

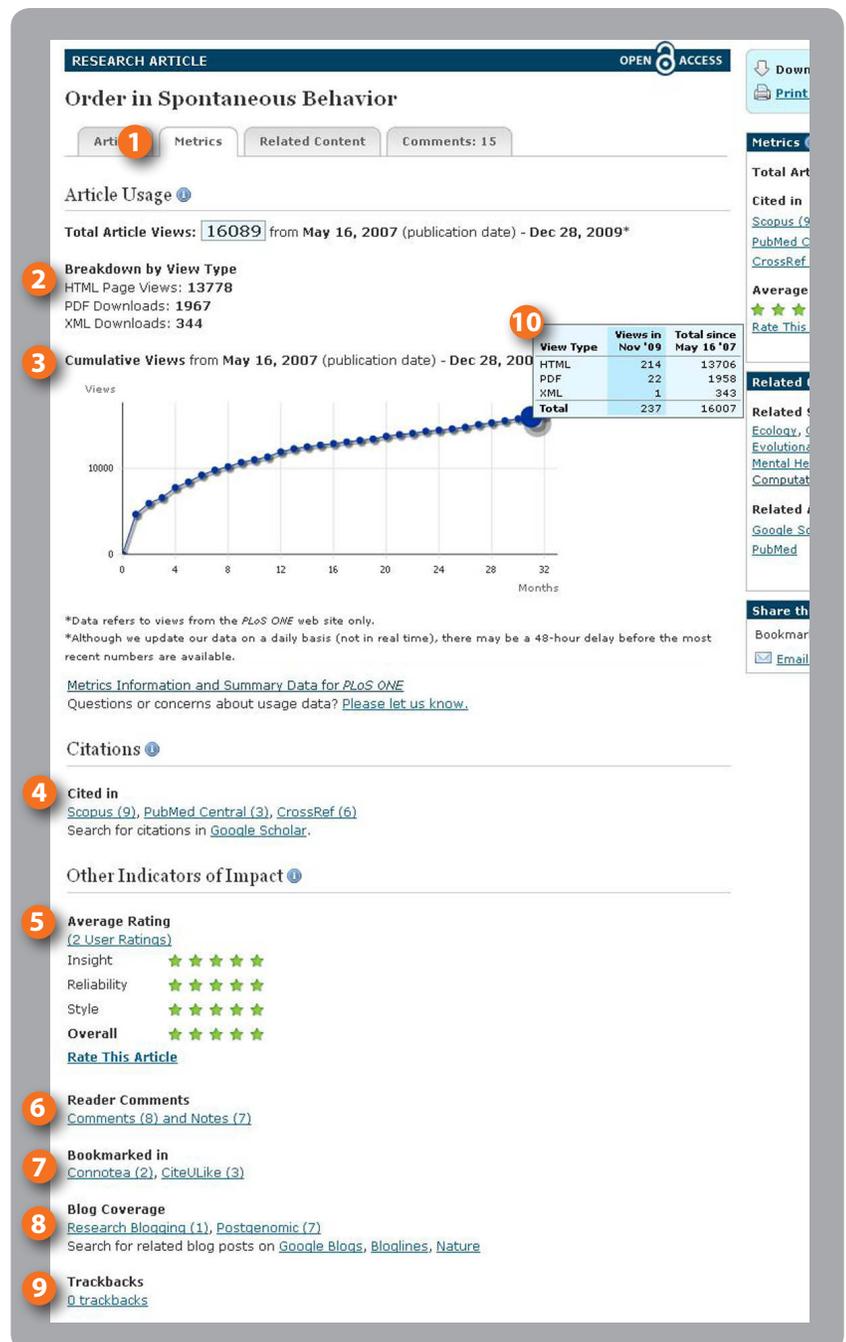
The Impact of Article-Level Metrics

Traditionally, the impact of research articles has been measured by the journal in which they are published, however it is clearly more informative to look at the performance of the articles themselves. When you do this, it is apparent that there are many possible ways to assess the impact of any piece of research, including: citations; usage; media coverage; blog coverage; discussion activity; expert ratings; user ratings; social bookmarking activity; whether or not public policy was affected; where the research was done; who is citing it; who is reading it and so on. These types of measures can be more powerful and useful than

citations or usage metrics alone and so PLoS is embarking on a program to present many of these measures with our Article-Level Metrics program. This new approach has been implemented to evaluate and filter PLoS journal articles and to give a window on the true impact of any piece of research.

Shown below is an example of a PLoS ONE article opened to the (Article-Level) Metrics tab.

1. **Metrics tab** - this tab contains summary information for every Article-Level Metric that we track.
2. **Breakdown by View Type** - HTML Page Views - this is a total number of views to each article.
PDF and XML Downloads - this is a total number of downloads for each article.
3. **Cumulative Views** - this is a graph that shows the entire progressive views of the article.
4. **Cited in** - the number of articles that have cited this PLoS article in CrossRef, PubMed Central and Scopus.. Links to additional citations.
5. **Ratings** - this indicates the average ratings that this article has received in 4 categories.
6. **Comments and Notes** - users can leave a comment or note on a specific piece of text or on the entire article. Once this has been left, it forms a discussion thread to which other users can reply.
7. **Bookmarked in** - this is a count of how many bookmarks have been made to this article by users of the CiteULike and Connotea social bookmarking services.
8. **Blog Coverage** - this is a count of how many blog postings refer to this article, as indexed by the Postgenomic, Nature Blogs and Blogline services.
9. **Trackbacks** - this is an indication of the number of trackbacks that have been made to this article by external sites.
10. **Usage Graph** - a monthly data box appears when you mouse over one of the blue points.



RESEARCH ARTICLE OPEN ACCESS

Order in Spontaneous Behavior

Article Usage

Total Article Views: **16089** from May 16, 2007 (publication date) - Dec 28, 2009*

Breakdown by View Type
 HTML Page Views: **13778**
 PDF Downloads: **1967**
 XML Downloads: **344**

Cumulative Views from May 16, 2007 (publication date) - Dec 28, 2009

View Type	Views in Nov '09	Total since May 16 '07
HTML	214	13706
PDF	22	1958
XML	1	343
Total	237	16007

*Data refers to views from the PLoS ONE web site only.
 *Although we update our data on a daily basis (not in real time), there may be a 48-hour delay before the most recent numbers are available.

[Metrics Information and Summary Data for PLoS ONE](#)
 Questions or concerns about usage data? [Please let us know.](#)

Citations

Cited in
 Scopus (9), PubMed Central (3), CrossRef (6)
 Search for citations in [Google Scholar](#).

Other Indicators of Impact

Average Rating
 (2 User Ratings)
 Insight: ★★★★★
 Reliability: ★★★★★
 Style: ★★★★★
 Overall: ★★★★★
[Rate This Article](#)

Reader Comments
 Comments (8) and Notes (7)

Bookmarked in
 Connotea (2), CiteULike (3)

Blog Coverage
 Research Blogging (1), Postgenomic (7)
 Search for related blog posts on [Google Blogs](#), [Bloglines](#), [Nature](#)

Trackbacks
 0 trackbacks

11. Article tab

12. Related Content tab

13. Comments tab

Additional Features

- Competing interest statements are added to all notes, comments and ratings.
- Formal corrections and retractions are now displayed in the Table of Contents next to the appropriate article.
- Support for NLM DTD 2.3.

COUNTER compliance

COUNTER compliance is a standard for measuring online journal usage at the journal level, for use within an institution. COUNTER has not yet set standards as to how to measure global usage at the article level, however we are currently adhering to the spirit of their definitions, and as soon as they define article level standards, we will aim to adhere to them as well (and receive a compliance audit).

... and we're not finished yet. We're working to develop further measures and to refine and develop tools that allow users to search and sort articles on the basis of these metrics. We're continuing to expand the Article-Level Metrics program because we believe that articles should be considered on their own merits, and that the impact of an individual article should not be determined by the journal in which it happened to be published. As a result, we hope that new ways of measuring and evaluating research quality (or 'impact') can and will evolve.

The data can be found under the 'Metrics' tab of each PLoS article.

Read more: <http://article-level-metrics.plos>.

We welcome your thoughts (feedback@plos.org) on our new design and features.



Liberating research. Accelerating science.

The image displays three sequential screenshots of a PLoS article page for "Order in Spontaneous Behavior" by Alexander Maye et al. The first screenshot shows the "Article" tab (11) with the abstract and a sidebar for notes and comments. The second screenshot shows the "Related Content" tab (12) with links to related articles, subject categories, and blog posts. The third screenshot shows the "Comments" tab (13) with a list of user responses and their timestamps.