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PlumX
EBSCO Information Services;
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CONTENT Winner of *LJ*'s award for "Most Ambitious Database of 2013" and recently acquired by EBSCO Publishing, PlumX is an analysis tool ("impact dashboard") aimed at helping scholars, academic institutions, and granting institutions track newer alternative metrics beyond just the book chapter or journal article. Called altmetrics, these figures measure how people interact with research output that goes beyond the traditional citation-impact metrics or an author's h-index (the measure of their productivity and citation impact) and are considered to reflect a more comprehensive and broader view of one's scholarly work by taking into account the use of a wide array of digital scholarly communication tools. PlumX captures metrics or "artifacts" not just for individual authors but also for research labs, academic departments, and other organizational groups. "Artifacts" means any research output that is available online including journal articles, clinical trials, blog posts, datasets, presentation slides, grants, books, theses/dissertations, course syllabi, webpages, and more.

PlumX currently supports 36 impact metrics in five major categories: usage (clicks, downloads, abstract views, collaborators, library holdings, interlibrary loan, video plays); captures (bookmarks, code forks, favorites, followers, readers, subscribers, watchers); mentions (blog posts, comments, counts, reviews, Wikipedia links and articles); social media (+1s, likes, shares, recommendations, ratings, tweets); and the traditional citations (by CrossRef, PubMed Central, Scopus, and the U.S. Patent and Trademark Office.) With the recent acquisition, the Usage category now includes statistics for articles and books from "tens of thousands" of publishers and other providers that are available from EBSCO databases and the EBSCO Discovery Service.

While there is no denying the value to research universities, smaller institutions can also benefit from PlumX's available tools and widgets to showcase new departments, programs, or publications. Analytics can be easily downloaded in PDF or PNG format and embedded into reports, grant applications, PowerPoint presentations, and even CVs. These widgets are available at the group, individual author, and artifact level. Groups can be departments, labs, museums, journals, custom collections, and so on.

Plum Analytics works with subscribers to establish an account and add initial data in bulk, at which point individual researchers or library liasions can add further information. The use of author ID systems (ORCID, bepress, EPrints) pulls in relevant additional data. One can create a profile to input biographical information or link to external profiles from faculty websites, Google Scholar, or SlideShare. Authors can download their research output from Web of Science or Scopus and transfer relevant information. The resource also provides tools for developers to produce their own metrics dashboards and embed PlumX metrics into their websites and applications.

USABILITY With an ever-changing list of metrics, PlumX is continuously growing. We previewed the University of Pittsburgh's iteration of the product; the university has embedded PlumX widgets in their institutional repository, D-Scholarship@ Pitt. Under the five groups in this repository, users can see the metrics for the groups and subgroups, and for individual researchers, drill down to a particular artifact. An organization can arrange their dashboard by program or department and each can have themes and subthemes depending on the desired degree of granularity and content. Administrators can see an overview of data for their entire organization.

At each level, a snapshot displays an artifact summary; links to individual researcher profiles, departments, or groups; and impact by type. Also listed are recently tracked items and summary statistics for each of the five categories. The Awnalytics tab hosts visualization features such as "Metrics by Publication Year" as well as a "Sunburst" option allowing one to toggle between "type" and "impact" to see how the high-impact artifacts stand out. Users can filter data to select metrics, artifact type, and year, if desired; tables will update immediately. A "PlumPrint" illustrates the impact of a given artifact. In this case it was comprised of five circles representing each of the five categories of metrics tracked. The size of each circle corresponds to the number of metrics in that category, allowing users to quickly visualize the relative number of metrics or see if a particular category has any activity.

Notably, PlumX utilizes WorldCat's Search API to capture library holdings and has expanded the support of books with metrics from Goodreads, allowing authors or institutions to see how many libraries have purchased a given work.

PRICING EBSCO's pricing model takes into consideration the traditional measure of FTE but also looks at the quantity of researchers and faculty that exist within that FTE.

VERDICT As a platform that affords individuals and institutions a more complete picture of impact, PlumX will be of great interest. The described metrics add a layer of insight that is meaningful to traditionally underrepresented or diverse disciplines. Allowing for at-a-glance understanding across an entire institution's research output, this resource affords users the ability to easily view data in a variety of configurations and detail using the PlumX toolset or by exporting data to other tools or repositories.