

What are altmetrics?

- Alternative metrics refer to the broader attention research outputs get in non-traditional sources, e.g. policy documents, news, blogs and social media
- An indication of research impact
- A way of understanding how research is being received and used
- An expansion on traditional citation-based analysis

Why use it?

- To move beyond crediting only journal article contributions – enables you to potentially track slides, presentations, research reports
- Early career researchers are able to demonstrate engagement
- For real-time, immediate feedback on attention and dissemination of scholarly content

How does it work?

- The free browser plug in lets you instantly see Altmetric data for any publication with a DOI
- To install, go to: <http://altmetric.it>
- Access altmetric data by clicking on the bookmark while viewing any output online
- Click on the donut to view the full details page for each output

