WILEY

Improving Authors’ Publishing Experience

Caroline McCarley, Publisher
May 22, 2015
Authors’ research contributes to today’s global knowledge and helps provide answers to the challenges of tomorrow. Wiley set out to improve their publishing experience.
Quality

93%

of surveyed authors base their publishing decision on quality related issues
Author Satisfaction Surveys
Collecting author insights to inform our publishing solutions

- 50% Quality of the Journal
- 54% Scope of the Journal
- 37% Quality of EIC and Ed Board
- 31% Speed of Publication
- 46% Impact Factor

885 Responses across all hybrid journals, 195 of which are from early career researchers.
8.85 Out of 10 authors would recommend publishing with a Wiley hybrid journal.
Best Practice Guidelines on Publication Ethics: A Publisher’s Perspective, Second Edition

Comprehensive
Broad coverage on ethical concerns for authors, editors, and researchers

Up-to-Date
Recently updated with guidance in five newly added sections

International
Chinese translation now available on WileyChina.com

Interdisciplinary
Reviewed by 30 editors and experts chosen from a wide range of subject communities

“These excellent new guidelines provide not only a comprehensive resource for Wiley editors, but also serve as a model for what other publishers might produce and are a complement to the resources that COPE itself has available.” -Dr. Virginia Barbour, Chair of the Committee on Publication Ethics

http://exchanges.wiley.com/ethicsguidelines
Wiley Editing Services
The only publisher to offer four language and editing services dedicated to increasing manuscript quality and facilitating shorter review times.

“Through repeated consideration and selection, the performance of Wiley Editing Services does surprise me. Not only because they can assure the completion time, one day ahead the schedule; but also, the revised paper turns out to be smooth in literature and clarified in logic.” — Dr. Kang Xuezhi, Shanghai Research Center of Acupuncture and Meridians

www.wileyeditingservices.com
ORCiD
Connecting research and researchers to increase the discoverability of published work

**Linking**
Wiley captures ORCiD IDs during the submission process and shares the information with CrossRef.

**Representing**
The ORCiD Executive Board has representatives from all leading publishers, including Wiley.

**Promoting**
Wiley will execute a series of marketing campaigns to encourage ORCiD registration among authors.

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A pilot promotion to Wiley ScholarOne Manuscript authors resulted in 299 average weekly ORCiD registrations across 6 journals, an increase from 6 average weekly registrations before the campaign.
Author Licensing Service
Online copyright solution to simplify the licensing process

- **Easy**
  Automatically administers correct license to sign electronically

- **Efficient**
  Streamlines workflow and eases workload for editorial office

- **Repository**
  Signatures are stored for quick viewing and retrieval

- **Flexible**
  Each journal can define its own licensing policy

- **Compliant**
  Brings Wiley into compliance with UK Open Access policies
Video Abstracts
Providing a streamlined service for authors to enhance the reader’s understanding and appreciation of the written article through video

An analysis done by the Wiley journal *Family Process* found that articles with video abstracts had 82% more full-text downloads than articles without video abstracts.

-Using Video Abstracts to Promote Readership, Victoria Dickerson
JCA’s First Video Abstract

Virtual Issue on the Affordable Care Act

Link to Video Abstract
Navigating the World of Metrics
Blog posts to help authors monitor and understand their research impact

The Eigenfactor and Other Metrics – Plus Ça Change

Uncovering the Mysteries Behind the Metrics

Metrics Alternatives to Altlmetrics

Four Reasons Why the $h$-index is Here to Stay

Understanding Impact Factors

Navigating the World of Citation Metrics

Demystifying Google Scholar Search and Results

Four Ways of Measuring Influence
Altmetric
Tracking and measuring the broader impact of scholarly articles published in Wiley journals

Post-Publication Peer Review Sites
  e.g. PubMed Central, Scopus

Mainstream Media
  e.g. Newspapers, magazines

Online Reference Managers
  e.g. Mendeley, CiteULike

Social Media
  e.g. Twitter, Facebook, Google+

Government Policy Documents
  e.g. Climate change, public health

87% Of survey respondents indicated they would use altmetrics to gauge the popularity of an article
77% Of survey respondents indicated they would use altmetrics to network with other researchers
JCA Articles with Top Altmetric Scores
Helping authors to evaluate the impact of their work across wider society

- Do Consumers Care about Ethics? Willingness to Pay for Fair-Trade Coffee
  Journal of Consumer Affairs

- Cognitive Ability and the Stock Reallocations of Retirees during the Great Recession
  Journal of Consumer Affairs

- Understanding the Impact of Health Reform on the States: Expansion of Coverage through Medicaid and Exchanges
  Journal of Consumer Affairs

- Shopping While Nonwhite: Racial Discrimination among Minority Consumers
  Journal of Consumer Affairs

- The Privacy Paradox: Personal Information Disclosure Intentions versus Behaviors
  Journal of Consumer Affairs

- When Recalls Matter: Factors Affecting Owner Response to Automotive Recalls
  Journal of Consumer Affairs

- Consumers' Use of Credit Cards: Store Credit Card Usage as an Alternative Payment and Financing Medium
  Journal of Consumer Affairs

- Playing With Food: Content Analysis of Food Advergames
  Journal of Consumer Affairs

- Article in Journal of Consumer Affairs
  Journal of Consumer Affairs

WILEY
Kudos
Helping authors explain, enrich, and share their articles for greater research impact

- Strengthens relationship between authors and publishers
- Uses article-level metrics to motivate and reward authors
- Empowers authors to explain and share their work
- Drives traffic back to journal sites

1,994 Number of Wiley authors that have registered with Kudos
2,240 Number of publications that have been claimed by Wiley authors
Author Marketing Toolkit
Self-promotional tools to help authors maximize the impact of their published work

97% of authors stated in a survey that they are likely or very likely to use the kit

84% Of authors think that more can be done to raise the visibility, impact and usage of their work - Kudos survey to 4,000 authors

80% Of authors feel that it is their responsibility to increase impact, usage and visibility of their work - Kudos survey to 4,000 authors

http://exchanges.wiley.com/authors/promo
ArticleShare
Expose your paper to influential colleagues and maximize your research impact

Nominate up to 10 colleagues to receive unlimited free access to your article.
Supporting authors and peer reviewers every step of the way
90% of researchers feel that peer review improves the quality of their paper
- Source: Ware, 2008

#1 factor contributing to a positive publishing experience is the quality of peer review
Transferrable Peer Review
Currently being piloted across our neuroscience portfolio

First Step
Author submits to first choice journal

Second Step
Reviewers complete standard scorecard

Third Step
Upon rejection decision, author may transfer article to new journal

Fourth Step
Articles, reviews, and scorecard are transferred to new journal

Final Step
New journal reviews article and makes decision

80 Average number of days that review takes… and it all starts over again if a paper is rejected

70% Acceptance rate of transferred papers for journals currently participating in the pilot program
Reviewer Resource Center
A new online platform to engage and support reviewers

- Guidelines for how to write a good review
- Peer review process diagram
- Infographic: Types of peer review
- Ethical guidelines for reviewers
- How to become a peer reviewer
- Video: What to expect from editors
- Video: Why peer review matters
- Subject-specific review guides
Wiley Author Services Channel
Expert advice on a broad range of publishing topics and practical skills

Introduction to Publishing for Early Career Researchers
445 registrants and 164 unique viewers across 60 countries

Time Management Tips for Authors and Reviewers
336 registrants and 112 unique viewers across 37 countries

Getting Peer Review Right
264 registrants and 90 unique viewers across 28 countries

“This was an amazing session. I thank all the speakers and organizers. You people rock. Thanks a lot!!!!!”
- Sugosh Prabhu, Bhabha Atomic Research Centre, India

“Thorough, informative, and appropriate in scope. I was glad to find it relevant to my discipline.”
- Post-webinar feedback from a viewer
DIY Author Workshop Kit
Essential tools to plan, promote, and host a successful workshop

- **Promotions**
  - Marketing materials to help promote your event

- **Presentations**
  - Customizable PowerPoint templates on a variety of topics

- **Certificates**
  - Certificates of attendance to distribute after the event

- **Surveys**
  - Collect feedback about your workshop from attendees

- Altmetrics
- How to choose a journal
- How to write a paper
- Improving SEO
- Open Access
- Peer Review
- Publication Ethics
Publisher Workshops
Live sessions to aid and encourage researchers at the start of their careers

More than 200 workshops are hosted annually
Frequently presented in collaboration with society partners
Sessions take the form of live events, virtual events, and webinars
Global program in both mature and emerging markets
Customized for each region and covering a range of topics and disciplines

“The topics...covered from shaping one’s articles to writing the first paragraph gave valuable insight into how publishers and reviewers look at our writing. For research scholars like us, who are starting our careers, these little tips make a difference” - Ashish Kumar Jha, Doctoral Program Representative, IIM Calcutta
Our popular *Exchanges* blog was launched in May 2013 and features a mix of news, industry updates, interviews with key figures in scholarly communications, and more.

- Reaches **societies, authors, librarians, and researchers**
- Publishes contributions submitted by a wide range of representatives from across the industry and related fields
- Attracts active readers from **over 200 countries** who have made **more than 136,000 unique visits** to the blog site

http://exchanges.wiley.com/blog

We are always looking for guest blog writers on Exchanges. If you have a topic you would like to write about please contacts us at exchanges@wiley.com
Questions?

Please feel free to contact me

cmccarley@wiley.com