The Social Impact of the UOC’s Scientific Output: A Case Study

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Project goals
1. Explore alternatives to measure the impact of the UOC’s research outputs.
2. Analyze whether altmetrics can be used as complementary indicators in the evaluation of research.
3. Discover whether altmetrics increase the visibility of the UOC’s research.
4. Identify the impact of the UOC’s research on social media.

Methodology

Citations and type of access for the 5 articles with the highest Altmetric Attention Score

Social impact

268 articles
10,045 readers
2,888 mentions

The UOC’s impact versus similar online universities

Conclusions

It’s too early to use altmetrics for research evaluation.
Social media reach beyond the academy and raise the profile of publications that don’t have an impact factor.
Publishing in Q1 and Q2 (JCR/SJR) journals seems to guarantee greater impact on social media.
The articles with the highest Altmetric Attention Score are in the fields of medicine and health sciences, and open-access.
There is no direct link between the level of attention on social media and the number of citations received.