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Online Attention to Digital Humanities Publications*



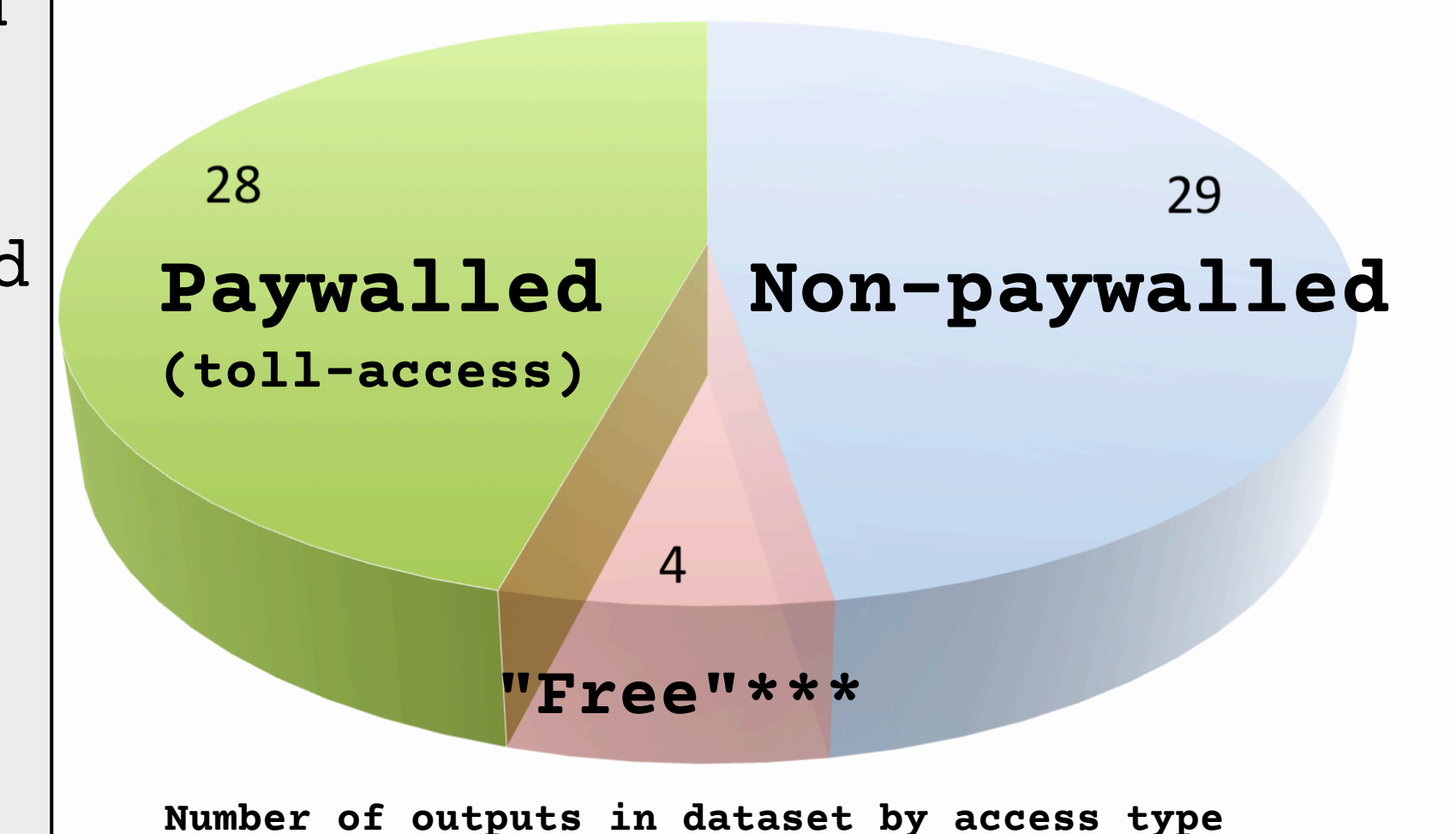
Ernesto Priego, Centre for Information Science, City University London. Ernesto.Priego.1@city.ac.uk; @ernestopriego
Leo Havemann, Birkbeck College, University of London. l.havemann@bbk.ac.uk; @leohavemann
Javiera Atenas, University College London. j.atenas@ucl.ac.uk; @jatenas

Interested in the role of **"alternative" article-level metrics** (Priem et al 2011; Priego 2012; Adie et al 2013; Alperin 2014) as tools for discovering uptake of **Open Access** and other **publication patterns** amongst digital humanists and **online attention** to publications in the **Digital Humanities**, we used the Altmetric Explorer to search and collect published outputs with **"digital humanities"** in their title and **metadata**. We obtained a dataset that after manual refining contained **62** outputs with unique identifiers.

The dataset included mention counts for **12** major types of **online mentions**. Later we used Google Scholar to identify **citation counts** for each output. The dataset ranks outputs by **quality** and **quantity** of online mentions (the Altmetric score).

The **3** most-mentioned papers were **not paywalled (but not strictly Open Access in all cases**)**. The paper with the highest number of mentions was a **grey literature** output deposited on SSRN. There were **no** outputs published in **fully-Open Access Journals (CC-BY)**. The most open license for a published article (not preprint) in the dataset was **CC-BY-NC-ND (1 article)**.

Though the **3** most-tweeted publications were **non-paywalled**, the dataset as a group did not show consistent correlations between **access type** and **online attention** (including Twitter and Mendeley).



The dataset contained **62** outputs whose main authors or PIs were from **15 different countries**.



32 of 62 outputs had a main author or PI based in the **USA**.



The output with the highest score in the dataset was in the **top 5%** of all articles ranked by attention.



The average price of individual paywalled outputs was **~US \$29.75**. Highest prices were for Taylor & Francis (**GBP £24.00**) and Oxford University Press (**US \$38.00**).

The services most used to mention the outputs in the dataset were **Mendeley** and **Twitter**, both with more than **400** total mentions. There were **no** mentions in **6** other services that Altmetric tracks (including Pinterest media mentions).

503 Readers on Mendeley
439 Tweeters
18 Facebook Walls in the dataset

We suggest **altmetrics** services like the Altmetric Explorer can be an efficient method to obtain **bibliographic datasets** and **track scholarly outputs** being **mentioned online** in the sources curated by these services. Our dataset reflects that outputs with **"digital humanities"** in their metadata were **not** published in **fully-fledged Open Access journals**. The role of **SSRN** and **arXiv** as Open Access **repositories** was found to be relatively significant, but the **licensing** of the outputs available through them was **not** always immediately **clearly displayed**. Our working definition of "Open Access" requires outputs to be **open** for **human and machine access** through **CC-BY** or at least **CC-BY-SA**. The **absence** of **clear licensing information** at output level is perceived to be problematic, as is the lack of any outputs clearly and visibly licensed with CC-BY. The fact the **3 most-mentioned outputs** in the dataset were available **without a paywall** might signal towards the potential of **Open Access** for greater **public impact**. **'Free access'** outputs in paywalled journals did **not** reflect **higher mentions** nor **citations** than their paywalled or non-paywalled counterparts. Though the dataset reflects a predictable **dominance** of authors based in the **USA**, the dataset points towards a **growing presence** of **international digital humanities researchers**.

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