



Looking at Impact within the Altmetric Explorer

Altmetric.com | @altmetric
altmetric.com/explorer
support@altmetric.com

Michelle Herbert
engagement@altmetric.com
michelle@altmetric.com

Most stakeholders that research is meant to reach **do not publish or do research** but they do **talk** about research.

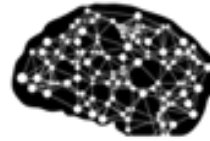
Altmetric uncovers who they are...



General Public



Government &
Policy Makers



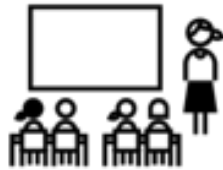
Investigators



Research
communicators/
watchdogs



Practitioners



Advocacy/
Non-profits



Tech Transfer



Interested parties



ALternative METRICS



Data that explain both the volume and nature of attention research has received online



Can measure how many people have shared or engaged with a scholarly output online and where



Provides evidence of engagement with diverse audiences and potential impact



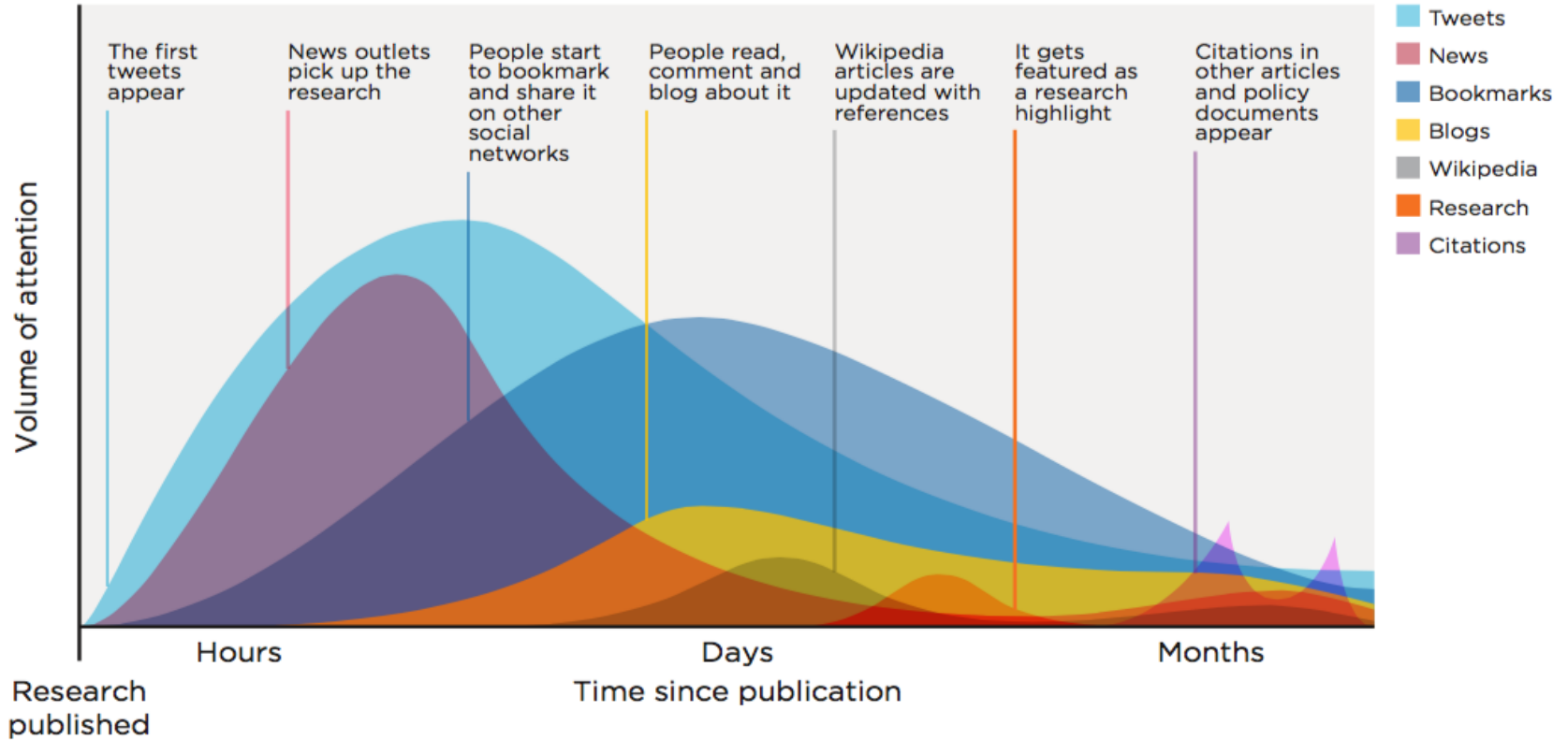
Complementary to bibliometrics (citation-based)



Context is key, always look at what is being said rather than the numbers



Do you have an impact plan for after publication?



Altmetric Attention Sources

What does the donut represent?

The Colors of the Donut

- | | |
|---------------------------------|------------------------|
| ● Policy documents | ● Google+ |
| ● News | ● LinkedIn |
| ● Blogs | ● Reddit |
| ● Twitter | ● Faculty1000 |
| ● Post-publication peer-reviews | ● Q&A (Stack Overflow) |
| ● Facebook | ● Youtube |
| ● Sina Weibo | ● Pinterest |
| ● Syllabi | ● Patents |
| ● Wikipedia | |



17 categories representing thousands of websites



What does the score represent?



Mention type	Weight Points
News	8
Blogs	5
Twitter	1
Facebook	0.25
Sina Weibo	1
Wikipedia	3
Policy Documents (per source)	3
Patents	3
Q&A	0.25
F1000/ Publons/ Pubpeer	1
YouTube	0.25
Reddit/Pinterest	0.25
LinkedIn	0.5



Step 1: Look past the score



Does physical activity attenuate, or even eliminate, the detrimental association of sitting time with mortality? A harmonised meta-analysis of data from more than 1 million men and women

The Lancet, 2016 DOI:10.1016/S0140-6736(16)30370-1



Step 1: Look past the score



Does physical activity attenuate, or even eliminate, the detrimental association of sitting time with mortality? A harmonised meta-analysis of data from more than 1 million men and women

The Lancet, 2016

Mentioned in 5 policy sources:

- *Assessing the economic costs of unhealthy diets and low physical activity: an evidence review and proposed framework -WHO Jan 2017 and in Russian Jan 2018*
- *Sammen om aktive liv. Handlingsplan for fysisk aktivitet 2020-2029. Norwegian Government April 2020*
- *Everybody active, every day: 2 year update. UK Government Mar 2018*
- *Scottish health survey 2017: volume one - main report. Scottish Government 2018*
- *Impact of physical inactivity as a risk factor for chronic conditions: Australian Burden of Disease Study. APO 2017*



Step 2: Follow the pathway

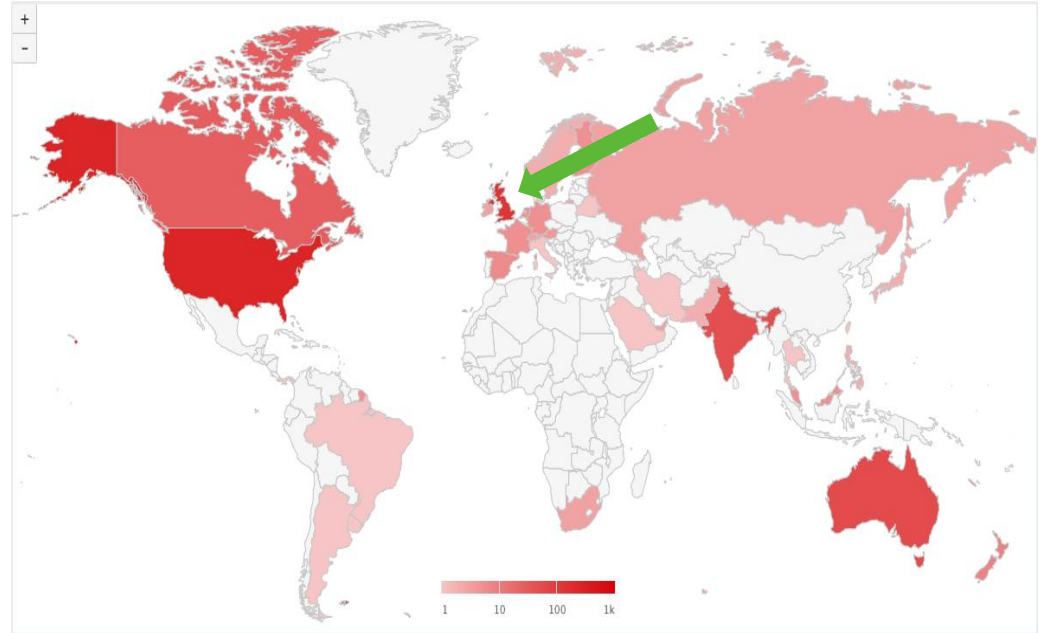


Does physical activity attenuate, or even eliminate, the detrimental association of sitting time with mortality? A harmonised meta-analysis of data from more than 1 million men and women

The Lancet, 2016

This paper has been mentioned in 605 news stories, from 387 Unique News Sources across 36 countries including:

- CNN
- The Washington Post
- The Times of India
- TIME Magazine



Step 2: Follow the pathway



Does physical activity attenuate, or even eliminate, the detrimental association of sitting time with mortality? A harmonised meta-analysis of data from more than 1 million men and women

The Lancet, 2016

The screenshot displays the Altmetric Explorer interface. At the top, the search bar contains the text "ALL NEWS STORIES" and "UNITED KINGDOM". Two green arrows point to these search terms. Below the search bar, the interface shows "Showing 131 mentions (from 131 individual posts) of research outputs from the results of your search query." The results are displayed in a vertical timeline format. The first result is dated 2021-05-14 and is from Mail Online, titled "Cites the following research outputs". It lists two research outputs: "Does physical activity attenuate, or even eliminate, the detrimental association of sitting time with mortality? A harmonised meta-analysis of data from more than 1 million men and women" (Article in The Lancet, September 2016) and "Association of Step Volume and Intensity With All-Cause Mortality in Older Women" (Article in JAMA Internal Medicine, August 2019). The second result is dated 2021-04-02 and is from MedicalXpress, titled "Too much sitting is bad for you—but some types are better than others". It also cites the same research output as the first result.



Step 3: Find the evidence



Does physical activity attenuate, or even eliminate, the detrimental association of sitting time with mortality? A harmonised meta-analysis of data from more than 1 million men and women

The Lancet, 2016

The [current activity advice for adults](#) is to do at least 30 minutes of physical activity a day. Increasing that to 60 minutes may be a good idea if you do have a "9-5 office lifestyle".

A screenshot of an NHS website article. The header is blue with the NHS logo and navigation links: Health A-Z, Live Well, Care and support. The breadcrumb trail is: Home > Behind the Headlines > Lifestyle and exercise. The main headline is "An hour of exercise a day may compensate for an 'office lifestyle'", dated Thursday 28 July 2016. The article text states: "Office workers must exercise for an hour a day to counter death risk," The Daily Telegraph reports. A major new study suggests that at least an hour's exercise a day may compensate for the risks of a sedentary lifestyle. The study, which looked at previous research involving more than a million people, delivered a "bad news, good news" analysis. The bad news is that sitting for long periods may increase the chance of dying earlier. The good news is that doing at least an hour of moderately intense activity (such as cycling or brisk walking) each day may eliminate that risk.

NHS

Health A-Z Live Well Care and support

[Home](#) > [Behind the Headlines](#) > [Lifestyle and exercise](#)

An hour of exercise a day may compensate for an 'office lifestyle'

Thursday 28 July 2016

"Office workers must exercise for an hour a day to counter death risk," The Daily Telegraph reports.

A major new study suggests that at least an hour's exercise a day may compensate for the risks of a sedentary lifestyle.

The study, which looked at previous research involving more than a million people, delivered a "bad news, good news" analysis. The bad news is that sitting for long periods may increase the chance of dying earlier. The good news is that doing at least an hour of moderately intense activity (such as cycling or brisk walking) each day may eliminate that risk.



Step 4: What is the impact?



Does physical activity attenuate, or even eliminate, the detrimental association of sitting time with mortality? A harmonised meta-analysis of data from more than 1 million men and women

The Lancet, 2016

The potential impact of this research:

- Public Health England updated its Everybody Active, Every Day guidance, which collated information that has been used to undertake an assessment of England's position against the Bangkok Declaration to assess contributions from these actions to SDGs.
- This evidence has also been shared in news outlets in 36 countries, including 131 stories in the UK.
- Cited on an NHS "Behind the Headlines - Lifestyle and Exercise" webpage, explaining the study and recommendations.
- Shared on 160 Facebook pages - many from physiotherapy groups
- Still being shared and discussed in blogs and on twitter in 2021



Step 4: What is the impact?



Does physical activity attenuate, or even eliminate, the detrimental association of sitting time with mortality? A harmonised meta-analysis of data from more than 1 million men and women

The Lancet, 2016

The potential impact of this research:

- Next steps: Based on this widespread attention, dig further into the attention - contact news outlets, bloggers, tweeters, facebook groups to see if/how this research has lead to a change.
- E.g. contact the physiotherapists sharing this work - has this research changed patient care?
- What else have the authors worked on, have they also followed up on this research?



For research to be tracked, we need...



A research output
with a...



Persistent identifier
that is...



Mentioned in a
source we track

The identifiers we track

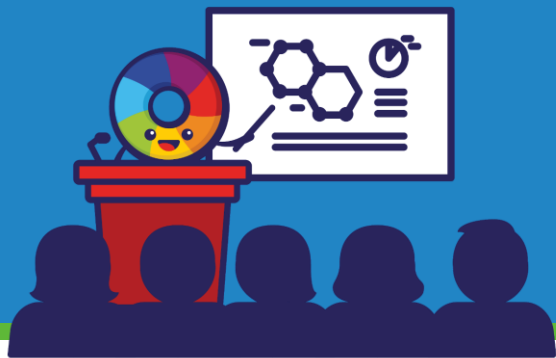


DOIs	General
PubMed ID	Health Sciences
arXiv ID	Physics, Mathematics & Computer Sciences
ADS ID	Astrophysics data system
SSRN ID	Social Sciences
RePEC ID	Economics
Handles	General
URNs	General (European Irs)
URLs	General
Clinicaltrials.gov	Clinical Studies



Live Demonstration

altmetric.com/explorer





Questions?

support@altmetric.com

engagement@altmetric.com