Can altmetric data help researchers fine-tune their publication strategies?

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A discussion source

A group thing?

Chasing shadows?
“I will definitely not write a monograph in Swedish. It will ruin my future research possibilities”

PhD Educational Sciences

Seminar on Dissertation Choices

Swedish vs English?
Are library holdings even of interest today?
“My supervisor will probably forbid me to write in English”

PhD Literary Studies

“As another example, a medical trainee who attended one of my outreach seminars approached me to vet a journal to which she and her adviser planned to submit... She then had to navigate a difficult discussion with her adviser, who had been pressuring her to get the paper out.”

Kelly Cobey 2017. Nature 549, 7, doi:10.1038/549007a
Me: Can I use your publications as an example?
Researcher: I hope I'll not look stupid...

"This is interesting. But I don’t want to be judged by it"

With more data you can look for patterns...albeit carefully.

The validity of individual metrics for others but the researchers themselves.

A group thing – researchers’ response
Trying to avoid the shadows in search for the substance. Some suggestions:

How to express the uncertainty of data? Emphasize the exploratory focus.

How to deal with heterogeneity? Be clear about:
1. Target groups
2. Data sources (the blackbox?)
3. Clearly visible and less visible biases

Also:
Use researchers’ own experience of impact and outreach and try to avoid internal discussions (alt vs biblio).

So...can altmetric data help researchers fine-tune their publication strategies?

Researchers find their way
Fruitful discussions
Testing & development
Few straight answers

Thanks!

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