

Digital evolution of medical journals in 2013



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Abstract

Objective

The use of digital platforms by healthcare professionals (HCPs) has dramatically increased in the last year. As such, peer-reviewed medical journals are adapting how they provide relevant and engaging healthcare information. Here, we evaluate how journals have evolved over the last year to effectively compete and provide enriched sources of publication content to users.

Research design and methods

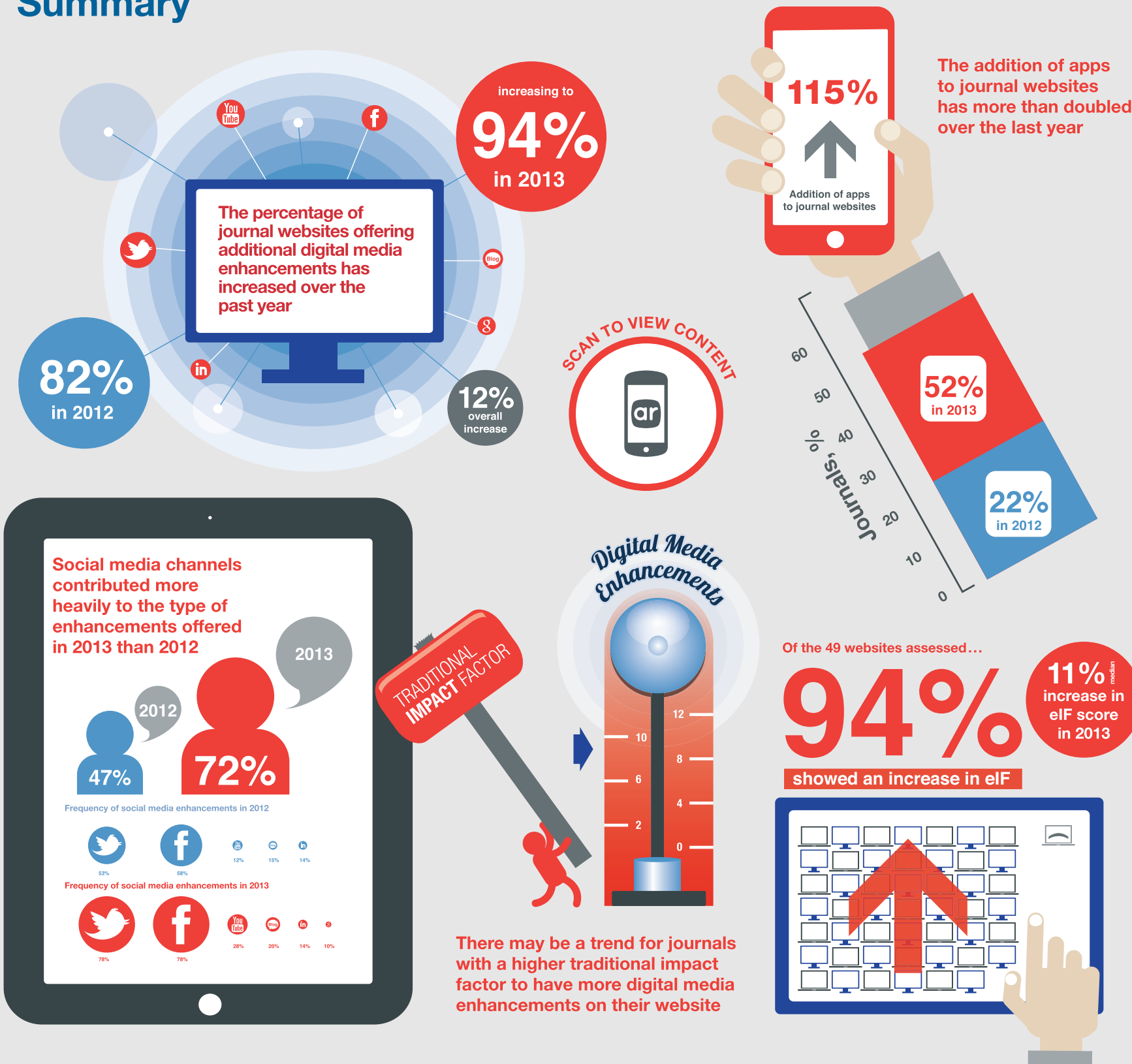
The digital characteristics and electronic impact factor (eIF) score of 49 medical journal websites were measured in 2012 and 2013 using the proprietary eIF tool (developed by KnowledgePoint360), which assesses independently evaluated metrics, including use of social media, traffic,

search engine optimization and scientific credibility. Their online impact in 2012 and 2013 were compared in order to identify changes in how journals deliver their digital content.

Results

Of the 49 journal websites assessed, 94% showed an increase in eIF score in 2013 with a median increase of 11% (range 0.1–42%). An increased use of social media channels by the journal websites heavily contributed to the increased eIF scores. In fact, of 18 journals not utilizing social media in 2012, 10 had active social media channels in 2013, such as Facebook, Twitter and YouTube. In general, most journals are investing more time and resource in their websites and have evolved to include more digitally enriched opportunities.

Summary



Conclusions

- Peer-reviewed medical journals are recognizing the change in how HCPs access healthcare information through online and mobile resources.

- This is driving the rapid evolution of journals to include more digital media enhancements on their websites.
- A greater number of journals are investing time and money into social media channels, and website development and structure.

References

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