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

Acknowledgements:
The following colleagues contributed to the work presented in this poster: Steffen Lemke, Maryam Mehrzaz, Athanasios Mazarakis, Isabella Peters, Olga Zagovora, Katrin Weller, Julius Stropel, Andreas Krausz, Maxie Gottschling, Moritz Wiemann, Daniel Beucke

Software: https://github.com/gbv/metrics-crawler
Web: http://explore.metrics.gbv.de/
API: http://api.metrics.gbv.de/v1/work/doi?v={doi}