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## Editorial

### **Diversitas: Influencing the Americas and Iberoamerica. Altmetrics as a response to traditional impact measures.**

In the past few years, many ways of measuring the impact of scientific publications have appeared. One of them is Altmetrics, a set of citation indicators that serve as an alternative to the traditional ones and that may more strongly reflect the incidence of contents in professional, student and non-expert communities. For this reason, they are becoming more and more relevant than traditional citation indicators. As we know, only two companies generate those traditional indicators, and that combines with the limitations that we are aware of and that should guide decisions of national science and technology - in this context, these alternative forms of measurement of local products are creating a revolution in indicators. This revolution is in turn leading to dialogues, discussions and ways of content visibilisation that are changing the dynamics of editorial and scientific processes of journals.

For that reason, we think it is important to present our journal's data for the past 10 years. According to Redalyc, Diversitas has published 214 papers between 2005 and 2014, 63 % of which come from within our country and 34 % is international. Out of the national 63 %, 19.5 % is institutional, and in a longitudinal perspective, we are moving toward institutional and national exogamy. Incentive dynamics have probably had an influence on this motion.

Publishing authors have naturally come from Colombia, but also from Brazil, Mexico, Spain, Chile and the United States. In fewer numbers, we have published papers with authors from Argentina, Denmark, China, Costa Rica, Peru, Paraguay, Switzerland and Venezuela. As for institutions, our journal has published the production of national universities such as Javeriana, Católica, Nacional and Sabana.

71 % of this production has multiple authors, a trend which has remained relatively unchanged. Coauthorship is mostly national and institutional which means that we need to strive to look for more international collaboration.

A very relevant Altmetrics datum is the amount of downloads and their origin, obtained from IPs from individual users. Our journal has higher numbers than the average of Redalyc journals and of Psychology journals, and our papers are mostly downloaded in Mexico, the United States, Spain and Canada. This goes to show that our impact on the Americas and Spain is very important and having numbers above the average in Iberoamerica is the marker of a new horizon.

Descargas por país



México Estados Unidos España Colombia Canada otros



Comparativo

Source: Redalyc (2015)

To conclude, we need to review several different metrics of our impact, and more so than selecting a particular measurement system, we need to look for the main goal of academic communication – visibility. This has been the central topic of the latest journal events and it is a landmark for trust and quality.

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Editor