ABSTRACT

Background: The awareness of and interest in online communal annotation (‘OCA’) of peer-reviewed medical journal articles among medical communications professionals is limited. The purpose of this study was to assess the knowledge, attitude, and interest among medical communications professionals in OCA.

Methods: We sent email invitations to 506 International Society for Medical Publication Professionals (ISMPP) members. The emails contained a link to an 8-question anonymous online survey created with SurveyMonkey.

Results: The response rate was 7.5% (n = 38). 44.74% of respondents were authors of peer-reviewed journal articles; 34.21% worked for a pharmaceutical company; 63.66% for a medical communications company; and 23.68% for medical/scientific publishing. Around one third of respondents were unsure of OCA and only 5.26% had used it. Nonetheless, most respondents were interested in using OCA if such systems were readily available (Table 1). A majority of respondents felt OCA could improve articles’ standards and the work of authors. However, 76.31% of respondents reported a moderate to very high risk that OCA could diminish an article’s credibility (Table 2). In the case of OCA, most respondents thought the comments should only be posted if they are deemed appropriate by the adjudicator. Around one third of respondents were unaware of OCA and only 7.89% reported a moderate to very high risk that OCA could diminish an article’s credibility.

Conclusions: There is little awareness of OCA among medical communications professionals. OCA was thought to carry risks to the credibility of journal articles, yet a majority of respondents thought OCA could benefit the scientific communication. OCA is in line with the new models that involve post-publication peer review and thus demanding a transparent execution strategy, and drafting the abstract and poster content. SB performed execution of the project, proofreading the poster. Saketh Vellanki for his assistance with the graphical design of the poster and Shobana Ganesan for Communications, Mumbai, India, for their valuable inputs on the abstract and the poster. We also thank全部 other authors for their technical expertise, and the ability to post comments on the article and the authors’ comments.

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2. Leung EY, et al. #BlueJC: BJOG and Katherine Twining Network collaborate to facilitate post-execution strategy, and drafted the abstract and poster content. SB performed execution of the project, proofreading the poster. Saketh Vellanki for his assistance with the graphical design of the poster and Shobana Ganesan for Communications, Mumbai, India, for their valuable inputs on the abstract and the poster. We also thank all other authors for their technical expertise, and the ability to post comments on the article and the authors’ comments.

ACKNOWLEDGMENTS

All authors have no disclosures and do not have conflicts of interest. No editorial support or outside resources were used in the conduct of this research or writing of this paper.

Disclosure:

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