

VIDEO ABSTRACTS: THE PUBLICATION PROFESSIONAL'S AND ACADEMIC AUTHOR'S PERSPECTIVES

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ABSTRACT

Objective: Video abstracts offer a new way to increase article readership. In these two short surveys, we sought to understand the perception and issues around developing video abstracts from the perspective of publication professionals and academic authors.

Research design and methods: Dove Medical Press surveyed its opt-in users with ten questions (eSurveyPro) whilst PAREXEL circulated a nine-question survey (Survey Monkey®) to relevant LinkedIn groups.

Results: In total, 370 responses were received from authors and 48 from professionals. Although 85% of authors and 54% of professionals would consider submitting a video only a few actually have (11% of authors versus 12.5% of professionals). The main benefit was perceived to be increased reach of the results [73% of authors versus 48% of professionals] and the main barrier was logistics for 45% of authors and cost for 40% of professionals. In open responses, authors said that videos are a good way to show/explain data and that they would be encouraged to submit video abstracts if they had access to a video creation toolkit. Open responses from professionals typically emphasized the importance of demonstrating return on investment.

Conclusions: Few authors/professionals submit video abstracts despite being interested in their potential to increase readership. Whilst authors are preoccupied with logistics, professionals are focused on the lack of clarity over benefits and costs. Publishers need to provide authors with as much guidance/support as possible and additional examples of video development are needed to build confidence within the industry.

INTRODUCTION

- It is commonly believed that videos represent a great way to enrich scientific articles; however, we know very little about how authors and publication professionals working to support them, value these in their publication activities.
- There are strong reasons to believe that academic authors and publication professionals' perspectives on video abstracts may differ.
- An exploratory analysis aimed at understanding the role of video abstracts in disseminating research findings by comparing video abstract views with other publication metrics is presented in an accompanying poster.

OBJECTIVE

- In this study, we surveyed academic authors and publication professionals independently in order to understand the differences and similarities in the perception and issues around developing video abstracts.

METHODS

- A brief, nine-question, survey was conducted by Dove Medical Press using eSurveyPro and circulated amongst Dove Medical Press opt-in users and by PAREXEL using Survey Monkey® and circulated in relevant LinkedIn groups.
- A case study on a recent video abstract submission to the *International Journal of Chronic Obstructive Pulmonary Disease* was also conducted by PAREXEL to supplement the surveys' results. The case study illustrates a possible process and provides views of the author and journal editor (scan the QR code above to download a recent video abstract case study).

SUMMARY AND CONCLUSIONS

- Video abstracts are perceived as adding value to an article but many barriers prevent authors from initiating them.
- The publication professionals' and academic authors' perspectives differ when it comes to the factors that would influence them to create a video abstract.
 - Publication professionals are more focused on cost and return on investment.
 - Academic authors are more preoccupied by logistics and ease of creating the videos.
- This is not surprising considering that publication professionals create the work for commercial enterprises, whereas academic authors generally do not.
- Attitudes towards developing video abstracts may change if publishers can provide authors with as much guidance and support as possible, and when data showing the actual impact of video abstracts on the dissemination of the research results are readily available, to increase confidence and uptake.

Acknowledgments

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RESULTS

- A total of 370 responses were received from academic authors, and 48 responses from publication professionals (Figure 1).
- Most of the authors were based at academic institutions, whereas publication professionals were mostly from agencies and pharma.
- Most have never submitted a video abstract. However, half of the publication professionals and a third of the academic authors said they would consider creating a video abstract in the future (Figures 2 and 3).
- Only about a tenth of the authors surveyed think that their company/client/institution has processes in place to develop and approve video abstracts (Figure 4).
- The perceived benefits of publishing a video abstract collected from open responses are increased reach of the headline results, increased readership, and reuse (Figure 5).

Figure 1. Survey population from the publication professionals.

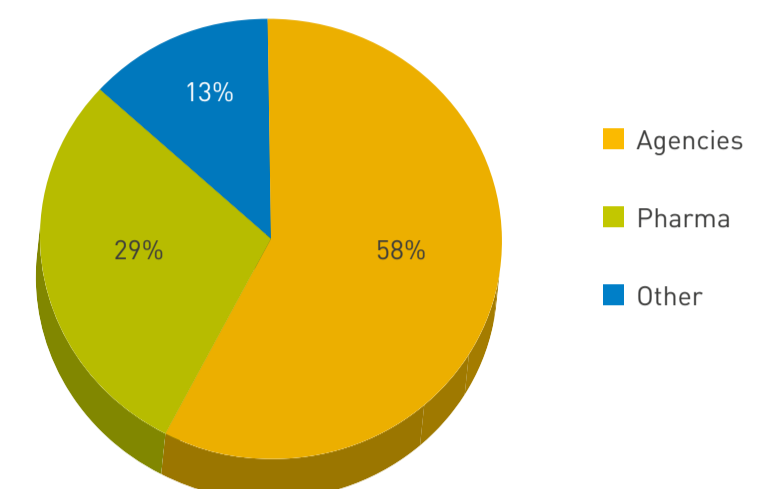


Figure 2. Have you ever submitted a video abstract?

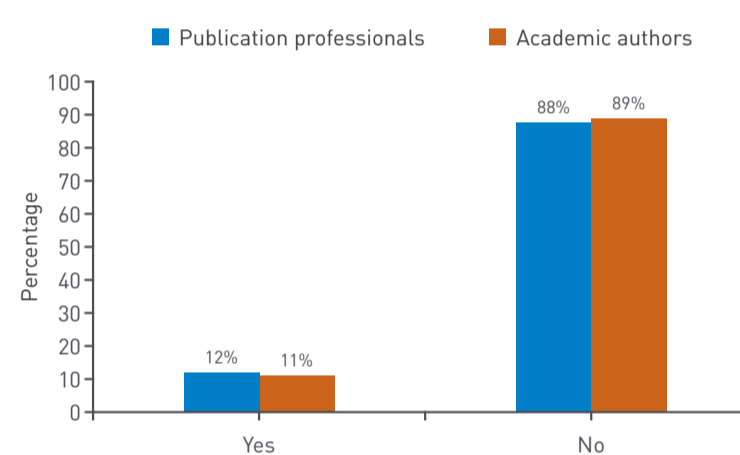


Figure 3. Would you consider creating a video abstract in the future?

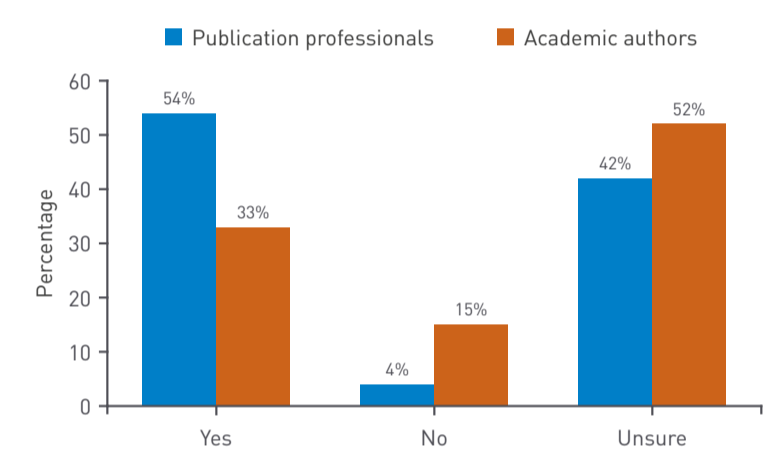


Figure 4. Does your company/client/institution have a process for developing and approving video abstracts?

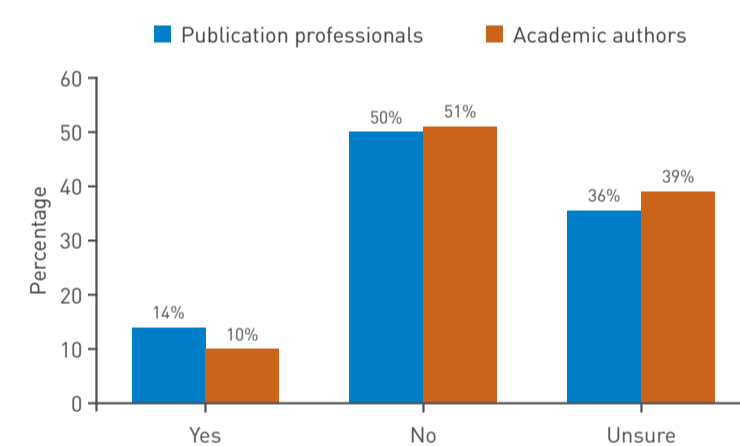
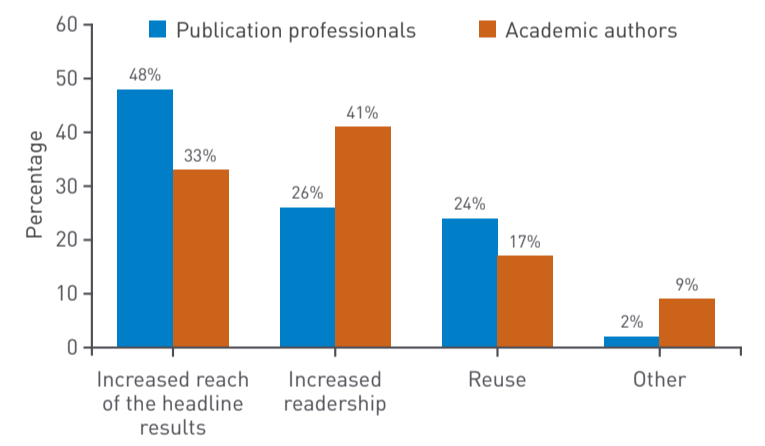


Figure 5. What, in your opinion, are the primary benefits of a video abstract?



- The perceived main barrier to creating a video abstract is cost for publication professionals, and logistics for academic authors (Figure 6).
- In open responses, 31% of academic authors spontaneously said that video abstracts are a good way to show/explain data.
- Responders also said that they would be encouraged to submit a video abstract if a template or video creation toolkit was provided to them to make it easier.
- Open responses from publication professionals typically emphasized the importance of demonstrating return on investment.
- The number of views on video abstracts is the main metric that authors would rely on to assess their worth (Figure 7).

Figure 6. What is the biggest barrier to creating a video abstract?

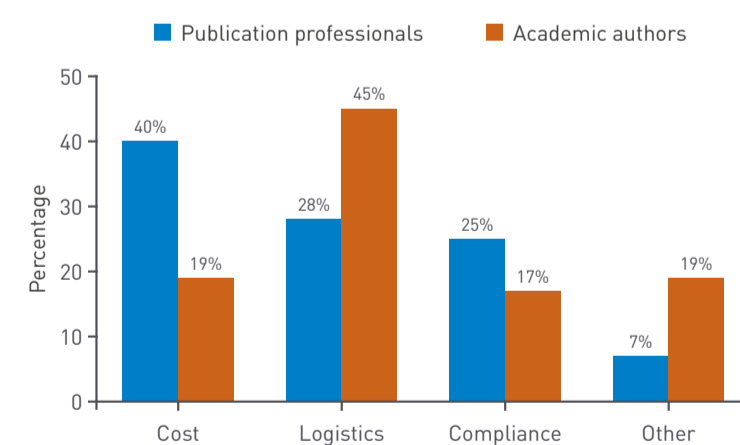
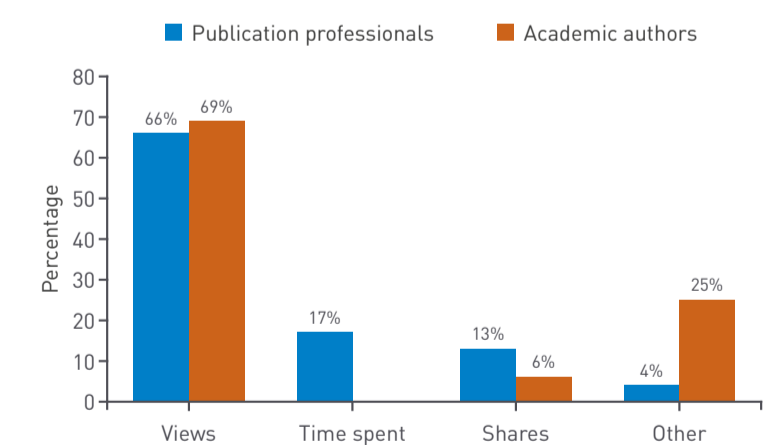


Figure 7. What kind of metrics would you like to see with your videos?



What could encourage you to initiate a video abstract?

Academic authors

- "Easy to use templates"
- "Easy way to create a video"
- "Attract more readers and leave more impact"
- "Seeing that it is useful, measurable outcomes"

Publication professionals

- "The investment of both money and effort (particularly to overcome compliance and logistical challenges) mean that a measurable and meaningful return is required to motivate the making of video abstracts"
- "Compelling evidence that the end product actually increases the exposure of the study results, justifying the extra cost/effort"
- "Good metrics"
- "Increased client acceptance"

Case study



Visit this link to view the case study, including the video abstract and insights from Dr. Russell, Editor-in-Chief of the *Int J COPD*, and Professor Halpin.

http://figshare.com/articles/Video_abstract_Case_study/1368565

- Professor David M.G. Halpin presents results from the tiotropium safety review manuscript in the *Int J COPD*.
- PAREXEL prepared and developed a video abstract for an article published in the *Int J COPD* in 3 weeks after the notification of editorial acceptance.
- A PowerPoint® Guide (with questions, key talking points and simplified data tables and figures) was used to drive the filming in the style of an interview.

Reference

Halpin DMG, et al. Tiotropium HandiHaler® and RespiMat® in COPD: a pooled safety analysis. *Int J Chron Obstruct Pulmon Dis.* 2015;10(1):239-259.

Disclosures

Sandra Lê and Angela Jones are employees of Dove Medical Press Ltd. Tom Rees, Natalie Dennis, Sarah Petit and Sheelah Smith are employees of PAREXEL International.