

## Multimedia Appendix

### 1. Comparison of traditional and new impact measures

Traditional impact measures	New impact measures
E-Mail: number of emails sent/forwarded	Twitter: official conference account <ul style="list-style-type: none"> <li>• number of followers</li> <li>• no. of retweets</li> <li>• no. of favourites</li> <li>• no. of users receiving retweets</li> <li>• no. of mentions of account name</li> </ul>
Proceedings: number of: <ul style="list-style-type: none"> <li>• citations of papers</li> <li>• downloads of papers</li> <li>• sold printed copies</li> </ul>	Twitter: external engagement – hashtag use: <ul style="list-style-type: none"> <li>• number of followers of any user who mentions the hashtag</li> <li>• no. of retweets</li> <li>• no. of mentions of hashtags</li> <li>• no. of favourites</li> <li>• no. of users receiving retweets</li> </ul>
	Flickr: number of views of posters
Conference: number of participants	Liveblog: number of <ul style="list-style-type: none"> <li>• people who posted questions from outside of the event</li> <li>• real time online views</li> </ul>
Website: number of page visits	Facebook: number of page visits, likes, posts