

Applying altmetrics: maximising cross-departmental coordination and engagement

Institutions and researchers are facing increasing pressures from management, funders, and governmental reviews to demonstrate their impact and engagement their research is achieving beyond academia.

Traditional metrics such as citation counts and the impact factor provide little evidence or context to support this, and research administrators are now looking to other tools to help them demonstrate the value of their institution's output. Alternative metrics, or 'altmetrics', are becoming an increasingly widespread tool for gathering this insight. But what are they, and how can they be used?

In this session we'll take a look at some of the Australian institutions who have already adopted altmetrics, and hear first hand their motivations for incorporating altmetrics into their workflows. We'll look at the monitoring and reporting that takes place at the author, group, departmental and institutional level, and the session will offer guidance on how the data can be used effectively to develop a better understanding of how research published by your institution is being received and put into practice. The content will be ideal for anyone who is keen to learn about new ways of tracking and reporting on engagement and broader impacts, and achieving a greater level of cross-departmental coordination.

Attendees will:

- Know how and why altmetrics have developed, and what they are
- Gain an understanding of how institutions are currently using altmetrics to monitor impact, ensure effective reputation management, guide strategic decision making, and in recruitment and benchmarking.
- Begin to determine how such data might be best applied within their own organization