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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 pages 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).
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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! 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.

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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. 🌟