# 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

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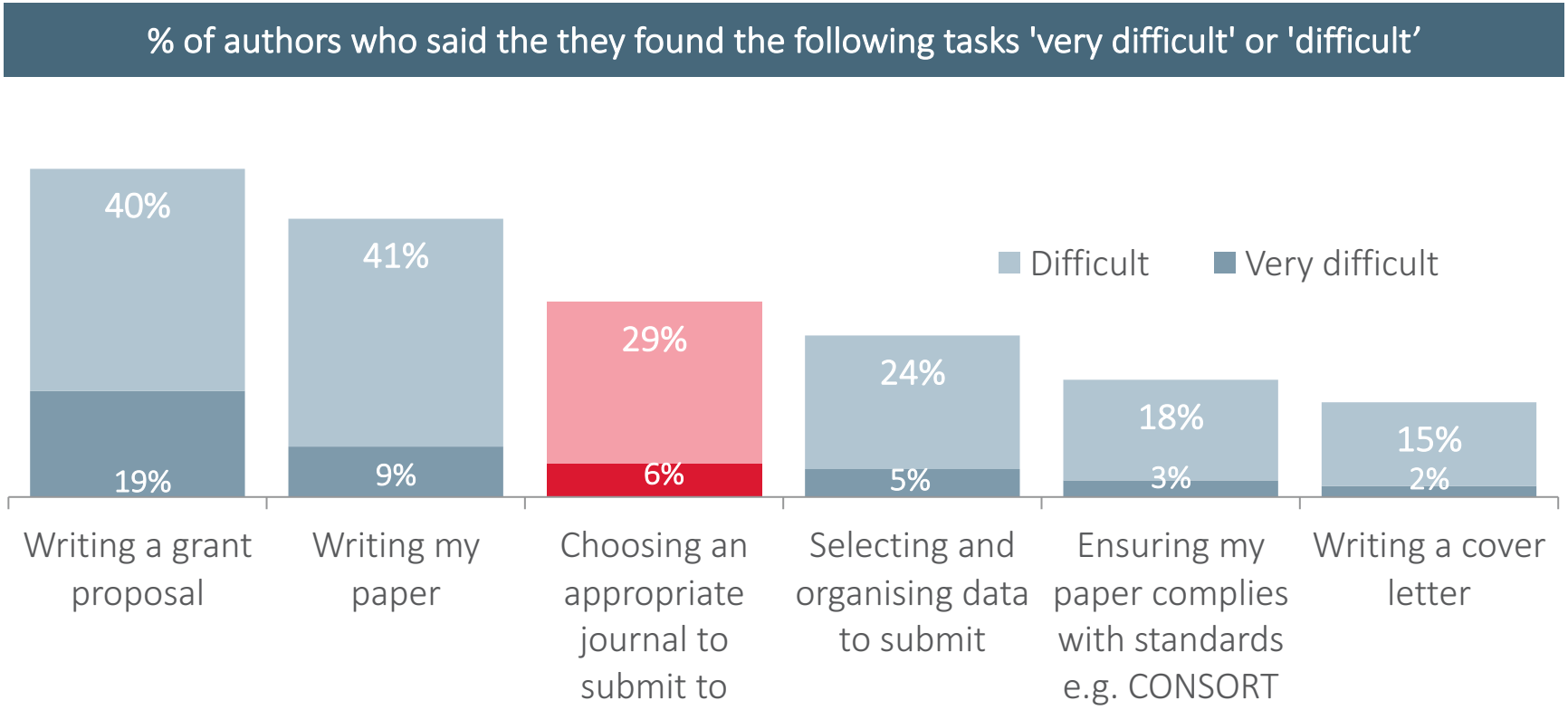
# DECIDING WHERE TO SUBMIT: SOMETIMES A DIFFICULT TASK

# WHAT TASKS DO RESEARCHERS FIND DIFFICULT TO COMPLETE?




Today, we will focus on 'choosing an appropriate journal to submit to'…

SLA Pharma, Philadelphia. April 2017

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

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# 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"*

SLA Pharma, Philadelphia. April 2017

Base size: Verbatims taken from the online Submission Decisions Survey

# 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


SLA Pharma, Philadelphia. April 2017

Source: Author Insights data 2015 (STM authors n=18,354)

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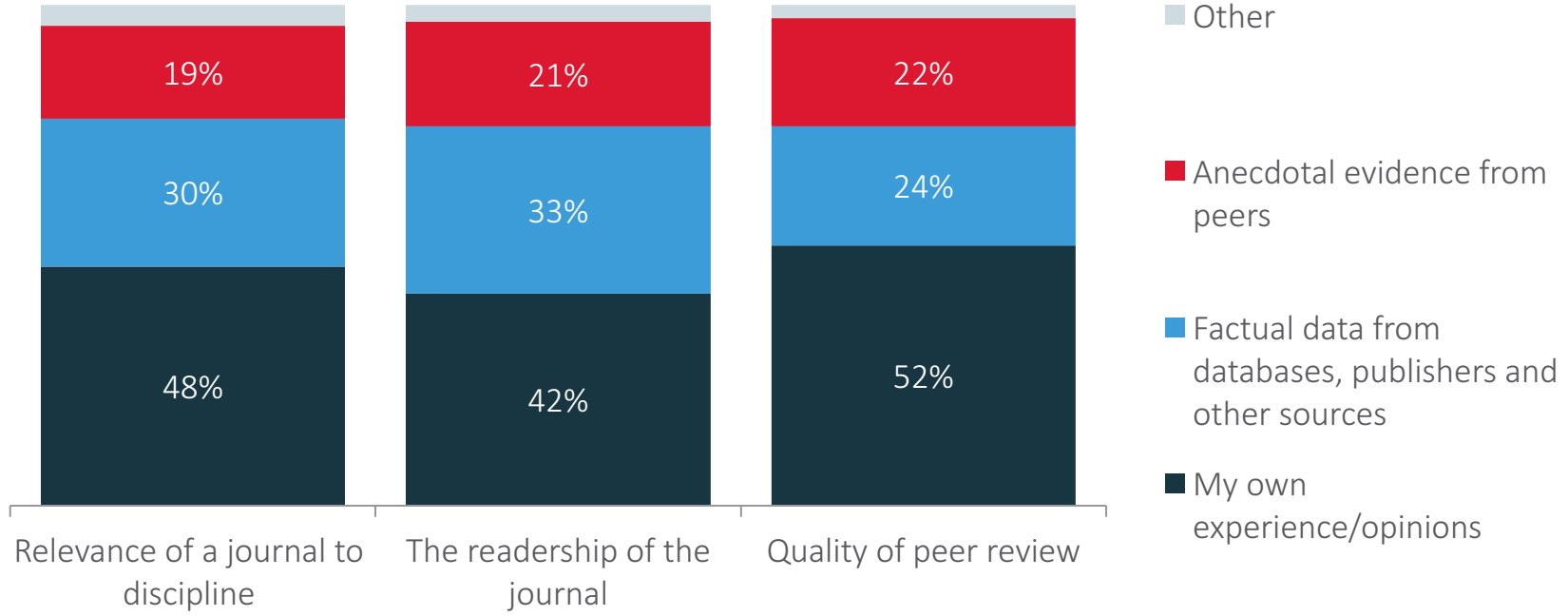
# HOW DO AUTHORS EVALUATE THE IMPORTANCE OF FACTORS WHEN DECIDING WHERE TO SUBMIT?

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?




SLA Pharma, Philadelphia. April 2017

Base: Online Submission Decisions Survey, n=2429

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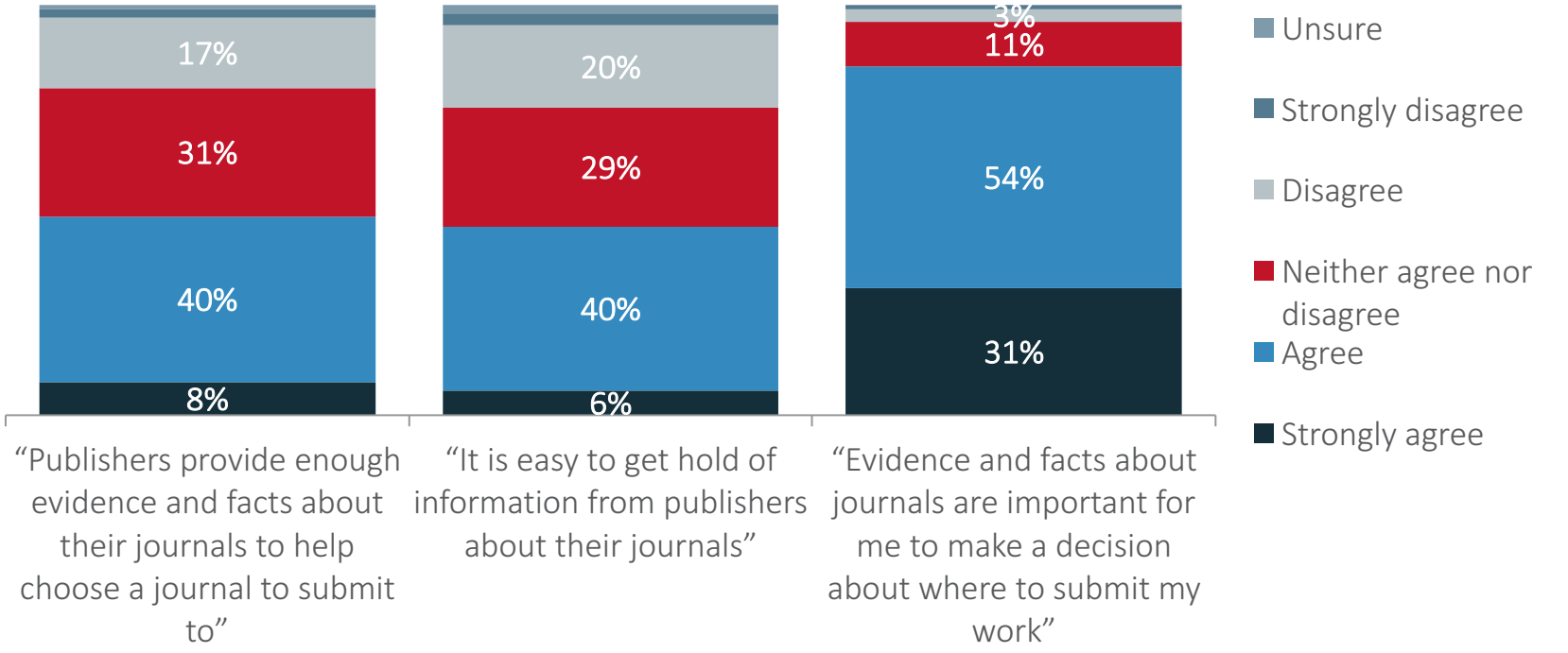
# ARE THE FACTS ABOUT JOURNALS READILY AVAILABLE FOR AUTHORS?

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?**




SLA Pharma, Philadelphia. April 2017

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# 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

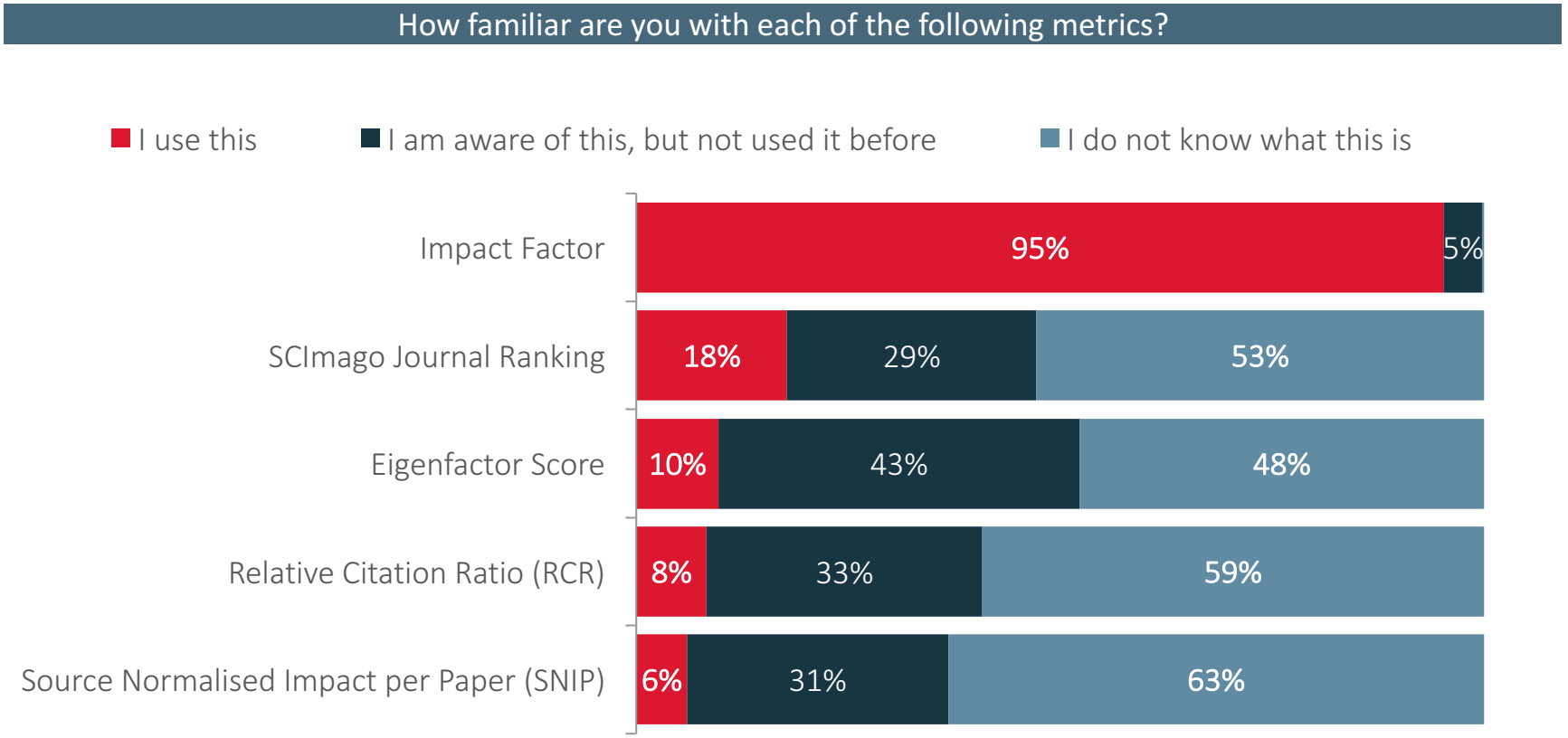
*"Altmetrics are metrics and qualitative data that are complementary to traditional, citation-based metrics."*
Altmetric, 2014

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'.

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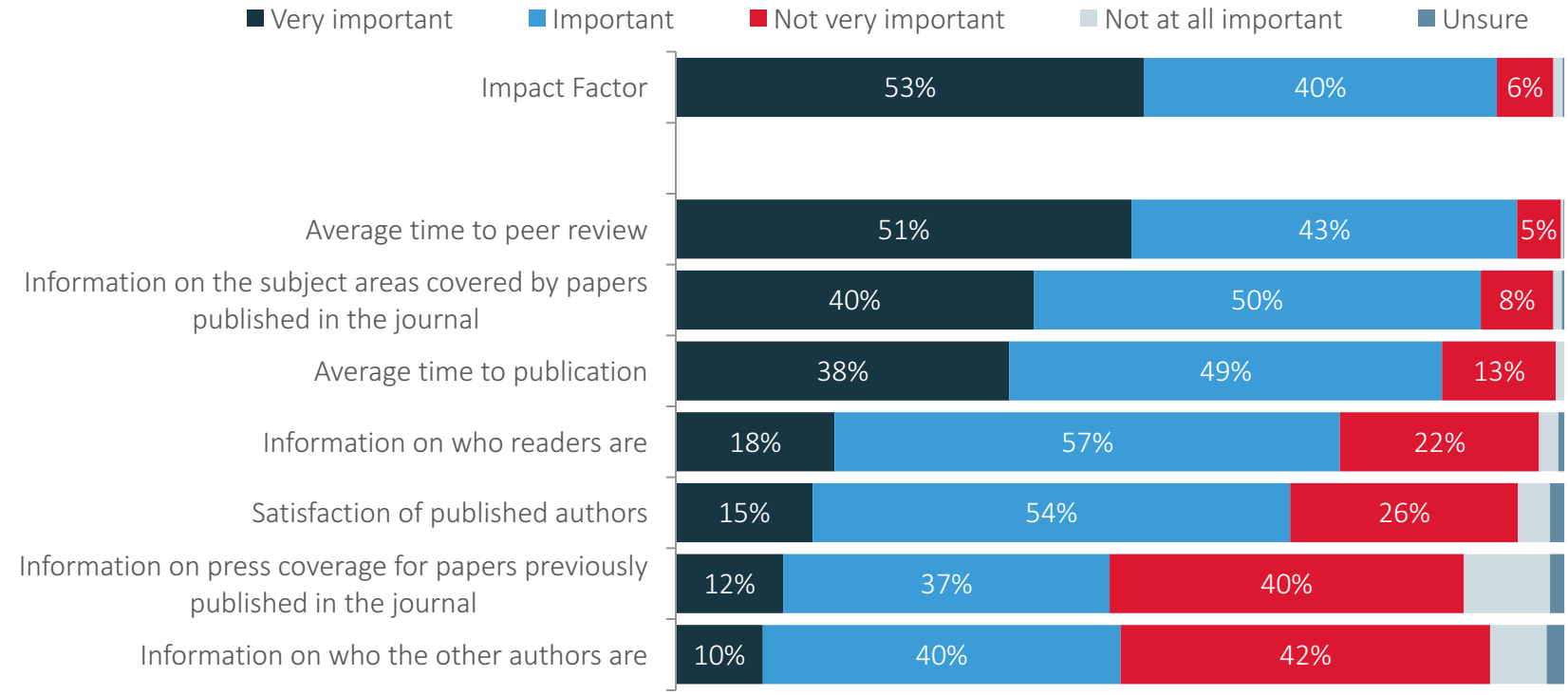
# WHAT ABOUT ALTERNATIVE JOURNAL METRICS?

**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?

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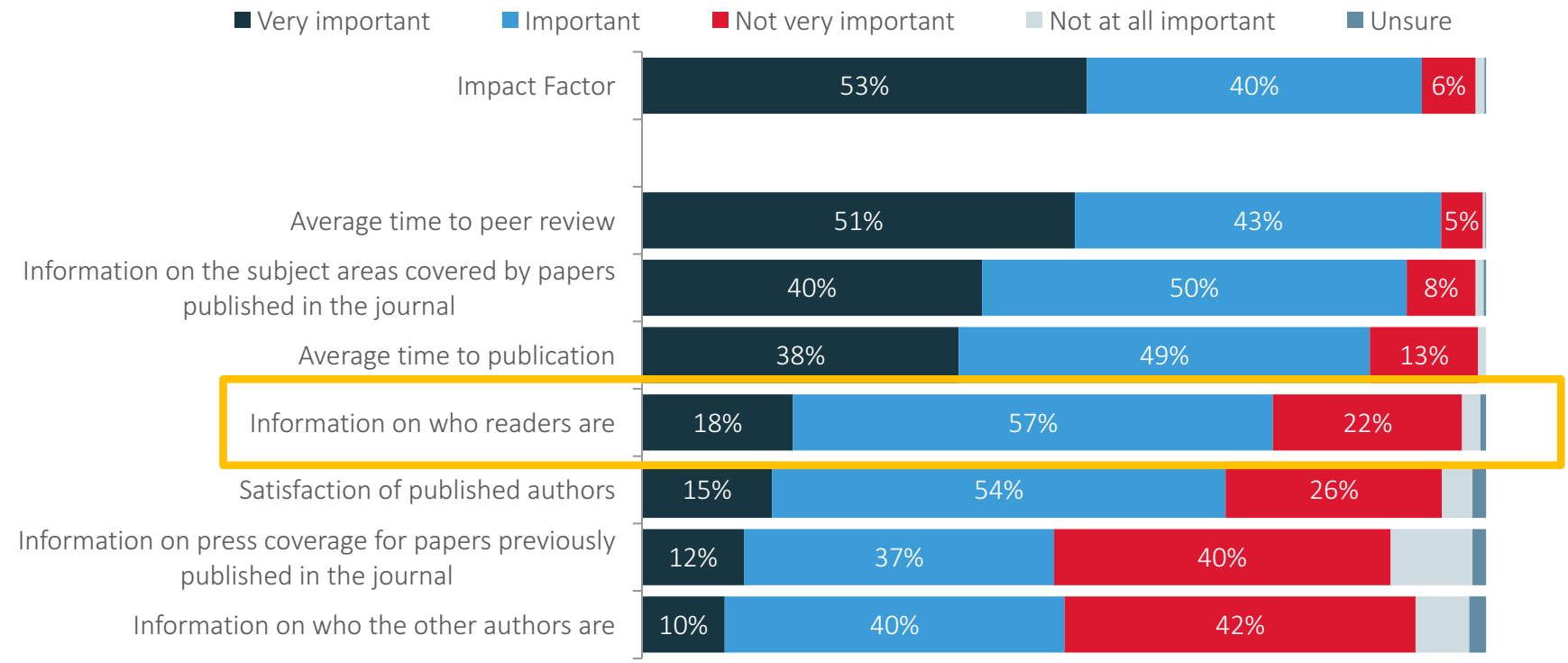


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# WHAT IS SPRINGER NATURE DOING ABOUT THIS?

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

Springer

springer.com

## Journal of Molecular Neuroscience

Journal Metrics 2015

### Speed

| | |
|---|---|
| **Days from submission to first decision**<br>Number of days from submission of a manuscript to first decision. | 35 |
| **Days from acceptance to online first publication**<br>Number of days from acceptance at publisher to published online. | 18 |

### Usage

| | |
|---|---|
| **Downloads**<br>Springer measures the usage on the SpringerLink platform according to the COUNTER (Counting Online Usage of NeTworked Electronic Resources) standards. | 139,086 |
| **Usage Factor – 2014/2015**<br>The Springer Journal Usage Factor 2014/15 was calculated as suggested by the COUNTER Code of Practice for Usage Factors. It is the median value of the number of downloads in 2014/15 for all articles published online in that particular journal during the same time period. The Usage Factor calculation is based on COUNTER-compliant usage data on the SpringerLink platform. (Counting Online Usage of NeTworked Electronic Resources) standards. | 159.0 |
| **Mentions and articles discussed via Social Media platforms**<br>Additional research-impact indices, known as alternative metrics, are offering new evaluation alternatives. One of those is a researchers' reputation made via their footprint on the social web. The social media statistics are provided by Altmetric. They monitor article mentions on Twitter, Facebook, Google+, Reddit, Blogs, News articles, Policy documents and Faculty of 1000 reviews. | 323 |
| **LinkOut Statistics**<br>One of the most important indexing services for biomedical and life sciences literature, PubMed, provides us with information on how often PubMed users follow links to SpringerLink | 91,485 |

Nature Research shows Impact Factor alongside other metrics.

nature International weekly journal of science

Home | News & Comment | Research | Careers & Jobs | Current Issue | Archive | Audio & Video | For A

Archive > Volume 535 > Issue 7611 > News > Article

*NATURE* | NEWS

## 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

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The tide is turning against the impact fa
its outsized impact on science.

Calculated by various companies and pr
measure of the average number of citat
years have received in the current year.

They were designed to indicate the qual
assess the quality of individual papers –

**Metrics for journals published by Nature Research**

Impact factor is just one of a number of metrics that can be used to evaluate a journal, and a small number of highly cited papers can have a disproportionate effect on the mean number of citations per paper. On this page you will find a suite of citation-based metrics for *Nature* Research journals including Nature, the Nature-branded reviews and research journals, Scientific Reports, Scientific Data and the Nature Partner Journals which provide an overview of these journals. Because the median is not subject to the distortions from outliers, we have developed and provided the 2-year median, derived from Web of Science data and defined as the median number of citations received in 2015 for articles published in 2013 and 2014 in *Nature*, the Nature-branded research and reviews journals and Scientific Reports. The distribution of citations for *Nature*, *Nature Communications* and *Scientific Reports* are shown below. Brief definitions for each of the metrics used to measure the influence of our journals are included below the table. More information regarding the approach taken to derive the median citation can be found here. Article-level metrics are also available on each article page, allowing readers to track the reach of individual papers.

Commentaries on impact factors and their use and misuse can be found in our editorials and other content, going back for many years, links to a sample of which are provided at the end of the page.

As described above, Nature Research has produced the 2-year median in the table below. All other data has been produced by Thomson Reuters.

While the metrics presented here are not intended to be a definitive list, we hope that they will prove to be informative. The page will be updated on an annual basis.

**Nature Research journals' metrics**

| Multidisciplinary Journals | 2-year Impact Factor | 5-year Impact Factor | Immediacy index | Eigenfactor® score | Article Influence Score | 2-year Median |
|---|---|---|---|---|---|---|
| *Nature* | 38.138 | 41.458 | 9.518 | 1.447620 | 22.261 | 24 |
| *Nature Communications* | 11.329 | 12.001 | 2.078 | 0.478090 | 5.549 | 7 |
| *Scientific Reports* | 5.228 | 5.525 | 0.559 | 0.209420 | 1.865 | 3 |

| Nature-branded research journals | 2-year Impact Factor | 5-year Impact Factor | Immediacy index | Eigenfactor® score | Article Influence Score | 2-year Median |
|---|---|---|---|---|---|---|
| *Nature Biotechnology* | 43.113 | 41.388 | 8.947 | 0.157710 | 20.953 | 25 |
| *Nature Cell Biology* | 18.699 | 20.001 | 3.932 | 0.104800 | 10.222 | 13 |
| *Nature Chemical Biology* | 12.709 | 13.059 | 3.656 | 0.061030 | 6.297 | 10 |



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# 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