Business and use cases
- what people are doing and what they are doing it for

use cases are at the heart of building a product - Ian
(Framework for product management, from RackSpace, to ask whether you are building something people need.)

who: publisher
what do they want:
- serve authors
- make money

how will ALM help them serve authors?
how will they know?
- usage of ALMs
- something appealing to author
- people don't value a standard, they value something that helps them

peter: is there value to publishers in pushing to the standardization of alt metrics

researchers have noticed the difference between different ALM services

publishers are not looking for a standard as a product
tenure committees are not interested in it
so who is looking for ALM standards?

focus is Alt Metrics, not article level metrics today

how cal alt metrics be used in the collection development prospect - library CD use case
how do alt metrics interact with traditional metrics

alt metrics is inherently mutable because it is network based

transparency - people want to know where the data comes from
- question of gaming here

libraries, research funders, institutions, want trust

most of the sources are not in the room, and will never be in the room
the sources will change
the sources for COUNTER could be brought to the table, but not in this case

"its not about articles"

can't eliminate fear of alt metrics eliminating importance of journal brand
that is the goal for some of them!

as a publisher, elite wants to provide authors with the best data they can, and
ALMs help with that.

if everyone tweeted with DOIs, and journalists published DOIs, this upstream change would help significantly in managing the data locating. the DOI is a standard; using it would be a best practice

a standard would legitimate ALMs
maybe a best practice in the industry that plum, impact story, alt metric all agree to collect data according to a best practice
if they don't do this, this is a business opportunity
standards have a real calcification cost on innovation

standards or best practices?
best practices seem more tractable

1. couldn't identify a logical standard need that actors in the space would value, and
2. best practices were of interest