Altmetrics in Practice: Librarian and LIS Faculty Views

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What are altmetrics?

The **volume** and **nature of attention** that research receives online.

How often are people talking, what’s being said, and who is saying it?

@jeandraws
Family income, parental education and brain structure in children and adolescents


Last updated: 21 April 2015 22:31:19 EDT

Total citations:

Data not available

Online attention:

Almetric score (what's this?)

Tweeted by 303
On 24 Facebook pages
Mentioned in 3 Google+
Picked up by 16 news outlets
1 Reddit

Score in context

This Almetric score means that the article is:
- in the 99th percentile in the 70,057 titles and in all journals
- in the 95th percentile (ranked 2nd of the 63 tracked journals) in the journal

View more

Score

Score demographics

Readers on

0 Mendeley
Lots of speculation, little evidence

1. Introduction

This installment of the "Balance Point" examines an area of metrics called "Altimetrics." This research, written by an expert in the field of metrics, identified and explained the importance of metrics in various academic and research contexts. The expert discussed various metrics, including metrics of social media usage, impact factor, citations, and altmetrics. The expert argued that altmetrics are becoming increasingly important in evaluating the impact of academic research.
Our studies

**Academic Librarians**
- 150 Carnegie-classified “R1” institutions
- 13,436 librarians
- 707 respondents (5.3% response rate)

**Library and Information Science Faculty**
- 55 ALA accredited LIS programs
- 2,312 faculty members
- 159 respondents (6.8% response rate)
Regular duties (librarians) (n=509)

<table>
<thead>
<tr>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collection development (i.e. selecting and purchasing books, journals, etc for faculty or students)</td>
<td></td>
<td>299</td>
<td>59%</td>
</tr>
<tr>
<td>Instruction (i.e. teaching workshops and “one-shot” instruction sessions, etc)</td>
<td></td>
<td>326</td>
<td>64%</td>
</tr>
<tr>
<td>Reference services (i.e. staffing the reference desk, answering reference questions via email or in 1-on-1 consultations, etc)</td>
<td></td>
<td>380</td>
<td>75%</td>
</tr>
<tr>
<td>Scholarly communication support (i.e. helping faculty and students choose research software, tools, and which journals to publish in; helping scholars understand how to measure research impact)</td>
<td></td>
<td>197</td>
<td>39%</td>
</tr>
<tr>
<td>Assessment (i.e. gathering and reporting statistics and qualitative studies to understand the success of library-based resources and programs)</td>
<td></td>
<td>235</td>
<td>46%</td>
</tr>
</tbody>
</table>
Liaison Libs - Disciplines served (n=186)

- Humanities: 31%
- Social sciences: 16%
- Sciences: 33%
- Professions: 20%
Years on the job

**FACULTY (N=160)**
- Less than one year: 6%
- 1 - 5 years: 34%
- 6 - 10 years: 20%
- 11 - 20 years: 18%
- More than 20 years: 18%

**LIBRARIANS (N=438)**
- Less than one year: 0%
- 1 - 5 years: 18%
- 6 - 10 years: 22%
- 11 - 20 years: 25%
- More than 20 years: 35%
Is your LIS faculty position full time or part time (e.g. adjunct)? (n=159)

- Full time: 71%
- Part time: 27%
- No answer: 2%
Which of the categories below best describes your separate full time position? (n=26)

- Academic Librarian: 31%
- Public Librarian: 8%
- School (K-12) Librarian or Media Specialist: 4%
- Special Librarian: 11%
- Other: 46%
Familiarity with metrics:
How do librarians and faculty compare?

• Overall
• Tenure track vs. non tenure track
• Years of experience
Familiarity with Journal Impact Factor

<table>
<thead>
<tr>
<th>Scale</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I’ve never heard of them</td>
</tr>
<tr>
<td>2</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>I’m an expert</td>
</tr>
</tbody>
</table>

- Librarians (n=381)
- LIS Faculty (n=144)

Familiarity with citation counts

- Librarians (n=381)
- LIS Faculty (n=149)

Familiarity with usage counts

- Librarians (n=381)
- LIS Faculty (n=148)
Familiarity with altmetrics

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Librarians (n=381)</td>
<td>11.5%</td>
<td>8.8%</td>
<td>22.1%</td>
<td>44.2%</td>
<td>13.3%</td>
</tr>
<tr>
<td>LIS Faculty (n=146)</td>
<td>12.3%</td>
<td>25.3%</td>
<td>24.7%</td>
<td>31.5%</td>
<td>6.2%</td>
</tr>
</tbody>
</table>
Familiarity with Journal Impact Factors

Tenure track librarians (n=211)
Tenure track faculty (n=94)

Non tenure track librarians (n=252)
Non tenure track faculty (n=12)

Familiarity with citation counts

Tenure track librarians (n=211)
Tenure track faculty (n=99)

Non tenure track librarians (n=250)
Non tenure track faculty (n=12)
Familiarity with usage counts

- Tenure track librarians (n=210)
- Tenure track faculty (n=99)

- Non tenure track librarians (n=252)

Familiarity with altmetrics

- Tenure track librarians (n=210)
- Tenure track faculty (n=97)

- Non tenure track librarians (n=48)
- Non tenure track faculty (n=12)
How are librarians and faculty using research impact metrics?

- In instruction and teaching
- Evidence for promotion and tenure
- To select a venue in which to publish
- Choosing what to read
When teaching workshops or classes, how often do you address the following indicators of research impact?

**Faculty: mentions during teaching**

**Librarians: mentions during teaching**

- JIF
- Citation Counts
- Author h-index
- Expert peer review
- Altmetrics
- Qualitative measures

1 - never
2
3
4
5 - always
Use of metrics to support tenure and promotion

<table>
<thead>
<tr>
<th>Metric</th>
<th>Librarians on tenure track</th>
<th>Faculty on tenure track</th>
</tr>
</thead>
<tbody>
<tr>
<td>JIF</td>
<td>12.8%</td>
<td>42.9%</td>
</tr>
<tr>
<td>Citation Counts</td>
<td>16.6%</td>
<td>24.5%</td>
</tr>
<tr>
<td>Downloads &amp; page views</td>
<td>16.6%</td>
<td>13.3%</td>
</tr>
<tr>
<td>Altmetrics</td>
<td>22.3%</td>
<td>11.2%</td>
</tr>
<tr>
<td>Qualitative measures</td>
<td>15.2%</td>
<td>33.7%</td>
</tr>
</tbody>
</table>
How often do faculty consider the following indicators of research impact in the course of selecting a venue in which to report the results of your research?

1. JIF
2. Citation counts
3. Expert peer review
4. Altmetrics
5. Qualitative measures

1 – never
2
3
4
5 - always
How often do faculty use the following indicators of research impact in the course of conducting library research and literature reviews?

- JIF
- Citation counts
- Expert peer reviews
- Altmetrics
- Qualitative measures

1 – never
2
3
4
5 - always
How often do librarians evaluate materials using the following indicators of research impact in the context of collection development:

1. Citation counts
2. Expert peer reviews
3. Altmetrics
4. Qualitative measures

1 – never
2
3
4
5 - always
Thanks for your interest in our ongoing research!

Questions?

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