



Unpacking altmetrics: how new technologies can support engagement and outreach

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Today's researchers face many challenges; determining which content is most relevant to read, choosing where to publish their work, ensuring it's reaching the right people, attracting funding and finding new collaborators, to name just a few.

In this session we'll examine how new metrics and technologies can help with each of these activities. With an overview of the online attention and engagement surrounding specific journals in relevant fields, we'll discuss how researchers can best make use of these data. This will include a focus on some specific real-world case studies, where scholars in a variety of disciplines and at different stages of their careers have used these data to build more effective strategies and benefit from their outcomes.

We'll also hear from a publisher on how they are using the metrics as part of their drive to make research published in their journals more visible, and how they are working with academic editors and authors to refine scope and build engagement with specific communities of interest.

The presentation will conclude with some tips for how researchers can use free tools and the insights already provided by many publishers to start incorporating the data into their existing workflows.