Communicating and capturing research impact

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a.tattersall@sheffield.ac.uk

Image F Delventhal CC BY 2.0 http://bit.ly/2pmHRNz

Structure of the workshop

Part 1 - Exploring notable ways of communicating research outputs using social media, infographics and video

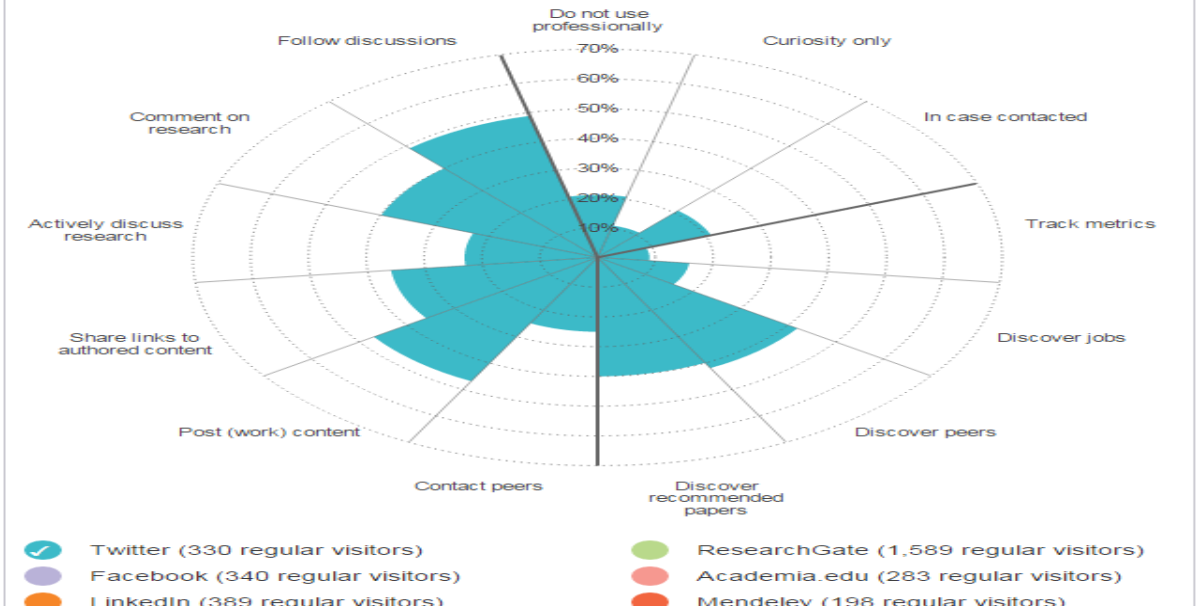
Part 2 - Working closer with the media and blogs. Making your research trackable, measurable and curated

Online collaboration: Scientists and the social network

PDF | Rights & Permissions

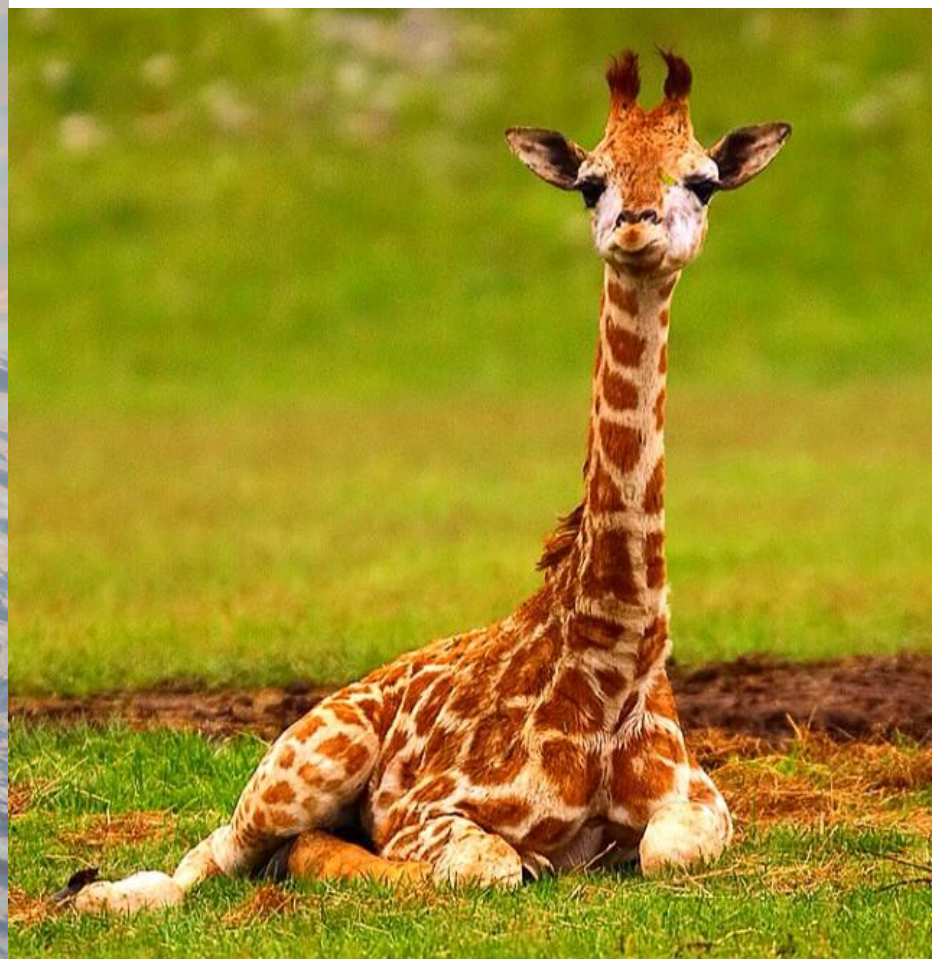
Interactive: Why scholars use social media

In *Nature*'s survey, a subset of scholars who said they 'regularly visited' social media sites were quizzed in detail about their activities.

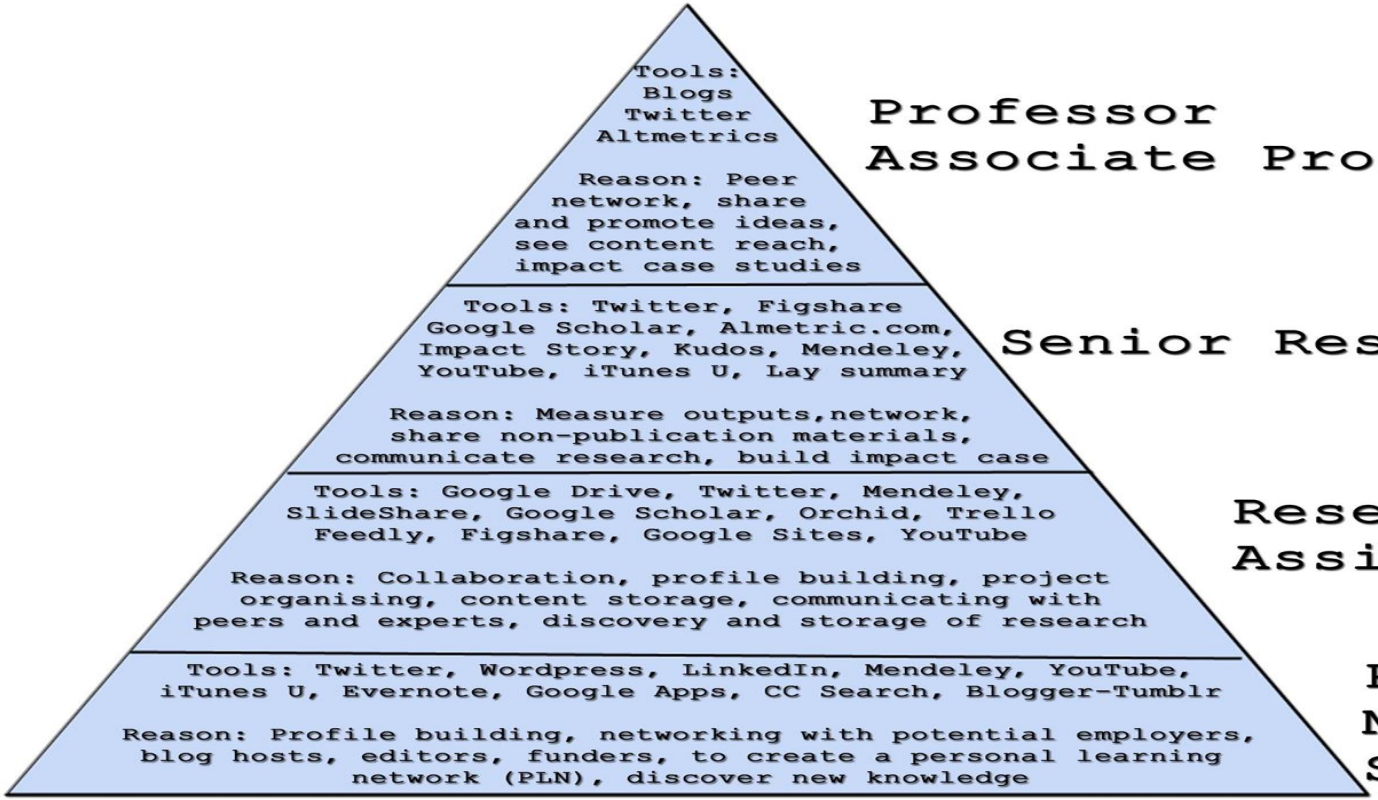


Van Noorden, R, (2014) *Nature* **512,**126–129 doi:10.1038/512126a

CC BY 2.0 Thomas Wood http://bit.ly/2cOy8L9



CC BY 2.0 Frontierofficial http://bit.ly/2cOyjGj



Benefits of engaging with Social Media, Technology and Alternative Metrics (Altmetrics)
Andy Tattersall - University of Sheffield

It’s not just about communicating

1. It is about where you communicate
2. To the right audience
3. Making it traceable and citable

DOI: https://doi.org/10.1139/facets-2018-0002

Scientists on Twitter: Preaching to the choir or singing from the rooftops?

Published Online: 28 June 2018

Isabelle M. Côté, Emily S. Darling

PDF Citation (RIS) Citation (BibTeX)

Research Article
Integrative Sciences
Science and Society
Science Communication
science communication
social networks
public understanding of science

Abstract

There have been strong calls for scientists to share their discoveries with society. Some scientists have heeded these calls through social media platforms such as Twitter. Here, we ask whether Twitter allows scientists to promote their findings primarily to other scientists ("inreach"), or whether it can help them reach broader, non-scientific audiences ("outreach"). We analyzed the Twitter followers of more than 100 faculty members in ecology and evolutionary biology and found that their followers are, on average, predominantly (~55%) other scientists. However, beyond a threshold of ~1000 followers, the range of follower types became more diverse and included research and educational organizations, media, members of the public with no stated association with science, and a small number of decision-makers. This varied audience was, in turn, followed by more people, resulting in an exponential increase in the social media reach of tweeting academic scientists. Tweeting, therefore, has the potential to disseminate scientific

Abstract
Introduction
Methods
Results
Discussion
Acknowledgements
Supplementary material
References

SIGN UP FOR ARTICLE ALERTS

http://www.facetsjournal.com/doi/10.1139/facets-2018-0002#toc-supplementary-material-2

Twitter: “*it's like having a little part of you that's always down the pub*” (@dougald)

….or in the conference bar

Dougald Hine, A Beginner's Guide to Twitter, 5 February 2010
http://otherexcuses.blogspot.co.uk/2010/02/beginners-guide-to-twitter.html

Twitter Myth
You can't say much in ~~140~~ 280 characters

"Insanity: doing the same thing over and over again and expecting different results."

"Our scientific power has outrun our spiritual power. We have guided missiles and misguided men."

"Education is the most powerful weapon which you can use to change the world."

Tackling Twitter

- You need to understand why you are using Twitter
- You need to understand the benefits of using Twitter
- You need to understand the side-effects of social media
- You need to understand that the benefits may take time in coming
- Today may not be the day you start using Twitter

Do not feel pressured to use it - as it won't work

How Twitter has helped me

- Teaching Senate Award for ScHARR MOOCs
- Help created my own personal learning network
- Helps share my outputs to my professional network
- Invitations to deliver talks, papers and edit a book (my profile and expertise would be far less visible without Twitter - so less invitations)
- Was part reason I was named in Jisc's Top Ten Social Media HE list for 2017

Social Media & Professor Allan Pacey

“See social media as part of one continuum, it is the spine of what I do”

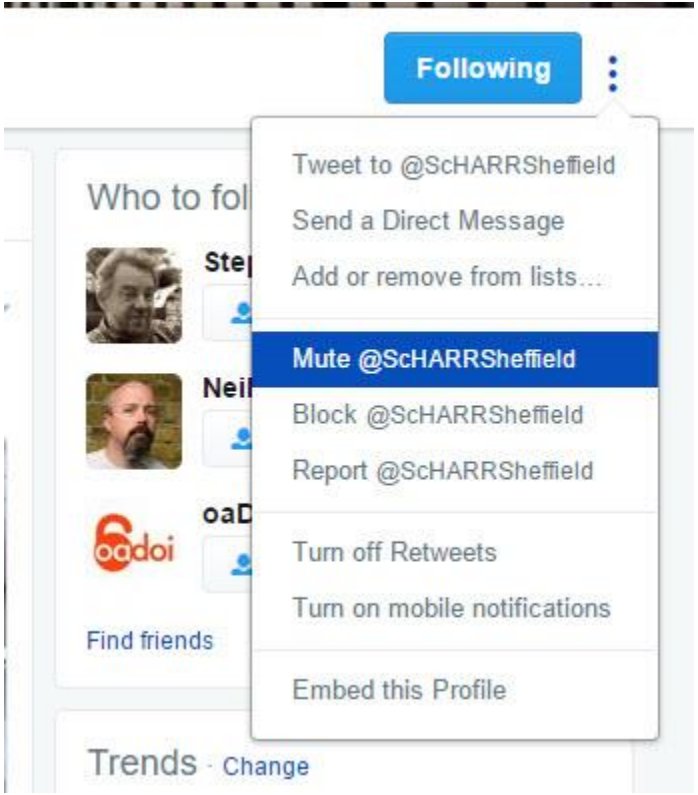
“Puts a human face to your professional profile, helps public and patients see who I am, some patients follow my updates”

Recent £750,000 MRC Grant aided by solid impact statement backed by strong public profile - “Referee’s comment was I cannot fault it”

“Helps me stay top of my game”

https://twitter.com/Andy_Tattersall/status/968414940926275585 [Last accessed 27/6/2019]

The one function on Twitter you aren't told enough about



Former footballer-turned-boxer Curtis Woodhouse drives to home of Twitter troll to confront him over months of abuse

By JOE RIDGE FOR MAILONLINE
PUBLISHED: 10:47, 12 March 2013 | **UPDATED:** 13:01, 14 March 2013

Share

44
View comments

Former footballer-turned-boxer Curtis Woodhouse has been championed by the likes of Lennox Lewis and John Prescott after he put a Twitter troll in his place by driving to confront him on his doorstep.

The ex-England Under 21 player lost his English light-welterweight title on points to Shane Singleton on Friday night and he was branded a 'disgrace' on the social networking site by 'Jimmyob88', who has reportedly been abusing Woodhouse on Twitter for months.

The 32-year-old former tough-tackling midfield midfielder - who switched sports to boxing aged 26 - was so enraged with the abuse that he offered £1,000 to anyone who could help him

Daily Mail - http://dailym.ai/2cLo9KU

Don’t be afraid…..to say no

Or at least point them to the right social network

*

What to Tweet?

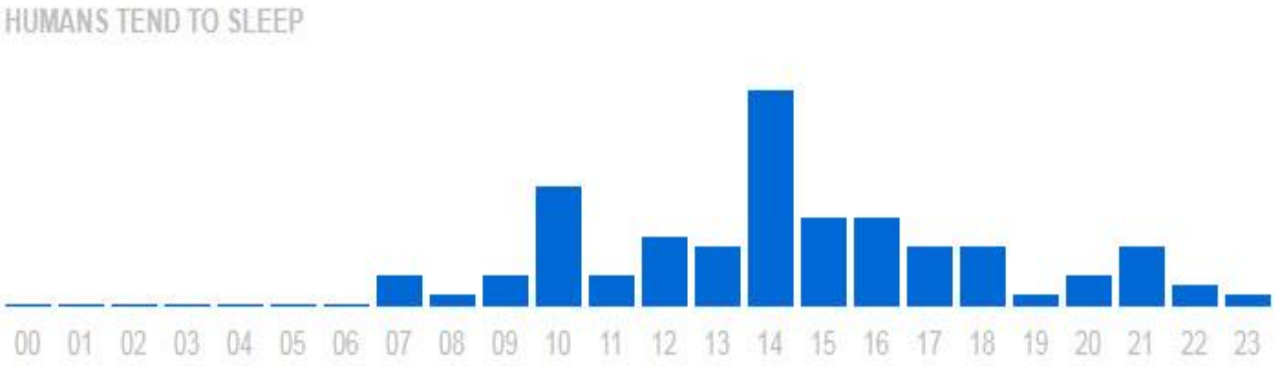
- Publication (book, report, paper, proceedings)
- Presentation
- Idea
- Resource
- Conversation (ice breaker)
- Funding Bid
- Professional achievement
- Link

Timing is everything

Especially if you are Tweeting at an international audience

Time

NEW! This bar chart shows the activity time based on the latest tweets. Careful about timezones.



NOTE Timezone shown is UTC+0. Current UTC time is **16:25:48 +0000**. The world clock can help you compare different timezones. If the tweets are spread evenly across the full 24 hour span, chances are that it's been set up to tweet automatically.

Lists

practical guide for librarians,

TWEETS 13.7K | FOLLOWING 1,028 | FOLLOWERS 1,867 | LIKES 2,441 | LISTS 10 | MOMENTS 0

ndy Tattersall

Andy_Tattersall

My Lists

Open

tics,

metrics, vinyl & other fads

multimediait Chair

Sheffield

shef.ac.uk/scharr/section...

Joined March 2011

785 Photos and videos

Subscribed to Member of

The University of DJs
A list of folks who love music, DJing and work in education
19 Members

Academic Humour
Stranger and Stranger
14 Members

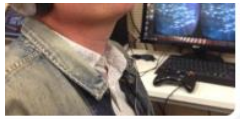
ScHARR HEDS
A list of ScHARR HEDS Staff who use Twitter
32 Members

Open Peer Review
11 Members

Altmetrics
33 Members

Education Learning & Tech
Twitter accounts about Higher Education, learning - with a nod to technology
77 Members

Non-work
78 Members



TWEETS 13.7K | FOLLOWING 1,028 | FOLLOWERS 1,867 | LIKES 2,441 | LISTS 10 | MO

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Andy_Tattersall

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Lists I have been added to

Sheffield

shef.ac.uk/scharr/section...

Joined March 2011

785 Photos and videos

Subscribed to Member of

Brilliant Collaborators by Real Marsha Wright
4303 Members

Health Libraries by Health Library
98 Members

The Academy by Shit Academics Say
3607 Members

Social media by Helen
2 Members

Crowdsourcer_Of_Interest by Josh Bongard
2325 Members

People who tweet about fu by Ray Hammond
4909 Members

lthechat contributors by PaulWilks
991 Members

LTHEchatters by Chris Jobling

TweetDeck
weets @Andy_Tattersall
Andy Tattersall @Andy_Tatter... 14m
Despite the gloom, rain and mud, still wish I was at #Glastonbury - 14 years since my last visit
Details
Andy Tattersall @Andy_Tattersall 3h
Andy Tattersall's Information Eye is out! paper li/Andy_Tattersall
Details
Andy Tattersall @Andy_Tatter... 19h
Comic Books and Graphic Novels from @CUBoulder on @coursera coursera.org/course/comics #comics @lukeyintmal
Details
Andy Tattersall @Andy_Tatter... 19h
SCHARR NOOC Slides - Part XIV: Sustainable Healthy Diets nutrition week review bit.ly/17kUFSx
Details
Andy Tattersall @Andy_Tatter... 20h
Mendeley CEO Victor Henning discusses the future of the academic network gu.com/p/3gptyw/tw via @guardian #mendeley @beakybeecroft
Details
Andy Tattersall @Andy_Tattersall 1d
Andy Tattersall's Information Eye is out! paper li/Andy_Tattersall... Top stories today via @healthystartups
Details
Andy Tattersall @Andy_Tattersall 1d
@JelenDWoods @beakybeecroft keep going!!! Walked home from cricket and am 10,000 today - a good walk matches it up
Conversation
Andy Tattersall @Andy_Tattersall 1d
"altmetrics" @Andy_Tattersall
Dominique Vanpée retweeted
figshare @figshare 1h
Rise of #Altmetrics' Revives Questions About How to Measure Impact of #Research: chronicle.com/article/Rise-o
Details
Dominique Vanpée retweeted
Hazman Aziz @hazmanlabs 1h
Reforming bibliometrics with altmetrics and Mendeley data: mkt.in/NA3qpR
Details
Hazman Aziz @hazmanlabs 1h
Reforming bibliometrics with altmetrics and Mendeley data. mkt.in/NA3qpR
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figshare @figshare 1h
Rise of #Altmetrics' Revives Questions About How to Measure Impact of #Research: chronicle.com/article/Rise-o...
Details
Bruno Gonçalves @bgoncalves 2h
Altmetrics: New Indicators for Scientific Communication in Web 2.0 (plus mc/PSHT
Details
The NeuroNetwork @TheNeuroNet 3h
RT @altmetric: Interested in altmetrics for scholarly content? Access to our app is free for librarians! #altmetrics ow.ly/nsYi5
Details
Martijn Roelandse @martijnr 3h
RT @altmetric: Interested in altmetrics for scholarly content? Access to our app is free for librarians! #altmetrics ow.ly/nsYi5
Details
"mendeley" @Andy_Tattersall
Mary Louise Cowan @MaryLo... 2m
And, while I'm at it, I'm not happy with you either, Mendeley. Go away and think about what you've done. #whyyouneedplatonsmyforms
Details
IGEO (CSIC-UCM) @Geocienc... 3m
I just added my own publication 'Candy Wrapper for the Earth's Inner Core' mrd.ly/16F5tk
Details
Iris Kisjes @kisjes 21m
See when researchers do their work - cool #gephi "Mendeley Desktop Synes" vimeo.com/68250733 #mendeley #visualisation
Details
Alice Bonasio retweeted
Marie Boran @graceandsal 1h
.@mendeley_com CEO Victor Henning discusses the future of the academic network gu.com/p/3gptyw/tw via @guardian
Details
Dominique Vanpée retweeted
Hazman Aziz @hazmanlabs 1h
Reforming bibliometrics with altmetrics and Mendeley data. mkt.in/NA3qpR
Details
Marie Boran @graceandsal 1h
.@mendeley_com CEO Victor Henning discusses the future of the academic network gu.com/p/3gptyw/tw via @guardian
Details
Alice Bonasio retweeted
Steve Dennis @sdennis 1h
2.5 days of #Mendeley Desktop synes mapped globally. Stunning
"longreads" @Andy_Tattersall
Jaydee Lin @jaydee_spice 16m
Haha. #Love = Top 20 wedding venues in Singapore, for all sorts of couples (via @Pocket) #longreads pocket.co/sSIV
Details
James Walsh @JamesWalsh 20m
Rick Rubin
thestarryeyed.com/interviews/2013/...
Details
Chris Perry @cperry248 23m
Cool read. RT @Longreads: 'Sopranos' creator David Chase's Eulogy for James Gandolfini
bit.ly/1eCOOJM
Details
Chad Rodriguez @chadrodriguez 24m
Wow // @KateSalomez: My Startup has 30 Days to Live #longreads #readreads #readreads bit.ly/1eSXVyO
Conversation
Lee Watkins @leewatkins81 25m
Why do people now say #longreads when they mean essay?
Details
Venkat Ananth @venkatananth 26m
An interesting Glenn Greenwald profile, this. A bit about his journalism, politics etc. Read #longreads buff.ly/13cYcLQ
Details
Desktop News Tweets retweeted
ProPublica @ProPublica 1Oh
#longreads RT @samcrocker: Looking forward to reading this meaty temp worker investigation by @MichaelGrabell propub.li/17gY80A
Details
Miguel Diaz @migueldiazpublic 28m
"edcmooc" @Andy_Tattersall
marita sinico retweeted
Wesley Tamagi @tama_wes 141d
tomorrow I'm back in my job, but I'll be mostly my multimedia material, the question is what online tools I use? #edcmooc
Details
Sandra Sinfield @Sandrasinfield 1h
Ready for #LD10DoT ? wp.me/p3Ikcn-1k via @wordpressdotcom Allowed #edcmooc
Details
Sara Green @sara_j_green 143d
E-learning dystopia in action - unable to access #edcmooc on local library computers as the Coursera does not operate on old IE browser.
Details
Linnea Gandhi retweeted
Sandra Sinfield @Sandrasinfield 15h
Addicmooc Ten Days of Twitter (#LD10DoT), use Twitter effectively for ITA - from 1 July. To find out more visit: ladd.wordpress.com/ten-days-of-tw... ...
Details
Sandra Sinfield @Sandrasinfield 15h
Addicmooc Ten Days of Twitter (#LD10DoT), use Twitter effectively for ITA - from 1 July. To find out more visit: ladd.wordpress.com/ten-days-of-tw... ...
Details
Sandra Sinfield @Sandrasinfield 16h
Thanks @bonstewart for your slides from yesterday's #edmedia talk on networked identities: slideshare.net/bonstewart/ed-... #lovet #edcmooc
Details
Miguel Diaz @migueldiazpublic 28m
"uklibchat" @Andy_Tattersall
Jo Richardson @Kissanka 7h
@uklibchat I moved from academic sector to government sector - but was at para professional level, before moving up. Happy to write something
Conversation
#uklibchat @uklibchat 15h
@shegunn No problem :)
Conversation
siobhan mcguinness @smcg 15h
@uklibchat I think I may not be the person you need, let me tweet some that may help. #ukwiki
Conversation
#uklibchat @uklibchat 20h
@missazzie but if you don't have time don't worry as we have enough contributors lined up :)
Conversation
#uklibchat @uklibchat 20h
@missazzie It would need to be by 2 July. More info here. tinyurl.com/n7ukry Would be great to hear your perspective (1/2)
Conversation
Siobhan Cottam @sjlibchabs 20h
@uklibchat no probs :) will email it to you tomorrow!
Conversation
#uklibchat @uklibchat 21h
@shishabs Ooh very exciting! You are a spoony blogger. Thanks for writing for us :) #uklibchat @CathMcManaman
Conversation
Siobhan Cottam @sjlibchabs 20h
Drafted my piece for the @uklibchat blog. I bloody love talking about myself :) @CathMcManaman is proofreading it for me. Alucky girl
Details

Social Media & Professor Trish Greenhalgh

Professor of primary health care

"I've got my last two PhD students from Twitter"

"I've got my most recent research collaboration from Twitter"

"I was invited to edit a major new journal article series via a message on Twitter"

"Our paper 'EBM – a movement in crisis' was the most highly cited paper in the BMJ in 2014 directly because of a targeted twitter campaign to promote it."

Social Media & Dr John Holmes

“Twitter has been useful for sustaining and building relationships with academics outside Sheffield. It provides a starting point for conversation at conferences, a sense of the interests of potential collaborators and a way of identifying who the people you should be talking to are.
Although trolls are generally to be avoided, those hostile to public health perspectives are not all trolls. Engagement with those people is useful as it exposes you to different perspectives on your work, can help you understand how it is regarded by those outside the scientific and public health community, identify the key criticisms of your work (and the best way to respond to them) and lead you toward new research questions and ideas. In short, it helps you think about public health outside of a lefty, state intervention, received wisdom on 'what works' paradigm.”

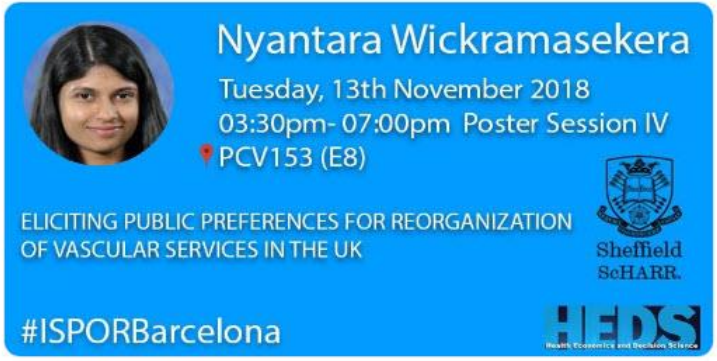
ScHARR IKT @ScHARR_IKT · 13 Nov 2018

ScHARR poster by Munira Essat on Patient Reported Outcome Measures in Vascular Diseases #ISPORBarcelona

6 5

ScHARR IKT @ScHARR_IKT · 13 Nov 2018

Tara's poster will be on display today in the main hall #ISPORBarcelona



ScHARR HEDS and ScHARR

5 3

Add your card to your email signature and link

New Message

From Andrew Tattersall <a.tattersall@sheffield.ac.uk>

Cc Bcc

To

Subject

--

Altmetrics - A practical guide for librarians, researchers and academics (2016) Facet Book

Edited by Andy Tattersall

http://www.facetpublishing.co.uk/title.php?id=300105#.WG9awFOLSHs

--

Andy Tattersall BA (Hons), MSc, SFHEA
Information Specialist (Electronic Networks)
Information Resources Group
Health Economics and Decision Science

What is it?
An easy to use infographic and poster maker that allows you to visualise information in visually appealing ways

What platforms does it work on?
Web based so accessible on a range of platforms. iPad app available for tablets
Best in Chrome or Firefox, works in IE, can be issues in older browsers

How much does it cost?
Ranger of packages from Free to $119.40 a year for Pro.

How do I get it?
https://www.canva.com/

What can I use it for?

Visualising data, creating reports. Regular reports, survey results, feedback, marketing.

How easy is it to use?

Easy to use templates and themes that can be tailored and adjusted. Easy drag and drop function in editor that allows you to alter mst aspects of a chart. You can sign in using your University of Sheffield credentials.

Are there support materials?

Marketplace- https://www.canva.com/templates/

Video tutorials- https://designschool.canva.com/tutorials/

A BITE SIZE GUIDE TO RESEARCH IN THE 21ST CENTURY

PART III

PROFESSOR HELEN KENNEDY - DATA VISUALISATION
IN ACADEMIC RESEARCH: POSSIBILITIES, PRAGMATICS, PROBLEMS

JOHN CURTIS - SHEFFIELD CITY COUNCIL
MAKING GOVERNMENT DATA OPEN

DR MIKE CROUCHER
IS YOUR RESEARCH SOFTWARE CORRECT?

WASIM AHMED
ETHICAL CHALLENGES OF USING SOCIAL MEDIA DATA IN RESEARCH

SURINDER BANGAR
THE SCHARR IMPACT TOOLKIT

DR CHRIS BLACKMORE
#HAPPYSHEFFIELD PROJECT - USING SOCIAL MEDIA IN RESEARCH

24TH JANUARY
1.30-4PM -
PEMBERTON A
REGENT COURT

TO BOOK YOUR SPACEFLIGHT:

http://bit.ly/2gOAehY

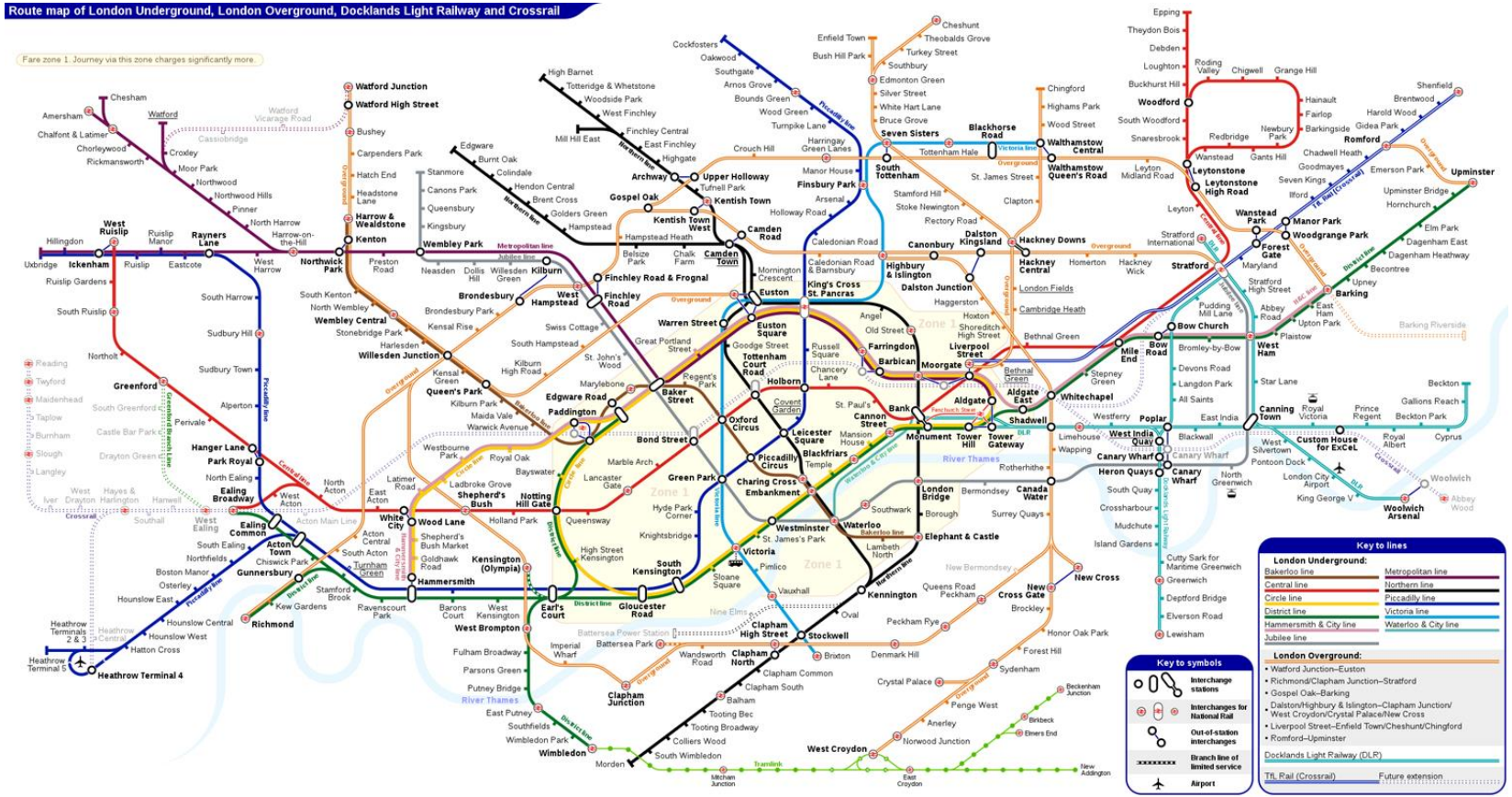
IMAGE: ADOBE SPARK

ScHARR HEDS @ScHARRHEDS · Jun 19

Ultrasound for guiding treatment decisions in Rheumatoid Arthritis - Research carried out by @ScHARRHEDS @ScHARRSheffield and funded by @NIHRResearch ncbi.nlm.nih.gov/books/NBK49385... and journalslibrary.nihr.ac.uk/hta/hta22200/#... #RAAW #AnyoneAnyAge

3 3

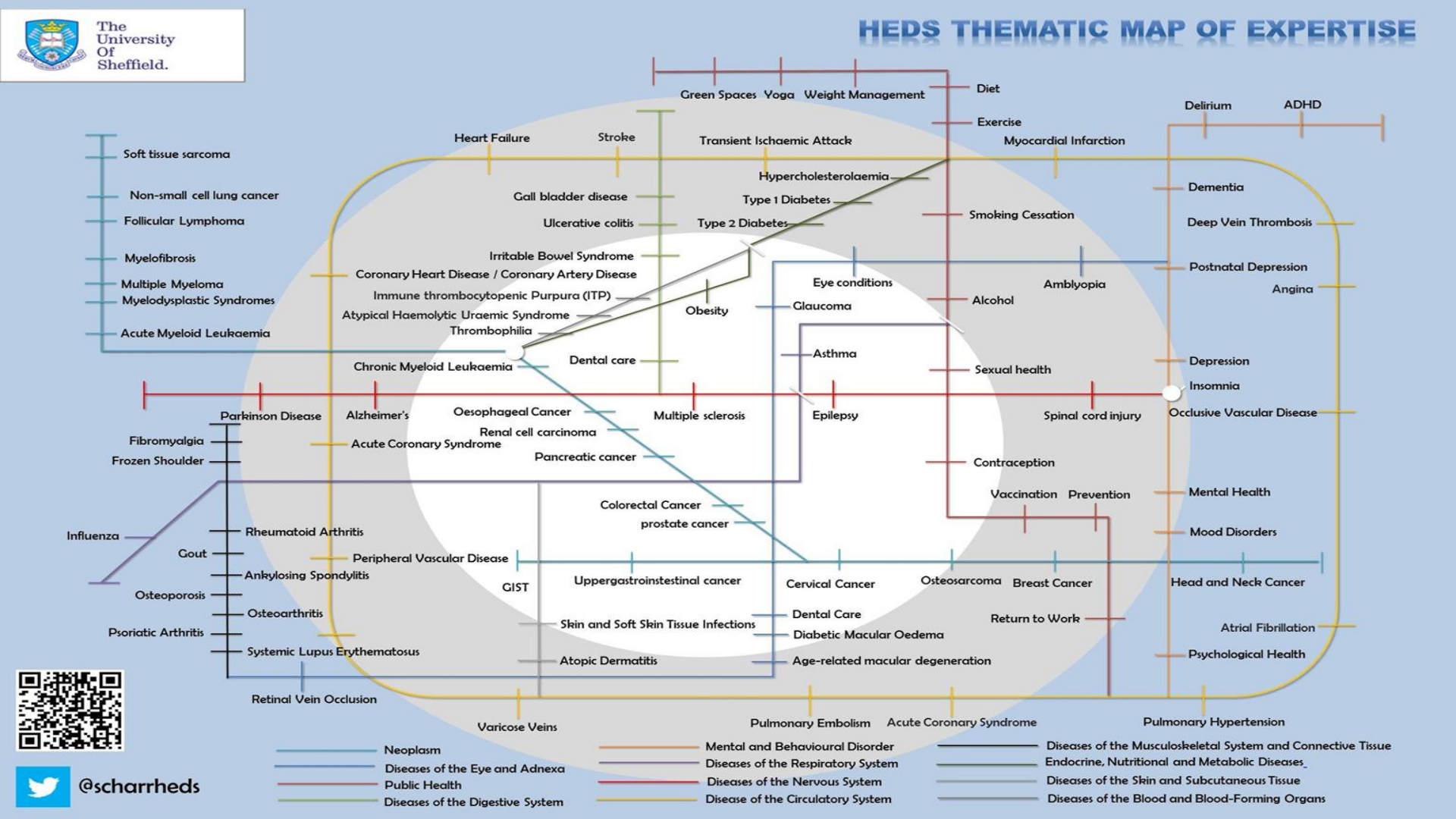
https://twitter.com/ScHARRHEDS/status/1141254291627433984



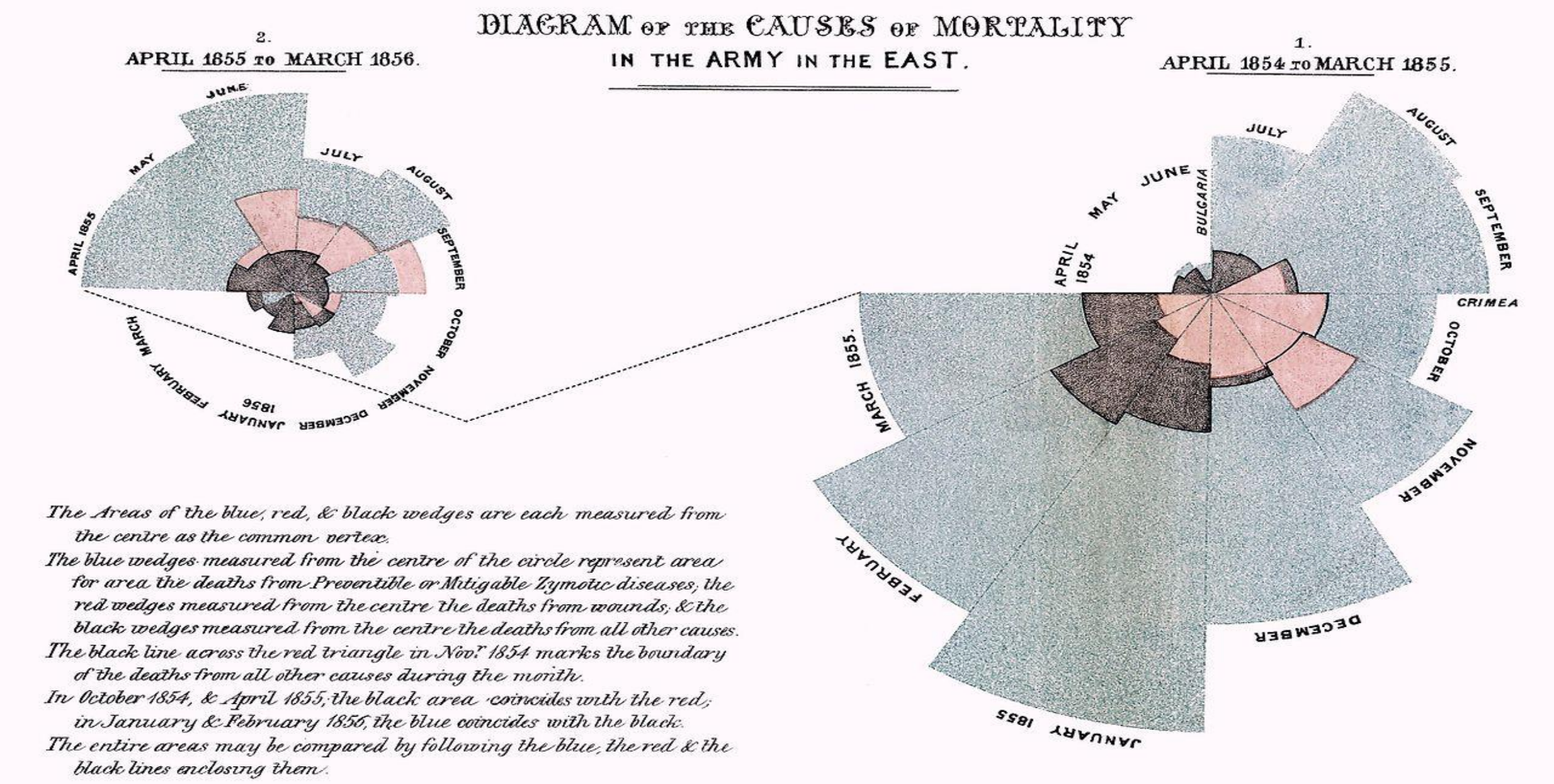
By Sameboat (Own work) [CC BY-SA 4.0 (http://creativecommons.org/licenses/by-sa/4.0)], via Wikimedia Commons

The University Of Sheffield.

HEDS THEMATIC MAP OF EXPERTISE

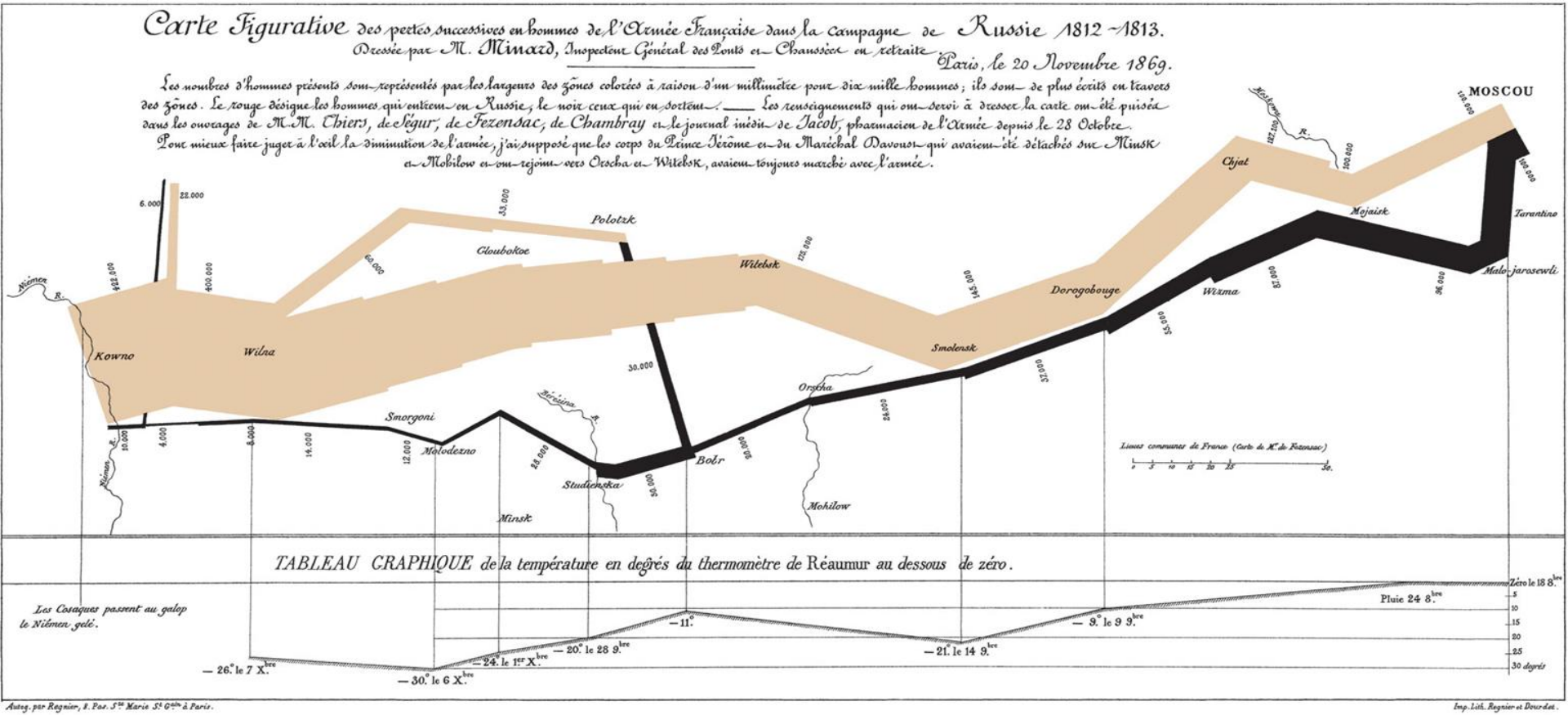


@scharrheds



Stollery, Paul (2015-01-09). "The history of infographics. Florence Nightingale: infographic pioneer". *Hotwire*.

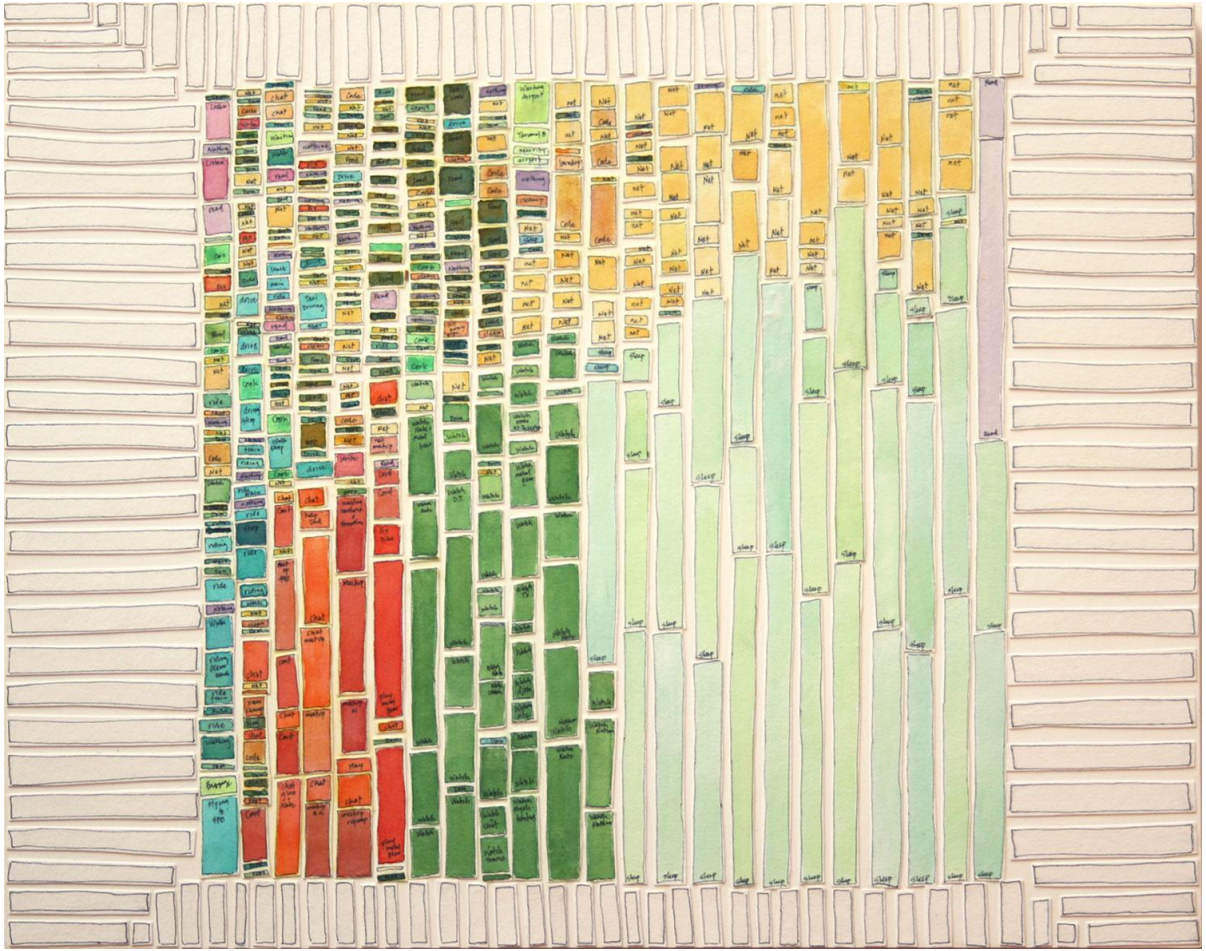
Time Series Infographic



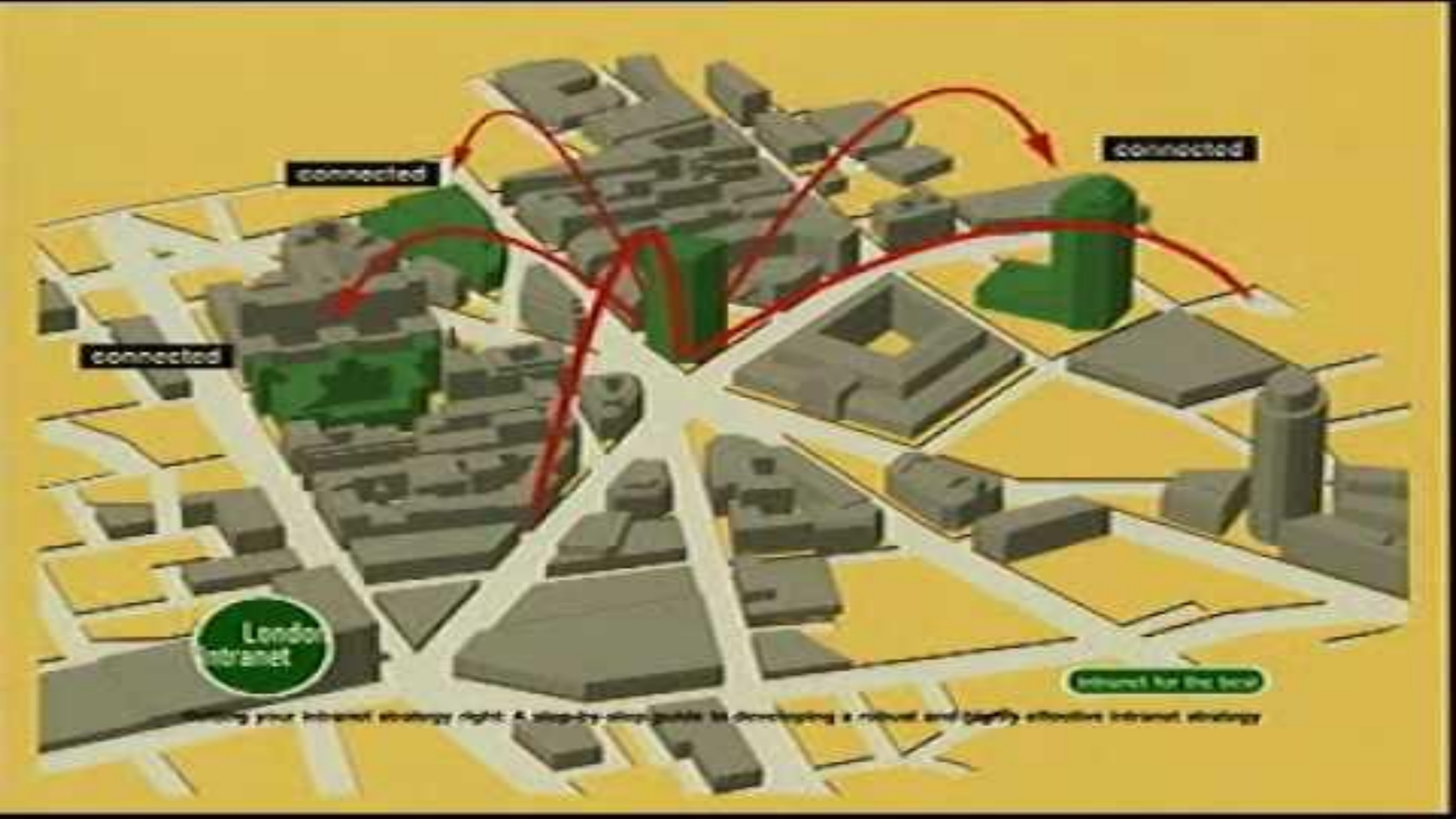
Minard, Charles-Joseph. *Des Tableaux graphiques et des cartes figuratives, par M. Minard,...* Thunot, 1862.

“Laurie Frick turns data into an aesthetic. The artist, who has tracked her daily activity for the better part of a decade, abstracts her personal data (walking, sleeping, and less quantifiable information like stress levels) into geometric sculptures and paintings.”

https://www.wired.com/2017/02/nerdy-charm-artisanal-hand-drawn-infographics/



CC BY-SA 4.0 Laurie Frick
http://www.lauriefrick.com/sleepdrawings/nqwncdp1cz7a5990rwltxj7k1uxnhk


connected
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intranet

Graphical displays should

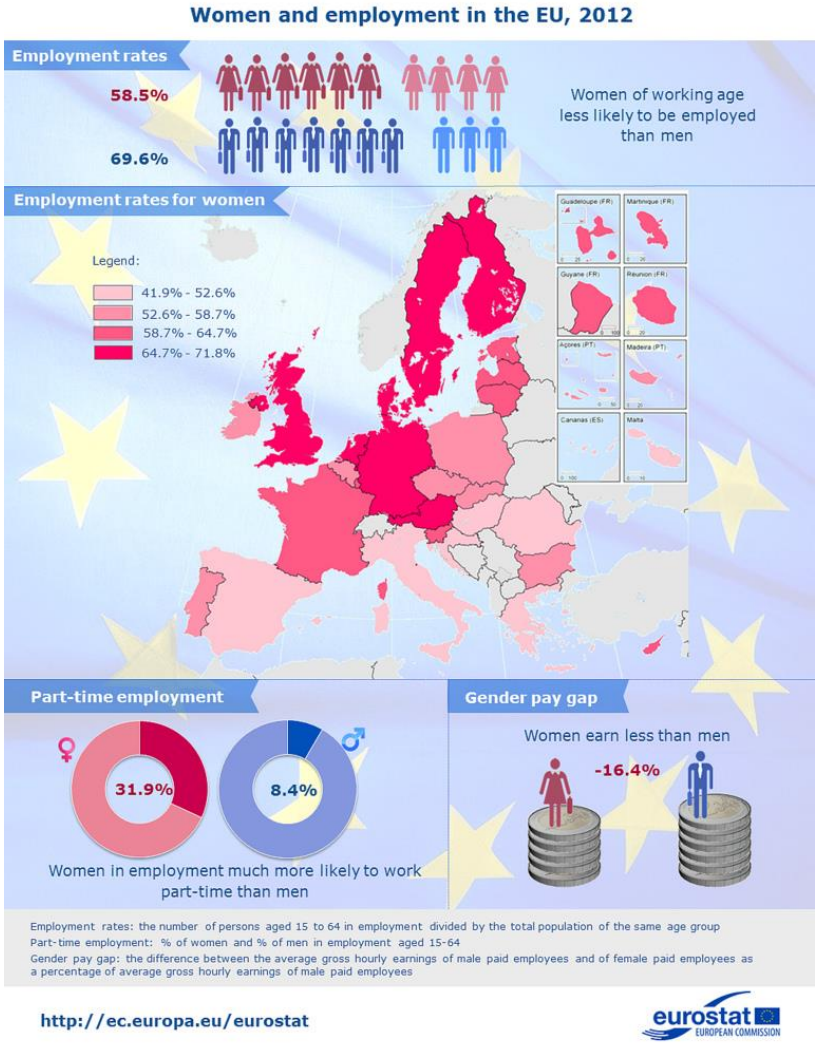
- Show the data
- Induce the viewer to think about the substance rather than about methodology, graphic design, the technology of graphic production, or something else
- Avoid distorting what the data have to say
- Present many numbers in a small space
- Make large data sets coherent
- Encourage the eye to compare different pieces of data
- Reveal the data at several levels of detail, from a broad overview to the fine structure
- Serve a reasonably clear purpose: description, exploration, tabulation, or decoration
- Be closely integrated with the statistical and verbal descriptions of a data set.

Tufte, Edward R. (2001) [1st Pub. 1983]. *The Visual Display of Quantitative Information* (2nd ed.). ISBN 0961392142.

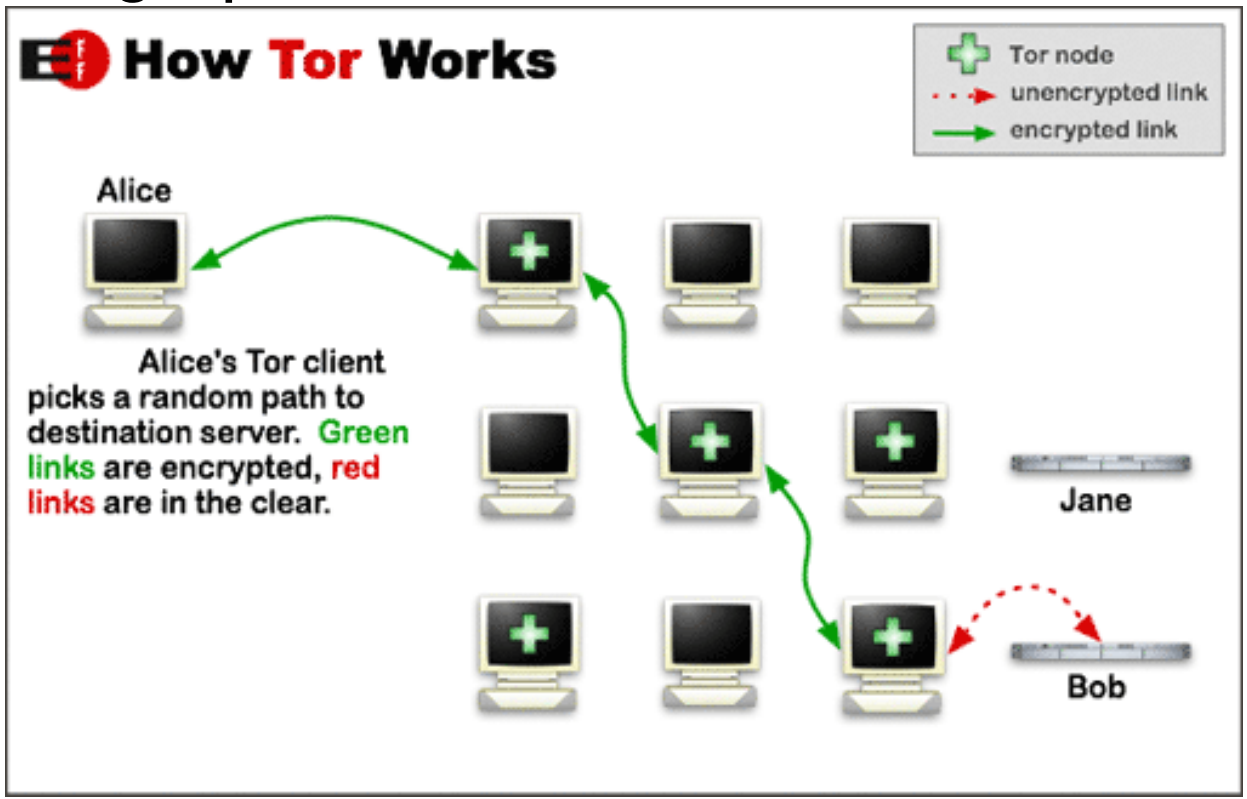
What an Infographic does

- Relays (often complex) information in a simple and visual way
- Displays clear difference or contrast between multiple pieces of information
- Helps readers digest information in a quick and simple way
- It helps a reader understand the hierarchy of information - it leads the reader through the information - especially when delivered as a roadmap or storyboard
- An infographic takes the most important elements of a piece of information and relays it quickly

Map based infographic

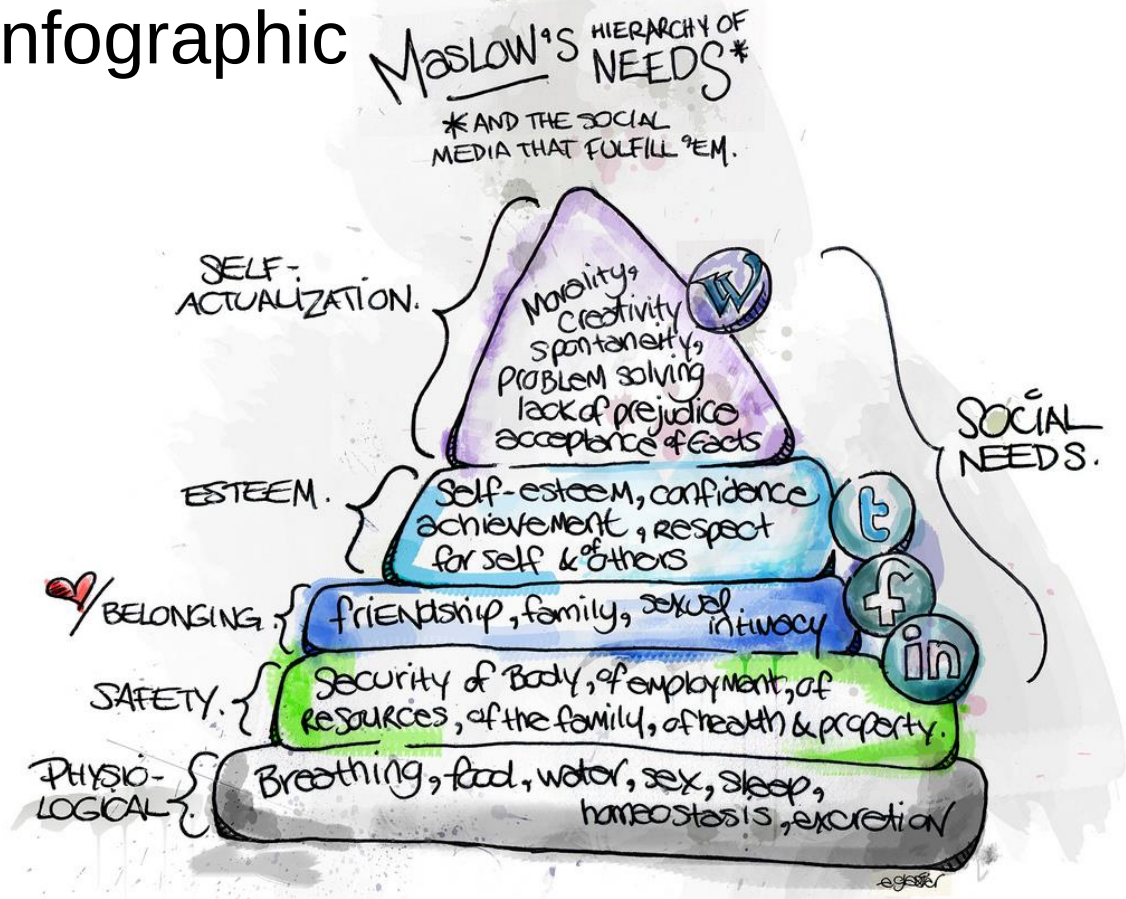


Network based infographic



https://commons.wikimedia.org/wiki/File:Tor-onion-network.png

Hierarchical based infographic



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Informational based infographic

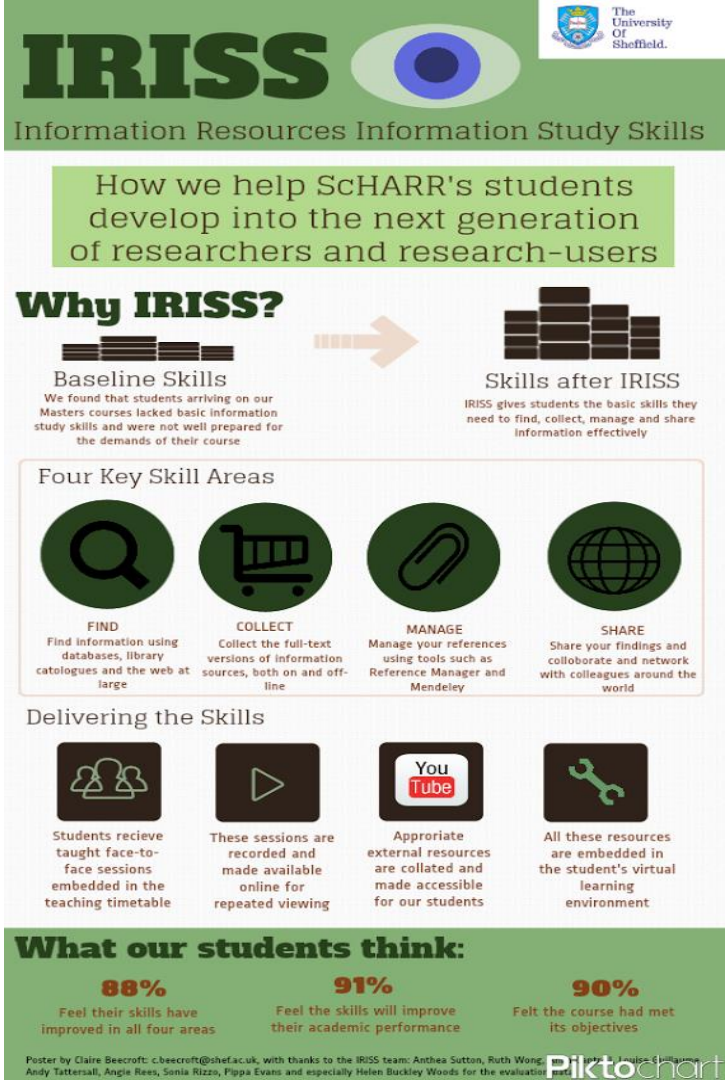
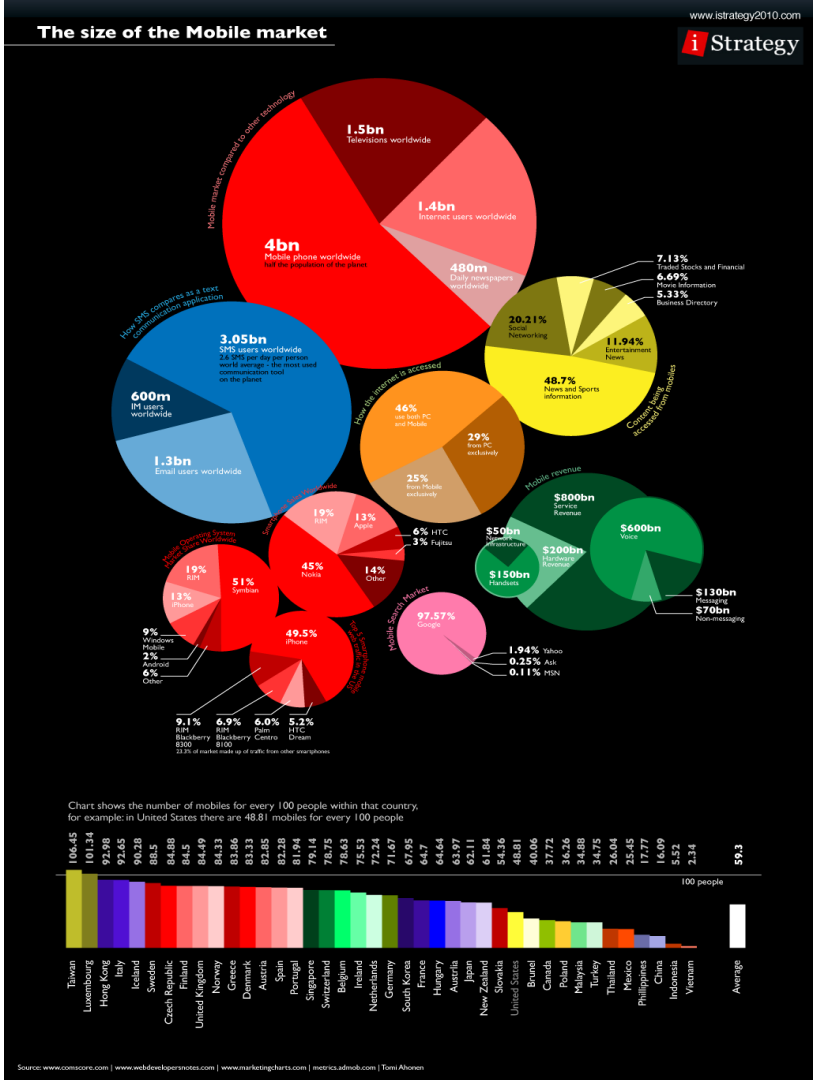
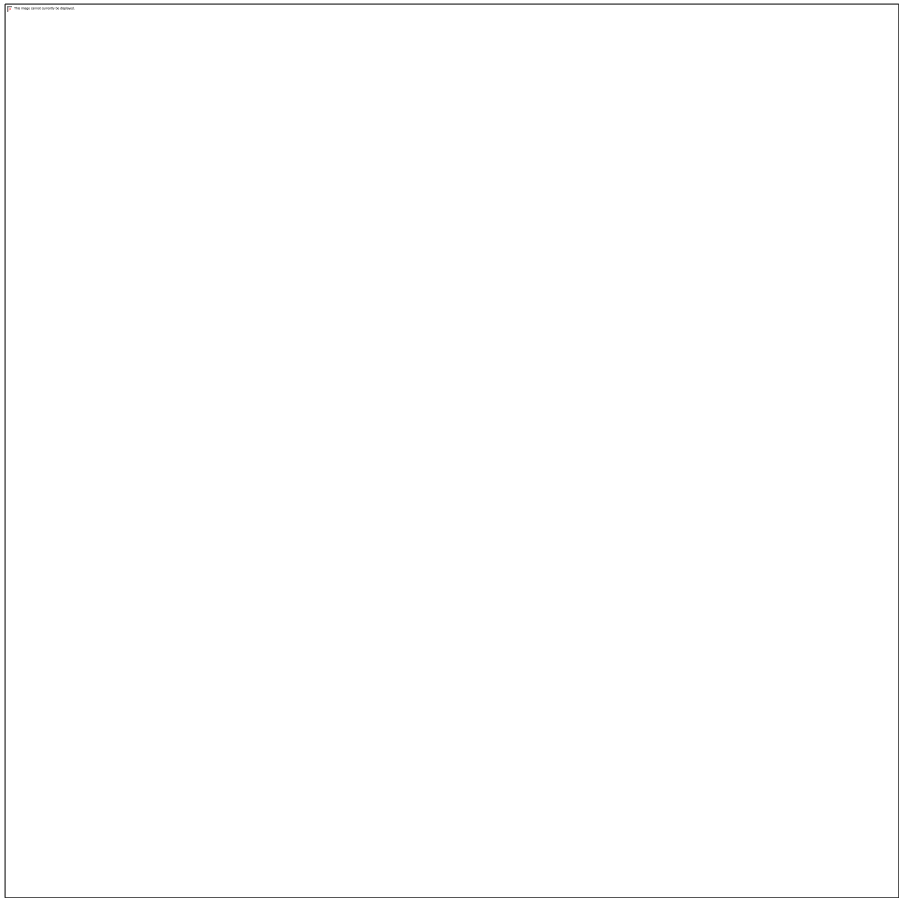


Chart based infographic



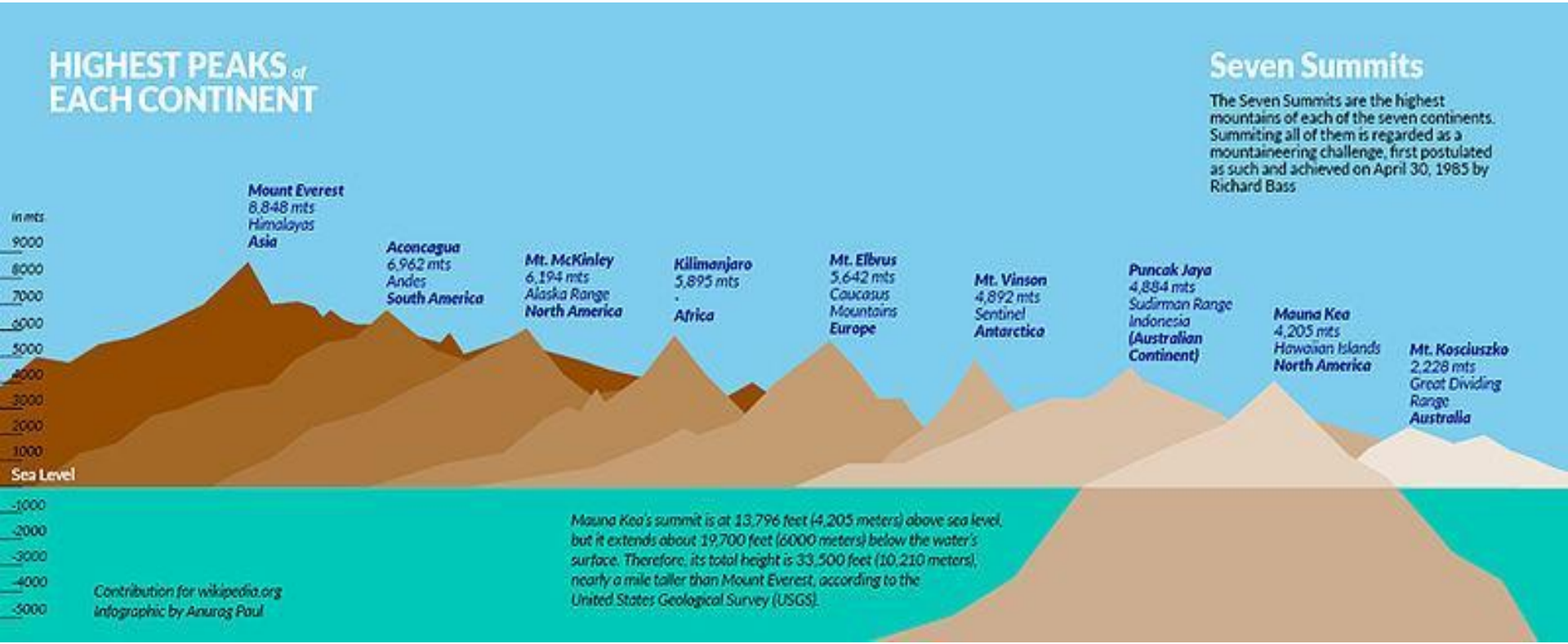
CC BY 2.0 GDS Infographics http://bit.ly/2rmCIXm

Statistical based infographic



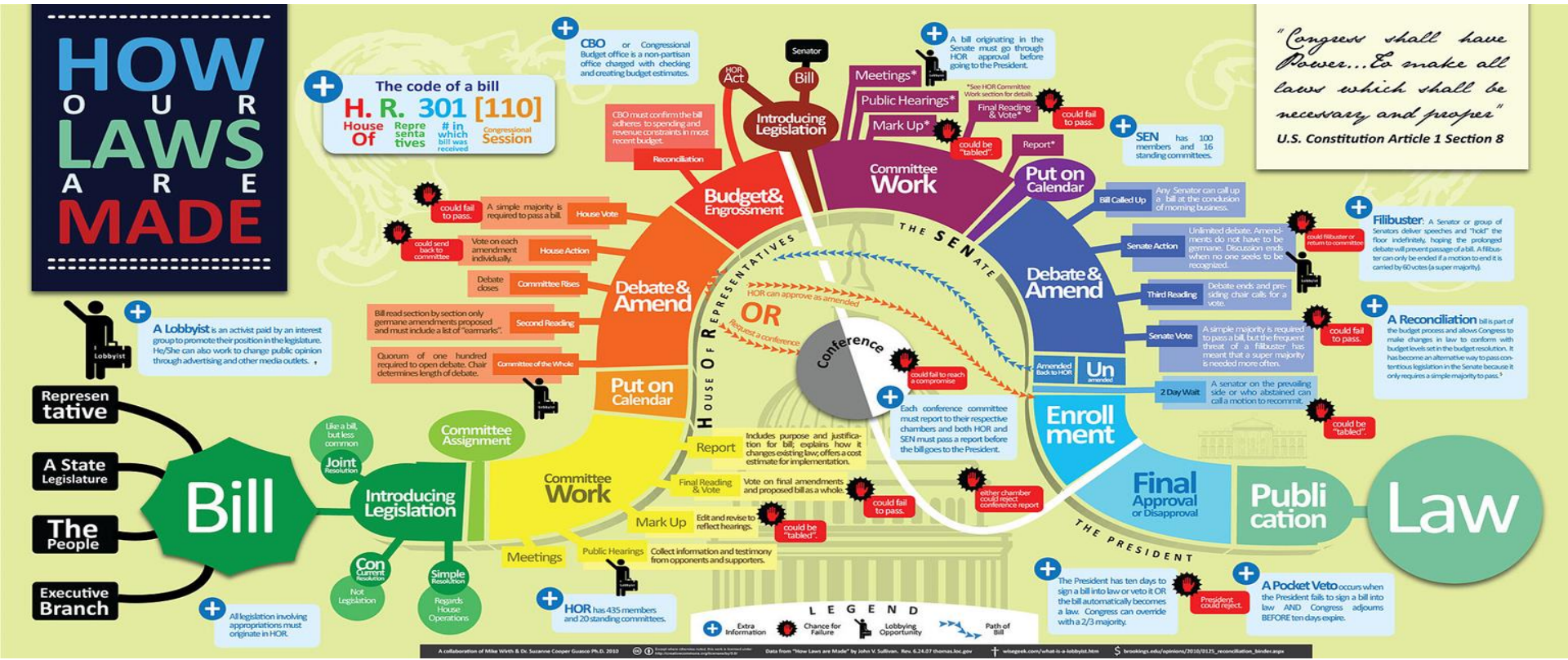
CC BY 2.0 We are Social http://bit.ly/2rmxQBf

Comparison based infographic



Anurag Paul (Own work) [CC BY-SA 4.0 (http://creativecommons.org/licenses/by-sa/4.0)], Wikimedia Commons

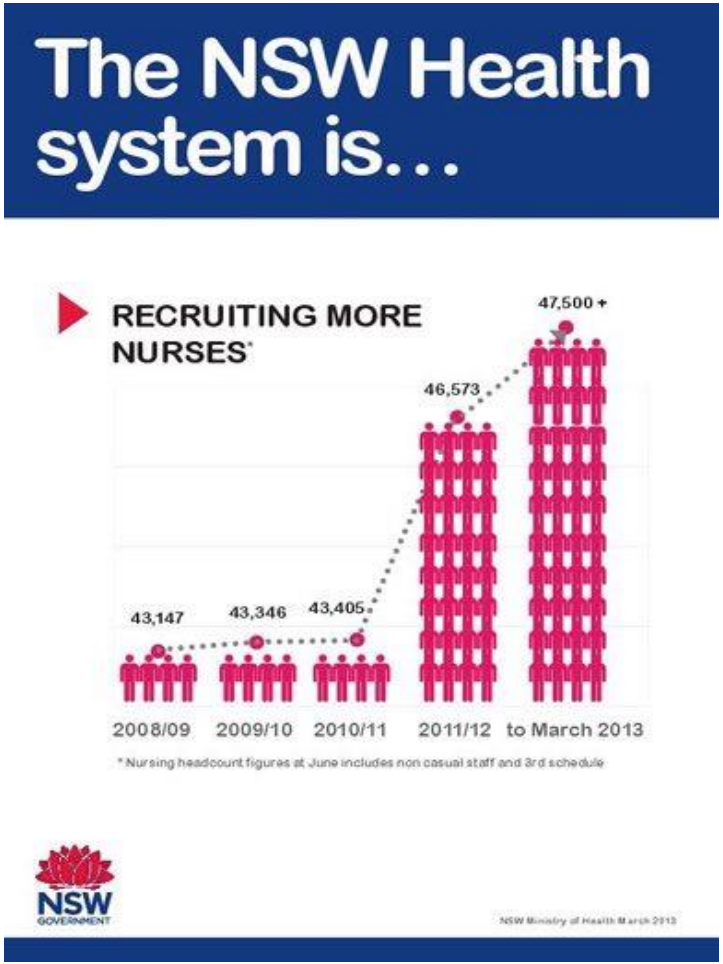
Process based infographic



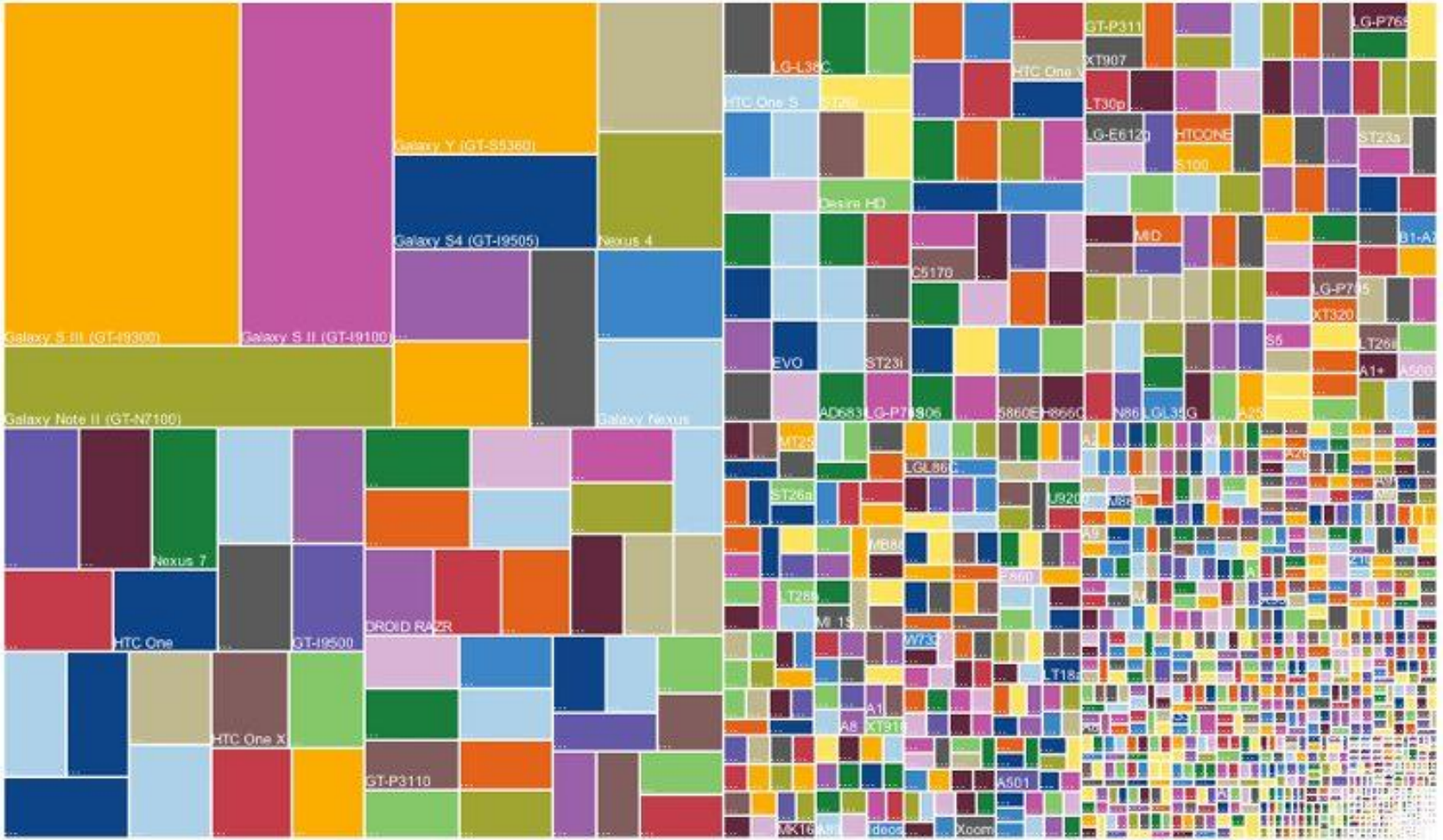
Mike Wirth and Dr. Suzanne Cooper-Guasco [CC BY 3.0 (http://creativecommons.org/licenses/by/3.0)], via Wikimedia Commons

Making your first infographic

- Keep it simple
- Ask colleagues for feedback (does it make sense?)
- Think of your audience
- Think of an eye catching title
- Fact check
- Cite your facts
- Link those facts
- Add your contact and social media links
- Try to be consistent in your output
- Ensure you can print it out (think of size and pixel quality)
- Once you have completed it - promote it



https://www.theguardian.com/news/datablog/gallery/2013/aug/01/16-useless-infographics



https://www.theguardian.com/news/datablog/gallery/2013/aug/01/16-useless-infographics#img-6

Piktochart
make information beautiful

Canva

venngage
Infographics made simple

infogr.am

visme™

visually

Piktochart
make information beautiful

What is it?
An easy to use infographic maker that allows you to visualise information in visually appealing ways

What platforms does it work on?
Web based so accessible on a range of platforms. iPad and and Android app available for tablets
Best in Chrome or Firefox, works in IE, can be issues in older browsers

How much does it cost?
Ranger of packages from Free to $24 month (individual licence) with $39 a year for educator licence.

How do I get it?
https://piktochart.com/

What can I use it for?
Visualising data, creating reports. Regular reports, survey results, feedback.

How easy is it to use?
Easy to use templates and themes that can be tailored and adjusted. Easy drag and drop function in editor that allows you to alter mst aspects of a chart. You can sign in using your University of Sheffield credentials.

Are there support materials?
Help centre- http://support.piktochart.com/hc/en-us
Video tutorials- https://piktochart.com/video-tutorials/

Case Studies?
Templates- https://piktochart.com/templates/
User stories- https://piktochart.com/user-stories/

What can Altmetric.com tell us about policy citations of research?

Andy Tattersall - a.tattersall@sheffield.ac.uk
Dr Chris Carroll - c.carroll@sheffield.ac.uk

The University Of Sheffield.

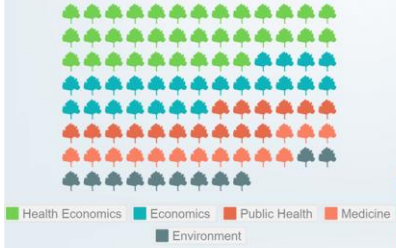
We tracked 96,550 research articles from The University of Sheffield and found that 1, 463 had been cited in policy

Outputs by Faculty with at least 3 policy citations. n= 92

The Faculties of Arts and Engineering each had 0 citations

Good and bad apples - research with >5 policy citations assigned to Sheffield authors, n = 21

Policy citations from papers with 5 or more citations by research field. n = 117



n = 14 research outputs - 117 policy citations

Time lags between date of publication and first policy citation

https://www.altmetric. com/details/13363657
November 4,2016 - January 2017 2–3 months NICE

https://www.altmetric.com/details/9760092/
October 1979 - June 2010 25 years WHO

https://www.altmetric.com/details/9760092/
October 1979 - June 2010 31 years CDC

WHO, World Health Organization; CDC, Centers for Disease Control; NICE, National Institute for Care and Health Excellence

@Andy_Tattersall
@ScHARRHEDS

Tattersall, A. Carroll, C. (2018) What can Altmetric.com tell us about policy citations of research? Frontiers in Research Metrics and Analytics. Frontiers in Research Metrics and Analytics, doi: 10.3389/frma.2017.00009

Remember

Do not try and fit everything into the poster

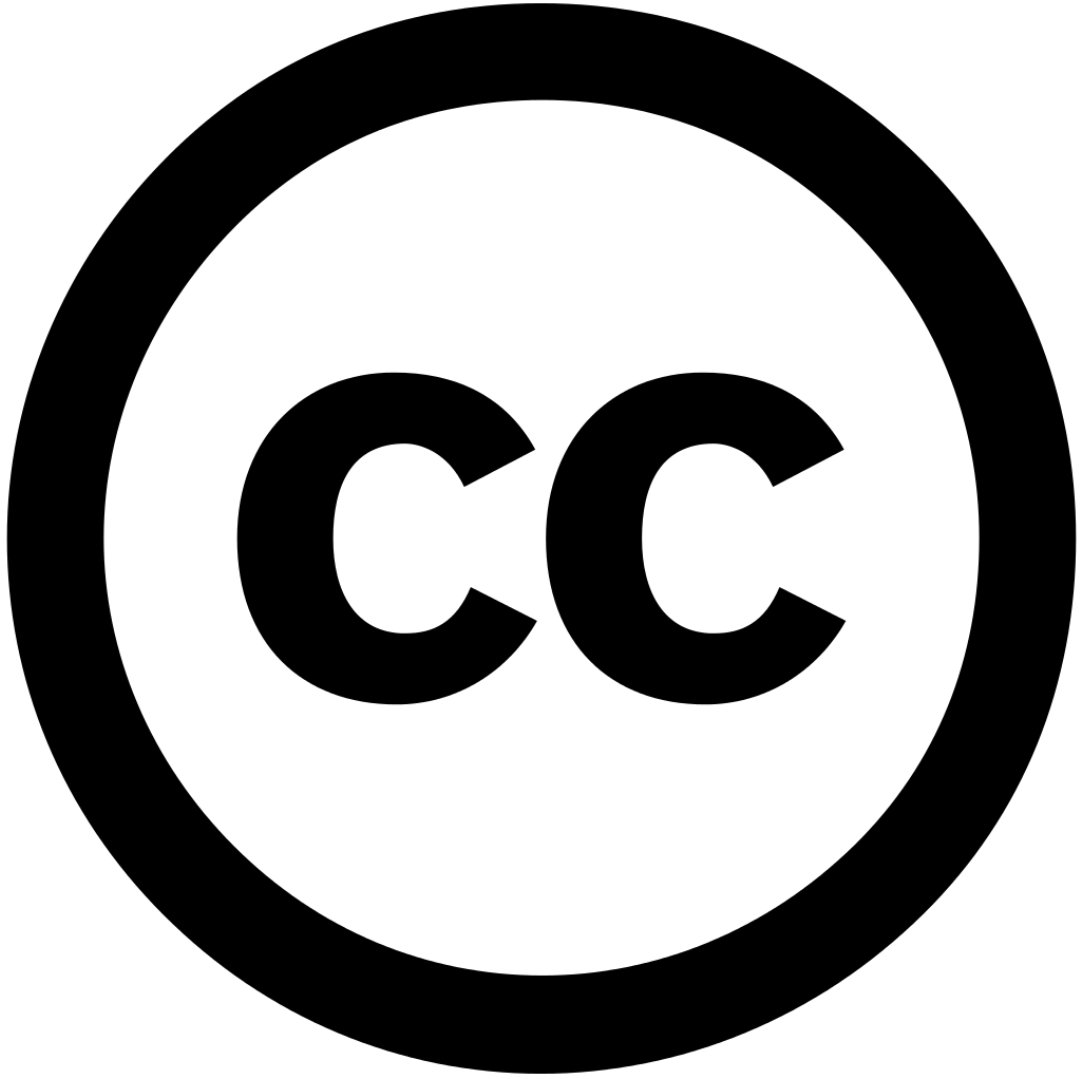
Focus on your key findings

Do think of the audience (peers, clinicians, general public)

Think of what impact you are trying to make - promotional, societal, institutional, academic

Do not create a poster with more than two columns of information

Do use complementary colour schemes and use colour sparingly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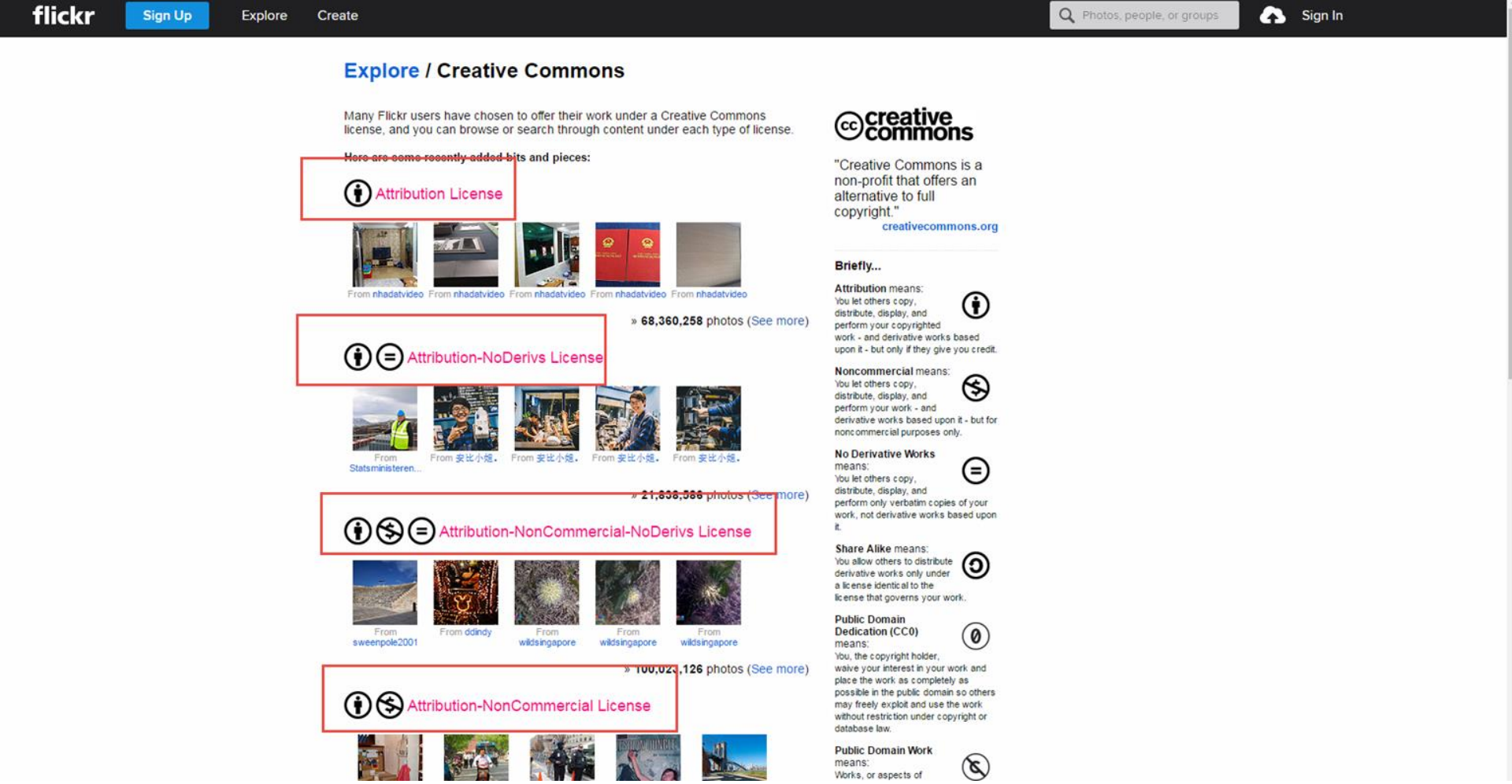

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The licences

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Useful resources

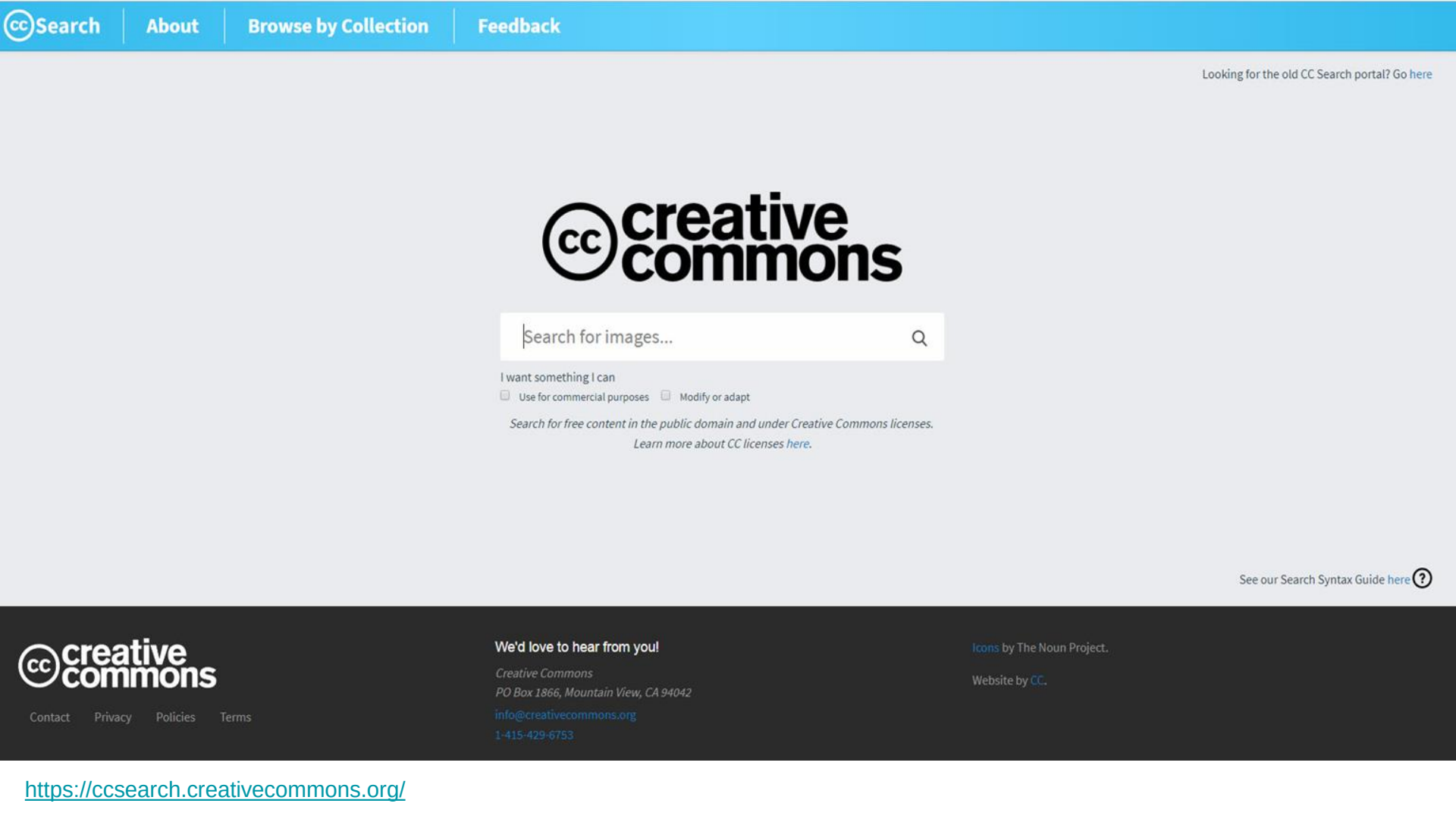
https://www.iconfinder.com/ png Icons database (incurs cost)

http://www.freepik.com/ Free and premium vector graphics

https://www.vecteezy.com/ Vectors

https://www.graphicstock.com/ Photos, vectors and illustrations

You may have to attribute any items you use from above



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Find content you can share, use and remix

Enter your search query

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Please note that search.creativecommons.org is *not a search engine*, but rather offers convenient access to search services provided by other independent organizations. CC has no control over the results that are returned. *Do not assume that the results displayed in this search portal are under a CC license.* You should always verify that the work is actually under a CC license by following the link. Since there is no registration to use a CC license, CC has no way to determine what has and hasn't been placed under the terms of a CC license. If you are in doubt you should contact the copyright holder directly, or try to contact the site where you found the content.

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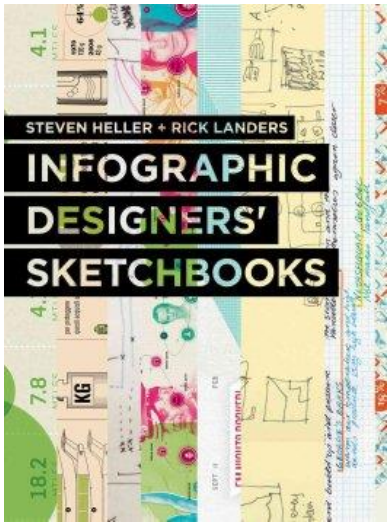
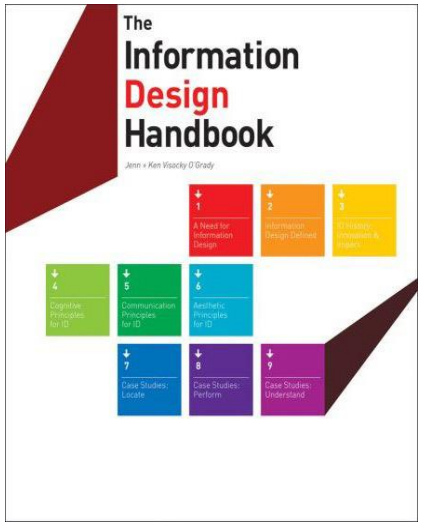
Learn how to switch to or from CC Search in your Firefox search bar.

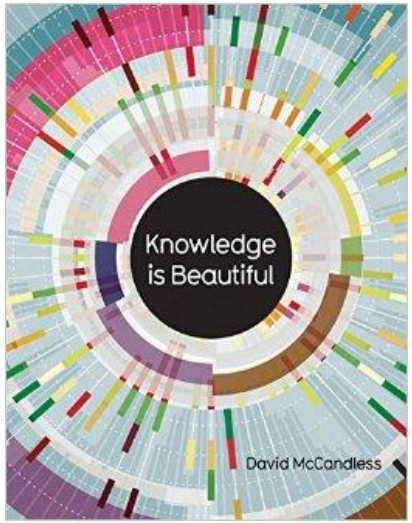
English ▾ Help Translate

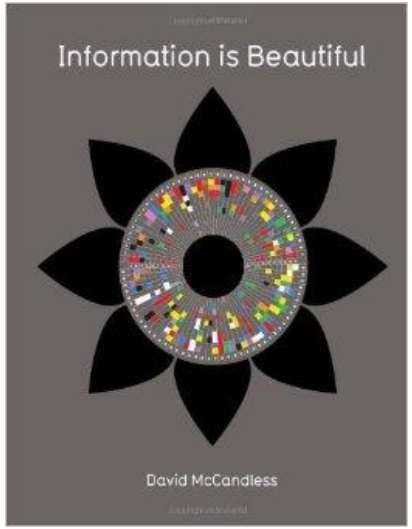
https://search.creativecommons.org/

Useful reading





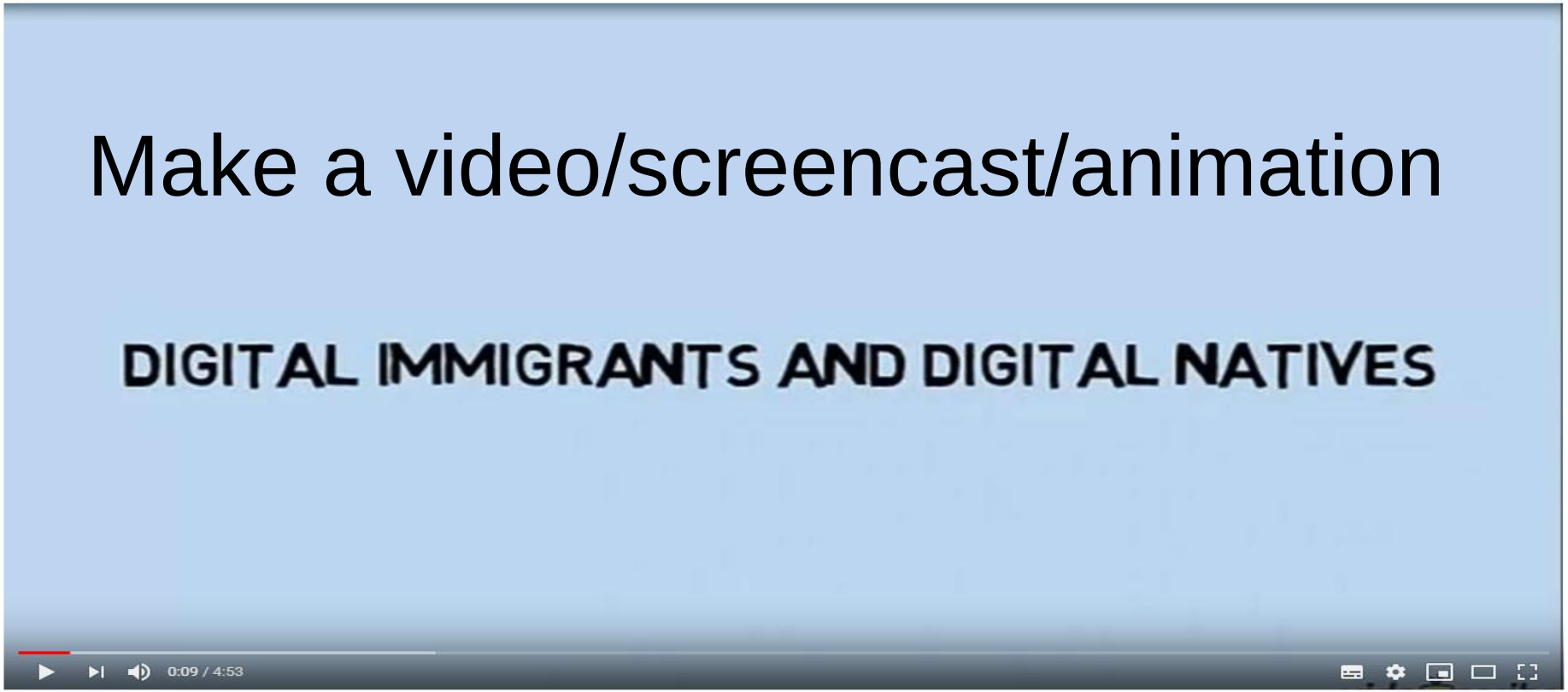




YouTube GB

Search

Make a video/screencast/animation



Digital Natives - Digital Immigrants

24,708 views

LIKE DISLIKE SHARE SAVE ...

scharrvids

Published on 26 Feb 2013

SUBSCRIBED 593

Not one size fits all

- Screencast - if you want to capture something from your screen (you don’t have to be in the video)
- Animation - Effective way to make videos on a variety of topics (you don’t have to be in the video)
- Video Camera - More professional, but useful for high profile videos such as promoting your services.
- Vlog - Video piece to camera which can be recorded on the fly using your own smartphone. Good for short, less formal video recordings.

Video dominates the web

- Globally, IP video traffic will be 82 percent of all consumer Internet traffic by 2022, up from 73 percent in 2017
- Cisco - Cisco Visual Networking Index: Forecast and Methodology, 2016-2021
- "Every second, a million minutes of video content will cross the network by 2021"
- http://www.cisco.com/c/en/us/solutions/collateral/service-provider/ip-ngn-ip-next-generation-network/white_paper_c11-481360.pdf

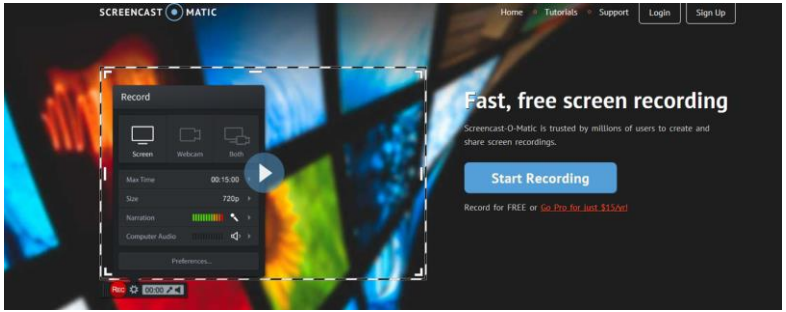
  (last accessed 16/05/2019)

Helps make your content mobile friendly

Downsides of video

- They can go out of date - keep them short
- Access issues for NHS staff via certain platforms
- Not everyone wants to be on camera
- Could reveal sensitive information (on screen)
- Success depends on audience and whether

Screencast-o-Matic



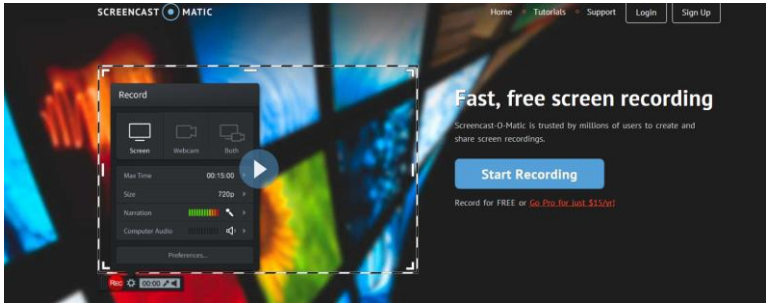
What is it?
Screencast-O-Matic makes screencasting free and easy, with one-click screen capture, online or you can download and install the application on PC or Mac OSX.

What platforms does it work on?
Online - but you can download it for use with PC and Mac

How much does it cost?
FREE for 15 minutes of recording; Go Pro for $18 dollars a year

How do I get it?
https://screencast-o-matic.com/

Screencast-o-Matic



What can I use it for?

Ideal for on-screen tutorials, presentations, how-to Guides, FAQs.

How easy is it to use?

It is really very easy to use. You select what area of the screen you wish to record (including the full screen) and decide whether you wish to include your own webcam. Once you are ready to record, you simply press the record button and following a countdown (3,2,1) you are recording. The free account is capped at 15 minutes of recording time (which is often more than enough). Once you have recorded your video you can export in a variety of formats (including mp4) and upload to YouTube or other video hosting sites. Also includes a simple editing tool.

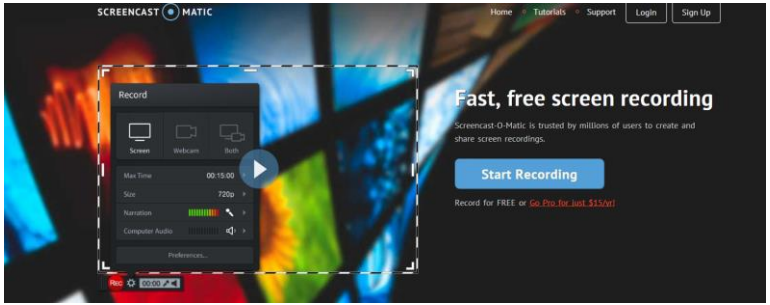
Are there support materials?

Yes - lots of help and guidance on the website

Case Studies?

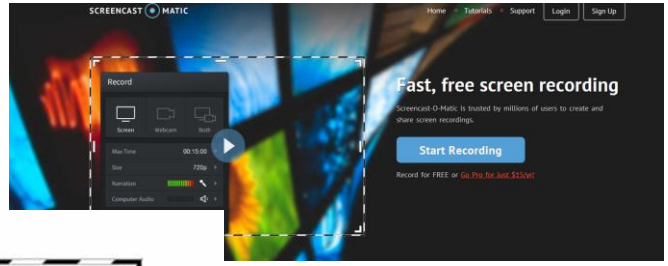
No - but it is simple to use and there are lots of simple ways you can use it in your library service.

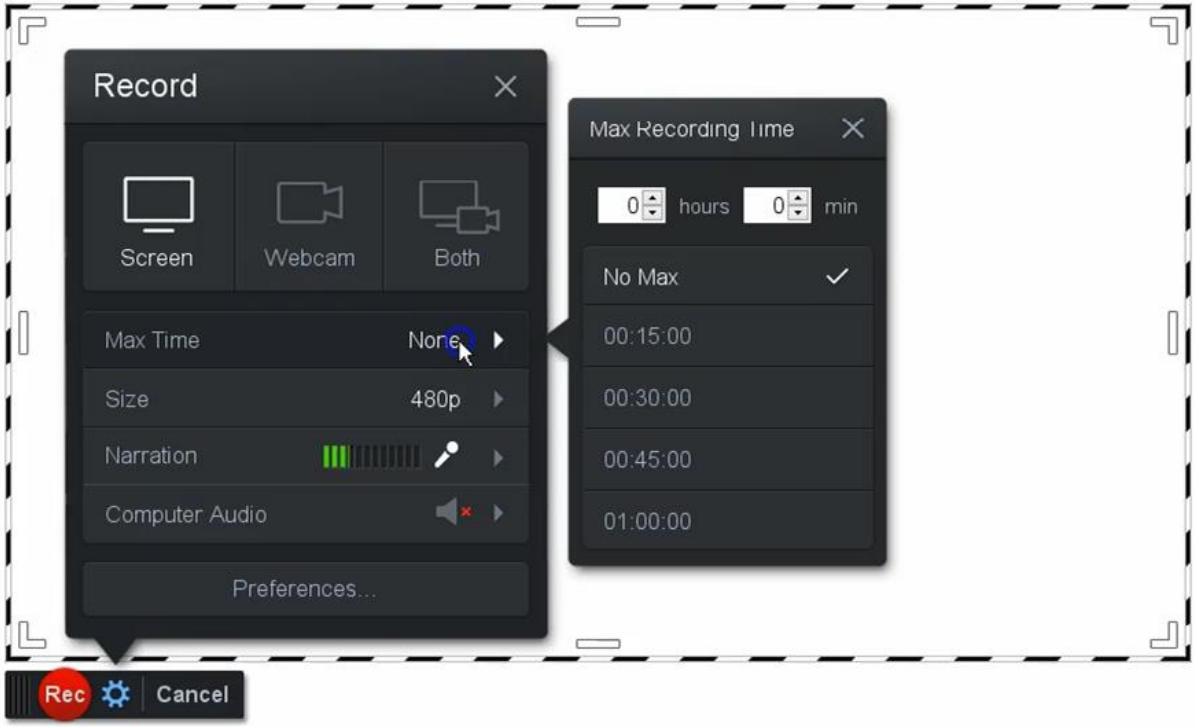
Screencast-o-Matic



- A good idea or a problem to solve!
- Try to plan what you want to say (but you do have the option to pause your recording)
- A recording device - iPad - laptop/computer (with microphone and headset)
- Somewhere relatively quiet to talk (I do mine at home!)
- Remember to share and promote your screencast.

Screencast-o-Matic





Adobe Spark

What is it?
Adobe Spark allows you to create professional looking, high impact posters with little effort. You can create animated presentations with audio and record it to share on YouTube and other platforms. Uses royalty free images and clip art. You can create social banners for Facebook, Twitter and LinkedIn.

What platforms does it work on?
All web browsers and IOS App

How much does it cost?
FREE

How do I get it?
https://spark.adobe.com/

Adobe Spark

What can I use it for?
Creating tutorials, marketing and awareness materials.

How easy is it to use?
The animation tool is very intuitive, you can easily rectify mistakes, all you need is to prepare a script, find a nice quiet space and hit record.

Are there support materials?
Adobe Spark Support https://adobespark.zendesk.com/hc/en-us/categories/202688167-Adobe-Spark

Case Studies
Research Hacks
https://www.slideshare.net/tatman303/research-hacks-uksg-forum
https://www.youtube.com/playlist?list=PL1mJ7IZ3qFxjR8HhL9HX-ETHUFJz639Bt

Adobe Spark

To Make an effective Adobe Spark video you need

- An idea/reason
- A Script
- A recording device - iPad - laptop/computer (with microphone and headset)
- Editing software - Camtasia/Movie Maker/iMovie (if you want to do more with your presentation)
- A Hosting platform - Vimeo/YouTube/iTunes U/Kaltura
- Social media presence to communicate and share your newly made videos

Adobe Spark

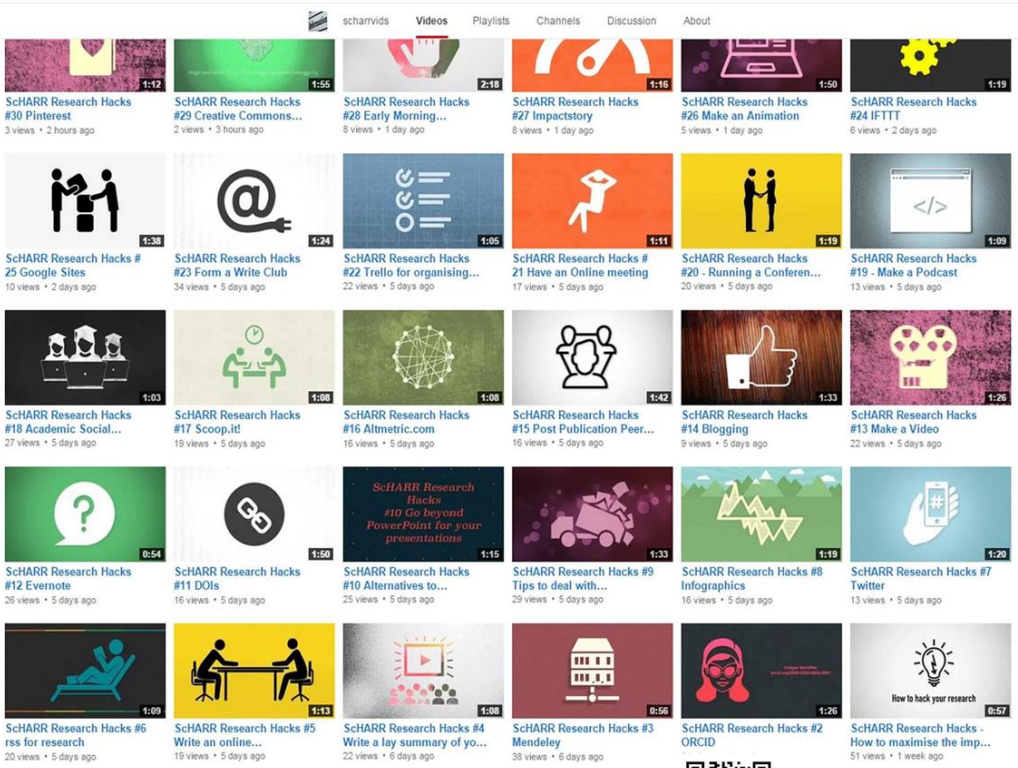
Tips for a good recording

- Be relaxed
- Find a good room where you will not be disturbed
- Find a room with good acoustics
- Use your own images if you have them
- Try not to go over 4 minutes - maximise your impact
- Feel free to be less formal - make it easier for the person to view your content

Adobe Spark

ScHARR #Researchhacks -

Videos to aid impact, discoverability, productivity, collaboration and comunication



So far.....

#1 Slideshare
#2 ORCID
#3 Mendeley
#4 Lay summary of research
#5 Write a doc online
#6 rss
#7 Twitter
#8 Infographics
#9 Information Overload
#10 Alternatives to Powerpoint
#11 DOIs
#12 Evernote
#13 Video
#14 Blogging
#15 Post Publication Peer Review
#16 Altmetric.com
#17 Scoop.it!
#18 Academic Social Networks
#19 Podcasting
#20 Running an event
#21 Online meetings
#22 Trello
#23 Write Club
#24 IFTTT
#25 Google Sites
#26 Animations
#27 Impactstory
#28 Early morning productivity hacks
#29 Creative Commons
#30 Pinterest

More hacks to follow.....

To view all of the Research Hacks videos go to: http://bit.ly/18NiAEe
or scan this code using a QR code reader on your tablet or smart phone

Created by
@andy_tattersall e: a.tattersall@sheffield.ac.uk

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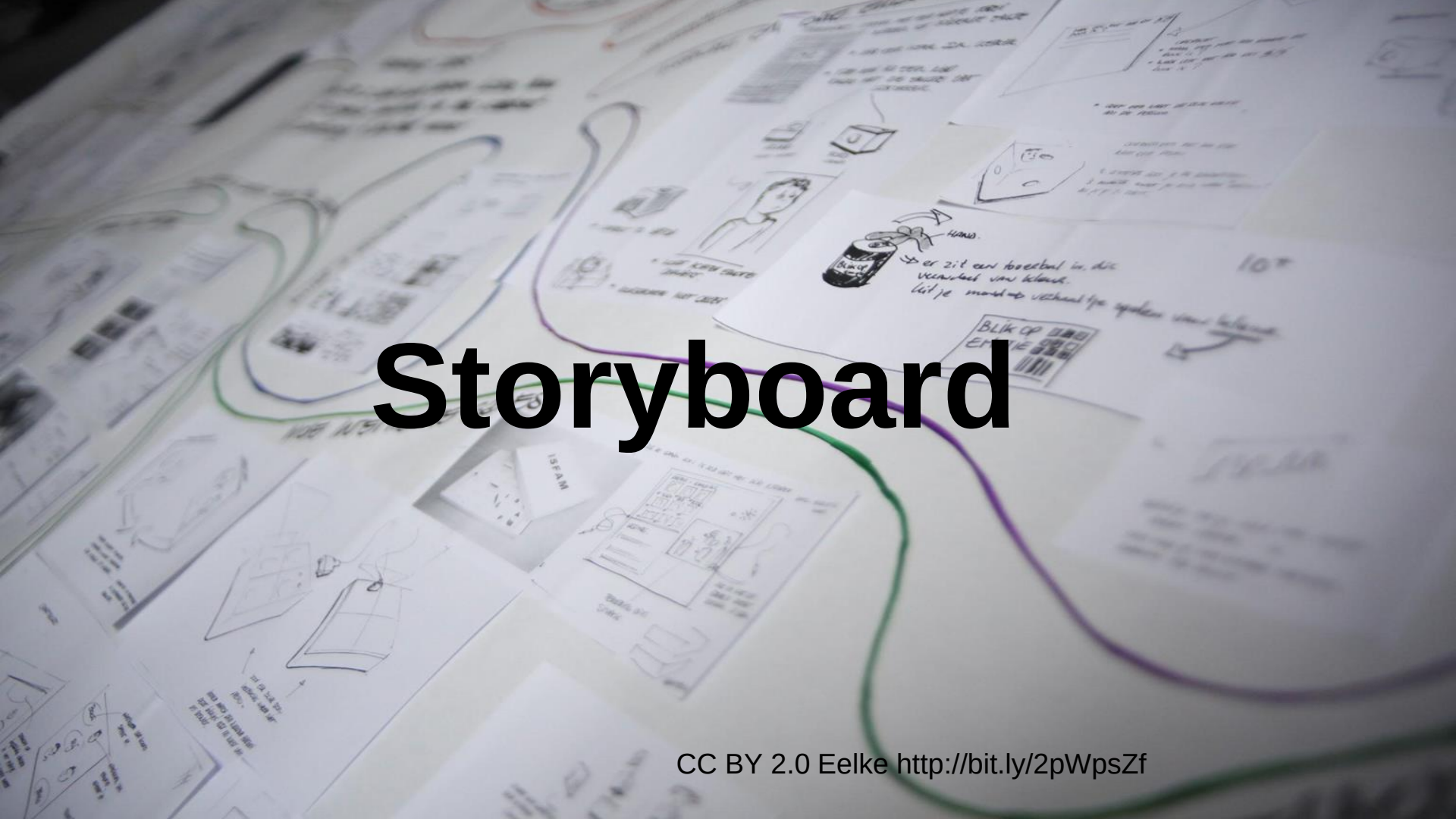
K&M Stand



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Making video collections

- They need to be short in length (1-5 minutes)
- Branded if possible
- Include contact details
- Chunk up longer videos with shorter ones if possible (easier for replacing outdated videos)
- Use tags and good descriptions for discoverability
- Promote your videos
- Create playlists
- Subscribe to other useful playlists (don’t feel you have to create everything)

Other animation tools

http://www.nawmal.com/

https://goanimate.com/

http://www.sparkol.com/

https://www.powtoon.com/

Record a Lay Summary of your work

Image CC BY 2.0 http://bit.ly/1xLqbJB Francois Schnell

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Andy Tattersall

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Information Specialist at ScHARR

scharrlibrary.blogspot.com/

self starter, very proactive, able to work under own supervision, inventive, creative, open-minded

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John E Brazier

Professor of Health Economics, School of Health and Related Research, The University of Sheffield
Verified email at sheffield.ac.uk
Health Economics

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TITLE	CITED BY	YEAR
Validating the SF-36 health survey questionnaire: new outcome measure for primary care. JE Brazier, R Harper, NM Jones, A O'cathain, KJ Thomas, T Usherwood, ... Bmj 305 (6846), 160-164	3599	1992
The estimation of a preference-based measure of health from the SF-36 J Brazier, J Roberts, M Deverill Journal of health economics 21 (2), 271-292	2254	2002
Cross-validation of item selection and scoring for the SF-12 Health Survey in nine countries: results from the IQOLA Project B Gandek, JE Ware, NK Aaronson, G Apolone, JB Bjorner, JE Brazier, ... Journal of clinical epidemiology 51 (11), 1171-1178	1878	1998
The estimation of a preference-based measure of health from the SF-12 JE Brazier, J Roberts Medical care 42 (9), 851-859	808	2004
Comparison of the minimally important difference for two health state utility measures: EQ-5D and SF-6D SJ Walters, JE Brazier Quality of life research 14 (6), 1523-1532	778	2005
Testing the validity of the Euroqol and comparing it with the SF-36 health survey questionnaire J Brazier, N Jones, P Kind Quality of Life Research 2 (3), 169-180	694	1993
Measuring and valuing health benefits for economic evaluation J Brazier, J Ratcliffe, J Saloman, A Tsuchiya OXFORD university press	678	2017

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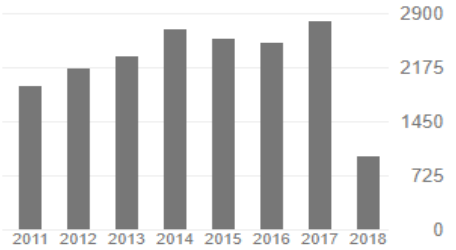

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How does my profile look to others?

2 h-index
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Co-authors (4)

Claire Beecroft (2)
University of Sheffield
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PUBLIC GROUP

Tropical Ecology & Conservation

Agricultural and Biological Sciences

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Overview Members Documents

About group

Interdisciplinary forum aimed to share articles on a wide range of ecological studies: basic forest ecology, ecosystem ecology, phylogenetics, biogeochemistry, land use change, conservation, statistics, etc.

Group admins

PB Paulo Brando
Owner

Explore members >

Peyman Hekmatpour posted
June 18 -

Is Islam Pro-or Anti-Environmental? Interpretations and Implications

Hekmatpour P., Burns T., Boyd T.

Journal of Asian Research (2017)

+ Add to library

Like Comment Share

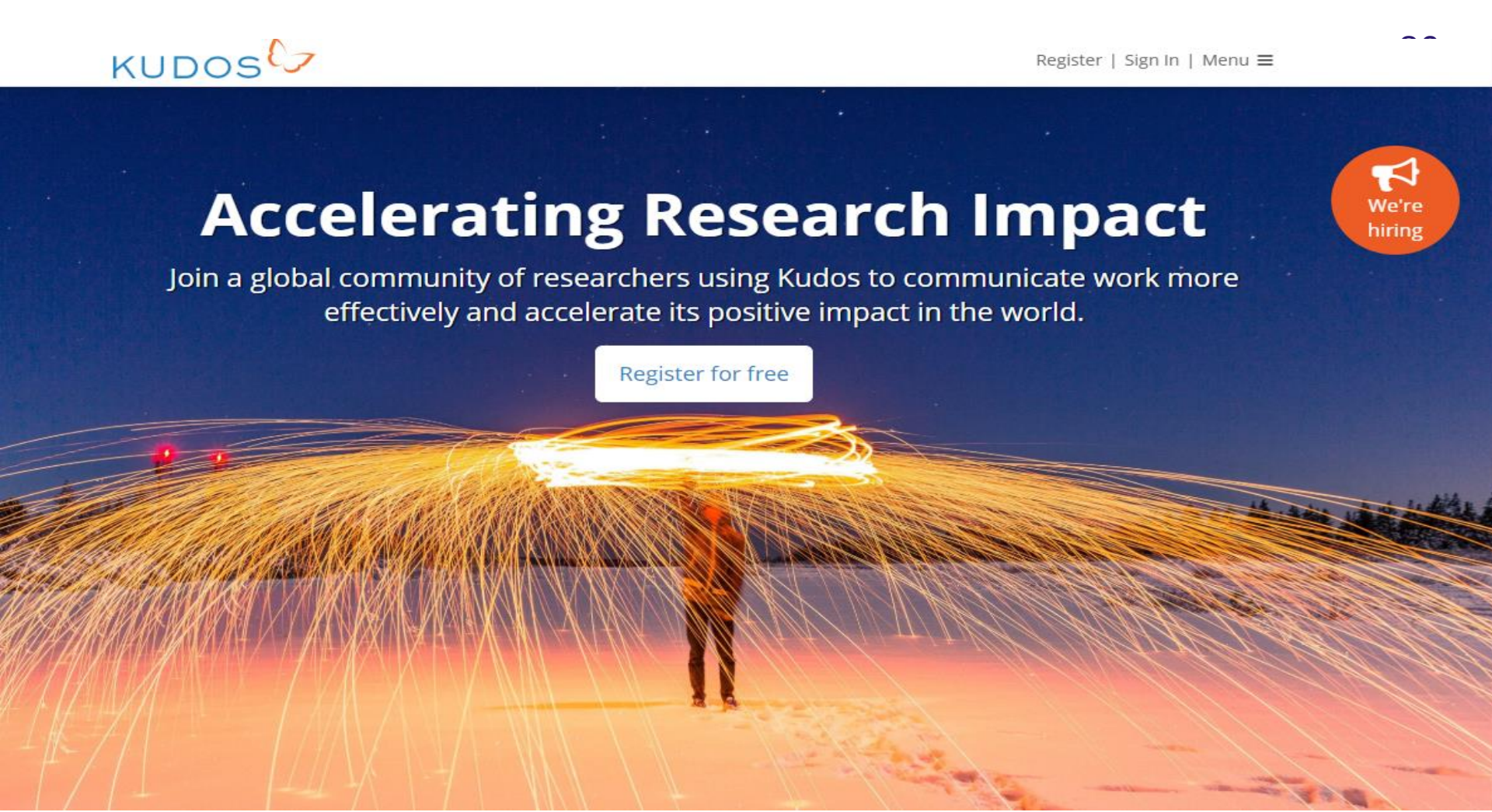
Peyman Hekmatpour posted
June 18 -

Human Interaction with the Natural Environment: The POETICAS Model as a Framework for Understanding and Praxis in Late Modernity

Burns T., Hekmatpour P., Speer K.

International Journal of Environment and Climate Change (2018)

https://www.mendeley.com/community/tropical-ecology-conservation/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Accelerating Research Impact
Join a global community of researchers using Kudos to communicate work more effectively and accelerate its positive impact in the world.
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Bring your publications to life

Explain

Explain in plain language what your publication is about and why it is important. Add links to other materials that provide context.

Share

Share it to your social networks, web pages or email contacts.

Measure

Measure the effect on clicks, views, downloads, citations and altmetrics to learn which communication channels are most effective.

Register for free

ResearchGate

Facts

15,000,000 users

Platform for scientists and researchers to network

Growing job market

No known mobile versions to date

Applications

Q&A function - Ask a question.

Post your updates and publications

Connect with academics in your field of research

Stay in touch with colleagues when they change jobs

Advertise and find a job

Andrew Booth

The University of Sheffield | Sheffield · School of Health and Related Research (ScHARR)
43.05 · BA Dip Lib MSc MCLIP PhD

Contact

About

445
Research items

130,140
Reads

10,422
Citations

Introduction

Skills and Expertise

Critical Appraisal Of Research | Systematic Reviews | Evidence Based Medicine | Critical Appraisal | EBM | Health | Assessment

Current institution

The University of Sheffield
School of Health and Related R...
Current position
The University of Sheffield

Co-authors

Top co-authors

Jo Rick
The University of Manchester

https://www.researchgate.net/profile/Andrew_Booth

I want to….

- Ensure I am consistent with my online appearance
- Make my research visible globally
- Reach out to commercial partners and collaborators
- Add a face to my most accessible works
- Discover and save useful research

ORCiD

Institutional repository/ ResearchGate

LinkedIn

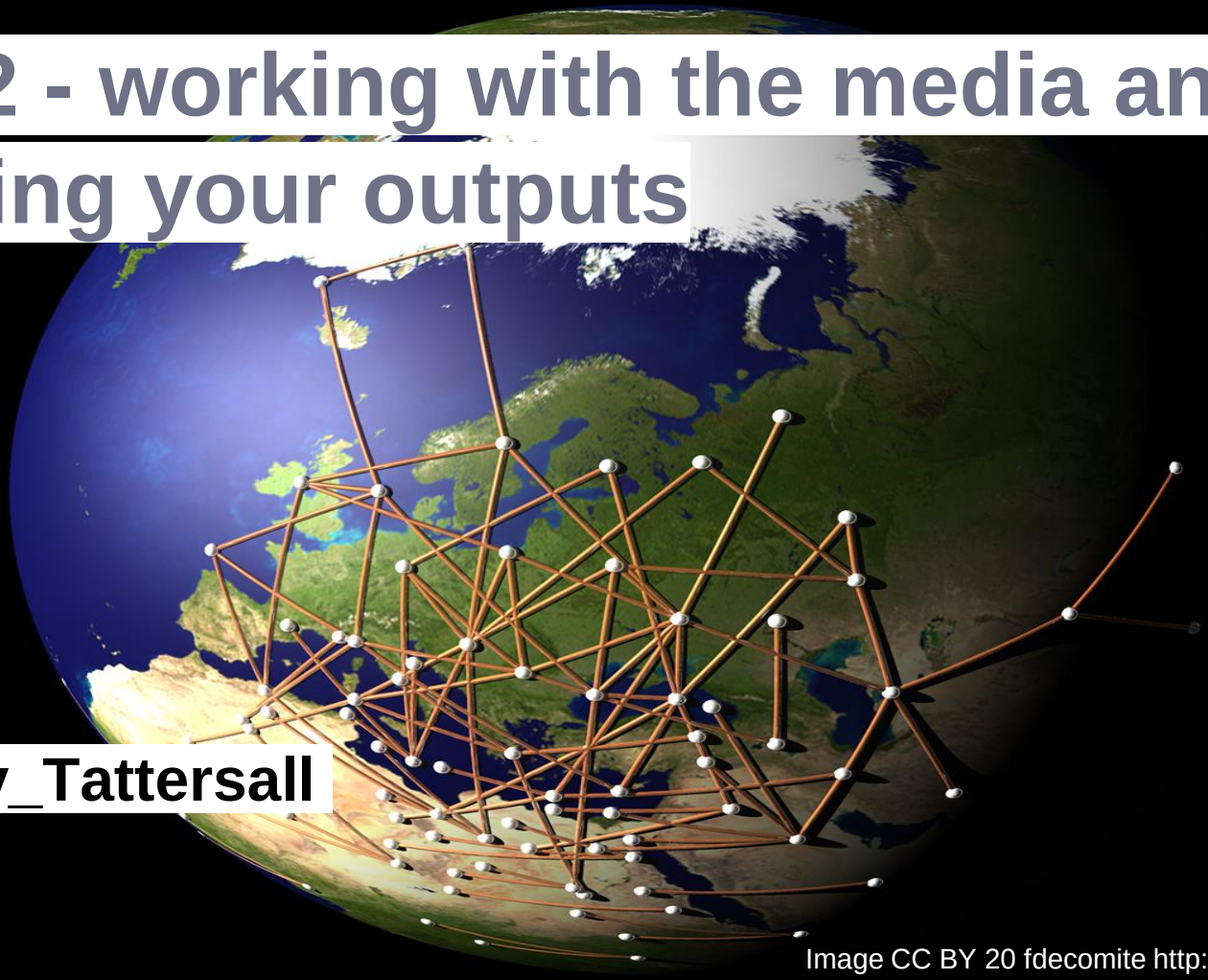
Google Scholar

Mendeley

Break

CC BY 2.0 Praveen http://bit.ly/2QCuzfg

Part 2 - working with the media and tracking your outputs



@Andy_Tattersall

Image CC BY 20 fdecomite http://bit.ly/2RnL8Kq

"RESEARCHERS HAVE
FOUND"

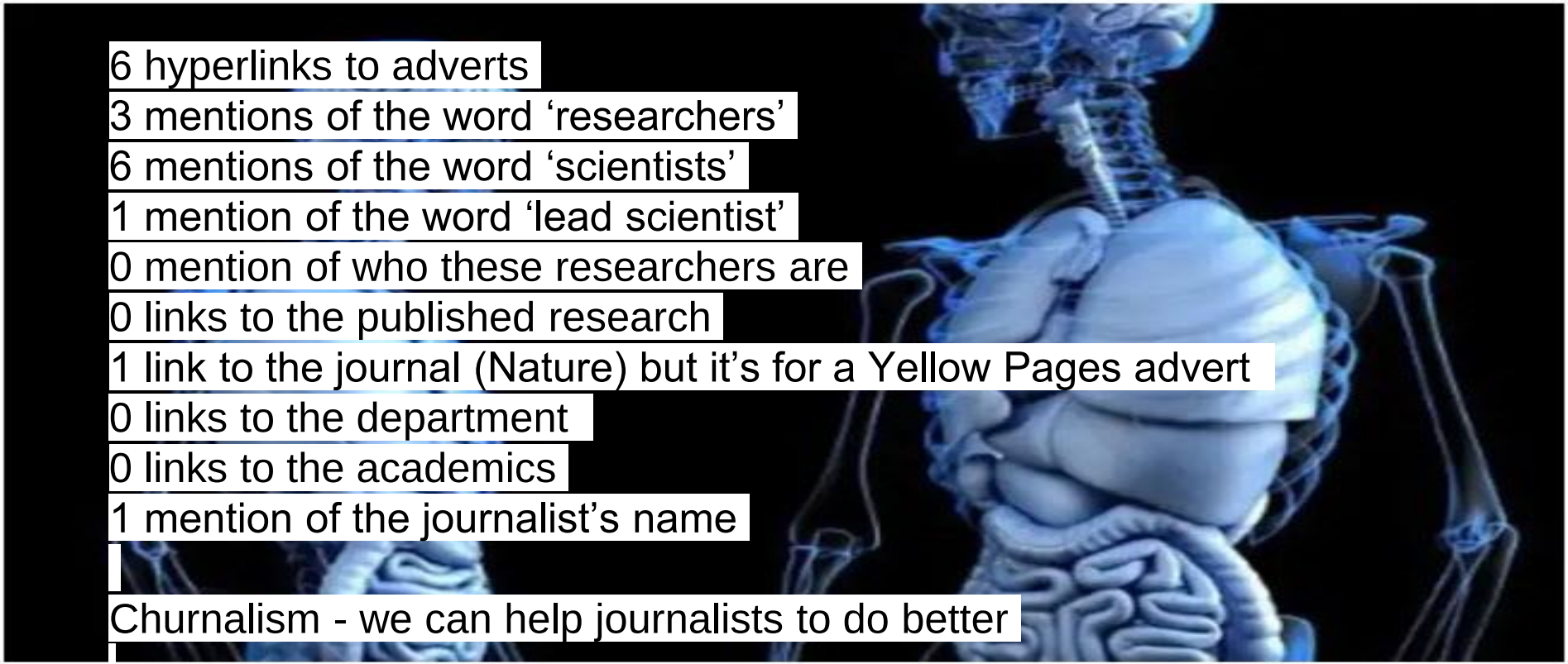
CC BY 2.0 Guy F. Wicke http://bit.ly/2IE1wD4

THE PROBLEM

- The media do not know enough about the reporting of research - open access, statistics, results, conclusions
- The media don't really care - and know what they are doing - they want to sell papers
- Churnalism
- Media teams do not share enough of the important information
- Academics are not in control of interviews with the media
- Altmetrics cannot pick up links that do not exist

WHY DO OLD MEN HAVE BIG EARS - IG NOBLE ANATOMY PRIZE - https://www.bmj.com/content/311/7021/1668.short

Sheffield scientists find nine new arthritis genes



6 hyperlinks to adverts
3 mentions of the word ‘researchers’
6 mentions of the word ‘scientists’
1 mention of the word ‘lead scientist’
0 mention of who these researchers are
0 links to the published research
1 link to the journal (Nature) but it’s for a Yellow Pages advert
0 links to the department
0 links to the academics
1 mention of the journalist’s name

Churnalism - we can help journalists to do better

https://www.sheffieldtelegraph.co.uk/news/sheffield-scientists-find-nine-new-arthritis-genes-1-9113897

Share this article

WHO DID THIS RESEARCH?

WHO

Who are these experts?
Do they have a staff profile,
contact details?

WHERE

Which department?
Is this a collaboration?
Who funded it?

WHAT

What have they really found?
Can we see it?

CAN A CAT BE BOTH A SOLID AND A LIQUID? - IG NOBLE PHYSICS PRIZE 2017
HTTP://WWW.RHEOLOGY.ORG/SOR/PUBLICATIONS/RHEOLOGY_B/RB2014JUL.PDF

WHY DO THE MEDIA NEED TO LINK TO OUR RESEARCH

IMPACT

Coverage of research may lead to impact

REF

This impact can form part of impact case studies and contribute to the REF.

FACTUAL ACCURACY

Interested parties - charities, funders, citizen scientists, patient groups, members of the public can read the research for themselves

DIDGERIDOO PLAYING AS ALTERNATIVE TREATMENT FOR OBSTRUCTIVE SLEEP APNOEA SYNDROME: RANDOMISED CONTROLLED TRIAL - IG NOBLE PEACE PRIZE
HTTPS://WWW.BMJ.COM/CONTENT/332/7536/266?REF=DRIVERLAYER.COM

OF A STORY
THE LIFE CYCLE
OF A STORY

Shared via a press release from research organisation, media team, journal

Picked up by a news agency - newspaper

Republished on syndication and partner sites

Picked up and re-blogged on science and special interest blogs

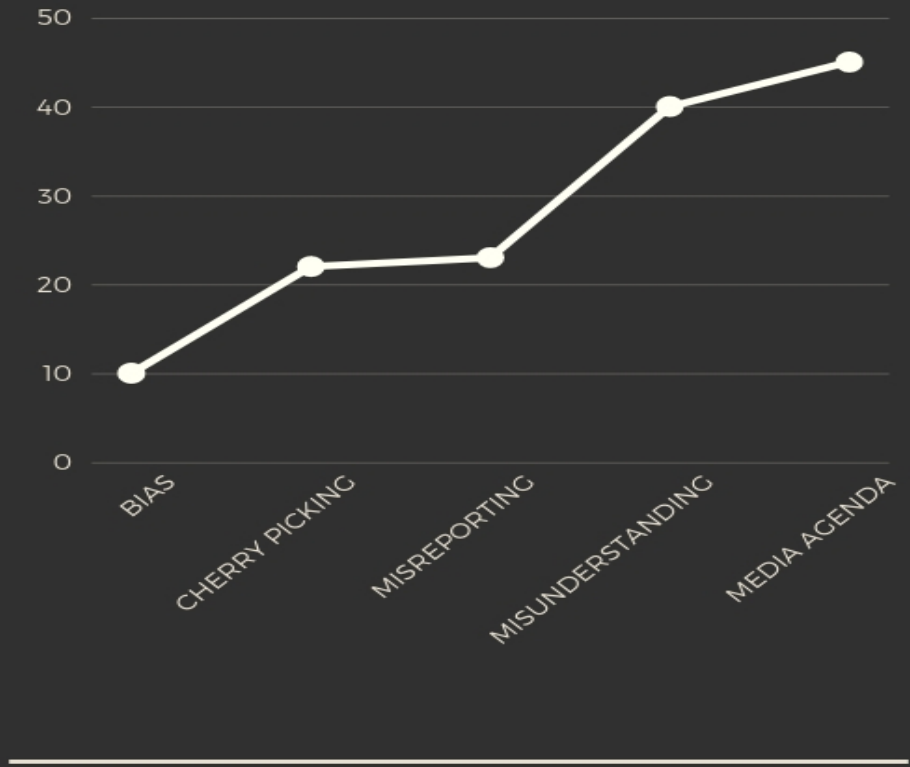
Shared across social media

If the first action is missing links and citations, the rest will too

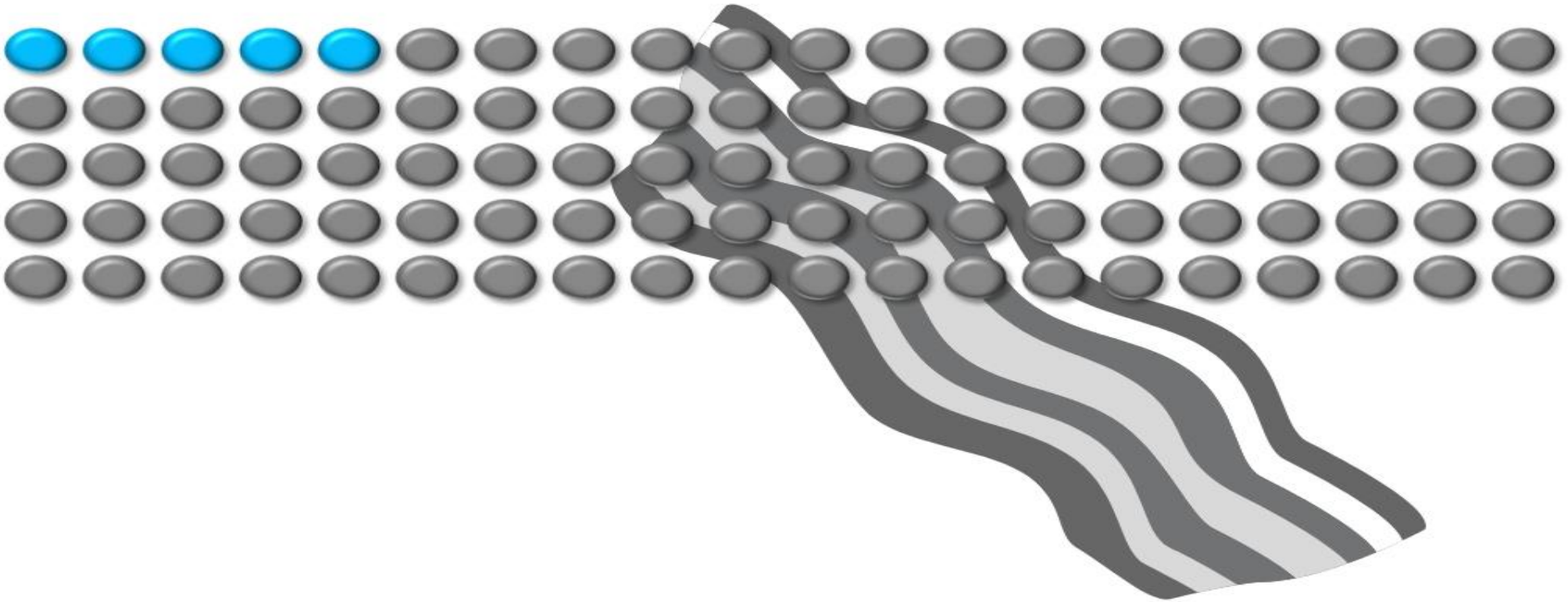
NEVER SMILE AT A CROCODILE: BETTING ON ELECTRONIC GAMING MACHINES IS INTENSIFIED BY REPTILE-INDUCED AROUSAL - IG NOBLE ECONOMICS PRIZE - HTTPS://LINK.SPRINGER.COM/ARTICLE/10.1007/S10899-009-9174-4

BREAKING!

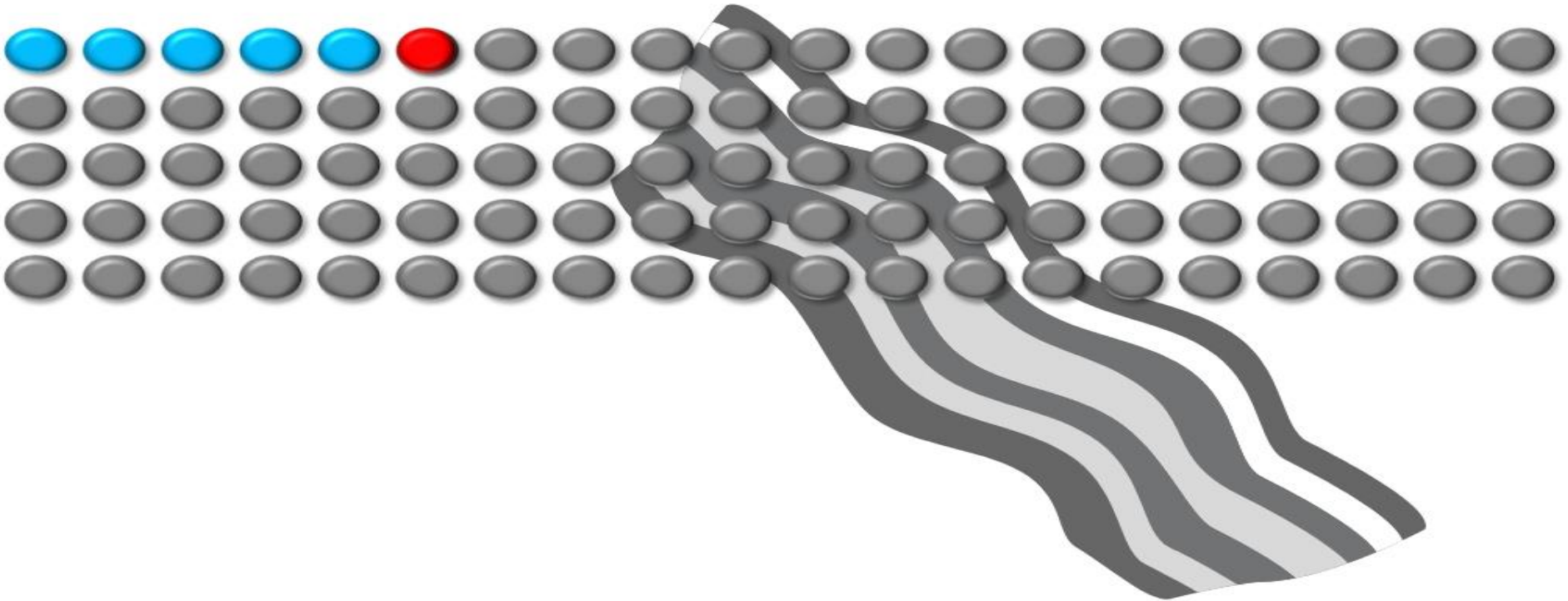
“Bacon increases risk of colorectal cancer by 18%”



About 5 out of 100 people develop colorectal cancer



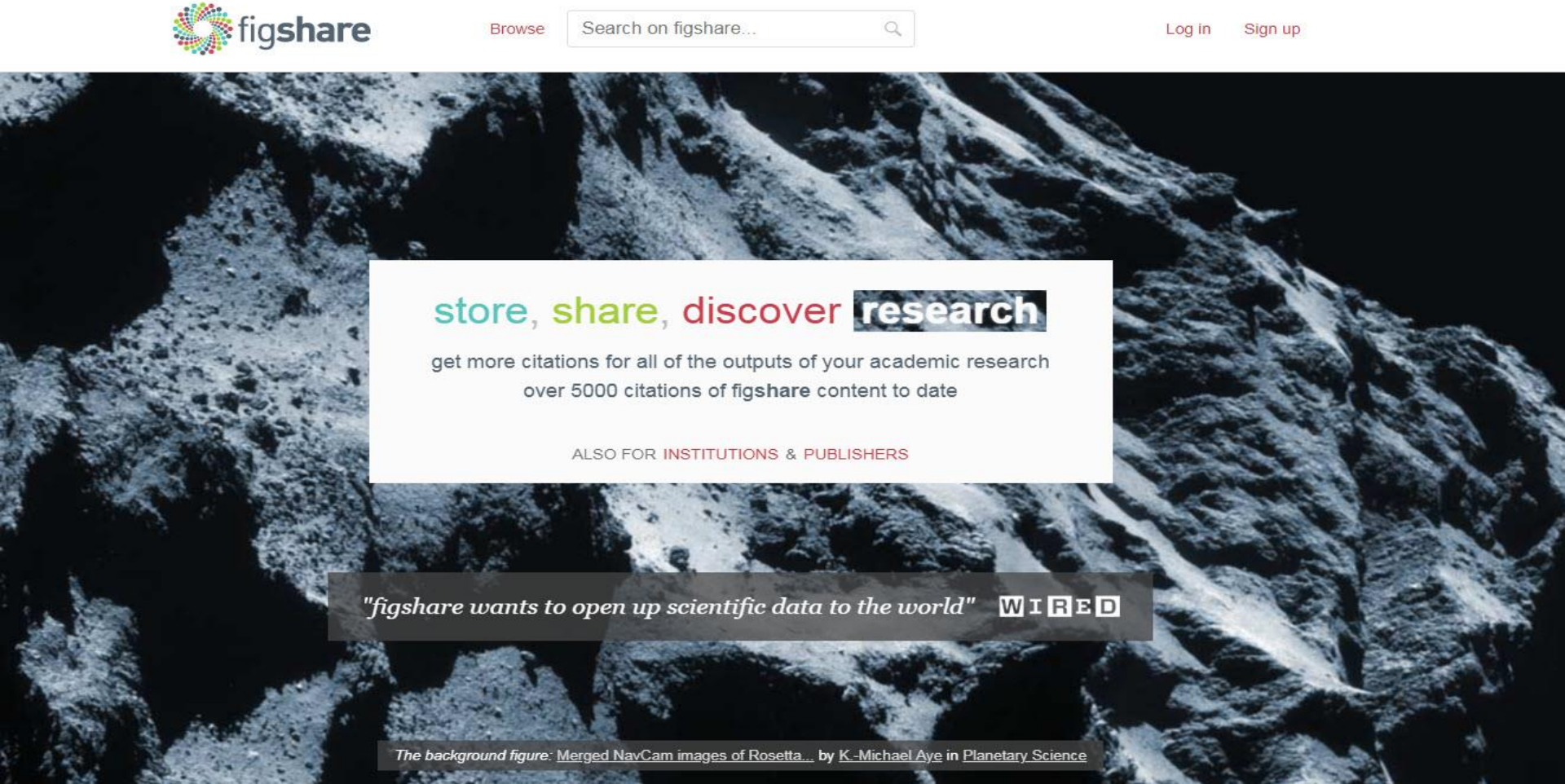
If all 100 ate 3 extra rashers every day... The number would rise to six

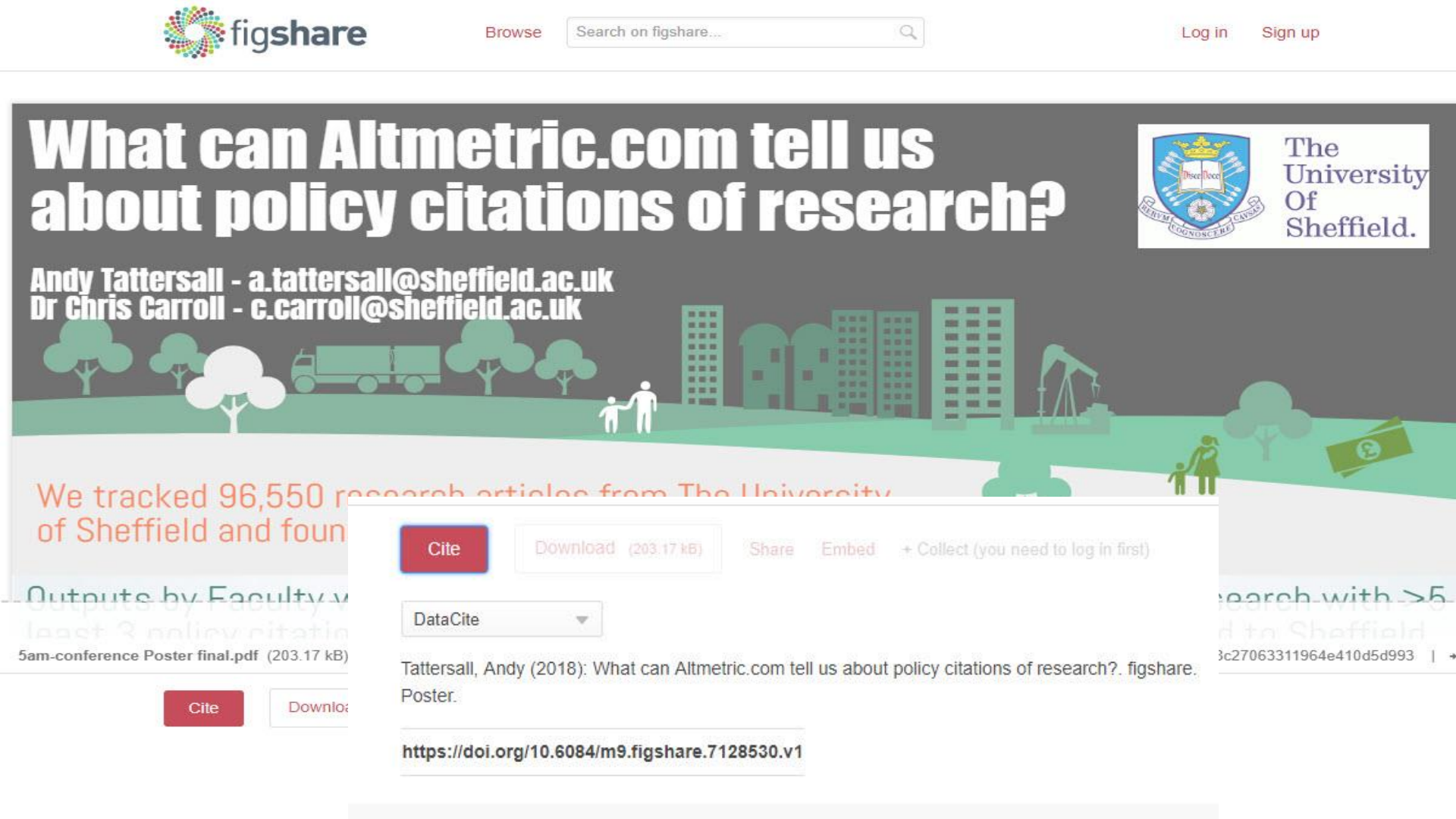


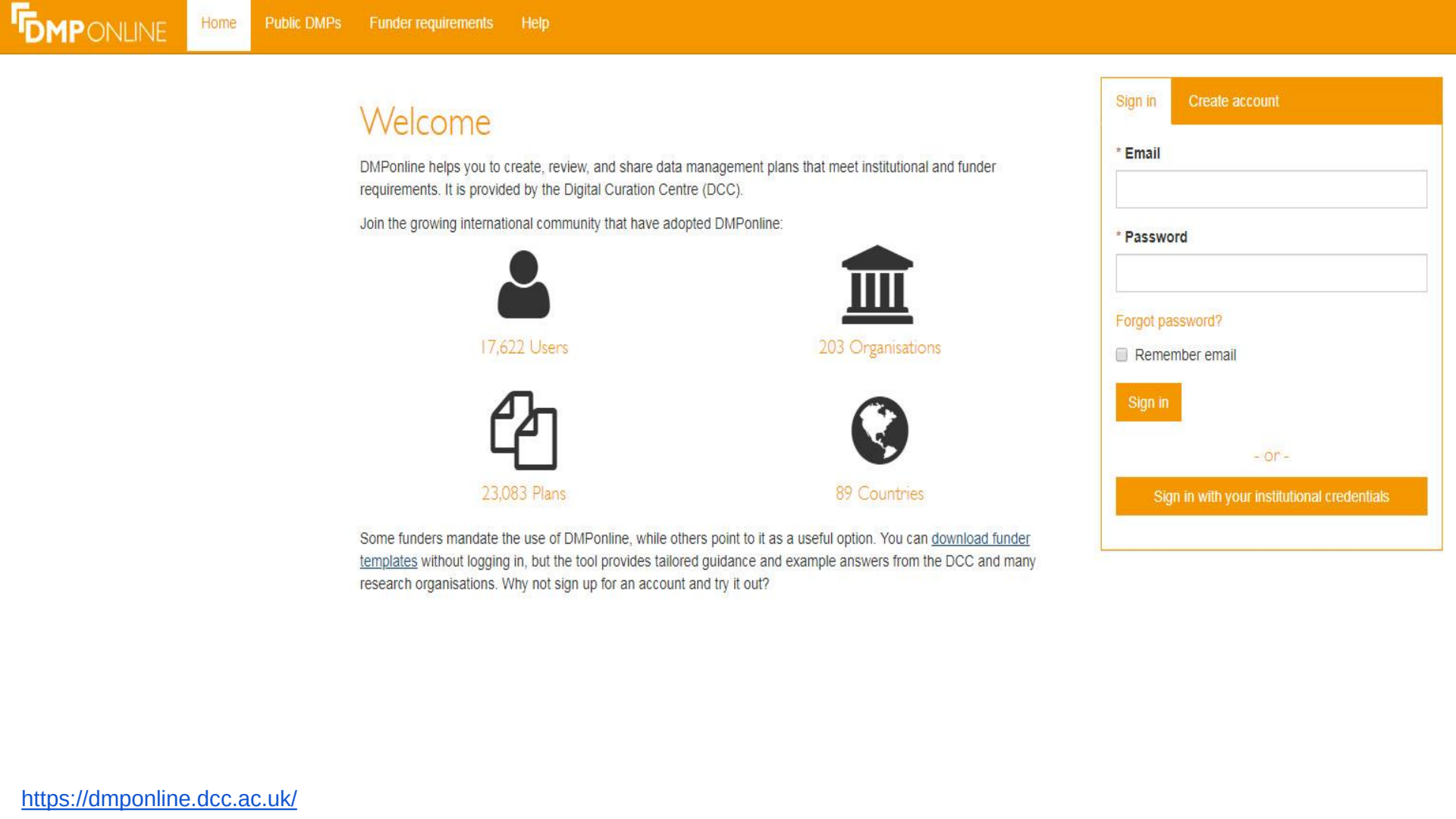
http://www.iarc.fr/en/media-centre/pr/2015/pdfs/pr240_E.pdf [Last Accessed 22/5/2018]

TRACKING RESEARCH

If you are missing a DOI this will help you




figshare
Browse
Search on figshare...
Log in
Sign up
What can Altmetric.com tell us about policy citations of research?
Andy Tattersall - a.tattersall@sheffield.ac.uk
Dr Chris Carroll - c.carroll@sheffield.ac.uk
The University Of Sheffield.
We tracked 96,550 research articles from The University of Sheffield and foun
Cite
Download (203.17 kB)
Share
Embed
+ Collect (you need to log in first)
DataCite
Tattersall, Andy (2018): What can Altmetric.com tell us about policy citations of research?. figshare. Poster.
https://doi.org/10.6084/m9.figshare.7128530.v1
5am-conference Poster final.pdf (203.17 kB)
Cite



https://dmponline.dcc.ac.uk/

Horizon 2020 DMP		European Commission (Horizon 2020)	16-05-2019	Guidelines on FAIR data management	ArchAIDE example from York Analysis of the distribution of the population of Austria by altitude Correlating LA Museum Visitors to Crimes in LA
MRC Template		Medical Research Council (MRC)	16-05-2019	MRC data sharing webpage Data Management Plan FAQ & guidance	Trypanosome Cell Processing example from University of Glasgow
NERC Template		Natural Environment Research Council (NERC)	22-05-2018		
NSF - generic		National Science Foundation (USA)	18-10-2018		
Population Research Committee Template		Cancer Research UK (CRUK)	18-10-2018		
QNRF-QNL MoU Demo Template		Qatar National Research Fund	18-05-2019	QNRF	
SNSF DMP template		Swiss National Science Foundation	12-07-2019		
Standard CRUK Template		Cancer Research UK (CRUK)	18-10-2018		
STFC Template		Science and Technology Facilities Council (STFC)	18-10-2018		
UKRI Template		UK Research and Innovation (UKRI)	30-05-2019		Local stories of global climate change example from York
Wellcome Trust Template		Wellcome Trust	18-10-2018		

Blog about what you know

Social media is a ticking time bomb for universities with an outdated web presence.

Tweet 420 Share / Save

There are pressing questions academic institutions will need to address over the next couple of years regarding their expanding participation in social media streams. **Andy Tattersall** *argues that with such blurred boundaries of ownership, access and support, what is needed is wide-scale demystification to help academics dovetail a few choice tools to bring how they work into a modern setting. Social Media, Altmetrics and Web 2.0 all afford academia a wealth of possibilities if they take it, but there is a risk that the important messages will get lost as we produce even more social data than we can imagine.*

New research must be better reported, the future of society depends on it

January 8, 2018 12.43pm GMT

Understanding how and why things happen can help people make sense of the world. Pexels

Email
Twitter 127
Facebook 203
LinkedIn
Print

Newspaper articles, TV appearances and radio slots are increasingly important ways for academics to communicate their research to wider audiences. Whether that be the latest health research findings or discoveries from the deepest, darkest parts of the universe.

In this way, the internet can also help to facilitate these channels of communication – as well as discussions between academics, funders and

Author

Andy Tattersall
Information Specialist, University of Sheffield

Disclosure statement

Andy Tattersall does not work for,

https://theconversation.com/new-research-must-be-better-reported-the-future-of-society-depends-on-it-87407

The benefits of research blogging

"As well as reaching a far wider audience, the best thing about blogging has been the practice in writing for non-specialists, which is more and more important in these interdisciplinary times!"

“The process of writing helped me to think about my own research narrative. Pulling out the implications of research I'd done for a non-academic audience forced me to focus on the key messages of the research and what it meant in the real world.”

“It was an interesting exercise and definitely helped communicate my research to people who almost certainly would not have encountered it otherwise; it did also appear to lead to a "hike" in online views of the paper, which the blog linked to. The increased visibility of the paper might lead to higher numbers of citations than it might have received otherwise”

The benefits of blogging

THE CONVERSATION
Academic rigour, journalistic flair

Search analysis, research, academics...

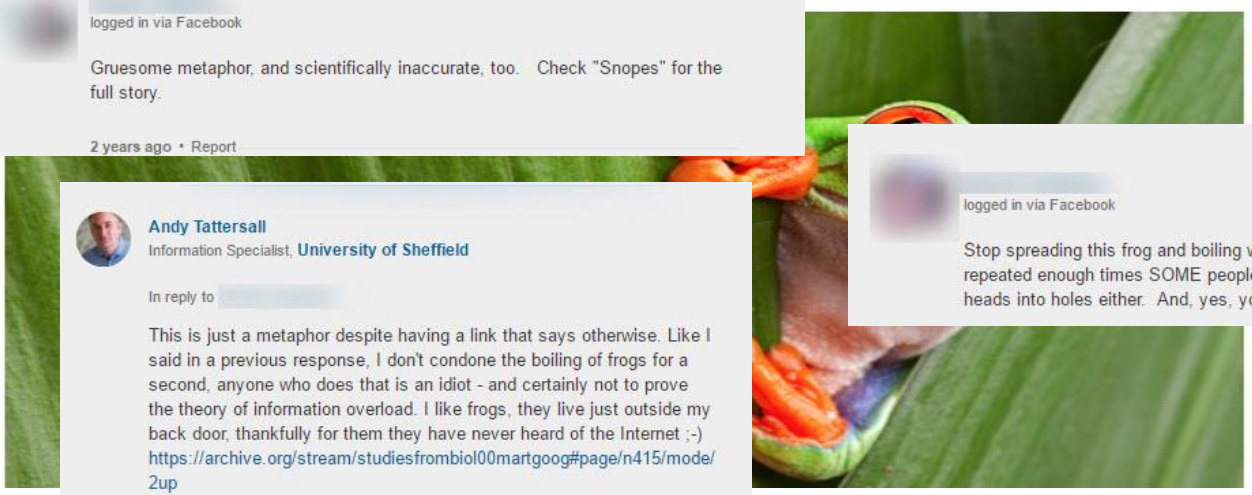
Arts + Culture | Business + Economy | Education | Environment + Energy | Health + Medicine | Politics + Society | Science + Technology | Brexit

When it comes to information overload, we're like frogs in boiling water

logged in via Facebook

Gruesome metaphor, and scientifically inaccurate, too. Check "Snopes" for the full story.

2 years ago • Report



Andy Tattersall
Information Specialist, University of Sheffield

In reply to

This is just a metaphor despite having a link that says otherwise. Like I said in a previous response, I don't condone the boiling of frogs for a second, anyone who does that is an idiot - and certainly not to prove the theory of information overload. I like frogs, they live just outside my back door, thankfully for them they have never heard of the Internet ;-) https://archive.org/stream/studiesfrombiol00martgoog#page/n415/mode/2up

logged in via Facebook

Stop spreading this frog and boiling water nonsense. It isn't true, but if it is repeated enough times SOME people will believe it. Ostriches don't put their heads into holes either. And, yes, you do use more than 10% of your brain!

Author

Andy Tattersall
Information Specialist, University of Sheffield

ork for,
eceive
or
efit
from this article, and has disclosed no relevant affiliations beyond the academic appointment above.

Partners

http://bit.ly/2pmCrlA

How to cope with information overload

THE CONVERSATION

Andy Tattersall, Special to CNN

Updated 1017 GMT (1717 HKT) May 13, 2015

6 photos: Tech at the top: How 5 of world's leading executives streamline their productivity

Top stories

World's busiest airports in 2015

Voice of 'Star Wars' Adm. Ackbar, Erik Bauersfeld, dies

TOP RECRUITMENT SOFTWARE
icims.co.uk/Recruitment-Software

http://edition.cnn.com/2015/05/13/opinions/surviving-information-overload/

Andy Tattersall

Information Specialist, University of Sheffield

Andy Tattersall is an Information Specialist at the University of Sheffield. Andy joined the University of Sheffield in 2001 after working as a journalist with a remit to provide support and guidance to staff and students in their use of technology and information resources.

Latest articles

Emerging Technologies

How can we avoid information overload?

To consider how being constantly connected through computers and mobile devices has encroached on our working lives, consider the experiment about the frog in a pan of boiling water. A fr...

Emerging Technologies

How can we stop the Internet of Things ruling our lives?

Technology's promise of wonderful things in the future stretches from science fiction to science fact: self-driving cars, virtual reality, smart devices such as Google

Innovation

How to improve peer review

Now that the internet has made it easier than ever to share an unsolicited opinion, traditional methods of academic review are beginning to show their age. We can now leave a public comme...

http://www.weforum.org/agenda/authors/andy-tattersall

Make your own website
Squarespace's all-in-one platform is the simplest way to share your ideas online. squarespace.com

Internet of Things Devices Meant to Simplify Our Lives May End Up Ruling Them Instead

By Andy Tattersall, University of Sheffield
April 15, 2015 6:00 am Last Updated: November 8, 2015 8:14 pm

ebay
Complete

› See more Tec

Uber Paid Hack
up Massive Dat
November 22, 201

https://www.theepochtimes.com/internet-of-things-devices-meant-to-simplify-our-lives-may-end-up-ruling-them-instead_1320954.html (Last accessed 21/6/2019)

Your Dashboard

Information Specialist, University of Sheffield

See institution ar

In Progress

You're not working on any articles

Pitch an Article Idea

FAQs

- How do I start writing?
- I submitted a pitch. Now what?
- How do I handle interview requests from radio/TV?
- Other questions? Contact us.

Published (6)

NEWS July 17, 2018
In the era of Brexit and fake news, scientists need to embrace social media
2,736 2

ANALYSIS January 8, 2018
New research must be better reported, the future of society depends on it
7,174 24

ANALYSIS May 5, 2015
When it comes to information overload, we're like frogs in boiling water
15,617 7

ANALYSIS April 8, 2015
Internet of things devices meant to simplify our lives may end up ruling them instead
7,681 2

ANALYSIS January 15, 2015
How to avoid bogus health information on the web
5,600 12

ANALYSIS November 18, 2014
Peer review is fraught with problems, and we need a fix

Reach

Overview - All Articles

6	44,049	51
Articles	Readers	Comments received

18
Comments made

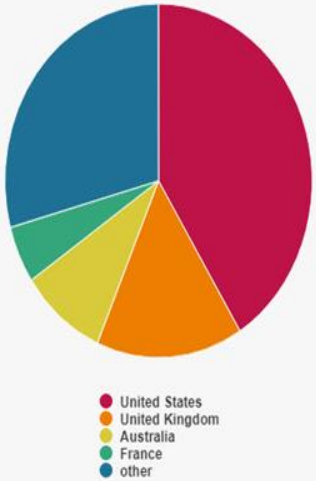
Post Publication Summary

0
Engagements

Add feedback

Readers

Country / Territory



Publications

The Conversation

QUARTZ Quartz

4 Questions you will need to address before starting

1. Will I respond to comments?
2. Am I likely to get into trouble doing this?
3. Do you realistically have the time?
4. Am I sure I can mention my work online?

What to blog about?

- Any creative outputs - presentations, papers, videos, podcasts.
- Updates from you, your colleagues, your team, department, faculty.
- Professional ideas, essays, thoughts.
- Hot topics - get involved in the discussion

Remember to acknowledge your funder, check for embargo and early reporting of results

Who, What, Where, When, Why: Using the 5 Ws to communicate your research

Tweet 275 Share / Save

A lay summary can be a useful approach to breaking down barriers and making research accessible. A good summary focuses on the important aspects of the research, but distilling this information is not always easy. A helpful starting point for identifying the key elements of a research story can be the 5 Ws. **Andy Tattersall** *finds this approach might not work for every piece of research, but it has the potential to allow researchers to explore key themes and retain control of what they say and how they say it.*

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http://blogs.lse.ac.uk/impactofsocialsciences/2015/04/08/using-the-5-ws-to-communicate-your-research/

The 5 Ws

Who - Who is involved in this research? The researchers, public, funder, publisher, other bodies.

What - What is your research about - what does it aim to achieve? What did you find out?

Where - Where did this research take place? In the lab, hospital?

When - When did this research take place?

Why - Why has this research been carried out?

How - Did you do this research - in simple terms

How to write a blogpost from your journal article - In 10 Steps - Professor Patrick Dunleavy - LSE

1. Get your research paper down to less than 1000 words
2. Cut out the methodology
3. Get rid of the literature review - hyperlink any really useful ones - this is about your work
4. Experiment with a narrative heading - tell the reader in simple terms what you found out
5. Try to include a trailer paragraph (no more than 3-4 lines)

https://medium.com/advice-and-help-in-authoring-a-phd-or-non-fiction/how-to-write-a-blogpost-from-your-journal-article-6511a3837caa (Last Accessed 21/6/2019)

How to write a blogpost from your journal article - In 10 Steps - Professor Patrick Dunleavy - LSE

6. Use your key findings for the main text of your blog - "Start off in a high impact way, ideally trying to begin with something motivating for readers—either a startling fact, a paradox resolved, a key summary statistic, or a great quote. For blog readers something topical linking to a recent development is often a good start."

7. Include simple useful tables and charts - extract the most useful data to display (Blogs are colourful) - explain them

8. Formatting - Keep jargon and specialist language to an utter minimum. Keep paragraphs, sub-headings and sentences short

9. Finish your blogpost in a decisive and interesting fashion that leaves a lasting impression.

10. Make sure you link to your research and bio

https://medium.com/advice-and-help-in-authoring-a-phd-or-non-fiction/how-to-write-a-blogpost-from-your-journal-article-6511a3837caa (Last Accessed 21/6/2019)

Journals

- Efficacy and Mechanism Evaluation
- Health Services and Delivery Research
- Health Technology Assessment
- Programme Grants for Applied Research
- Public Health Research

The clinical effectiveness and cost-effectiveness of bariatric (weight loss) surgery for obesity: a systematic review and economic evaluation

Bariatric surgery appears to be a clinically effective and cost-effective intervention for moderately to severely obese people compared with non-surgical interventions

Picot J, Jones J, Colquitt J L, Gospodarevskaya E, Loveman E, et al.

Health Technology Assessment Volume: 13, Issue: 41, Published in September 2009

https://doi.org/10.3310/hta13410

Citation: Picot J, Jones J, Colquitt J L, Gospodarevskaya E, Loveman E. The clinical effectiveness and cost-effectiveness of bariatric (weight loss) surgery for obesity: a systematic review and economic evaluation. *Health Technol Assess* 2009;13(41)

You might also be interested in:
Diabetes

Check for updates | Am score 22

Toolkit

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VIEW PROJECT

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Altmetric Details Page

About this Attention Score

In the top 5% of all research outputs scored by Altmetric

MORE...

Mentioned by

- **310** news outlets
- **36** blogs
- **8329** tweeters
- **68** Facebook pages
- **5** Wikipedia pages
- **5** Google+ users
- **11** Redditors
- **14** video uploaders

Citations

- **139** Dimensions
- **103** Web of Science

Readers on

SUMMARY | News | Blogs | Twitter | Facebook | Wikipedia | Google+ | Reddit | Video | Dimensions citations | Web of Science

So far, Altmetric has seen **37** posts from **36** blogs.

When medical science becomes fake news
KevinMD.com, 22 Jun 2019
Every week there is another health pronouncement saying what is now good for you and what is going to kill you. Unfortunately...

How many cigarettes are there in a bottle of wine?
BMC series blog, 28 Mar 2019
Do you drink one small glass of wine a day? Maybe you even have one day off a week? That's just under the UK low risk drinking...

La medida perfecta de alcohol para reducir el riesgo de muerte
, 05 Feb 2019
No creas eso de que una o dos copas de vino diario son buenas para tu salud. Una mega investigación publicada en The Lancet...

Alcool : « Pour protéger la santé publique, il faut agir comme avec le tabac »
Café des sciences, 22 Nov 2018
Article original publié le 21 novembre 2018 pour Ombelliscience sur la plateforme Échosciences Hauts-de-France. Au mois d'octobre...

Increase in non-drinking widespread among young people
BMC series blog, 10 Oct 2018
It has been well documented that more and more young people are not drinking alcohol. In our study based on 9,699 adults aged...

Juotko säännöllisesti alkoholia? Tiedätkö, mille altistat itsesi - 10 kurjaa seuraamusta
iltalehti.fi, 28 Sep 2018
Pienistä puroista kasvaa suuri virta, joten vuosien saatossa alkoholia tulee juotua melkoisesti. Ja tuoreimpien tutkimusten...

Risk is Relative
FlowingData, 25 Sep 2018
While a drink a day might increase your risk of experiencing an alcohol-related condition, the change is low in absolute numbers.

Is any alcohol dangerous to your health?
ACP Internist, 21 Sep 2018
In a word: yes. In two words: of course.But crossing a street is dangerous to your health. Driving a car or riding a bike is...

Alcohol and your health: Is none better than a little?
Harvard Health Blog, 19 Sep 2018
It's complicated. That's the best way to describe the relationship between alcohol and health. As I've written

August High Five – Face(book) the facts
Altmetric.com, 07 Sep 2018
Welcome to the August High Five! On a monthly basis, the High Five post highlights the articles that have

EXPLORE THE ALTMETRIC DATABASE

Search for research outputs...

FULL ALTMETRIC DA

+ ADVANCED SEARCH (1 FILTER ACTIVE)

Showing **all research outputs** from the **full Altmetric database** sorted by **blog posts** with keywords containing **ambulance**

1 2 3 4 5 ... 15 16

Sort by Blog posts

175
Effect of the Use of Ambulance-Based Thrombolysis on Time to Thrombolysis in...
Article in **JAMA: Journal of the American Medical Association**, April 2014
9 blog posts

48
`Stop' that ambulance! New physics at the LHC?
Article in **Journal of High Energy Physics**, December 2014
8 blog posts

475
Hospitalization-Associated Disability: "She Was Probably Able to Ambulate,...
Article in **JAMA: Journal of the American Medical Association**, October 2011
6 blog posts

488
Arrival by ambulance explains variation in mortality by time of admission:...
Article in **BMJ Quality & Safety**, October 2016
4 blog posts

224
Intuitive Control of a Powered Prosthetic Leg During Ambulation: A Randomized...
Article in **JAMA: Journal of the American Medical Association**, June 2015
4 blog posts

90
A Theory of Ambulance Chasing
Article, March 2016
3 blog posts

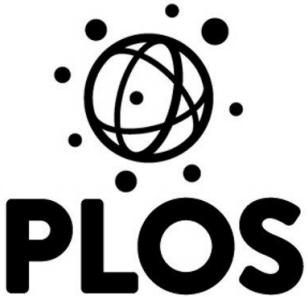
Essential tips for your blog

- Limit hyperlinks - Keep them on your blog, not somewhere else.
- Start strong - A good title to lure the reader.
- State the purpose of the piece from the first few lines for a news item.
- Use images to break up the text.
- Share via any social media links you have.
- Make your content Creative Commons so it can be reposted easily with attribution. (but check where it gets reposted)
- Enjoy writing, don’t make it a chore.
- Ask colleagues/friends to peer review your work if you are lacking confidence.
- Link and integrate your blog to any formal web presences you have
- Moderate your comments
- Keep it regular if you can

Altmetrics

Altmetric

Impactstory


PLOS

KUDOS

MENDELEY

PLUM
ANALYTICS

Development of altmetrics

- To complement, not replace traditional metrics
- Help people understand how research is being received and used, and by who
- Not intended as an indicator of quality
- Can help provide further evidence of engagement and ‘societal impact’
- Give credit for research outputs other than articles

Complementary to traditional citation metrics

Score is an *indicator* and the underlying, qualitative data tells you who's saying what about research.

alt + metrics

Track attention to scholarly outputs across peer reviews, news, Wikipedia citations, policy documents, research blogs, bookmarks on reference managers like Mendeley, and mentions on Twitter.

Real-time, immediate feedback on attention to scholarly content

Track attention to a broad range of research outputs, e.g. articles, posters, data sets, working papers, code

Non-academic engagement matters: practitioners, general public, interested parties, communicators

Funders and other impact assessors want to see “broader” picture of engagement

https://www.altmetric.com/blog/looking-at-the-performance-of-the-conversation-articles-in-altmetric/

How do they populate the database?

3 things needed

An *output* (journal article, dataset, etc)

An *identifier* attached to the output (DOI, PMID, etc)

Mentions in a *source we track*

Altmetric

How does Altmetric aggregate online attention?

Follow a list of sources.

E.g. blogs, news, policy documents, social media.

Search for links to papers.

Automatically link searching and text mining.

Collecting attention data

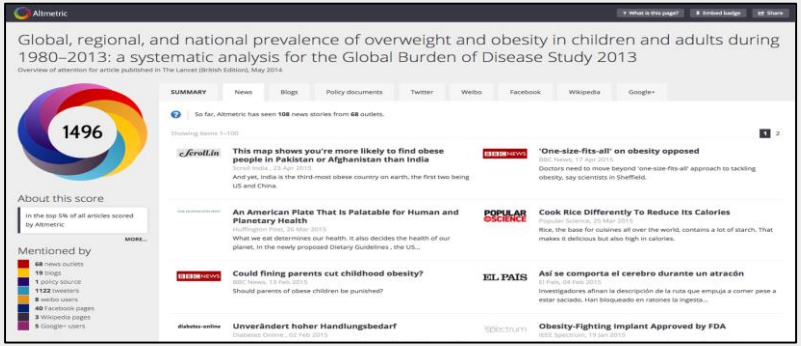
Reporting attention data

Collate attention.

Disambiguation of mentioned items across different versions.

Display data in “Altmetric details pages”.

All research outputs with mentions have an Altmetric Details Page in our database.



Altmetric Details Page

Unique IDs Altmetrics track... more than DOIs

DOIs	General
ISBNs	Books
PubMed ID	Health Sciences
arXiv ID	Physics, Mathematics & Computer Sciences
ADS ID	Astrophysics data system
SSRN ID	Social Sciences
RePEC ID	Economics
Handles	General
ClinicalTrials.gov Records	Medicine/biomedical
URN	General

Sources they track…*more* than social media

News outlets

- Over 1,300 sites and growing every day
- Manually curated list
- Text mining
- Global coverage

Academic blogs and social media

- Twitter, Facebook, Google+
- *Public posts only*
- Manually curated list
- Almost 10K academic/field specific blogs

Post-publication peer review

- Publons
- PubPeer

Reference managers

- Mendeley, CiteULike
- Reader counts

Other sources

- Wikipedia
- YouTube
- Reddit
- F1000
- Pinterest
- Q&A
- Citations (by end of 2016)

Policy documents

- APO – for Australian Content
- NICE Evidence
- Intergovernmental Panel on Climate Change
- Many more…

Policy documents

- AWMF - Association of Scientific Medical Societies
- European Food Safety Authority (EFSA)
- Food and Agriculture Organization
- GOV.UK - Policy papers, Research & Analysis
- Intergovernmental Panel on Climate Change (IPCC)
- International Monetary Fund (IMF)
- Mental Health Foundation (UK) - NEW
- NICE Evidence
- UNESCO
- World Health Organization (WHO)

More being added each week…

How not to miss a mention

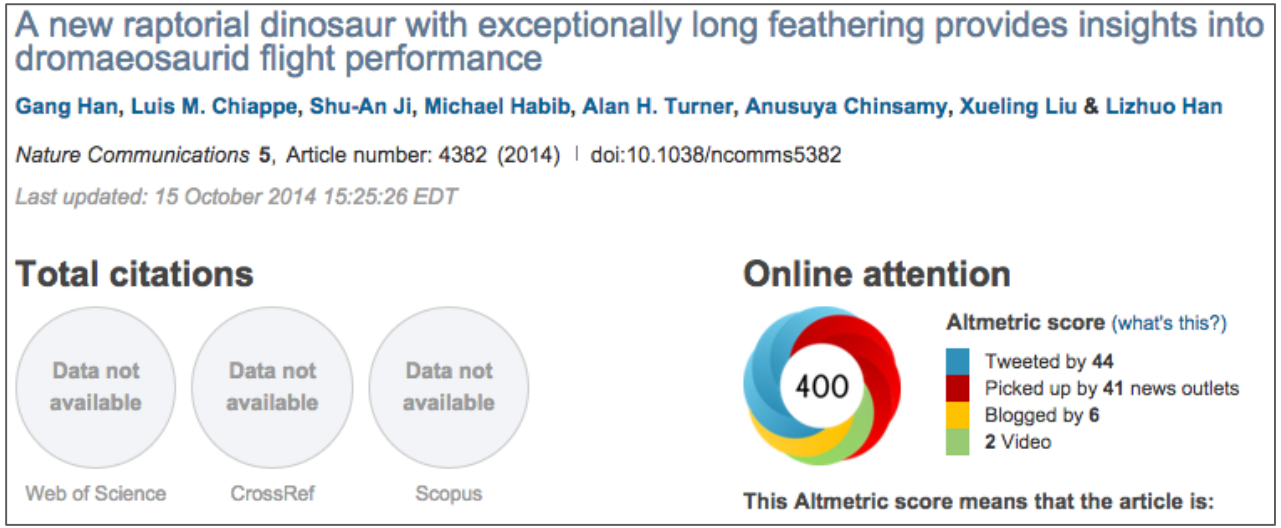
- Always link to a page that includes your research's unique identifier (e.g. DOI or PubMed ID) - for example the publisher page.
- The link needs to be in the main body of the post – Altmetric can't pick up any links included in headers or other sections of the page (e.g. in a blog post).
- Altmetric needs to be tracking the source mentioning the work. Check if the source is being tracked: support@altmetric.com

Traditional metrics struggle to reflect this

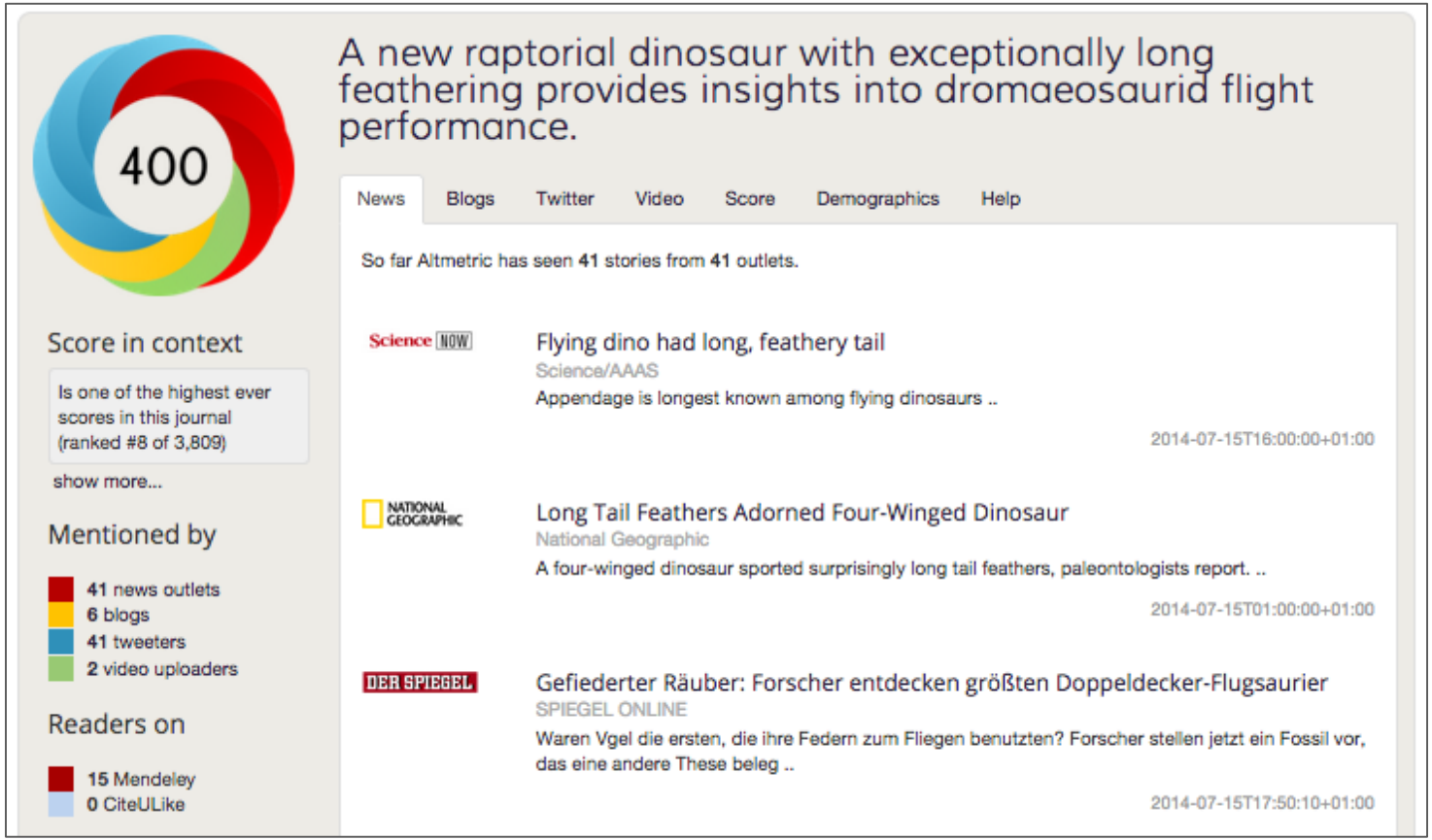
- Slow to accrue
- Focus mostly on published articles

Published

June 2014:



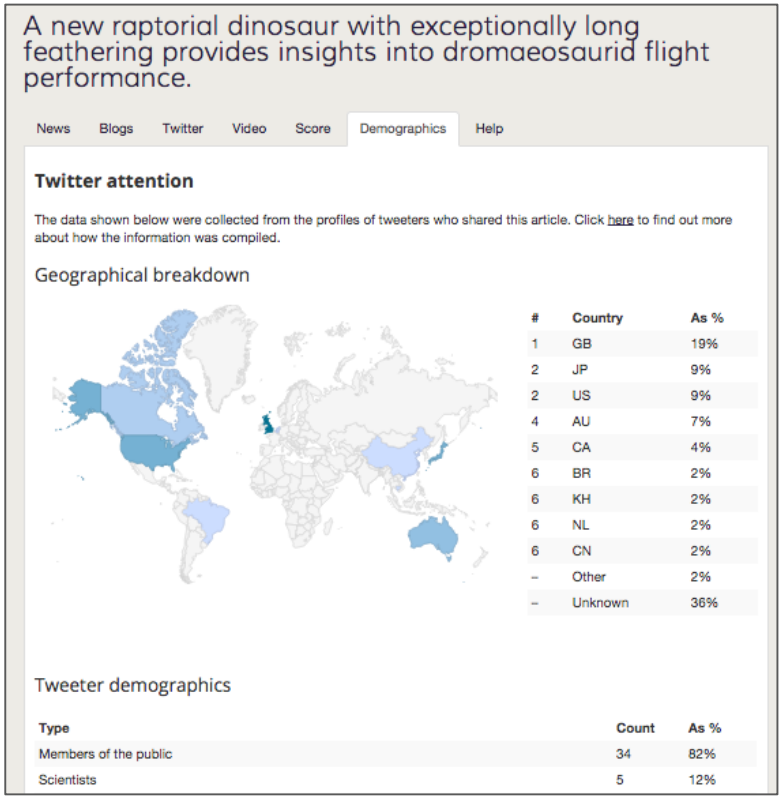
Digging into the data



Demographics

Twitter data from bio’s

Mendeley data based on who has saved the article to their library - anonymised



A new raptorial dinosaur with exceptionally long feathering provides insights into dromaeosaurid flight performance.

News Blogs Twitter Video Score Demographics Help

Twitter attention

The data shown below were collected from the profiles of tweeters who shared this article. Click here to find out more about how the information was compiled.

Geographical breakdown

#	Country	As %
1	GB	19%
2	JP	9%
2	US	9%
4	AU	7%
5	CA	4%
6	BR	2%
6	KH	2%
6	NL	2%
6	CN	2%
–	Other	2%
–	Unknown	36%

Tweeter demographics

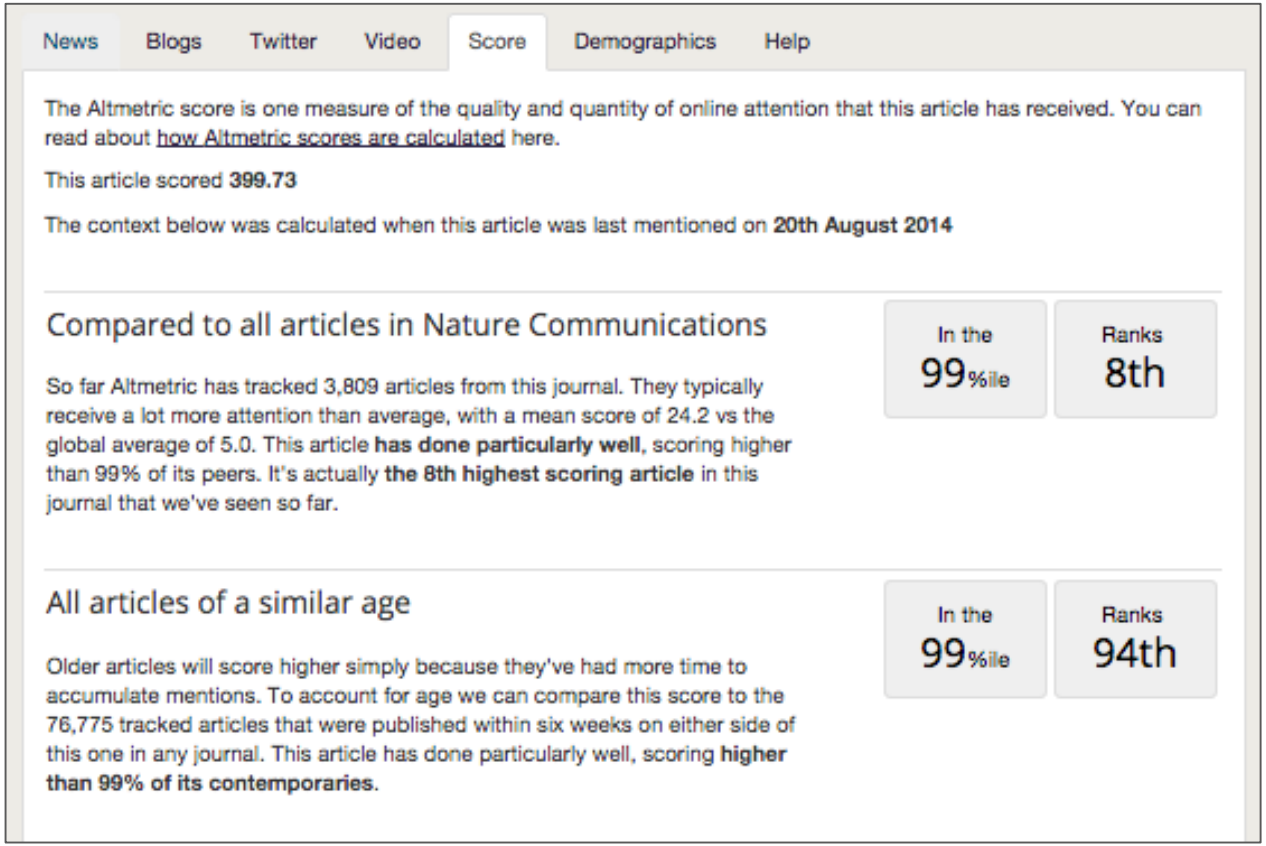
Type	Count	As %
Members of the public	34	82%
Scientists	5	12%

The Altmetric score and donut

- developed to give an at-a-glance summary of the attention work has received
- **not an indicator of quality of the research!**
- useful when looking at data for lots of articles at once

Volume	Sources	Authors
The score for an article rises as more people mention it.	Each category of mention contributes a different base amount to the final score.	How often the author of each mention talks about scholarly articles influences the contribution of the mention.

Context


News
Blogs
Twitter
Video
Score
Demographics
Help
The Altmetric score is one measure of the quality and quantity of online attention that this article has received. You can read about how Altmetric scores are calculated here.
This article scored 399.73
The context below was calculated when this article was last mentioned on 20th August 2014
Compared to all articles in Nature Communications
So far Altmetric has tracked 3,809 articles from this journal. They typically receive a lot more attention than average, with a mean score of 24.2 vs the global average of 5.0. This article has done particularly well, scoring higher than 99% of its peers. It's actually the 8th highest scoring article in this journal that we've seen so far.
In the 99%ile
Ranks 8th
All articles of a similar age
Older articles will score higher simply because they've had more time to accumulate mentions. To account for age we can compare this score to the 76,775 tracked articles that were published within six weeks on either side of this one in any journal. This article has done particularly well, scoring higher than 99% of its contemporaries.
In the 99%ile
Ranks 94th

0 is the magic number: Why small numbers matter just as much as large ones when we talk about altmetrics.

The problem many detractors have with altmetrics as a concept is that it seems heavily focused on numbers that may or may not be meaningful. **Andy Tattersall** *sees this as a legitimate concern but argues researchers should consider further what can be gained from these scores, or indeed, the lack of one. In a world increasingly governed by impact and the dissemination of your research, the straight flat zero indicates an opportunity and a possible need to communicate your work.*

A lot has been written in the last couple of years about altmetrics and the score that comes with them. Whether that be the Altmetric.com, ResearchGate or Kudos' score to name but a few. Some of the tools focus in different areas with Altmetric.com being one that tries to capture a broad range of data from scholarly and public communications. With that comes their own Altmetric.com score that is weighed depending on what platform was used. For example, a Tweet is worth one point, a blog post five and a news article eight. Hence with so many of these metrics, including traditional ones like the impact factor score, h-index and citation count, the bigger the number the better. With Altmetric.com that may be good but not wholly useful, as small numbers, especially 0 can tell us a lot too.

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Popular Posts This Week

Student evaluations of teaching are not only unreliable, they are significantly biased against female instructors.

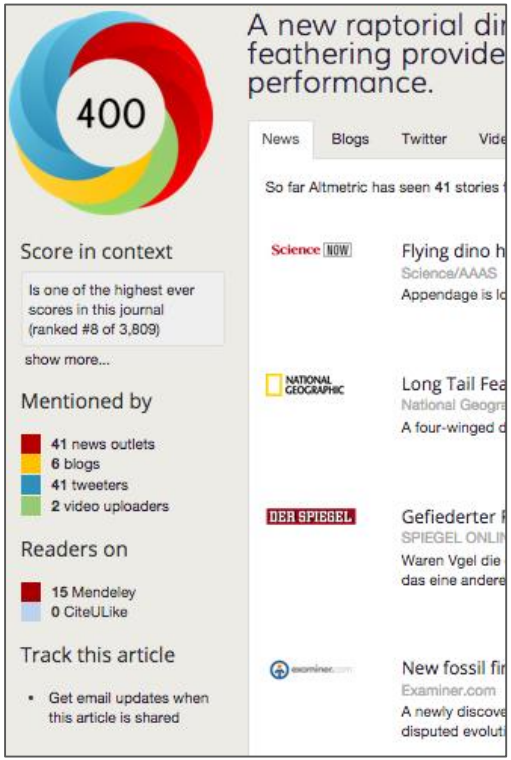
http://bit.ly/1XViu34

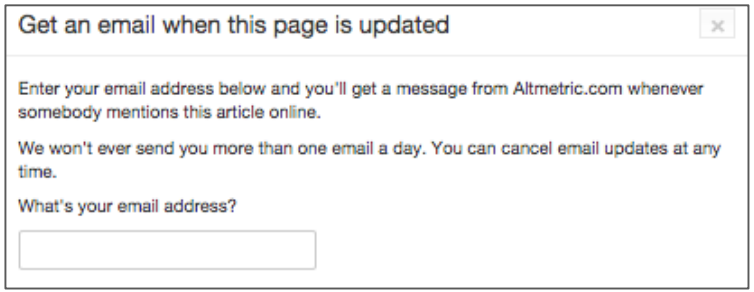
Matt Shirley
@mdshw5

Follow

@altmetric Wiley's @altmetric launch demonstrates the low impact of my Wiley article. At least I know!

Details pages alerts





The University Of Sheffield.

All mentioned articles from University of Sheffield

Pick new articles:

You've chosen to see articles from University of Sheffield.

Look at all articles instead

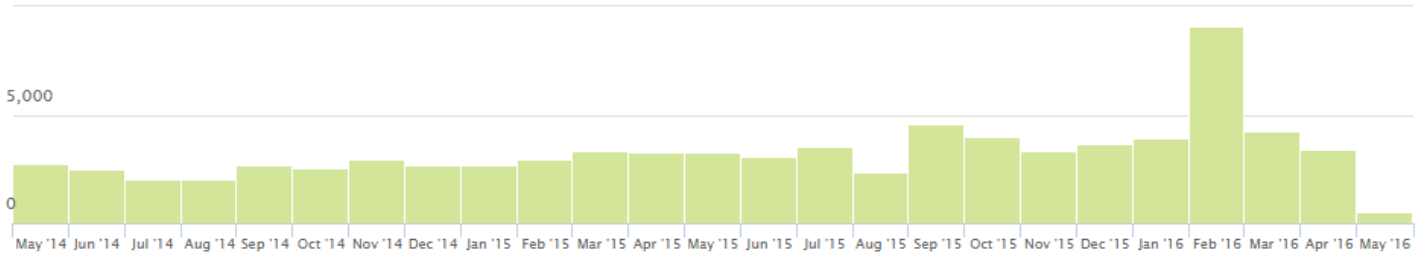
- Mentioned in the past
- With keyword
- In these journals
- With identifiers
- With ORCID
- From publisher
- With handle prefix
- With Medline subjects
- With subjects
- Matching PubMed query

Summary report | Articles | Activity | Journals

Save this workspace | API

All mentions	126,812	News	6,241	Blogs	4,169	Policy documents	500	Peer reviews	107
Twitter	102,672	Facebook	7,338	Weibo	105	Wikipedia	2,831	Google+	1,502
Research highlights	917	Reddit	231	Video	102	Q&A	80	Pinterest	11
LinkedIn	6								

Chart of mentions of 13,219 matched articles from 10th May 2014 to 9th May 2016



Location of Twitter users

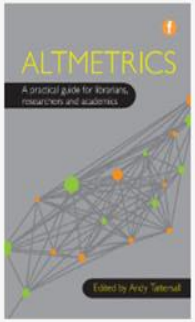


TABLE OF CONTENTS

Book Overview

TOOLS

Open in a new tab

Overall attention for this book and its chapters

Mentioned by

7 blogs
23 tweeters
2 Google+ users
2 video uploaders

SUMMARY | Blogs | Twitter | Google+ | Video

So far, Altmetric has seen **9** posts from **7** blogs.

CIGS Metadata and Web 2.0 Seminar 2017: Somewhere over the Rainbow: our metadata online, past, present
Nicola Osborne, 05 Apr 2017
Today I'm at the Cataloguing and Indexing Group Scotland event – their 7th Metadata

Impact of Social Sciences – Book Review: Altmetrics: A Practical Guide for Librarians, Researchers and Academics edited by Andy Tattersall
Research Tools, 11 Jan 2017
Source: http://blogs.lse.ac.uk/impactofsocialsciences/2016/11/06/book-review-altmetrics-a-practical-guide-for-librarians-researc...

How did Altmetric come about?
Altmetric.com, 10 Jan 2017
The following was originally posted by Altmetric's Founder, Euan Adie, on LinkedIn Pulse on the 29th November 2016: Hello! I...

Book Review: Altmetrics: A Practical Guide for Librarians, Researchers and Academics edited by Andy Tattersall
Impact of Social Sciences, 06 Nov 2016
Altmetrics: A Practical Guide for Librarians, Researchers and Academics, edited by Andy Tattersall, provides an overview of altme...

Book Review: Altmetrics: A Practical Guide for Librarians, Researchers and Academics edited by Andy Tattersall
LSE Review of Books, 26 Oct 2016
Altmetrics: A Practical Guide for Librarians, Researchers and Academics, edited by Andy Tattersall, provides an overview of altme...

Ambassador of the Month – September 2016 – Andy Tattersall
Altmetric.com, 06 Sep 2016
Ambassador of the month for September is Andy Tattersall! Andy is an Information Specialist at The School of Health and Related...

Concerns about gaming and misinterpretation

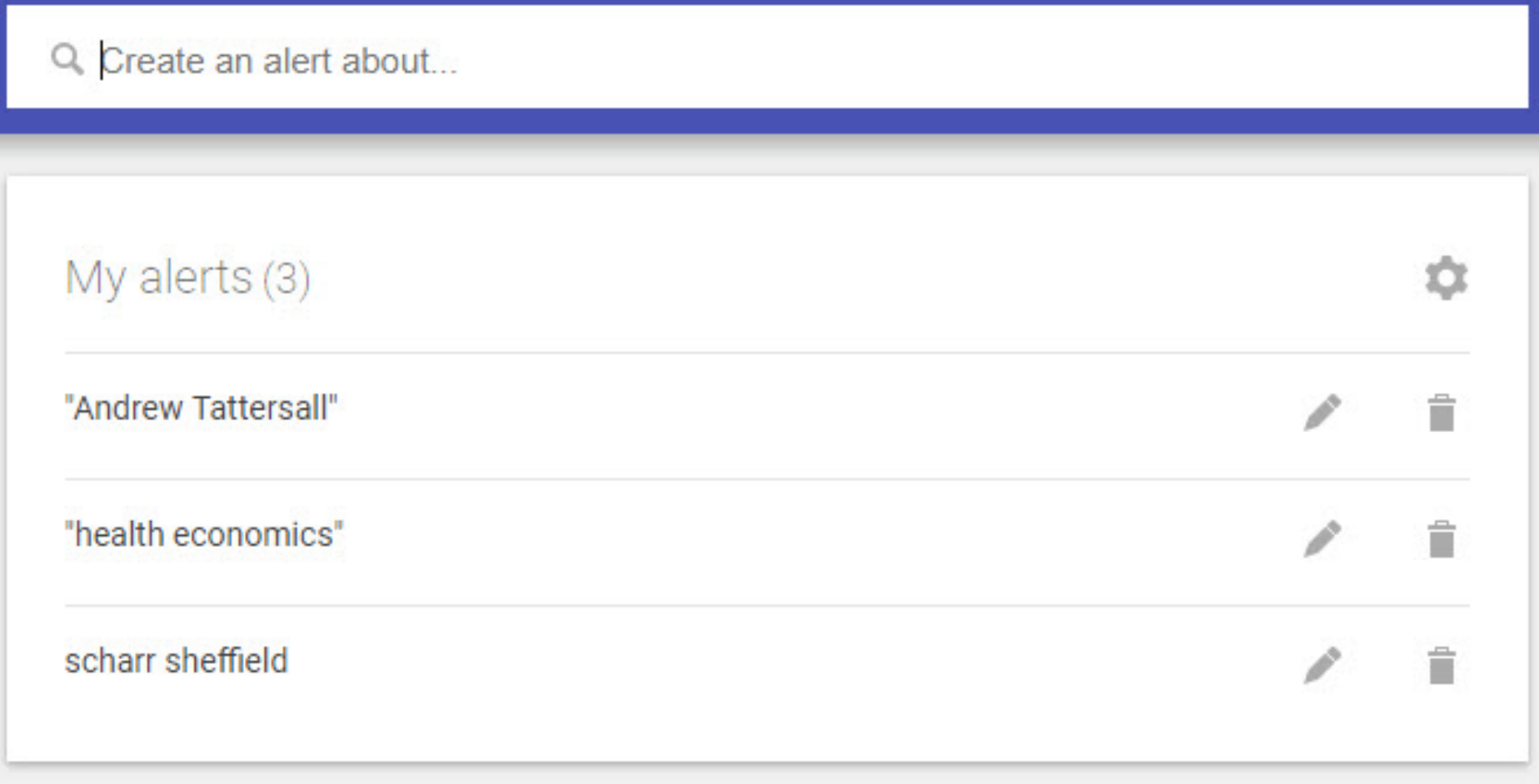
- All data is auditable
- And don’t show things like Facebook likes
- Systems in place to flag up suspect activity

Article insights for individual researchers

Want to find out the Altmetric details for a paper you've published? Install our free bookmarklet for Chrome, Firefox and Safari to view the online shares and mentions of an article with a single click.

1. Add bookmarklet to your bookmarks toolbar
2. Visit any paper
3. Get article level metrics with a single click

https://www.altmetric.com/products/free-tools/bookmarklet/



https://www.google.co.uk/alerts

Fast Track Impact

Get more impact | Get your time back | Get inspired

Evernote Impact Tracking

Universities and funders increasingly require researchers to record evidence of their research impact, creating an additional administrative burden on already busy people. As a result, few researchers engage regularly with impact monitoring systems and important evidence may be lost.

How to make an infographic CV featuring impact that you could actually submit with your next grant application

June 6, 2019

https://www.fasttrackimpact.com/evernote

Impact Story

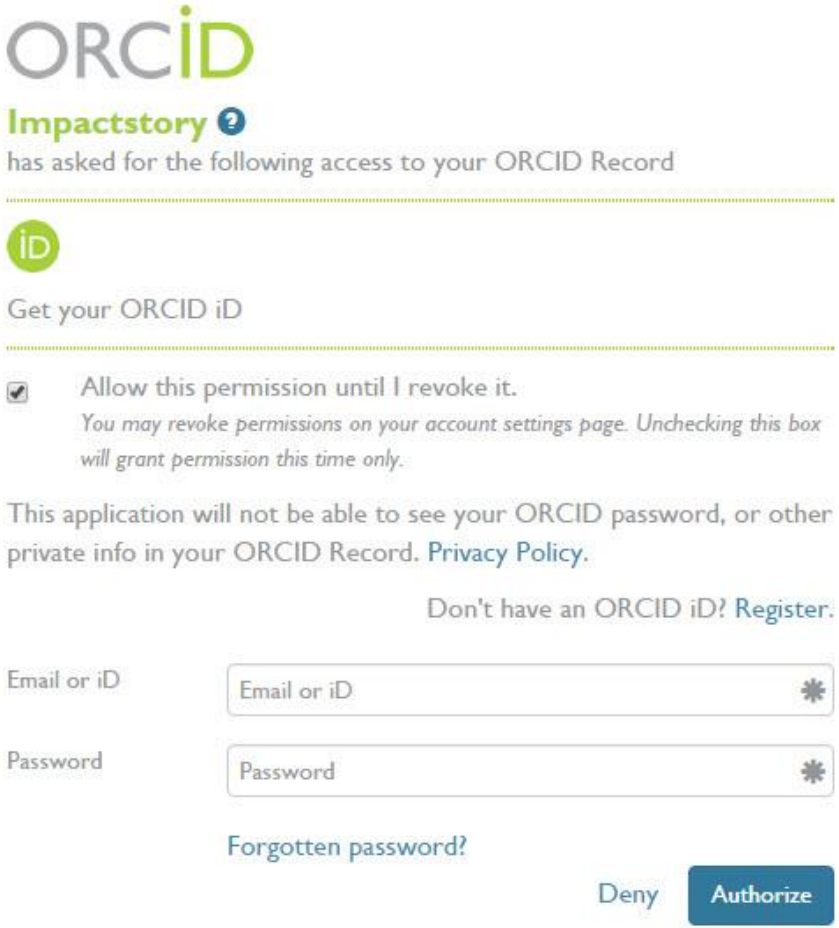
Your CV, but better.

" Impactstory looks great and works beautifully.
The new standard for scientific CVs. "

– Pietro Gatti Lafranconi, Cambridge University

Try it for free

Join with ORCiD



Andy Tattersall

University of Sheffield Information Specialist

2 4 1

ACHIEVEMENTS

view all

Global Reach 66

Your research has been discussed in 7 countries. That's high: only 34% of researchers have their work as widely discussed.

Your tweeters come from Argentina, Canada, France and 4 more.

Greatest Hit 65

Your most discussed publication has been mentioned online 15 times. Only 34% of researchers get this much attention on a publication.

Your greatest hit online is *For what it's worth - The open peer review landscape*.

All Readers Welcome

Your writing has a reading level that is easily understood at grade 6 and above, based on its abstracts and titles. That's great — it helps lay people and practitioners use your research. It also puts you in the top 1% in readability.

MENTIONS

view all

37 online mentions across 3 channels: 35 1 1

PUBLICATIONS

view all

For what it's worth - The open peer review landscape
2015 *Online Information Review*
15

Learn something new in 20 minutes: Bite Size sessions to support research and teaching.
2013
14

Using web 2.0 tools to create customized research portals
2011 *Journal of Electronic Resources in Medical Libraries*
5

Andy Tattersall

University of Sheffield Information Specialist

2 4 1

OVERVIEW ACHIEVEMENTS MENTIONS PUBLICATIONS

4 ACHIEVEMENTS IN engagement ×

Engagement is about *how* people are interacting with your research online. What's the quality of the discussion, who is having it, and where? You can see all the possible Engagement achievements on their help page.

You've earned 4 so far:

Global Reach 66

Your research has been discussed in 7 countries. That's high: only 34% of researchers have their work as widely discussed.

Your tweeters come from Argentina, Canada, France and 4 more.

Global South 61

More than 5% of people who mention your research are in the Global South. This puts you in the top 39% of researchers.

Countries include Argentina.

Follower Frenzy

Someone with 3.9 thousand followers has tweeted your research.

Thanks, @SPARC_EU.

Labmates

Around 3% of your online attention is from scientists. The average scholar in our database receives about 30% of their attention from other scientists.

Filter by dimension

- ~~buzz~~ (2)
- × engagement (4)
- ~~openness~~ (1)
- ~~fun~~

Back to Andy's publications

For what it's worth - The open peer review landscape

Tattersall, A.
2015 Online Information Review

20 Altmetric.com score

15 MENTIONS ONLINE

7 tweets click to hide
7 months ago

- Oct 19th by Andy Tattersall 1.5k followers
  For what it's worth - The open peer…
- Oct 20th by AlisonMcNab 2.3k followers
  For what it's worth - The open peer…
- Oct 20th by InterLibNet 2.4k followers
  For what it's worth - The open peer…
- Oct 20th by thiago pitaluga 60 followers
  For what it's worth - The open peer…
- Oct 21st by SPARC Europe 4k followers
  For what it's worth - The open peer…
- Oct 21st by Bi@nca Kramer 1.1k followers
  For what it's worth - The open peer…
- Oct 21st by OpenConf 51 followers
  For what it's worth - The open peer…

A New Special Issue of Online Information Review is Devoted to Open Access
7 months ago by *LJ INFOdocket*
For what it's worth - The open peer review landscape

Filter by channel

- Tweets (13)
- Q&A post mentions (1)
- Blog posts (1)

THE NEW REDDIT JOURNAL OF SCIENCE

hot new rising controversial top filter by field 16,777,063 subscribers unsubscribe

Trending: **Scientists found that damage in a certain part of the brain is linked to an increas...**

search

username
password
remember me reset password login

Submit a new link

Welcome to r/science

Submission Requirements

1. Directly link to published peer-reviewed research articles or a brief media summary
2. No summaries of summaries, reviews or popular reposts (over 100 upvotes)
3. Research must be less than 6 months old
4. No sensationalized titles, all titles must include the model where applicable
5. No blogspam, images, videos, infographics
6. All submissions must be flaired and contain a link to the published article, either in the submission link or as a standalone comment.

Comment Rules

5952 Join fellow redditors in delivering happiness to one another around the globe! Sign up for Reddit Gifts today!
reddit_exchanges
promoted pocket

29.0k
UT Southwestern Medical Center researchers have identified the cells that directly give rise to hair as well as the mechanism that causes hair to turn gray – findings that could one day help identify possible treatments for balding and hair graying. utsouthwestern.edu
23 hours ago by mvea 1 MD-PhD-MBA | Clinical Professor/Medicine
MEDICINE 1670 comments share pocket

2772
Scientists found that damage in a certain part of the brain is linked to an increase in religious fundamentalism. In particular, lesions in the ventromedial prefrontal cortex reduced cognitive flexibility - the ability to challenge our beliefs based on new evidence. bigthink.com
20 hours ago by Wagamaga
NEUROSCIENCE 103 comments share pocket

157
Parkinson's disease in a dish: Researchers reproduce the abnormal oscillations in brain neurons that control movement and which characterize the disease. The findings could speed the development of new treatments. buffalo.edu
13 hours ago by drewiepoodle 2
NEUROSCIENCE 1 comment share pocket

Study finds that alcohol is as effective as opioids at reducing pain: a new meta-analysis found that

https://www.reddit.com/r/science/

AskEngineers

hot new top wiki promoted

1

Installer? Technician? Engineer? This FREE wire and cable technical guide is handy to have around for those who design, install or troubleshoot electrical and electronic wire and cable systems.

promoted by Anixter

comment share

sponsored link what's this?

9

Call for Biomedical Engineers: talk about your work! (Q2 2016) self.AskEngineers

submitted 21 hours ago by dangersandwich Aero - Aircraft Structures & Compliance - announcement

1 comment share

8

If I want to make biomedical devices in my future career, would it be more advantageous for me to major in biomedical, electrical, or mechanical engineering? self.AskEngineers

submitted 9 hours ago by UpliftMofoPlan

8 comments share

44

Engineers who went back for a second Bachelors degree, what was your experience like? self.AskEngineers

submitted 19 hours ago by givetonature

64 comments share

15

I'm an contractor working onsite at a client's location but I would like to transfer internally (within my actual company) to another client. How do I broach the subject with my boss? self.AskEngineers

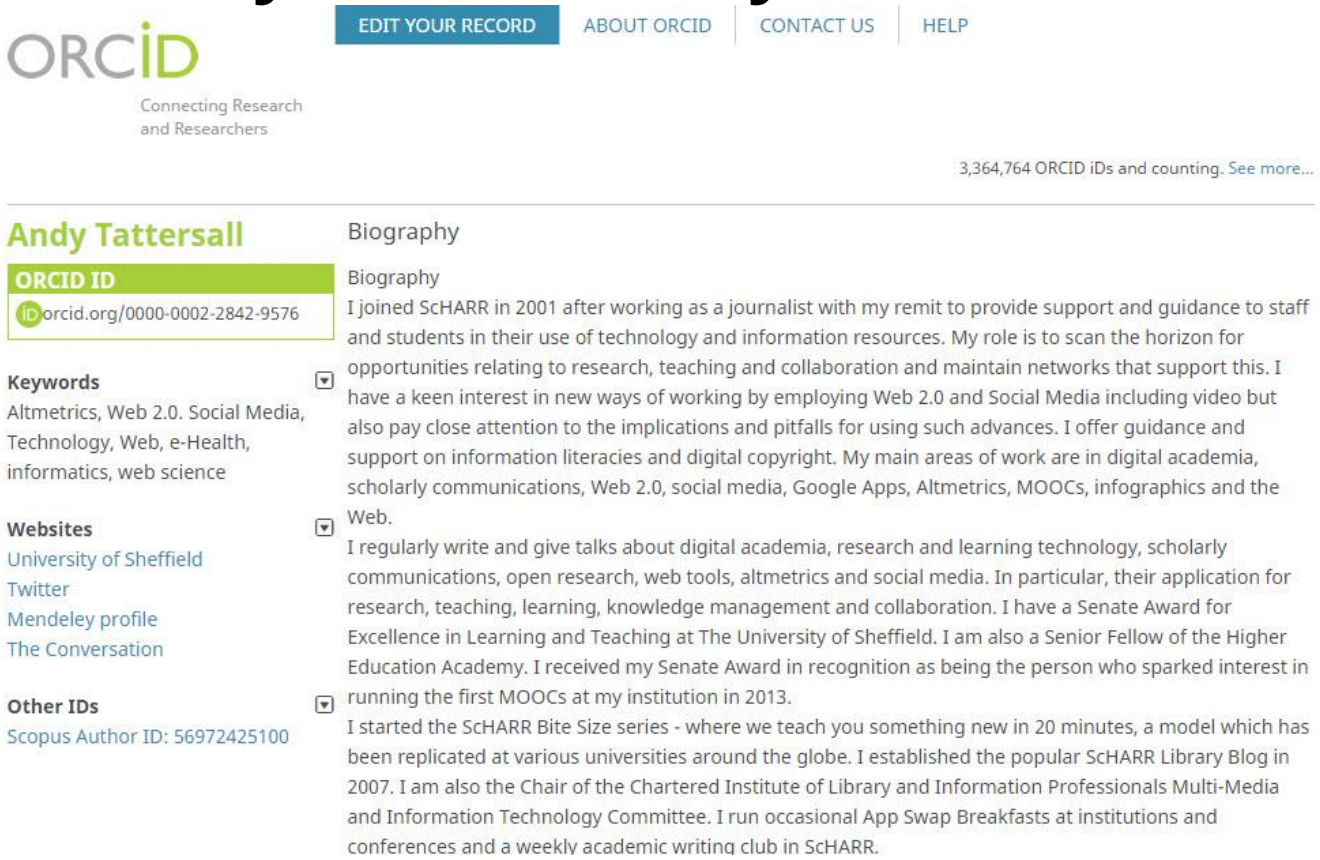
submitted 16 hours ago by sts816

8 comments share

---

https://www.reddit.com/r/AskEngineers

Claim your identity



https://orcid.org/0000-0002-2842-9576

Tips for Authors

Ensure your research reaches the widest possible global audience, is eligible for submission in research assessment exercises, and fulfils funder requirements.

Here are eight tips for academic authors to tune up their research profile:

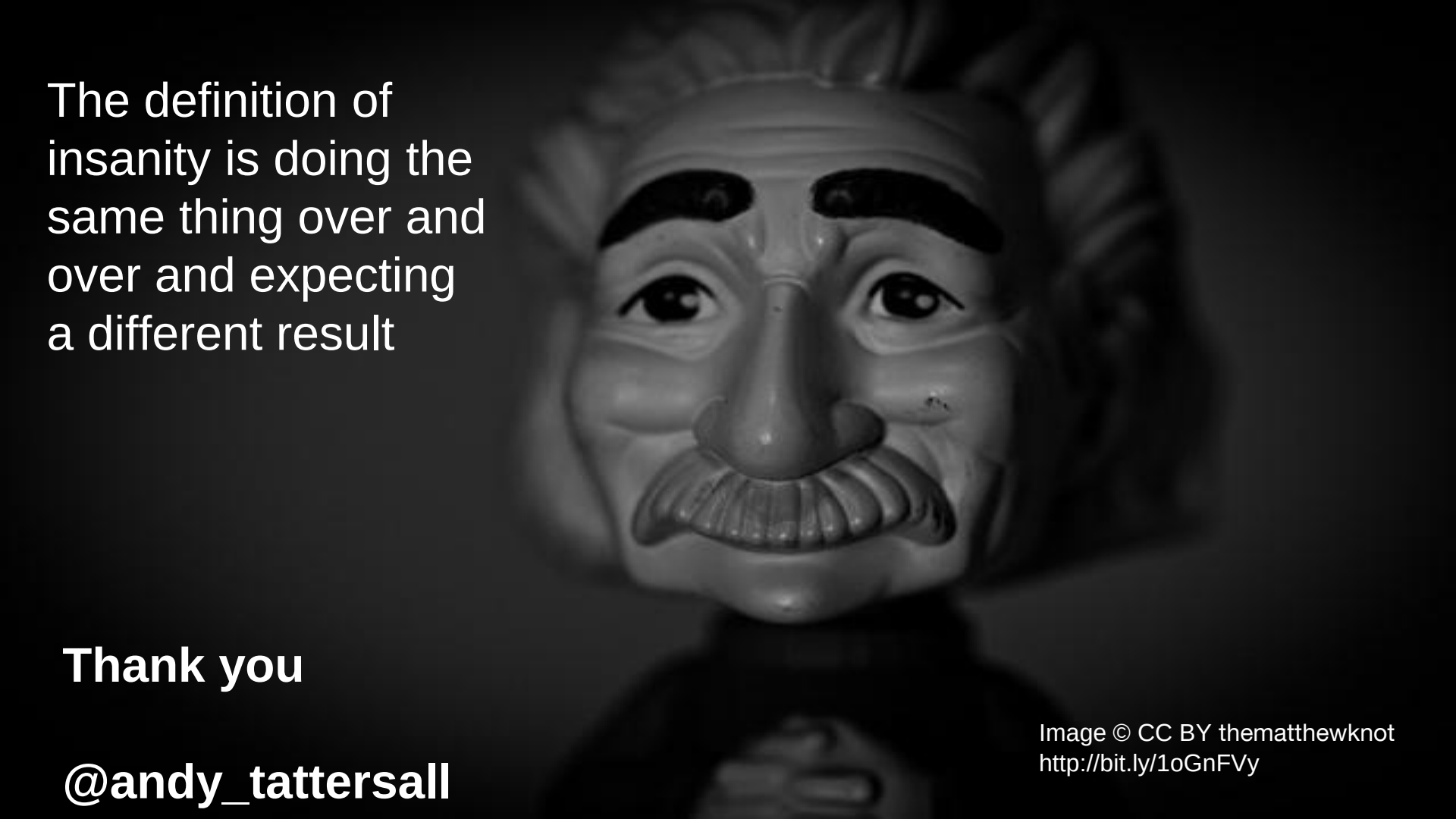
1. Make your work Open Access	Open Access (OA) papers benefit from wider readership and higher citations. Also some research funders require you to make your research open. To be eligible for submission to the next REF you need to deposit your manuscript into our institutional repository (PURE) immediately upon acceptance.
2. Use your name consistently	Decide how you would like your name to appear in publications and then stick to the same format which will make it easier for your work to be identified and correctly attributed to you.
3. Use an ORCID identifier	ORCID is a digital identifier which uniquely identifes authors. If you have an ORCID ID then you can use it in grant applications and research publications to distinguish yourself from authors with similar names.
4. Institutional affiliation	Always include the phrase "University of Edinburgh" somewhere in the author affiliation section of any research publication. Doing this will ensure that citations relating to your publications will be correctly attributed in various bibliometric databases.
5. Acknowledge your funder	In the acknowledgements section of your paper include the funder(s) and grant number(s). It should take the form of a sentence with the funding agency written out in full, followed by the grant number in square brackets.
6. Research Data	You should include a statement in your publication detailing the location and accessibility of underlying research data. This is a requirement for certain research funders.
7. Cite the DOI and OA links	When you are sharing your research, include the DOI (Digital Object Identifier) in tweets, blog posts, press releases etc., as this will help to ensure that usage of the article is tracked using services such as Altmetric.com. If you have an OA link then include that as well.
8. Claim your digital space	Services such as Academia.edu and ResearchGate can be useful tools in helping to promote your research. We advise authors to ensure that publications are first deposited in PURE to meet research-funder requirements, and then use OA links in these external services.

http://www.ed.ac.uk/information-services/research-support/publish-research/scholarly-communications/scholarly-communications-tips-for-authors

Action plan

- Make sure you have a DOI (Digital Object Identifier) for your outputs
- Get an ORCiD account
- Update your Google Scholar profile
- Try Twitter (at least to see what's going on)
- Put your presentations on to Slideshare (check copyright first)
- You are ALL experts in something - write an expert article for such as The Conversation

$$K - index = \frac{F(a)}{F(c)}$$



Thank you

@andy_tattersall

Image © CC BY thematthewknot
http://bit.ly/1oGnFVy