SOCIETAL ATTENTION OF RESEARCH OUTPUT
THE PUBLIC IS MORE AWARE OF THE VALUE OF REFERENCES TO RESEARCH
Maurits van Tulder, a professor of health sciences at VU University Amsterdam, Netherlands, has studied the effectiveness of traction treatments for back pain by investigating how the application of a force that pulls two bones apart from each other, creates more space. “The idea is that increasing the joint space between two vertebrae relieves pressure on an entrapped nerve or relieves the pressure on it,” he says. (What van Tulder does not do, however, is a lot like those TV commercials.)

He explains that traction is usually done either mechanically (with motors) or manually (during a physical therapy or chiropractic treatment). “Hanging weights is sometimes considered traction because gravity is the force that may draw the vertebrae closer together,” he explains. “The question is whether the force of gravity is strong enough to increase the joint space between the vertebrae, and whether the joint space increase is sufficient to relieve symptoms.”

His research has shown that traction treatments—even the kinds performed by a therapist’s able hands—are not effective remedies for back pain. Another study came up with similarly disappointing results, he says, and inversion—only on gravity to create separation—are unlikely to provide any back pain relief. “The evidence is quite convincing that traction is not a useful treatment,” van Tulder says.

While the effects wouldn’t be felt as soon as one hits the 1.5°C or 2°C threshold, the new results are very relevant for climate discussions surrounding the Paris Agreement, say the authors. The Intergovernmental Panel on Climate Change (IPCC) will produce a Special Report in 2018, for example, that explores impacts of 1.5°C vs 2°C.
HOW DO YOU KNOW WHO IS TALKING AND USING YOUR RESEARCH IN THE PUBLIC DOMAIN?

“How do I know who the key opinion leaders are, who influence society by mentioning our research?”

“I want to quickly react on (mis-) interpretations of our publications. How do I get alerted on negative and positive mentions by news-, blogs and social media on the research of my department?”

In this guide we’ll show you how to get a weekly update
Background
Altmetric tracks societal attention of publications and books in a number of sources in the public domain.
1. When you publish, your publications get a Digital Object Identifier (DOI), or ISBN.
2. All these publications are tracked by Altmetric if they appear in public sources.
3. When you register your publication in the PURE Research Portal, including the identifier ...
4. ... they also will appear under your name in the Altmetric Explorer as a ‘verified’ publication.
Create an alert on societal attention of your research.
1. REGISTER YOUR ACCOUNT ON CAMPUS, WITH THIS INVITE LINK
2. GO TO WWW.ALMETRICEXPLORER.COM AND SIGN IN WITH YOUR NEW CREDENTIALS
TYPE YOUR NAME AND SELECT THE ONE IN THE LIST

EXPLORE THE ALTMETRIC DATABASE

Keyword: geus

Title
Output contains keywords geus

Journal or collection
Genus ISSN: 2035-5556

Verified authors from VU Amsterdam and Medical Center
H.J. de Geus Biomedical Analysis and Spectroscopy

J.C.N. de Geus Brain Imaging, Brain Imaging Technology, and 5 other departments
Johannes Cornelis Noor de Geus Division 6, Epidemiology and biostatistics

N.J. von Geusau Cognitive Psychology

Choose from 3 other matching authors...

Genome-wide association meta-analysis of 78,308 individuals identifies new...

Article in Nature Genetics. May 2017

GW170104: Observation of a 50-Solar-Mass Binary Black Hole Coalescence at...

Article in Physical Review Letters. June 2017

What low back pain is and why we need to pay attention

Article in The Lancet. March 2018

Subcortical brain volume differences in participants with attention deficit...

Article in The Lancet Psychiatry. February 2017

A century of trends in adult human height

Article in eLIFE. July 2018

Shaping the oral microbiota through intimate kissing.

Article in Microbiology. November 2014

Coffee Drinking and Mortality in 18 European Countries: A Multinational...

Article in Annals of Internal Medicine. July 2017

Worldwide trends in body-mass index, underweight, overweight, and obesity...

Article in The Lancet. October 2017

Prevention and treatment of low back pain: evidence, challenges, and...

Article in The Lancet. March 2018

Total mentions: 361,437
Research outputs: 72,821
Outputs with mentions: 27,771
Sources of attention: 16
1. PRESS THE “SAVE SEARCH” BUTTON, AND
2. GO TO YOUR SAVED SEARCHES LIST
1. Select the frequency of the updates
2. Check if you receive an e-mail
3. [Check your spamfolder and whitelist the altmetric.com sender]
Create a profile of your online audience (reach & sources)
“How do I know who the key opinion leaders are, who influence society by mentioning our research?”
Create an audience profile of the journal you want to publish in (reach & sources)
Deeper into Altmetric
3. INTRODUCTION TO ALTMETRIC

**DISCOVERY**
- Track your faculty’s research outputs in real-time & longitudinally
- Unearth conversations among new audiences
- Locate collaborators & research opportunities
- **Identify key influencers**
- Uncover disciplinary intersections

**SHOWCASING**
- Highlight vital research
- Show impact on public policy and opinion
- Recognizing early-career scholars and non-article research outputs
- Integration into researcher profiles and institutional repositories

**REPORTING**
- Analyze and share attention data with internal and external stakeholders
- Grant applications
- Funder reporting
- **Impact requirements**
- Reputation management
- **Benchmarking**
- Recruitment & review
TRADITIONAL METRICS
Often slow to accrue
(2-5 years)

citations

ALTMETRICS
Immediate AND longitudinal
A typical timeline of attention

- **Research published**
- **Time since publication**
- **Volume of attention**

- **Hours**
  - The first tweets appear
  - News outlets pick up the research
  - People start to bookmark and share it on other social networks
  - People read, comment and blog about it

- **Days**
  - Wikipedia articles are updated with references
  - It gets featured as a research highlight

- **Months**
  - Citations in other articles and policy documents appear

Legend:
- Tweets
- News
- Bookmarks
- Blogs
- Wikipedia
- Research
- Citations
2017 study compared over 1m Scopus citation records and associated Altmetric data

Authors looked at 15 different scientific disciplines against various Altmetric attention sources

Concluded blogging about research led to a 5% average increase in citations

In some subject areas, like medical, health and nursing sciences, materials sciences, and economics/business, the citation increase was over 20%
Allmetric's Attention Sources

**News**
- 5,000 sources from 124 countries

**Policy**
- 9 supported jurisdictions

**Patents**
- Mentions from 48 global sources

**Peer review**
- Post-publication peer-reviews from Pubs and PubPeer

**Blogs**
- Over 11,000 blogs, including those hosted on Wordpress

**Syllabi**
- The latest reading list data from the Open Syllabus Project

**Wikipedia**
- References from the English, Swedish, and Finnish versions

**Twitter**
- A real-time feed of all mentions of scholarly work

**SOURCES**
- Reddit
- YouTube
- Faculty1000
- Google+
- Q&A (stack overflow)
- CiteULike
- Mendeley

**Plus...**
- LinkedIn
- Pinterest
- Sina Weibo

**And historical data from**
**WHAT IS THE DONUT? WHAT DOES IT INDICATE?**

<table>
<thead>
<tr>
<th>Mention type</th>
<th>Weight Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>News</td>
<td>8</td>
</tr>
<tr>
<td>Blogs</td>
<td>5</td>
</tr>
<tr>
<td>Twitter</td>
<td>1</td>
</tr>
<tr>
<td>Facebook</td>
<td>0.25</td>
</tr>
<tr>
<td>Sina Weibo</td>
<td>1</td>
</tr>
<tr>
<td>Wikipedia</td>
<td>3</td>
</tr>
<tr>
<td>Policy Documents (per source)</td>
<td>3</td>
</tr>
<tr>
<td>Patents</td>
<td>3</td>
</tr>
<tr>
<td>Q&amp;A</td>
<td>0.25</td>
</tr>
<tr>
<td>F1000/ Publons/ Pubpeer</td>
<td>1</td>
</tr>
<tr>
<td>YouTube</td>
<td>0.25</td>
</tr>
<tr>
<td>Reddit/Pinterest</td>
<td>0.25</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>0.5</td>
</tr>
</tbody>
</table>

- Tweeted by 293
- Blogged by 4
- On 200 Facebook pages
- Mentioned in 6 Google+ posts
- Picked up by 1 news outlets
- Mentioned in 1 LinkedIn forums
- Reddited by 2
- On 1 videos
- 166 readers on Mendeley
- 1 reader on Connotea
- 3 readers on CiteULike
SCORE WEIGHTING DETERMINED BY 3 FACTORS:

<table>
<thead>
<tr>
<th>Volume</th>
<th>Sources</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>How much attention from unique sources has the item received?</td>
<td>What is the reach of each mention source? Are the mentions from international news sources, blogs, or on social media?</td>
<td>Who mentioned the research item? Was the publishing journal tweeting the link or were researchers sharing amongst peers?</td>
</tr>
</tbody>
</table>
Follow a list of domains.

E.g. arxiv.org, nature.com

Search for links to those domains in attention sources.

E.g. blogs, news, policy documents, social media.

Collate attention.

Disambiguation across different versions.

Display data in Altmetric Details Pages.
▪ Global news outlet and blog coverage
▪ International Policy sources
▪ Patent citations
▪ Social Media – language neutral
▪ Post-publication peer review mentions
▪ Unique forums: YouTube, F1000, Open Syllabus Project, Wikipedia, Reddit, Q&A/StackExchange, etc.
▪ Plus usage and citation data from Mendeley, Citeulike, Scopus, and Web of Science
Survey
HELP US BUILD A CASE, PLEASE FILL IN OUR SURVEY


Survey Training Societal Attention - 10th of April

The VU Library needs your help with evaluating Altmetric and Scival. For now, the VU library subscribed for a one-year license (till december 2018). This means we need to make a decision about extending the license in 2018. Filling in this...