

#### Wie vermessen ist das Vermessen von wissenschaftlicher Kommunikation

\*metrics Projekt-Workshop Open-Access-Tage 2017 11. – 13. September SLUB Dresden

Daniel Beucke, Maxie Gottschling, Andreas Krausz, Michael Kusche, Diana Lindner, Astrid Orth, Steffen Lemke, Athanasios Mazarakis, Maryam Mehrazar, Isabella Peters, Katrin Weller & Olga

















## Agenda



- 1. Einführung: Überblick über das Projekt Daniel Beucke, Astrid Orth
- 2. Das Social-Media-Registry (SoMeR)

  Diana Lindner, Astrid Orth
- 3. Evaluierung von Open Source Software zur Erfassung von \*metrics-Indikatoren *Astrid Orth, Daniel Beucke*
- 4. Diskussion

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## Impact



#### Klassische Impactmessung

Zitationsbasiert, langsam, limitiert, kommerzielle Anbieter



Reaktion aus der Wissenschaft

altmetrics

Altmetrics Manifesto, DORA, Leiden Manifesto



#### Alternative Metriken

- Altmetrics, Nutzungsdaten, Article-Level Metrics
- Anbieter teils kommerzielle aber auch offene Dienste



#### \*metrics



- (Meist) aus offenen Quellen und über offene Schnittstellen: reproduzierbar und transparent
- Erfassen vieler unterschiedlicher Kommunikations-plattformen/kanäle, nicht nur Zeitschriften
- Vielzahl wissenschaftlicher Arbeiten oder Objekte (Artikel, Monographien, Konferenzbeiträge, Software, Forschungsdaten, etc.)
- Schnell (ab Publikationszeitpunkt und jederzeit aktualisierbar)
- Auf Ebene einzelner Objekte, z.B. Artikel

Ulrich Herb, Daniel Beucke: *Die Zukunft der Impact-Messung. Social Media, Nutzung und Zitate im World Wide Web.* In: *Wissenschaftsmanagement. Zeitschrift für Innovation.* 19(4), 2013, S. 22–25. doi:10.5281/zenodo.7696



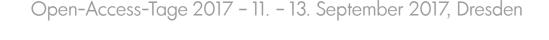


## Zentrale Fragen



- Was ist der Zusammenhang zwischen Social Media und Zitationen?
- Wie unterscheiden sich die \*metrics von einander?
- Warum werden Artikel getweetet, gebookmarkt, geliked...?
- Was bedeuten \*metrics? Welchen Wert haben sie?
- Wer tweetet (liked, bookmarkt...) wissenschaftliche Artikel?
- Wie unterscheiden sich \*metrics zwischen den Disziplinen?

Haustein, S., & Larivière, V. (2013). Empirical Analysis of Social Media in Scholarly Communication. Overview of current altmetrics research projects at University of Montreal. Presentation at GESIS.



# \*metrics Projekt



- DFG-Förderung 01/2017 12/2018
- Partner
  - Niedersächsischen Staats- und Universitätsbibliothek Göttingen (SUB Göttingen),
  - Leibniz-Informationszentrum Wirtschaft (ZBW)
  - Verbundzentrale des Gemeinsamen Bibliotheksverbundes (VZG) der Länder Bremen, Hamburg, Mecklenburg-Vorpommern, Niedersachsen, Sachsen-Anhalt, Schleswig-Holstein, Thüringen und der Stiftung Preußischer Kulturbesitz
  - Leibniz Institut f
     ür Sozialwissenschaften (GESIS)

# \*metrics Projekt: Ziele

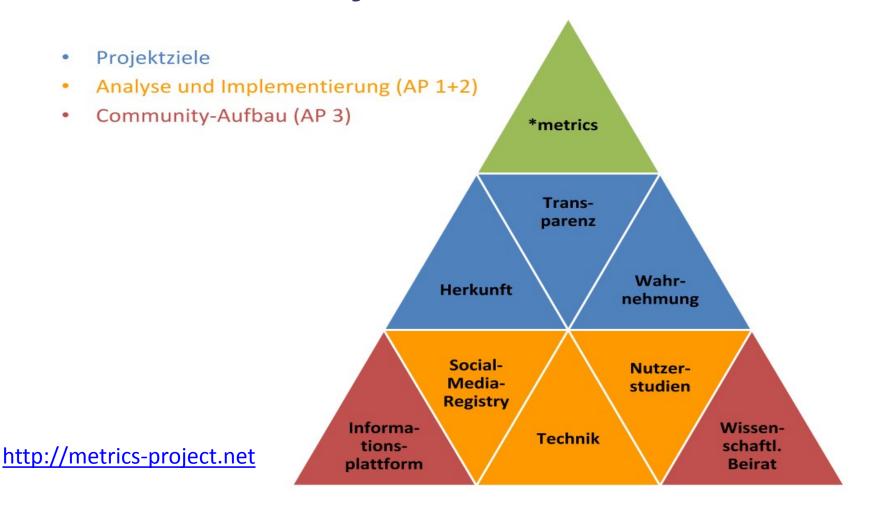


Erforschung alternativer Metriken als Basis neuer Kennwerte für wissenschaftlichen Output

Bewußte Nutzung ermöglichen und Grenzen und Interpretationsspielräume sichtbar machen

## \*metrics Projekt: Aufbau





## Explorative Studien



Over the past five years, please estimate how many times you used the following channels to publish your own scien

- Erste Umfrage zur Nutzung sozialer Plattformen für die Wissenschaft
- Durchgeführt im 2.
   Quartal 2017 mit
   3400 Forschenden
   aus Sozial- und
   Wirtschaftswissen schaften

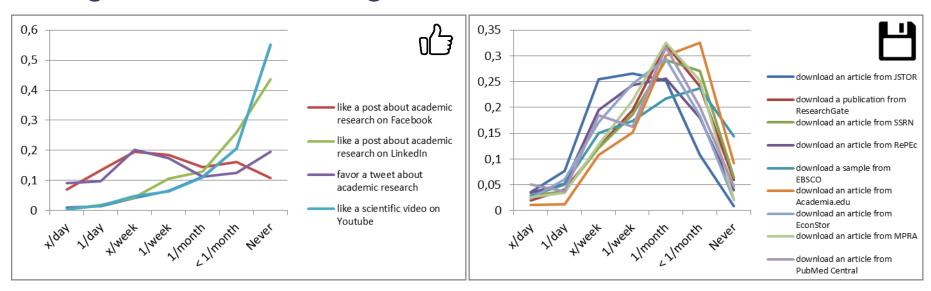
	0	1-5	6-10	11-20
Traditional academic publishing (e.g. journal articles, books)		•		
Scientific conferences/work- shops				•
Open Access repositories/pre- print servers (e.g. arXiv, Econ- Stor)		•		
Academic social networks (e.g. ResearchGate)		•		
Non-specialist social networks (e.g. Facebook, Twitter)				•
Wikipedia				
Blogs/other Wikis		•		
Sharing platforms (e.g. Youtube, Github, Slideshare)				•
Public media (e.g. newspapers)				

2 \*A scientific product could for example be a paper, a report, a presentation, a poster, an article, a book chapter, a pie-

## Ergebnisse I



Frage nach der Häufigkeit der Interaktion:



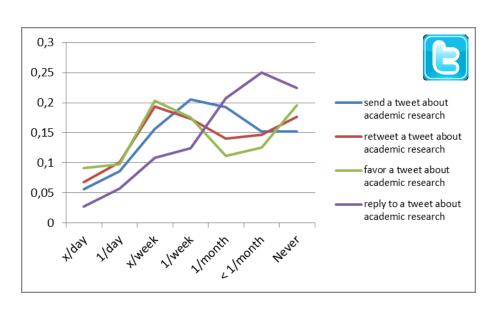
Verschiedene Muster erkennbar

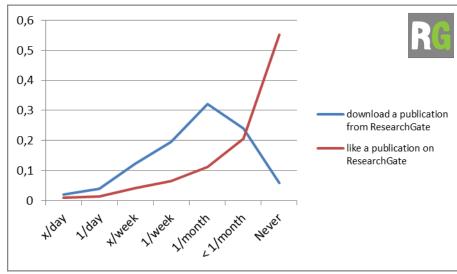
Unterscheidung von Interaktionstypen bei der Berechnung von Altmetrics notwendig!





# Interaktionsfrequenz abhängig von der jeweiligen Plattform:

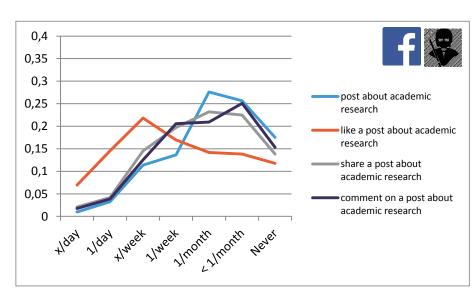


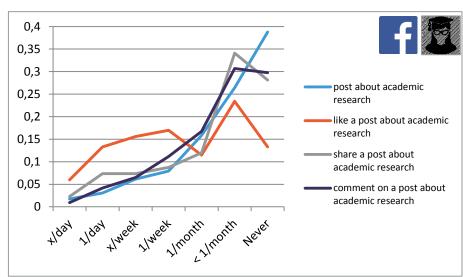






# Interaktionsfrequenz abhängig von der Nutzergruppe:









- Fokusgruppeninterviews zur Nutzung und Wahrnehmung von Social Media sowie zu Metriken werden demnächst durchgeführt
- Vorstellung der Ergebnisse auf der 4:am "Altmetrics Conference" sowie auf dem Altmetrics Workshop in Toronto (26. – 29. September 2017)



## Fragen?





#### Mögliche Fragestellungen:

- Nutzung von Metriken in den eigenen Services?
- Offene Fragen zum Forschungsstand

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- Was ist das Registry?
   Verzeichnis von Social Media Plattformen und andere Online-Dienste für die Wissenschaftskommunikation
- Was wird erfasst?
  - Bereiche der Wissenschaftskommunikation
  - Mögliche Interaktionen
  - Zusammensetzung und Verfügbarkeit von Social-Media-Indikatoren





#### Ziele

- Momentaufnahme zum wissenschaftlichen "State of the Art" zu \*metrics zu erstellen
- Transparenz und Offenheit der Aggregatoren zu evaluieren

#### Relevanz

Wissenschaftler/innen, Bibliothekar/innen und eine interessierte Öffentlichkeit, die sich mit neuen Möglichkeiten zur Einflussmessung und Bewertung wissenschaftlicher Publikationen vertraut machen wollen

#### SoMeR Aufbau 1























#### SoMeR Aufbau 2



- Erstellung eines englischsprachigen SoMeRs
- Bestimmung des Umfangs der Funktionalitäten
- Bestimmung der zugrundeliegenden Mechanismen, die für die Erfassung und Messung von \*metrics relevant sind
- Beispiel: Wikipedia

## SoMeR Aufbau – Allgemeine Informationen



Type of platform or service	general reference website
Target group	non-academic
Target group  Commercial / non-commercial service  Free / subscription source  Primary purpose  Geographical reach  Number of active /registered users	non-commercial (Wikimedia Foundation)
Free / subscription source  Primary purpose	free
Primary purpose	multilingual Wiki of a free, collectively created encyclopedia
Geographical reach	299 language editions, over 43 million wiki pages. Largest editions: English, Cebuano, Swedish, German, Dutch and French
Number of active /registered users	>272,001 active users (one or more actions within a certain month), >10,151,406,947 registered users, 30,710,162 total users
Content coverage	diverse: anyone with internet access regardless of age, culture or background can contribute to the platform. Users can be contributors and make changes to Wikipedia articles. Contributions are more important than expertise or qualifications of the contributor
Website	www.wikipedia.org

### SoMeR Aufbau – Funktionalitäten der Platformen



- Gruppe 1
   Interagieren und austauschen / networking and collaboration
- Gruppe 2
   Publizieren und verbreiten / publication and dissemination
- Gruppe 3
   Sich präsentieren / self-marketing

in Anlehnung an Peters, Isabella; Heise, Christian 2014: Soziale Netzwerke für Forschende: Eine Einführung.

CoScience – Gemeinsam forschen und publizieren mit dem Netz.

https://handbuce.tib.eu/w/Handbuch CoScience/Soziale Netzwerke

## SoMeR Aufbau – Funktionalitäten 1



Interagieren und austauschen

Discuss /comment on publications within the platform	talk or discussion pages: administration pages for editors to discuss changes to its associated article or WikiProject						
Follow users / network building	networking and colaboration within the talk or discussion section of each article						
Create / follow groups or projects	as contributor or editor of Wikipedia articles						
Working in groups (e.g. Exchanging publications, saving notes in the uploaded PDF)	collaboration: anyone can edit an article						
Send / receive inquiries (e.g. author versions of publications), send private messages (mailbox)	user talk pages: public, private message option is available via enabled email messaging user pages can be used for this purpose						
Release status messages							
Consult the community best	Project:Suppport desk						
Blogs or other functionalities connecting the platform operators with the users so that the operators can get feedback from platform users or explain new features	https://blog.wikimedia.org/						

## SoMeR Aufbau – Funktionalitäten 2



Publizieren und verbreiten

	Upload of full texts or other	photo upload under Creative Commons copyright							
	content	licenses, no full text upload							
	Download of full texts or other content	not applicable							
=	Web Importer	not applicable							
ninatic	Export of bibliographic data in other formats (e.g. BibTeX)	not applicable							
Publication and dissemination	Share / reshare publications (via additional Social Media, e.g. Facebook, Twitter)	not applicable							
ation an	Forwarding of publications to peers / magazines (i.e. proposals for publications)	not applicable							
Public	Saving of publications with link (Social Bookmarking)	not applicable							
	Quoting publications with reference to different quotation styles	APA style, ASA style, MLA style, The Chicago Manual of Style, Author-date referencing, Vancouver system and Bluebook among others							
	Open review / evaluation (e.g. giving ratings for publications)	article evaluation within the talk or discussion pages. Ratings: featured articles (given by Wikipedia editors)							

### SoMeR Aufbau – Funktionalitäten 3



#### Sich präsentieren

	Creation of a user profile with CV and / or other documents and export of user profiles as CV	not applicable: user page as a means to help write on Wikipedia instead as a social networking tool
ting	Present own skills and expertise on own user profile	not applicable
Self-Marketing	Integration of the user profile on other websites	not applicable
Self-I	Statistiscs for user profiles / rankings	not applicable
	View of advertisements and applications for jobs	not applicable
	Publication of job advertisements	not applicable





tforms or ervices in ommunity	Interactions between services	Social actions: insert options or icons that allow interfaces between the platforms or services	none
of platfo edia sen tific com	*metrics	Activities analyzed by *metrics aggregators	mentions, citations
act o al me cient		APIs from platforms (URL)	MediaWiki API (http://en.wikipedia.org/w/api.php)
Impa social the sci	APIs & limits	APIs' limits	virtually no restrictions, limited to 500 articles (looping needed)

# Zusammensetzung und Verfügbarkeit von Social-Media-Indikatoren



, S	l data rs	Data integrated in Altmetric Explorer (altmetric.com)	mentions of scholarly outputs collected from References section. English Wikipedia only. The article cited must use a properly-formatted Wikipedia citation tag
ģ	cia	Data integrated in Kudos	see altmetric.com (Partner)
aggregators	Commercial data providers	Data integrated in PlumX (Plum Analytics)	nr. of links to the artifact. Wikipedia posts might refer and link to many different forms of research: peer-reviewed articles, theses, data sets or even working papers, reports or blog posts
Data	S	Data integrated in Impactstory.org	nr. of links
•	ovide	Data integrated in Depsy.org (ImpactStory)	no data collection
urce	ata pr rce)	Data integrated in Lagotto (general)	nr. of references across the 25 largest Wikipedia language sites and Wikimedia Commons (PLOS)
Tools and sources	mercial data <sub> </sub> (open source)	Data integrated in PLOS (implementation von Lagotto)	Number of Wikipedia articles in the 25 most popular wikipedias and Wikimedia Commons
ā	ner	Data integrated in VIVO	not found
Tools	Non-commercial data providers (open source)	Data integrated in VZG (implementation von Lagotto)	not found
	Non	Data Integrated in Webometric Analyst 2.0	nr. of links





					Most used platf	orms and social me	dia services by scie	entists in economics	s and social scienc	es (data sources)		
			EBSCO	Google Scholar	JSTOR	LinkedIn	RePEc	ResearchGate	SSRN	Web of Science <sup>TM</sup>	Wikipedia	Youtube
_ 5	s la	Type of platform or service		bibliographic database	digital library	social network service		academic network service		citation indexing service	general reference website	video sharing service
General	about latforms nd socia media services	Target group		academic	academic	non-academic		academic		academic	non-academic	non-academic
Ger	about platforms and social media services	Commercial / non-commercial service		commercial (Google Inc.)	nonprofit (ITHAKA)	commercial (Microsoft)		commercial (ResearchGate GmbH)		commercial (Clarivate Analytics)	non-commercial (Wikimedia Foundation)	commercial (Google Inc.)
scientific communication by purpose)	Networking and ollaboration	Discuss /comment on publications within the platform		no networking / collaboration options within the platform		comment		comment, request feedback		no networking collaboration / options within the platform	talk or discussion pages: administration pages for editors to discuss changes to its associated article or WikiProject	comments below the video section
ommu ()		Follow users / network building				Linkedin contacts: connections		follow			networking and colaboration within the talk or discussion section of each article	channel subscriptions
ntific co urpose	on and	Export of bibliographic data in other formats (e.g. BibTeX)		RefWorks, RefMan, EndNote, and BibTeX	Export to RefWorks, EasyBib, as RIS file	not applicable		0		EndNote	not applicable	not applicable
that allow scier (sorted by p	Publication and dissemination	Share / reshare publications (via additional Social Media, e.g. Facebook, Twitter)		not applicable	0	"Share an article" option, no reshare option		Facebook, LinkedIn, Google		not applicable	not applicable	Facebook, Wykop, LiveJournal, vk.com, ok.ru, Google+, Twitter, Blogger, reddit, Tumblr
Functions that a	larketing	Creation of a user profile with CV and / or other documents and export of user profiles as CV		not applicable	0	user profile as CV, embed option from other profiles in order to display work samples		1		not applicable	not applicable: user page as a means to help write on Wikipedia instead as a social networking tool	not applicable
Funct	Self-M	Present own skills and expertise on own user profile		not applicable	0	education, work experience and skills sections in profile		1		not applicable	not applicable	not applicable
or social n the unity	Interaction s between services	Social actions: insert options or icons that allow interfaces between the platforms or services		none	0	likes, follows, comments, shares		"Follow me on Research Gate"-badge		none (Facebook like to Web of Science" page)	none	Facebook, Twitter, Google+, Blogger, Reddit, Tumbir, vk.com, Pinterest, Linkedin, etc.
act of platforms or somedia services in the scientific community	*metrics analyzed	Activities analyzed by *metrics aggregators		for autors: number of papers, citations, h-index, i10-index in total and in the last 5 years, list of co-authors		LinkedIn Groups		ResearchGate Score, Reach, percentile of the score, reads / citations / recommendations, followers, h-index		Web of Science™ Core Collection Times Cited	mentions, citations	views, likes, dislikes, comments, shares, videos on playlists, subscribers
Impact of platforms or social media services in the scientific community	APIs & limits	APIs from platforms (URL)		no API	JSTOR Data for Research (not an API) https://about.jstor.org/whats -in-jstor/text-mining-support/ Matchmaker http://labs.jstor.org/api/docs/	General API information: https://developer.linkedin.co m/docs/rest-api#	How to access data: https://ideas.repec.org/getda ta.html RePEc: https://ideas.repec.org/api.ht ml	no API		Links Article Match Retrieval Service (Links AMR) (https://ws.isiknowledge.com /cps/xrpc)	MediaWiki API (http://en.wikipedia.org/w/a pl.php)	YouTube Data API v3 (YouTube Analytics API)
and sources -	Commercial data providers	Data integrated in PlumX (Plum Analytics)	Nr. of abstract views, full text views, HTML views, link outs, PDF views, sample downloads, supporting data views, nr. of views, exports/saves to bibliographic management tools	no data collection	no data collection	no data collection	Nr. of abstract views, downloads, citation indexes (nr. of RePEc works that cite the artifact as computed by CITEC)	no data collection	no data collection	no data collection	nr. of links to the artifact. Wikipedia posts might refer and link to many different forms of research: peer-reviewed articles, theses, data sets or even working papers, reports or blog posts	nr. of times the video or audio has been played, nr. of people who have subscribed for an update, nr. of likes, nr. of comments made about an artifact, nr. of times the artifact has been marked as favorite
Tools	Non-co mmerci al data provide rs (open source)	Data integrated in PLOS (implementation von Lagotto)	no data collection	no data collection	no data collection	no data collection	no data collection	no data collection	no data collection	Web of Science™ Times Cited	Number of Wikipedia articles in the 25 most popular wikipedias and Wikimedia Commons	no data collection





Fortwährende Anpassung des Social Media Registry durch Entwicklungen im Gebiet und Feedback der Fachcommunity



## Fragen?

## Workshop Teil 2 - Diskussion



- Welche Plattfomen sollten aus Ihrer Sicht (noch) enthalten sein?
- Hat die Abfrage von Social Media Metriken für Sie/Ihre Einrichtung Bedeutung? Wenn ja, welche?
- Nutzen Sie/Ihre Einrichtung/Ihre Autoren derzeit den Service von Social-Media-Aggregatoren?

## Agenda

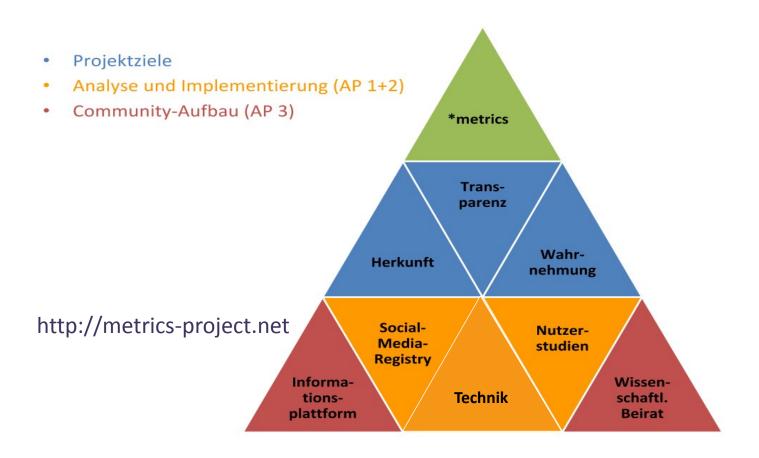


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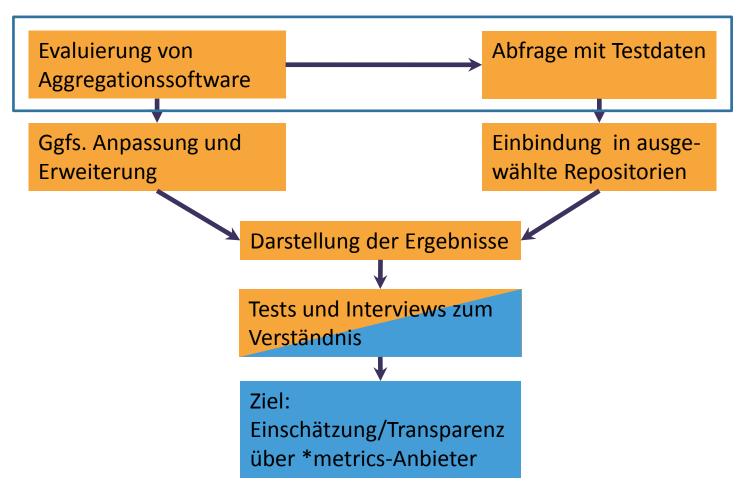
# Technologie-Analyse zur Sammlung und Bereitstellung von \*metrics





#### Arbeitsschritte







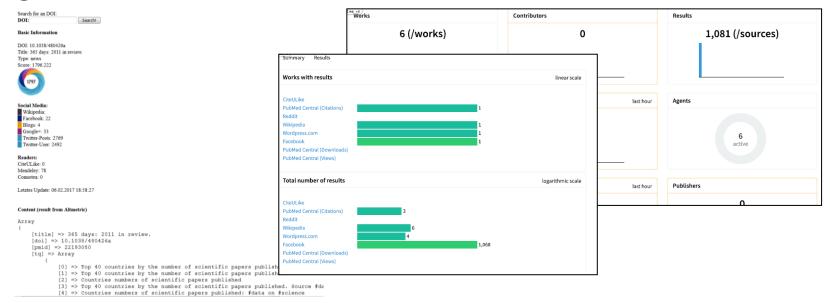


- Ausgangssituation
  - Altmetric
  - PLOS ALM -> Lagotto
  - PlumX/Plum Analytics
  - ImpactStory/Depsy
  - Webometric Analyst
  - Kudos
  - •
- Anforderungen: Open Source, anpassbar, wartbar (über den Projektzeitraum)





Lagotto-"Familie" (3.20, 4.5, 5.01) -> CrossRef Event Data



- Individuelle Lösungen
- Eigenentwicklung?





- DOI-Liste
- Vergleich zwischen Lagotto (Vxx) und Aggregatoren:
  - Vollständigkeit
  - Unterschiede
- Erweiterung um zusätzliche Quellen und größere Datenmenge





						netri	c Exp						Lago	tto							
tmetric Score	DOI	Full DOI	Facebook	Twith	Twitter Osts	Soor User	Blogs	Wildin	Mendel	\ \frac{1}{2}	Steulike Faceh	Thirt	Twith Posts	Good User	Work	Willi	Red	Mar	Ofe, "	Ulike	Bookmarks vs. Likes
6	10.1086/662997	http://dx.do	0	8	7	0	0	0	105	(	0 0	0	0	0	0	1	0	0	0		105 bookmarks, 4 likes, 1 CiteULike
6	10.1086/679418	http://dx.do	0	8	8	0	O	0	156	(	00	0	0	0	0	0	O	5	0		156 bookmarks, 5 likes
8	10.1111/j.1468-0297.2011.02447	http://dx.do	0	3	1	0	1	0	45		1 , (	Sleic	he.	Anz	ahl	ı	. 0	C	0		45 bookmarks, 3 likes, 1 CiteULike
25	10.1509/jmkg.73.6.77	http://dx.do	0	3	0	0	0	0	345	(	0				٠		10	C	0		345 bookmarks, 15 likes
8	10.2307/3069285	http://dx.do	0	1	0	0	0	0	520		6 c	0	0	0	0	0	1	23	0		520 bookmarks, 23 likes
21	10.2139/ssrn.961021	http://dx.do	1	13	8	0	1	0	40	Z	0 0	0	0	0	0	0	6	O	0		40 bookmarks, 2 likes
24	10.5465/amj.2014.0170	http://dx.do	0	4	1	0	1	0	112	(	0 0	0	0	0	0	0	0	112	0		112 bookmarks, 4 likes
12	10.1086/670610	http://dx.do	0	6	5	0	1	0	141	(	0 0	0	0	0	0	0	0	0	0		141 bookmarks, 7 likes
11	10.1509/jmkr.47.4.594	http://dx.do	0	6	5	0	1	0	131	(	0 0	0	0	0	0	0	0	. 7	0		131 bookmarks, 7 likes
11	10.1287/mnsc.2013.1860	http://dx.do	0	3	2	0	O	0	104	1	0 0	0	0	0	0	0	0	105	0		105 bookmarks, 3 likes
18	10.1257/aer.98.5.2101	http://dx.do	0	3	0	0	2	0	64		0 0	0	0	0	0	0	9	64	0		64 bookmarks, 1 like
50	10.1257/0002828053828563	http://dx.do	0	25 23	1	0	1	2	158		Q o	0	0	0	0	0	0	0	1		158 bookmarks, 6 likes, 1 CiteULike
31	10.1162/003355300554881	http://dx.do	0	23	9	0	1	1	908		1				^	_	<b>/</b> 0	0	0		909 bookmarks, 54 likes, 2 CiteULil
18	10.1287/mnsc.1120.1602	http://dx.do	0	3	0	1	1	0	162	(	o <b>'\</b> (	Jnte	rsch	า. A	nza	ahl	0	11	0		163 bookmarks, 11 likes
23	10.2307/2938817	http://dx.do	0	6	3	0	2	0	72	(	0 0	ט וע	U	U	U	U	0	0	0		72 bookmarks, 3 likes
54	10.1086/658999	http://dx.do	0	7	1	0	4	0	156	(	0 0	0	0	0	0	0	0	0	0		156 bookmarks, 5 likes
118	10.5465/amj.2012.0937	http://dx.do	0	24	5	1	0	0	120	(	0 0	0	0	0	0	0	0	2	0		121 bookmarks, 2 likes
637	10.1111/ecoj.12269	http://dx.do	3	214	127	0	6	0	44	(	0 0	0	0	0	0	0	0	44	0		
429	10.1177/0001839212439994	http://dx.do	3	138	73	1	5	0	226	(	0 0	0	0	0	0	0	1	. 0	0		227 bookmarks, 7 likes
849	10.1086/665048	http://dx.do	40	576	418	25	14	0	310		1 0	2	0	0	0	0	0	0	1		310 bookmarks, 11 likes
152	10.1111/ecoj.12181	http://dx.do	6	116	86	0	7	0	169	1	0 0	0	0	0	0	0	Q	169	0		169 bookmarks, 4 likes
	10.1111/iere.12100	http://dx.do	2	48	30	0	4	0	13		0 0	0	0	0	0		<i> </i>	1	0		13 bookmarks, 1 like





- Identifier:
  - Bisher: DOI
  - Andere Identifier (allg. Handle, purl, ...)
- Quellen:
  - Anbindung weiterer Quellen
  - Veränderungen existierender API's
- Visualisierung:
  - Anbindung an Repositorien
  - Nutzerakzeptanz

## "Wie vermessen ist das Vermessen…"



- Anzahl Services
- Veränderungen
- Bündelung



IMG2228 Sonja Hansel CC-BY-NC-ND



## Fragen?





## Mögliche Fragestellungen

- Kennen Sie weitere (z. B. lokal eingesetzte) Software-Lösungen?
- Ideen zur Visualisierung



#### Thank you / Vielen Dank!

Web metrics-project.net

E-Mail metrics-project@sub.uni-goettingen.de

 Twitter @metrics\_project

Facebook **@**metricsproject















