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Profile-Jennifer Lin

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The Measure of Usage ...
from page 42

— Survey of latest research trends based on most current metrics of article impact

• **Research process**

— Up-to-date view of research progress, which can be easily shared with others (funders, promotion boards, etc.)

— Enhanced project design and implementation with an enhanced and precise view of research developments in any field

— Informed selection of collaborators based upon the impact of their work and relevance to yours

To further contribute to its productive potential, ALMs have numerous touch points across the research process timeline where they can be deployed to support and drive the researcher's work.

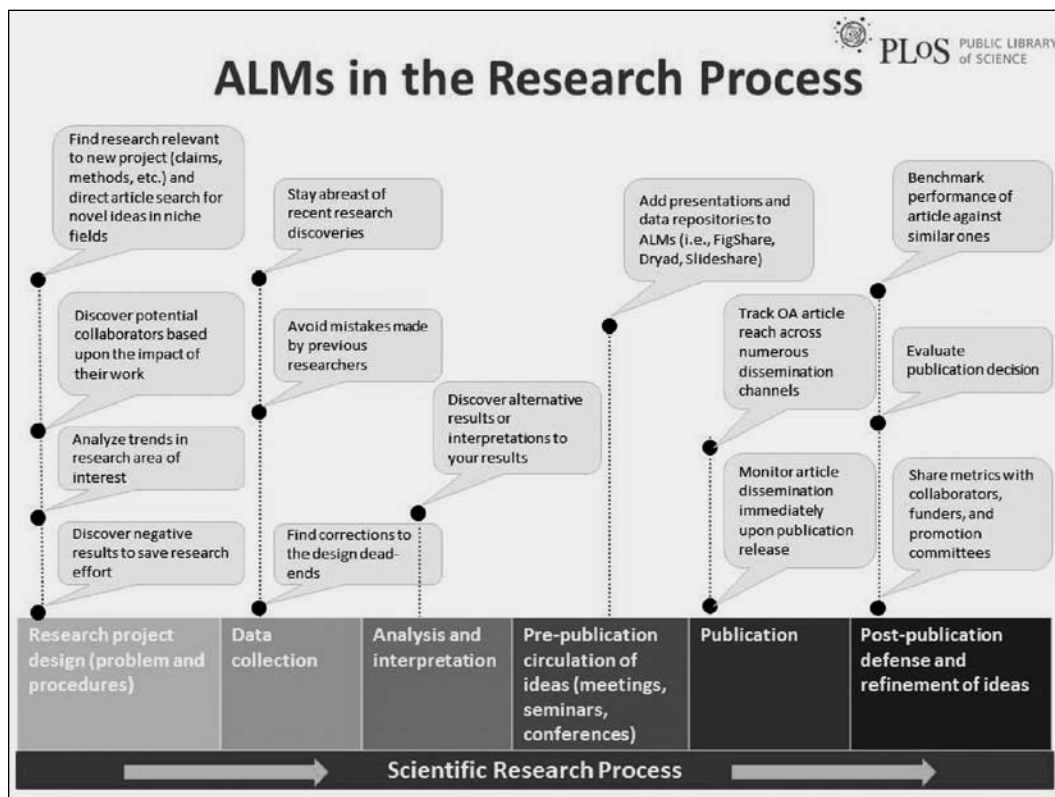
against the grain **people profile**

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Jennifer Lin

BORN AND LIVED: Raleigh, NC. Currently residing in Berkeley, CA.

PROFESSIONAL CAREER AND ACTIVITIES: I am the product manager at **Public Library of Science**. I am passionate about open access and its political and social impacts. As a former business consultant with **Accenture**, I worked with Fortune 500 companies as well as governments to develop and deploy new products and services. I received my Ph.D. in political philosophy and have served as an instructor at **Johns Hopkins University**.



of these offerings further extend the potential for ALMs to impact scholarly research.

Myriad challenges exist in gathering, storing, and making ALMs data available. Third-party data sources are not always consistent or reliable. In addition, significant processing power is needed to churn through these data sources on a daily basis. Understanding and handling possible methods of gaming ALMs data is another challenge that PLoS is undertaking. PLoS is collaborating with other publishers and data providers to establish best practices in these areas and will report on progress regularly through our website and at industry events.

PLoS and its fellow alternative and new metrics advocates continue to expand the understanding of the value of metrics beyond

ALMs are also a powerful way to navigate and discover others' work based on real-time recommendation and collaborative filtering systems synchronized to the custom needs of each individual, whether you are a researcher, publisher, institutional decision-maker, or funder.

The uses of ALMs are limited only by our awareness of the insight they bring to the research artifact—the published article. In this nascent stage of implementation across publishers, we continue to build the conceptual and technical infrastructure for

data generation, display, and maintenance. PLoS continues to develop evaluation and collaboration tools for scientific communication, which incorporate ALMs as a fundamental part of their features in PLoS journals. The PLoS ALMs application is freely available as open source software for other publishers and platforms with similar technology infrastructures. And the application is available for the public to build third-party applications from it. PLoS also includes an API that makes this data available for anyone to re-use and mash-up. All

just usage data, establish such measures across all scholarly publications, and develop the supporting technologies. We have seen consistent, steady progress with our own ALMs implementation. The benefits of this system will be increasingly realized in equal measure to the degree of its adoption across the research ecosystem.