



# INTERNATIONAL JOURNAL OF ADVANCE RESEARCH, IDEAS AND INNOVATIONS IN TECHNOLOGY

ISSN: 2454-132X

Impact factor: 6.078

(Volume 6, Issue 6)

Available online at: <https://www.ijariit.com>

## Altmetrics: the new role of library and information professionals

Sangeeta Kamble

[sangeeta.kamble@nmims.edu](mailto:sangeeta.kamble@nmims.edu)

Maharaja Sayajirao University of Baroda, Baroda, Gujarat

### ABSTRACT

*This article explains an analysis of altmetrics and its tools; it also explains how altmetrics effect to improve the research output. New intellectual communication methods and propagation of information have a great impact on academics and researchers to build their profile. This article throws light on the role of library and information professionals plays in promoting new ways of working and demonstrating impact and influence. It gives a short theory of growing altmetrics and mentions the other metrics for measuring research. This article explains the connection between research and social media and told us how the researcher can take benefit from a freely available multitude of tools.*

**Keywords:** Altmetrics, Bibliometric, Social Network, Research Impact, Scientific Communication, Social Web

### 1. INTRODUCTION

In the academic or non-academic area, we frequently use the word impact, but can we really know the meaning and importance of impact. The impact is the effect that research has beyond academia. In today's world, every researcher and scholar should know others opinion on their research and it is very important to get the qualitative data of impact on their research work. there are a number of alternative metrics which is used for measuring scholarly impact from a social network such as Twitter and blogs to the online platform such as Mendeley, Research Gate and Altmetrics.org. Altmetrics help academics to improve their research profile and check where it sits among current measurement of impact. Analytics help library and information professionals to understand their users and improve their services. Librarians, researcher and academics will empower with altmetrics. They can introduce and support altmetrics in their institutions and can develop their skills and knowledge.

### 2. ALTMETRICS

Altmetrics is data science company that track attention to research outputs. Delivering article level metrics via visually engaging intuitive interface. Altmetrics gives qualitative data and it is equivalent to common citation based metrics. It includes peer review, citations on Wikipedia, analysis of research blogs, average of media reports, bookmark on reference managers like Mendely, and comments on social network such as Twitter, Sourced from web. Altmetrics help us to know about the research area discussed and used around the world. Comparing to other metrics like hi-index, citation counts, impact factor of journals altmetrics is a newer measure it shows the more immediate impact of work in the social domain. Altmetric include the action of social media, report of media outlets, formation of policy documents and scholarly comment on our research work.

Altmetric sources show the same diversity of measure of research work and also shows the way in which those research is discussed or communicated. Altmetric is universal place for both publisher and research scholar.

#### Advantages and Disadvantages

Altmetric has some powerful benefits to use it instead of old metrics. Though it is benefited to use it also have some drawbacks, so we will see the advantages and disadvantages of altmetrics Advantages:

#### Advantages

Altmetrics commits more than only citation, it also includes the discussion by the media, reporting the news, public's opinion and importance to co researcher. Altmetrics attempt new visibilities to identify new intuition into impact which was impossible to find previously. The main advantage of altmetrics are they are always based on open data. Altmetrics always use publically available data and its process and calculation method is completely transparent. Most of the old metrics are only available by procurement & their calculation are not clear with equations. Altmetrics are faster than other metrics. Study of altmetrics explain that when an article published 15% of citation occurred on twitter on the same day,30% occurred on the same week, and 56% on the same month. Other metrics like hi index is calculated only at the end of the year or sometimes it depends upon publication schedule.

### **Disadvantage**

Diversity of altmetrics is considered as drawback of altmetrics due to its large diversity of sources or poverty of standardisation. Altmetric can be wrongly defined or taken them out of the context. It is not possible to obtain everything in altmetrics because they just start to develop on largescale and accepted on large scale. In consideration of article level metrics producer have "the right to collect metrics as needed for their purposes, but as article-level metrics consumers, we should be able to compare data from the same source across providers" (Chamberlain, 2013, p.9)

### **3. LIBRARIANS ROLE IN ALTMETRICS**

As altmetrics has appear and continue to expand in research world. All library and information professionals need to support altmetrics, metrics, and impact factor for official use of justification. Every information professional should ensure themselves that they are the part of research field and should be update with development of this area. Librarians are instinctive leaders of altmetrics they are familiar with resources and also have good relationship with disparate groups. Following section gives some specific areas where library and information professionals supporting and collaborate with altmetrics.

#### **• Acquisition, Evaluation/Access**

Sometimes some scholars are marketed altmetrics tools by their own and then librarian remain only gatekeepers of resources to acquire and providing access to resources. Librarians need to decide which resources are suitable for their research community. As see now altmetrics are shifting from free resources to paid subscription librarians need to successfully implement it in their institution. Librarians are not only the gatekeeper of altmetrics product but they are real user of altmetrics tools and increase the usage of purchased tools.

#### **• Outreach/Training/ Marketing**

New role of librarians is to train their users to use the library tools. Librarians should recognise the user's needs and provide them altmetrics information. Librarians are taking efforts to aware the users about the altmetrics tools. Librarians should always be careful with altmetrics presentation. Librarians need to prepare research guide to introduce altmetrics and need to provide links to tools and others helpful resources of information. Librarians should arrange workshops, online tutorials, personal talk with every researcher and should distribute the handout to market the altmetrics tools.

#### **• Communication /Advocacy**

Providing training to users is important function of librarians in altmetrics development. With their knowledge and communication skill librarians can create a unique position in the institution. Librarians can make central academic hub within their institution. Librarians always communicate with different stakeholders on campus and facilitating the issues of altmetrics, Librarians should set a stage to contact every one directly or indirectly. Librarians are always communicating with following groups which are important part of library.

- a) Faculty and researcher: Librarians should encourage faculty and researcher to share their viewpoints with their colleagues and other research department. This is effective means of indirect communication to encourage researcher to look at internal procedure for measuring scholarly impact.
- b) Students: Students are an essential part of the research era, today's student become tomorrow's researcher so they should develop their research skill and are often to open new ideas of research.
- c) Administrator: Administrator are always in a position to serve the decision maker. With good communication skill librarian can create good relationship with administrator that can help to secure fund for purchasing and implementing altmetrics.
- d) Publisher and tool maker: librarians always have steady contact with publisher and tool maker. Good communication creates good relationship with publisher and toolmakers that they help librarians to fulfil the users need, they can provide data as per user's requirements and make changes in searching tools as per requirement. It will be great help for librarian.

#### **• Collection Development:**

Metrics are useful in indicating journal usage and check the impact factor. Librarians are always expert in checking usage data e.g. counter data Altmetrics provide additional perspectives data which will help in collection development. Altmetric tools help librarians to classify publications and analyse data measured by metric and create custom reports.

#### **• Integration with library tools.**

Altmetrics have the ability to incorporate with the institutional repository, this attracts researcher to submit their research work to repositories. This gives access to other metrics. It gives librarians to additional tools for evaluation of their own repositories. Libraries are also starting to see the incorporation of altmetrics into discovery system tools, with Ex LIBRIS's addition of a Metrics tab featuring the Altmetrics donut to Primo. With the help of librarian advocacy, the integration of altmetrics into existing tools is a trend that is likely to continue in the future.

#### **• Scholarly research.**

Librarians are familiar with altmetrics now they are passionately contributing scholarly landscape. The concept of altmetrics is not new since last twenty years' librarians are published articles related to bibliometric. Altmetrics is a universal extension of same research area. There are quite number of articles, papers, books written on altmetrics, librarians explore the space of altmetrics in research communication. Altmetrics is research focused application of libraries.

#### **• Self-evaluation**

Librarians are not only the trainer of altmetrics but they are the main user of this. With help of altmetrics they can evaluate the research of scholars and help to improve the quality of the research area in their institution. Methods of evaluation contribute the structure of the quantitative measurement of scholarly activities. e.g. Twitter comments and conversation of expert's appearance or intellectual blog posting.

#### **• Approaches to update with current knowledge**

Library and information professionals always stay up to date with the current developments with altmetrics. Following points explain how we can update with current knowledge.

#### **4. CUSTOMIZED GOOGLE NEWS**

Altmetrics helps to understand the topic beyond the academic domain. It hints public and general perspectives with the practical application of theoretical topics. Google news transform new topics and sources for developing new alert with altmetrics. google news always focuses on a relatively interesting topic. It is always easy to use, but need to create a google account to get alert the news.

Google news : <http://news.google.com>

#### **5. GOOGLE SCHOLAR AND PUBLICATION ALERT**

with the help of google scholar search, we can search many altmetrics publications which are beyond the traditional databases. e.g. white papers, prepublication manuscript, etc. Account of google scholar received mail on an interesting topic. most of the practical search terms are scientometrics,” “scientometrics,” “altmetrics and libraries,” or “altmetrics and institutional repositories”

Google scholar : <http://scholar.google.com>

#### **6. ARL PUBLICATION ALERT**

ARL publication alerts on latest news, reports, research and events of a similar topic from the famous research libraries in united states. Instead of altmetrics and research impact, there are many ways to get alert e.g. ARL account, e-newsletter, google news, Facebook, twitter or ARL homepage.

ARL publication : [www.arl.org/publications.research](http://www.arl.org/publications.research)

ARL homepage : [www.arl.org](http://www.arl.org)

Toolmaker and scholarly blogs:

Altameric toolmaker develops some blogs. These blogs are regularly updated with news items, feedback, questions, and special aspect of altameric related issues.

Impact story : <http://blog.impactstory.org>

Plum Analytics : <http://blogs.plumanalytics.com>

Altmetric : [www.altmetric.com](http://www.altmetric.com)

Kudos : <http://blog.growkudos.com>

Mendely : <http://blog.menedeley.com>

Except for toolmaker, there is a number of blogs which provide updated news, conclusions and gracious analysis on many issues. These blogs serve different purposes and written off different perspectives. Most of them are created by an individual or others by a number of contributors, these blogs enclosed with altmetrics information, tendency or operations of academic research in a proper way.

The citation culture : <http://citation.culture.worldpress.com>

The scholarly kitchen : <http://scholarlykitchen.sspnet.org>

Research Trends : [www.researchtrends.com](http://www.researchtrends.com)

#### **7. PRESENTATIONS, WORKSHOPS, AND INVITED SPEAKERS**

Academic libraries get up to date information though workshops and presentation in the conferences. In the last two years altmetrics topic discussed in many conferences. Development of altmetrics discussed and presented in many conferences. Librarian can attend these type of conferences or hosting these types of event can increase the knowledge.

#### **8. CONCLUSION**

This article tried to review the various activities of librarians and information professionals which are engaged with altmetrics. Librarians provide access to the tools and also encourage the users to analysis their scholarly impact with the use of altmetrics. If the librarians have the best practical & possible knowledge of the field, then their position will be valuable in the institution. They become educators, information supporter, consumer of metrics, coordinator who create opportunities for discourse and debates.

Due to the practical changes of daily basis the source of altmetrics become uncertain and confusing. Usage of altameric increase its demand and create engagement of intellectual persons. Librarians use altmetrics not only to know the future of the research but also know the academic impact, scholarly comments and intellectual diversity.

#### **9. REFERENCES**

- [1] <http://guides.lib.berkeley.edu>
- [2] <http://www.metrics-toolkit.org>
- [3] <https://en.wikipedia.org>
- [4] <https://help.altmetric.com>
- [5] <https://hub.wiley.com>
- [6] <https://journals.ala.org>
- [7] <https://libguides.bc.edu>
- [8] <https://newprairiepress.org>
- [9] <https://www.altmetric.com>
- [10] <https://www.altmetric.com>
- [11] <https://www.digital-science.com>
- [12] <https://www.journals.ala.org>
- [13] <https://www.tandfonline.com>
- [14] <https://www.tandfonline.com>
- [15] <https://www.youtube.com>