NISO Altmetrics Project: 3rd In-Person Meeting
January 23, 2014
Transcription of Post-it Notes from Brainstorming Session

Definitions

• Are there (should there be?) metrics across the entire publication lifecycle? Pre-pub? Peer review? Advance availability? Publication? Post pub peer review?

• Development of ‘standard’ altmetric for collection development

• Concern about feed forward loop enhancing value of, for example, “top cited” article driving more traffic to site

• How can we differentiate between scholarly impact vs. community/popular impact & do we even care?

• Define Range and Scope of impact for shareholders: author/researcher; institution; funder

• Citing example: snowball metrics; Becker model; 2nd level altmetrics

• Develop a COUNTER for Altmetrics

• Weight of different usage events. What do they mean in terms of impact?

• Tracking citations. Do data sets as well as articles

• When is a “mention” or a “like” or a download meaningful? Is there a way to determine that? Do we need to?

• Altmetric requirements for non-traditional content

• Is there a benefit to following trends in altmetrics rather than just counting? Ex: year vs. year - or maybe this is already being done

• Is creating an influence trail a useful idea? How to do that?

• Standard altmetric for use by editors

• Post-publication peer review

• Is only one standard metric required?
Data Sources, Integrity, Consistency

- Negative or positive mentions on social media. How can a # of mentions express any value?

- How many people actually use social media in a scholarly setting? Who’s being measured?

- Counting social media. Best practices?

- How can we differentiate between scholarly impact vs. community/popular impact & do we even care?

- What about negative impact? Tweets/shares of papers everyone thinks are terrible?

- Data consistency

- Skewed data from authors more involved in “social” aspects and promotion

- Best practices targeted at primary sources of metrics generation

- Identity: pseudonymity vs anonymous vs...

- Trust seems like a huge issue. Is there a role for a trusted intermediary? Who would that be?

- How do we better improve / co-locate items in different locations?

- If it takes two years to make these standards, how do we avoid obsolescence since the technologies we’re dealing with are changing so quickly?

Data Sources

- Proprietary data source (like Twitter) determine what they publish, make available, etc.

- Ownership/sharing of usage data for altmetrics. Who owns the data?

- Gaming: How do we know usage data is good?

- Are we creating too much noise?

- Article level usage: -Privacy; -gaming; -common definition to allow data exchange

- Should data be protected by data source or collected by metrics provider? What are the competing interests in these different models?
Users & Rewards

- Changes in reward structure in academic research: Finding crisis; disruption in evaluation & assessment
- What’s a potential role for librarians in altmetrics? New role?
- Folding in commercial uses: eg, for profile companies. How do we do that?
- How to best get users (researchers, institutions_ to take altmetrics seriously – should they be more involved in this process?
- How do we consider Charge Reward structures?
- How do you sell the community on the impact of the metric?
- Define or represent the nature of the impact

Value & Use Cases

- Value: what to measure presumes a clear understanding of the value desired
- Where is the initial starting point for benchmarks? Martin’s PLOS initiative, ORCID, FundRef, CrossRef etc. Need examples!
- Meaningful use vs. counting all use. How to ensure metrics provide value?
- How do you determine the importance of a metric? Is it worth counting and how should it be counted?
- What about negative impact? Tweets/shares of papers everyone thinks are terrible?

Groupings and Aggregations

- Separate streams for tracing author metrics an institutional metrics?
- Consistent grouping of altmetrics data providers, eg. discussions
- Different metrics required by different users at various levels (researcher, librarians, institution)
- How can we express altmetrics to different groups? ie, authors, readers, etc.
- Do different communities need different metrics? Should systems be customizable?
- What is the appropriate level of aggregation> Paper? Author> Publication venue? Institution? More than one (PLEASE!)?