Scholarly communication and social media: should tweets be used to measure research impact?

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In the last decades, citations have been the basis to indicate the “impact” of scientific papers. The social web has introduced new data sources for metrics which are visible shortly after publication, potentially reflect the interest of a broader audience outside the specialized scientific community and might reflect types of use that do not lead to a citation. Tweets, Facebook posts, Mendeley readers, blog mentions, Slideshare views and forks on Github are examples of so-called “altmetrics”.

These new metrics are already applied by journals such as PLOS and Nature to reflect the attention their papers received on social media. Although it has become apparent that these new metrics reflect different things and do certainly not replace citations, their actual meaning is not yet clear. The presentation will give an overview of the current state of “altmetrics” research and address opportunities and challenges of social media in scholarly communication.

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**Bio**

Stefanie Haustein is a post-doctoral researcher in bibliometrics at the University of Montreal focusing on social media in scholarly communication and making sense of so-called “altmetrics”. Her work is supported by the Alfred P. Sloan Foundation. Stefanie holds a Master’s degree in history, American linguistics and literature and information science and a PhD in information science from Heinrich Heine University Düsseldorf, Germany, where she is a visiting lecturer. She has previously worked as a research analyst at Science-Metrix in Montreal, Canada and at Forschungszentrum Jülich, Germany. She frequently presents at international conferences and has published in journals such as JASIST, Scientometrics, Journal of Informetrics and PLoS ONE.