

# Singing the DONUT blues

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## 1. The Colors

### Current Colors

Color	SCORE
News	8
Blogs (only a curated list)	5
Policy documents	3
Patent	3
Wikipedia	3
Twitter (tweets and retweets)	1
F1000	1
Syllabi (Open Syllabus)	1
Reddit	0.25
Q&A (Stack Exchange)	0.25
Youtube	0.25



### Colors No Longer Given

Color	SCORE
Sina Weibo (since 2015)	1
Google+ (since 2019)	1
LinkedIn (since 2014)	0.5
Pinterest (since 2013)	0.25
Facebook (only a curated list of public pages)	0.25

### Unwanted Color

Color	SCORE
Peer review (Publons, Pubpeer)	1

### Tracked, But No Color

Source	SCORE
Mendeley readers	0
Dimensions citations	0
Web of Science citations	0

## 2. The Case

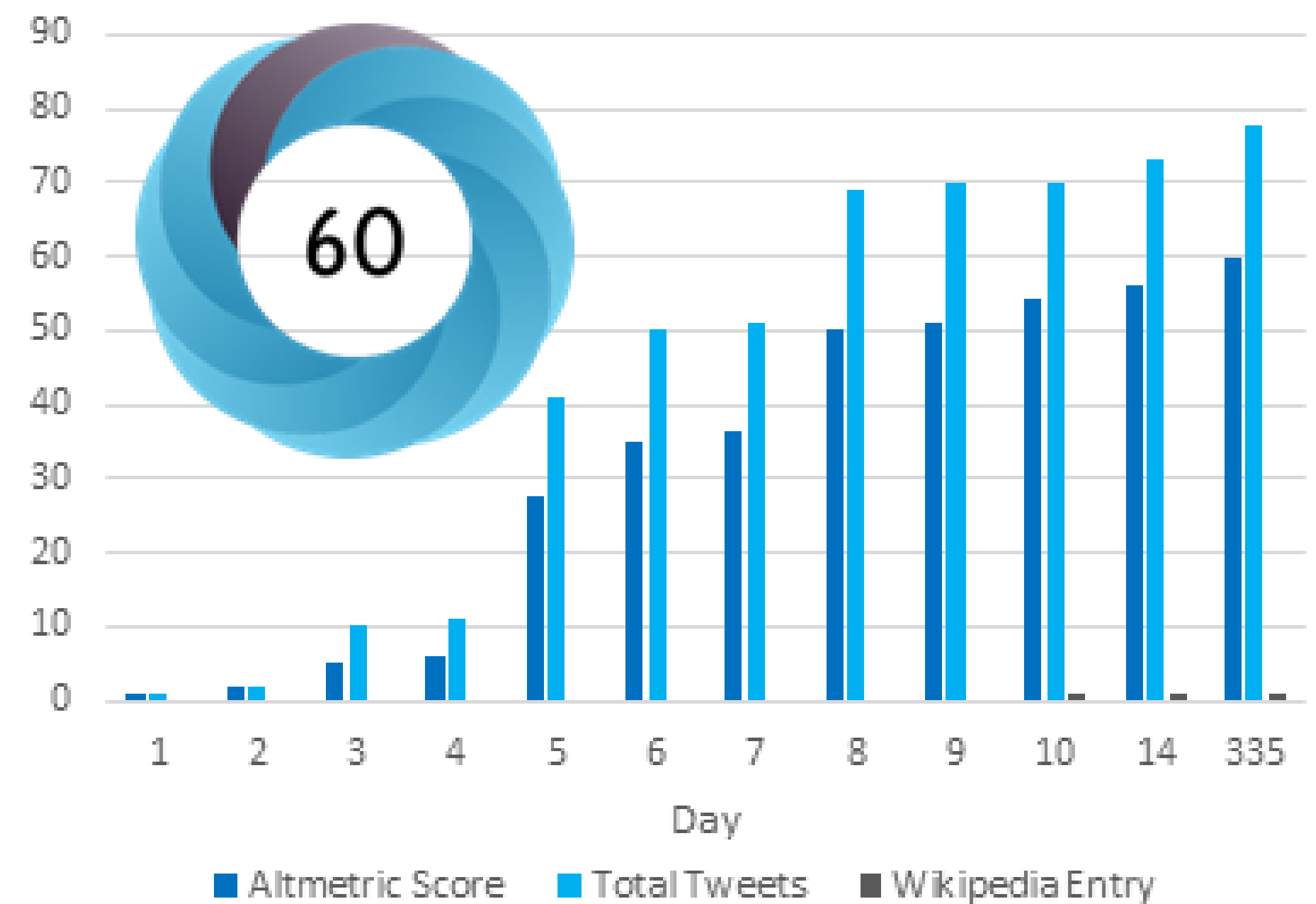
We have studied **how to inflate the Altmetric donut** using Social Media. To do that we published an editorial in LIBER Quarterly [2] with the specific intent to follow the spread of its DOI via the Altmetric Explorer. We studied the effects to get an idea of how friendly tweeting of DOI's spreads and which platforms are the most efficient.

## 3. The Kick-Off

Charlotte Wien @CharlotteWien, Asger Væring Larsen @asgerlarsen, Dorte Drongstrup @drthenriksen, OA LIS journals @OALISjrnl, Bertil F. Dorch @astronerd

What's in a tweet? Creating Social Media Echo Chambers to inflate 'the donut'. LIBER Q: What's in a tweet? Echo tweet :-)

## 4. The Results



### 4.1 Interaction breakdown

Altmetric Cited by user 185.107.15.203 on 28 Jun 2019

So far, Altmetric has seen **111** tweets from **73** users, with an upper bound of **231,881** followers.

What do altmetric scores mean and how easy is it to game them?

ACADEMIA How easy is it to game the altmetric score?

YouTube We're testing the altmetric donut. Link: <https://www.liberquarterly.eu/article...>

### 4.2 Geographical breakdown

Country	Count	As %
Denmark	10	14%
United Kingdom	9	12%
Germany	4	5%
Sweden	3	4%
United States	3	4%
Switzerland	2	3%
Netherlands	2	3%
Spain	2	3%
Portugal	2	3%
Other	10	14%
Unknown	26	36%

### 4.3 Demographic breakdown

Type	Count	As %
Members of the public	48	66%
Science communicators (journalists, bloggers, editors)	16	22%
Scientists	9	12%

ALL RESEARCH OUTPUTS: #306,186 of 13,527,331 outputs

OUTPUTS FROM LIBER QUARTERLY: THE JOURNAL OF EUROPEAN RESEARCH LIBRARIES: #3 of 78 outputs

OUTPUTS OF SIMILAR AGE: #10,506 of 247,629 outputs

OUTPUTS OF SIMILAR AGE FROM LIBER QUARTERLY: THE JOURNAL OF EUROPEAN RESEARCH LIBRARIES: #1 of 5 outputs

Altmetric has tracked 13,527,331 research outputs across all sources so far. Compared to these this one has done particularly well and is in the 97th percentile: it's in the top 5% of all research outputs ever tracked by Altmetric.

## 5. The Conclusions

The Altmetric Donut is **not easily manipulated**. Altmetric has taken many steps to limit the Donut to verifiable, trackable sources, excluding Sina Weibo, Google+, LinkedIn, Pinterest, much of Facebook and most blogs. Only the **grey color for Wikipedia and the blue color for Twitter have been successfully colored in**. By far, the most effective way to inflate the Altmetric Score is by **nudging peers on Twitter**.

[1] Shaghaei, N., Wien, C., Holck, J.P., Thiesen, A.L., Ellegaard, O., Vlachos, E. and Drachen, T.M., 2018. Being a deliberate prey of a predator: Researchers' thoughts after having published in predatory journal. *LIBER Quarterly*, 28(1), pp.1-17. DOI: <http://doi.org/10.18352/lq.10259>

[2] Wien, C. and Deutz, D.B., 2019. What's in a tweet? Creating Social Media Echo Chambers to inflate 'the donut'. *LIBER Quarterly*, 29(1), p.3. DOI: <http://doi.org/10.18352/lq.10289>