

Which Types of Digital Features Have the Most Impact on Article Accesses? A Pilot Study

Niamh Clarke^a, Charley Lai^a, Hannah Payne^a and Caroline Halford^a

^aAdis, Springer Healthcare, Chester, UK

Objective

In recent years, the publication of articles with DFs, such as infographics and video abstracts, has increased¹. DFs are published with the aim of broadening readership and increasing engagement, however it is not yet known if certain DF types have a greater impact on article metrics than others. We investigated whether certain DF types yielded higher article accesses than others.

Methods

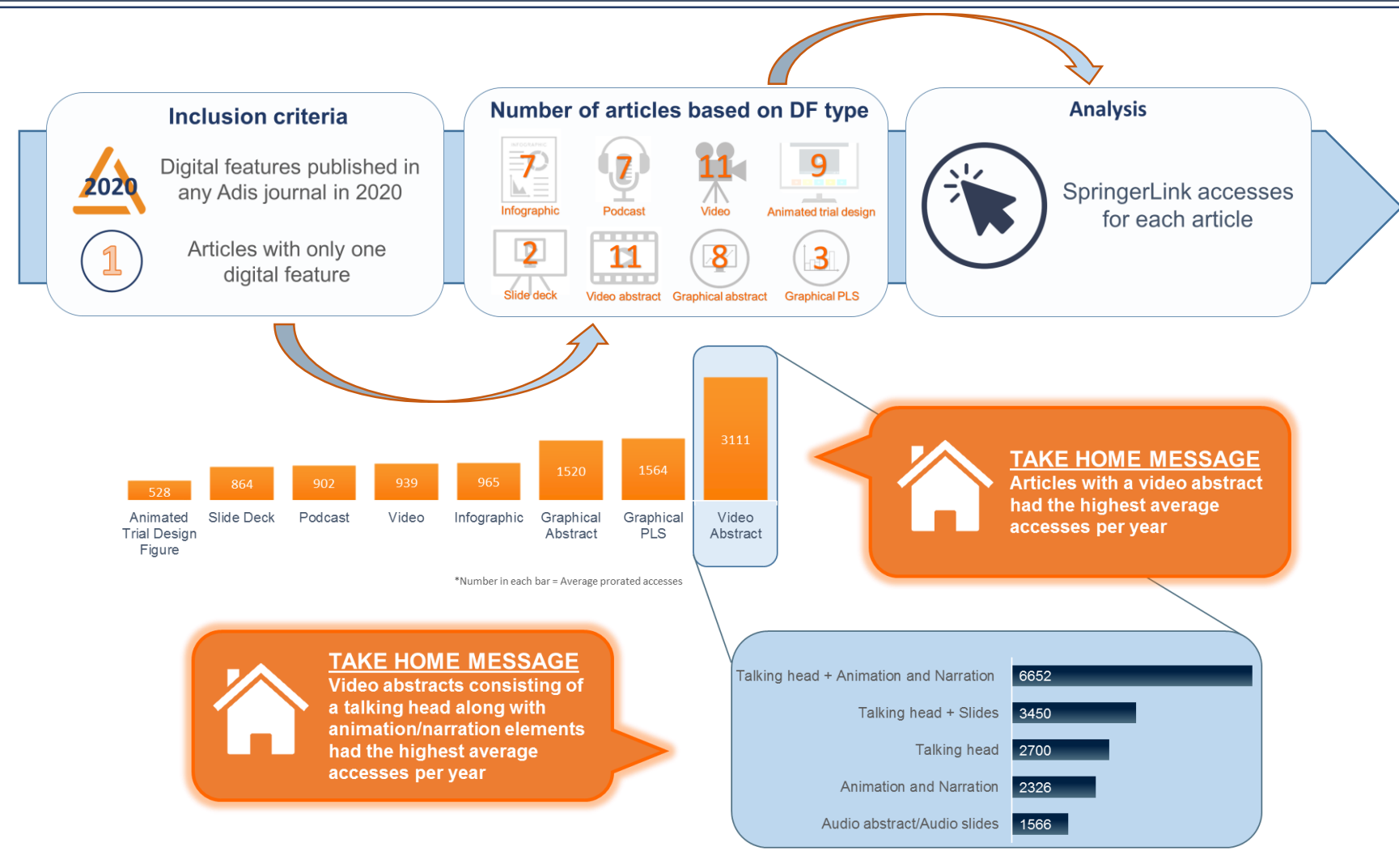
All articles published with DFs in Adis journals in 2020 (n=58) were identified and categorized into one of eight DF categories (video abstract [n=11], video [n=11], graphical abstract [n=8], graphical plain language summary [PLS; n=3], animated trial design figure [n=9], infographic [n=7], podcast [n=7], slide deck [n=2]). Only articles published with a single DF were included in the analysis. We calculated the average prorated accesses for each DF per year to account for the varying publication months.

Results

Overall, articles published with an accompanying video abstract had the highest average accesses per year (3111 accesses), followed by graphical PLS (1564 accesses). After further investigation into the different video abstract formats, we found that video abstracts consisting of a talking head along with animation/narration elements had the highest average accesses per year (6652 access).

Conclusions

This preliminary analysis suggests that articles published with video abstracts, particularly talking heads with animation/narration elements, receive, on average, a higher number of accesses compared to articles with any other DF type. However, additional studies and data are necessary to confirm these initial conclusions and to identify other factors that may impact article metrics, such as indication, study type, and author renown.



Abbreviations DF: digital feature .

References 1. Patel J, Halford C, Shepherd A. Article Enhancements: A Beginners Guide. Available at: <https://ismpp.memberclicks.net/social-media-and-web-metrics-resources?servId=10046&servId=10046&servId=10046&servId=10046&servId=10046&servId=10046> (Accessed January 17, 2022).

Author Contributions All authors made substantial contributions, or acquisition/analysis/interpretation of data, helped with drafting of the publication, or revising it critically for important intellectual content, and provided final approval for publication.

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