Analytics in the Pharma Marketplace... and the Future
Tuesday April 4th 2017
10.45 – 11.45

Dan Penny           Head of Market Intelligence - Springer Nature (Adis)
Ann Beynon          Manager, Solutions Specialists - Clarivate Analytics
Sara Rouhi          Director of Business Development - Altmetric
Nancy Muir          Director of Insights - MedImmune

We’ll have some time for questions at the end.

Presentations will be available on the meeting website after the event.
AUTHORS AND METRICS

Dan Penny
Strategy and Market Intelligence
Springer Nature
April 2017
DECIDING WHERE TO SUBMIT: SOMETIMES A DIFFICULT TASK
WHAT TASKS DO RESEARCHERS FIND DIFFICULT TO COMPLETE?

% of authors who said they found the following tasks ‘very difficult’ or ‘difficult’

<table>
<thead>
<tr>
<th>Task</th>
<th>Difficult</th>
<th>Very difficult</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writing a grant proposal</td>
<td>19%</td>
<td>40%</td>
</tr>
<tr>
<td>Writing my paper</td>
<td>9%</td>
<td>41%</td>
</tr>
<tr>
<td>Choosing an appropriate journal to submit</td>
<td>6%</td>
<td>29%</td>
</tr>
<tr>
<td>Selecting and organising data to submit</td>
<td>5%</td>
<td>24%</td>
</tr>
<tr>
<td>Ensuring my paper complies with standards</td>
<td>3%</td>
<td>18%</td>
</tr>
<tr>
<td>Writing a cover letter</td>
<td>2%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Base: 1555 authors working in STM, data gathered in 2015 from ‘Author Pain Points’ Survey

Today, we will focus on ‘choosing an appropriate journal to submit to’...
WHAT ARE THE MAIN FRUSTRATIONS FOR AUTHORS WHEN DECIDING WHERE TO SUBMIT?

There are three common themes in the feedback from authors:

**Finding useful information about journals**

“Lack of information from the journal on the turn-around time for reviewing, and then if accepted, for production and publication.”

**Understanding and identifying journal guidelines**

“…one does not want to expend time fruitlessly revising and formatting manuscripts to fit the style of different journals. That time spent on formatting is time that could better be expended on primary research and related tasks for which creative energy and time is needed.”

**Finding the journal with the right balance of attributes for their paper and suitability for their budget**

“Having to consider audience, impact factor, word count, likelihood of being accepted - all at once”
DECIDING WHERE TO SUBMIT: WHAT INFORMATION IS IMPORTANT?
WHAT INFORMATION IS IMPORTANT WHEN DECIDING WHERE TO SUBMIT?

The most important factors for authors when deciding where to submit are: the reputation of the journal, relevance of the journal to discipline, quality of peer review and Impact Factor.

How important were the following factors when choosing where to submit your last research paper?

- The reputation of the journal
- The relevance to my discipline
- The quality of the peer review
- The journal's impact factor
- The readership of the journal
- Likelihood of acceptance
- Reputation of the publisher
- Time from submission to first decision
- Positive experience with the editor(s)
- The journal’s inclusion in indexing services
- Time from acceptance to publication
- Recommendation by colleagues
- Journal publication fees
- The option to publish via OA
- The journal having a transfer system
- Funder influence
- Location of journal publisher

Source: Author Insights data 2015 (STM authors n=18,354)
HOW DO AUTHORS EVALUATE THE IMPORTANCE OF FACTORS WHEN DECIDING WHERE TO SUBMIT?

Authors rely on their own experiences and factual data more than evidence from their peers.

**How do you determine the following factors when deciding where to submit?**

- **Relevance of a journal to discipline**
  - Anecdotal evidence from peers: 19%
  - Factual data from databases, publishers and other sources: 30%
  - My own experience/opinions: 48%

- **The readership of the journal**
  - Anecdotal evidence from peers: 21%
  - Factual data from databases, publishers and other sources: 33%
  - My own experience/opinions: 42%

- **Quality of peer review**
  - Anecdotal evidence from peers: 22%
  - Factual data from databases, publishers and other sources: 24%
  - My own experience/opinions: 52%

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SLA Pharma, Philadelphia. April 2017

Base: Online Submission Decisions Survey, n=2429
ARE THE FACTS ABOUT JOURNALS READILY AVAILABLE FOR AUTHORS?

Evidence and facts about journals are important in making a decision about where to submit, but this could be made more readily available.

To what extent do you agree or disagree with the following statements?

- Publishers provide enough evidence and facts about their journals to help choose a journal to submit to
- It is easy to get hold of information from publishers about their journals
- Evidence and facts about journals are important for me to make a decision about where to submit my work

Base: Online Submission Decisions Survey, n=2429
DECIDING WHERE TO SUBMIT: THE USE OF METRICS
# TWO TYPES OF JOURNAL METRICS

## TRADITIONAL JOURNAL METRICS

“Journal metrics measure the performance and/or impact of scholarly journals. Each metric has its own particular features, but in general, they all aim to provide rankings and insight into journal performance based on citation analysis.”

Scopus, 2016

Examples:

- Impact factor
- Eigenfactor
- Source normalized impact per paper (SNIP)
- SCImago Journal Rank
- Relative Citation Ratio (RCR)

## ALTERNATIVE JOURNAL METRICS

“Altmetrics are metrics and qualitative data that are complementary to traditional, citation-based metrics.”

Altmetric, 2014

Examples:

- Readership data (both how many and who)
- Average time to publication
- Information on the subject areas covered by papers published in the journal
- Average time to peer review
WHAT IS THE USAGE OF TRADITIONAL JOURNAL METRICS?

Impact Factor dominants as the most well known and used ‘traditional metric’.

How familiar are you with each of the following metrics?

- I use this
- I am aware of this, but not used it before
- I do not know what this is

<table>
<thead>
<tr>
<th>Metric</th>
<th>I use this</th>
<th>I am aware of this, but not used it before</th>
<th>I do not know what this is</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impact Factor</td>
<td>95%</td>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>SCImago Journal Ranking</td>
<td>18%</td>
<td>29%</td>
<td>53%</td>
</tr>
<tr>
<td>Eigenfactor Score</td>
<td>10%</td>
<td>43%</td>
<td>48%</td>
</tr>
<tr>
<td>Relative Citation Ratio (RCR)</td>
<td>8%</td>
<td>33%</td>
<td>59%</td>
</tr>
<tr>
<td>Source Normalised Impact per Paper (SNIP)</td>
<td>6%</td>
<td>31%</td>
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Base: Online Submission Decisions Survey, n=2429
WHAT ABOUT ALTERNATIVE JOURNAL METRICS?

Alternative metrics could be just as important for authors as traditional metrics when deciding where to submit: the average time to peer review is considered as important as Impact Factor (benchmark) for determining where to submit in the future.

If available, how important would the following types of information about journals be in helping you decide where to submit in the future?

- **Impact Factor**
  - Very important: 53%
  - Important: 40%
  - Not very important: 6%
  - Not at all important: 4%
  - Unsure: 9%

- **Average time to peer review**
  - Very important: 51%
  - Important: 43%
  - Not very important: 5%
  - Not at all important: 1%
  - Unsure: 7%

- **Information on the subject areas covered by papers published in the journal**
  - Very important: 40%
  - Important: 50%
  - Not very important: 8%
  - Not at all important: 2%
  - Unsure: 11%

- **Average time to publication**
  - Very important: 38%
  - Important: 49%
  - Not very important: 13%
  - Not at all important: 1%
  - Unsure: 6%

- **Information on who readers are**
  - Very important: 18%
  - Important: 57%
  - Not very important: 22%
  - Not at all important: 5%
  - Unsure: 3%

- **Satisfaction of published authors**
  - Very important: 15%
  - Important: 54%
  - Not very important: 26%
  - Not at all important: 7%
  - Unsure: 8%

- **Information on press coverage for papers previously published in the journal**
  - Very important: 12%
  - Important: 37%
  - Not very important: 40%
  - Not at all important: 1%
  - Unsure: 11%

- **Information on who the other authors are**
  - Very important: 10%
  - Important: 40%
  - Not very important: 42%
  - Not at all important: 8%
  - Unsure: 11%
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Base: Online Submission Decisions Survey, n=2429
WHAT IS SPRINGER NATURE DOING ABOUT THIS?

Over 1,000 Springer journals now have a ‘Journal Metrics’ section, showing traditional and alternative journal metrics

Nature Research shows Impact Factor alongside other metrics.

Beat it, impact factor! Publishing elite turns against controversial metric

Senior staff at leading journals want to end inappropriate use of the measure.

Ewen Callaway

08 July 2016 | Corrected: 12 July 2016

The tide is turning against the impact factor as an outsized impact on science.

Calculated by various companies and a measure of the average number of citations 2 years have received in the current year.

They were designed to indicate the quality of individual papers –

SLA Pharma, Philadelphia. April 2017
IDENTIFYING PEOPLE USING METRICS

For an academic publisher, finding the right people is vital
- As authors (particularly books)
- Journal editors
- Peer reviewers

We are looking to newer types of metrics for this. The success of a book or a journal is increasingly about networking and promotion within a discipline community – or across more than one community.

Need for an individual metric that indicates connectivity and influence?
• cf Klout
• ResearchGate Score is widely seen to be flawed
• Altmetric is a great start