Editorial

Journals and PlumX Metrics

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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.[1,2] 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.[3] PlumX was successfully integrated into Elsevier`s products, including Scopus, ScienceDirect, Pure, Mendeley, and SciVal.[4] PlumX categories of metrics are: citations, usage, captures, mentions, and social media.[5]

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*.[6] The journal's official webpage contains PlumX link to the article of Barber et al.[7] Article`s metrics

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

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.[1] Furthermore, researchers who know how their project is impacting the scientific community get inspired to do their best in future projects.

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