

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