



ISMPP Social Media and Web-based Metrics

Article Enhancements: A Beginners Guide

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Article Enhancements: A Beginners Guide

This resource and the accompanying article in The MAP newsletter, [Beyond Words: How Voice, Graphics, and Video are Changing the Way Researchers Reach Audiences](#), covering the topics below, seek to inform, educate, and answer questions about many of the ways authors are now able to present data and their findings to readers. This is not intended as a complete guide or a single resource to answer all your questions, but as a living document that will be updated to keep up with new developments in the ever-evolving and innovative world of journal publishing.

- [Article Enhancements: Talking heads, video summaries, and video abstracts](#)
- [Article Enhancements: Infographics - visualizing data](#)
- [Article Enhancements: Podcasts and videocasts - can you hear me now?](#)
- [Article Enhancements: Copyrights and digital features - know your rights](#)

This resource has been developed by Jay Patel, Caroline Halford, and Andy Shepherd, as part of the efforts of the ISMPP Social Media and Web-based Metrics Working Group. Special thanks to the following members of the Working Group who also contributed to this resource: Neil Adams (Karger Publishers) and Mike Gregg (Taylor and Francis).

Talking heads, video summaries, and video abstracts

What are they?

Video abstracts are not magic but can still be just as awesome; typically, they are short videos less than 5 minutes long that accompany and summarize peer-reviewed published research. They are designed to give readers a quick overview of the paper, highlight the key findings, and engage the busy reader with clear and memorable visuals. The intention is not to replace the published paper, but to increase awareness, readership, and usage. Viewers who are interested in the detail should be encouraged to read the paper itself.

According to a 2014 study in the *Journal of Librarianship and Scholarly Communication* by Scott Spicer,¹ video abstracts are still not widely used by publishers and authors. In the study, his analysis found that even though only 5% of the publications in *New Journal of Physics* (NJP) were supplied with video abstracts, the proportion of video abstracts was significantly higher, between 25–30% for most-read publications.² The same study found that the top 25 and top 100 read articles had a significantly higher presence of video abstracts than articles overall in the analysis. Video abstracts may not be used by every author or every journal, but the ones that do use them are receiving clear benefits like increased readership, driving more views, and growth in usage.

Two studies performed by Sandra Lê, Tom Rees, *et al.* and presented at the 11th Annual Meeting of ISMPP in 2015 found that video abstracts are of interest to many authors and readers, but many authors do not make them to complement articles. In *Video Abstracts: Do the Metrics Stack Up?*³ the authors aimed to compare video abstract views with other publication metrics to figure out if video abstracts had any impact on dissemination of research. Looking at 31 articles with video abstracts published in four Dove Medical Press journals, they found that full views of papers with video abstracts were the same as for papers that didn't have them. These findings could be due to the small sample of articles in the study, but they did find that video abstracts were popular with younger audiences and should grow in popularity and impact.

In a second study, *Video Abstracts: the Publications Professional's and Academic Author's Perspectives*,⁴ the authors conducted two surveys to understand the perceptions and issues around video abstracts. The surveys were sent to publication professionals and academic authors; Dove Medical Press surveyed opt-in users with ten questions, while PAREXEL shared a nine-question survey with relevant LinkedIn groups. They received 370 responses from authors and 48 from professionals; what they found is that there was a large gap between the number that would consider submitting a video abstract (5% of authors and 54% of professionals) and the number that actually have submitted a video abstract (11% of authors versus 12.5% of professionals). Both authors and professionals agreed that the main benefit of a video abstract was increased reach (73% of authors versus 48% of professionals), while the main barrier was logistics for 45% of authors and cost for 40% of professionals. Although logistics and costs are viewed as key barriers, the good news is that both authors and

professionals appreciate the value of video abstracts and understand that video abstracts can help increase the reach of their research.

A study published in *PLOS ONE* by Kate Bredbenner and Stanford M. Simon⁵ conducted a survey with 538 individuals with science, science-related, or non-science careers who were shown two papers from *Nature* on similar research topics, but different kinds of research summaries were created for each one. All groups enjoyed video abstracts the most, followed by plain language summaries, and then graphical abstracts and published abstracts.⁵ Also, videos had the highest scores for comprehension, understanding, enjoyment, and desired updates.⁵ This study shows that readers enjoy watching videos, as proven by the popularity of YouTube, so it would be in the best interest of authors to create a video abstract.

An area that has not been greatly researched is the impact that video abstracts have on citations. Zong *et al.* published a retrospective cohort study of *NJP in Scientometrics* in 2019 with an analysis of the impact of video abstracts on citations, which found that articles with video abstracts were expected to have a rate 1.206 times greater for citation counts versus articles without video abstracts.⁶ In total, 945 research articles published in *NJP* between 2010 and 2016 were identified: 315 articles with video abstracts and 630 articles without video abstracts.⁶ Zong *et al.* contend that articles with video abstracts can increase the replicability, credibility, transparency, and accessibility of the article, which can increase citations for an article.

Three short case studies

Data from Springer Nature⁷, Wiley, and Taylor & Francis in the case studies below illustrate the value of video abstracts for both authors and journals. For journals, a video abstract can help increase readership, reach, discoverability, page views, and downloads, and they provide another useful way to connect with readers. According to Dr. George Whitesides (professor of chemistry at Harvard University), an additional benefit for authors is that video allows them to describe dynamic phenomena that were simply too complicated, too complex, too unusual, or too information-dense to convey with words and two-dimensional pictures.⁸ The growth of internet and mobile has fueled the growth and popularity of video; and as it continues to get easier and cheaper to produce and share videos, more and more journals and authors are likely to utilize it to communicate their research.

Springer Nature video abstracts supercharge articles

In a February 2018 analysis of 70 video abstracts produced by Research Square and published in a Springer Nature journal⁷, the average downloads for articles with video abstracts (6,935.43 views) were around 88% higher than control articles without video abstracts (3,696.35 views; articles that were published in the same field in the same issue of the relevant journal and matched by article type). Similarly, the Altmetric score (a measure of attention received by an article across various channels, including news and social media) was 106% higher for articles with video abstracts (86.25) versus those without (41.85).

	<i>Without video</i>	<i>With video</i>	<i>Increase (%)</i>
<u>Downloads</u>			
Average views (SEM)	3696.36 (661.89)	6935.43 (1350.99)	87.63
	<i>P</i> -value = 0.067		
<u>Altmetrics</u>			
Altmetric scores	41.86 (17.81)	86.25 (26.05)	106.06
	<i>P</i> -value = 0.188		

SEM, standard error of the mean

Wiley study highlights the benefits of video abstracts

In February 2019, the author services team at Wiley conducted a study to see how full-text views and Altmetric attention scores for papers containing a video abstract compared with similar papers published in the same issue of the journal that did not contain any digital enhancement; the findings were striking. Based on a sample of 92 articles with video abstracts, the team found that papers that included a video abstract received **65% more full-text views** (both HTML and PDF), on average, than a similar paper in the same issue that did not contain a video abstract. In addition, the 92 papers containing video abstracts received 210% higher Altmetric attention scores on average than the scores for similar papers that did not include a video abstract.

Taylor & Francis four years of video abstracts

Taylor & Francis first started publishing video abstracts in 2017. The journal Medical Anthropology (Taylor & Francis) conducted an analysis of all peer-reviewed articles published in 2017, 2018, 2019, and 2020, to assess the impact of video abstracts on article views. The data shows articles that included a video abstract were associated with an increase of 14.29% in article views on average over the four years versus articles that did not include a video abstract. As digital communication becomes an evermore integral part of publishing, we should expect to see the number of video abstracts being published increase and delivering a corresponding increase in article views, downloads, and reader engagement.

Publication Year:		2017	2018	2019	2020	Four Year Average	Median Page Views
Video Abstract	No	1,185	956	660	363	791	
	Yes	1,412	1,091	640	473	904	
Percentage change		19.16%	14.12%	-3.03%	30.30%	14.29%	

Creation and pricing of video abstracts

Pricing for the creation and publication of video abstracts is generally based on the services and processes that a certain journal or publisher utilizes. Some journals/publishers require authors to use specific agencies that they contract with to produce videos in order to make them uniform and ensure they follow certain guidelines. Other journals/publishers (such as Adis and Future Science Group) provide the service of creating “talking head” video abstracts using their own in-house expertise and equipment. Some journals may request that authors submit their own videos, providing no general guidelines on quality or production value. However, in recent times, publishers have begun to provide more detailed guidance on acceptable video formats and sometimes share hints and tips for creating a suitable video. Some publishers also offer the service of “polishing” author-created videos to ensure that it fits the standards required by the journal. Notably, while some publishers allow author-created video abstracts to be published alongside manuscripts at no cost, other publishers charge a hosting fee to cover the cost of the peer review and permanent hosting of the feature.

Authors have many options when it comes to creating their own video abstract. A useful guide for authors is provided by Dr. Karen L. McKee (AKA, The Scientist Videographer) on her site - <http://thescientistvideographer.com/wordpress/diy-video-toolkit/>. A video abstract does not need to be filmed like a TV show or a Hollywood movie and can be recorded using a smartphone to

minimize cost. There are many video production companies that will produce a video for you, but it comes at a cost and they may not have experience with video abstracts.

One of the leading companies in video production for medical publishing is Research Square. They have partnered with many publishers in recent years to help authors produce videos, and they offer an off-the-shelf approach to video abstracts. Some publishers, including Wiley and Springer Nature, have established partnerships with Research Square to offer its animated video abstract services directly to authors. You can find pricing from Wiley for video production [here](#) and from Springer Nature [here](#). Adis journals (part of Springer Nature) provide a slightly different service in which they work with the authors and Research Square to produce and peer review the video in a streamlined process. For more information on producing video abstracts, contact caroline.halford@springer.com.

Where do the Video Abstracts live?

There is no standard for where a video abstract is hosted. Many journals will upload it to [YouTube](#) and either embed the video in the article page or provide a link to the YouTube video. Other publishers will post video content on hosting services like [Figshare](#) or through video production services like [Research Square](#) that have their own [Vimeo](#) platform. Publishers may also embed the video into the article's HTML code from their own publishing platform. Some publishers have their own "digital content" pages where all their digital content resides. However, a select few journals choose to host the digital content in the supplementary materials section of the article, where it may be difficult for viewers to find. Make sure to confirm where the video would be hosted when deciding whether to invest time and resources in digital enhancements.

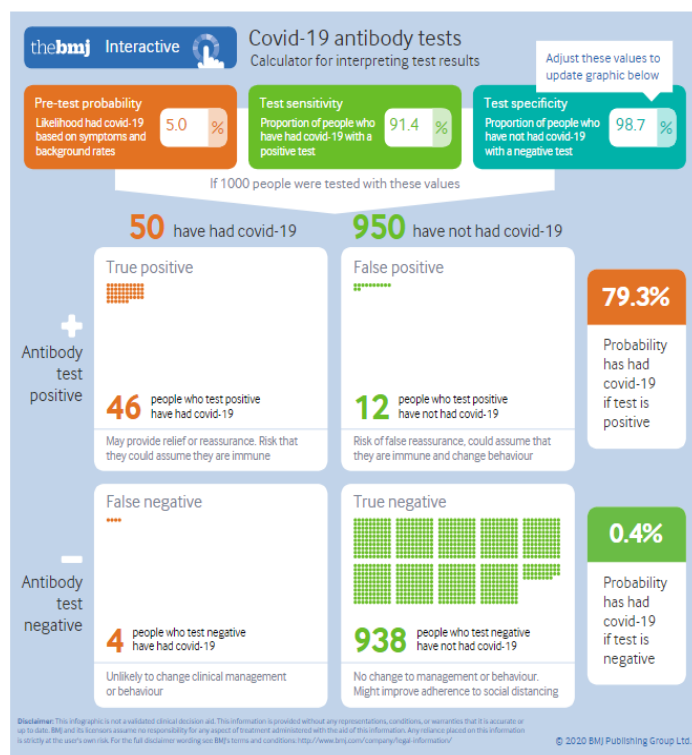
Infographics - visualizing data

According to Wikipedia, infographics are “graphic visual representations of information, data, or knowledge intended to present information quickly and clearly.” Infographics are an effective tool for communicating complex ideas in a quick and easy-to-understand fashion. They consist of three parts: the visual, the content, and the knowledge.⁹

As we create more and more data and information, it becomes harder to keep up with it all. Infographics play a critical role in helping readers digest the information quicker and put it to use faster. According to Mark Smiciklas in his book, *The Power of Infographics: Using Pictures to Communicate and Connect with Your Audiences*, “Fifty percent of the human brain is dedicated to visual functions, and images are processed faster than text. The brain processes pictures all at once, but processes text in a linear fashion, meaning it takes much longer to obtain information from text.”¹⁰ Authors should consider making infographics a part of their publications to increase engagement, understanding, and usage of the data they compiled. Infographics can be useful for both professional audiences and patients.

While there are no hard-and-fast rules for formatting infographics, many publishers make the assumption that their readers will digest journal content in multiple ways (eg, via computers, tablets, smartphones, as well as in traditional print format). Therefore, the most popular infographic formats are portrait-sized that are web-optimized for reading online or printing. [The BMJ's infographic series](#) provides several good examples of these.

Sample infographic



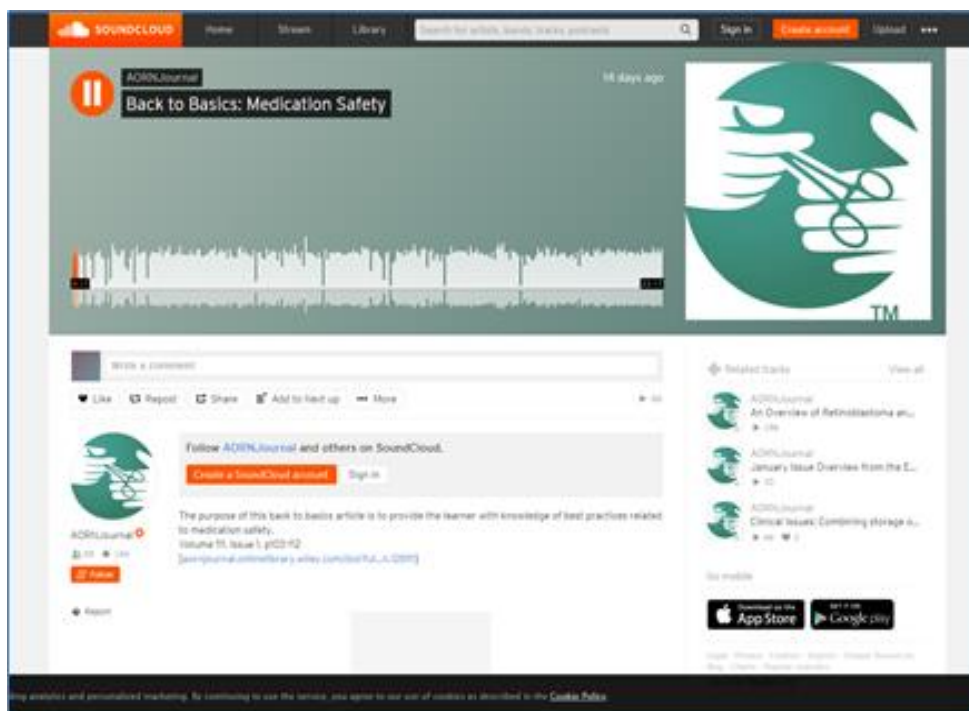
Podcasts and Videocasts - can you hear me now?

A podcast is a series of audio recordings (episodes) either focused on a specific topic, current events, or a field of research/science; a videocast would be their episodic audiovisual equivalent. Several journals have started podcast series in the 21st century. *The BMJ* was an early adopter, launching its [podcast series](#) in 2008, with *N Engl J Med* [joining with its own podcasts](#) and videocasts in 2016, and *Nature* [launching a podcast series](#) in 2017. Journal podcasts are often available on a wide range of platforms, including the journal websites and via the usual podcast streaming services, such as Apple, Spotify, and Google Play.

The adoption of mobile devices has really spurred the growth of podcasts, along with the increasing use of streaming services like Spotify. In 2019, there was a big jump in podcast listenership: “Compared with 2018 figures, the number of people who have listened to at least one podcast in their lives increased by 20 million, and an additional 14 million people described themselves as weekly listeners.”¹¹ Also, Edison Research estimated that 90 million persons in the US had listened to a podcast in one month.¹² It does not take much money to create a podcast; all you need is a microphone, a computer, and a room with some sound blocking.

Several publishers are now publishing podcasts – peer-reviewed with digital object identifier (DOI) references. See these [commissioned podcast articles published by Diabetes Therapy](#) (not sponsored by industry) and these [grant-funded podcast articles published in Advances in Therapy](#). These articles are entirely audio, with the podcast transcript typeset and published as a “regular” article in the journal issue, meaning that they are indexed on PubMed.

Sample podcast (not sponsored by industry)



Some publishers, including Adis and Future Science Group, have taken this one step further and are now offering video articles; an example is [this video article](#) (sponsored by Sanofi) published in the *Journal of Family Practice*.

Copyrights and digital features - know your rights

One of the key benefits of digital features is the ability to disseminate information to healthcare audiences, providing them with a clear and concise summary of the manuscript that encourages them to read the full text. Similar copyright restrictions apply to digital media as to traditional formats, and publishers can use several copyright licenses for digital features. See [Creative Commons](#) for more details on each type of license.

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