

## Research Article

# Societal Impact of Marketing Research: A Comprehensive Analysis Using Altmetric Indicators

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**Abstract:** Marketing research has also found its way into the larger society where it has gained more influence, but where quantification of influence is difficult to do. In this paper, the author investigated the circulation of marketing scholarship on the digital platform and evaluates altmetric indicators of 11 top marketing A\* ABDC indexed journals based on the information gathered on eighteen sources of online attention sites such as social networks, news outlets, policy documents and repositories of knowledge. Altogether 86,392 mentions connected to publish research outputs. It is interesting to note that through the analysis, concentration of attention is seen to be significantly absorbed within a limited number of communication channels. The X social media platform alone has 39,710 mentions (45.96%), 26,371 mentions (30.52%) are counted in the news media. Combined, these two sources contribute to over three quarters of all documented on-line interactions, which implies that more frequently marketing research spreads to broader audiences via the quick dissemination of information through the social media and the news coverage of the journal world. The same is the case on the journal level. The Journal of Consumer Research is the leader with 24,394 mentions (28.24%), then here are the Journal of Marketing and the Journal of Marketing Research, which shows that they have a significant influence on the overall publicity of marketing scholarship. The correlation analysis of the output of publishing and online attention shows that there are only weak relationships among them, which means that the increase in volume of publications does not always correspond to the increase in the attention of the society. Rather, separate articles, that represent reliable content (like consumer spending behaviour or sustainability), are likely to get substantial engagement. Altogether, the results indicate the existence of a different dimension of research impact, which is represented by altmetrics, the visibility of marketing knowledge in the changing digital world of communication, and its interaction with society.

**Keywords:** Altmetric Attention Score; Altmetrics; Australian Business Deans Council (ABDC); Marketing; Research Output.

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## INTRODUCTION

Citation-based measures of the influence of academic research have long been measured in citation numbers, journal impact factor, and h-index. The reason why these measures are very popular is due to the fact that they indicate the frequency with which a research output has been cited by other authors; hence, measuring its impact on academia. Nonetheless, citation-based measures have some restrictions. They are mostly known in academic literature and require a couple of years before they are cited (Bornmann, 2014). The sharing and discussion of research has been transformed a lot with the fast growth of digital communication technologies. Nowadays, the results of research are often spread using online tools, including social media, blogs, news media, and academic networking services. Altmetrics (alternative metrics) are the newcomers in this new environment, as the complementary indicators to the online attention and interest in scholarly publications (Priem et al., 2012). Some of the interactions that are tracked by altmetrics are mentions on twitter, discussion in blogs, referencing

in policy documents and readership in online reference management systems. Owing to the fact that these indicators are created on-the-fly, they are able to present initial evidence regarding the distribution and discussion of research in digital spaces. The past research has demonstrated that the altmetric indicators tend to reflect various aspects of research impact rather than the conventional citation indicators (Costas et al., 2015). Whereas citations are usually manifested as long-term academic acknowledgment, online references might be citing immediate interest or topicality (Thelwall et al., 2013). That is why altmetrics are gradually becoming more popular among researchers as the tools that can help to gain better understanding of the wider scope of dissemination and visibility of the research (Sugimoto et al., 2017).

The usefulness of altmetrics is especially obvious within the domain of marketing (Field of Research 3506), where it is the field of study that focuses on the manner in which organizations develop, convey and provide value to customers and society. The issues that are covered by marketing research tend to be closely related to the business experience and practices in the real world. The behavior of consumers, the branding, the effectiveness of advertising, digital marketing strategy and social media activity are some of the areas that practitioners, industry observers and general population often tend to be focusing on. Since the results of marketing research are usually applicable to the existing market fashion, they can be addressed not only in academic journals but also spread via digital communication channels. The research on metrics in social media has revealed that work that is linked to modern and socially significant issues has a higher chance of generating the online attention (Haustein et al., 2015). Consequently, marketing publications will be able to be exposed by discussion online, media, and professional networks. The A\* rated marketing journals included in the ABDC Journal Quality List have consistently been researched on the emerging issues of digital platform, social media marketing, and data-driven marketing analytics. These domains of research are closely tied to the digital communication space and thus can produce quantifiable online awareness collected with the help of altmetric metrics (Barnes, 2015). Despite the fact that ABDC Journal Quality List is a valuable reference point when it comes to determining the quality of research and the strategies used to publish the results, it primarily reflects the prestige of the scholarly world and does not necessarily present the wider picture of the visibility of the research findings in general.

Although the topic of altmetrics is becoming popular in research evaluation research, not much empirical research has been conducted to understand the performance of marketing research in terms of online attention and digital interactions. Existing research suggests that altmetric indicators should be interpreted carefully because they represent forms of attention that may differ from traditional scholarly impact (Erdt et al., 2016). For example, social media mentions may indicate public interest or topical relevance rather than long-term academic influence. Therefore, several scholars recommend combining altmetrics with traditional citation-based measures in order to obtain a more comprehensive view of research impact (Wilsdon et al., 2015). Understanding the relationship between online attention and citation performance is particularly relevant for marketing research because the field is closely connected with digital communication environments. Examining altmetric indicators can therefore help reveal how marketing knowledge spreads across academic, professional, and public communities. Accordingly, the present study investigates the societal impact of marketing research using altmetric indicators. Specifically, the study identifies the main sources through which marketing research receives online attention, determines the research outputs with the highest Altmetric Attention Score, and examines the relationship between Altmetric Attention Score and citation counts recorded in Dimensions for research published in leading marketing journals.

## OBJECTIVES

- To evaluate the most prominent Altmetric sources through which Marketing research receives online attention.
- To identify the top 10 Marketing research outputs based on Altmetric Attention Score.
- To examine the correlation between Altmetric Attention Score and Dimensions citation counts for research outputs published in leading Marketing journals.

## REVIEW OF LITERATURE

Another change in measurement of the wider impact of scholarly publications is the emergence of altmetrics as an alternative to citation-based metrics. Such markers encompass all types of online interactions including social media mentions, blog dialogues, and reference manager readership, therefore, indicating the flow of research through digital space. The initial empirical data showed that online attention could be related to the subsequent academic recognition. As an example, Eysenbach (2011) observed that the more intense the Twitter attention of an article, the more likely it would get to get higher numbers of citations in the long run, which can suggest that social media activity can serve as the indicator of scholarly research spread. Further research also found the multidimensionality of altmetric indicators. Thelwall et al. (2013) reviewed some of the social web services and discovered that Twitter, blogs, and Mendeley are the platforms that reflect various dynamics of engagement with scholarly publications. On the same note, Haustein et al. (2014) researched Twitter use pertaining to scientific literature and found that research articles are often debated by various audiences such as researchers, journalists, policymakers, and ordinary people. The above findings indicate that altmetrics reflect more aspects of research impact than conventional academic impact.

The extent of research conducted on the ways in which digital platforms help in the dissemination and exposure of research outputs has continued to expand. Robinson-Garcia et al. (2014) observed the altmetric measures of different fields and discovered that there was a significant variation in the rate of online attention of scholarly articles. The study proposed by them indicated that altmetrics could give an understanding of the way research findings are communicated and discussed in the open digital environments. Similarly, Kousha and Thelwall (2017) reviewed how blogs and online media influence scholarly communication and found that articles that are addressed in blogs or news sources are more likely to attract attention and be more visible.

The other studies have reinforced the role of digital communication in scholarly dissemination as it is growing. Sugimoto et al. (2017) have indicated that social media platforms allow new knowledge sharing and communication among researchers and non-academic viewers. Equally, Alhoori et al. (2015) concluded that altmetric metrics can be used to determine the emergent research areas and established the level of early public interest in academic works. Exploring the validity of altmetric metrics, Ortega (2018) arrived at a conclusion that altmetrics can be interpreted as complementary metrics but not insurmountable metrics over traditional citations since it is the indicator of socialization, but not strictly academic recognition.

However, the past studies have paid more attention to the importance of studying ways in which the online attention can characterize the wider interest towards scientific knowledge. Didegah et al. (2018) compared the correlations between the altmetric indicators and citation numbers and discovered that altmetrics tend to represent short-term response and societal debate to the research articles, and citations indicate the long-term scholarly influence. On the same note, Thelwall and Kousha (2015) noted the importance of academic networking platforms and sharing in digital formats to making scholarly communication reach further than traditional academic outlets.

More current research has also investigated research dynamics of online interaction. The author of the article, Ortega (2020), examined the altmetric indicators on numerous platforms and discovered that social media consideration plays a significant role in enhancing the digital presence of academic publications. In a wider context, Khatale and Raut (2026) examined the altmetric attention of academic publications and also found out that only a small fraction of research papers have heavy online activity. Their conclusions indicate that despite the growing use of altmetrics, the use of social media to support scholarly communication activities is not distributed evenly. Similarly, Shelke and Barphe (2026) found that social media and blogs, as well as online news avenues, play an important role in making the outputs of research visible and discussed by society. Altogether, those studies prove that altmetrics can offer a multidimensional view of research impact by reflecting the trends in online interactions, digital distributions, and publicity.

Although the research on the subject of altmetrics and digital research visibility is increasingly growing in literature, the majority of studies have investigated general trends in scholarly communication. Specifically, there is little literature regarding the effects of marketing research on society based on altmetric indicators. Moreover, the contribution of online interaction in marketing knowledge spread among practitioners as well as the general audience is not well understood. Thus, this paper attempts to examine the social presence and online involvement of marketing research using altmetrics.

## **RESEARCH METHODOLOGY**

### **Research Design**

This study adopts a quantitative, altmetric analysis design to examine the relationship between traditional citation-based indicators and altmetrics in leading Marketing journals. The focus is on journals classified as A\* in the ABDC Journal Quality List under Field of Research 3506 (Marketing).

### **Sample Selection**

The sample consists of research outputs published in ABDC A\* rated Marketing journals. The journal list is taken from the most recent '2025 ABDC Journal Quality List' under Field of Research 3506 (Marketing). The selected journals include, European Journal of Marketing, International Journal of Research in Marketing, Industrial Marketing Management, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Journal of Retailing, Journal of Service Research, Journal of the Academy of Marketing Science, and Marketing Science.

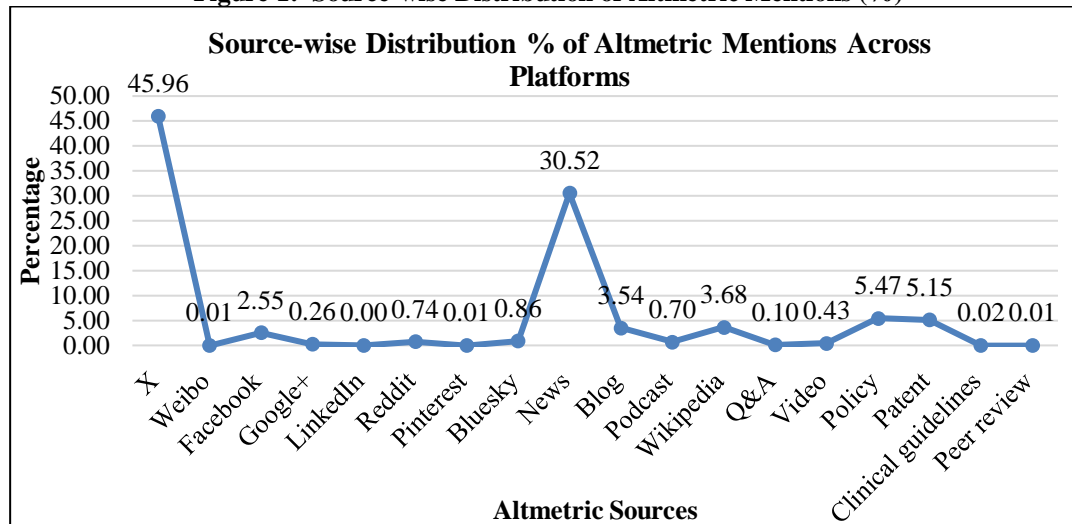
### **Data Source**

The 2025 ABDC Journal Quality List is the only source used to identify leading Marketing journals. Based on the ABDC A\* classification, 11 journals are selected for the study, ensuring that the analysis focuses on high-quality and internationally recognized outlets. Altmetric data are collected using Altmetric Explorer. The ISSN of each selected journal is entered individually into the "Journal or Collection" search field of Altmetric Explorer, and the results from all 11 journals are combined into a single dataset for analysis. All the data were collected on 3rd March 2026.

**DATA ANALYSIS**

The first step taken when analysing data is to look at the spread of altmetric attention from multiple online sites and various marketing journals. In total, 86,392 mentions were found through 18 sources. There are quite a number of people engaging with marketing research outputs online. In examining the platform-level data shows that both social networks and news outlets have been the dominant means of distributing research findings and the increase in digital means of sharing academic knowledge beyond just academic audiences is clear.

**Figure 1: Source-wise Distribution of Altmetric Mentions (%)**

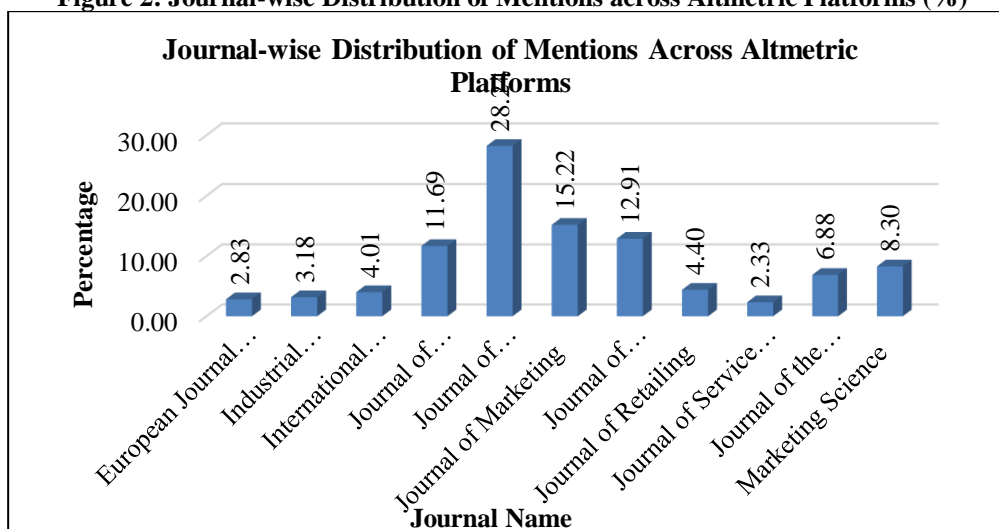


(Data sourced from Altmetric)

Figure 1 and Table S1 show that the basis of analysis comprises mentions from multiple altmetric sources (X = 45.96%; 39,710 mentions; Weibo = 0.01%; 8; Facebook = 2.55%; 2,203; Google+ = 0.26%; 225; LinkedIn = 0.00%; 3; Reddit = 0.74%; 635; Pinterest = 0.01%; 7; Bluesky = 0.86%; 747; News = 30.52%; 26,371; Blog = 3.54%; 3,054; Podcast = 0.70%; 604; Wikipedia = 3.68%; 3,175; Q&A = 0.10%; 84; Video = 0.43%; 368; Policy = 5.47%; 4,727; Patent = 5.15%; 4,447; Clinical guidelines = 0.02%; 14; Peer review = 0.01%; 10). Across these 18 sources, there are 86,392 total mentions.

Two sources account for nearly three-quarters of all activity: X (45.96%; 39,710 mentions) and News (30.52%; 26,371 mentions), together contributing 76.49% of the total mentions. The top five sources namely X (45.96%), News (30.52%), Policy (5.47%; 4,727), Patent (5.15%; 4,447), and Wikipedia (3.68%; 3,175) represent the dominant channels of altmetric attention. Most of the attention comes from X and News platforms, showing that research spreads quickly through social media and media coverage. A smaller but important share comes from Policy documents and Patents, suggesting possible influence on policy and innovation. Wikipedia mentions indicate that research also contributes to publicly available knowledge.

**Figure 2: Journal-wise Distribution of Mentions across Altmetric Platforms (%)**



(Data sourced from Altmetric)

Figure 2 indicates that the distribution of online attention across 11 marketing journals and is given based on totals provided in Table S1. The percentages are the proportions of each journal in the dataset of 86,392 mentions. The highest attention is given to Journal of Consumer Research 28.24% (24,394 mentions). It is succeeded by Journal of Marketing with 15.22% (13,150), Journal of marketing Research with 12.91% (11,156) and Journal of consumer Psychology with 11.69% (10,103). The other journals make lesser contributions to online attention: Marketing Science 8.30% (7,168), Journal of the Academy of Marketing Science 6.88% (5,947), Journal of Retailing with 4.40% (3,800), and International Journal of Research in Marketing with 4.01% (3,467).

These findings reveal that some journals attract higher percentages of online presence and the rest of the journals have smaller proportions of visibility of some substance on the altmetric platforms.

**Table 1: Correlation between Altmetric Attention Score (AAS) and Dimensions Citations across A\* ABDC indexed Marketing Journals**

Name of Journal	No. of Article	AAS	Dimensions Citation	Correlation
Journal of Consumer Research	1649	69237	399668	0.0452667
Journal of Marketing Research	1527	34198	402723	0.0201892
Journal of Marketing	1412	41600	494260	0.033677
Marketing Science	1074	19167	140653	0.1138694
Journal of the Academy of Marketing Science	997	11532	231960	0.0807404
Industrial Marketing Management	840	4379	93181	0.1519424
Journal of Consumer Psychology	788	31084	83054	0.0742121
European Journal of Marketing	696	6073	75300	0.0084684
International Journal of Research in Marketing	640	8375	67131	0.0049217
Journal of Retailing	577	9866	96762	0.003079
Journal of Service Research	453	6404	78094	0.0078327

(Data sourced from Altmetric)

Table 1 presents the relationship between the Altmetric Attention Score (AAS) and Dimensions citations for 11 marketing journals. The correlation values indicate generally weak relationships between the number of published articles and the corresponding altmetric attention. Most coefficients are close to zero, suggesting that the volume of publications alone does not strongly influence the level of online attention received by articles. For example, European Journal of Marketing shows a very small correlation ( $r = 0.008$ ), while International Journal of Research in Marketing also demonstrates a very weak relationship ( $r = 0.005$ ).

A few journals show slightly stronger positive relationships. Industrial Marketing Management records the highest correlation ( $r = 0.152$ ; 840 articles), followed by Marketing Science ( $r = 0.114$ ; 1,074 articles) and Journal of the Academy of Marketing Science ( $r = 0.081$ ; 997 articles). Although these values remain relatively small, they suggest that some journals may receive greater online attention due to the relevance of their research topics to industry practice and digital discussions. Overall, the findings suggest that altmetric attention represents a different dimension of research visibility and reflects patterns of online engagement rather than publication volume alone.

**Table 2: Top 10 Research Outputs with Highest Altmetric Attention Score across A\* ABDC indexed Marketing Journals**

Sr. No.	AAS	Title of Research outputs	Name of Journal
1	1614	Is Noise Always Bad? Exploring the Effects of Ambient Noise on Creative Cognition	Journal of Consumer Research
2	1595	Common Cents: Bank Account Structure and Couples' Relationship Dynamics	Journal of Consumer Research
3	1457	The IKEA effect: When labor leads to love	Journal of Consumer Psychology
4	1293	Presentation Matters: The Effect of Wrapping Neatness on Gift Attitudes	Journal of Consumer Psychology

5	1108	The benefits of retail therapy: Making purchase decisions reduces residual sadness	Journal of Consumer Psychology
6	1101	Caffeine’s Effects on Consumer Spending	Journal of Marketing
7	1060	Would You Like to Round Up and Donate the Difference? Roundup Requests Reduce the Perceived Pain of Donating	Journal of Consumer Psychology
8	1003	Is Eco-Friendly Unmanly? The Green Feminine Stereotype and Its Effect on Sustainable Consumption	Journal of Consumer Research
9	997	The Effect of Goal Visualization on Goal Pursuit: Implications for Consumers and Managers	Journal of Marketing
10	940	Less cash, more splash? A meta-analysis on the cashless effect	Journal of Retailing

(Data sourced from Altmetric)

Table 2 presents the top 10 highly discussed research outputs in Altmetric data across leading marketing journals. The results show very high Altmetric Attention Score (AAS), ranging from 940 to 1614, indicating strong public and online engagement with selected marketing research topics. The research output ‘Is Noise Always Bad? Exploring the Effects of Ambient Noise on Creative Cognition’ published in Journal of Consumer Research records the highest AAS (1614), followed by ‘Common Cents: Bank Account Structure and Couples’ Relationship Dynamics’ (1595). Other highly visible studies such as ‘The IKEA Effect: When Labor Leads to Love’ published in Journal of Consumer Psychology (1457) and ‘Presentation Matters: The Effect of Wrapping Neatness on Gift Attitudes’ (1293) also attract relevant online attention. These results indicate that research outputs focusing on consumer behaviour, household decision-making, and the psychological aspects of consumption tend to attract strong engagement from wider audiences.

The findings suggest that altmetrics mainly capture immediate online attention rather than long-term scholarly impact. Previous studies have shown that altmetric indicators reflect broader public engagement through news media, blogs, and social media platforms. As a result, socially relevant topics such as sustainability (‘Is Eco-Friendly Unmanly? The Green-Feminine Stereotype and Its Effect on Sustainable Consumption’, AAS = 1003) and spending behavior (‘Caffeine’s Effects on Consumer Spending’, AAS = 1101) often receive higher levels of online attention. The presence of highly discussed research outputs in journals such as Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing, and Journal of Retailing also indicates that altmetric attention extends across different marketing subfields related to everyday consumer behavior. Overall, these results suggest that altmetrics highlight public visibility and the immediacy of attention rather than directly reflecting traditional citation-based academic impact.

**Table S1: Altmetric mentions of Marketing Research across Altmetric Attention Sources**

Name of the Journal	AAS	Dimensions	X	Weibo	Facebook	Google+	LinkedIn	Reddit	Pinterest	Bluesky	News	Blog	Podcast	Wikipedia	Q&A	Video	Policy	Patent	Clinical guidelines	Peer review	Mendeley
European Journal of Marketing	6073	111199	1307	0	90	0	1	6	0	11	558	67	5	208	1	9	119	57	0	0	247015
Industrial Marketing Ma	4379	145752	1876	0	60	0	0	7	0	16	257	37	4	126	0	1	200	154	0	0	418173

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International Journal of Research in Marketing	8375	82169	2017	38	0	48	38	799	77	13	129	26	136	160					178434
Journal of Consumer Psychology	31084	89795	4885	146	1	126	79	3658	463	97	273	89	196	60					171081
Journal of Consumer Research	69237	426313	12532	352	0	151	125	7853	1013	156	827	257	809	376					535036
Journal of Marketing	41600	572962	4730	83	1	118	275	4955	394	184	590	392	1003	701					651566
Journal of Marketing Research	34198	443571	4316	87	0	81	81	3516	464	88	414	143	1028	956					407085
Journal of Retailing	9866	113472	1402	295	0	40	13	1170	86	11	112	146	143	489					217948
Journal of	6404	88671	948	25	0	5	9	626	189	7	92	03	50	57					155476

Service Research																			
Journal of the Academy of Marketing Science	11532	251919	3196	903	0	14	19	1013	122	22	213	4	18	180	231				408346
Marketing Science	19167	154477	2501	124	0	39	81	1966	142	17	191	13	4	863	1206				180428

## DISCUSSION

It is important to note that this study indicates some key tendencies in the altmetric attention of marketing research. To begin with, online attention is very concentrated on a small number of platforms among the 18 sources. The communication ecosystem is dominated by social media and sources of news with X having 39,710 mentions (45.96%), and News sources with 26,371 mentions (30.52%) making up 76.49% of the total 86,392 mentions. This implies that academic discourse in marketing is disseminated in the fast digital communication and the media, as opposed to slower institutional parallels.

Second, the mentions are not spread evenly over time by journal, a few journals are getting most of the online attention. The most mentioned are Journal of Consumer Research (24,394; 28.24), Journal of Marketing (13,150; 15.22) and Journal of Marketing Research (11,156; 12.91). The journals, consequently, are some of the major visibility points in the marketing field.

Third, the correlation analysis demonstrates that the publication output and altmetric attention have weak relations with the highest coefficient in Industrial Marketing Management ( $r=0.152$ ). This confirms previous results that altmetrics reflect the social visibility, as opposed to the traditional scholarly productivity (Haustein et al., 2014; Thelwall et al., 2013). Lastly, the articles that have been discussed most are mostly about daily consumer behavior and socially appropriate issues, indicating that a study on societal relevance is more likely to receive more online attention.

## CONCLUSION

This paper has discussed how marketing research influences society by reviewing online attention patterns through the altmetric indicators of eleven of the A\* ABDC indexed marketing journals and eighteen sources of online attention. The main goal was to learn the way in which the marketing scholarship spreads out based on digital and open communication channels and whether such focus is associated with conventional academic indicators. The findings show that it is very concentrated on a small number of communication channels with the top contributors having 39,710 (45.96) and News media 26,371 mentions (30.52) which make up 76.49% of the total 86,392 mentions. This trend proves that the modern altmetric environment is controlled by the high rates of diffusion of social media and journalistic amplification.

A journal-level analysis also demonstrates that few journals have an excessive amount of online coverage. Specifically, primary visibility anchors in the marketing field are represented by such publications as "Journal of Consumer Research" (24,394 mentions; 28.24) and "Journal of Marketing" (13,150 mentions; 15.22). On the level of outputs of the research, the most debated works like *Is Noise Always Bad?* were discussed. Some of the most successful articles on Altmetric Attention Scores (AAS up to 1614), and thus on public resonance, were *Exploring the Effects of Ambient Noise on Creative*

Cognition' and The IKEA Effect: When Labor Leads to Love'.

Correlation analysis however suggests weak ties between the volume of publication and altmetric attention as observed by previous findings by Jason Priem and Stefanie Haustein that altmetrics is a different dimension of research influence. On the whole, the results support the perception that altmetrics are able to reflect the societal exposure and instant attention, but not to substitute customary citation-based indicators of scholarly influence.

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## CONFLICTS OF INTEREST

The authors declare no conflicts of interest regarding the publication of this paper.

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