Chapter 9

Altmetrics:
A Unique Way of Web-Based Metrics

Geeta Girish Gadhavi
Gujarat University, India

ABSTRACT

In this era of knowledge enormous research work is being published by various modes of publications. It can be a journal, conference proceedings, open and online resources or any other. Many of them are used by other researchers with due citations. Traditionally these citations are measured by Bibliometrics. Over a period of time publication platforms changed from traditional counting to web based counting called Webometrics. Teaching faculty are always struggling to find new ways of providing evidence of their changing scholarly value. Open access and online availability of scholarly information changed the scenario of mentions. People are using information from any scholarly publications and mention in their blog, Twitter account, Facebook or any other social media. These mentions are as important as citations for an author’s tenure and promotions. To calculate this entire web based mentions an alternative metrics method is coined ‘as Altmetrics.’ This article discusses basics of Altmetrics, its importance, use in scholarly impacts and tools for providing data to calculate Altmetric scores.

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INTRODUCTION

Knowledge is main ingredient for all facets of human life. Today on each and every step one is in the need of knowledge. According to information scientists, information is converted into knowledge by adding experience. Produced information is stored in libraries or shared on electronic media. According to Darwin Magazine, Knowledge is the right information put into use in the right way at the right time, whereas information is merely the amalgamation of various datasets within a specific context (Darwin Magazine, July, 2001) Knowledge generation needs conscious and intentional efforts of experts. If produced knowledge is not used, then it has a tendency to remain there where it is produced. Hjorth mentioned that to build knowledge from information, one has to add context. The context affects the meaning and value of knowledge, and can be seldom easily reproduced or transferred through dissemination because knowledge is filtered according to the perspective of individuals’ reflecting their context and internal understanding (Hjorth, 2003). On the bases of their involvement in research McGee and Brock opined that research needs to reflect variety of existing knowledge among the creators and users involved in. (McGee & Brock, 2006; Miranda Sara, 2002). In nutshell we can say that variety of produced knowledge is the raw material for new and dynamic knowledge. The dynamic comprises ‘research for innovation’ and ‘research on innovation’. Mary-Louise Kearney, Director of the UNESCO Forum on Higher Education, Research and Knowledge explained to University World News that due to exponential growth in research new information and knowledge has generated in diversified sectors. Last decade witnessed emergence of these dynamism and diversification in higher education as well. This dynamism include increasing demand, diversification of provision, changing lifelong learning needs and growing use of ICT as well as enhanced networking and social media. (http://www.universityworldnews.com/article.php?story=20090622215201783)

It is deeply desired by all creators / authors to get acknowledged by others by viewing and noticing their work. Citation of these published works is the right way to get noticed by users. At the same time protecting intellectual contribution by IPR is also necessary. Scientists and creators of research based information are actively imparting scholarly communication. This scholarly communication is peer reviewed and published in high impact factor journals.

Traditional impact factors are calculated by citation analysis. It is but obvious that questions will arises that:
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