## The First Genocide of the 20th Century and its Postcolonial Afterlives: Germany and the Namibian Ovaherero

Steinmetz, George

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Twitter Facebook Score Demographics Help

So far Altmetric has seen 46 tweets from 45 accounts with an upper bound of 107,435 combined followers.

	Saadigah Ikraam @ssaaadiqah 599 followers	<a href="http://t.co/Vj-H98ZC0rn">http://t.co/Vj-H98ZC0rn</a>	14-Jan-2014
	W. E. Baâ Du Bols @alwaystheself 4,417 followers	The First Genocide of the 20th Century and its Postcolonial Afterlives: Germany and the Namibian Ovaherero <a href="http://t.co/Ww2YEWxhJS">http://t.co/Ww2YEWxhJS</a>	25-Jul-2014
	Arta Noise @artanoise_ 316 followers	The First #Genocide of the 20th Century and its Postcolonial Afterlives: Germany and the Namibian Ovaherero <a href="http://t.co/nudwGalc5r">http://t.co/nudwGalc5r</a>	27-Jan-2015
	Malik I.M. @suntouchmusic 182 followers	His-Story Repeating Itself @msafrikanroots @Inversal <a href="http://t.co/UrYVbSTx5F">http://t.co/UrYVbSTx5F</a>	14-Feb-2015
	Rasta3FaceScalewa @Inl_veral 326 followers	His-Story Repeating Itself @msafrikanroots @Inversal <a href="http://t.co/UrYVbSTx5F">http://t.co/UrYVbSTx5F</a>	15-Feb-2015

### Score in context

Puts article in the top 5% of all articles ranked by attention

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### Mentioned by

45 tweeters  
3 Facebook pages


### Readers on

0 Mendeley  
0 CiteULike


### Track this article

- Get email updates when this article is shared

# In disciplines where looking at a general, public audience gives exciting new texture to the story



JOURNAL OF THE  
*Abraham Lincoln*  
ASSOCIATION

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## Lincoln's Suspension of the Writ of Habeas Corpus: An Historical and Constitutional Analysis

JAMES A. DUEHOLM

Volume 29, Issue 2, Summer 2008, pp. 47-66


Permalink: <http://hdl.handle.net/2027/spo.2629860.0029.205>

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## Lincoln's Suspension of the Writ of Habeas Corpus: An Historical and Constitutional Analysis

Dueholm, James A.

[Get email updates for this article](#)

News Blogs Twitter Facebook Score Demographics Help

So far Altmetric has seen 3 stories from 3 outlets.

THE INFORMATION POINT

What We've Lost Since 9/11  
Huffington Post  
Taking Down the First Amendment in Post-Constitutional America Cross-posted with TomDispatch.com America has entered its third g ...  
2014-06-16T01:32:51+00:00

THE NATION

How the 'War on Terror' Became a War on the Constitution  
The Nation  
Peter Van Buren: Since 9/11, power-hungry political leaders have eviscerated the First Amendment and we've allowed them to do it. ...  
2014-06-16T15:50:41+00:00

SALON

America entering dangerous new age: The post-constitutional era  
Salon  
Our speech is being monitored. Our lawmakers work in secret. It's a brave new world; ..  
2014-06-17T12:21:17+00:00

**54**

Score in context

Puts article in the top 5% of all articles ranked by attention

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Mentioned by

- 3 news outlets
- 1 blog
- 7 tweeters
- 46 Facebook pages

Readers on

- 0 Mendeley
- 0 CiteULike

Track this article

- Get email updates when this article is shared

# 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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## Deep Blue

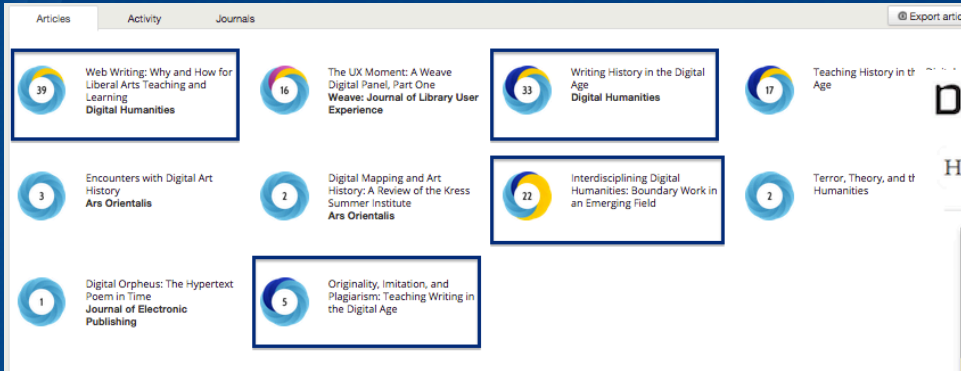
University of Michigan's permanent, safe, and accessible service for representing our rich intellectual community. Its primary goal is to provide access to the work that makes Michigan a leader in research, teaching, and creativity.





# Where are we using Altmetric?

## University of Michigan Press



**DIGITALCULTUREBOOKS**

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Home Search

**Web Writing: Why and How for Liberal Arts Teaching and Learning**  
Jack Dougherty and Tennyson O'Donnell, editors

Series: Digital Humanities  
DOI: <http://dx.doi.org/10.3998/dh.13396229.0001.001>  
Published: Ann Arbor, MI: University of Michigan Press, 2015.

[Permissions](#)

Share+ score 39

Blogged by 3  
Tweeted by 26  
1 readers on CiteULike

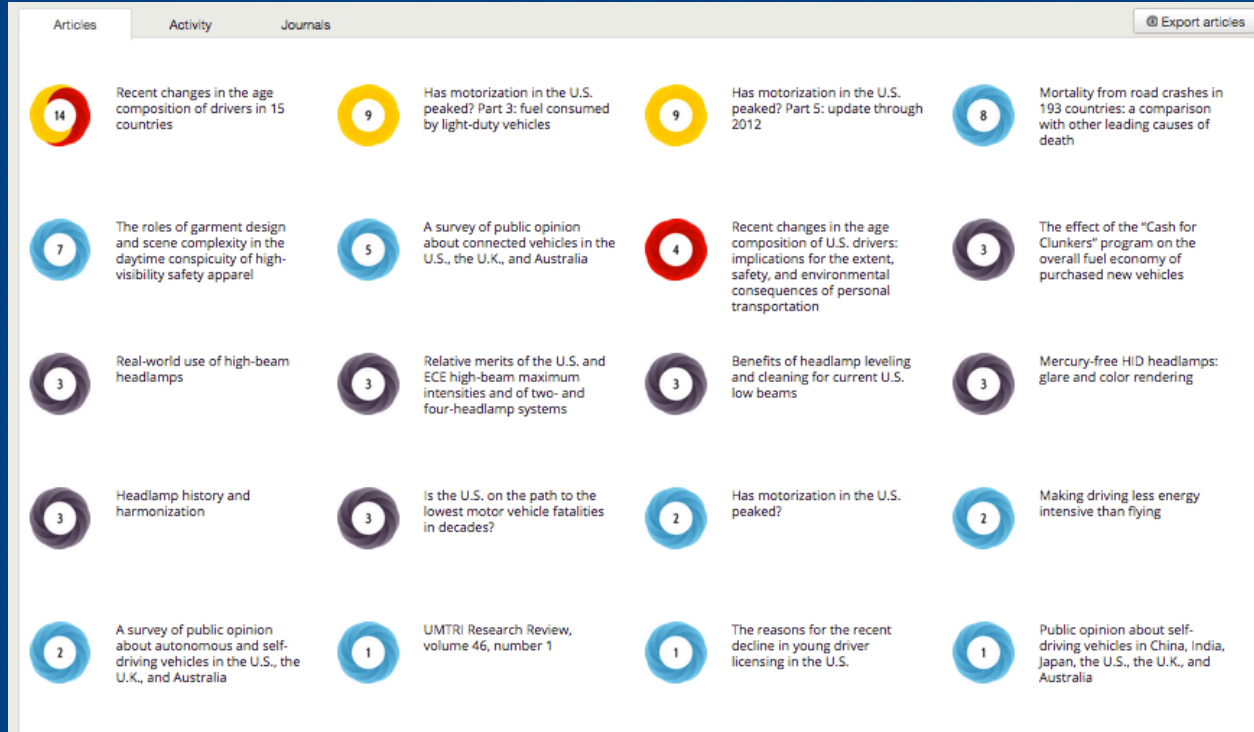
[See more details](#) | [Close this](#)

27 tweets from 27 accounts with an upper bound of 36,381 combined followers



# Where are we using Altmetric?

Deep Blue



## What's next?

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