

## Goals

Develop a better understanding of social media metrics and altmetrics

- Are they reliable indicators for scientific engagement?
- How are different metrics, aggregations, and visualizations of metrics interpreted by scientists and the public?

## Activity

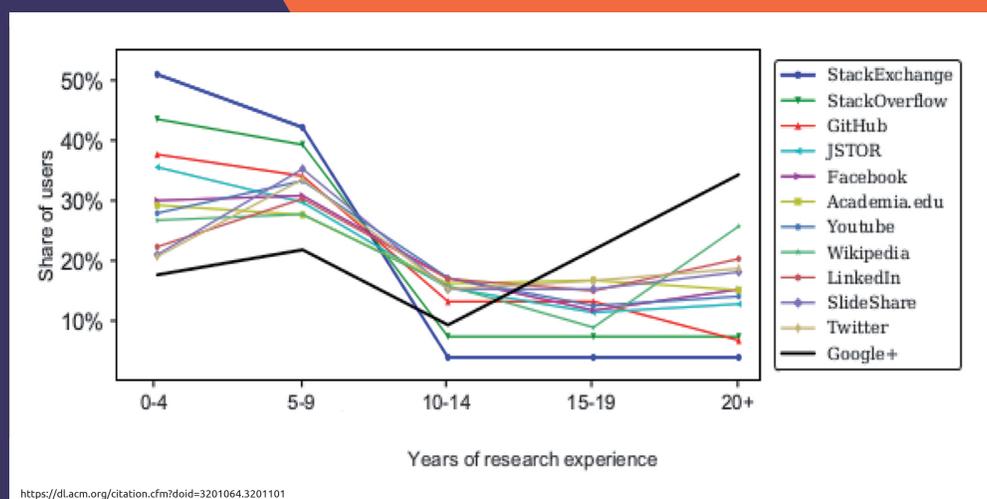
- Development of a social media crawler to evaluate technological perspectives of \*metrics aggregation
- Creation of the Social Media Registry with an overview of functionalities and accessibility of platforms
- Explorative surveys and interviews on social media platform usage and motivations
- Presence at conferences and workshops to disseminate project results and ensure transparency

## Results

- Working prototype of social media crawler
- Collection of 90+ platforms that could be relevant to assess research impact

### Example findings from survey:

- Q&A and programming-related services are more popular among young scientists
- Three services are especially popular among researchers regardless of age, career stage or discipline: Google Scholar, Wikipedia and ResearchGate
- Usage patterns for functions on social media platforms differ between young and experienced researchers



	Early-stage researchers		Professors
	Downloading		Writing
	Bookmarking		Facebook
			Twitter