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## Introduction

### *Publish or Perish!*

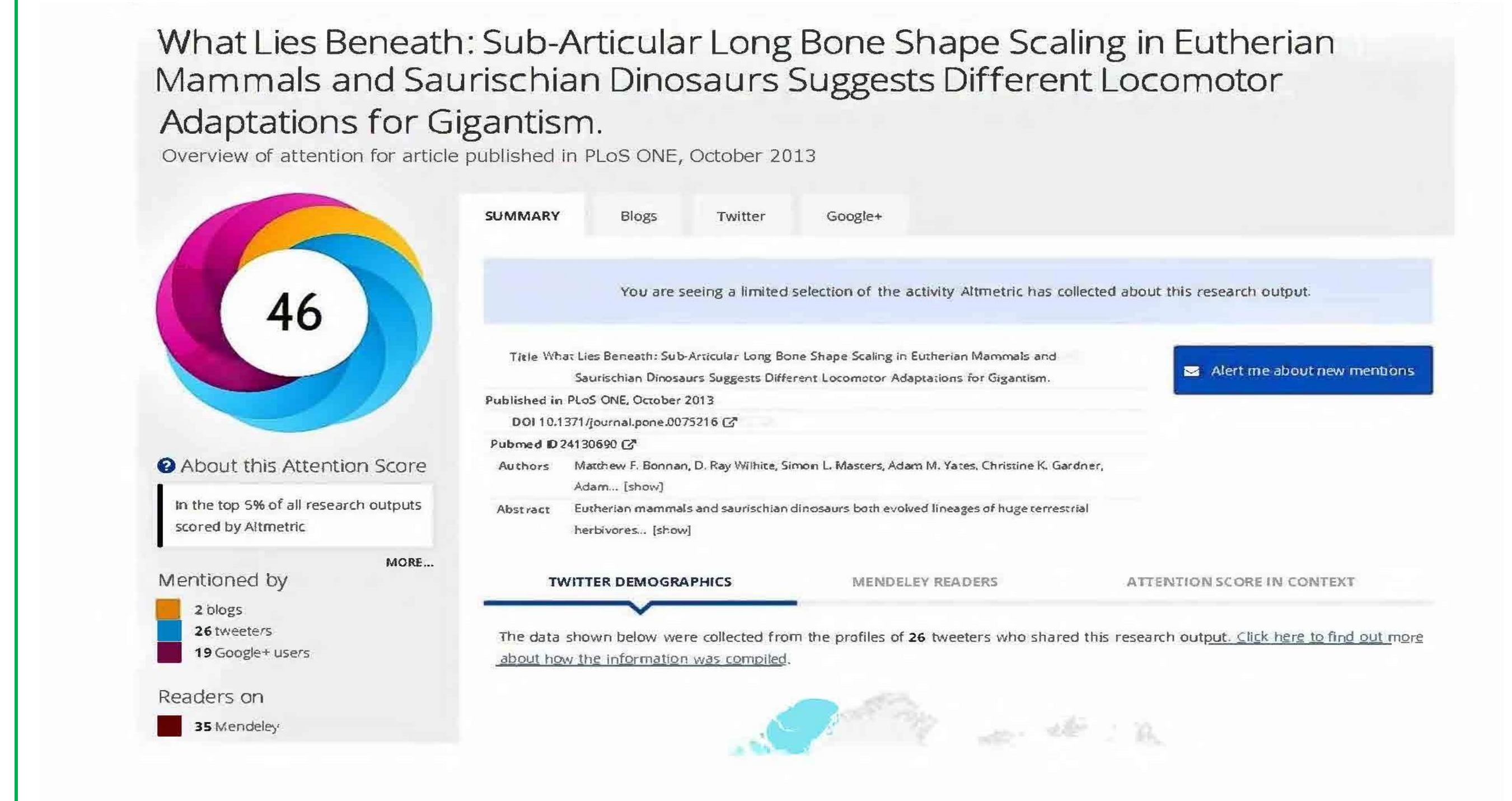
Scholarly publications weigh heavily on a faculty member's chances of tenure or promotion. Traditional bibliometric methods of identifying valuable scholarly contributions can take years.

**Can librarians support researchers with nontraditional assessments of their scholarly output?**

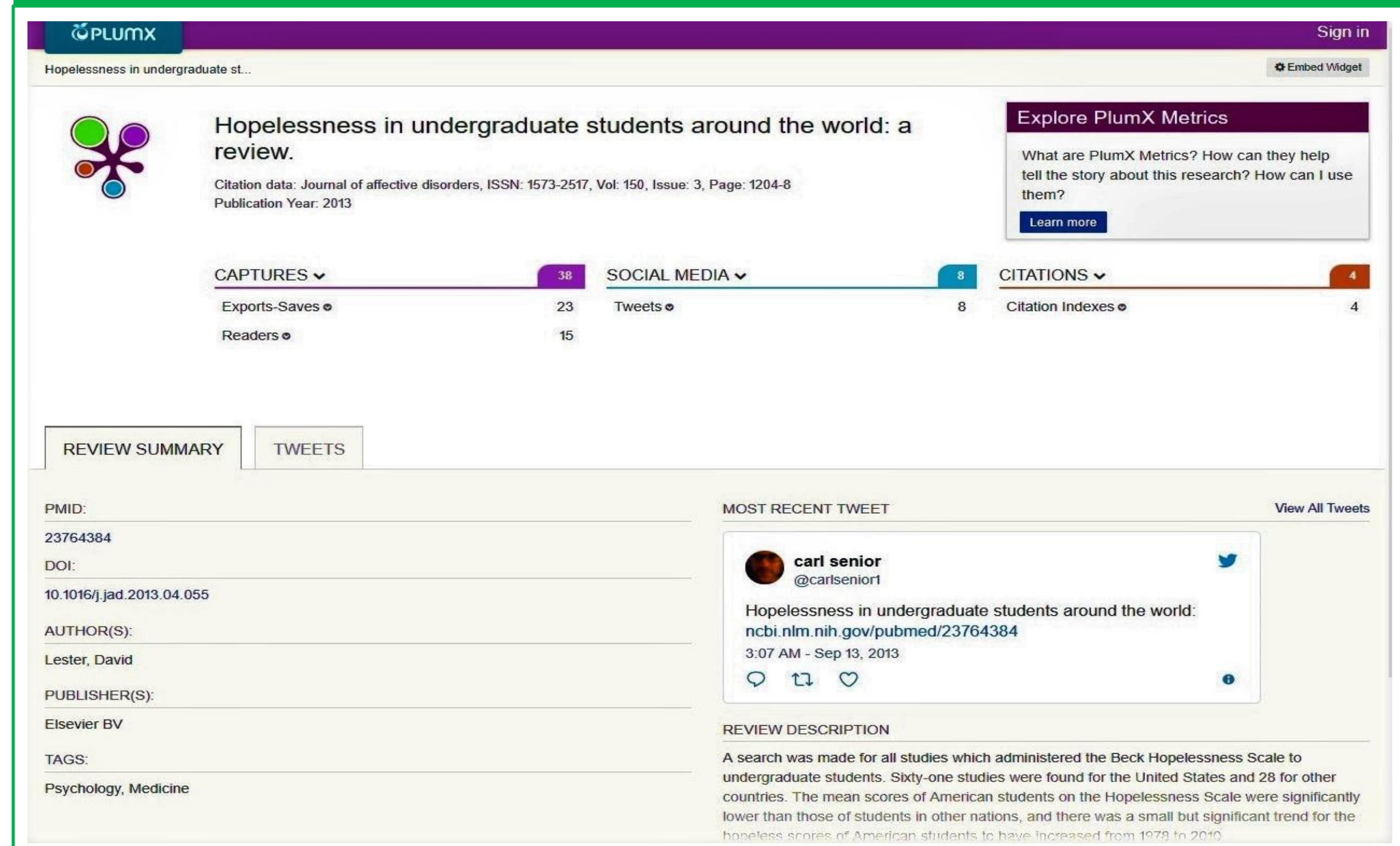
The quickest method to track for evaluating scholarly article is by looking at citation metrics. This poster will compare Altmetric and PlumX to see how each calculates its scores, their similarities, differences, and finally, using actual research articles samples by Stockton faculty to illustrate the two metrics methods.



## Research sample - Altmetric



## Research sample - PlumX



## Tips to improve altmetrics scores

- ❖ Tweet, blog about your paper
- ❖ Share to Mendeley, and institutional digital repositories
- ❖ Upload to SlideShare or YouTube
- ❖ Put curriculum vitae or lab page on the internet, and update it regularly
- ❖ Include article DOI or permanent URL
- ❖ Use altmetrics score symbol to show activity
- ❖ Ask readers to share your online work

## Altmetric vs. PlumX



### Sources of Metrics



### Colors of the donut

- Public documents
- News
- Blogs
- Twitter
- Post-pub peer-review
- Facebook
- Sina Weibo
- Citations
- Google +
- LinkedIn
- Reddit
- Faculty 1000
- Q&A
- Youtube
- Pinterest

Image from: <https://www.altmetric.com/about-our-data/the-donut-and-score/>

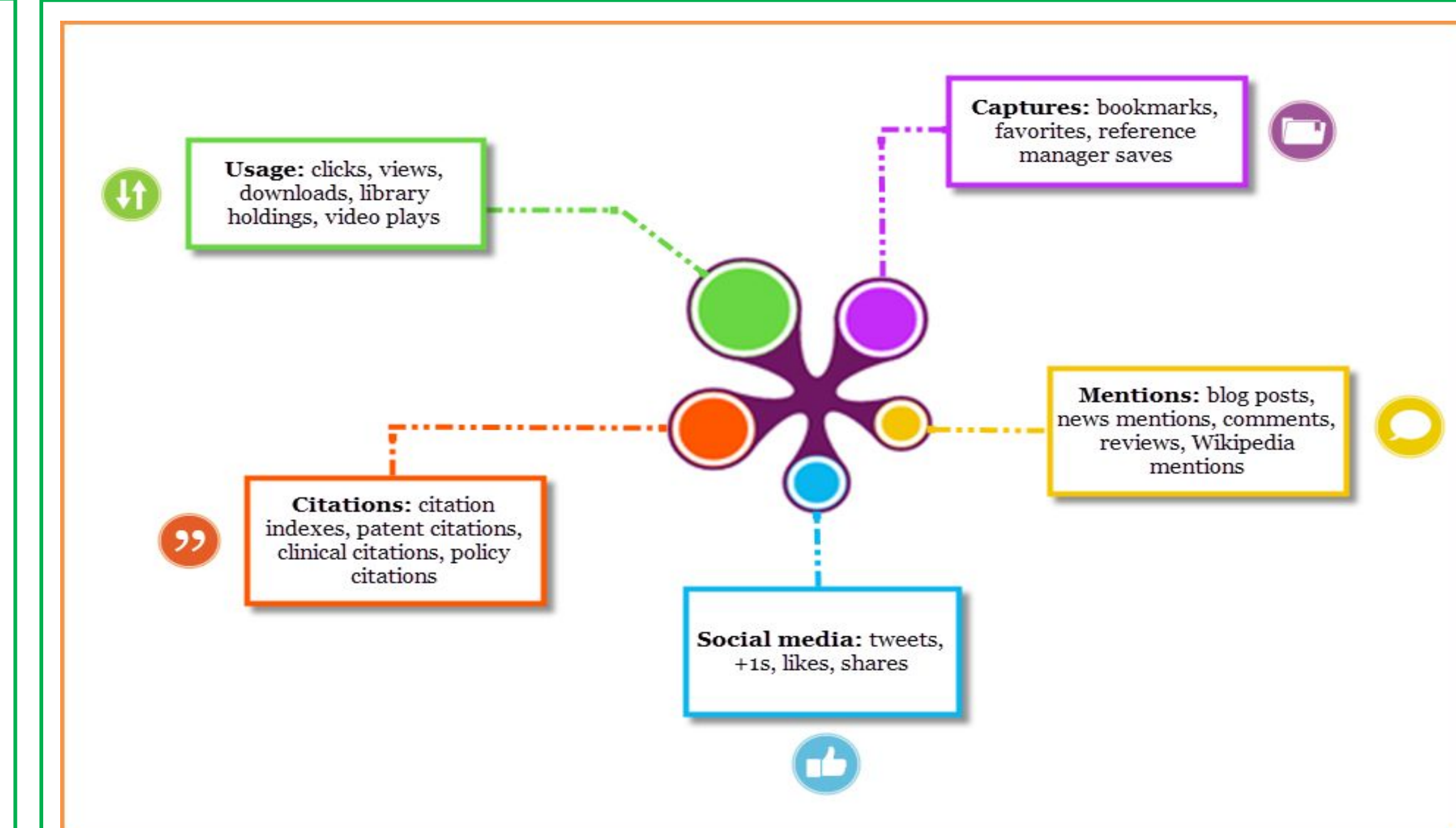


Image from PlumX Metrics now on Scopus:  
<https://blog.scopus.com/posts/plumx-metrics-now-on-scopus-discover-how-others-interact-with-your-research>

## Differences

- Uses a weighted score derived from 3 main factors: Volume, Sources, Authors
- Covers 12 metrics
- 11 identifiers – ADS ID, URN
- Does not include usage data
- Offers 5 free tools - Badges, API for research
- Better coverage of Twitter, blogs, news
- PlumX does not create a score; it lets data speak for itself
- Covers 26 metrics
- 16 identifiers – OCLC#, RSS Feed
- Includes usage – clicks, views
- Offers 7 widgets, but no mention being free - Artifact Plum Print Widget
- Better coverage of Mendeley, Facebook, Wikipedia

## Similarities

- NISO Standards Compliance
- Subscription based service
- Use permanent identifiers, such as DOI, to track research output
- Not a replacement for traditional citation analysis, such as Journal Citation Report or Scopus