ISMPP Social Media and Web-based Metrics

Glossary

Released January 2020

Term	Definition
Alternative metrics	Alternative metrics (altmetrics) are measures of attention paid to or engagement with research based on activity in online tools and environments. Altmetrics are distinct from usage statistics (e.g. page views and downloads), and are part of a larger group of metrics commonly referred to as article-level metrics.
Altmetric (noun)	An individual alternative metric.
Altmetric (company/software/platform)	Altmetric is a data science company supported by Digital Science that tracks where published research is mentioned online, and provides tools and services to institutions, publishers, researchers, funders and other organizations to monitor this activity. Altmetric offers a number of products, including the Altmetric Explorer platform, an online tool that provides altmetrics for peer-reviewed journal articles and other scholarly works.
Altmetric Attention Score	The Altmetric Attention Score captures the relative amount of attention (also defined as mentions in the Altmetric platform) around a research output such as a peer-reviewed publication. Mentions are defined as "anytime an item is linked to, recommended, bookmarked, cited, or otherwise discussed online". Examples include: a tweet, a recommendation on F1000, a citation in a policy outlet, a news article about a research output, or a citation in Wikipedia. The contribution of these mentions to the score is weighted, and one mention can weigh as much as 8 or as little as .25, dependent on the source. The attention score will change over time as the number of mentions increases or they are deleted by the user, as can happen with e.g. tweets or blogs.
Altmetric badge or "donut"	The Altmetric badge is a visualization of the Altmetric Attention Score. The "donut" is a colourful circle, typically with an Altmetric Attention Score in the middle, which is colour-coded to identify the sources from where the attention originates and their proportionate contribution to the score.
Altmetrics	A contraction of alternative metrics. The most commonly used term to describe the concept of alternative metrics.
Blog (noun)	A regularly updated website or web page, typically one run by an individual or small group, written in an informal or conversational style.
Blog (verb)	To add new material to or regularly update a blog.
Bookmark (noun)	A record of the address of a website to enable quick access in the future. These are usually saved within a browser and can be found under the "Bookmarks" menu in most browsers. Also sometimes used to describe adding an article to a list in reference management platforms such as Mendeley.
Bookmark (verb)	To add a website as a bookmark.

Channel	Channel is a synonym for a platform or source of online attention, information, or interaction. Channels are online digital sites where engagement with research can occur (e.g. Twitter, Facebook, News, etc). One can refer to the news as a "channel" for engagement as well as blogs, social media etc.
Citeulike	CiteULike was a web service that allows users to save and share citations to academic papers based on the principle of social bookmarking. CiteULike ceased operations in March 2019.
Comment (noun)	An online response to a piece of online content by an individual user. Usually requires a login/password to the website and is prompted by a "Comment" button under the online content. In some contexts, comments may be "moderated" by the website before they're posted to screen for profanity or inappropriate content.
Comment (verb)	To post a comment, query, or response, to a platform.
Commenter	The person who makes a comment.
Connotea	Connotea was a free online reference management service for scientists, researchers, and clinicians, created in December 2004 by Nature Publishing Group and discontinued in March 2013.
DOI	Digital Object Identifier - a persistent identifier used to uniquely identify objects and provide ongoing, reliable access to online content like journal articles, standardized by the International Organization for Standardization (ISO) and often provided or "minted" for journals by the Crossref organization.
Engagement	Any form of digitally trackable interaction with online content. Depending on how it is defined, this can range from sharing, re-posting, "liking", or commenting.
Facebook group	Facebook Groups are pages that users can create within the Facebook social networking site that are based around a shared interest, a real life group or to declare an affiliation or association with people and things.
Facebook post	Facebook posts can consists of text, pictures, video, and links. Those posts can then be interacted with by other users with comments, "likes," shares etc.
Faculty of 1000 (F1000)	F1000 is a publication recommendation site where invited researcher-experts called "faculty" (~11,000 faculty globally) discuss, rate, and recommend publications based on their area of expertise.
Impact	A frequently used but often poorly defined term. When used, 'impact' needs to be clearly defined (i.e. impact on what/in terms of what?), and should be properly defined when starting a project to have any meaning and to prevent cherry picking.

Impactstory profiles	Impactstory profiles is an open source, web-based tool that provides a profile for any researcher-author with a Twitter account. Impactstory profiles contain altmetrics to help researchers measure and share the impacts of all their research outputs. In addition to altmetrics, Impactstory profiles provide "Achievement" badges that put the data in context and make it easier to share the influence of one's entire body of work.
Influencer	An influencer is an individual or account within a given channel with access to a large audience or specific target audience, and an established reputation as an authority on or having specific insight into a given topic.
Kudos	Kudos is a tool intended to help researchers and their institutions and funders "measure, monitor and maximize" the visibility and impact of their published articles, typically by promoting their work on social media from the Kudos dashboard, and by writing lay-summaries of their research articles.
Like	An expression of support for or agreement with content, with no comment or sharing (name may vary depending on platform; some platforms may also allow 'unlikes' to express disapproval or disagreement with the post or comment). As with shares, comments, and favourites, likes can be tracked as proof of engagement.
Mendeley	Mendeley is a desktop and web personal reference management platform supported by Elsevier. Mendeley "readers" use the platform for managing and sharing research papers, discovering research data and collaborating online.
Mendeley "save", "reader", or "bookmark"	An indicator that shows when a Mendeley reader adds an article to their library.
Mendeley library	Reference library stored on Mendeley platform
Mention	A mention is any time an item is linked to, recommended, bookmarked, cited, or otherwise engaged with online.
Mentioner	The individual who is engaging with the online object (Altmetric-specific term)
NISO	National Information Standards Organization is a United States, industry-based, non-profit, non-governmental association. NISO is accredited by the American National Standards Institute (ANSI) to identify, develop, maintain, and publish voluntary, consensus-based standards for managing information.
ORCID	Open Researcher and Contributor ID - a non-proprietary alphanumeric code to uniquely identify academic authors and contributors.
Output	Any digital product of the research lifecycle. Examples may include journal articles, data sets, presentations, images, videos, or monographs.

Peer review site	Sites for researchers to discuss and peer review publications, reviewing and commenting publicly. The most well-known peer review sites are Publons and PubPeer. Online peer review sites are a key component of the "open peer review" movement.
Persistent identifier	A long-lasting reference associated with a digital object that can be used to identify and track related activity.
Platform	See "Channel".
Plum Analytics (PlumX)	Plum Analytics is a company supported by Elsevier that offers tools for institutions and publishers to track engagement with research. PlumX is an online tool that provides altmetrics for peer-reviewed journal articles and other scholarly works.
Policy citations	References to or citations of a publication in official policy documents or guidelines issued by governments and NGOs.
Qualitative data	Categorical data that cannot be captured numerically. e.g. was a comment positive, neutral, or negative.
Quantitative data	Data that can be represented numerically. e.g. How many people comment.
Reach	The number of people who have seen (or potentially could have seen, as defined) the output in question or been exposed to it.
Reddit	Reddit is a social news aggregation, web content rating, and discussion website. Reddit's registered community members can submit content such as text posts or direct links. Registered users can then vote submissions up or down that determines their position on the page.
Retweet (noun)	A repost or forward of a tweet.
Retweet (verb)	To repost or forward of a tweet.
Sina Weibo	Weibo is a Chinese microblogging (Weibo) website. It is one of the most popular social media sites in China, and is used by well over 30% of Internet users, with a market penetration similar to the Twitter.
Source	See "Channel".
Syllabi	A syllabus is an academic document that communicates university course information and typically includes a reading list. The Open Syllabus Project (OSP) is an effort to create the first large-scale online database of university course syllabi. OSP data is often used to find engagement with monographs in university courses.
Tweet (noun)	A tweet is a post to the microblogging website Twitter that may contain links, photos, GIFs, videos, and text on Twitter. Posts can contain up to 280 characters.
Tweet (verb)	To send a tweet.
Twitter	An information network made up of short messages that can include images, videos, and links from all over the world.

Wikipedia	[Wikipedia](#) is a free online encyclopaedia, created and edited by volunteers around the world and hosted by the Wikimedia Foundation. Wikipedia is frequently used by the general public to find healthcare information, but [also by physicians](#).
Wikipedia citation	A citation to an article or webpage used as a reference within [Wikipedia.](#)
Vlog	Video log – a video-based version of a blog.
YouTube	[YouTube](#) is a video-sharing that allows users to upload, view, rate, share, favourite, comment on videos, and subscribe to other users' channels or streams.