Exploring altmetrics in an emerging country context

JUAN PABLO ALPERIN
@JUANCOMMANDER
like nowhere else

~5000 peer-reviewed journals

90-95% Latin American journals are freely available

74% of what is in Scopus
regional initiatives
three regional portals
Brazil

case study
2000+ journals
267
in SciELO.br
FREE
to read
altmetrics enter @JUANCOMMANDER
low signal
problem for developing world research
COVERAGE OF VARIOUS ALTMETRICS SOURCES

ALL ARTICLES PUBLISHED IN SCIELO.BR IN 2013 (N=21,201)

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COVERAGE FOR EACH METRIC BY JOURNAL

OVERALL IT IS LOW, BUT A LOT OF VARIANCE

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YET THERE IS INTEREST

IN FIRST 90 DAYS, 50% RECEIVE > 150 DOWNLOADS, 25% RECEIVE > 235 DOWNLOADS
IT VARIES BY SUBJECT

ALTHOUGH NOT ALL THAT MUCH
They do not each tell us the same thing

Spearman correlation between main metrics

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@JuanCommander
SO...

why is it so low?
DO YOU USUALLY SHARE ARTICLES ON SOCIAL MEDIA

N=5,358

no 58.0%
yes 42.0%
DO YOU USUALLY SHARE ARTICLES ON SOCIAL MEDIA

N=1,926

Yes

Facebook: 71%
Twitter: 8%
second

hipothesis
different class of users

@JUANCOMMANDER
I AM INTERESTED IN THIS ARTICLE BECAUSE I AM RESEARCHING

N=16,290
I AM INTERESTED IN THIS ARTICLE FOR:

- my job at a university: 56%
- a class (I am a student): 20%
- professional practice (public sector): 7%
- professional practice (private sector): 5%
- professional practice (non-profit sector): 4%
- personal interest: 8%
- other: 1%

N=17,589
I WORK IN:

N=29,322

- 30% in a university
- 6% in the public sector
- 5% in the private sector
- 1% in the non-profit sector
- 3% other
- 3% I am not currently working
- 52% I am a student
25%
non-academic use
That is kind of a LOT
there is significant public use but no sign they are generating altmetrics
which brings me back to
low signal
not just Brazil

Brazila is actually more represented
AND BRAZIL IS EXCEPTIONAL IN LATIN AMERICA
ITS MUCH HIGHER THAN THE OTHER COUNTRIES (SCIELO ARTICLES FROM 2013)

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there is alternative use
but not captured by altmetrics
thank you.
This research was supported by the project "Quality in the Open Scholarly Communication of Latin America". IDRC Grant reference number: 106660-001.

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