

# Understand and Build Your Scholarly Identity

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# Outline

## Part I: Scholarly Identity

- What is a Scholarly Identity and Why it Matters
- Elements of an Online Scholarly Presence

## Part II: Research Identifiers

- Researcher Identifiers: ORCID

## Part III: Sharing your Research & Networking

- Social Media Tools: Twitter
- Social Media Analytics

## Part IV: Alternative Metrics and Tools

- Alternative Metrics
- In-Between Tools

# **What is a Scholarly Identity?**

**Why Does it Matter?**



“If you do not have a clear online presence, you are allowing Google, Yahoo, and Bing to create your identity for you.”

Marshall, K. (2015) *How to maintain your digital identity as an academic.*

## i am

Hi! I'm Scott B. Weingart (@scott\_bot), a historian, data enthusiast, and occasional circus performer.

My day job as **Digital Humanities Specialist at Carnegie Mellon University** keeps me pretty busy, which is why I'm still not done with my Ph.D. at Indiana University, where I study informatics and the history of science under the wise and patient [Katy Börner](#). My dissertation, *The Networked Structure of Early Modern Science (1500–1800)*, shows how correspondence networks and scholarly institutions co-evolved into an incredibly efficient machinery for scientific coordination and discovery. Shawn Graham, Ian Milligan, and I recently published a book, [Exploring Big Historical Data: The Historian's Macroscope](#).

You can find me actively [blogging](#), [tweeting](#), [traveling](#), [reading books](#), [reading articles](#), and [publishing research](#). If you want to get in touch, [email me](#), since I rarely check [facebook](#), [google+](#), or [linkedin](#).

My scholarly interests include: history of science, digital humanities, 17th century astronomy, correspondence networks, feminist computing, media history, network science, scholarly communication, data visualization, epistemology of visual ontologies, folklore, data ethics, computer simulations, historiographic theory, early relativistic physics, statistical bias, scientometrics, open access, history of computing, methods in text analysis, and curriculum/pedagogy of computational methods for the humanities.

### SCOTT B. WEINGART



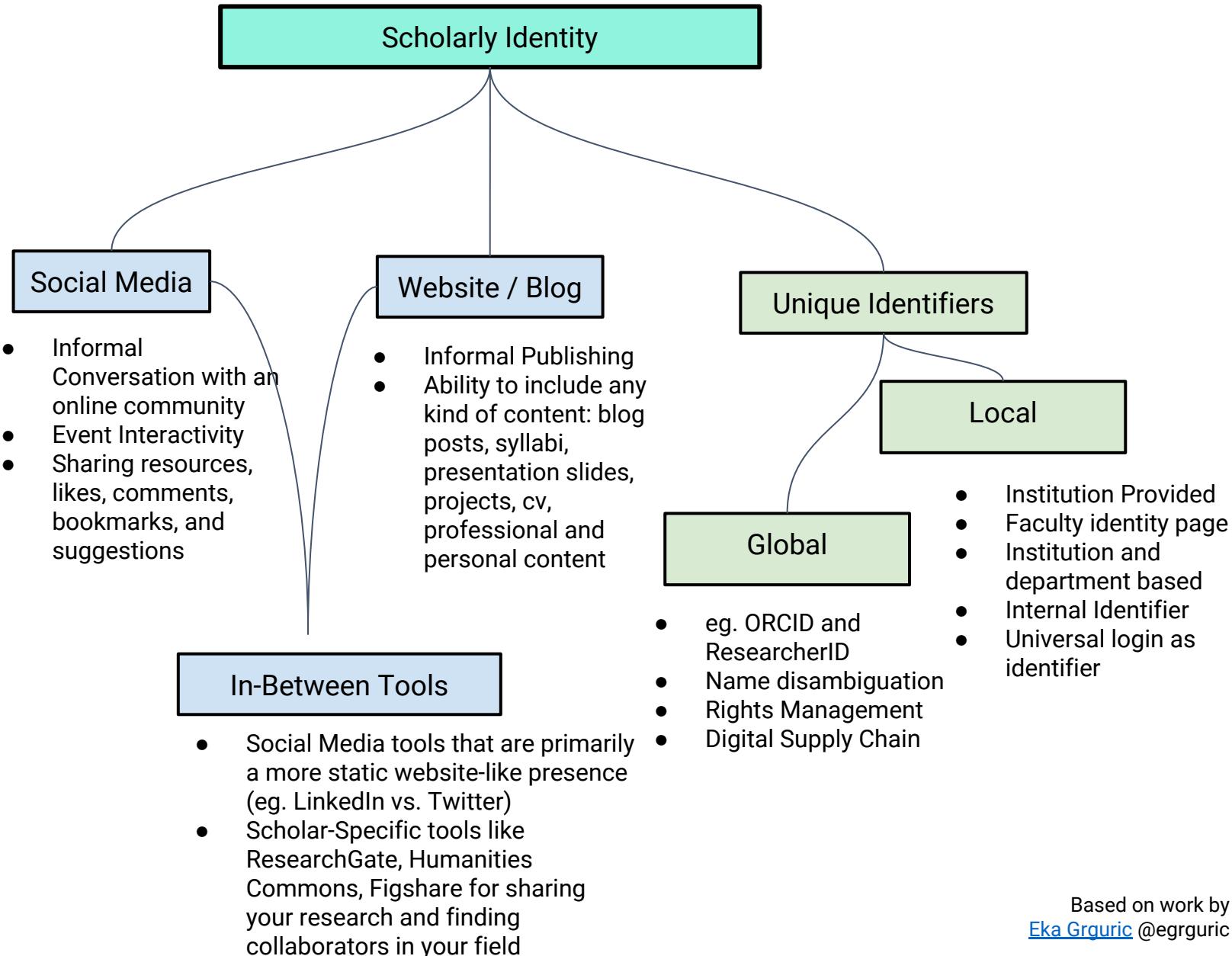
historian of science, juggler, OA advocate, & carnegie mellon university's DH specialist.

### SCOTTBOT ELSEWHERE



### RECENT POSTS

# **Elements** of an Online Scholarly Presence





“101 Innovations in Scholarly Communication” <https://innoscholcomm.silk.co/>

# **Researcher Identifiers**

	<b>ORCID</b>	<b>Researcher ID</b>	<b>Scopus Author ID</b>	<b>Google Scholar Citations</b>
	12-digit unique identifier	Alphanumeric identifier containing year of registration	11-digit unique identifier in Scopus/Elsevier	No unique identifier/ based on Google Gmail account
<b>System-generated</b>	<b>NO</b>	<b>NO</b>	<b>YES</b>	<b>NO</b>
<b>Introduced</b>	<b>2012</b>	<b>2008</b>	<b>2006</b>	<b>2012</b>
<b>Used by</b>	<p><b>Multiple publishers:</b></p> <ul style="list-style-type: none"> <li>▪ Elsevier ▪ Springer ▪ Wiley</li> <li>▪ IEEE ▪ CrossRef ▪ MLA</li> <li>▪ Nature ▪ other</li> </ul> <p><b>Grant funders:</b></p> <ul style="list-style-type: none"> <li>▪ NIH ▪ other participating in SciENcv</li> </ul>	Web of Science Clarivate Analytics (formerly Thomson Reuters)	Elsevier	Google Scholar
<b>Why to use this identifier</b>	<ul style="list-style-type: none"> <li>▶ Dashboard to access other identifiers</li> <li>▶ Emerging standard</li> <li>▶ Manuscript submission</li> <li>▶ Grant applications</li> <li>▶ Attach to datasets, grants, and other scholarly output in addition to articles</li> <li>▶ Manage your record of scholarly activity and grant awards</li> </ul>	<ul style="list-style-type: none"> <li>▶ Publications and citation metrics in high impact journals used for tenure and promotion and university rankings</li> <li>▶ Exchange data with ORCID</li> </ul>	<ul style="list-style-type: none"> <li>▶ Use free Author ID Lookup</li> <li>▶ Citation metrics in Scopus</li> <li>▶ Exchange data with ORCID</li> <li>▶ NOTE: UTSA does not have a subscription to Scopus</li> </ul>	<ul style="list-style-type: none"> <li>▶ Most widely used tool for searching academic literature worldwide</li> <li>▶ Make yourself findable in Google Scholar</li> <li>▶ Export to ORCID</li> </ul>
<b>Types of content</b>	<p>Articles, chapters, datasets, grants, manuscripts submissions, patents, media stories, notebooks, and other scholarly output.</p> <ul style="list-style-type: none"> <li>▪ Not limited to a specific publisher.</li> </ul>	Articles, books/chapters, conference proceedings, datasets in Web of Science	<p>Articles, books, conference proceedings, trade journals, reports, and patents in Scopus.</p> <ul style="list-style-type: none"> <li>▪ Access limited to free Author Lookup only.</li> </ul>	Articles, book chapters, conference proceedings, patents indexed in Google Scholar
<b>Integrated with</b>	<b>Researcher ID Scopus Author ID</b>	<b>ORCID</b>	<b>ORCID</b>	<b>NO May be exported to ORCID</b>
<b>Privacy settings</b>	<b>YES</b>	<b>YES</b>	<b>NO</b>	<b>YES</b>
<b>Transfer to another institution</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
<b>Manage lists of publications</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
<b>Citation metrics</b>	<b>NO</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
<b>Find collaborators</b>	<b>NO</b>	<b>YES</b>	<b>NO</b>	<b>YES</b>
<b>Pivot for grant recommendations</b>	<b>YES</b>	<b>NO</b>	<b>NO</b>	<b>NO</b>
<b>h-index</b>	<b>NO</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>



Connecting Research  
and Researchers

# Why ORCID?



**Mark Burnley**  
@DrMarkBurnley



 Follow

"I'm the 38th author..."

"Wow, that sucks."

"I hadn't finished. I'm the 38th author called  
"Wang"."

"Oh."

[ncbi.nlm.nih.gov/pubmed/26799652](https://ncbi.nlm.nih.gov/pubmed/26799652)

RETWEETS

611

LIKES

479



7:47 AM - 9 Feb 2016

ORCID iD	First name	Last name
0000-0003-1337-4653	Maria	Papadopoulou
0000-0002-8468-3456	Maria	Papadopoulou
0000-0001-6451-8712	Maria	Papadopoulou
0000-0001-9252-4255	Maria	Papadopoulou
0000-0003-0985-9404	Maria	Papadopoulou
0000-0003-4914-8383	Maria	Papadopoulou
0000-0001-5167-7562	Maria	Papadopoulou

Connecting Research  
and Researchers

FOR RESEARCHERS

FOR ORGANIZATIONS

ABOUT

HELP

SIGN OUT

MY ORCID RECORD

INBOX

ACCOUNT SETTINGS

DEVELOPER TOOLS

LEARN MORE

2,242,230 ORCID IDs and counting. See more...

## William Cross



### Biography



#### ORCID ID

[orcid.org/0000-0003-1287-1156](https://orcid.org/0000-0003-1287-1156)[View public version](#)

Get a QR Code for your iD

#### Also known as

Will Cross

#### Country

United States

#### Keywords

#### Websites

[Copyright and Digital Scholarship Ce  
nter](#)

#### Emails

wmcross@ncsu.edu

William M. Cross is the Director of the Copyright and Digital Scholarship Center at North Carolina State University where he provides advice and instruction to campus stakeholders on copyright, licensing, open scholarship and education, and related topics.

Before joining the Copyright and Digital Scholarship Center, Will worked in academic and law libraries, in constitutional litigation, and at the North Carolina Court of Appeals. He serves as an adjunct instructor in the UNC School of Information & Library Science and lectures nationally on free expression, copyright, and open culture. Will has been quoted in publications such as The Chronicle of Higher Education, Library Journal, and Techdirt and publishes regularly in law and library journals on topics ranging from the pedagogy of legal education for librarians to First Amendment analysis of the regulation of video games.

### ▼ Education (4)

[+ Add education](#)

#### University of North Carolina at Chapel Hill: Chapel Hill, NC, United States



2009 to 2011 (Information and Library Science)

Master of Science in Library Science

Source: William Cross

Created: 2015-04-02



#### University of North Carolina at Chapel Hill: Chapel Hill, NC, United States



2004 to 2007 (School of Law)

Juris Doctor

Source: William Cross

Created: 2015-04-02



#### University of North Carolina at Chapel Hill: Chapel Hill, NC, United States



2001 to 2003 (School of Journalism and Mass Communication)

Master of Arts in Technology &amp; Communication

# SUPPORTED WORK TYPES

ORCID allows for the addition of several types of works. Below is a list of the work types that are currently supported, for more information about the categories see [CASRAI Output Standard](#).

## PUBLICATIONS

Work Type	Use
book	Books written by a single author or collaboratively based on research or scholarly findings generally derived from peer reviewed funding.
book-chapter	Texts written by a single author or collaboratively based on research or scholarly findings and expertise in a field.
book-review	Critical review of works of fiction or non-fiction highlighting the contributions to an art, field or discipline.
dictionary-entry	Entries of new words, new meanings of existing words, changes in spelling and hyphenation over a longer period of time, and grammatical changes.
dissertation	Treatise advancing an original point of view resulting from research: a requirement for a doctoral degree.
encyclopedia-entry	Authored entries in a reference work or a compendium focusing on a particular domain or on all branches of knowledge.
edited-book	Books edited by a single author or collaboratively for the dissemination of research or scholarly findings that generally result from peer reviewed funding.
journal-article	Articles in peer-reviewed publications that disseminate the results of original research and scholarship.
journal-issue	Periodical publications aimed at fostering intellectual debate and inquiry.
magazine-article	Articles in thematic publications published at fixed intervals.
manual	Course and assignment materials produced for teaching purposes.
online-resource	Information accessible only on the web via traditional technical methods
newsletter-article	Articles in publications aimed at researchers, decision-makers, professionals and the public that report on a research project or on the activities of a research chair or a research center.

## INTELLECTUAL PROPERTY

Work Type	Use
disclosure	Publications that establish inventions as prior art thereby preventing others from patenting the same invention or concept.
license	Signed agreements to exploit a piece of IP such as a process, product, data, or software.
patent	A form of IP protection that defines the exclusive right by law for inventors and assignees to make use of and exploit their inventions, products or processes, for a limited period of time.
registered-copyright	Registered ownership of rights under a system of laws for promoting both the creation of and access to artistic, literary, musical, dramatic and other creative works.

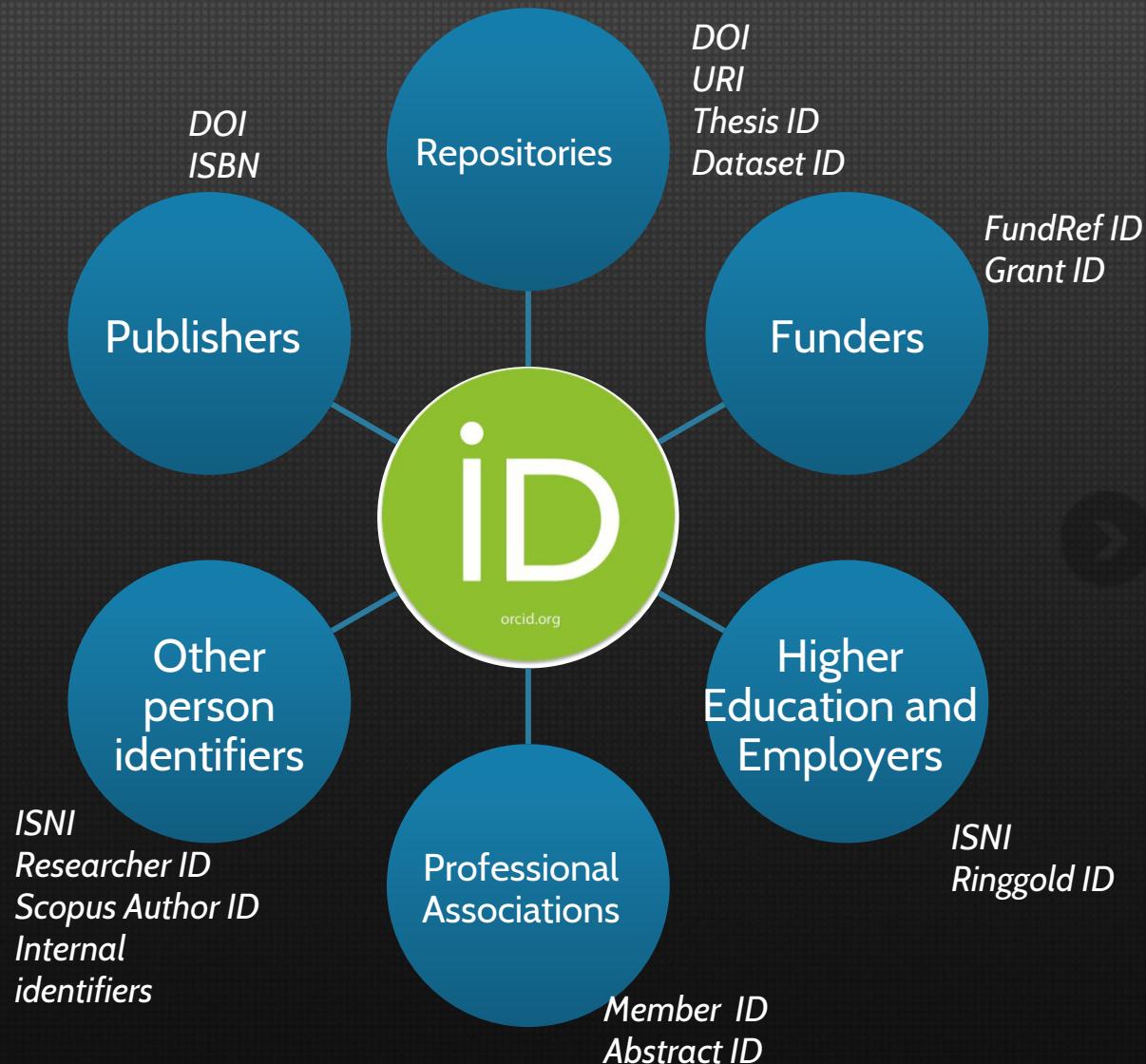
## OTHER

Work Type	Use
artistic-performance	Collection of information records that, in combination, represent a full and up-to-date history of artistic or performance outputs resulting from, or related to, the person's research or scholarly activities.
data-set	A series of structured observations, measurements or facts identified from the research which can be stored in a database medium.
invention	Practical and original outputs arising from research.
lecture-speech	Practical and original outputs arising from research.
research-technique	A practical methods or skills applied to particular tasks identified as part of the research.
spin-off-company	A company set up by a Research Organization to make commercial use of the results and findings of the Research project.
standards-and-policy	The development of a rule or principle that is used as a basis for judgement.
technical	Technical Standards (industrial or otherwise) that have originated from the research projects in

ORCID connects  
different ID  
systems through  
open & persistent  
identifiers

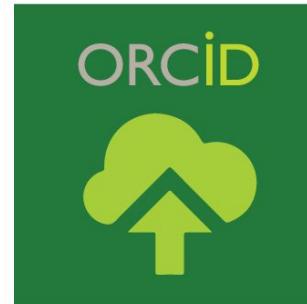
- ✓ Machine-readable
- ✓ Interoperable

# ORCID is a hub



# Automatic Updates

If you authorize Crossref  
and DataCite to update  
your ORCID record



and you add your ORCID  
to your paper or  
dataset submission

when your  
publication  
gets a DOI,  
your ORCID  
record will  
get updated



AUTOMATICALLY!

# Single Sign-In

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Or Login via: What is ORCID?  
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## ACES Asian Chemical Editorial Society

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Or Login via: What is ORCID?  
[Send Login Details](#) [Register Now](#) [Login Help](#)

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REQUIRING ORCID IN  
PUBLICATION WORKFLOWS:  
OPEN LETTER

SIGNATORY REQUEST FORM

BEST PRACTICES FOR  
REQUIRING ORCID

FLIER: ORCID FOR PUBLISHERS

FLIER: ORCID FOR  
RESEARCHERS

IMPLEMENTING ORCID

CROSSREF AUTO-UPDATE

## Requiring ORCID in Publication Workflows: Open Letter

*Major publishers have committed to requiring ORCID iDs in the publishing process for their journals and invite other publishers to do the same.*

In November, 2015, a group of publishers asked ORCID to help facilitate communications about their plans to require authors to use an ORCID iD, including hosting this open letter explaining their rationale, developing best practices for using iDs in publishing, and maintaining the signatory list. The publishers' goal is to encourage others to join them in supporting the adoption of ORCID. Publishers signing this open letter are committing to requiring ORCID iDs during 2016 following specific implementation standards.

### Why Require ORCID?

ORCID provides a digital name – or iD – that uniquely and persistently identifies researchers and contributors. By connecting this iD to different research activities and affiliations across multiple research information platforms, ORCID helps enable recognition and reduce reporting burdens for researchers. It also enhances the discovery process and lays the foundation for trust in a digital research environment. Crossref's recently launched Auto-Update functionality – which (with researcher permission) updates an author's ORCID record when the author uses their iD during the publishing process – further benefits researchers by alleviating the need to re-enter publication data in multiple systems. Importantly, it also provides an independent assertion of the connection between the author and their work.

With more than 3,000 journals already collecting ORCID iDs from corresponding authors, through all major manuscript submission systems, publishers are in a unique position to facilitate widespread adoption of ORCID. Indeed, researchers are most likely to encounter ORCID in publishing systems: about 75% of registrations occur because journals are asking authors to include their ORCID in new submissions. Researchers are also increasingly encountering ORCID in their university systems, and funders including the Wellcome Trust and EMBO have begun to require the use of ORCID in grant application systems.

In a recent survey of ~6,000 people (mostly researchers) carried out by ORCID, more than 70% said they would welcome compulsory use of ORCID iDs in publishing workflows. From January 2016, several publishers will be requiring the use of ORCID iDs by corresponding authors during the publication process and are inviting other publishers to do the same. This initiative will further speed the implementation of ORCID, support its use by researchers, and illustrate to the research community the benefits of a co-ordinated identifier-based approach to research information management.

### Implementation Standard

There are [implementation guidelines](#) for publishers who wish to sign this letter. The following minimum standard of implementation ensures the collection of ORCID IDs is efficient, adheres to best practices, and reduces the burden on researchers:

- I. **Require.** ORCID iDs are required for corresponding authors of published papers, with the understanding that ORCID iD collection should be enabled as an option for all authors and should ideally take place at submission.

# Open Researcher and Contributor ID (ORCID)

## What is ORCID?

ORCID is a free, not-for-profit service offering each researcher a unique digital identifier. This helps researchers to distinguish their work and helps funders link researcher output to funding.

## Why does the Wellcome Trust support ORCID?

The Trust has been a supporter of ORCID since its inception in 2010, recognising that ORCID can greatly help reduce administrative work in job applications, grant applications and research activity reporting.

Since August 2015, the Trust has required all lead applicants to provide an ORCID ID when completing an application form in [WT Grant Tracker](#) (with the exception of Engaging Science grant applications). Applicants who don't have an ORCID ID can register for one via [the ORCID website](#).

Through ORCID, researchers can allow funders, publishers and research organisations to access the information in their ORCID profile during grant and manuscript submission and/or when completing job applications. In the future, we'll be able to automatically capture research-related information linked to individuals, to simplify and speed up grant application and reporting processes.

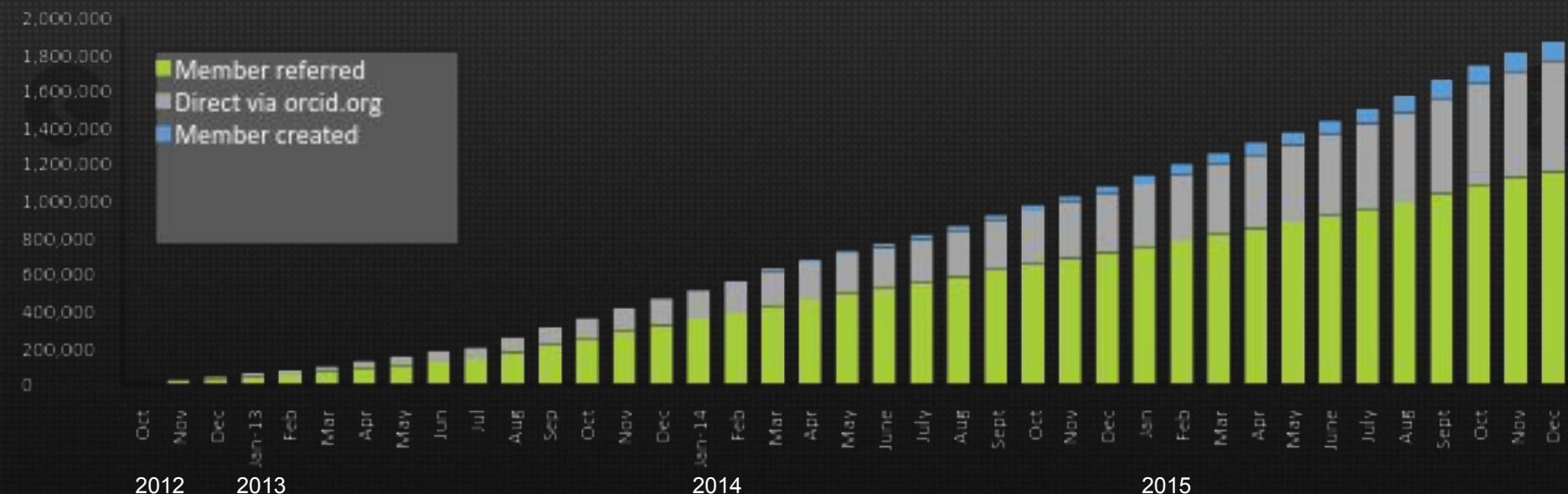
We also anticipate a range of broader benefits to research: for example, connecting research-related information to support career tracking, and helping to identify peer reviewers and potential collaborators.

## How do I register my ORCID with the Trust?

If you have already registered with the Trust's online application system – WT Grant Tracker – you

# ORCID is fast-growing

Over 2 million researchers have registered  
for an ORCID identifier.





Connecting Research  
and Researchers

Search



iD



English



FOR RESEARCHERS



FOR ORGANIZATIONS



ABOUT



HELP



SIGN IN

SIGN IN

REGISTER FOR AN ORCID ID

LEARN MORE

2,242,230 ORCID iDs and counting. See more...

## Register for an ORCID iD

ORCID provides a persistent digital identifier that distinguishes you from every other researcher and, through integration in key research workflows such as manuscript and grant submission, supports automated linkages between you and your professional activities ensuring that your work is recognized.

As per ORCID's terms and conditions, you may only register for an ORCID iD for yourself.

First name

\*



Last name

Email

\*

Re-enter email

\*

Create an ORCID password

\*



Confirm ORCID password

\*

Your ORCID iD connects with your ORCID Record that can contain links to your research activities, affiliations, awards, other versions of your name, and more. You control this content and who can see it.

By default, who should be able to see information added to your ORCID Record?



### Email frequency

The ORCID registry provides notifications about things of interest, like changes to your ORCID record and new and events. How often would you like these notifications delivered to you via email?



# Now What?

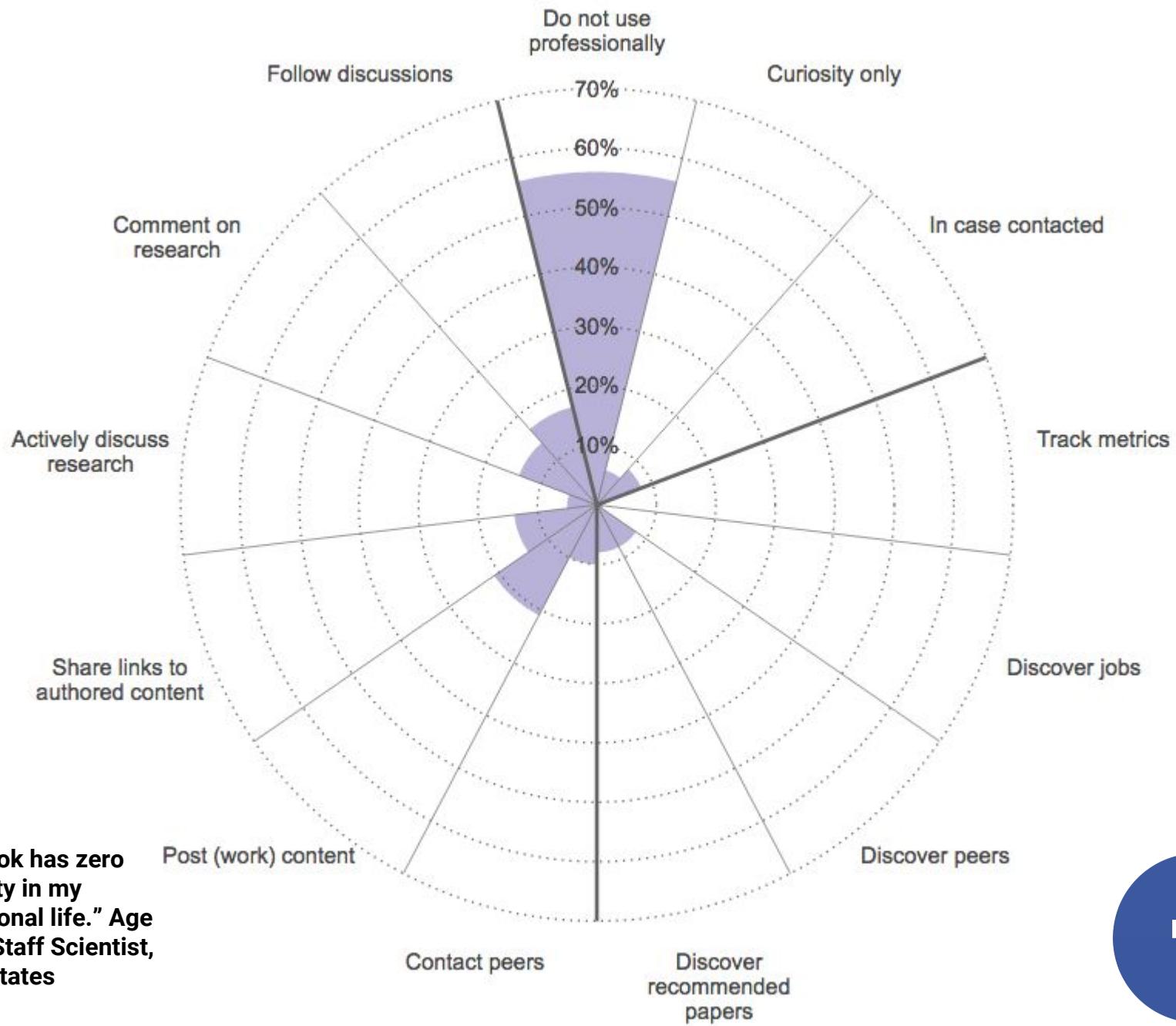
- Connect with existing services (SCOPUS, CrossRef, ResearcherID)
- Add affiliation, alternative names, etc.
- Add to social accounts

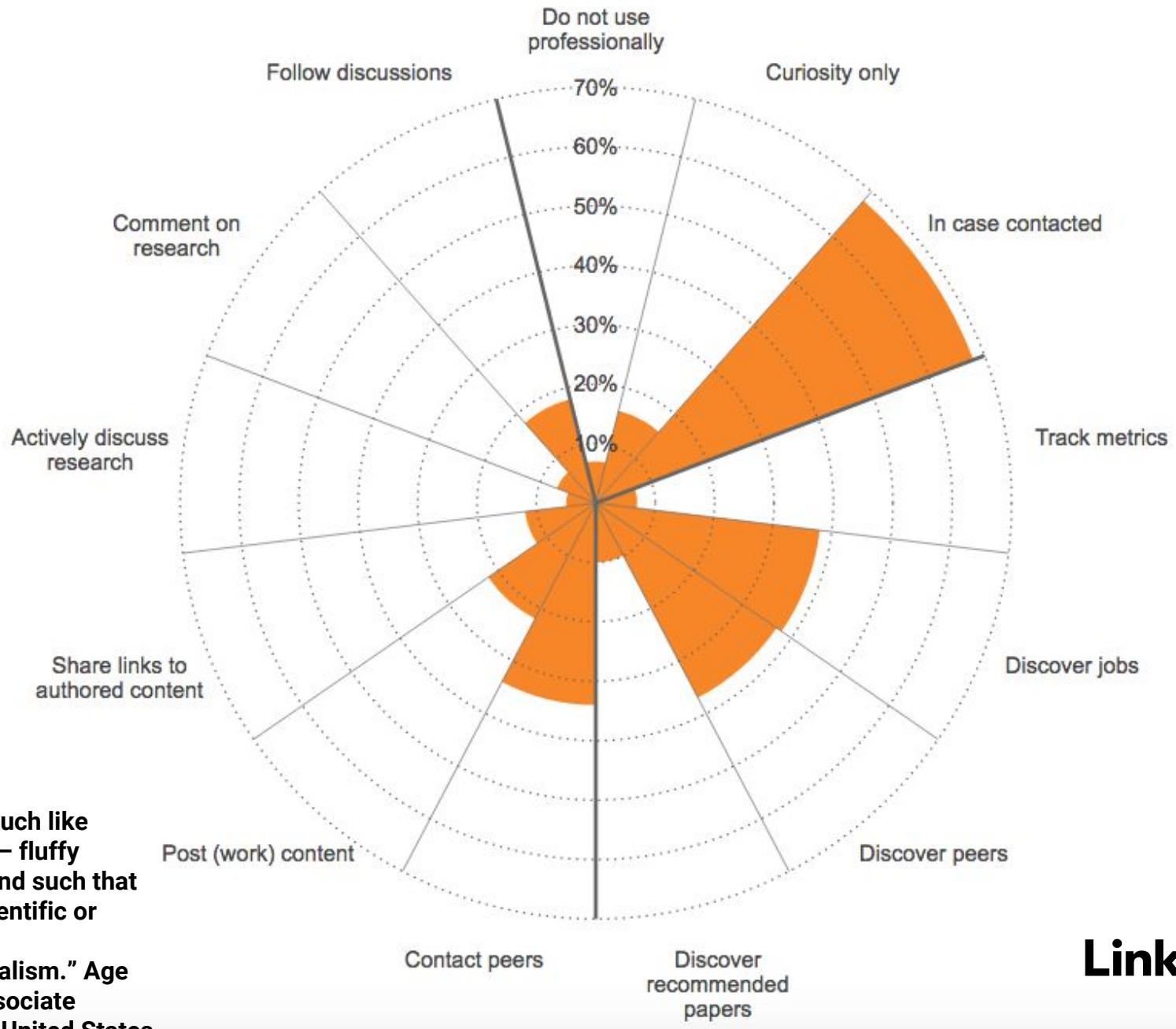
The screenshot shows the 'LINK WORKS' section of the ORCID interface. At the top, there's a header with '▼ Works (16)', '+ Add works', 'Bulk edit', and 'Sort'. Below the header, the title 'LINK WORKS' is displayed in green, with a 'Hide link works' button. A sub-header reads: 'ORCID works with our member organizations to make it easy to connect your ORCID iD and link to information in their records. Choose one of the link wizards to get started. [More information about linking works](#)'.

The main content area lists several linking options:

- Airiti**: Enables user to import metadata from Airiti, including journal papers, proceedings, dissertations ...
- Australian National Data Service (ANDS) Registry**: Import your research datasets into ORCID from Australian National Data Service (ANDS) and R...
- CrossRef Metadata Search**: Import your publications from CrossRef's authoritative, publisher-supplied metadata on over 70 ...
- DataCite**: Enable the DataCite Search & Link and Auto-Update services. Search the DataCite Metadata Sto...
- Europe PubMed Central**: Europe PubMed Central (Europe PMC) offers this tool to enable you to link anything in Europe ...
- ISNI2ORCID search and link**: EXPERIMENTAL Enables user to search the ISNI registry by name and link ISNI records to his O...
- MLA International Bibliography**: Search the MLA International Bibliography for your works, including those published under varia...
- Redalyc**: Una plataforma que permite identificar tus trabajos publicados en revistas arbitradas de Acceso ...
- ResearcherID**: ResearcherID is a global, multi-disciplinary scholarly research community where members can r...
- Scopus to ORCID**

# **Sharing Your Research & Networking**









**"Extremely useful in conference settings." Age 35–44, Research Scientist, United States**

**"Great way to keep up-to-date on what is happening NOW in the research community." Age 45-54, Head of Academic Department, United States**



# Why do Scholars Use Twitter?

	# of Responses	%*
Keeping up to date with topics	167	53%
Following other researchers' work	165	52%
Discovering new ideas or publications	152	48%
Promoting current work/research	122	39%
Making new research contacts	111	35%
Collaborating with other researchers	102	32%
Soliciting advice from peers	68	22%
Maintaining professional image	65	21%
Publishing findings	30	10%
Garnering mass media attention	20	6%
Discovering new funding	12	4%

Gruzd, A., & Goertzen, M. (2013). Wired academia: Why social science scholars are using social media. Paper presented at the 3332-3341. doi:10.1109/HICSS.2013.614



Twitter!



## Join Twitter today.

Full name

Phone or Email

Password

Personalize Twitter based on where you've seen Twitter content on the web. [Learn more](#).

**Sign up**

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#). Others will be able to find you by email or phone number when provided.

[Advanced options](#)

# Sharing and Twitter Analytics

# Analytics

Measure and boost your impact on Twitter.

[Get started](#)



## Meet your dashboards



### Tweet activity

Measure engagement and learn how to make your Tweets more successful.



### Followers

Explore the interests, locations, and demographics of your followers.



### Twitter Cards

Track how your Twitter Cards drive clicks, app installs, and Retweets.

## Here's how to get Twitter Analytics



### Start using Twitter Cards

Twitter Cards help you richly represent your content on Twitter. Now use analytics to measure their effectiveness. [Learn more](#)



Search Bios

Compare Users

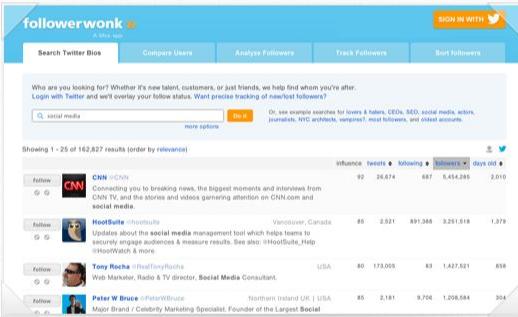
Analyze

Track Followers

Sort Followers

?

## Twitter Analytics: Find, Analyze, and Optimize for Social Growth



The screenshot shows the Followerwonk homepage with a search bar containing 'social media'. Below the search bar, there are filters for 'influence', 'tweets', 'following', 'followers', and 'days old'. The results list includes entries for CNN (@CNN), Hootsuite (@Hootsuite), Tony Rocha (@toneyroch), and Peter W Bruce (@PeterWBruce). Each entry shows the user's profile picture, handle, bio, location, influence score, tweets, following, followers, and days old.

Sort your followers by any criteria to find your most important, influential followers

Followerwonk helps you explore and grow your social graph.

- Dig deeper into Twitter analytics: Who are your followers? Where are they located? When do they tweet?
- Find and connect with new influencers in your niche.
- Use super-actionable visualizations to compare your social graph to others.
- Easily share your reports with the world.

 Buy Followerwonk Now

Thousands of people and brands use Followerwonk for social analytics.



## Analysis of ncsulibraries's Twitter followers



We segment these users into a number of psychographic segments, including gender, location, Twitter activity, and more.

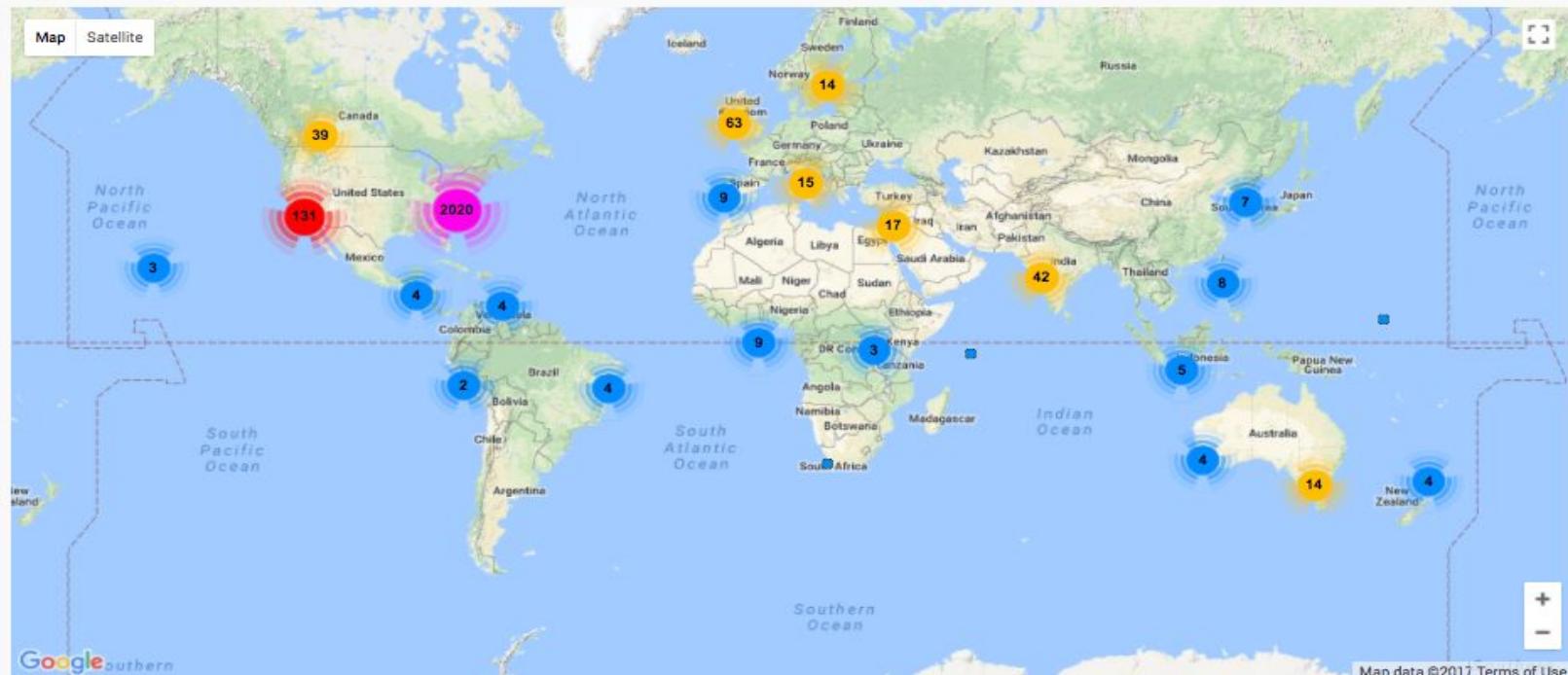
Next to each chart, you will find links that allow you to explore specific users in each segment. You can further sort these pop-up lists of users by follower count, tweet count, and so on.

Sample size: 3,590 followers of @ncsulibraries – [view all](#) »

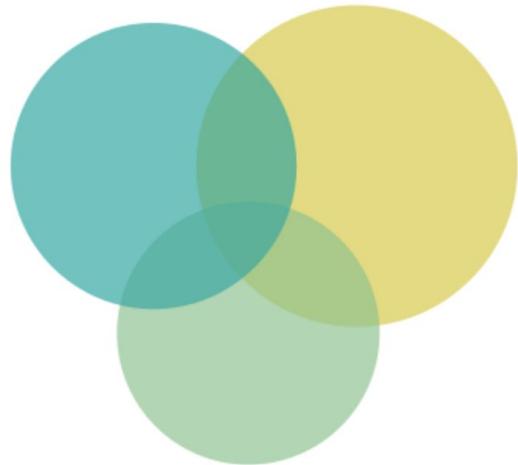


## Mapped locations of ncsulibraries's followers

Using the location field in Twitter accounts, we try to approximate the geographic location of up to 5,000 users and map them for you. This is an inexact procedure and so some points may be mapped incorrectly.



## Comparison of followers of tceles\_B\_hsup & ericayhayes & maraebrarian



█ 409 followers of tceles\_B\_hsup  
█ 273 followers of ericayhayes  
█ 327 followers of maraebrarian

<b>followers only of tceles_B_hsup »</b>	365	38.7%
<b>followers only of ericayhayes »</b>	238	25.2%
<b>followers only of maraebrarian »</b>	288	30.5%
<b>followers only of tceles_B_hsup &amp; ericayhayes »</b>	13	1.4%
<b>followers only of tceles_B_hsup &amp; maraebrarian »</b>	17	1.8%
<b>followers only of ericayhayes &amp; maraebrarian »</b>	8	0.8%
<b>followers of all three »</b>	14	1.5%
<i>combined total followers</i>	<b>943</b>	



**Will Cross**

Social Authority: 53

Followers: 409

Time on: 4.08 years



**Erica Y. Hayes**

Social Authority: 26

Followers: 273

Time on: 3.14 years



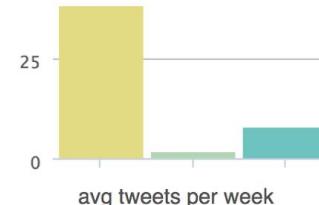
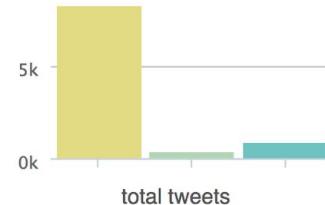
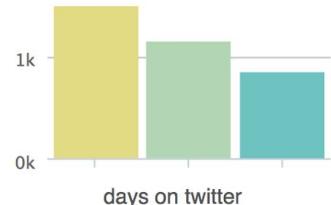
**Nicky Andrews**

Social Authority: 37

Followers: 327

Time on: 2.35 years



# **Alternative Metrics**

## **(Altmetrics)**

# What does Altmetrics track?

## 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

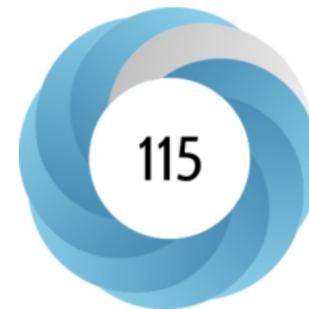
Pinterest



This output has received a lot of mainstream media coverage (click on the donut to see which outlets it came from)



This research has received most of its attention from blogs, and has been referenced in public policy documents.



This research has received a lot of attention on twitter, and also been reviewed on a post-publication peer-review forum.

# Identifiers Altmetrics tracks

- PubMedID – typically associated with health sciences research
- arXiv ID – Physics, Mathematics & Computer Sciences
- ADS ID – Astrophysics data system
- SSRN ID – Social Sciences outputs
- RePEC ID – economics research
- Handle.net identifiers – often used in institutional repositories
- URN (Uniform Resource Name) identifiers
- ISBNs – books hosted on publisher domains and google books
- DOIs – assigned to individual articles at the point of publication, and by platforms such as figshare, ORCID, and Dryad to other outputs (including datasets, images, and more)

# How is the Altmetrics score calculated?

The Altmetric Attention Score is an automatically calculated, weighted count of all of the attention a research output has received. It is based on 3 main factors:

Volume	Sources	Authors
The score for an article rises as more people mention it. We only count 1 mention from each person per source, so if you tweet about the same paper more than once, A Itmetric will ignore everything but the first.	Each category of mention contributes a different base amount to the final score. For example, a newspaper article contributes more than a blog post which contributes more than a tweet.	We look at how often the author of each mention talks about scholarly articles, at whether or not there's any bias towards a particular journal or publisher and at who the audience is. For example, a doctor sharing a link with other doctors counts for far more than a journal account pushing the same link out automatically.

# Altmetric Bookmarklet

## Article insights for individual researchers

Want to find out the Altmetric details for a paper you've published? Install our free bookmarklet for Chrome, Firefox and Safari to view the online shares and mentions of an article with a single click.

1. Add bookmarklet to your bookmarks toolbar

2. Visit any paper

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# Altmetric Bookmarklet in action...

PLOS ONE

PUBLISH ABOUT BROWSE SEARCH advanced search

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RESEARCH ARTICLE

## Scientists Popularizing Science: Characteristics and Impact of TED Talk Presenters

Cassidy R. Sugimoto, Mike Thelwall, Vincent Larivière, Andrew Tsou, Philippe Mongeon, Benoit Macaluso

Published: April 30, 2013 • DOI: 10.1371/journal.pone.0062403

69 Saves	8 Citations
15,565 Views	111 Shares

Picked up by 3 news outlets  
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Tweeted by 233  
On 11 Facebook pages  
Mentioned in 5 Google+ posts  
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Abstract

Introduction Methods Results Discussion and Conclusions Author Contributions References Reader Comments (2)

Abstract

The TED (Technology, Entertainment, Design) conference and associated website of recorded conference presentations (TED Talks) is a highly successful disseminator of science-related videos, claiming over a billion online views. Although hundreds of scientists have presented at TED, little information is available regarding the presenters, their academic credentials, and the impact of TED Talks on the general population. This article uses bibliometric and webometric techniques to gather data on the characteristics of TED presenters and videos and analyze the relationship between these characteristics and the subsequent impact of the videos. The results show that the presenters were predominately male and non-academics. Male-authored videos were more popular and more liked when viewed on YouTube. Videos by academic presenters were more commented on than videos by others and were more liked on YouTube, although

CrossMark

Subject Areas

Scientists Online encyclopedias Twitter Facebook Internet

# Altmetric Bookmarklet

Scientists Popularizing Science: Characteristics and Impact of TED Talk Presenters

Overview of attention for article published in PLoS ONE, April 2013

**SUMMARY** News Blogs Twitter Facebook Google+

**Title** Scientists Popularizing Science: Characteristics and Impact of TED Talk Presenters  
**Published in** PLoS ONE, April 2013  
**DOI** 10.1371/journal.pone.0063403 [i](#)  
**PubMed ID** 23638069 [i](#)  
**Authors** Cassidy R. Sugimoto, Mike Thelwall, Vincent Larivière, Andrew Tsao, Philippe Mongeon, Benoit... [\[show\]](#)  
**Abstract** The TED (Technology, Entertainment, Design) conference and associated website of recorded... [\[show\]](#)

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About this score  
In the top 5% of all research outputs scored by Altmetric

Mentioned by  
3 news outlets  
6 blogs  
238 tweeters  
11 Facebook pages  
5 Google+ users

Readers on  
65 Mendeley

What is this page?

**TWITTER DEMOGRAPHICS**

The data shown below were collected from the profiles of 238 tweeters who shared this research output. [Click here to find out more about how the information was collected.](#)



Count As %

Country	Count	As %
United States	58	25%
United Kingdom	25	11%
Canada	22	9%
Japan	8	3%
France	8	3%
Spain	7	3%
Australia	5	2%
Germany	3	1%
Denmark	3	1%
Other	24	10%
Total	238	100%

Geographical breakdown

Country	Count	As %
United States	58	25%
United Kingdom	25	11%
Canada	22	9%
Japan	8	3%
France	8	3%
Spain	7	3%
Australia	5	2%
Germany	3	1%
Denmark	3	1%
Other	24	10%
Total	238	100%

Demographic breakdown

Type	Count	As %
Members of the public	143	61%
Scientists	67	29%
Science communicators (journalists, bloggers, editors)	16	7%
Practioners (doctors, other healthcare professionals)	7	3%

# Altmetric indicators can be gamed...

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Journal of Physics A: Mathematical and Theoretical

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FAST TRACK COMMUNICATION

## Can apparent superluminal neutrino speeds be explained as a quantum weak measurement?

M V Berry<sup>1</sup>, N Brunner<sup>1</sup>, S Popescu<sup>1</sup> and P Shukla<sup>2</sup>  
Published 11 November 2011 • 2011 IOP Publishing Ltd  
[Journal of Physics A: Mathematical and Theoretical, Volume 44, Number 49](#)

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Abstract   
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Abstract  
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Citations

# Investigate what is being said

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Article Metrics

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## Can apparent superluminal neutrino speeds be explained as a quantum weak measurement?

Overview of attention for article published in Journal of Physics: A Mathematical & Theoretical, January 2011



3742

?

About this Attention Score

In the top 5% of all research outputs scored by Altmetric

MORE...

Mentioned by

- 1 news outlet
- 19 blogs
- 7317 tweeters
- 59 Facebook pages
- 1 Wikipedia page
- 154 Google+ users
- 3 Redditors

Readers on

- 275 Mendeley
- 3 CiteULike

SUMMARY News Blogs Twitter Facebook Wikipedia Google+ Reddit Misc.

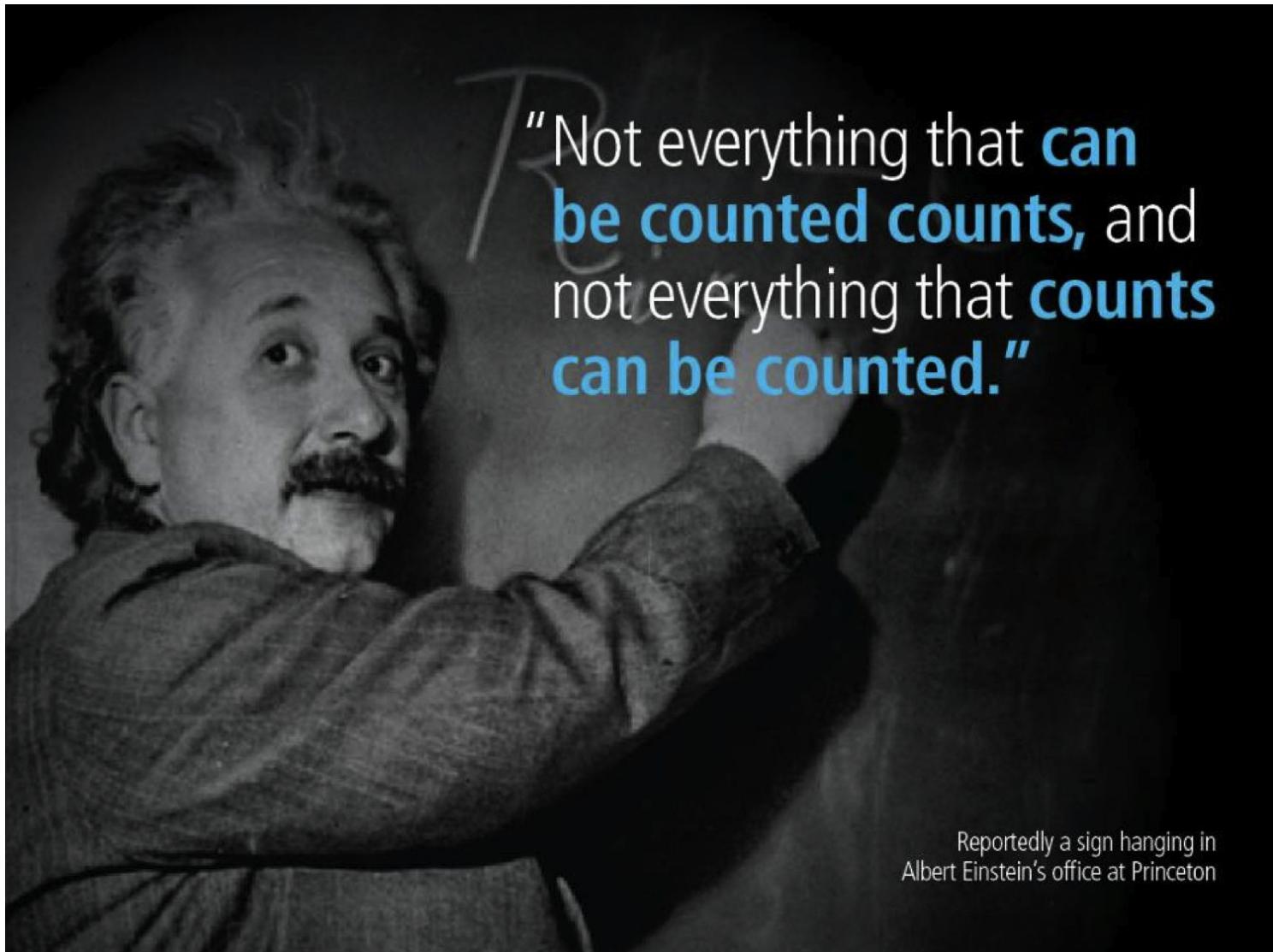
So far, Altmetric has seen 7573 tweets from 7317 users, with an upper bound of 17,592,567 followers.

Showing items 1-100

1 2 3 4 5 6 7 8 9 ... 75 76

 <b>David Maher</b> @DrDavidMaher RT @OpenResSalford: The abstract for this article is still my favourite. Short and sweet <a href="https://t.co/94IXK13ywO">https://t.co/94IXK13ywO</a> <a href="https://t.co/C75qmIChfu">https://t.co/C75qmIChfu</a> 11:26AM	 <b>Open Research UoS</b> @OpenResSalford The abstract for this article is still my favourite. Short and sweet <a href="https://t.co/94IXK13ywO">https://t.co/94IXK13ywO</a> <a href="https://t.co/C75qmIChfu">https://t.co/C75qmIChfu</a> 11:13AM
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# Keep in mind...



Reportedly a sign hanging in  
Albert Einstein's office at Princeton

# Other altmetrics Tools

 **Impactstory**

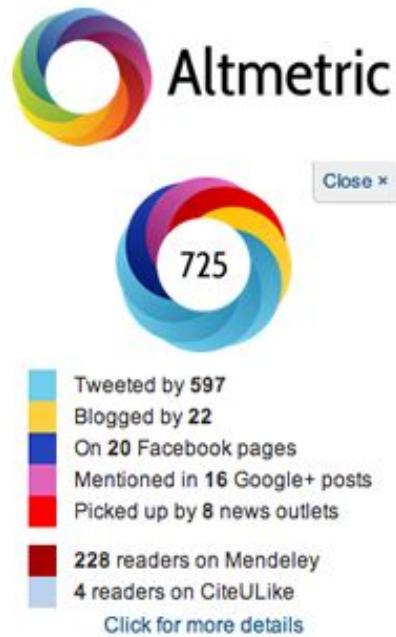
highly recommended   highly cited   highly saved  
cited

highly cited   highly saved   viewed   saved  
viewed

highly cited   highly saved   viewed   discussed  
viewed

highly cited   highly saved   viewed   saved  
viewed

highly cited   highly discussed   highly saved



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PubMedCentral - PDF Views: 267  
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ACHIEVEMENTS

TIMELINE

PUBLICATIONS

## ACHIEVEMENTS

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96

Online mentions over 7 years

87

3

3

2

1

Twitter

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## PUBLICATIONS

view all



### Better metrics through metadata : a study of the use of persistent identifiers in institutional repositories

2015

39 RSS f g+ Twitter

### Variations on Open Data

2016 Figshare

24 Twitter



### Representation at Digital Humanities Conferences (2000-2015)

2016

14 Twitter W

## Publications

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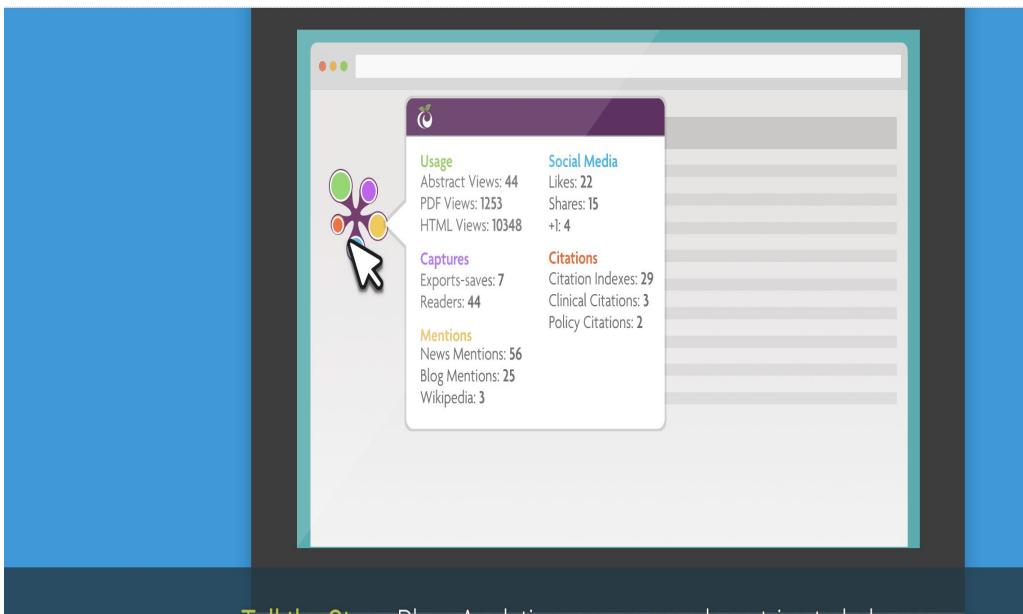
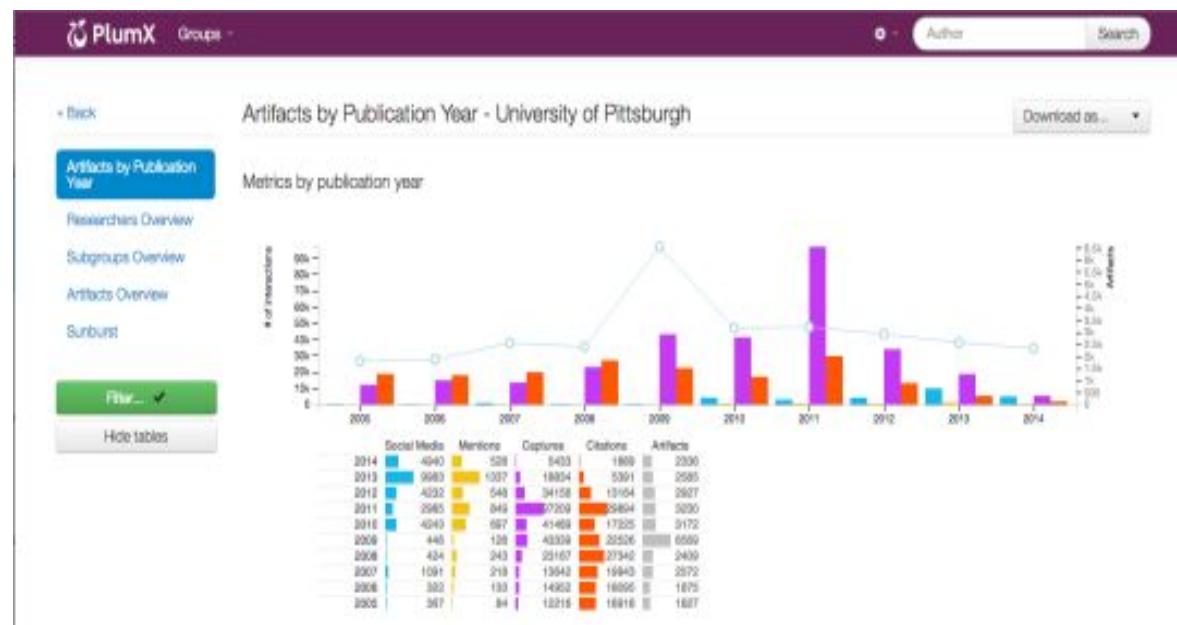
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William M. Cross

Copyright and Digital Scholarship

About Writing Speaking Service CV



## Navigating Legal Issues

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## Managing Research Data

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## Cassidy Sugimoto

Indiana University Bloomington, Bloomington · School of Informatics and Computing

Information Science, Communication and Media

PhD

33.92

[Overview](#)[Contributions](#)[Info](#)

### Projects (1)

#### Mining Scientific Papers: Citations, Structure, Semantics

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1 Update

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Chaoqun Ni Cassidy R. Sugimoto Alice Robbin

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Indiana University Bloomington | IUB  
School of Informatics and Computing  
Bloomington, Indiana, United States

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**Ying Ding**

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**Mike Thelwall**

University of Wolverhampton

**Blaise Cronin**

Indiana University Bloomington

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- [HEP Teaching as a Profession](#)
- [Interdisciplinary Approaches to Culture and Society](#)
- [LLC English Romantic](#)
- [LLC Victorian and Early-20th-Century English](#)

#### About

Victorian studies, media history, digital humanities, book history, digital pedagogy

#### Education

PhD, English Language and Literature, University of Virginia, 2009  
BA, English with honors, Wake Forest University, 1998

#### Work Shared in CORE

- [Syllabi](#)
- [Interpretive Machines](#)
- [Reading Literature in the Digital Age](#)

#### Other Publications

*By Accident or Design: Writing the Victorian Metropolis.* Oxford; New York: Oxford University Press, 2015.



## Stefanie Haustein

ID 0000-0003-0157-1430

Postdoctoral researcher in Library and Information Studies  
Montréal, QC, Canada



13588 item views | 2849 item downloads | 5 citations

### Co-workers & collaborators



Vincent Larivière



Isabella Peters



Timothy D. Bowman



Katy Börner



Kim Holmberg



Rodrigo Costas

Stefanie Haustein is a post-doctoral researcher at the Canada Research Chair on the Transformations of Scholarly Communication with Prof. Vincent Larivière at the University of Montreal. Her current research focuses on social media in scholarly communication and making sense of so-called "altmetrics" and is supported by a grant from the Alfred P. Sloan Foundation. Stefanie holds a Master's degree in history, American linguistics and literature and information science and a PhD in information science from Heinrich Heine University Düsseldorf, Germany. Her doctoral work focused on the multidimensional evaluation of scholarly journals and was awarded the Eugene Garfield doctoral dissertation scholarship in 2011. She has previously worked as a research analyst at Science-Metrix in Montreal, Canada and in the bibliometrics team at Forschungszentrum Jülich, Germany. Stefanie is a visiting lecturer in the Department of Information Science at Heinrich Heine University. She frequently presents her work at international conferences and has published in journals such as JASIST, Scientometrics, Journal of Informetrics and PLoS ONE.

### Publications

- The Use of Bibliometrics for Assessing Research: Possibilities, Limitations and Adverse Effects DOI: 10.1007/978-3-319-09785-5\_8
- Astrophysicists' Conversational Connections on Twitter DOI: 10.1371/journal.pone.0106086
- A multidimensional analysis of Aslib proceedings – using everything but the impact factor DOI: 10.1108/ajim-11-2013-0127
- Astrophysicists on Twitter DOI: 10.1108/ajim-09-2013-0081
- Tweets vs. Mendeley readers: How do these two social media metrics differ? DOI: 10.1515/itit-2014-1048
- Tweeting biomedicine: An analysis of tweets and citations in the biomedical literature DOI: 10.1002/asi.23101
- The life sciences in German-Chinese cooperation: An institutional-level co-publication analysis DOI: 10.1007/s11192-013-1147-9
- The publication landscape of German corporate governance research: A bibliometric analysis EI D: 2-s2.0-84880487123
- Do Altmetrics Work? Twitter and Ten Other Social Web Services DOI: 10.1371/journal.pone.0064841

### Stefanie Haustein's public data



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Stefanie Haustein, Andrea Tosi, Veronika Mikl, Delphine Bruneau, Andréjko Tomašević, Barbara Gatzke & Silvana Mazzoni ▾  
Identifying Twitter user communities Altmetrics Conference ▾ 04/10/2016



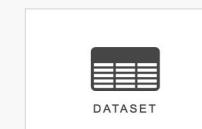
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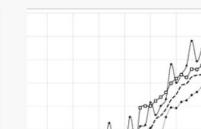
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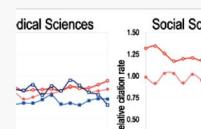
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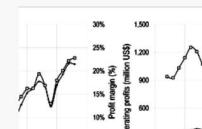
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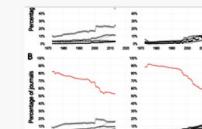
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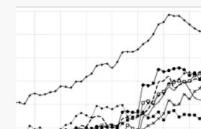
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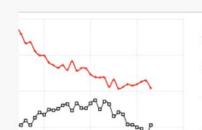
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Percentage of papers published by the five major publishers in Physics  
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Questions?