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)

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.

Citation Rates in Humanities vs. STEM

<table>
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<th>Citation Rates</th>
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<tbody>
<tr>
<td>90%</td>
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<tr>
<td>Humanities</td>
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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.

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

- **Usage**: the most sought-after metric after citations
- **Captures**: a leading indicator of citations
- **Mentions**: where people are actively engaging with the research
- **Social Media**: tracks the promotion and buzz of research
- **Citations**: the traditional measure of research impact

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 then, 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.

Books Matter

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.

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Identifying Research

Scopus Author ID
Repository handle URI
DO
OCLC ID
VIVO Author ID

ISBN
ORCID ID
SSRN

URL
Slideshow 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

Categorizing Metrics

Categorizing the metrics gives you powerful information that is:

- **Detailed at the Artifact Level**: Researchers create many research outputs, from presentations and posters to articles. You can track impact for all of these outputs, also called artifacts.
- **Timely**: 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.
- **Visible**: Who is using your research is now more visible. Who is downloading it, who bookmarks it, who is promoting it through Twitter, etc.

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

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Learn More

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