

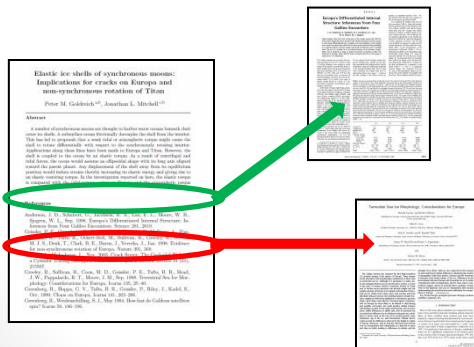
# Introducing PlumX

Mike Buschman

co-founder, Plum Analytics




# Scholarly Data Exhaust



# Create User and Group Profiles

## Edit Researcher...

Name   [+ More options](#)

Photo  [Change photo...](#)

Headline

Biography

Email

Web-based tools to create a profile for each group and researcher

### Other profiles

- [✎](#) [✕](#)
- [✎](#) [✕](#)
- [✎](#) [✕](#)
- [✎](#) [✕](#)
- [✎](#) [✕](#)
- [✎](#) [✕](#)

[Add custom link](#)

Plum can also import profiles from existing systems



# Fully Customizable Hierarchy

## Narrow by:

- Arts & Sciences
- Business
- Dental Medicine
- Health & Rehabilitation
- Information Sciences
- Law
- Medicine

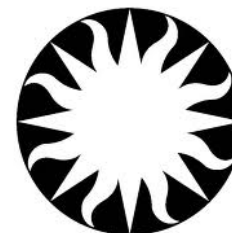


[Add Subgroup](#) [Show All](#)

Group researchers  
in flexible hierarchy  
to showcase your  
researchers

## Narrow by:

- Anacostia Community Museum
- Archives of American Art
- Asian Pacific American Program
- Center for Folklife and Cultural Heritage
- Cooper-Hewitt National Design Museum
- Freer-Sackler
- Hirshhorn Museum and Sculpture Garden
- Museum Conservation Institute
- National Air and Space Museum
- National Museum of African American History and Culture



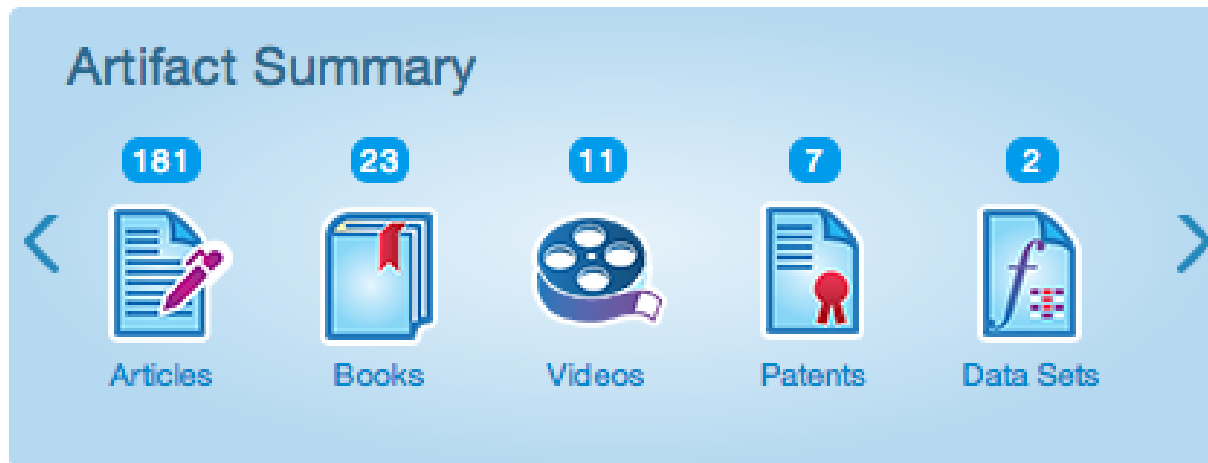
Smithsonian

[Add Subgroup](#) [Show All](#)



# Research Output Summarized

Clear, visual summaries of each researcher's or group's output



# Plum Profiles


PLUMX Groups Researchers Author's name Search

Home / Antony Williams

Show Profile Data

## Antony Williams

Connections in Chemistry



**Links:**  
[LinkedIn](#), [ScientistDB](#), [ChemConnector Blog](#),  
[Twitter](#), [about.me](#), [Google Scholar](#), [Microsoft Academic Search](#), [Impact Story](#), [Wikipedia](#),  
[SlideShare](#), [YouTube](#), [Mendeley](#), [PROskore](#),  
[ResearchGate](#), [amazon.com](#), [Vizify](#), [visualize.me](#),  
[Pinterest](#), [ORCID](#)

**Researcher from:**  
[Sample Profiles](#)

My passion is connecting people to chemistry. Over the past decade I h...  
[tony27587@gmail.com](mailto:tony27587@gmail.com) | 919-201-1516

Usage

301585	4048	2764	2206	1784
Views	Views	Plays	Holdings	Downloads

All (489) Presentation (236) Article (122) Other (41) Paper (38) Video (18) Book (15) Figure (11) Poster (3) Data (3) Media (2) CSV

View Sunburst


Impact by Type: All

Usage	301585
Citations	4048
Social Media	2764
Captures	2206



# Edit Researcher...

**Name**   [+ More options](#)

**Photo** 

**Headline**

**Biography**

**Email**

**Phone number**

**Experience** [+ Add a position](#)

**Education** [+ Add education](#)

**Birth date**

**Birth place**

## Other profiles

Add custom link

## Upload BibTex file

## Upload

### Claim Artifacts

Click the type of artifact you want to claim.

**URLs**

Add the uris you want to claim.





# Artifact view

PLUMX Groups Researchers Author's name Search

Home / Dorothy Bishop / Absolute pitch: effects of timbr...

## Absolute pitch: effects of timbre on note-naming ability.

 Author(s): Patricia Vanzella, E Glenn Schellenberg

Related Researchers: 

Related Groups: [Sample Profiles](#)



PLoS One, Vol: 5, Issue: 11, Page: e15449  
Publication Year: 2010

Stable URL: [demo.plu.mx/a/pqEqFf8ZC0am37dm9DF9ZxwJQp6PnGuuugLHywxlPik/](http://demo.plu.mx/a/pqEqFf8ZC0am37dm9DF9ZxwJQp6PnGuuugLHywxlPik/)  
PMID: 21085598  
DOI: 10.1371/journal.pone.0015449  
Microsoft Academic Search Id: 48873084



Subject: Psychology, Arts and Literature, Medicine

Background: Absolute pitch (AP) is the ability to identify or produce isolated musical tones. It is evident primarily among individuals who ...


### Captures

-  Mendeley - Groups: 1
-  Mendeley - Readers: 25


### Citations

-  Scopus - Cited by: 1
-  PubMed - Cited by: 1








### Mentions

-  Facebook - Comments: 1

### Social Media

-  Facebook - Likes: 7

### Usage

-  PubMedCentral - Full Text Views: 380
-  PubMedCentral - Abstract Views: 25
-  PubMedCentral - PDF Views: 201
-  PubMedCentral - Figure: 52
-  PLoS - PDF Views: 354
-  PLoS - XML: 23
-  PLoS - HTML Views: 1763







Do more with your links. [Learn more](#)

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[Sign in](#)

## Auditory processing disorder (APD) and language impairment

[www.youtube.com/watch?v=2EUd2IKPGxE](http://www.youtube.com/watch?v=2EUd2IKPGxE)



2  
SAVES

0  
SHARES

5  
CLICKS

GLOBAL STATS

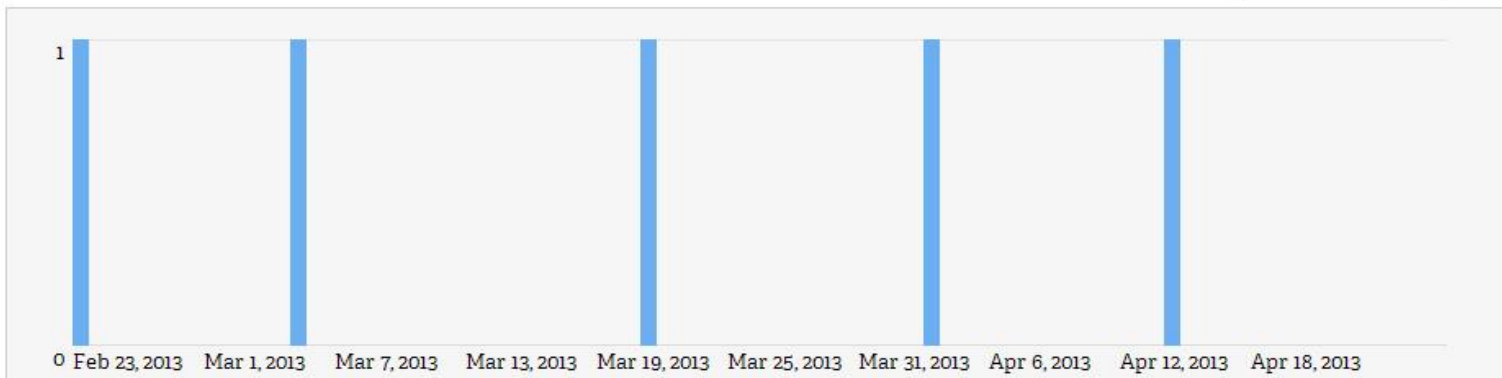


[bit.ly/13h2com](http://bit.ly/13h2com)

COPY

5 clicks on this bitmark

Total



All times are in UTC-7



# Social Impact



**Dorothy Bishop**

@deevybee



Follow

How does communication differ in #autism & SLI? I try to explain in 4 mins  
[tinyurl.com/cpp89oe](http://tinyurl.com/cpp89oe) #RALLI #language

Reply Retweet Favorite More

Groups ▾

Researchers ▾

Home / Dorothy Bishop / SLI and Autism

## SLI and Autism



Related Researchers:

Related Groups: [Sample Profiles](#)

Publication Year: 2012

Stable URL: [demo.plu.mx/a/15hMWLcMI2z\\_FrOnTGfGj2Gs6A8xwzcOIASsXJ1J5bw/](http://demo.plu.mx/a/15hMWLcMI2z_FrOnTGfGj2Gs6A8xwzcOIASsXJ1J5bw/)

URL: <http://www.youtube.com/watch?v=biP8EzLEz0U>

Clearcut cases of autism and specific language impairment are easy to distinguish, but some children don't fit neatly into these diagnostic ...

### Mentions

Facebook - Comments: 2

### Social Media

Facebook - Likes: 7

Twitter - Tweets: 21

YouTube - Likes: 3

### Usage

YouTube - Plays: 798



# Different categories of impact

- **Usage**
  - Downloads, views, book holdings, ILL, document delivery
- **Captures**
  - Favorites, bookmarks, saves, readers, groups, watchers
- **Mentions**
  - Blog post, news story, Wikipedia article, comments, review
- **Social Media**
  - Tweets, Google +1s, likes, shares, ratings
- **Citations**
  - Web of Science, Scopus, Google Scholar, Microsoft Academic Search, patents



# Categories of Impact

Plum allows you to drill into the specifics behind each type of impact.



Clicking on any category shows more detailed metrics.



# Researcher Who Blogs



Pyenson Lab

Home Nature paper on rorquals People Pub

[« Beachcombin' ancient seafloor](#) | [Main](#) | [AAA&](#)

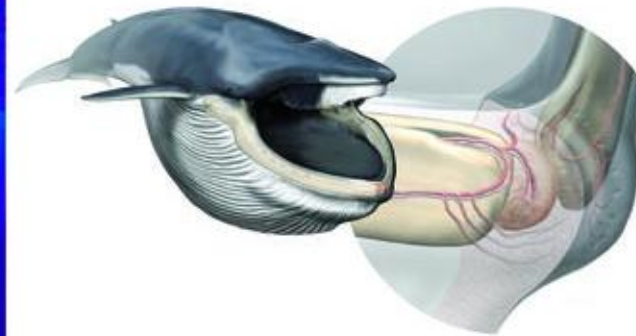
12/18/2012

Discover Magazine 100 Top Stories



Walking through the airport today, I snagged a copy of the [Jan-Feb 2013](#) issue of *Discover* magazine. I was elated to see that the [rorqual sensory organ](#) was mentioned, sliding in at #74.

Nature paper on a new sensory organ in rorqual whales



Pyenson, N. D., J. A. Goldbogen, A. W. Vogl, G. Szathmary, R. L. Drake and R. E. Shadwick. 2012. Discovery of a sensory organ that coordinates lunge-feeding in rorqual whales. *Nature* 485: 498-501. doi: 10.1038/nature11135

- Why is this discovery significant?
- What are the most important conclusions?
- What does our study NOT say?



# 2<sup>nd</sup> Level Metrics

All (50) Other (35) Article (15)

CSV

View Sunburst

Impact by Type: All



Year ▼	Title	Captures		Social Media			Mentions	Usage
		Bookmarks	+1s	Scores	Likes	Tweets	Comments	Clicks
		Delicious	Google+	Reddit	Facebook	Twitter	Facebook	Bitly
-	BBC Nature - How whales open their huge mouths	2	34	1	735	492	148	401
-	A new organ discovered in baleen whales « Why Evolution Is True		6	7	33	33	7	50
-	A Secret Behind the Whale's Mighty Gulp - NYTimes.com	1	3		96	96	13	
-	PPC 2012: Anyone can cook - Pyenson Lab				15	1	8	2
-	UBC, U.S. scientists identify organ that helps whales gulp up prey - Technology & Science - CBC News				74	21	18	4
-	A Panamanian story: Part 1 - Pyenson Lab					1	3	1
-	Behind-the-Scenes with Curator Nick Pyenson: A New Fossil Whale   Around The Mall				3	20		11
-	Organ in Chin Helps Some Whales in Feeding - NYTimes.com				6	33	6	
-	AAAS 2013 in Boston... - Pyenson Lab					1		5
-	Blue whale barrel rolls - Pyenson Lab					1		10
-	Cerro Ballena in this month's Smithsonian magazine - Pyenson Lab					1		1
-	Media: New sensory organ in roqual whales, Pyenson et al. 2012 - Pyenson Lab					1		4



# Does the # of citations tell the whole story?

- Scopus = 2
- Web of Science = 0
- Google Scholar = 8
- PubMed = 1



Photo credit: A. Wayne Vogl and Nicholas D. Pyenson / Smithsonian Institution.

## Discovery of a sensory organ that coordinates lunge feeding in rorqual whales.

**Author(s):** Nicholas D. Pyenson, Jeremy A. Goldbogen, A. Wayne Vogl, Gabor Szathmary, Richard L. Drake, Robert E. Shadwick

-  Mendeley - Readers: 46
-  Mendeley - Groups: 1
-  Scopus - Cited by: 2
-  PubMed - References: 1
-  Facebook - Comments: 18
-  Facebook - Likes: 39



# Visualizations of Output

PLUMX

Groups ▾ Researchers ▾

Author's name

Search

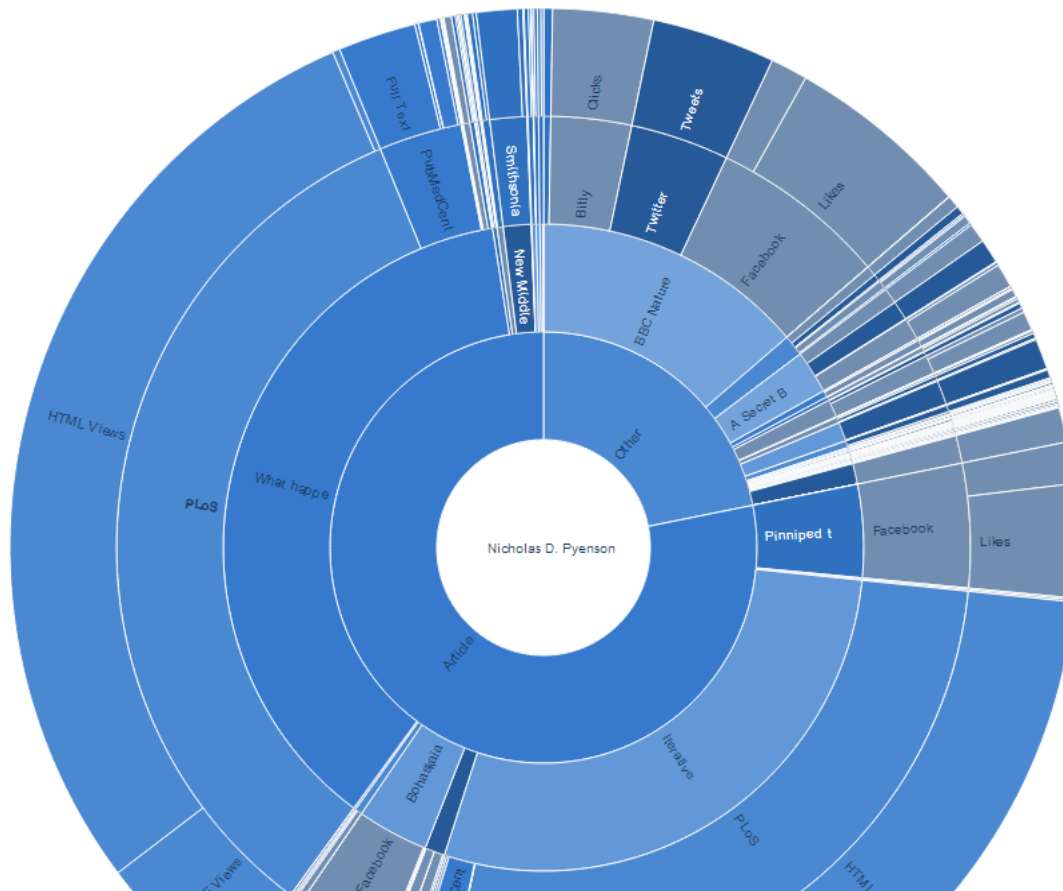
All (53) Other (36) Article (17)

CSV

Impact



View Chart



**What happened to gray whales during the Pleistocene? The ecological impact of sea-level change on benthic feeding areas in the North Pacific Ocean.**

**Author(s):** Nicholas D. Pyenson, David R. Lindberg

- Mendeley - Groups: 2
- Mendeley - Readers: 30
- Scopus - Cited by: 4
- PubMed - Cited by: 1
- CrossRef - Cited by: 5
- Facebook - Comments: 2
- Twitter - Tweets: 2
- Twitter - Tweets: 3
- PubMedCentral - Full Text Views: 311
- PubMedCentral - Abstract Views: 14
- PubMedCentral - Data Views: 2
- PubMedCentral - PDF Views: 73
- PubMedCentral - Figure: 14
- SmithsonianDigitalRepository - Abstract Views: 16
- SmithsonianDigitalRepository - PDF Views: 8
- PLoS - PDF Views: 605
- PLoS - HTML Views: 3800
- PLoS - XML: 29

Plum Analytics Confidential

16








# Metrics Preview in Search Results


PLUMX Groups Researchers Author's name Search


48-83 pages.

 **New Sea Turtle from the Miocene of Peru and the Iterative Evolution of Feeding Ecomorphologies since the Cretaceous**  
Author(s): James F Parham, Nicholas D Pyenson  
Journal of Paleontology, ISSN: 00223360, 2010, Vol: 84, Issue: 2, DOI: 10.1666/09-077r.1, 231-247 pages.

 **Reconstructing Body Size in Extinct Crown Cetacea (Neoceti) Using Allometry, Phylogenetic Methods and Tests from the Fossil Record**  
Author(s): Nicholas D. Pyenson, Simon N. Sponberg  
Journal of Mammalian Evolution, ISSN: 1064-7554, 2011, Vol: 18, Issue: 4, DOI: 10.1007/s10914-011-9170-1, 269-288 pages.

 **What happened to gray whales during the Pleistocene? The ecological impact of sea-level change on benthic feeding areas in the North Pacific Ocean.**  
Author(s): Nicholas D. Pyenson, David R. Lindberg  
PLoS One, ISSN: 1932-6203, 2011, Vol: 6, Issue: 7, DOI: 10.1371/journal.pone.0021295, e21295 pages.

 **Bohaskaia monodontoides, a new monodontid (Cetacea, Odontoceti, Delphinoidea) from the Pliocene of the western North Atlantic Ocean**  
Author(s): Jorge Vélez-Juarbe, Nicholas D. Pyenson  
Journal of Vertebrate Paleontology, ISSN: 0272-4634, 2012, Vol: 32, Issue: 2, DOI: 10.1080/02724634.2012.641705, 476-484 pages.

 **Comment on "Climate, critters, and cetaceans: Cenozoic drivers of the evolution of modern whales".**  
Author(s): Nicholas D. Pyenson, Randall B. Irmis, Jere H. Lipps  
Science, ISSN: 0036-8075, 2010, Vol: 330, Issue: 6001, DOI: 10.1126/science.1189866, 178; author reply 178 pages.

**What happened to gray whales during the Pleistocene? The ecological impact of sea-level change on benthic feeding areas in the North Pacific Ocean.**  
Author(s): Nicholas D. Pyenson, David R. Lindberg

- Mendeley - Groups: 2
- Mendeley - Readers: 30
- Scopus - Cited by: 4
- PubMed - Cited by: 1
- CrossRef - Cited by: 5
- Facebook - Comments: 2
- Twitter - Tweets: 2
- Twitter - Tweets: 3
- PubMedCentral - Full Text Views: 311
- PubMedCentral - Abstract Views: 14
- PubMedCentral - Data Views: 2
- PubMedCentral - PDF Views: 73
- PubMedCentral - Figure: 14
- SmithsonianDigitalRepository - Abstract Views: 16
- SmithsonianDigitalRepository - PDF Views: 8
- PLoS - PDF Views: 605
- PLoS - HTML Views: 3800
- PLoS - XML: 29





brain cancer



Scholar

About 2,470,000 results (0.06 sec)

[Evaluating cluster alarms: a space-time scan statistic and brain cancer in Los Alamos, New Mexico.](#)

[M Kulldorff, WF Athas, EJ Feurer...](#) - ... journal of public ... 1998 [ajph.aphapublications.org](#)

OBJECTIVES: This article presents a space-time scan statistic, useful for evaluating space-time cluster alarms, and illustrates the method on a recent **brain cancer** cluster alarms in Los Alamos, NM. METHODS: The space-time scan statistic accounts for the preselection bias ...

Cited by 292 [Related articles](#) [All 9 versions](#) [Cite](#)

[Handheld cellular telephone use and risk of brain cancer](#)

[JE Muscat, MG Malkin, S Thompson...](#) - JAMA: the journal of ... 2000 [Am Med Assoc](#)

Author Affiliations: Division of Epidemiology, American Health Foundation, Valhalla, NY (Drs Thompson, Stellman, and Wynder and Mr Muscat); Department of Neurology, Memorial Sloan-Kettering **Cancer** Center, New York, NY (Dr Malkin); Department of Environmental ...

Cited by 300 [Related articles](#) [All 17 versions](#) [Cite](#)

[\[CITATION\] Survival of cancer patients in Europe: the EURO CARE study/edited by F. Berrino...\[et al.\]](#)

[F Berrino, M Sant, A Verdecchia, R Capocaccia...](#) 1995 [apps.who.int](#)

... Title: Survival of **cancer** patients in Europe : the EURO CARE study / edited by F. Berrino ... [et al.]. ... Issue Date: 1995. Publisher: Lyon : International Agency for Research on **Cancer**. Relation: IARC scientific publications ; no. 132. Language: English. Description: DC.HQ 463 p. ...

Cited by 863 [Related articles](#) [All 15 versions](#) [Cite](#) [More](#) ▾

[Magnetic field exposure in relation to leukemia and brain cancer mortality among electric utility workers](#)

[DA Savitz, DP Loomis](#) - American Journal of Epidemiology 1995 [Oxford Univ Press](#)

Abstract Reports of leukemia and **brain cancer** among men in electrical occupations suggest a small increase in risk, but most previous studies have failed to classify magnetic field exposure accurately or to consider potential confounders. The authors conducted an ...

Cited by 333 [Related articles](#) [All 5 versions](#) [Cite](#)



Currency + impact = better  
search relevancy



# Thank you!

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[mike@plumanalytics.com](mailto:mike@plumanalytics.com)  
206.331.7297  
[www.plumanalytics.com](http://www.plumanalytics.com)  
@mikebuschman

