

Arts and Humanities researchers...

get your work noticed and get the credit



Everyone should get credit for the work they do. But it's not always easy for researchers who work in humanities, arts, social sciences and creative disciplines.

This leaflet shows you how to effectively promote your work using your university's Figshare repository and how to generate Altmetric attention around your research to get the credit you deserve.



What are altmetrics?

Altmetrics are metrics and qualitative data that tell you at a glance how much attention a piece of published research is receiving online. These can be conversations, recommendations or suggestions about scholarly and academic research happening across a range of non-traditional platforms such as social media, news outlets, blogs, Wikipedia, policy documents, faculty review sites and more.

These alternative metrics enable you to track the web-based discussions around all types of research you produce: whether you have written a book, created an art series, recorded a music performance, captured choreography on video, contributed to pages of a composition or created any other research components in various formats - all in real time.

Altmetrics can show you the reach and influence of your research.

How altmetrics can help humanities academics

As a researcher working in the field of humanities and creative disciplines, you most likely produce a range of work in a range of formats, such as books, exhibition catalogues, textual datasets, audio and visual pieces and other creative mediums, instead of publishing traditional journal articles. All of these can be showcased and promoted effectively to gain Altmetric attention.

That's where altmetrics can be a huge help. They go beyond traditional citations in journals and books, so they can help you see your work's value and influence among both scholarly and non-scholarly audiences and from a range of different communication channels.

Most importantly, altmetrics enable you to be recognized for the work that you're doing - and to get proper credit for it.



How to get your work noticed and get the credit you deserve

There are 5 simple steps you can take to get your work noticed:

1. Produce: make, create, conduct and execute the research
2. Publish: make the research visible and available on a suitable platform AND get an identifier
3. Promote: talk about and share the research in Altmetric attention sources
4. Track: sign up for alerts and capture the mentions to the research
5. Analyze: look at the attention the research has received and incorporate meaningful mentions into a variety of activities.

If you're not sure how to get an identifier, then Figshare can help you to do that quickly and easily.



What is Figshare?

Figshare is a repository tool that enables you to manage and showcase your research outputs or portfolios in any file format to the wider scholarly community, in turn driving discovery and uncovering new research partnership opportunities.

The platform supports research data services, captures engagement, and provides storage for all the research outputs you create. Figshare allows you to easily aggregate, publish and visualize all your research outputs as they were meant to be seen.

With Figshare, you ensure you comply with open access policies, publisher policies and grant submission requirements. You can use Figshare as a launchpad to showcase all your different types of research outputs and exhibits so that you can gain recognition and credit for your work.

What steps do you need to take to publish, promote and gather attention for your work?

tools used

1. Produce

As a researcher, you create, produce and publish different, unique outputs and content related to your projects which may result in a public display, event, performance and/or exhibition.

You and your project materials

2. Publish

Gather all your materials and content resulting from your research projects together and assign persistent digital identifiers (such as DOIs) to your work upon publication.

Your institution's repository

These persistent identifiers ensure your work can be discoverable and indexed by other research databases and the greater web.

Figshare

How to make your work visible

The most effective way to get noticed is to assign a digital identifier to every piece of work you create and produce.

Easy ways to get digital identifiers are:

- Deposit your work into your institutional repository
- Publish on sites like Figshare which mints DOIs
- Ask your librarian for assistance and advice

3. Promote

Now that you have persistent identifiers associated with your research, start promoting on various communication channels.

Altmetric sources

Remember to embed or link to the identifier in your posts and messages so that others can refer to your research directly. This way, you'll start receiving online attention!

Tips for promoting your work include:

- posting links on social media such as Twitter and Facebook
- cite your work when you describe them in blogs, newsletters and other online forums
- conduct interviews with research communities and journalists
- tie your work in with relevant events and utilize hashtags

4. Track

Once you start promoting your work on various sources of attention you can start tracking the conversations. Sign up for alerts so you can be notified when a new mention about your work is captured or posted.

Altmetric

5. Analyze

Now that you have some attention you can analyze what the mentions contain and establish whether the reach has been successful, if the mentions are insightful and interesting, who's been cross promoting your research and where in the world the research has been talked about.

Altmetric

LILLIPUT UNIVERSITY

Let's look at a use case:

A music academic at Lilliput University has been commissioned to compose an instrumental performance; you can see below how she uses her digital identifier to capture the attention surrounding her work.



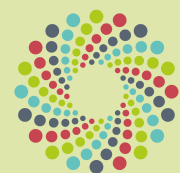
1. Produce

She creates and composes her commissioned quartet. Rehearsals begin and eventually the premiere performance is scheduled and recorded.

**Gather all materials
and content**

2. Publish

She uploads her quartet composition, program, and recorded performance and other associated pieces with this quartet into Lilliput's instance of Figshare. She describes and curates her work and publishes these items with citable and persistent DOIs.



**Upload and
publish content on
Figshare**

3. Promote

As soon as her works are publicly available and discoverable, she starts to promote within her known networks and professional circles via social media, and conducts interviews with journalists in online news sites and blogs.

**From Figshare,
start sharing and
talking about
the research in
Altmetric attention
sources**

She can also use sharing mechanisms that automatically embed her works' DOI(s) into sources that Altmetric tracks, ensuring that her work is immediately and correctly captured. She has also enlisted assistance from the university's marketing and communications department to help create a message of her achievements. She ensures that her work is correctly cited and embedded in various attention gathering platforms that Altmetric tracks.



4. Track

Once her social media posts and media stories about her work are posted, she can start to see those mentions appear immediately, which can start a new wave of promotion and attention.

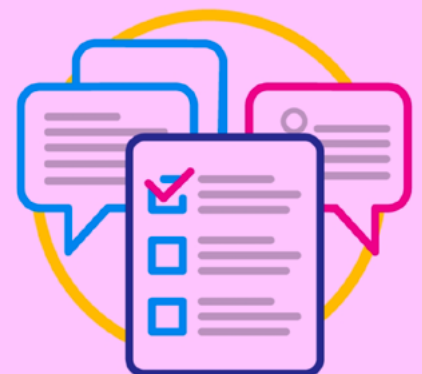
**Monitor the
Altmetric score**



5. Analyze

After a certain period of time, she can see whether her primary promotional tactic has garnered additional traffic to her work online, whether the work has been mentioned in other sources that were secondary to the ones she originally promoted in, who has been talking about her work, and potentially expanding her circle of influence. She can then incorporate mentions into narratives, assessments and reports, and highlight mentions in her curriculum vitae and online profile.

**Analyze the
Altmetric activity
to include in other
post-promotional
activities.**



FAQs

What is a DOI?

A DOI (Digital Object Identifier) is a type of persistent identifier (PID) which permanently points to a research object online.

Why do I need a DOI?

A DOI is the gold standard in data citation as it will always point to the correct landing page even if the URL structure of the website changes or is migrated to another platform.

Can my output have a different type of identifier instead of a DOI?

DOIs are the most consistent and persistent identifiers, however other identifiers such as ISBNs, ArXiv IDs or SSRNs can be supported. Figshare supports DOIs for all types of data and any other research formats, Crossref DOIs for preprints or Handles which are sometimes used in Institutional Repositories.

Where is the best online venue to showcase my work?

Your institution's repository, or other platforms as used by your institution. Figshare is a generalist repository that accepts any research output of any type and file format and is the home of almost 6 million different research outputs across various disciplines.

What type of outputs should I be showcasing and promoting?

The general principle of open research is that you should be showcasing and promoting anything that could be useful to the research community, particularly if it helps fellow researchers reproduce and build upon your research, and for your work to be noticed to wider audiences.

What is a good example of promotion?

There are a variety of ways you can promote your research, whether it's through a departmental website or blog where you can embed your Figshare items, promoting through social media, presenting at conferences and finding collaborators to build and share upon your work.

My work is already online, but I haven't received any attention. How come?

Persistence is key particularly on social media, and there are thousands of posts every minute so be sure to post your content more than once, tag people who you think might be interested and ask your colleagues to retweet. Ensure the links and identifiers to your works are correctly embedded in attention sources so that they can be captured by Altmetric.

How do I compare altmetrics to other metrics?

Traditional metrics like citations generally have a lag time of around 2 years, and the key advantage of using altmetrics is they can give you real time insights into the attention around your work as soon as you publish and promote. They also offer a different lens to which online sources your research is being talked about, which audiences outside of academia are engaging and talking about your research, and where in the world your research is being talked about.

What can I do with the Altmetric attention score and data?

The score is an indicator of the overall attention of your research output. By clicking through to the data you can get a granular view of every mention or post, as well as discover more about the entity or individual engaging with your work. From there you can engage with the conversation, discuss the research in more detail, find collaborators and build upon your research further.

Altmetric has a mission to track and analyze the online activity around scholarly research outputs. The metrics and qualitative data that tell you at a glance how much attention a piece of published research is receiving online. These can be conversations, recommendations or suggestions about scholarly and academic research happening across a range of non-traditional platforms such as social media, news outlets, blogs, Wikipedia, policy documents, faculty review sites and more.

These alternative metrics enable you to track the web-based discussions around all types of research you produce: whether you have written a book, created an art series, recorded a music performance, captured choreography on video, contributed to pages of a composition or created any other research components in various formats - all in real time.

Figshare is a leading provider of out-of-the-box, cloud repository software for your institution's research data, NTROs, papers, theses, teaching materials, conference outputs, and more. Figshare repositories make your institution's outputs more discoverable through search engine indexing and provide DOIs or handles for every item type. Track impact and engagement with key usage metrics displayed on every item page including views, downloads, citations, and altmetrics and have complete control over who can access your research outputs with embargoes and restricted access functionality.

See more about how Figshare works with leading arts institutions by visiting knowledge.figshare.com/arts.

For more information on how Altmetric and Figshare can give your research outputs the attention and credit they deserve, visit the following link to book a demo:

bit.ly/3GZJVUZ

