



# Plum Analytics Comes to the Rescue to Measure the Impact of the Humanities and Social Sciences

## Tell the Story

Plum™ Analytics is a pioneer in the field of altmetrics, revealing research interest and usage beyond traditional measures. Plum Analytics gathers metrics about research from dozens of scholarly sources, media channels and social media tools, and categorizes them into Usage, Captures, Mentions, Social Media and Citations. The complete PlumX Suite of products delivers research output information based on the unique needs of each PlumX user.

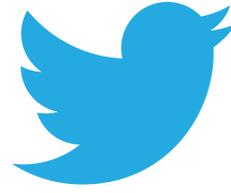
### How does this help Humanities and Social Sciences?

1. Measure non-article outputs
2. Understand metrics beyond citations
3. Link directly to book reviews

### How does this work?

By gathering lots of metrics from multiple sources about many different research artifacts (not just articles)

## What Are Altmetrics?



The term "altmetrics" started as a Twitter Hashtag more than five years ago. It enabled institutions to talk about ways to measure research impact alternative to citations. Since that time, altmetrics has grown up to be an entire category of companies and products that have metrics about different kinds of research.

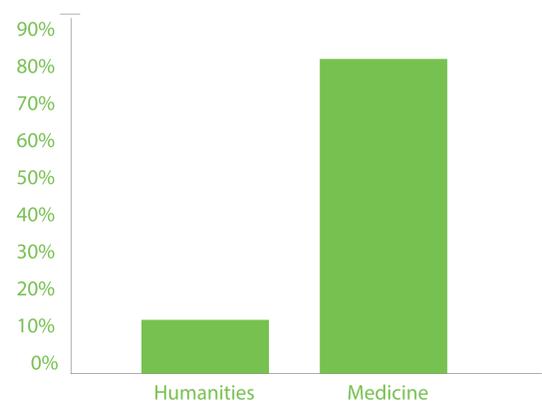
The promise of altmetrics is especially attractive to those in disciplines such as the Humanities and Social Sciences who are disenfranchised by a low citation rate.

## Citation Rates in Humanities vs. STEM

Research suggests that articles published in the Humanities discipline get a small fraction of the citations that articles published in Medicine or other STEM disciplines do.

Researchers in the Humanities need other ways to assess, evaluate and communicate the value of their research.

Citation Rates



Larivière, V., Gingras, Y. and Archambault, É. (2009). The decline in the concentration of citations, 1900–2007. J. Am. Soc. Inf. Sci., 60: 858–862. doi:10.1002/asi.21011

## Categorizing Metrics

To make sense of a lot of metric data, PlumX creates meaningful categories:

<b>USAGE</b> the most sought-after metric after citations	<b>CAPTURES</b> a leading indicator of citations	<b>MENTIONS</b> where people are truly engaging with the research	<b>SOCIAL MEDIA</b> tracks the promotion and buzz of research	<b>CITATIONS</b> the traditional measure of research impact

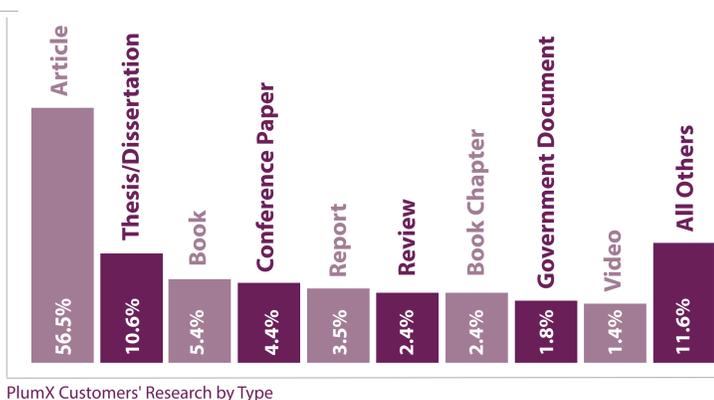
Categorizing the metrics gives you powerful information that is:

	<b>Detailed – at the Artifact Level</b> Researchers create many research outputs, from presentations and posters to articles. You can track impact for all of these outputs, also called artifacts.	<b>Timely</b> It takes 3-5 years for a critical mass of citations. By using new metrics you immediately start to see how new research is used.	<b>Visible</b> Who is using your research is now more visible. Who is downloading it, who is bookmarking it, who is promoting it through Twitter, etc.
--	--	---	---

## It Is All Research Output

There are **60** ARTIFACT TYPES

Research output is more than articles. Measure it ALL.



PlumX Customers' Research by Type

Plum Analytics customers measure many types of research output. While articles are still the largest component, they are only just over 50% of everything considered research output.

## Books Matter

--	--	--	--	--

How many libraries hold this book?	How many Wikipedia articles reference this book?	What are the reviews on Amazon about this book?	How many people added this book to their bookshelves?	How many abstract views, downloads, and clicks did this eBook get?
------------------------------------	--	---	---	--

How many books & book chapters? **3,385,550**

Books are often the seminal work of researchers in Humanities and Social Sciences. Yet, citations do not do them justice – they never have and never will. This puts researchers from these disciplines at a disadvantage. Luckily, there are other ways to measure the impact of books.

## Identifying Research

Scopus Author ID	YouTube Video ID	ISBN	ORCID ID	SSRN
Repository handle URI	DOI	RSS Link	URL	VIMEO Video ID
OCLC ID	VIVO Author ID	Slideshare	Slideshow ID	

Tracking anything is a challenge. To track a piece of research you need a way to identify it. The Digital Object Identifier (DOI) has been widely adopted to identify articles. But what about non-article output? Or articles that do not have a DOI? Plum Analytics tracks as many identifiers as possible, including ISBNs for books, SlideShare IDs for presentations, YouTube IDs for videos and so much more.

## How Can I Use This Information?

Analyze the strengths of research at the institution	Determine where research is a good potential investment (or should be avoided)	Demonstrate ROI (Return On Investment) of research money	Identify rising stars amongst the early career researchers	Tell a better narrative about everything that is happening with research

## Learn More

Questions? Email [team@plumanalytics.com](mailto:team@plumanalytics.com)  
Follow us at <http://blog.plumanalytics.com> or @PlumAnalytics  
Want a trial? Email [plumx@ebSCO.com](mailto:plumx@ebSCO.com)

