



About

- ucd.ie
- Located: Dublin, Ireland

People

- **Liam Cleere**
Senior Manager, Research Reporting and Analytics, UCD

Goals

- Better advise researchers on which journals to publish in to achieve societal impact
- Conduct better analysis to sharpen research communication and promotion strategy
- Analyze trusted data to help articulate academic, social and economic impact to funders

Approach

- Use Altmetric for Institutions to provide a set of indicators and benchmarking tools for broader impact

Results

- Deep understanding gained of the relative relationships between article citations and article mentions
- Ability to provide individual researchers in UCD with evidence of their societal impact substantiated with Altmetric scores and underlying qualitative context
- Ability to sharpen communications strategy based on a deeper understanding of where particular research outputs are picked up



Liam Cleere

UCD acquires Altmetric to guide and sharpen its research communications strategy

University College Dublin (UCD) is Ireland's largest university with more than 30,000 students, of whom 8,000 are engaged in graduate studies. A quarter of those are graduate research students. It offers a broad range of study programs across science, medicine, engineering, social science and the humanities.

UCD is pursuing a collaborative project between its research office and library, called "Communication Supports for Enhanced Dissemination of Research", in which it is using Altmetric for Institutions to help analyze the various communications channels open to researchers and see how effective they are in terms of gaining citations.

Journals to grow societal impact

According to Liam Cleere, Senior Manager, Research Reporting and Analytics at UCD, "We are also investigating the use of Altmetric data to help inform the creation of key performance indicators for the university. On the back of that for example, we can help identify the journals that academics might want to consider publishing in to maximize societal impact."

High impact, high attention

Liam says that his team found a very strong correlation between the citation rate and Altmetric scores for large international journals like Nature, Science, The Lancet and Physics Review. There was also a high correlation between Altmetric and Mendeley and CiteUlike scores, but blogs had less of a correlation and there was almost no correlation between Altmetric score and citation of publication in traditional news outlets. "We are doing more analysis on this all the time and are trying to fine tune our communications strategies in terms of the different channels we are using to promote our research," he said.

Sharpen communication strategy

Another benefit is the assistance Altmetric scores give to the university in determining the best use of its communications resources. "Instead of spreading ourselves across many different channels and different audiences we can become more focused on one set and help to optimize our research reputation," said Cleere. "That is really the challenge we have for this project and Altmetric is a key measurement tool that can help us to optimize the use of existing resources in terms of maximizing our societal impact."

cont.

UCD: THE NUMBERS

Over **17,000** mentions of
nearly **3,000** research
outputs (as of August 5th, 2015)

8 new mentions of UCD
research in Policy docs
between July 5th and
August 5th, 2015

61 citations/references
from Wikipedia to UCD
research in the last 12
months to August 5th, 2015

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Educate funders on impact

The key audiences on which UCD focuses are academics in other universities around the world, employers in industry and funders. The majority of UCD's research funding, some 75 per cent, comes from the Irish government which makes its investment decisions via its various funding agencies. For that reason, Cleere says, “We are very focused on our funding agencies and making sure they understand what measures we can employ around academic impact, societal impact and economic impact.”

A further source of funding for the university is the European Union which has provided UCD with over €100 million over 10 years. Although Altmetric has not been used as yet in specific grant proposals, Cleere says he will be using such data more often to try and explain what impact looks like.

“The Altmetric tool does help give an impression of what the international impact looks like in terms of pick up,” he said. “Citations in policy documents is a particularly interesting view that Altmetric gives us. That is a key area we would like to explore further.”

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institutions@digital-science.com