Evaluating the Impact of Altmetrics
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The Problem
- Traditional citation metrics do not take into account the impact of research outside of citations and publications
- Recent Publication Analysis (2011)
- Using total citation data to see if trend follows through on 2011 data to see if trend continues
- Historical Analysis (1949-2010)
- Sampled journals with the top 50 impact factors in biomedical-related topics, as reported by Journal Citation Reports (JCR)
- Downloaded citation data for 20 most cited papers in each journal, as reported by Scopus
- Using total-impact.org, the altmetric counts for each paper were determined

Goals and Objectives
- Examine the relationship between traditional citation metrics and altmetrics for highly cited papers
- Determine if social media mentions play a more significant role in scholarly impact via Twitter, Facebook, and other social media tools
- Explore total-impact.org (developed by Heather Piwowar, Jason Priem, et al, follow link for more info!) as a tool for determining non-traditional scholarly impact
- The Solution?
- The Problem
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Methods
- Historical Analysis (1949-2010)
  - Sampled journals with the top 50 impact factors in biomedical-related topics, as reported by Journal Citation Reports (JCR)
  - Downloaded citation data for 20 most cited papers in each journal, as reported by Scopus
  - Using total-impact.org, the altmetric counts for each paper were determined
- Recent Publication Analysis (2011)
  - Sampled same journal range
  - Downloaded citation data for 50 most cited papers overall
  - Using total-impact.org, the altmetric counts for each paper were determined

Limitations
- Altmetric sources exclude some parts of the web and require the mention of an identifier (DOI, PMID, URL, etc) – will miss casual author mentions or incomplete links/citations
- Altmetric counts are taken as a snapshot in time.

Discussion
- Historical Analysis (1949-2010)
  - Raw data reveals a slight trend towards papers with high citation counts also having high altmetric counts, but not statistically significant
  - NEJM papers see a lot of activity from news outlets and readers commenting on Facebook and Twitter
- Recent Publication Analysis (2011)
  - The PLoS platform is highly conducive to sharing work online
  - In general, open access publications did not differ from their traditional counterparts
- Future Work
  - Rank journals based on altmetric counts
  - Follow through on 2011 data to see if trend continues
  - Determine non-traditional distribution methods that yield the highest traffic

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Downloads
Poster
Data

total-impact
http://total-impact.org/