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**EDITORIAL**

# *Altmetric:* The use of online media to disseminate scientific articles

Amanda Costa Araujo[1]
[1]Programa de Mestrado Profissional em Inovação do Ensino Superior em Saúde, Universidade Municipal de São Caetano do Sul-USCS, Brasil.

Evidence Based Practice (EBP) consists of the triad: best available evidence, patient preferences and professional expertise[1]. However, the major problem with scientific articles is that it does not reach the target audience to whom the scientific article is directed with a large proportion[2,3,4]. In this way, there is a gap between the scientific article and the readers[2].

The reasons for non-adherence to PBE are: the lack of time to read scientific articles, lack of access to the full text, the difficulty of finding scientific articles and the language of publication[1].

However, nowadays the social media are important in people's lives, whether for work or entertainment[5]. The dissemination of posts on the internet reaches a large audience, whether for reading or sharing content[5,6,7]. In this way, why not use social media to disseminate scientific articles?

For this purpose, the *Altmetric* tool was created in order to quantify the visibility of scientific articles[8]. *Altmetric* has a *donut* format in which each color represents a mention by a different online media (Figure 1)[8].


Figure 1. Representation of the *Altmetric* mentions.

The *Altmetric* allows articles to be easily accessed, read and consequently more disseminated[9,10]. In this way, it can reach the target audience on a large scale. When posted, scientific articles can be made available in full text, the topic can be discussed by experts and shared by a large network of professionals[2,3,4]. In addition, the researcher is able to quantify in which online media the article is being viewed and in which countries it is being commented (Figure 2)[8].

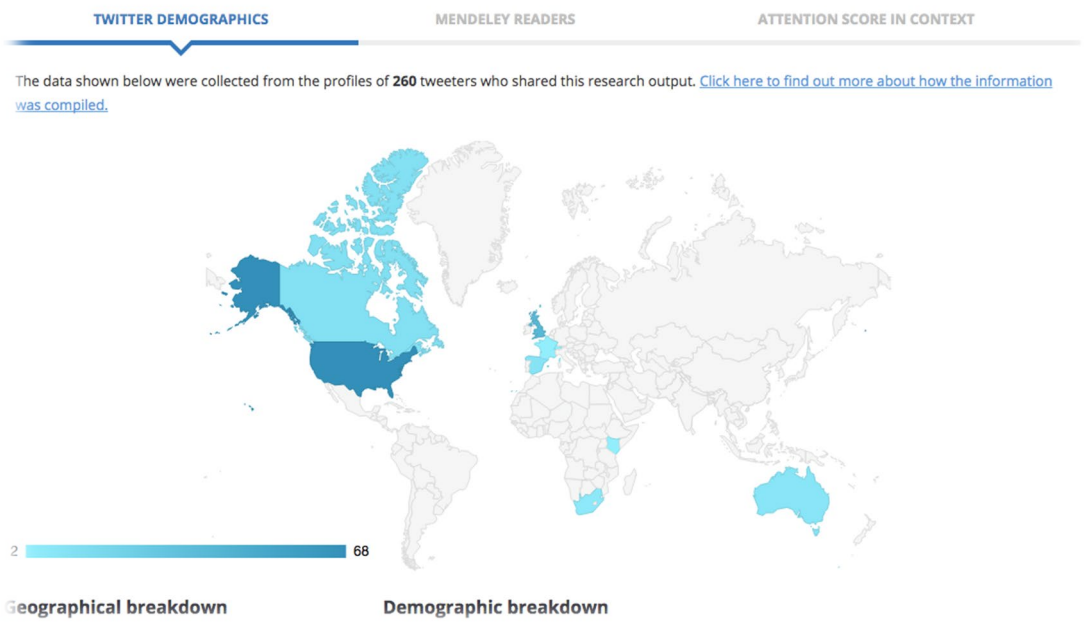


Figure 2. Representation of the *Altmetric* dissemination by countries.

To increase the visibility of scientific articles Araujo et al.[3,4] recommends that scientific articles should preferably be published in journals with a high impact factor, have provocative titles (which demonstrate the results of the study in the title) or interrogative titles[11]. In addition, it is recommended that scientific articles be published on social media, blogs and websites. For the correct quantification of *Altmetric* it is necessary that the website contains the DOI (Digital Object Identifier) of the scientific article[8]. These simple strategies are important to increase the visibility of scientific articles. Besides that, make the scientific evidence reach the target audience[12,13] and consequently the EBP is used effectively[2].

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