Multiple types of metrics involved might help counter biases/gaming
Impact Factor: high integrity – editorial process; done by org that is respected. If we flip this around to altmetrics – don’t we need the same things.

Comment made by someone with their ORCID ID would have more credibility than just a comment from joe@gmail.com

NISO could develop guidelines for what increases credibility of metrics.

Critical challenge in info literacy: how do students assess something that they want to use. No longer just peer reviewed material

If my company says “I got 34 FB likes” maybe NISO has a guideline that says you need to include the source of your stats.

Reproducibility is key.

How do we ensure integrity in this social media world where things are changing so quickly.

NISO should focus not on defining what is out there specifically – eg a FB like – but defining the broader framework that is abstracted from the specific social media tools that are out there today.

Thinking about COUNTER; if we were a new publishing house, we would know that for our data to be credible it has to comply with COUNTER. Shouldn’t we be doing the same thing for altmetrics.

Notion of a trusted intermediary – seems like that is needed.

COUNTER was successful in part because they brought the technology guys to the table. WE need that here for altmetrics. Get everyone to table at the same time.

What leads to credibility – the question we keep coming back to. Use of IDs is seen as a key element – an author with an ID means more than an anonymous author.

Reproducibility.
Open process.
Identifiers
Consistency
Auditability.

Trust is huge. An infrastructure that is trusted. The notion of an intermediary? That might be one way. But it's not the only way.

Role for #niso might be to evaluate poss. sources of altmetrics data and how they could be improved.