

**TABLE 9.5 AtImetric.com Methodology**

**METHODOLOGY**

<b>MAIN FACTORS</b>					
Frequency		Weekly Updates	Starting second half of 2011		
Article Level		Over 1.2 million	“Disambiguated” through institution HR records for Explorer		
<b>TARGET AUDIENCES</b>					
<u>Researchers</u>		Bookmarklet	Example 9.1		
<u>Institutions</u>		Explorer	Example 9,2; fee based		
<u>Publishers</u>		API	Fee based		
<b>MEASURING ATTENTION</b>					
Volume		Article Mentions	One mention from each person per source		
Sources		Variety of Sources	Sources carry different weightings		
Authors		Almost 2 million	Looks at who is sharing – person vs automatic link		
Mentions		Over 9 million	From open sources		
<b>WEIGHTED COUNT</b>					
News	Blogs	Q&A Forums	Twitter	Google+	Facebook
8	5	2.5	1	1	0.25
<b>Exceptions</b>		Based on details			
Reach		Importance of newspaper or Tweeter			
“Promiscuity”		Number of other articles mentioned by same site			
Bias		From single journal, publisher			