

Q1 A little about yourself - where are you based?

Answered: 124 Skipped: 0



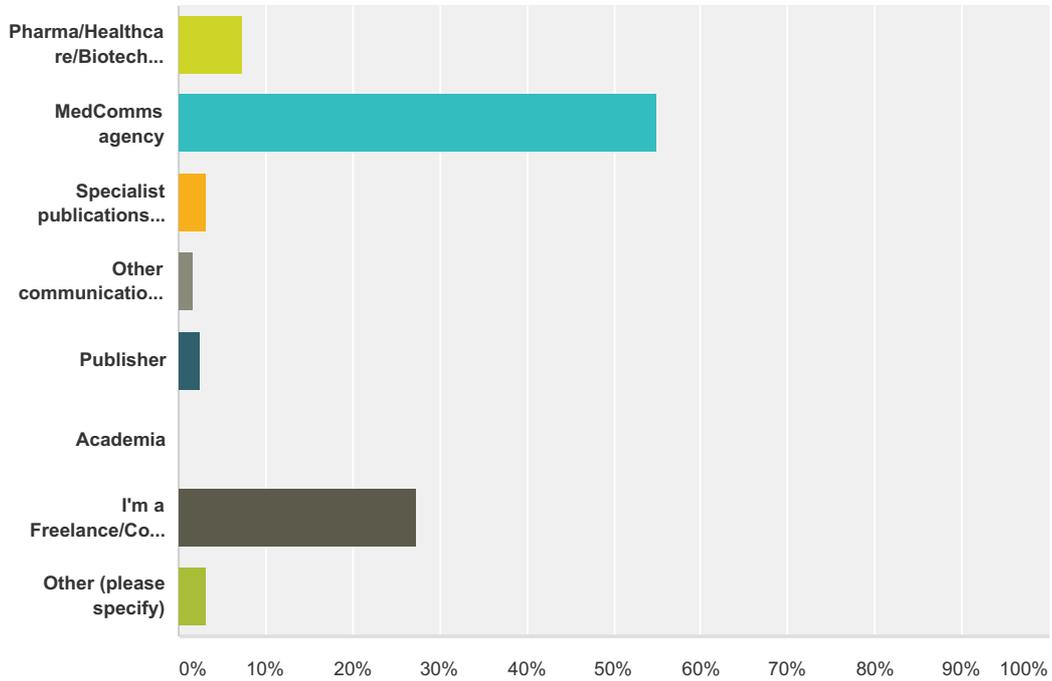
| Answer Choices | Responses |
|----------------|-----------|
|----------------|-----------|

Research with Results: tracking engagement for MedComms and Pharma - Pre-event survey

| | | |
|----------------------------|--------|------------|
| United Kingdom | 77.42% | 96 |
| United States of America | 12.90% | 16 |
| Belgium | 0.00% | 0 |
| France | 1.61% | 2 |
| Germany | 0.00% | 0 |
| Italy | 0.00% | 0 |
| Spain | 0.00% | 0 |
| Scandinavia | 1.61% | 2 |
| Switzerland | 1.61% | 2 |
| The Netherlands | 0.81% | 1 |
| Other Western Europe | 0.00% | 0 |
| Central and Eastern Europe | 0.00% | 0 |
| Canada | 0.00% | 0 |
| Latin America | 0.00% | 0 |
| Middle East | 0.00% | 0 |
| Asia | 1.61% | 2 |
| Australasia | 2.42% | 3 |
| Africa | 0.00% | 0 |
| Total | | 124 |

Q2 A little more about yourself - which of the following best describes the type of organisation you work in?

Answered: 124 Skipped: 0

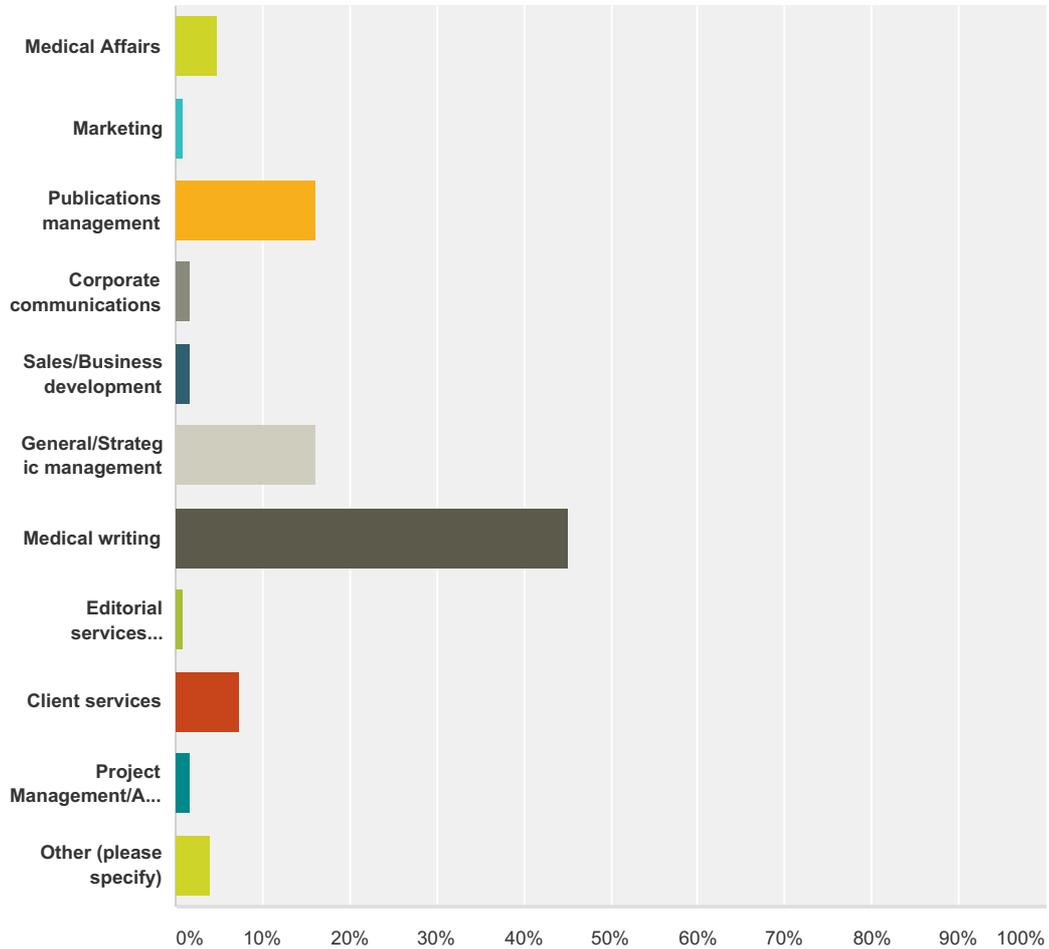


| Answer Choices | Responses |
|--|------------|
| Pharma/Healthcare/Biotech company | 7.26% 9 |
| MedComms agency | 54.84% 68 |
| Specialist publications agency | 3.23% 4 |
| Other communications agency (PR, branding etc) | 1.61% 2 |
| Publisher | 2.42% 3 |
| Academia | 0.00% 0 |
| I'm a Freelance/Consultant | 27.42% 34 |
| Other (please specify) | 3.23% 4 |
| Total | 124 |

| # | Other (please specify) | Date |
|---|---|--------------------|
| 1 | I'm a locum pharmacist, mainly working with Superdrug and peer-reviewing for an online medical publisher. | 3/29/2016 12:44 PM |
| 2 | xx | 3/23/2016 4:52 PM |
| 3 | I'm an international consultant and trainer in the field of scientific publications and medical writing specializing in meeting the reporting needs for evidence-based medicine in clinical research. | 3/22/2016 7:23 AM |
| 4 | Have previously worked in medical communications agencies, pharmaceutical companies and academia | 3/17/2016 12:32 PM |

Q3 And finally about yourself - which of the following best describes your current primary role?

Answered: 124 Skipped: 0



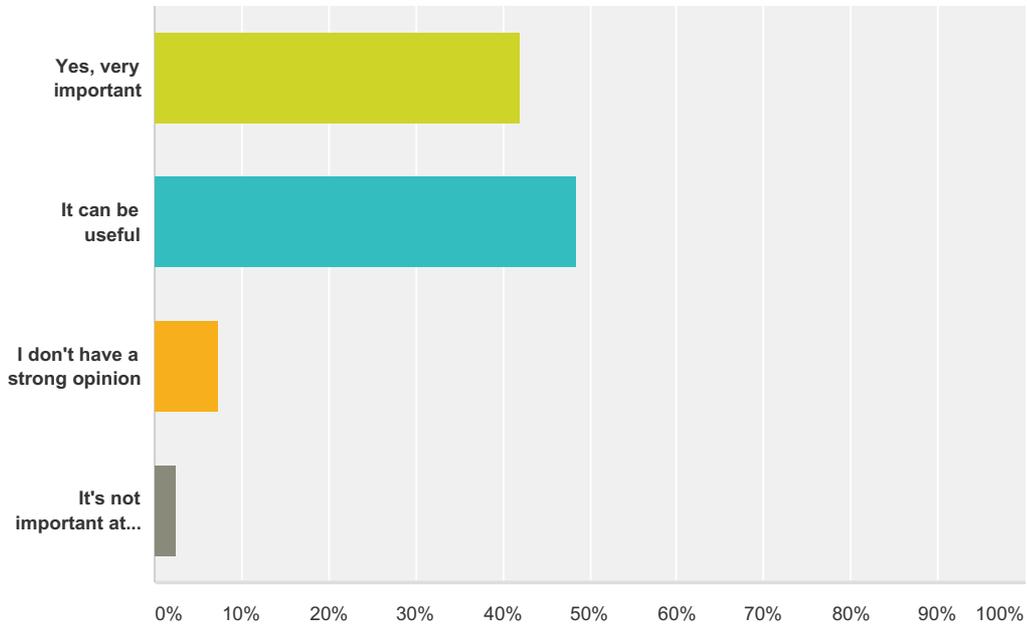
| Answer Choices | Responses |
|---|------------|
| Medical Affairs | 4.84% 6 |
| Marketing | 0.81% 1 |
| Publications management | 16.13% 20 |
| Corporate communications | 1.61% 2 |
| Sales/Business development | 1.61% 2 |
| General/Strategic management | 16.13% 20 |
| Medical writing | 45.16% 56 |
| Editorial services (copy/production editing, proof-reading) | 0.81% 1 |
| Client services | 7.26% 9 |
| Project Management/Admin | 1.61% 2 |
| Other (please specify) | 4.03% 5 |
| Total | 124 |

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| # | Other (please specify) | Date |
|---|---|--------------------|
| 1 | Mainly I'm providing dispensing services for Superdrug customers. | 3/29/2016 12:44 PM |
| 2 | I provide advanced author's editing services, as well as medical writing, poster and slide development, grant writing, and training in all areas of scientific publications in medical research | 3/22/2016 7:23 AM |
| 3 | Compliance | 3/21/2016 10:43 AM |
| 4 | Information specialist | 3/16/2016 2:21 PM |
| 5 | It is a mixture of medical affairs and project management of symposia and publications | 3/15/2016 4:59 PM |

Q4 Do you think it is important to have defined processes in place for evaluating and reporting on the impact of scientific publications that you/your team/client has developed?

Answered: 124 Skipped: 0



| Answer Choices | Responses |
|---------------------------------|------------|
| Yes, very important | 41.94% 52 |
| It can be useful | 48.39% 60 |
| I don't have a strong opinion | 7.26% 9 |
| It's not important at all to me | 2.42% 3 |
| Total | 124 |

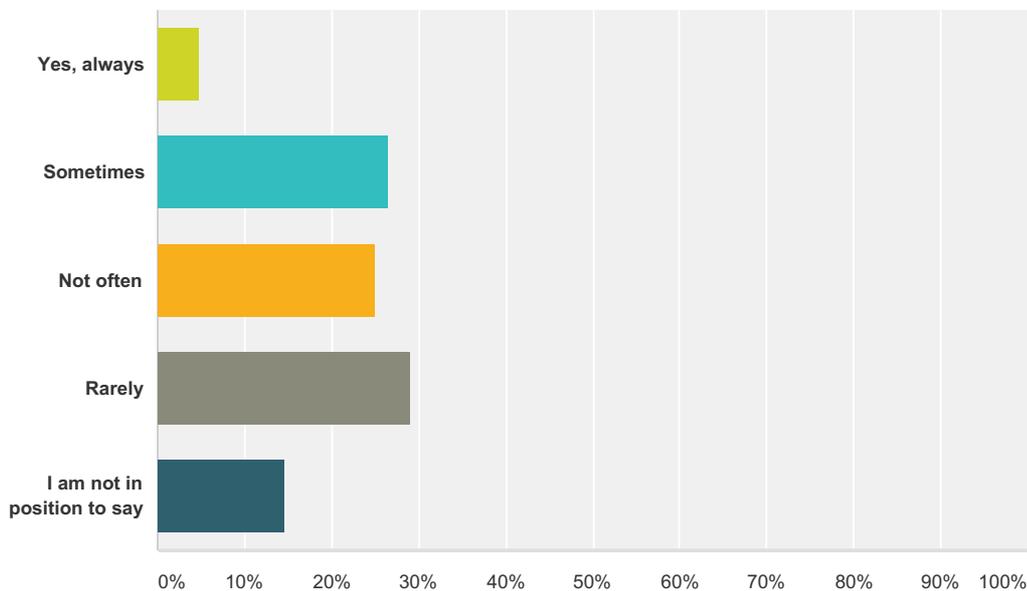
| # | Feel free to provide some additional insights here | Date |
|---|--|--------------------|
| 1 | It depends on the aim of the impact. | 3/25/2016 11:49 PM |
| 2 | Useful, but determining a valid metric is difficult, given the nature of information, which is best evaluated by those who use it, not by the metric itself. | 3/22/2016 7:23 AM |
| 3 | Metrics that don't utilize Impact Factor would be very much appreciated | 3/18/2016 10:50 PM |
| 4 | Measuring impact of other activities (e.g. meetings) is often more important to us, but that partly reflects the specific balance of our business. | 3/18/2016 6:03 PM |
| 5 | In real terms, most clients with data-driven publication plans don't need to know the impact, as the data simply need to be published. There are cases though where important data need to be followed/measured or metrics reported higher up the chain, which makes this sort of thing a valuable offering. | 3/18/2016 4:16 PM |
| 6 | To assess ROI | 3/18/2016 3:53 PM |
| 7 | Yes, otherwise how can you tell whether a publication has achieved what it was planned to achieve? And, if not, why? | 3/17/2016 12:32 PM |
| 8 | there are currently soft measures available - asking salesforce members about the utility of specific clinical papers can be helpful. Salesforce members are able to advise on the understanding and relevance of papers within their customer group. | 3/16/2016 10:57 PM |

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| | | |
|----|---|--------------------|
| 9 | <p>Actually, I've been thinking about this a lot lately! I'm not sure MY concerns are reflected in the goals of Altmetric in general or the meeting in particular, as the title of the meeting is quite vague and jargony. As a medical writer for >15 years, I've begun to suspect that, while medical writers have done much to improve journal articles in terms of editorial content, we have contributed to the "dilution" of the most important aspect of the reporting and interpretation of data and the synthesis of these data with the existing literature. For many of us, especially freelancers, this is occurring primarily because of external demands that force us to work in too quickly in too many therapeutic areas. We have little time to "get up to speed" on the intricacies of the particular study on which we are writing, let alone the time needed to understand the disease, the MoA of the compound under investigation, what treatments have been evaluated previously and why they failed, etc. It's difficult to add value to a publication without this information. Another important aspect of a typical journal article is the clinical interpretation, for which the expertise of a clinician is required. Despite our best attempts to adhere to all guidance relating to authorship issues, in my experience, few authors ever meet all 4 ICMJE criteria, yet we go on pretending that they do. In my opinion, these guidelines need to be overhauled...but I digress. But there are other things that impact the overall quality of the medical literature. There are far too many redundant studies. As a result, the findings are derivative. There is little new information, so old information get repeated. I've seen the same Discussions in multiple papers on the same therapy for any given disorder. This is not advancement in medicine. Anyway, if there was some way to evaluate these issues, and if Altmetric intends to do so, I applaud their efforts.</p> | 3/16/2016 5:49 PM |
| 10 | <p>Clients don't often ask for metrics as the impact is more dependent on the source data's importance than the act of publishing it. They measure success more on the prestige of the journal that will accept it, and the speed of publication from inception of project. Crap data = crap journal = low impact.</p> | 3/16/2016 2:53 PM |
| 11 | <p>If such metrics were readily available and with reliable, consistent standards then yes. However, I'm not sure measures exist. I.e. number of citations really isn't a very useful instrument.</p> | 3/16/2016 2:14 PM |
| 12 | <p>Our focus is on transparency and ensuring data are disseminated in peer reviewed publications to inform healthcare decision making. Metrics are most interesting in the context of demonstrating how we are meeting medical need. Commercial may be interested in metrics for other reason and they should drive such endeavors.</p> | 3/16/2016 2:10 PM |
| 13 | <p>If 'defined' means 'one-size-fits-all' then no. Metrics need to align with objectives, which differ from brand to brand.</p> | 3/16/2016 10:46 AM |

Q5 In your experience are defined processes in fact in place for evaluating and reporting on the impact of scientific publications that you/your team/client has developed?

Answered: 124 Skipped: 0



| Answer Choices | Responses |
|-----------------------------|------------|
| Yes, always | 4.84% 6 |
| Sometimes | 26.61% 33 |
| Not often | 25.00% 31 |
| Rarely | 29.03% 36 |
| I am not in position to say | 14.52% 18 |
| Total | 124 |

| # | Feel free to provide some additional insights here | Date |
|---|--|--------------------|
| 1 | In my opinion, evaluating and reporting on the impact of pubs has not been something that is at the top of many people's list, certainly in the agencies/teams where I have worked. We are so busy that once a publication is submitted/comments addressed/accepted we forget about it and move onto the next one. At the end of the year or maybe when we're preparing for a pitch, we then want to know how well we've been doing. | 3/29/2016 3:41 PM |
| 2 | The Pharmaceutical Journal and Clinical Pharmacist are the sources I use to gain background info; as well the medcomms networking website. | 3/29/2016 12:44 PM |
| 3 | Wikipedia article on the journal impact factor https://en.wikipedia.org/wiki/Impact_factor | 3/23/2016 5:41 PM |
| 4 | I have spent some time chasing publishers for feedback, but even if requested at time of acceptance and going on line, it has been a struggle to get information, and then there has been the challenge of comparing like with almost-like. | 3/22/2016 1:50 PM |
| 5 | As above, the metrics are imperfect. | 3/22/2016 7:23 AM |
| 6 | Web stats for online publications Impact factor for long-term reach | 3/18/2016 6:03 PM |
| 7 | Assessment is weak | 3/18/2016 3:53 PM |

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| | | |
|----|--|--------------------|
| 8 | As I am a freelancer I don't know whether my clients have processes in place. When I worked as a strategic publications manager (several full moons ago....), my team and I did try to develop our own processes of evaluation and impact, mainly to support the papers we had proposed in the publication plans we had developed. We found that clients really appreciated our efforts and felt that we had taken "personal ownership" of their communications strategy and genuinely wanted to help them out. | 3/17/2016 12:32 PM |
| 9 | Great question. I spend large parts of my life persuading clients that the real effort involved in driving attitudinal and behaviour change amongst HCPs commences with the publication of research results. Most clients loose sight of this and seem happy that they successfully secured publication of the data. Without a rigorous tactical plan designed to drive further understanding and adoption of the research findings, the required momentum and time to reach the 'Tipping Point' is compromised. | 3/16/2016 10:57 PM |
| 10 | Sometimes they specify 'publication in a high impact journal' based on impact factor, but I've never seen one specify an actual value. | 3/16/2016 2:53 PM |
| 11 | If clients are willing to pay | 3/16/2016 2:20 PM |
| 12 | Most of our pubs are strategically planned to underpin later planned comms, rather than to have a measurable impact themselves. This may just be because the measurement metrics possible are pretty blunt. | 3/16/2016 2:14 PM |

Q6 What metrics or measures are you currently aware of that can help evaluate and report on the impact of scientific publications that you/your team/client has developed?

Answered: 124 Skipped: 0

| # | Responses | Date |
|----|--|--------------------|
| 1 | Hit rate on article | 4/13/2016 2:02 PM |
| 2 | Impact factor, social media activity, traditional media coverage, | 4/12/2016 4:24 PM |
| 3 | Acceptance for publication on first submission Timeliness of the publication in accordance with the publication strategy Other publications citing the original publication Social media interactions - what the scientific/medical community are saying about the publication (from an in-depth analysis using e.g. Altmetrics) A sentiment analysis of the social media engagement (there is a company that does that, I cannot recall their name) | 4/12/2016 4:04 PM |
| 4 | Citations, Alt metrics | 4/12/2016 2:35 PM |
| 5 | none | 4/12/2016 2:33 PM |
| 6 | We are just starting to explore best practices for measuring alternative metrics - it's a work in progress. | 4/8/2016 9:45 AM |
| 7 | Not clear what is meant - impact on whom? Patients, prescribers etc etc. While altmetrics may give indicators about reading, citation etc above those more simple ones that are currently used I am not convinced that they give any good indication of the impact of published research on patients, who, after all are the important group for true outcome of research. | 4/5/2016 6:35 PM |
| 8 | Reddit, F1000 | 4/5/2016 4:08 PM |
| 9 | website downloads, use of 3rd party websites e.g. F1000 | 4/5/2016 2:35 PM |
| 10 | Number of citations. | 4/5/2016 1:53 PM |
| 11 | Mostly metrics/measures provided by or can be extracted from search database (PubMed, Embase, etc) and peer-reviewed journals/conference websites. | 4/1/2016 9:18 AM |
| 12 | Online reach versus traditional impact factor/circulation | 3/29/2016 9:54 PM |
| 13 | Altmetric.com and various publisher metrics | 3/29/2016 3:41 PM |
| 14 | None | 3/29/2016 3:02 PM |
| 15 | Impact Factor and Altemetric it | 3/29/2016 2:27 PM |
| 16 | I know thru' Nature comms and the Wellcome Trust that the impact of research is ultra-important. It helps the general public learn about the relevance and applicability of science; and vice-versa. I've learnt alot about this topic from BBC radio 4 programmes e.g. Inside Science; Inside Health; The Naked Scientist etc, | 3/29/2016 12:44 PM |
| 17 | None | 3/25/2016 11:49 PM |
| 18 | Alt metrics scopus hits downloads heiger | 3/25/2016 2:16 AM |
| 19 | none | 3/24/2016 12:18 PM |
| 20 | The scope of work and the clarity on the same. | 3/24/2016 1:58 AM |
| 21 | Citation metrics, tracking of leveraged data from publications in digital medical/commercial comms | 3/23/2016 9:09 PM |
| 22 | https://en.wikipedia.org/wiki/Impact_factor | 3/23/2016 5:41 PM |
| 23 | Article level (social media) metrics and article-level citation (but too slow/late to be of use while publication is still current) | 3/23/2016 4:52 PM |
| 24 | Those directly from the journal, social media scans i.e. twitter / facebook comments to a paper etc, use various software | 3/23/2016 4:42 PM |
| 25 | Citation, social media. Altmetrics occasionally but that is an incomplete picture that no one really uses. | 3/23/2016 2:38 PM |
| 26 | Google scholar Altmetrics | 3/23/2016 2:17 PM |
| 27 | None | 3/23/2016 2:13 PM |
| 28 | Cross-ref citations; PubMed citations; Lancet references (somewhat limited selection though) | 3/22/2016 1:50 PM |

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| | | |
|----|---|--------------------|
| 29 | Impact factor, social media pick up | 3/22/2016 1:25 PM |
| 30 | Numner of article views, citations and Almetric score. | 3/22/2016 12:23 PM |
| 31 | Nothing formal or structured. Ad hoc KOL surveys to understand awareness around a product and data | 3/22/2016 10:51 AM |
| 32 | Acceptance rate, Impact Factor, # citations, altmetrics | 3/22/2016 10:39 AM |
| 33 | Journal impact factor. Number of times an article is cited by others. | 3/22/2016 10:30 AM |
| 34 | Number of citations | 3/22/2016 10:16 AM |
| 35 | None that are validated | 3/22/2016 7:23 AM |
| 36 | We use of suite of metrics to measure different aspects of impact. | 3/21/2016 6:12 PM |
| 37 | http://www.sdism2.com/ | 3/21/2016 4:40 PM |
| 38 | Client-directed measures, or own proprietary tools. | 3/21/2016 3:38 PM |
| 39 | We use Almetrics, as well as scopus and web of science to track impact and citations of our articles | 3/21/2016 12:55 PM |
| 40 | Altmetrics, Times cited, IF of journal, Times viewed/downloaded | 3/21/2016 12:08 PM |
| 41 | Altmetrics, number of downloads and citations | 3/21/2016 11:30 AM |
| 42 | Various - in-house developed metric based on multiple measures (including social media measures) | 3/21/2016 10:43 AM |
| 43 | None | 3/21/2016 10:28 AM |
| 44 | word of mouth, surveys, questions / feedback to authors, pubmed citations | 3/21/2016 9:18 AM |
| 45 | IF of journals, personal IF, scopus, altmetrics, number of downloads (for on-line publications), 'highly accessed' in some journals, | 3/21/2016 8:36 AM |
| 46 | E-survey of customers | 3/21/2016 8:26 AM |
| 47 | No answer | 3/20/2016 11:13 PM |
| 48 | I am not aware of any metrics for evaluation and impact of the publication. | 3/19/2016 5:18 AM |
| 49 | no of downloads/access from journal | 3/19/2016 3:33 AM |
| 50 | Altmetric data, citation reports | 3/18/2016 11:51 PM |
| 51 | None | 3/18/2016 11:34 PM |
| 52 | For the impact of a publication plan, total/average Impact Factor is (sadly) common. | 3/18/2016 10:50 PM |
| 53 | Views of open access articles | 3/18/2016 10:00 PM |
| 54 | Some journals offer stats on the number of views and downloads, but not a high percentage. | 3/18/2016 8:12 PM |
| 55 | Number of times cited in other articles; number of 'hits' or 'reads' on a journal website | 3/18/2016 6:06 PM |
| 56 | Web stats for online publications Impact factor for long-term reach | 3/18/2016 6:03 PM |
| 57 | Many but one satisfactory on their own. | 3/18/2016 5:44 PM |
| 58 | None | 3/18/2016 5:41 PM |
| 59 | Google Scholar, Scopus, Web of Science, Web of Knowledge, HighWire | 3/18/2016 5:26 PM |
| 60 | altmetrics. individual journal provided info. | 3/18/2016 4:43 PM |
| 61 | Ad hoc reader research | 3/18/2016 4:37 PM |
| 62 | Altmetrics and Plum | 3/18/2016 4:24 PM |
| 63 | Not currently doing pubs | 3/18/2016 4:20 PM |
| 64 | Impact factor, altmetric score, number of article views/downloads | 3/18/2016 4:20 PM |
| 65 | Some in house offerings | 3/18/2016 4:16 PM |
| 66 | Altmetric | 3/18/2016 4:15 PM |
| 67 | Impact factor, Altmetric, SEO, social media | 3/18/2016 4:13 PM |
| 68 | Confidential for now! | 3/18/2016 4:10 PM |
| 69 | ALTMETRIC | 3/18/2016 4:08 PM |
| 70 | Evaluation of number of publications, abstracts, presentations (oral/posters) on quarterly basis. Evaluation of breadth of audience (physician, nurse, other allied health professionals). No metrics in place to determine impact per se (such as citations, etc). | 3/18/2016 4:06 PM |

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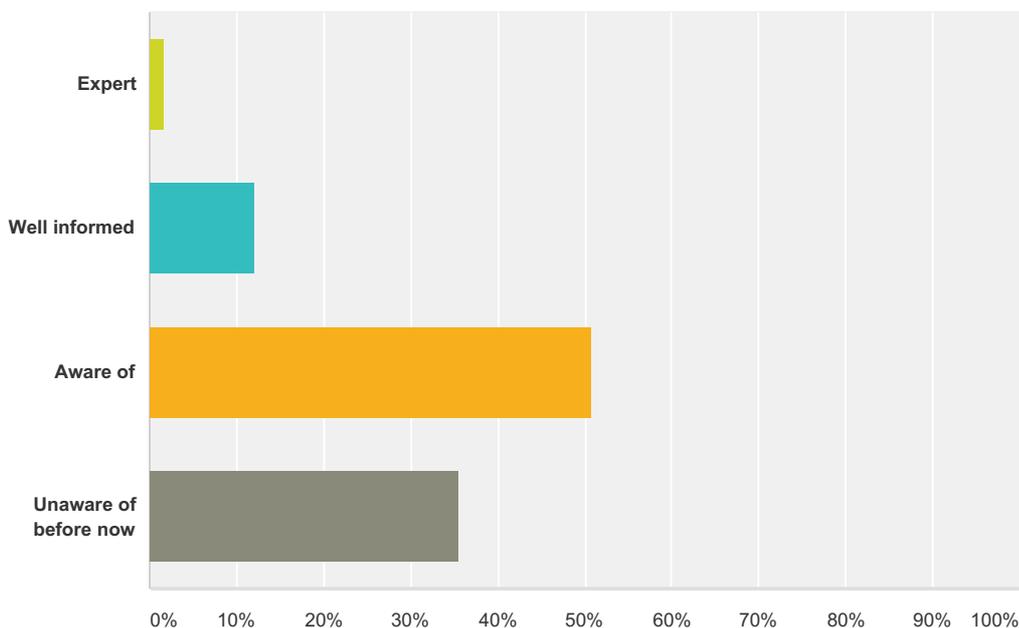
| | | |
|-----|--|--------------------|
| 71 | N/A | 3/18/2016 4:01 PM |
| 72 | IF, journal-provided metrics, Google hits | 3/18/2016 3:58 PM |
| 73 | IF, hit rate on e pubs, downloads | 3/18/2016 3:58 PM |
| 74 | none | 3/18/2016 3:57 PM |
| 75 | Uptake of reprints, page impressions, article downloads/purchases Citation Benchmarking | 3/18/2016 3:57 PM |
| 76 | Internet visits, click through and completion | 3/18/2016 3:53 PM |
| 77 | Typically Impact Factor | 3/18/2016 3:53 PM |
| 78 | N/A | 3/18/2016 3:51 PM |
| 79 | In house tools, Almetrics, etc | 3/18/2016 3:51 PM |
| 80 | None. | 3/18/2016 3:50 PM |
| 81 | not aware | 3/18/2016 3:49 PM |
| 82 | NONE | 3/18/2016 3:49 PM |
| 83 | a publication | 3/18/2016 3:48 PM |
| 84 | Impact factors | 3/18/2016 3:47 PM |
| 85 | impact factor, almetrics, | 3/17/2016 6:59 PM |
| 86 | Impact factor - not as helpful as had previously been thought "Kardashian factor" ? | 3/17/2016 12:32 PM |
| 87 | To be honest, metrics are mostly used for forward planning and there is rarely time to look backwards because by the time of publication everyone has moved on to the next one. | 3/17/2016 10:24 AM |
| 88 | Citations. Poster downloads from QR codes. | 3/17/2016 8:07 AM |
| 89 | Don't know | 3/17/2016 12:11 AM |
| 90 | A few: Soft measures. Feedback from the field-force and from ad board members. Hard measures. Number of citations | 3/16/2016 10:57 PM |
| 91 | Citations | 3/16/2016 6:36 PM |
| 92 | All indirect - but these can be a guide - JIF score of the journal; paper highlighted as "most read" or some other way by the journal; journal commissioning an editorial to accompany paper; paper ranking high on a Google search. | 3/16/2016 6:29 PM |
| 93 | I am not aware of any metrics or measures. | 3/16/2016 5:49 PM |
| 94 | impact factor | 3/16/2016 4:35 PM |
| 95 | Alt-metrics Impact factor of journal Web based metrics | 3/16/2016 3:43 PM |
| 96 | none | 3/16/2016 3:23 PM |
| 97 | Punned citation list | 3/16/2016 3:03 PM |
| 98 | Altmetric Researchgate number of citations impact factor Mendeley | 3/16/2016 2:53 PM |
| 99 | None | 3/16/2016 2:47 PM |
| 100 | Social media activity, citation monitoring, press monitoring | 3/16/2016 2:46 PM |
| 101 | the standard citation-based metrics, and if publications picked up and reported by media (traditional and online), invitations to present data at conferences etc | 3/16/2016 2:33 PM |
| 102 | proprietary measure developed by my medcomms group Altmetric some journals' own measures | 3/16/2016 2:21 PM |
| 103 | Full digital footprint Metrics | 3/16/2016 2:20 PM |
| 104 | I am not aware of any | 3/16/2016 2:15 PM |
| 105 | At the article level, basically there's number of citations, number of downloads, and number of views. | 3/16/2016 2:14 PM |
| 106 | Altmetric score, citation count, views/downloads, article influence score | 3/16/2016 2:10 PM |
| 107 | We have used Altmetrics and similar measures in the past to see the reach/impact of a publication. | 3/16/2016 2:04 PM |
| 108 | none | 3/16/2016 2:01 PM |
| 109 | none | 3/16/2016 2:00 PM |
| 110 | impact factor of journal Circulation of journal | 3/16/2016 1:30 PM |
| 111 | none | 3/16/2016 10:48 AM |

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| | | |
|-----|---|--------------------|
| 112 | Number Journal Impact Factor Article views/downloads Altmetric score Reach on Twitter Citations | 3/16/2016 10:46 AM |
| 113 | Altmetric | 3/15/2016 10:30 PM |
| 114 | Citation metrics, altmetric | 3/15/2016 6:56 PM |
| 115 | Scopus, Impact factor | 3/15/2016 5:29 PM |
| 116 | We use Altmetric, though I often wonder exactly how relevant the numbers are - it would be good if they could provide some sort of baseline | 3/15/2016 5:13 PM |
| 117 | I am not aware of any | 3/15/2016 4:59 PM |
| 118 | Number of citations (field weighted or otherwise), number of downloads | 3/15/2016 4:15 PM |
| 119 | IF, social media, Altmetric, etc | 3/15/2016 4:03 PM |
| 120 | Google Scholar, SCOPUS | 3/15/2016 4:00 PM |
| 121 | Uptake - if digital. Citations Correspondence triggered Requests for reprints and author contacts | 3/15/2016 3:59 PM |
| 122 | Journal-reported metrics (including on-line "hits" for an article) | 3/15/2016 3:56 PM |
| 123 | Altmetric | 3/15/2016 3:55 PM |
| 124 | Impact factors, scimago, altmetrics, plum analytics, publisher websites | 3/15/2016 3:53 PM |

Q7 How familiar do you consider yourself to be with Altmetric data?

Answered: 124 Skipped: 0

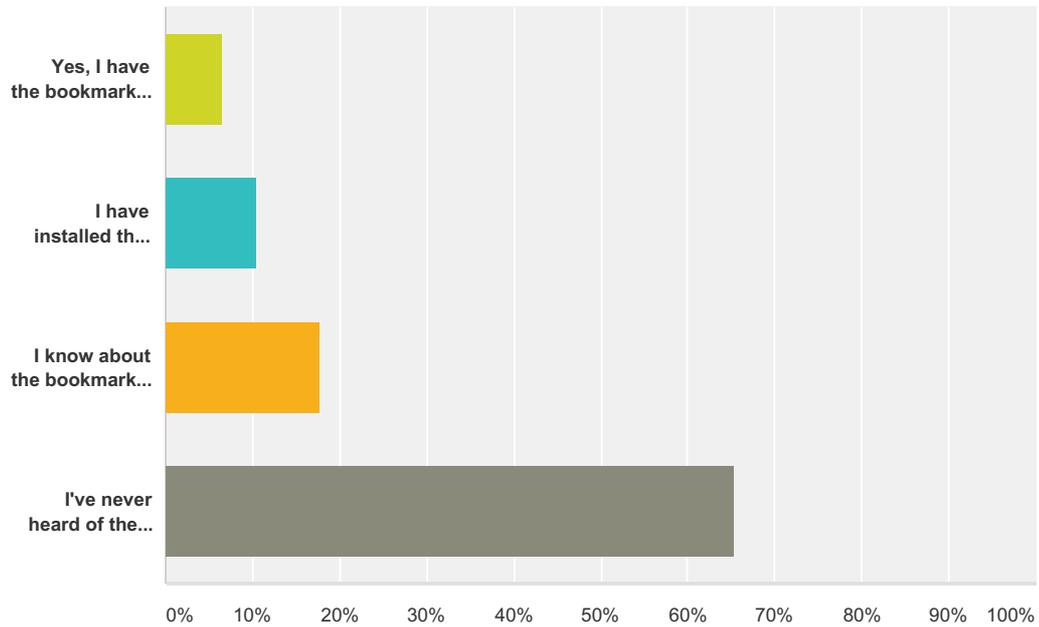


| Answer Choices | Responses |
|-----------------------|------------|
| Expert | 1.61% 2 |
| Well informed | 12.10% 15 |
| Aware of | 50.81% 63 |
| Unaware of before now | 35.48% 44 |
| Total | 124 |

| # | Feel free to provide some additional insights here | Date |
|----|---|--------------------|
| 1 | I have seen and observed it in papers I have read, but never as part of a publication I have helped produce | 4/12/2016 4:24 PM |
| 2 | I have done Altmetric analyses of publications and presented the findings to clients in business development proposals, but have not completed an actual Altmetrics project for a client in analysing their publications I also notice the Altmetric doughnut is now shown on a number of journal websites, and I sometimes click on this to see what others are saying about the publication if it is of particular interest to my needs (e.g. for strategic analysis of client/competitor publications) | 4/12/2016 4:04 PM |
| 3 | via ads in Research Information | 3/29/2016 12:44 PM |
| 4 | It's fine but lacks the critical mass for wide use. | 3/23/2016 2:38 PM |
| 5 | I've seen altmetric as a name and alternative way to assess journals, but know little about methodology and real application | 3/22/2016 10:51 AM |
| 6 | I use it regularly to look at the impact of our articles and other content online | 3/21/2016 12:55 PM |
| 7 | congress metrics would be more useful as this is where the data is initially released | 3/18/2016 3:58 PM |
| 8 | Even though I am a freelancer, I would like to learn more about this | 3/17/2016 12:32 PM |
| 9 | This is social metrics relating to the publication right? If not I need more education. | 3/16/2016 2:14 PM |
| 10 | Attended Altmetric workshop at ISMPP 2016 EU meeting. | 3/15/2016 4:15 PM |

Q8 Do you use the Altmetric Bookmarklet when viewing articles?

Answered: 124 Skipped: 0



| Answer Choices | Responses |
|--|------------|
| Yes, I have the bookmarklet installed in my browser and regularly use it | 6.45% 8 |
| I have installed the bookmarklet in my browser but rarely use it | 10.48% 13 |
| I know about the bookmarklet but I don't have it installed | 17.74% 22 |
| I've never heard of the bookmarklet | 65.32% 81 |
| Total | 124 |

| # | Feel free to provide some additional insights here | Date |
|---|---|--------------------|
| 1 | I did not know this existed, it seems like a good idea for some. | 4/12/2016 4:24 PM |
| 2 | I will now investigate! | 4/12/2016 2:33 PM |
| 3 | I would be wary of installing such a thing on my computer. Sounds a little scammy and smells a little phishy. | 3/23/2016 5:41 PM |
| 4 | It does look very useful though and we'd be interested in adding our journal to the bookmarklet | 3/21/2016 12:55 PM |

Q9 Whether or not you are joining us on 19 April, have you any other comments about altmetrics, other tracking methodologies and measures or any points about tracking publications generally that you would like to be put to the Panel and to other members of the audience?

Answered: 29 Skipped: 95

| # | Responses | Date |
|----|--|--------------------|
| 1 | How interested have other people found clients to be in Altmetrics? Having discussed it with several different clients, they think it is interesting, and we have sometimes managed to surprise them with what people are saying about their publications, but they have never expressed a sufficient interest in our experience for them to pay us to do a qualitative analysis using Altmetrics. | 4/12/2016 4:04 PM |
| 2 | It seems that publishers/journals are still not on board with being more transparent about total PDF downloads/HTML views for articles - why is this the case? | 4/8/2016 9:45 AM |
| 3 | Will not be attending but look forward to hearing more via the forum | 3/29/2016 9:54 PM |
| 4 | Why should we not consider altmetrics a gimmick? How can altmetrics help agencies help their clients (old and new)? How best can agencies implement altmetrics reporting within teams without it seeming like yet another thing to be doing when we are already busy? Where is the proof that altmetrics reporting can be successful, efficient and valuable, or not (i.e. case studies)? | 3/29/2016 3:41 PM |
| 5 | Thanks for organizing the event! I'm looking forward to learning more about Altmetrics! | 3/29/2016 12:44 PM |
| 6 | I'd like to know better the subject | 3/25/2016 11:49 PM |
| 7 | 10 step guide to get started | 3/25/2016 2:16 AM |
| 8 | Well, this survey encouraged me to visit the Wikipedia article on alt metrics, and it doesn't look as sinister as I first thought. (This assumes the Wikipedia article is accurate.) Thank you for this bit of education/information. https://en.wikipedia.org/wiki/Altmetrics | 3/23/2016 5:41 PM |
| 9 | Let's have a faster citation system than relying on Reters Thompson in investing in a faster, more responsive system. | 3/23/2016 4:52 PM |
| 10 | More people need to use it. I also feel the technology is a little flawed; I worked on a manuscript that I know was more widely cited and used on social media than its Altmetric statistics indicate. So painted an incomplete picture of the manuscripts' impact. | 3/23/2016 2:38 PM |
| 11 | Downloads do not equal reads Sentiment analysis would be useful if the automation were at all reliable. Currently, it isn't | 3/23/2016 2:13 PM |
| 12 | How does Altmetric compare with other evolving/established rankings like eigenfactor, SCImago and h-index, traditional citation index and impact factor | 3/22/2016 10:51 AM |
| 13 | I think it is very difficult to measure the impact of information on human behavior because the value is defined by those who use the information, not by the intrinsic nature of the information. | 3/22/2016 7:23 AM |
| 14 | This sounds like a great event and I would hope that one can be held in US (NJ location). This is a very hot topic for many of my clients and we are actually doing a lot more digital metric data analysis. Please consider hosting a session in NJ. thank you! | 3/21/2016 4:40 PM |
| 15 | Thanks. Ill first learn about it. | 3/19/2016 5:18 AM |
| 16 | Any metric needs to have a point of reference to be interpretable. I would therefore be interested to understand what is a 'good' Altmetric score - and how this is likely to evolve as the metric is used more widely. | 3/18/2016 10:50 PM |
| 17 | I'm not sure of the value of it, particularly as when I have devled into the stats it has just scored articles from sites that trawl the internet and re-post press releases. | 3/18/2016 8:12 PM |
| 18 | There is such a huge gap between what people want to measure and what is measured that one wonders why people pay for such bullshhit. | 3/18/2016 4:37 PM |
| 19 | Need to remember that publication metrics are about more than just Altmetrics - it is very important to jointly assess qualitative and quantitative feedback to identify the significance of the metrics to the publication/clinical programme/account. | 3/18/2016 4:10 PM |

Research with Results: tracking engagement for MedComms and Pharma - Pre-event survey

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| 20 | Would be interested in learning more about Altmetrics at a US presentation (I believe ISMPP will be discussing at annual meeting in April). | 3/18/2016 4:06 PM |
| 21 | Not really an area that I've dealt with. | 3/18/2016 4:01 PM |
| 22 | Need good KPIs and ROI assessment to demonstrate access gained and impact | 3/18/2016 3:53 PM |
| 23 | Are you offering any of this as a Webinar for those of us in the US? | 3/16/2016 5:49 PM |
| 24 | Understanding metrics is useful but tried and true methods for improving metrics would be very useful | 3/16/2016 3:03 PM |
| 25 | No | 3/16/2016 2:20 PM |
| 26 | I'm interested in how we can automate the collection of metrics and delivery to key stakeholders, to minimize the work in collecting data which are constantly changing. Based on DOI and ORCID, I would love to see data fed directly to systems such as Datavision. | 3/16/2016 2:10 PM |
| 27 | What can we do as an industry to improve metrics? If you can't impact it, why measure it? | 3/16/2016 10:46 AM |
| 28 | Tracking information only tells you how many people have read/cited a publication, not whether they changed their views, approach to disease management etc as a consequence of reading it. Whether or not a publication is free to view will have a major effect on whatever measure is used - faced with 2 similar reviews in similar quality journals one of which is behind a paywall you can guess which one is more likely to be read | 3/15/2016 5:29 PM |
| 29 | Broadly, is it a solution in search of a problem? | 3/15/2016 3:53 PM |