Notes from Definitions Breakout Group
3rd In-Person NISO Altmetrics Meeting
January 23, 2014 – Philadelphia, PA

Publication life cycle –
Standard alt metrics for collection - Editors
Formal standard instead of definition
Feed-forward loop – Matthew effect –
Name for altmetrics
When is a mention or like meaningful? Sentiment analysis needed?
Influence trail?
One metric?
Tracking citations to data sets? Other outputs
Define range and scope of impact for variety of users?
Scholarly impact vs. community impact/ do we care
COUNTER for altmetrics?
Non-traditional content
Trends vs counting – year on year vs to date total
Post publ peer review

The reason faculty goes to final publ – is to get your work out there
- Clarity on metrics across life-cycle?
- Define life cycle of a publisher or scholarly output and metrics that go with them
  o Different outputs and their different uses
  o Different users
  o Different stages of the career
  o Defining the stages of the Scholarly value-chain (different from life cycle)
  o Scholarly use/reuse
  o Influence on policy
  o Very different ways to consider impact
- Standards are inherently about competition – and that is not the only consumer of “use” or the only aspect of impact – particularly for an author use to determine (am I making a difference? Not just did I get tenure?)
- Is there an effect – and should this be considered – of OA –
- Inform decision making – find those metrics that have integrity and accomplish a view of what matters?
- Exploratory period where the metrics are concerned
  o Impact is sometimes qualitative – not quantitative (and often important to a funder)
  o Can altmetrics begin to break new ground – away from what is essentially in an assumed-print context?
  o Metric is the ability to bring it up and look at it – that lets you do more than just count it – but evaluate it.
Altmetric fill a time gap of currency – but also a broader view of impact?

Consider not just the “metric” but the other uses of these data collections?

Can this then contribute to the ability to aggregate impact of inst, funder?

This is now acquiring commercial relevance with established players taking a part in the market

- It is important to have an organization outside of that commercial sphere to establish benchmarks and guidelines

- Also explain appropriate use – does NISO have a role in education of appropriate use?

- Define the multiple dimensions of impact –

Critical review of the challenges and issues – as they now stand

- Calling it “metric” focuses on the comparative use only

- Understand and define what different categories of use “mean”

Altmetrics is evolving at the same time as the discussion of how we define “impact:

- It might be easier to define what constitutes “impact” – and elements of impact

  Look at what can/can’t be quantified

  Define the criteria that will allow a measure to be “credible” by what it measures – use/visibility

  - altmetrics can make the circle bigger – not just your immediate scholarly circle – but your readership – and the community they influence

Specific call-outs to NISO as possible activities are in Bold