

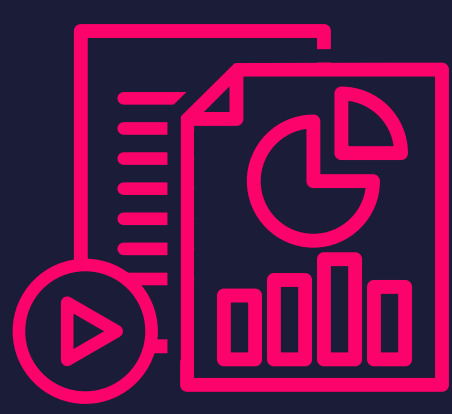
Use and accessibility of publication extenders and enhancements: an underutilized method to enhance scientific stories

Shavonn Harper, Jenna Kitz, Sanjula Wickramasinghe, and Erica Wehner. The Curry Rockefeller Group, a Citrus Health Group company, Chicago, IL, USA

WHAT ARE PUBLICATION EXTENDERS/ENHANCEMENTS?



Publication extenders/enhancements provide all readers with concise, easily understandable summaries of the key messages within scientific articles.



Publication professionals are often challenged by the range of types of publication extenders offered by journals, as well as variations in the extent of direction provided to authors and how to maximize reader accessibility when published.



This analysis aimed to assess the use and accessibility of extenders across publications for a representative range of disease states including oncology, infectious, metabolic, and rare diseases.

HOW WAS THE RESEARCH CONDUCTED?

The disease states were selected to capture a range of therapeutic areas with different patient and specialty populations, complexity of disease mechanisms, and the volume of publication activity.

Ovarian cancer



Diabetes



HIV



Myasthenia gravis



PubMed searches were conducted to identify the

Top 20 journals in 2023

for these 4 disease states using the following Medical Subject Headings terms:

PubMed search results were reviewed to determine the number of publications from each journal.



The journals with the most publications in 2023 (up to 20 per disease state) were included in the analysis.

Journal websites were reviewed to assess which extenders each journal offered (eg, graphical abstract, plain language summary, video).



"Primary" extender

An extender included as part of the primary journal article.



"Supplemental" extender

An extender only available in the supplemental material rather than the primary article.

Ease of finding the information on which extenders the journal offered was rated on a scale of 1 (easiest) to 3 (hardest).

- 1 Information included in the author guidelines
- 2 Information available on the journal website with multiple clicks
- 3 Information not readily available online/need to contact journal to confirm

WHAT ARE THE KEY TAKEAWAYS?

Journal offerings for extenders are

- Limited
- Often hidden in supplementary material

Very few of the journals offering primary extenders have the extenders linked within the **table of contents** or presented within their **social media accounts**.

"ovarian neoplasms," "diabetes mellitus, type 2," "HIV," or "myasthenia gravis"

Search

WHAT ARE THE IMPLICATIONS?

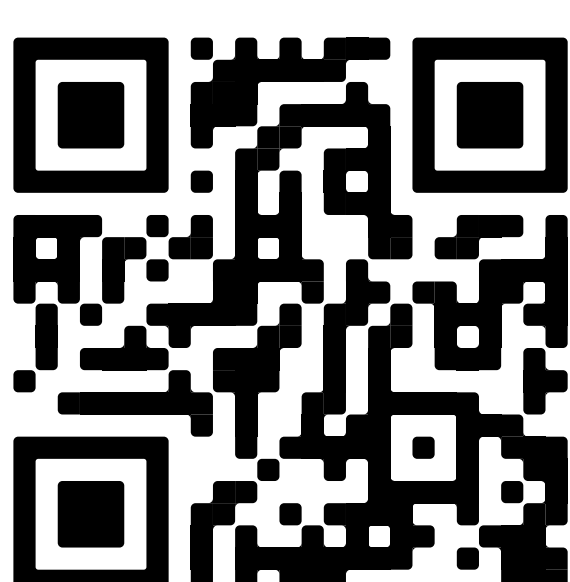


Increasing the availability and use of extenders (including website and social media promotion) **will benefit authors, publishers, and readers by enhancing data dissemination and increasing audience engagement** with complex scientific articles.



Future research could focus on whether the inclusion of accessible publication extenders increases engagement metrics for the article.

SCAN QR CODE



for a deeper dive into the data!

WHAT WAS THE OBJECTIVE?

WHAT DO THE DATA SHOW?

How many journals allow extenders?

There were 6 journals that overlapped across the 4 disease states, resulting in a total of 66 journals included in the analysis.



84%–100%

of journals across therapeutic areas offered either **primary** or **supplementary** publication extenders/enhancements.



40%–68%

of journals offered **extenders/enhancements** as part of the **primary paper**.



46%–75%

of the total extender options offered by journals are published as part of the **supplemental material** for an article.

How easy is it to find which extenders the journals offer, and is there direction or guidance for creating these?



56%

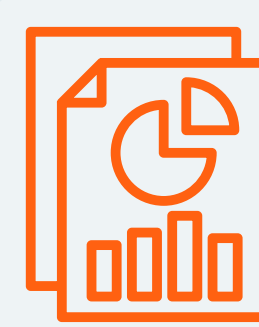
of journals in the analysis **included** the extender information in the **author guidelines**.



<50%

of the journals in the analysis **provided guidance** for developing primary extenders.

What are the most common types of primary extenders?



Across disease states, the most frequently offered extender was **graphical/visual abstracts**.

How many journals make these extenders readily accessible in their table of contents and social media accounts?

Of the journals that **allowed primary extenders** in each disease state



8%–38%

linked them to the **table of contents**



0%–31%

linked them to **journal-specific social media accounts**