Chapter 9
Altmetrics:
Its Trend and Application in Knowledge Information Centres

Payel Biswas
Institute of Urban Transport, India

ABSTRACT

According to information scientists, information is modified into knowledge by adding experience. Researchers need powerful and successful filters to help them stay abreast of literature in their field, as well as methods to track the impact of their own research in often very specialized areas of interest. Traditional mechanisms such as peer review and citation searching using bibliometrics are no longer sufficient tools to aid researchers. How can librarians become leaders and powerful allies in this new landscape? Enter the world of Altmetrics. Altmetrics, or alternative citation metrics, provides researchers and scholars with new ways to track influence across a wide range of media and platforms. Altmetrics are metrics and qualitative data that are complementary to traditional, citation-based metrics. Altmetrics is a field of web-based metrics that accounts for total author influence which also looks beyond journal and monographic citation counts to the social web. The aim of this chapter is to explain the concept of library and librarian involvement with altmetrics.

INTRODUCTION TO ALTMETRICS

This term was created by Jason Priem in September, 2010, who is a doctoral student at UNC –Chapter Hill's School of Information and Library Science. Priem is a supporter of online tools which help to research and to filter the information sources and also identify the related – relevant sources. He is very interested to identifying a set of metrics that could able to describe association between the social facets of the web and the expression of scholarship online with hardly few terms obtainable to bound the diverse yet particular of analytics and decided to familiar one of his own making. The end result of altmetrics is shorter version of metrics system. The altmetrics system is actually the extracted version from print metrics system (Didegah et al., 2015, Ezema and Ugwu, 2017).

DEFINING ALTMETRICS

Alternative metrics is an area of web based metrics that calculates for total author impact which focuses to across the journal and monographic citation to the social web. Estimating appearing social scholarly activity is new and differs from traditional citation metrics which is how academics have for decades trailed their impact in their regulation. Librarians should introduce the services for researchers and scholars for their library and information centre. They should allow all metrics tools to guide the researchers for their study. Eugene Garfield is a founder of statistical bibliography and citation based measurement, and impact factor. At present moment Altmetrics prepare new ways figure out an impact mainly the behaviours of scientists online, their exchanges with their own (and others) content, and the pervasive use of social media in self-promotion (Konkiel, 2014, Priem et al., 2012).

EVALUATION OF ALTMETRICS

The definition of Altmetrics clears; one of the first conditions for the development was the growing of the Social Web. The part of Internet fascinated on social relationships and affairs. From the year 1990 to 2000 the Internet has been shifted very highly to human's everyday life. It shifted to various innovative toolmakers which offering users more and more ways to invent, share original and personal content on the web. From below table (1), we can understand the evaluation of Altmetrics from Bibliometric (Priem and Costello, 2010, Rodgers and Barbrow, 2013).

BIBLIOMETRICS TO ALTMETRICS

From the past decades metrics systems has been originated for Journal Impact Factor which has recommended on early 1955. As per Wikipedia has describes about bibliometric is basically information management tool statistical analysis of written publications, such as books or articles. Bibliometric methods are frequently used in the field of library and information science, including scientometrics. For this occasion, in 1960 bibliometrics are used to provide quantitative analysis of academic literature or for evaluating budgetary spending. Classically it concerns with analysing the journal article citation which was proposed as early as 1955. It is traditionally concerned with analysing scholarship through the counting and tracking of journal article citations which themselves tend to lean toward citations of other journal articles. The famous indexers of scholarly journal and article like Thomson Reuters (Web of Science, Journal Citation Reports, Book Citation Index, Data Citation Index), Scopus (SCImago Labs, Eigenfactor.org), and the increasingly popular Google Scholar (Google Scholar Profiles, Google Scholar Rankings) are attached with this. After this evaluation the buzzword bibliometrics has been used in various way and concept. This citation methods evaluation and applied in different terms of metrics systems like webometrics and cybermetrics and other portmanteaus ending in metrics in the pre 2010 era literature (Adams, 2014, Roemer and Borchardt, 2012).

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