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4th SERIES OF INTRODUCTORY WORKSHOP ON:

Strategies to Enhance Research Visibility, Impact & Citations

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Research Management & Innovation Complex
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www.researcherid.com/rid/C-2414-2009
http://scholar.google.com/citations

Abstract

Abstract: The reach of a publication can no longer be judged exclusively by the number of times it is cited. Because, we are now in the digital and sharing information age, academic conversations are as likely to be found on various academic social networks. So, we need new tools to measure the research impact. Altmetrics are new metrics proposed as alternatives to Impact Factor for journals and personal citation indexes like h-index.

Altmetrics attempts to use the online activity to measure impact, buzz, word of mouth for scientific information and it includes new ways to measure usage at the citation level. In this workshop, I will explain about the application of "alternative metrics" tools such as: Altmetric.com, Impactstory.org, Plumanalytics.com, and PLoS metrics.

Keywords: Altmetric, H-index, Improve citations, Research tools, Bibliometrics, Research Visibility

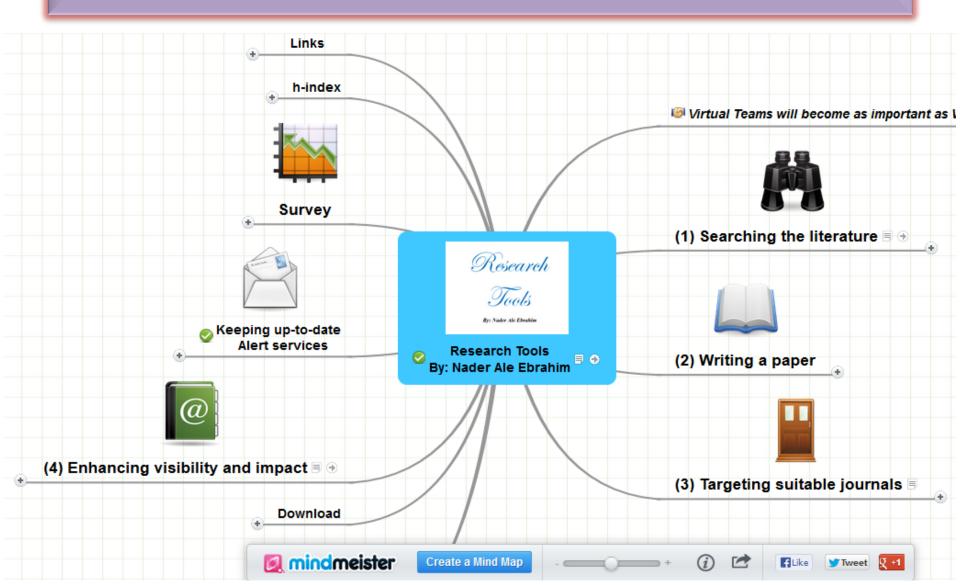
Top 10 authors with the highest profile view counts on ResearchGate

Table 11. Top 10 authors with the highest profile view counts on ResearchGate (9th of November, 2015), compared to the same indicator on the 10th of September, 2015

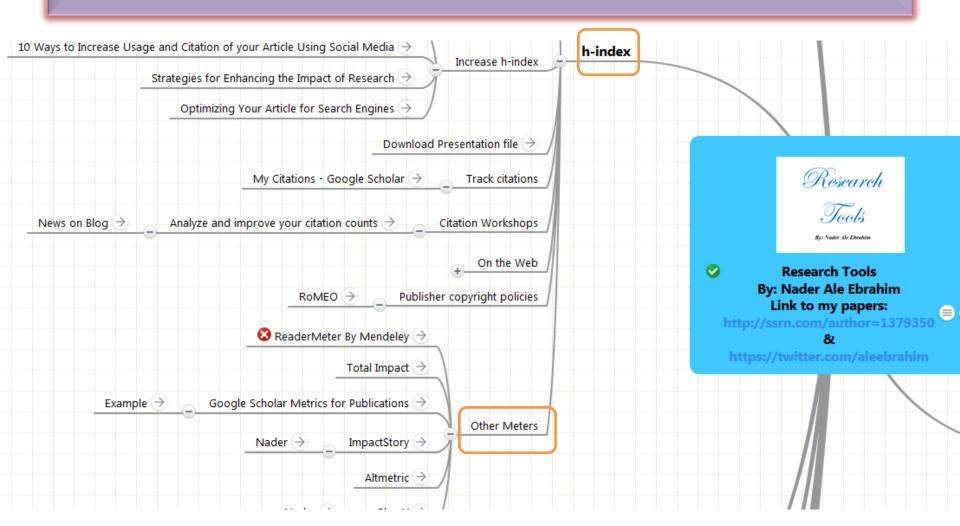
	SEPTEMBER 10 th	NOVEMBER 9 th	
AUTHOR	(2015)	(2015)	MISMATCH
NAME	PROFILE	PROFILE	(%)
	VIEWS	VIEW	
Nader Ale Ebrahim	19,821	13,281	67.00
Chaomei Chen	7,760	3,937	50.73
Loet Leydesdorff	4,227	1,758	41.59
Bakthavachalam Elango	2,883	1,756	60.91
Zaida Chinchilla	5,840	1,569	26.87
Mike Thelwall	4,297	1,568	36.49
Lutz Bornmann	3,129	1,439	45.99
Wolfgang Glänzel	3,012	1,301	43.19
Kevin Boyack	3,256	1,135	34.86
Peter Ingwersen	2,335	1,025	43.90

Source: Martín-Martín, A., Orduna-Malea, E., Ayllón, J. M., & López-Cózar, E. D. (2016). The counting house, measuring those who count: Presence of Bibliometrics, Scientometrics, Informetrics, Webometrics and Altmetrics in Google Scholar Citations, ResearcherID, ResearchGate, Mendeley, & Twitter. EC3 Reseach Group: Evaluación de la Ciencia y de la Comunicación Científica Universidad de Granada and Universidad Politécnica de Valencia (Spain), In Progress,. doi:10.13140/RG.2.1.4814.4402

Research Tools Mind Map



Research Tools Mind Map -> h-index -> Other Meters



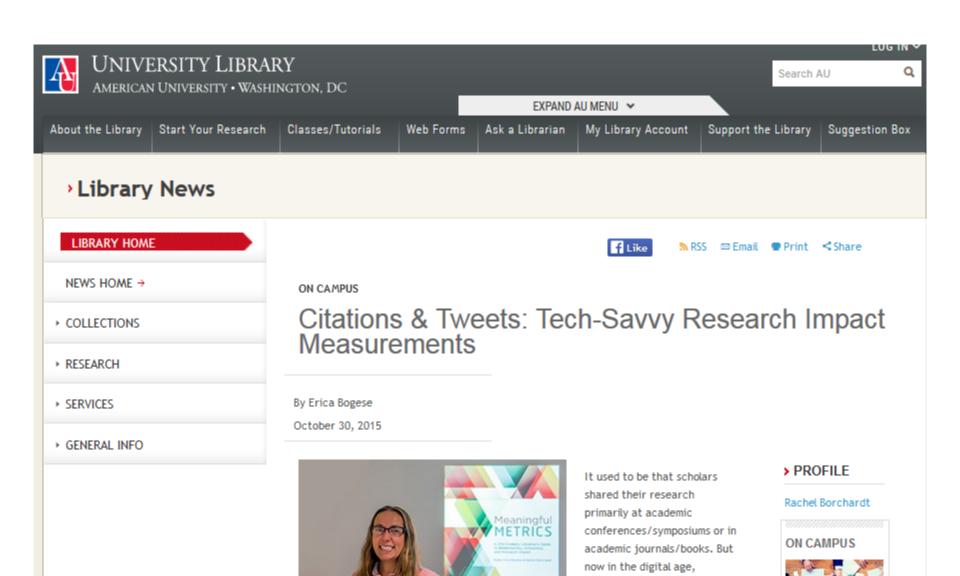
QUICK GUIDE: HOW TO INCREASE THE VISIBILITY AND ACADEMIC IMPACT OF YOUR RESEARCH

5.2 Use social media tools

There are several social networking sites designed for academics. They provide a forum for disseminating your research, promoting discussion of your work, sharing scientific information and forming new collaborations. Social networks are a good supplement for your institutional/personal web site or blog as they allow you to quickly communicate to your network that e.g. a new article has been published. You can communicate information about your research via **ResearchGate**, **Academia.edu**, **Twitter**, **Facebook** or **LinkedIn**. Being a micro-blogging service that uses short 140-character messages (tweets), Twitter is a quick and easy to use tool for sharing information about research, engaging in conversations with others and sharing links to your papers and presentations. Creating profiles on one or more of these sites make you and your research more discoverable. Sign up for social networking sites to increase your visibility and connect with your colleagues!

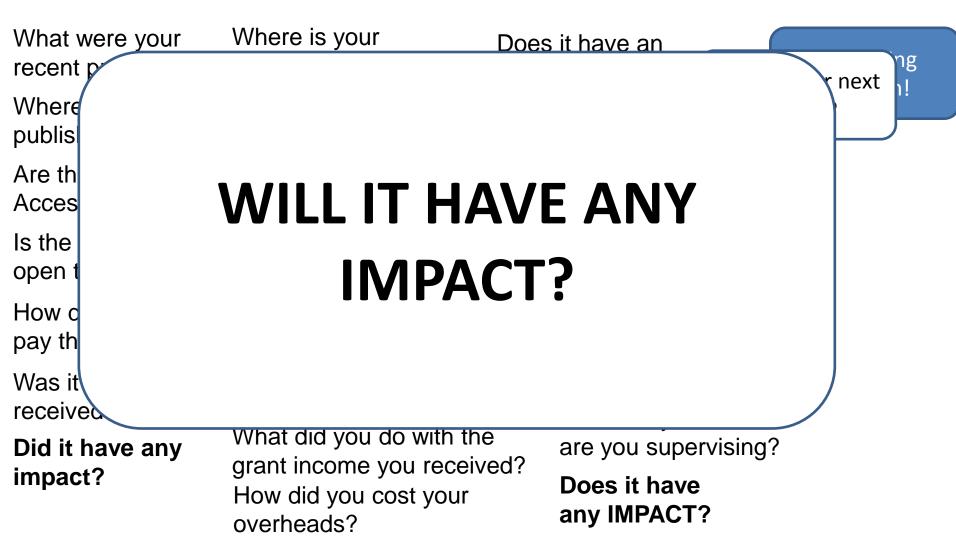
Source: http://www.harzing.com/download/impactguide.pdf





academic conversations are as likely to be found on Twitter or Facebook.

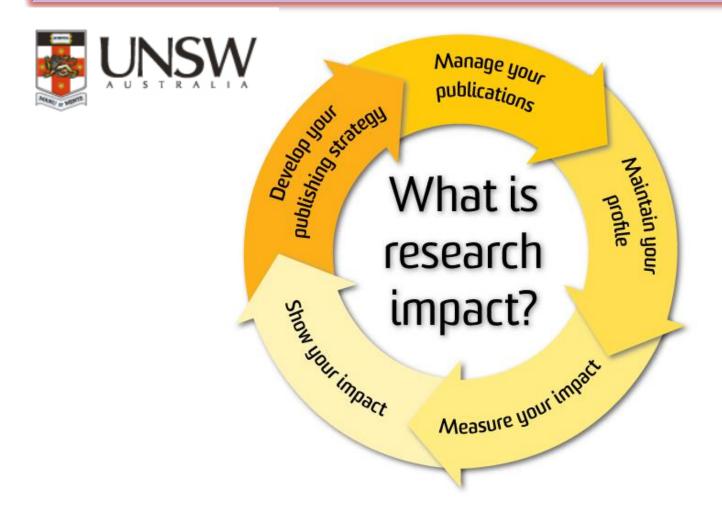
What it's like being a researcher



Source: Owen Roberson, Research Information Analyst (2015) Research Information and Analytics at Cambridge: Insight over measurement, Research Information Office, Academic Division

Research Impact Guide

Source: http://subjectguides.library.unsw.edu.au/researchimpact





Source: http://altmetrics.org/manifesto/

Problems with citation-based indicators



€ vs.

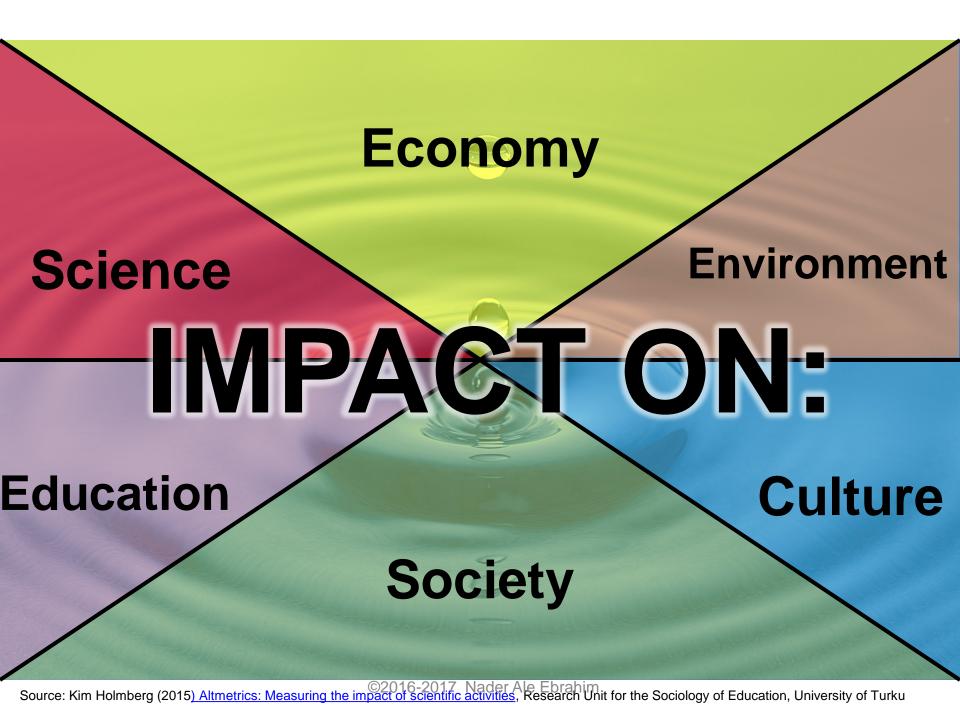
Problem 1: Time

Problem 2: Journals

Problem 3: Impact







Created by researchers

Created by the public

Created by researchers

Indicating future scientific impact?

Indicating other types of impact, such as societal impact?

Created by the public

How is the Altmetric score calculated?

The score is a weighted count

The score is derived from an automated algorithm, and represents a weighted count of the amount of attention we've picked up for a research output. Why is it weighted? To reflect the relative reach of each type of source. It's easy to imagine that the average newspaper story is more likely to bring attention to the research output than the average tweet. 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

"Alternative Metrics" Tools

- Altmetric.com
- Impactstory.org







- Plumanalytics.com
- PLoS Article-Level Metrics
- Usage Count (webofknowledge.com)
- Bookmetrix (http://www.bookmetrix.com)
- Article Metrics in Scopus







 Altmetrics are new metrics proposed as alternatives to Impact Factor for journals and personal citation indexes like h-index. The term "article level metrics" was first put forward in 2010, but altmetrics (derived from "alternative metrics") become prevalent as it better suggested a range of new metrics. Altmetrics can be applied not only to articles but also to people, journals, books, data sets, web pages, etc. Many aspects of the impact of a work (such as article views, downloads, mentions in social media and new services) can be measured, as well as traditional citation counts.

Source: http://www.swansea.ac.uk/iss/researchsupport/metrics/altmetrics/

Major trends in knowledge management research: a bibliometric study

Hi there!

You asked us to let you know if some articles you flagged were ever mentioned online. Good news! They have been.



Major trends in knowledge management research: a bibliometric study http://www.altmetric.com/details/6592628

Since 3rd Oct 2016:

Mentioned on Twitter by Nader Ale Ebrahim and Nader Ale Ebrahim.

Click here to stop getting updates for this article

You're receiving this email because you opted to track mentions of one or more articles by email. <u>Click here</u> to unsubscribe and we won't contact you again.

Any other questions, comments or suggestions? You can reach us directly at support@altmetric.com

On Friday, June 27, 2014 6:07 PM, The Impactstory team < team@impactstory.org > wrote:



Your new research impacts this week



Dr. Nader Ale Ebrahim impactstory.org/aleebrahim

1000+ SlideShare views

on Effective virtual teams

This slides attracted 73 new SlideShare views this week, bringing it up to 1003 total. It marks your 8th product to get this many views on SlideShare. Nice work!







Enhancing Research Visibility and Improving Citations: Publication Marketing ToolsMpws publication marketing tools by nader ale ebrahim 2013 □

(2013) Slideshare.



7000+ SlideShare views

on Enhancing Research Visibility and Improving Citations: Publication Marketing ToolsMpws publication marketing tools by nader ale ebrahim 2013

This slides attracted 394 new SlideShare views this week, bringing it up to 7030 total.

It marks your 1st product to get this many views on SlideShare. Nice work!

slides milestone

(i) Impactstory



University of Malaya Visiting Research Fellow

★2 **4 6**2

OVERVIEW

ACHIEVEMENTS

MENTIONS

PUBLICATIONS

ACHIEVEMENTS

view all



Global Reach 82

Your research has been discussed in 15 countries. That's high: only 17% of researchers have their work as widely discussed.

Your tweeters come from Austria, Brazil, Canada and 12 more.



Open Sesame 98

You've published 60% of your research in gold open access venues. This level of openness is matched by only 2% of researchers.

MENTIONS

160 online mentions across 4 channel 149 6 3

PUBLICATIONS

Virtual R&D Teams: A New Model for Product Dev 2015 International Journal of Innovation

25 🗑

A comparison between two main academic literatu of science and scopus databases 2013 Asian Social Science €

Impactstory



University of Malaya Visiting Research Fellow

₹12 **≜**3 **⊆**2

OVERVIEW

ACHIEVEMENTS

ACTIVITY

PUBLICATIONS

ACHIEVEMENTS

view all



Open Access

★ Top 25%

85% of your research is free to read online. This level of availability puts you in the top 20% of researchers.



Global Reach

★ Top 25%

Your research has been saved and shared in 45 countries. That's high: only 14% of researchers get that much international attention.

Countries include Argentina, Australia, Austria and 42 more.

ACTIVITY

1055 Saves and shares across 6 channels.

AA 3

9

3 S+ 17 0

PUBLICATIONS

A Comparison between Two Main Academic Li Collections: Web of Science and Scopus Datab 2013 Asian Social Science

176 7 7 8 4 9

Home / Antony Williams





Antony Williams

Connections in Chemistry

InkedIn, & ScientistDB, & ChemConnector Blog,

- 🔰 Twitter, 🚾 about.me, 묈 Google Scholar, 🏈 Microsoft Academic Search,
- Impact Story, W Wikipedia, W SlideShare, YouTube, Mendeley,
- PROskore,
 ResearchGate,
 amazon.com,

 ✓ Vizify, visualize.me,
- Pinterest, (DORCID, Vimeo

Artifact Summary 284 148 38 28 13 Presentation Article Paper Video Chapters

Researcher from:

Sample Profiles / Royal Society of Chemistry

My passion is connecting people to chemistry. Over the past decade I held many jobs and responsibilities including the direction of the development of scientific software applications for spectroscopy and general chemistry, directing marketing efforts, sales and business development collaborations for the company. I have almost... + More



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Sign in Q

Home / Nader Ale Ebrahim



Nader Ale Ebrahim

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ResearcherID, DORCID, bepress, & RePEc,

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Research tools,

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🌇 The Effective Use of "Research Tools" and Resources – Training of Trainers (TOT), 🙆 ResearcherID, 🕹 Peerevaluation,

EduBlogs, \$\preceq\$ Managing Research Candidature, \$\subseteq \text{Slid Share, } \precep\$ Science Wise, \$\frac{\text{\text{M}}}{\text{M}}\$ Mendeley,

📳 The academic impact of research: Current and the future citation trends in developing countries, 🚾 Delicious,

Practical Guide to Write a PhD Thesis and publish papers based on the thesis,
 MPRA, Research Tools Box,
 CiteULike,
 Zotero,

ResearchGate, 💆 arxiv, 🕹 Pearl Trees, 📳 Enhancing Research Visibility and Improving Citations: Publication Marketing Tools, 🐽 Flickr,

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PlumX Metrics



USAGE (views, downloads)



CAPTURES (bookmarks, favorites, readers)



MENTIONS (Wikipedia, comments, blogs)



SOCIAL MEDIA (Fa cebook likes, shares, tweets)

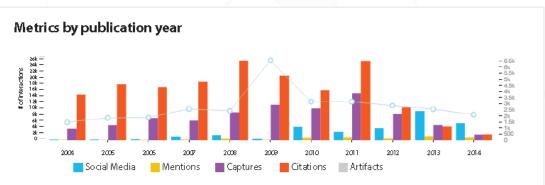


CITATIONS (Scopus, patents)

Analyze

You can aggregate metrics at any level to help you understand what is happening with your grant-funded research. For example you can see output and metrics by:

- Researcher
- Grant
- Department
- Journal



In this example, it is apparent that citations (red bars) are a lagging indicator; there are substantially fewer citations in the recent years, especially 2013 and 2014. The other categories of metrics help you see what has been going on recently.

Public Library of Science (PLOS) Article-Level Metrics (ALMs)

At PLOS, we believe that research articles should primarily be judged on their individual merits, rather than on the basis of the journal in which they were published. In March 2009, we inaugurated a program to provide Article-Level Metrics (ALM) on every article across all journals. Article-Level Metrics (ALMs) capture the manifold ways in which research is disseminated and can help users determine the value of an article to them and to their scientific community. The regularly updated data include the following metrics:

Viewed

PLOS Journals (HTML, PDF, XML)

PubMed Central (HTML, PDF)

Figshare (HTML, Downloads, Likes)

Saved

Mendeley CiteULike

Discussed

Twitter

Facebook

Wikipedia

Reddit

PLOS Comments

ResearchBlogging

ScienceSeeker

Nature Blogs

Wordpress.com

Recommended

F1000Prime

Cited

CrossRef

Scopus

Web of Science

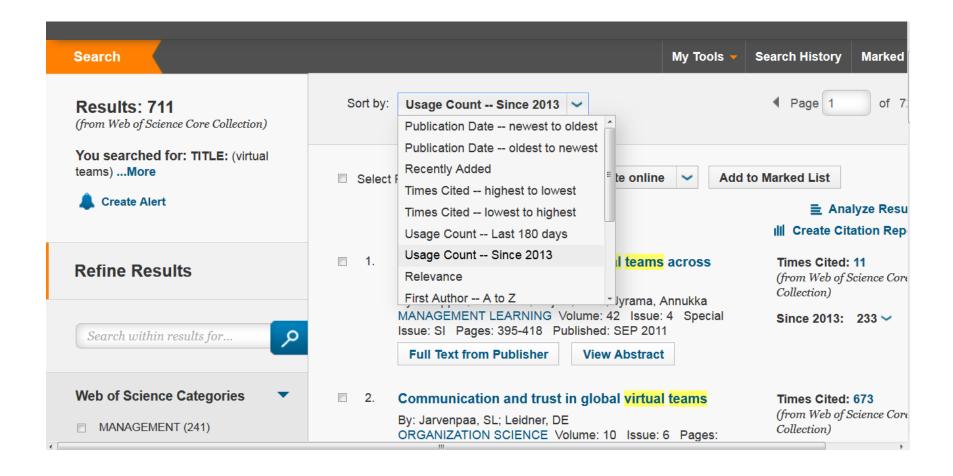
PubMed Central

PMC Europe

PMC Europe Database Links

Source: http://www.lagotto.io/plos/

Usage Count



Elsevier journals <u>Top downloaded OA articles</u>

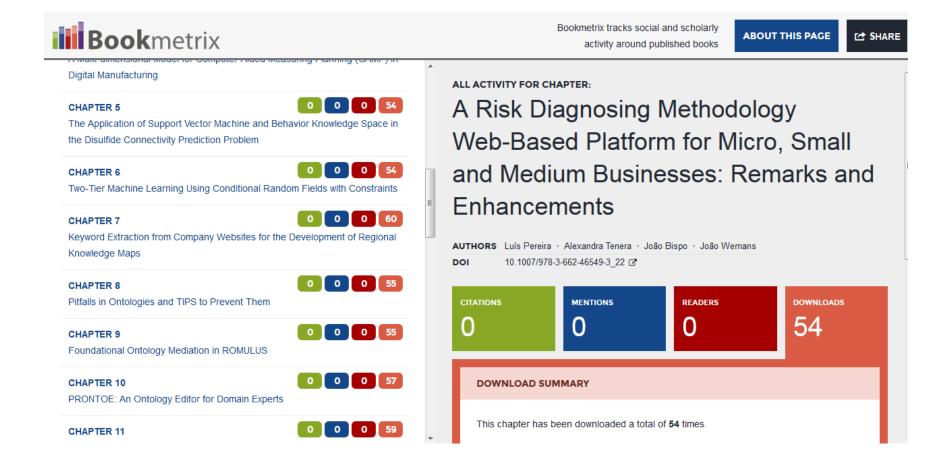
ELSEVIER

Open Access

Here you'll find the most-downloaded Open Access Articles for Elsevier's journals.

- · Agriculture Sciences
 - o Agriculture Science, General
 - o Forest Science
 - o Plant Science
 - o Soil Science
- Aquatic Sciences
 - · Marine and Freshwater Biology
 - Oceanography
 - o Water Resources
- Chemistry
 - Analytical Chemistry
 - Colloids
 - o Electrochemistry
 - Inorganic Chemistry
 - o Organic Chemistry
 - o Physical and Theoretical Chemistry
 - Spectroscopy
- Computer Science
 - Artificial Intelligence
 - o Computer Science for Engineering
 - o Microelectronics and Hardware

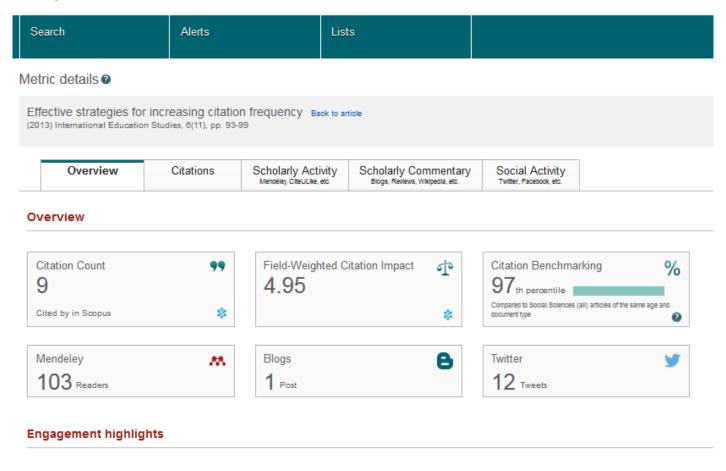
Bookmetrix - Springer



Article Metrics in Scopus

Effective strategies for increasing citation frequency (2013) International Education Studies, 6(11), pp. 93-99

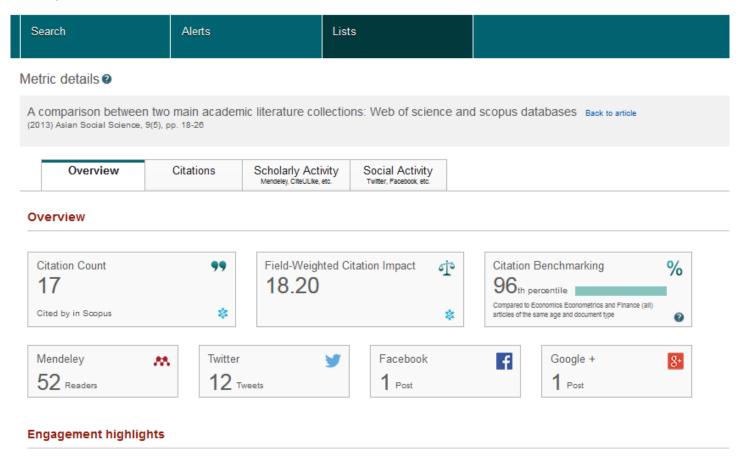
Scopus



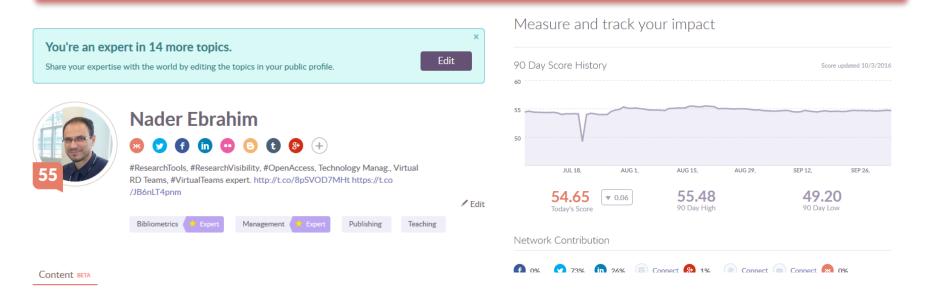
Article Metrics in Scopus

A comparison between two main academic literature collections: Web of science and SCOPUS databases (2013) Asian Social Science, 9(5), pp. 18-26

Scopus



Klout



Have you heard of Klout? What is "KLOUT?" In its simplest form, it is a measurement of your social media influence. Do you know what your KLOUT score is and should you care about it?

Source: http://kimgarst.com/how-to-increase-your-klout-score

Kudos



Dear Nader,

Congratulations - your publication has had over 50 Kudos views!

You can monitor your publication's performance via your <u>Kudos dashboard</u>, to see which activities help your research stand out and get found, read and applied.

If you're already achieving success with Kudos, you can add more of your publications and watch their views grow too.

Keep up the good work!

The Kudos Team

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Introduction to altmetrics and Altmetric

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altmetric.com





Altmetric Ambassador of the Month: Nader Ale Ebrahim

Our Ambassador of the Month for September is Nader Ale Ebrahim, a visiting research fellow at the University of Malaya. He has run over 100 workshops for researchers in Malaysia, and is considered an authority on research promotion practices and metrics tools. Learn more about what Nader has done so far as an Altmetric Ambassador on our blog.



In this session, we'll cover...

- Introduction to altmetrics
- 2 Altmetric tools
- 3 Altmetrics use cases
- Examples of using altmetrics data
- Questions?



Part 1: Introduction to Altmetrics



What are altmetrics?

- Attention to research outputs in non-traditional sources, e.g. policy documents, news, blogs and social media
- Indicators of research impact
- Help understand how research is being received and used
- Complementary to traditional citation-based analysis

ACADEMIC ATTENTION

Journal Impact Factor
Citation counts
H-index
Number of publications

Traditional bibliometrics



BROADER ATTENTION

Mentions in news reports
References in policy
Mentions in social media
Wikipedia citations
Reference manager
readers... etc.

Alternative metrics "altmetrics"



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Why altmetrics?

- Provide a more coherent understanding of research attention
- Understand the broader reach and early impact of research
- Track attention to a broad range of research outputs, including articles, posters, data sets and working papers, etc.
- Help researchers get credit for impact activities



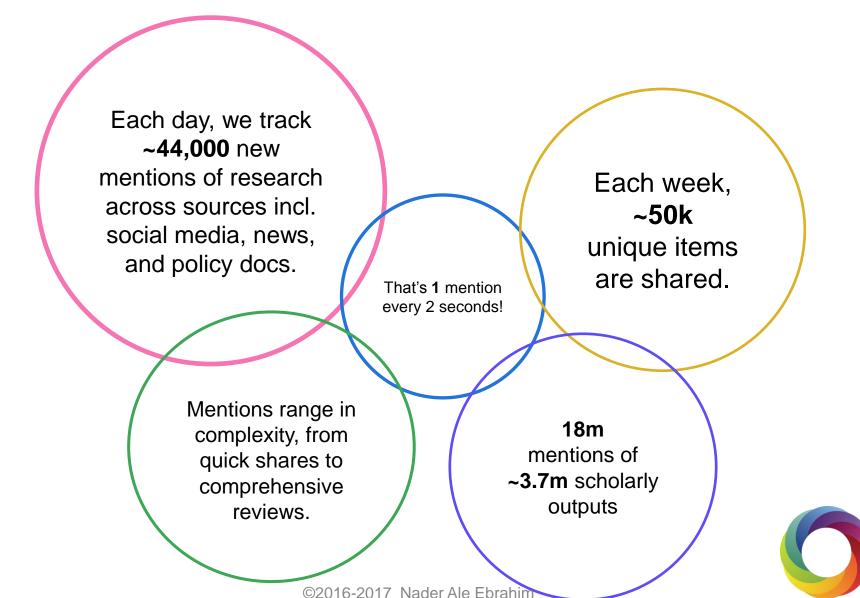


Advantages of metrics for single research outputs

- Real-time, immediate feedback on attention to scholarly content
- Useful for early career researchers whose work may not have accrued citations
- Showcase attention to a research output beyond academia
- Not biased by an over-arching metric



Altmetric in numbers: mentions and shares



What sources does Altmetric track?

News outlets

- Over 1,300 sites
- Manually curated list
- Text mining
- Global coverage

Social media and blogs

- Twitter, Facebook, Google+, Sina Weibo
- Public posts only
- Manually curated list

Post-publication peer review

- Publons
- PubPeer

Reference managers

- Mendeley, CiteULike
- Reader counts
- Don't count towards the Altmetric score

Other sources

- Wikipedia
- YouTube
- Reddit
- F1000
- Pinterest
- Q&A

Policy documents

- NICE Evidence
- Intergovernmental Panel on Climate Change
- Many more...

How does Altmetric aggregate online attention?

Follow a list of sources.

E.g. blogs, news, policy documents, social media.

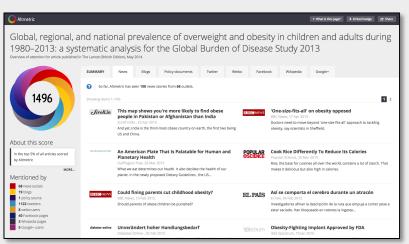
Search for links to papers.

Automatically link searching and text mining.



Collecting attention data

Reporting attention data



Collate attention.

Disambiguation of mentioned items across different versions.

Display data in "Altmetric details pages".

All research outputs with mentions have an Altmetric Details Page in our database.

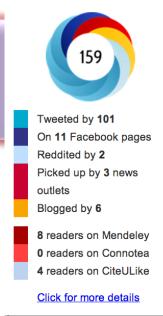
Part 2: Altmetric Tools



The Altmetric Bookmarklet

The free Bookmarklet lets you instantly retrieve altmetrics data for any article.

To install, go to: http://altmetric.it





A Comprehensive Comparison of Educational Growth within Four Different Developing Countries between 1990 and 2012



Major trends in knowledge management research: a bibliometric study



Evaluating the academic trend of RFID technology based on SCI and SSCI publications from 2001 to 2014



Embeddable badges

Introduction

On this page you'll find instructions for embedding the Altmetric badges in your website. The badges are free to use for academic repositories and individual researchers.

If you're an organisation or publisher and would like to use these badges, please get in touch to discuss implementation.

For researchers and academic repositories, the badges are simple to set up with a two step process:

1. Add the following line of code anywhere on an HTML page:

```
<script type='text/javascript' src='https://dlbxh8uas1mnw7.cloudfront.net/assets/embed.js'></script>
```

Add a div element specifying a DOI (digital object identifier), arXiv ID, Handle, PubMed ID, ISBN, URI or Altmetric ID wherever you want a badge to appear:

```
<div class='altmetric-embed' data-badge-type='donut' data-doi="10.1038/nature.2012.9872"></div>
```

Replace the contents of **data-doi** with the DOI of the article you want the badge to represent: alternatively you can use a **data-arxiv-id** attribute containing an arXiv ID, **data-handle** attribute containing a Handle, **data-isbn** attribute containing an ISBN, **data-uri** attribute containing a URI or **data-pmid** attribute containing a PubMed ID.

If it isn't possible for you to set the data-doi attribute you can leave it empty and the embed script will look for a DOI in the dc:identifier or citation_doi <meta> tags of the current page. Contact us if you need any help with this.

That's it! You'll end up with a badge that looks like this:



Some examples

Measure your own Altmetric score

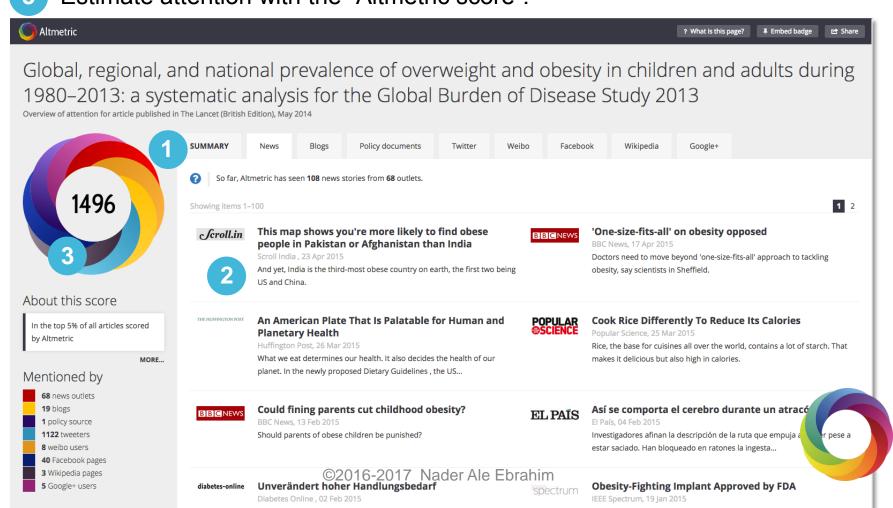


The HTML to copy into your page for the above embed:

<div data-badge-popover="right" data-badge-type="large-donut" data-doi="10.1007/s11192-016-1938-x"
data-hide-no-mentions="true" class="altmetric-embed"></div>

Altmetric Details Pages

- See all the <u>conversations and mentions</u>.
- Monitor mentions in the mainstream news.
- 3 Estimate attention with the "Altmetric score".



What is the Altmetric donut?

The Altmetric donut visualizes which are sources discussing an item.

In the Altmetric Explorer, hover the cursor over the donut visualization to see the appropriate legend for an item.

Each source is colour coded:

The Colours of the Donut

- Policy documents
- News
- Blogs
- Twitter
- Post-publication peer-reviews
- Facebook
- Sina Weibo
- Wikipedia

- Google+
- LinkedIn
- Reddit
- Faculty1000
 - Q&A (stack overflow)
- Youtube
- Pinterest



What is the Altmetric score of attention?



The Altmetric score provides an indicator of the attention surrounding a research output.

It represents a weighted approximation of all the attention we've picked up for a research output and is calculated according to three facets:

Volume	Sources	Authors
The score for an article rises as more people mention it.	Each source category contributes a different base amount to the final score.	How often the author of each mention talks about scholarly articles influences the contribution of the mention.

Read more about the score here: <u>altmetric.com/blog/scoreanddonut/</u>



What can the data tell you?



What type of attention is this research receiving?



Where has this article received the most traction?



Which countries are engaging most with the content?



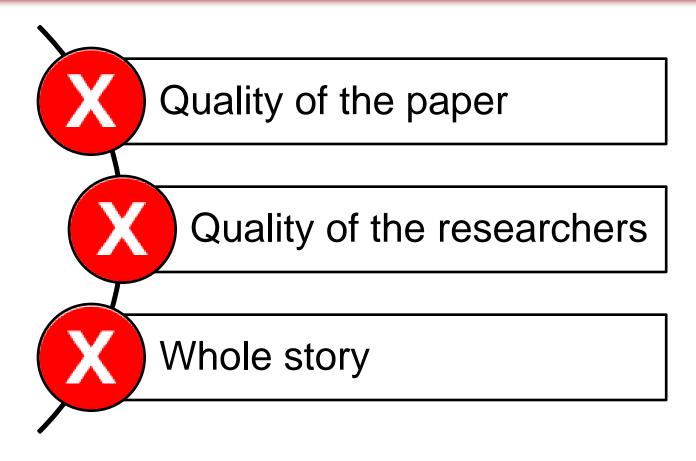
Has this article influenced policy, spurred new research, or engaged a new audience?



Are reactions to this article positive or negative?



Remember that the numbers don't tell you...



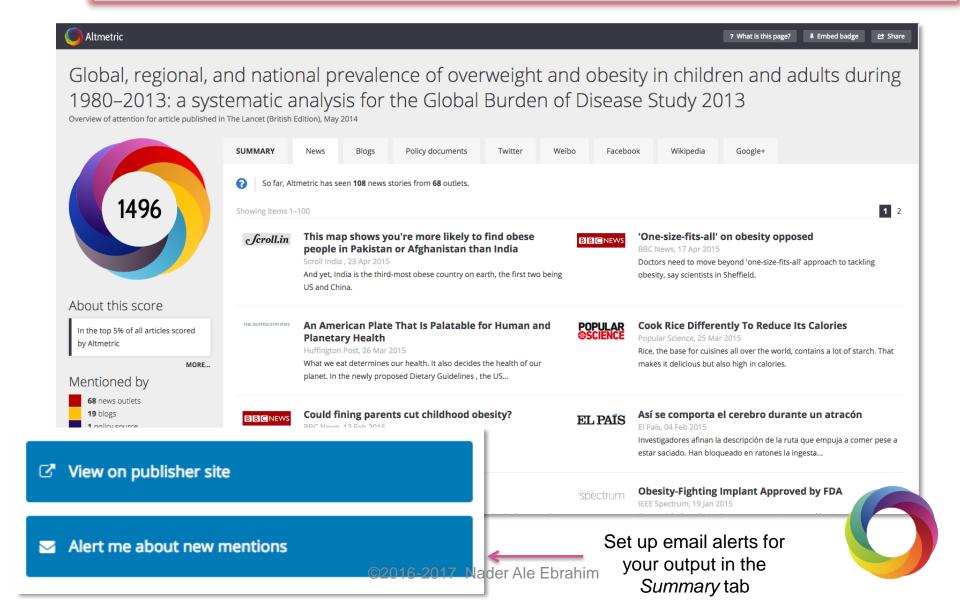


Part 3: Altmetrics Use Cases





Uncover conversations about your research





Discovering policy references

Cochrane Library paper investigated use of probiotics to treat eczema: There is not enough evidence to recommend using probiotics for the treatment of eczema.

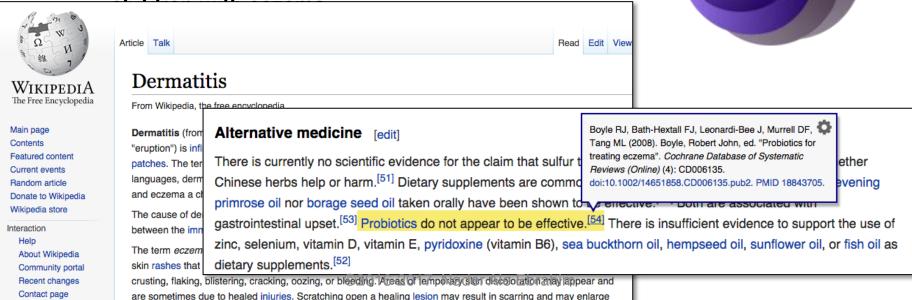


Trusted evidence. Informed decisions. Better health.

The paper has a *relatively* low score of attention but received mentions across policy documents and Wikipedia:

 Royal College of Paediatrics and Child Health -Allergy Care Pathways for Children: core competency for health professionals treating





An electrocorticographic brain interface in an individual with tetraplegia.

Author(s): Wei Wang, Jennifer L. Collinger, Alan D. Degenhart, Elizabeth C. Tyler-Kabara, Andrew B. Schwartz, Daniel W. Moran, Douglas J. Weber, Brian Wodlinger, Ramana K. Vinjamuri, Robin C. Ashmore

PubMedCentral - HTML Views:

189

PubMedCentral - PDF Views:



Pitt-EPrint-DScholarship - Downloads:



PLoS - HTML Views: 337

PLoS - PDF Views: 489

Mendeley - Readers: 37

PubMed - Cited by:

CrossRef - Cited by:

Clossiter - Oiled by.

Facebook - Comments:

🏏 Twitter - Tweets: 🛚 🔢

Google+ - +1s:

🚰 Facebook - Shares: 🥛

🛐 Facebook - Likes: 🔞



HOME

ABOUT

FAQ

HELP

The University of Pittsburgh has embedded PlumX widgets in their <u>D-Scholarship</u> institutional repository. You can see metrics across their institution at <u>Plu.mX/Pitt</u>. They have also built profiles for researchers across a variety of disciplines. Some sample profiles:

Peter Brusilovsky
Rebecca Crowley
Michael Pinsky





Score in context

Puts article in the top 25% of all articles ranked by attention

show more...

Mentioned by

- 4 tweeters 1 Facebook users
 - 1 Google+ users

Readers on

- 17 Mendeley 2 CiteULike
- Track this article
- · Get email updates when this article is shared

A Comparison between Two Main Academic Literature Collections: Web of Science and Scopus Databases

Twitter Facebook Google+ Score Demographics

The Altmetric score is one measure of the quality and quantity of online attention that this article has received. You can read about how Altmetric scores are calculated here.

Help

This article scored 3.75

The context below was calculated when this article was last mentioned on 13th May 2013

Compared to all articles in Asian Social Science

So far Altmetric has tracked 29 articles from this journal. They typically receive a little less attention than average, with a mean score of 1.0 vs the global average of 4.2. This article scored the same or higher as 28 of them. It's actually the highest scoring article in this journal that we've seen so far.

All articles of a similar age

Older articles will score higher simply because they've had more time to accumulate mentions. To account for age we can compare this score to the 73,149 tracked articles that were published within six weeks on either side of this one in any journal. This article has done well, scoring higher than 78% of its contemporaries.

All articles

More generally, Altmetric has tracked 1,646,693 articles across all journals so far. Compared to these this article has done well and is in the 79th percentile: it's in the top 25% of all articles ever tracked by Altmetric.

In the 78_{%ile}

In the

79%ile

In the

99_{%ile}

Ranks

1st

Academic Search Engine Spam and Google Scholar's Resilience Against it



the journal of electronic publishing

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quick search Search



Academic Search Engine Spam and Google Scholar's Resilience Against it

Joeran Beel and Bela Gipp

Joeran Beel

Bela Gipp

Volume 13, Issue 3, December 2010

DOI: http://dx.doi.org/10.3998/3336451.0013.305

Permissions

This paper was refereed by the Journal of Electronic Publishing's peer reviewers.





Discover popular new content to read







Use in grant applications and funder reporting

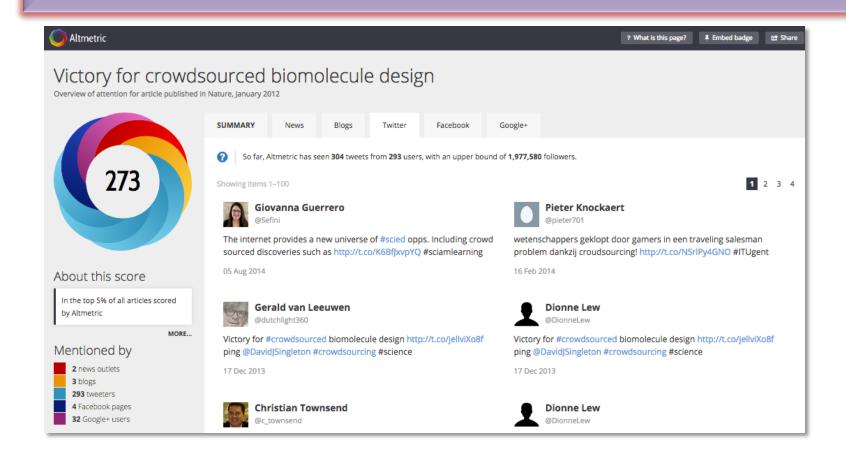


I save a tremendous amount of time for my lab.





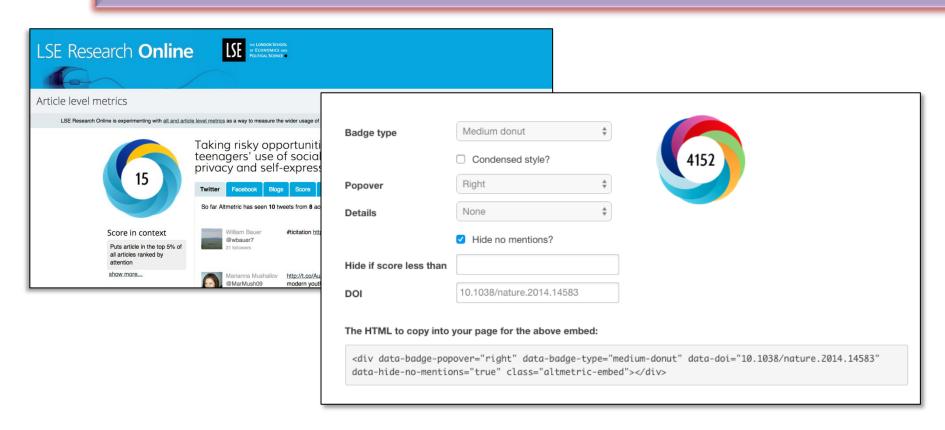
Find potential collaborators







Embed badges on your website or CV







How are institutions using Altmetric?

Researchers

- Track attention to your research immediately
- Uncover (unknown) conversations about your research
- Use in grant applications & funder reporting

Librarians

- Support researchers in all of the above
- Enhance department liaison activities
- Encourage staff to deposit in your research information system

Research Administrators

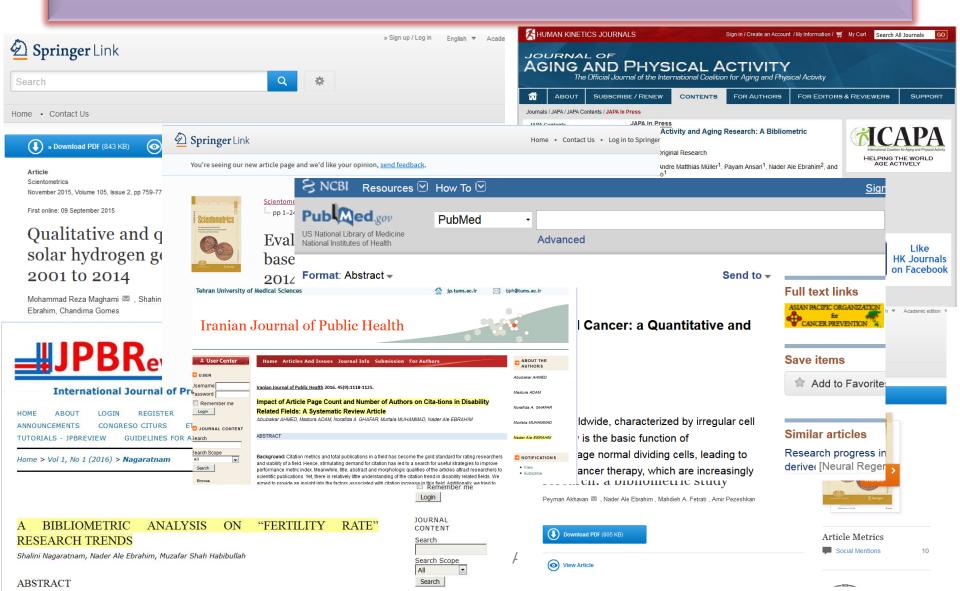
- Integrate data into your existing performance reports
- Identify key impacts across institution (i.e. policy docs)
- Benchmarking (thoughtfully!)

Marketing Comms.

- Identify research to promote
- Evaluate success of promotion activities
- Identify key researchers



My recent publications





CENTRE FOR RESEARCH SERVICES RESEARCH MANAGEMENT & INNOVATION COMPLEX (IPPP)

UNIVERSITY OF MALAYA

Questions?

E-mail: aleebrahim@um.edu.my

y

Twitter: @aleebrahim



www.researcherid.com/rid/C-2414-2009 http://scholar.google.com/citations

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University of Malaya, Kuala Lumpur, Malaysia
www.researcherid.com/rid/C-2414-2009
http://scholar.google.com/citations



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