

## Servicios de información cuantitativa tradicional y alternativa en el Web: a propósito de una comparación

### Introducción

Junto a los servicios tradicionales de conteo de citas, existen otras muchas maneras de registrar el impacto de las investigaciones. Estas tratan de exponer su presencia y el impacto en los medios sociales, así como otras formas de consumo como total de lecturas o vistas, descargas, marcas, entre otras. De forma general, estas se denominan Almetric, en oposición a las medidas tradicionales de citación utilizadas por Web of Science, Scopus y otros servicios bibliográficos. A continuación, se presenta un cuadro comparativo, así como la descripción de las facilidades métricas que brindan los principales servicios de información cuantitativa disponible en red (cuadro).

	Journal Citation Reports	Scopus	Web of Science	Google Scholar	Google Scholar Citations	Microsoft Academic Search	Mendeley	Impact Story	PLoS	Altmetric	Plum Analytics
<b>Métricas para</b>											
Artículos		√	√	√	√	√	√ <sup>a</sup>	√ <sup>a</sup>	√	√	√
Individuos		√	√		√	√		√ <sup>a</sup>		√ <sup>b</sup>	√
Instituciones		√	√			√	√ <sup>b</sup>			√ <sup>b</sup>	√
Países		√	√								
Revistas	√	√	√	√		√				√ <sup>b</sup>	√
<b>Métricas tradicionales</b>											
Citaciones	√	√	√	√	√	√		√	√		√
<b>Altmetrics</b>											
Lecturas/descargas								√ <sup>c</sup>	√		√
Lectores/marcas/etiquetas							√	√	√	√	√
Comentarios									√		
Medios de noticias										√	
Blogs								√	√	√	√
Facebook								√	√	√	√
Twitter								√	√	√	√
<b>Cobertura</b>											
Transparencia	√	√	√						√		
Multidisciplinario	√	√	√	√	√	√	√	√	√ <sup>c</sup>	√	√
<b>Access</b>											
Acceso libre				√	√	√	√	√ <sup>d</sup>	√	√ <sup>d</sup>	
Requiere registrarse					√		√	√			
Servicio pago	√	√	√				√ <sup>b</sup>	√		√ <sup>b</sup>	√
<b>Opciones avanzadas</b>											
Descarga de datos/gestión	√	√	√	√ <sup>c</sup>	√ <sup>c</sup>	√ <sup>c</sup>		√ <sup>c</sup>	√	√ <sup>b</sup>	√ <sup>b</sup>
Normalización de datos/limpieza	√	√	√			√ <sup>c</sup>					
Normalización	√	√	√					√ <sup>c</sup>	√ <sup>c</sup>		
Posibilidades API	√ <sup>c</sup>	√ <sup>c</sup>	√ <sup>c</sup>			√ <sup>c</sup>	√	√	√	√	√

#### Notes

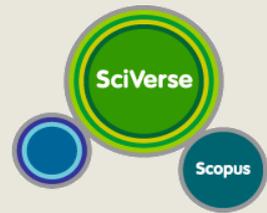
<sup>a</sup> Only items/persons/users included in the system (depends on data collected/ uploaded by the users).

<sup>b</sup> Paid services: Mendeley Institutional Edition/Altmetric Institutional Edition/Altmetric Explorer.

<sup>c</sup> With restrictions/limitations.

<sup>d</sup> Article level metrics (Mendeley, Altmetric) and author profiles (Impact Story) free to view.

## Metrics in Scopus



### Author metrics

Open Scopus and search your name using the 'Search author'-tab. Select your name from the results list and scroll down to 'Research' to see various metrics like citations and h-index. You can click on 'View Author Evaluator' or 'View h-graph' to see a visual representation of author metrics.

*Tip:* In calculating metrics, Scopus only uses data going back to 1995.

*Tip:* Are there errors in your Scopus listing, e.g. missing documents or multiple author listings (b/c of spelling variants)? You can request changes to be made by clicking 'Request author detail corrections' at the top of the page with author information.

### Article metrics

Open Scopus and search an article or a subject using the 'Document search'-tab. In the results list, the number of citations the article has received is visible in the last column ('Cited by'). Click on this number to see a list of citations; on this page, there is also the option to click 'Analyze results' (top of page) to see a visual representation of article metrics.

*Tip:* In calculating metrics, Scopus only uses data going back to 1995.

### Institutional metrics

Open Scopus and search your affiliation using the 'Affiliation search'-tab. In the results lists, click on your organization to get an overview of collaborating institutions, subject areas and journal in which your organization has published. To view citation information on all papers from your affiliation, click on the number of documents from your affiliation. In the following screen you can limit these to specific years. At the top of the results lists, tick the checkbox to select all documents (use the dropdown menu to select all documents instead of the current page) and then press 'View citation overview' to view citation information on these documents.

NB. Comprehensive institutional metrics are available from Elsevier's separate product SciVal.

*Tip:* If the number of documents is too large to show the citation information on screen, you can download the citation information as a .csv file. The maximum number of documents citation information is available on (as .csv-file) is 20.000.

*Tip:* Scopus might have separate affiliations listed for e.g. research institutes or research schools within a university. You will see these listed in the Affiliation search results. To include papers from these separate affiliations, tick the checkboxes of all relevant affiliations and choose 'Show documents' at the top of the results list.

## **Metrics in Web of Science**

The logo for Web of Science, featuring the text "Web of Science" in a bold, orange font with a registered trademark symbol (®) to the right.

### **Author metrics**

Open Web of Science and search your name using the 'Author search'-option. Enter your author name, and optionally proceed to select your research domain(s) and organization(s). In the results list, you can opt to view all results, or look at the tab 'Record sets' to distinguish between different authors with the same name and/or multiple entries for your own name (tick the boxes of the appropriate record sets and select 'View records').

You will now see a list with all your publications listed in Web of Science. Click 'Create citation report' (top right) to view author metrics (citations and h-index).

*Tip:* Web of Science uses Researcher ID to manage author names/citations. If you have a Researcher ID, you can manually add papers authored by you and correct any mistakes.

### **Article metrics**

Open Web of Science and search an article or a subject using the 'Search' or 'Cited reference search'-options. In the results list, the number of citations the article has received is visible underneath each article ('Times cited'). Click on this number to see a list of citations; on this page, there is also the option to click 'Create citation report' (top right) to see more detailed article metrics.

*Tip:* To view a visual representation of backwards and forwards referencing of a given article ('cited in/cited by'), click on the title of the article in the results list and choose 'Citation map' in the 'Cited References' box in the right sidebar.

### **Institutional metrics**

Extensive institutional metrics are available through Thomson Reuters separate product InCites, but some institutional metrics can be derived directly from Web of Science. Search the institution's name in Web of Science 'Basic search' function, choosing 'Organization - enhanced' from the drop-down menu on the right. Alternatively, use the 'Select from index' option underneath the drop-down menu to search for the organization's name as used in Web of Science.

Searching for the organization results in a list of papers that have the organization listed as affiliation in Web of Science. You can limit the results to e.g. specific years using the options on the

left sidebar. Then click 'Create citation report' to see aggregated and detailed article metrics for these papers.

*Tip:* The Citation Report feature is not available from a search containing more than 10,000 records. You can limit the number of results by restricting results to specific years of publication or other criteria.

## Metrics in Google Scholar/Google Scholar Citations



### Author metrics

Open Google Scholar and search your name or that of a colleague. If a (public) Google Citations profile exists, it will show up at the top of the results list. Click on the profile to see various metrics like citations, h-index and i10-index (the number of publications with at least 10 citations).

### Article metrics

Open Google Scholar and search an article or subject. In the results list, the number of citations the article has received is visible underneath each article ('Cited by'). Click on this number to see a list of all citations.

*Tip:* When you access Google Scholar through the website of Utrecht University Library, you will have full-text access to all articles from journals Utrecht University subscribes to (recognizable by 'Fulltext@UBULink').

## Metrics in Microsoft Academic Search



### Author metrics

Open Microsoft Academic Search and search your name. A link to your profile will appear at the top of the results list; alternatively, click on your name in one of the publications listed to bring it up. In your profile, various metrics are displayed, including citations, h-index, g-index (modified form of the h-index based on average number of citations per article) and information on co-authors.

*Tip:* An interesting option in Microsoft Academic Search is the 'Co-author graph' (available in the left sidebar of each author profile): an interactive visual representation of connections between scientists based on co-authorship.

*Tip:* You can edit information in your user profile by clicking the 'Edit' button at the top right of your profile. A Microsoft Live ID is required, and edits are pending approval/verification by Microsoft Academic Search.

### **Article metrics**

Open Microsoft Academic Search and search an article or subject. In the results list, the number of citations the article has received is visible following the title of each publication ('Citations'). Click on this number to see a list of all citations.

*Tip:* Microsoft Academic Search offers the option to see the context of citations, that is, where in a document your article is cited. To view this from the list of citations, click on 'Citation context' in the left sidebar.

### **Institutional metrics**

Open Microsoft Academic Search and search for your organization, using the Advanced Search option. If the organization is recognized, Microsoft Academic Search will show the organization's profile page, listing number of publications and citations, top research areas and most cited authors.

*Tip:* It is also possible to compare two institutions using the 'Comparison' option at the top of the organization's profile page and to view a visualization of domain trends, available in the left sidebar of the organization's profile page.

## **Metrics in Mendeley**



### **Article metrics**

Open Mendeley (login not required) and search an article or subject using the search bar in the tab 'Papers'. For each article, the number of Mendeley users that have added this paper to their Mendeley library ('readers') is shown underneath the information about the article. When you click on the article's title, more information on readership statistics can be found in the right sidebar.

### **Institutional metrics**

Academic institutions can subscribe to Mendeley's Institutional Edition which offers, among other features, information on research production (papers from the institution present in Mendeley) and detailed readership information (which papers Mendeley users from that institution are reading/bookmarking).

## Metrics in ImpactStory



### Author metrics

Open **ImpactStory** and click 'Try it for free'. In the subsequent window, you are asked to create an account, which is free for the first 30 days. After creating an account, you can import your research output connected with your Google Scholar ID or ORCID. If needed, you can add articles, datasets and others by filling out the respective boxes.

(NB. Importing from Google Scholar does not seem to work in Internet Explorer.)

Instead of making your own impact report, you can also click on 'See an example profile' at the bottom of the main website. You are then shown a sample page containing links to articles, a dataset, slides and a webpage.

Each item in your collection will have information added as to how often it is viewed/saved/cited/discussed recommended by scholars (blue boxes) and by the public (green boxes). To view details on these metrics (including their sources) click either on one of the blue/green boxes or on the title of the item. Each metric also carries a percentile range, measured against a reference set of all papers indexed in Web of Science the same year.

*Tip:* More information on creating a Google (Scholar) account and activating Google Scholar Citations, as well as on creating an ORCID, is available in the LibGuide Researcher profiles.

### Article metrics

To view article level metrics in **ImpactStory** you need to make an impact report as described above under Author metrics. It is not possible to search for individual articles on **ImpactStory**.

*Tip:* After the first 30 days, **Impact Story** charges \$60 a year to maintain your profile. It should be noted **Impact Story** is fully committed to remain open, independent and non-commercial. More information on the subscription model can be found in the **ImpactStory** FAQ.

## Metrics in PLOS One



### Article metrics

Open **PLOS One** (or any of the other **PLOS Journals**) and search an article or subject. In the results list, underneath each article it is indicated whether the article has any views (both html views and downloads, in **PLOS One** and **PubMed Central**), citations (in **Scopus**, **Web of Science**, **CrossRef**,

PubMedCentral or Google Scholar), saves (in Mendeley or CiteULike) or shares/discussions (on Twitter, Facebook, blogs or in the comments on PLOS One itself). Click on either of these categories to see the metrics in more detail.

## Metrics in Altmetric



### Article metrics

Another commercial provider of altmetrics data is Altmetric. Their distinctive 'Altmetric donut' with data on coverage of articles in social media, news outlets, blogs, as well as Mendeley readers is included in various databases such as Scopus.

As a demo, they have developed PLOS Impact Explorer, a PLOS-mash up that shows altmetrics for PLOS papers that have recently received coverage. It is not possible to search for specific papers using this tool.

Altmetric also offers a free bookmarklet you can add to your browser that gives altmetrics data for any DOI it detects on a webpage you are viewing.

### Institutional metrics

Altmetric offers subscription to two analytical tools: Altmetric for institutions, which allows you to see detailed metrics for papers on institutional, departmental and author levels, and Altmetric Explorer, which allows you to make a selection of papers from a specific journal, topic or PubMed search and see and download Altmetric data for these papers. Free access to Altmetric is available for librarians and institutional repository managers.

## Metrics in Plum Analytics



Plum Analytics is a commercial product owned by Ebsco. In addition to author metrics and article metrics, Plum Analytics offers aggregated institution metrics to subscribing institutions. To see some examples and view sample profiles, go to [plu.mx](http://plu.mx) and click 'Groups' at the top of the page.

### Actions to enhance your visibility

There are many things you can do to enhance the visibility of your research:

- Analyze who is using your research and through which channels.

- Avoid journals that are not well-indexed.
- Create an ORCID.
- Blog and tweet selectively on your research topics.
- Deposit your publications in the university repository.
- Produce a short video pitch on your main research topic.
- Publish Open Access.
- Share an early version of your paper as pre-print (ArXiv, Cognet, RepEc, SSRN etc.).
- Share your data (FigShare, Dutch Dataverse network etc.).
- Upload full text of your papers to your researcher profiles or your own website.
- Use a stable and full author name and affiliation.
- Use research profiles to unambiguously link publications to you.

Fuente:

Universidad de Utrech. Research Impact & Visibility: Traditional and altmetrics. Utrech: Universidad de Utrech; 2014. Disponible en: <http://libguides.library.uu.nl/researchimpact/altmetrics>