

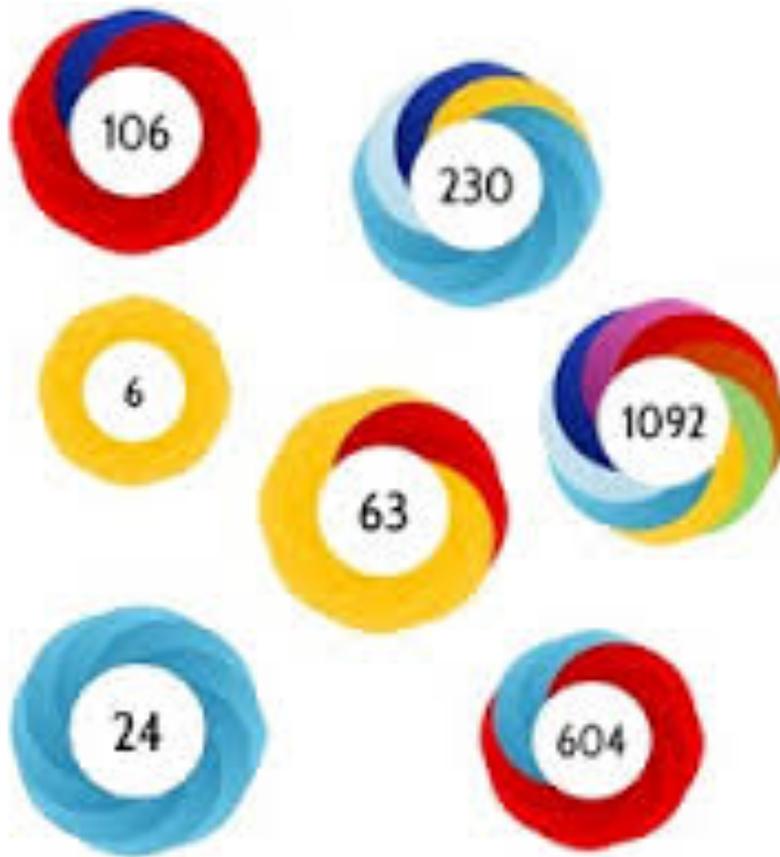


Qualitätsindikator, Marketinginstrument, Informationsfilter?

Zur Multifunktionalität von Altmetrics

Martina Franzen

Erfolgreiches Marketing





Aufbau

- ❖ 1 Soziotechnische Genese von Altmetrics
- ❖ 2 Im Fokus: Altmetric.com
- ❖ 3 Resümee: Wo liegt das Potenzial von Altmetrics?
- ❖ 4 Diskussion



Public Library of Science (PLOS) als Vorreiter

PLOS: Erfolgsprojekt der Open Access Bewegung

Kritik am Impact Factor Game:

„We conclude that science is currently rated by a process that is itself unscientific, subjective, and secretive“ The PLoS Medicine Editors (2006).



ALM (Alternative Level Metrics) als Gegenmodell

“Traditional metrics, which consider only citation count and journal name to assess impact, capture a narrow view of a work’s value and do so only after the accumulation of citations in academic literature.” (source: <https://www.plos.org/article-level-metrics>)



Pluralisierung der Bewertungsdimensionen



Aus: Fenner, M. (2013): What Can Article-Level Metrics Do for You?. PLoS Biol 11(10): e1001687.

Anwendung beschränkt auf PLOS-Artikel



Bewegung durch das Altmetrics- Manifesto 2010

“Altmetrics expand our view of what impact looks like, but also of what's making the impact.”

Priem, Jason et al.(2010): *Alt-metrics: A manifesto*.
<http://altmetrics.org/manifesto>

#altmetrics



Technische Voraussetzung: Science 2.0

„Today, for every single use of an electronic resource, the system can record which resource was used, who used it, where that person was, when it was used, what type of request was issued, what type of record it was, and from where the article was used” (Kurtz & Bollen, 2010: 4).

Altmetric.com



“Authors love article level metrics. It doesn’t matter if it’s their first or hundredth journal article – researchers want their work to be shared, discussed, and applied. They’re curious about who is talking about their work and what is being said. Using the Altmetric data and API, publishers can deliver real value to their authors and readers through powerful article level metrics pages.”

- Altmetrics als ‚Narzissmusstechnologie‘ (Diana Hicks)?



Das Quellenspektrum von Altmetric.com

The colours of the donut

The colours of the donut reflect the sources of attention for each research output. An article with a lot of news coverage, for example, will have a very red donut. A dataset that has been mostly tweeted about will have a mostly light blue donut.





Artikelzentrierte Impact-Messung

Article metrics for:



Designer matrices for intestinal stem cell and organoid culture

Nikolce Gjorevski, Norman Sachs, Andrea Manfrin, Sonja Giger, Maiia E. Bragina, Paloma Ordóñez-Morán, Hans Clevers & Matthias P. Lutolf

Nature 539, 560–564 (24 November 2016) | doi:10.1038/nature20168

Last updated: 30 November 2016 3:2:54 EST

Total citations



Online attention



Altmetric score (what's this?)

- Tweeted by 149
- Picked up by 11 news outlets

This Altmetric score means that the article is:

- in the 98 percentile (ranked 1,471st) of the 103,772 tracked articles of a similar age in all journals
- in the 68 percentile (ranked 191st) of the 615 tracked articles of a similar age in *Nature*

Page views

10,498



Altmetric Score erlaubt Ranking wissenschaftlicher Publikationen



Altmetric

2014 Top 100

Which academic research caught the public imagination in 2014?

At Altmetric, we track who's saying what about academic papers. Here, we take a look back at 2014, with a review of the 100 papers that received the most attention online - and the conversations that happened around them.

You can find out more about how we collect data and put this list together on our [blog](#).



Journal Institution Category Country Access type [Clear filters](#)

1 Experimental evidence of massive-scale emotional contagion through social networks

Kramer AD, Guillory JE, Hancock JT



Journal Proceedings of the National Academy of Sciences of the United States of America
Institutions Facebook Inc., University of California - San Francisco, Cornell University
Category Psychology and Cognitive Sciences
Country United States



Score of attention

This is ranked 1st in this journal.

[Click for more details](#)

Mentioned by

- 301 news stories
- 342 Facebook posts
- 130 blog posts
- 115 Google+ posts
- 3801 tweets
- 14 Reddit posts
- 10 peer reviews
- 1 Research highlight



Altmetric Ranking: Top#1 Artikel 2016

Altmetric TOP 100 ARTICLES 2016

In the past year, Altmetric has tracked over **17 million** mentions of **2.7 million** different research outputs. These are the top 100 most-discussed journal articles of 2016.

[READ MORE ABOUT THIS LIST](#)

Filter by journal Filter by subject Filter by institution Filter by country Access

ARTICLE #1 OF 100
United States Health Care Reform: Progress to Date and Next Steps
SPECIAL COMMUNICATION IN **JAMA**

In the first academic paper to be published by a sitting president, Obama assesses the effect of the Affordable Care Act and recommends additional healthcare priorities for future governments.

8063

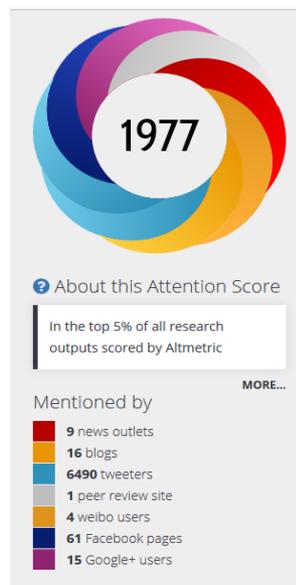
- 315 news stories
- 45 blog posts
- 2,017 tweets



High-Scoring Paper: Beispiel 2

Research Paper Culumber et al. (2014):

Variation in Melanism and Female Preference in Proximate but Ecologically Distinct Environments



Dave Harris

@davidjayharris

+ Follow

Not sure how this made it through proofreading, peer review, and copyediting. Via onlinelibrary.wiley.com/doi/10.1111/et... #addedvalue



Although association preferences documented in our study theoretically could be a consequence of either mating or shoaling preferences in the different female groups investigated (should we cite the crappy Gabor paper here?), shoaling preferences are unlikely drivers of the documented patterns both because of evidence from previous research and inconsistencies with *a priori* predictions. Our methods closely followed those of published mate choice experiments in this system (Tobler et al. 2009a,b; Plath et al. 2013),

RETWEETS
4,174

FAVORITES
2,417





Early Adopters: Kooperation mit (Groß-)Verlagen



Seit April 2015





Springer Bookmetrix: Vergleichsmessungen auf Kapitelebene



Bookmetrix tracks social and scholarly activity around published books

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HANDBUCH WISSENSCHAFTSSOZIOLOGIE
– 2012

EDITORS Sabine Maasen · Mario Kaiser · Martin Reinhart · Barbara Sutter

ISBN 9783531189185 · 9783531174433

DOI 10.1007/978-3-531-18918-5

DISCIPLINES Social Sciences

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CHAPTER 1 0 0 1 3K

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Handbuch Wissenschaftssoziologie

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95k

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Showing 1–3 of 3 total citations.

2015

In defence of international comparative studies. On the analytical and explanatory power of the nation state in international comparative higher education research

Journal article in *European Journal of Higher Education*

2014

Gebildet Wissen. Erstes 2. Zu den Effekten des zeitlichen Steuerungsinstrumentes „Creditline Science“



Altmetrics: Kritische Potenzialanalyse

Qualitätsindikator? Altmetrics zuvörderst ein Maß für Popularität (s.a. herkömmliche Zitationen), Mechanismen der Aufmerksamkeitsökonomie greifen im Social Web nur stärker durch.

Marketinginstrument? Altmetrics erhöhen die Resonanzfähigkeit wissenschaftlicher Produkte, was aber eine aktive und kontinuierliche Medienarbeit (Twitter, Facebook) seitens der Autoren/Verlage voraussetzt.

Informationsfilter und Informationsgewinn: Ratings and Ratings steuern Aufmerksamkeit. Das bislang noch nicht ausgeschöpfte Potenzial liegt jedoch weniger in algorithmischen Selektionsmechanismen, sondern in dem öffentlich zugänglichen Netzwerk an inhaltlichen Verweisen für Bildungs- und Forschungszwecke.



Diskussion

Altmetrics erleben derzeit eine rasante Verbreitung und Akzeptanz als ‚Narzissmusstechnologie‘,

die jedoch jederzeit zu einer ‚Kontrolltechnologie‘ transformieren kann

- (vgl. Costas/Wouters 2014 mit Verweis auf Diana Hicks)

mit welchen Folgen für wen?

Vielen Dank für Ihre Aufmerksamkeit!

Referenzen

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Dickel, Sascha; Franzen, Martina (2015): Digitale Inklusion: Zur sozialen Öffnung des Wissenschaftssystems. *Zeitschrift für Soziologie* 44 (5), S. 330-347.