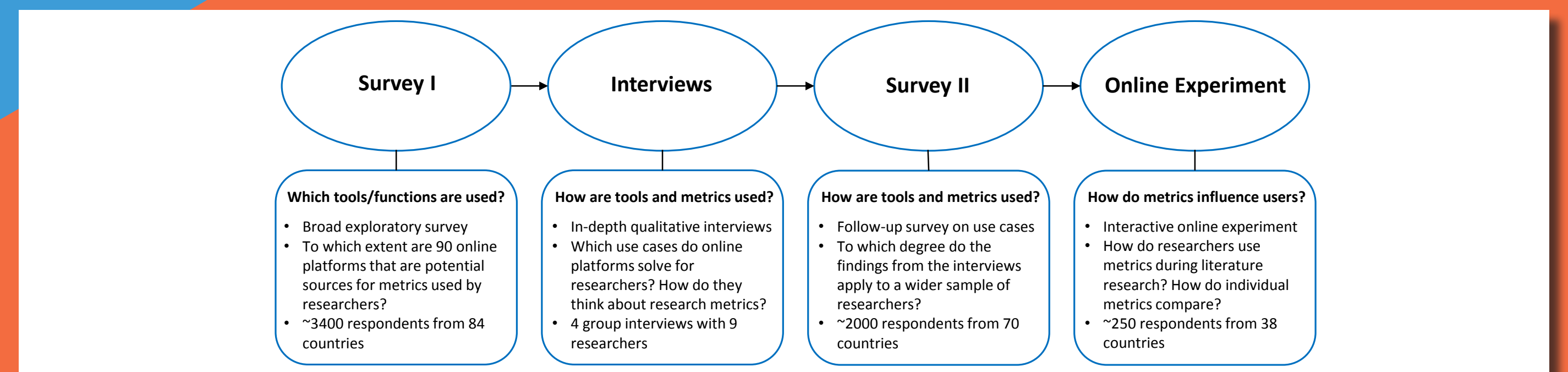


Reliability and perception of open metrics

METHODS

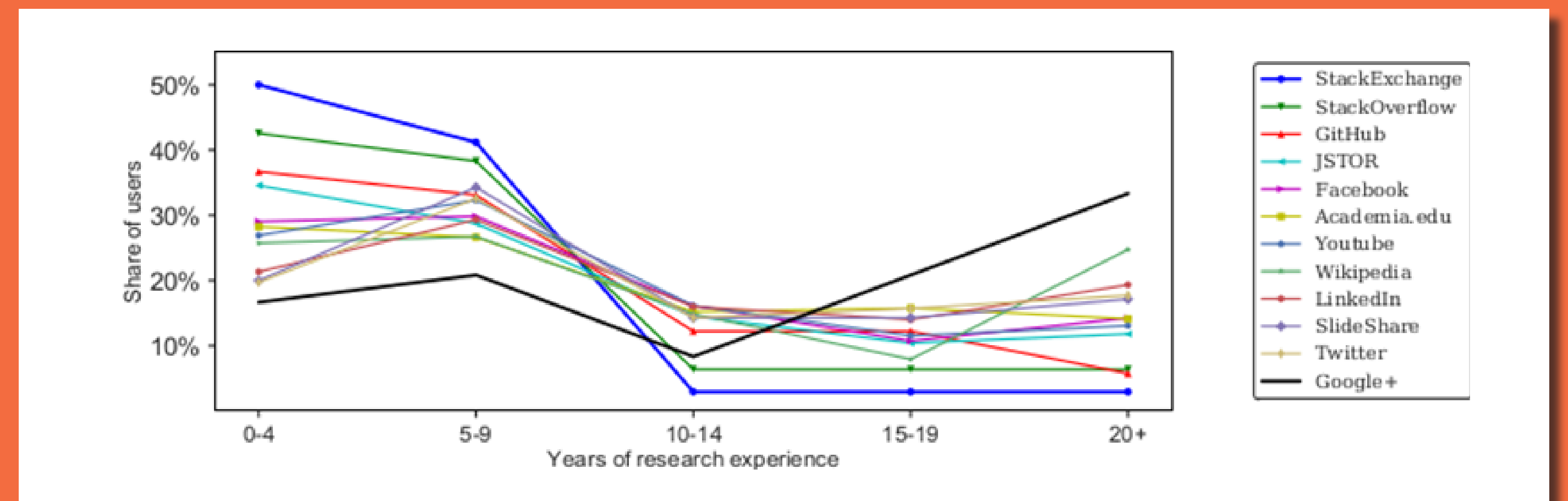
- User Surveys, Group Interviews, Experiments
- Prototyping



FINDINGS I - USAGE OF SOCIAL MEDIA PLATFORMS

Users of different career stages:

- Select different platforms for communication
- Use different functions on the same platform

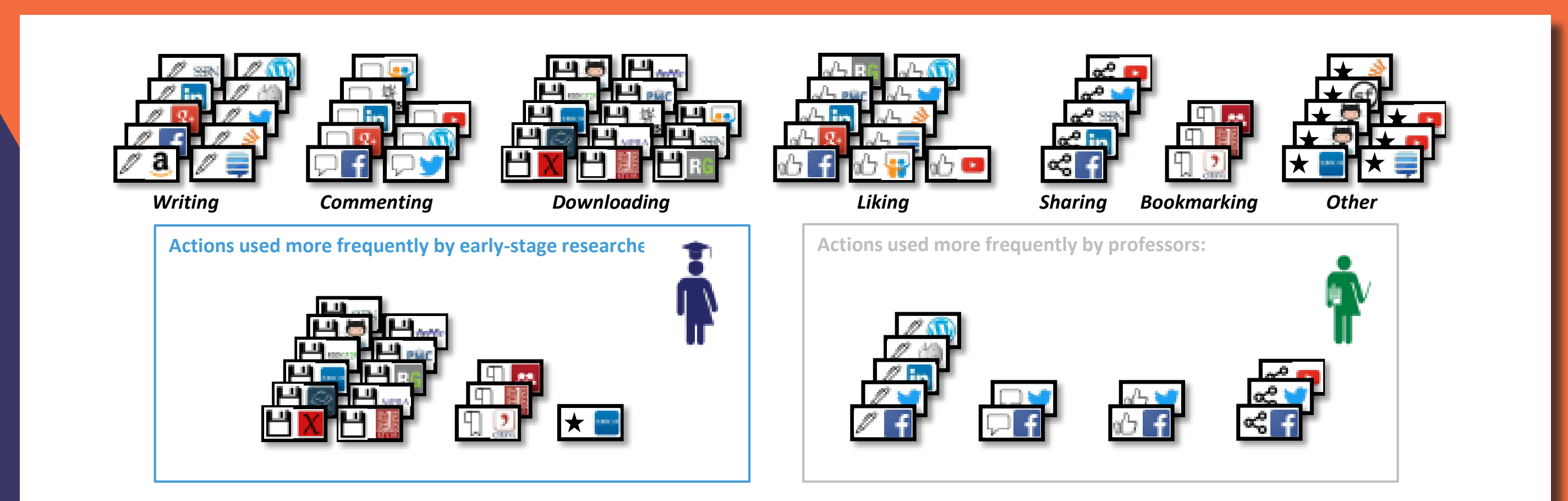


BEHAVIOUR ON SOCIAL MEDIA PLATFORMS IS COMPLEX AND DIVERSE WHICH PROHIBITS SIMPLE AGGREGATIONS

RECOMMENDATIONS I

Check for applicability:

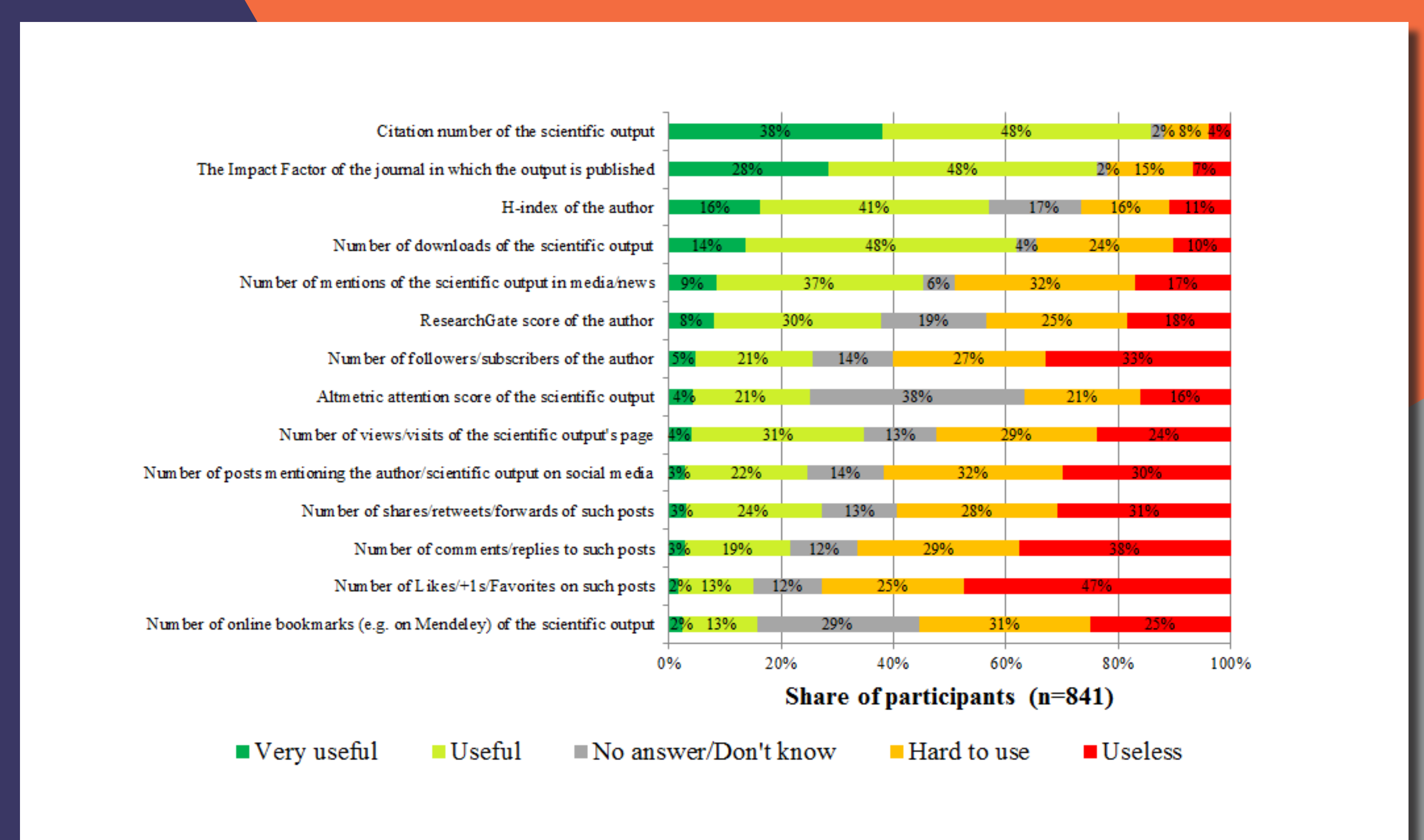
- Select platforms depending on user behaviour and weight functions according to exhibited patterns
- Avoid simple one-dimensional metrics and check aggregations for their validity



FINDINGS II - USE AND CONCERNS TOWARDS METRICS

Alternative metrics are:

- Not yet widely known among researchers
- Used with considerable caution



HELP RESEARCHERS BECOME METRIC-WISE

RECOMMENDATIONS II

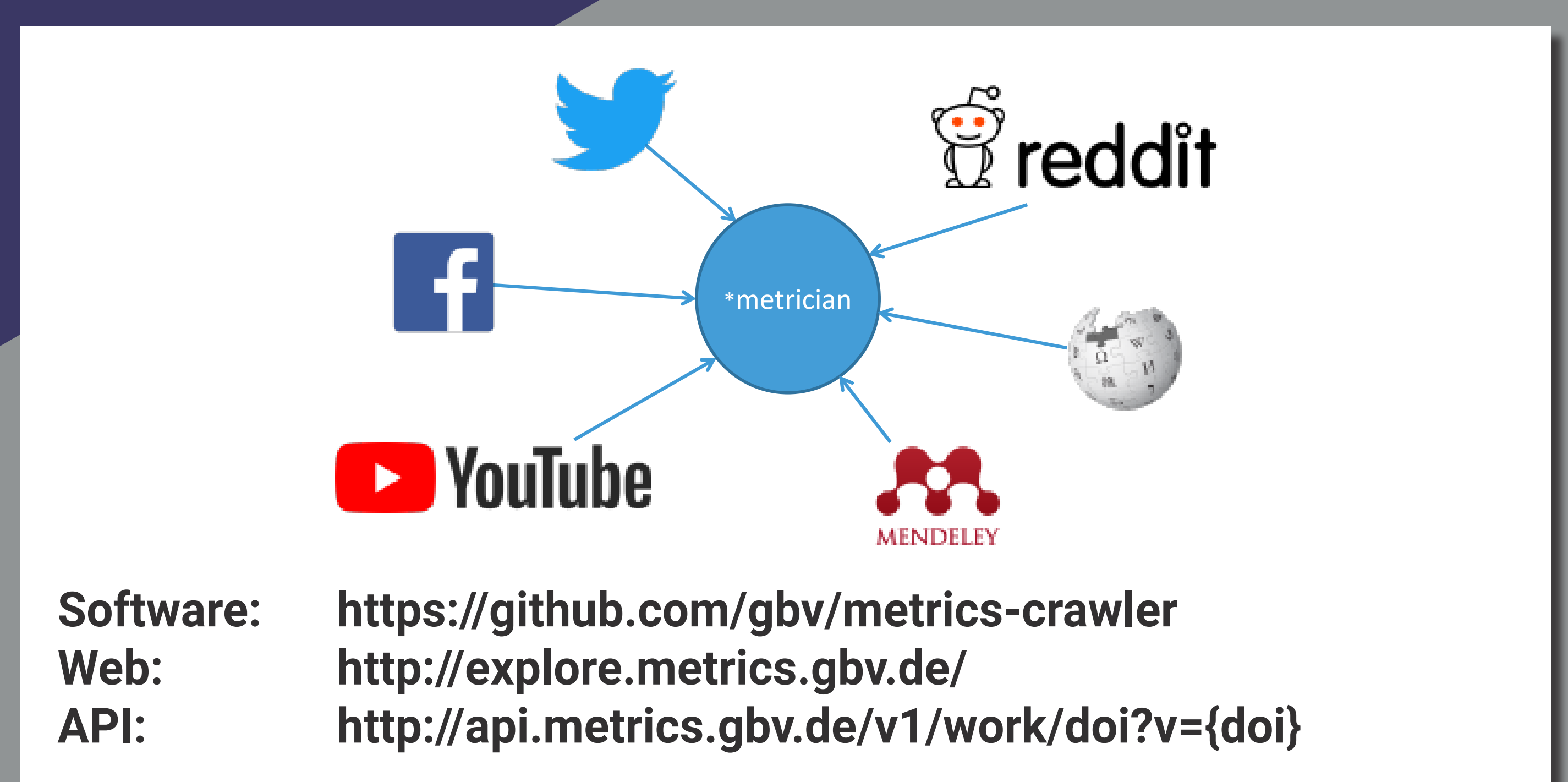
To gain trust and acceptance by researchers:

- Provide context and greater openness
- Explain application areas, strengths and limitations

FINDINGS III - TECHNICAL CHALLENGES

Occurrences on platforms difficult to identify:

- Different habits of identifying papers
- Inconsistent or no use of identifier systems



QUALITY VARIES WITH DATA SOURCES

RECOMMENDATIONS III

- Develop standardizations in altmetric „citations“
- Promote use of identifiers

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