



Editorial

## Journals and PlumX Metrics

Oleksii O. Tymofieiev<sup>a</sup>, Ievgen I. Fesenko<sup>b</sup>,  
& João Luiz Gomes Carneiro Monteiro<sup>c</sup>

*Information technology is at the core of how you do your business and how your business model itself evolves.*

—Satya Nadella  
CEO, Microsoft

Plum Analytics (also known as PlumX) is an online tool which belongs to altmetrics (full term: alternative metrics) data providers and measures of hidden research impact based on online activity – such as saving of papers in Mendeley, downloads, social media sites (Facebook, Twitter), and blogs.<sup>1,2</sup> PlumX history: founded in 2012 by Andrea Michalek and Mike Buschman, acquired by EBSCO Information Services in 2014, and final acquisition by Elsevier happened in 2017.<sup>3</sup> PlumX was successfully integrated into Elsevier's products, including Scopus, ScienceDirect, Pure, Mendeley, and SciVal.<sup>4</sup> PlumX categories of metrics are: citations, usage, captures, mentions, and social media.<sup>5</sup>

So, how PlumX works we can see on the example of Elsevier's gold open access journal focused on head and neck surgery – *Otolaryngology Case Reports*.<sup>6</sup> The journal's official webpage contains PlumX link to the article of Barber et al.<sup>7</sup> Article's metrics

<sup>a</sup> Editor in Chief, *DTJournal*, Kyiv, Ukraine.  
E-mail: [tymofeev@gmail.com](mailto:tymofeev@gmail.com) (Oleksii Tymofieiev)

<sup>b</sup> Managing Editor, *DTJournal*, Kyiv, Ukraine.  
E-mail: [i.i.fesenko@dtjournal.org](mailto:i.i.fesenko@dtjournal.org) (Ievgen Fesenko)

<sup>c</sup> Web & Social Media Editor, *DTJournal*, Recife, Pernambuco, Brazil and Boston, MA, USA.  
E-mail: [joaoluizgcm2@gmail.com](mailto:joaoluizgcm2@gmail.com) (João Luiz Monteiro)

<https://dx.doi.org/10.23999/j.dcomp.2019.9.1>  
© 2019 OMF Publishing, LLC. This is an open access article under the CC BY license (<http://creativecommons.org/licenses/by-nc/4.0/>).

details included: usage – 13 (twelve abstract views and one link-out), captures – 2, and social media – 1 (in Twitter).<sup>8</sup> Category 'Usage' represents clicks, downloads, views, library holdings, and video plays.<sup>5</sup> Category 'Captures' shows bookmarks, favorites, reference manager saves, and watchers.<sup>5</sup> Category 'Social media' means likes, shares, and tweets.<sup>5</sup>

So, it's an honor to editorial staff of *DTJournal* and OMF Publishing company to congratulate Elsevier with implementation of a powerful altmetrics tool which definitely helps individual researchers uncover the full impact of their work.<sup>1</sup> Furthermore, researchers who know how their project is impacting the scientific community get inspired to do their best in future projects.

### REFERENCES

1. Champieux R. PlumX. *J Med Libr Assoc* **2015**;103:63–4. <https://dx.doi.org/10.3163/1536-5050.103.1.019>.
2. Priem J. Altmetrics. In: Cronin B, Sugimoto C. R, editors. *Beyond bibliometrics: harnessing the multidimensional indicators of scholarly impact*. Cambridge, MA: MIT Press; **2014**.
3. Carpenter TA. Plum goes orange – Elsevier acquires Plum Analytics [document on the internet]; February 02, **2017** [cited 2019 Sep 22]. Available from: <https://scholarlykitchen.sspnet.org/2017/02/02/plum-goes-orange-elsevier-acquires-plum-analytics/>.
4. Staff. Elsevier continues to expand journal analytics through acquisition [document on the internet]; February 03, **2017** [cited 2019 Sep 22]. Available from: <https://campustechnology.com/articles/2017/02/03/elsevier-continues-to-expand-journal-analytics-through-acquisition.aspx>.
5. McCullough R. PlumX metrics API now available for Scopus subscribers [document on the internet]; July 02, **2019** [cited 2019 Sep 22]. Available from: <https://blog.scopus.com/topics/plumx-metrics>.
6. Fesenko II. Gold open access journal focused on head and neck surgery: analysis of business model and level of article processing charges during the first 31 months of publishing. *J Diagn Treat Oral Maxillofac Pathol* **2019**;3:202–12. <https://dx.doi.org/10.23999/j.dcomp.2019.8.6>.
7. Barber S, Kopach P, Genega E, Carroll T. Low grade spindle cell sarcoma of the true vocal folds. *Otolaryngology Case Reports* **2018**;7:13–5. <https://dx.doi.org/10.1016/j.xocr.2017.11.006>.
8. PlumX metrics: Low grade spindle cell sarcoma of the true vocal folds [document on the internet]; **2018** [cited 2019 Sep 22]. Available from: <https://plu.mx/plum/a/?doi=10.1016/j.xocr.2017.11.006>.