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Altmetrics and Books: Bookmetrix and Other Implementations

Donald T. Hawkins

Against the Grain, dthawkins@verizon.net

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Altmetrics and Books: Bookmetrix and Other Implementations

by **Donald T. Hawkins** (Freelance Conference Blogger and Editor) <dthawkins@verizon.net>

We are beginning to see more frequent use of altmetric “donut badges” to measure the impact of scholarly journal articles, particularly in the STEM fields. By including data from social media platforms on numbers of downloads, readers, and even mentions in other publications, altmetrics are a significant enhancement of well-known citation and impact counts.

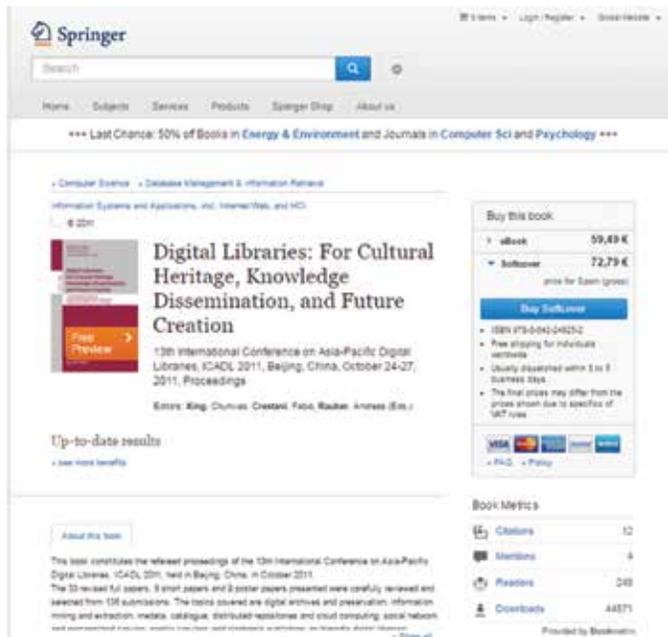
Altmetric data for books and especially individual chapters is rare. But now a new groundbreaking service has appeared, and it is showing significant promise in measuring the impact of books and book chapters. Just over a year ago, **Springer**, a leading publisher of STEM books, formed a partnership with **Altmetric** (<http://www.altmetric.com>) to develop a platform to display title and chapter level metrics for its large book collection. The result, **Bookmetrix**, presents data on

- *Citations*, based on Digital Object Identifier (DOI) data from **CrossRef** (<http://www.crossref.org>),
- *Mentions*, collected by **Altmetric** from blogs, tweets, and other social media data,
- *Readers*, organized by country, from **Mendeley** (<http://www.mendeley.com>) data,
- *Reviews*, collected by **Springer** from the literature, and
- *Downloads* of **Springer’s** eBooks.

The **Springer Bookmetrix** platform is an important addition to scholarly book publishing. For the first time, an easy method of obtaining quantitative usage data measuring the impact of a book is readily available. Authors and readers can obtain a view of not only how a book is faring in the market, but for the first time, data on individual chapters is also available.

In a press release issued at the **2016 London Book Fair**, **Springer** said that the **Bookmetrix** feature has been well received and has received over 750,000 page views per month. Over 1,500 authors have tweeted about their Bookmetrics scores.

Below are some screenshots of the implementation of **Bookmetrix** on the **Springer** Website (see <http://www.springer.com/us/book/9783642248252>).



Catalog Page for *Digital Libraries: For Cultural Heritage, Knowledge Dissemination, and Future Creation* on **Springer’s** Website. Note the **Bookmetrix** summary data at lower right.



Download Data for *Digital Libraries...*



Mendeley Readership Data for *Digital Libraries...* By Country, Reader’s Discipline, and Professional Status.

These data are all freely available on **Springer’s** Website, although that for many books is not as complete as the example shown here. The interface is well designed and easy to use and understand. Of course, the data are limited; at present only **Springer’s** books are in the system, and readership data is limited to that by users of **Mendeley**.

At the **London Book Fair**, **Altmetric** announced “Badges For Books,” a program similar to **Bookmetrix** and has received expressions

continued on page 85

Rumors
from page 83

the basis for the **University of Illinois Histories Project**. Leetaru's research has focused on the use of **big data and networks** and their utility in prediction.

And last but not least! — tada — let's not leave out the **President-elect of ALA, James G. Neal** who has agreed to take time out of his busy schedule to be our keynote speaker! **Jim** also answered the **consolidation in the industry** question and his provocative answer is in this issue, p.33.

There are many other fantastic and famous speakers. Search our Website for even more info!

And be sure and register for the **Charleston Conference ASAP!**
See you soon! Love, Yr. Ed. 🍷

Altmetrics and Books
from page 84

of interest from several publishers. (Book data are based on ISBNs.) **Routledge Handbooks Online** (<https://www.routledgehandbooks.com/>), published by **Taylor & Francis**, is the first implementation of Badges For Books. And **Brill Publishers** (<http://www.brill.com>), a scholarly publisher focusing primarily on humanities books, has expressed interest in adding the **Bookmetrix** capability to its online catalog. These developments are a significant expansion of the **Bookmetrix** service because **Routledge Handbooks** focuses on the social sciences and humanities — disciplines which up to now have not been well analyzed because their research results are published mainly in books instead of journal articles. The addition of altmetric data on humanities and social science books will be an excellent expansion of our understanding of research trends in those fields.

I found the **Bookmetrix** system interesting and enjoyable to use. As an Editor of two recently published books (*Personal Archiving: Preserving Our Digital Heritage* and *Public Knowledge: Access and Benefits*), I would find it fascinating to learn the impact that my books are having! 🍷

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Neil Castle - Commercial Director - UK
E: Neil.Castle@turpin-distribution.com
T: +44 (0)1767 604868

Bob Rooney VP Publisher Relations - US
E: Robert.Rooney@turpin-distribution.com
T: 001 860 318 5330

Donald T. Hawkins is an information industry freelance writer based in Pennsylvania. He holds a Ph.D. degree from the University of California, Berkeley and has worked in the online information industry for over 40 years.



Bookmetrix altmetric data for *Digital Libraries...* from January 2012 to January 2015. Users can click on chapter titles in the left pane to view data for each individual chapter.