Transcription of Post-It Notes from NISO Altmetric Project Meeting #1
San Francisco – October 9, 2013

From the Business grouping:
What’s in it for publishers?
What are the best means to disseminate metrics for inclusive visibility and metrics?
Part of this standard to work with Crossmark
Well documented & tagged examples will help
How to be inclusive of small publishers? Incl. non-english
Caution: Most sources mostly capture US/Europe usage impact only!
Having a standard logo will help
Adopt OA across all of scholarly communication
Writing “listy” linkbait stories with positive spin will help
Finding a Nobel Prize winner who likes them will help
Build a landing experience as compelling as Google “Author Profiles” for every author

From the Data Sci grouping:
Developing capturing and exploring metrics for datasets and soft use
Are there any problems combining metrics that accumulate on different time scales?
What value of altmetrics provide that Impact Factor can’t? What limitations do altmetrics have?
How can we arrive at a common metric that researchers can understand?
Derivative analytics (machine produced)
How to interpret altmetrics? What should be taken into account regarding the nature of data?
Do we need context?
The predictive value of ALMs
Altmetrics is context descriptive-specific metrics
Comparable metric data across comparable content types, “apples to apples”

From the Definitions grouping:
Definitions of alt-metrics
Define the players
Goal of alt-metrics
What is being measured, for what purpose, by whom?
What is the meaning of various social media rants? User studies, interviews. What in it that we really measure?
What terms/definitions do we need that we don’t have?
Map the landscape: List/categorize the possible types of altmetrics: e.g., to measure impact, openness, collection diversity.
What is the range of artifacts about which metrics should/can be collected?
Altmetrics should incorporate information about the expertise (provenance) – filed, affiliation, etc. – of the respondent
Altmetrics covers too many very different things, Facebook v. Mendeley
Use terms carefully, e.g. be clear if referring to #altmetrics or article level metrics
Alaow does not equal Altmetrics – confusion
Define broad, high-level audiences for a scholarly work: Public? Patient groups? Researchers. Etc.? Funders? NGOs?

From Dev (Code) + Infrastructure grouping (1st image):

Disambiguating individual industry
How do the API work? Any limitations? How to get data in bulk?
Any “build” of a system should be installable from a virtual machine (helps developer adoption)
Problematic sources like Twitter where data can be pulled many ways. How to handle? Standards or single repository?
Support the building of integrated middleware, e.g. rOpensci
License informatics very clear for all metrics sources

From Dev (Code) + Infrastructure grouping (2nd image):
Categories: How can altmetrics be grouped into different categories?
“Allmetrics” define a broader category of non-impact metrics
De-couple presentation of “altmetric” info from analytics
How can we convene different altmetrics?
Collecting the altmetrics data in a systematic way via API’s: Best practice how to control!
Augmentation of existing .... systems to capture appropriate metrics (from group 2 image)
Should we shape identifiers mapping:

- DOIs → PMIOs
- Handles → DOIs
- SSRN IDs

From Other Thoughts grouping (1st image):
Contributorship vs. authorship
Validation of the worth of a research output, using authentic measures
Outreach to team/pro to eunic alleviate products no valued at institutions (from other thoughts 1 image)
How do we evaluate, add, and remove data sources for altmetrics? (Digg, Myspace & Friendster would have been prime sources in 2006)
Case studies of other delivered vocabularies for metrics currently in use

From Other Thoughts grouping (2nd image):
How to a ... alleviate metrics in academic cultures
Researchers aren’t convinced altmetrics are important
Article-level metrics aren’t understood by researchers
The perspectives of researchers and funding agencies
From Principles grouping:
How to set guidelines for ALMs without being too restrictive?
Need for evaluating the ... Of different altmetrics as possible complimentary tools
There is a bias towards metrics that can easily be measured vs. metrics that provide meaningful input
The future of ALMs
Clarity on what is counted and what is not counted
No clear guidelines for T&P committees to use altmetrics in evaluations

From Process + Use Case grouping (1st image):
APIs support used for altmetrics tend to come from big established groups – hard to democratize support (e.g., Crossref)
How to define standards: based on each source or more generic
Who gets a seat at the table in the process of standards building?
What can we learn from COUNTER’s notary & work

Use Cases:
What do the current tool ... And early adopters want altmetrics to be used for?
What do people in the community do with altmetrics?
Tie this standard to government policy eg. RCUK Assessment
ALMs for tenure and promotion

From Process + Use Case grouping (2nd image):
Convince PubMed to show ALMs
Old guard wants IF to continue – esp. tenure & promotion; not altmetrics
Using Altmetric for assessing individual / tenure-track. How?
Article level metrics may erode journal brand
How to incentivize data storing?
Get featured in: - Wired, -Chronicle of Higher Ed; -NYT; -Guardian; -Scholarly Kitchen

From Provenance & Privacy grouping:
How do we fund community activities/standards/management in longer term?
Do we need provenance for all altmetrics?
We need large scale empirical studies about various altmetrics: How is the usage in different fields? How similar or different are they from traditional impact measures?
Normalization?
Privacy: Should everything be open?

From Quality & Gaming grouping:
Should metrics be hidden to prevent herd mentality? (yes, like Reddit)
Define credible sources for inclusion: Twitter, Facebook
A problem is data quality and provenance
Quality assessment of studied data
Validity of reliability of altmetrics
Data quality & validity: How valid the altmetrics data ... ? have to assess?
Approaches to factor out the effects of gaming (e.g., not counting self citation)
Define acceptable promotion versus gaming
Auto-spam detection; trolling
Interactions with more traditional altmetrics
Define what behaviors are considered as cheating/gaming
Define what reaction to gaming should be public sharing? Data tainting? We ignore it?
Are there any “ungameable” systems out there at all and can we learn anything from them?
What are effective measures to audit published altmetrics for accuracy?

From Social media group:
How to deal with various use of social media and dip ... scholarship in different parts of the world
Distrust from researchers about value of social media, blogs, data sharing ,etc.
If tweets are merely buzz, do we really want to measure that?
Differentiate between buzz and actual value
How do we account for the intent of a mention/tweet/comment, etc.,? (eg., “this is the worst paper in the world”)

From the Sources grouping:
A lot of sources of altmetrics are not involved
Infinite diversity of possible metrics
Need for metrics fairly represent the wide variety of cross-disciplinary crowd?
Hummetrics: Explore what metrics may be important for non-Stem fields
What about humanities? Arts? Africa? Asia?
What organizations could coordinate? Are they the right shape/governance?

From the Standards grouping:
No standards definitions of readership
Projects to aggregate and normalize datasets
Define standard units of measurement
Standardizable in collection of social media can’t
How to expose solid yet flexible standards as academic inquiry evolves
How to devise altmetrics standards when data is not CC-O?
Can we have standards for some altmetrics & not others?
Building a hierarchy (user engagement, etc.) and standardization
Firm yet supple standards so that they do not calcify and can easily evolve.
We need standards to collect altmetrics: combine all identifiers to collect with ODI,
...; improve metadata on platform to be used to collect all intel; transparency