Evidence demonstrating how extenders increase the number of views of publications

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Objective

The impact of publication extenders continues to be an important topic, however, there is limited published evidence illustrating how they increase the number of views of an article. Our aim was to demonstrate the difference in views between articles with and without extenders.

Method

We analyzed the Expert Medicine journals at Taylor & Francis Group (n=9), that published Clinical Trial Protocols (CTPs; n=90) and Plain Language Summary of Publications (PLSPs; n=160) (**Figure 1**) between 1st January 2023 –16th January 2025. Each article was grouped as having an extender or not. Extenders were classified as a graphical abstract, infographic, video abstract/article, podcast or translation. CTPs and PLSPs have the highest proportion of articles with extenders so were chosen in order to have the biggest sample sizes per group. Our data included CTPs with extenders (n=19) and without (n=71) (**Figure 2.1**), and PLSPs with extenders (n=21) and without (n=146) (**Figure 2.2**). The mean number of views were calculated for each group.

Results

- CTPs averaged 4602 views with extenders and 2029 without. (**Figure 3.1**)
  - Extenders **increased views by 126%**
- PLSPs averaged 3985 with extenders and 1568 without (**Figure 3.2**)
  - Extenders **increased downloads by 154%**
- Weighted average = 144%

Conclusion

Our data suggests that extenders increase the views of a publication, increasing the potential for citations and a higher impact. This suggests it should be considered whether extenders are accepted by a target journal in a publication plan. The limitations of this study are the time period of data collection, the data is from a single publisher and only 2 article types were investigated. There is no clear trend on which extender type increases views the most, this could be an avenue for future analysis.

Figure 1

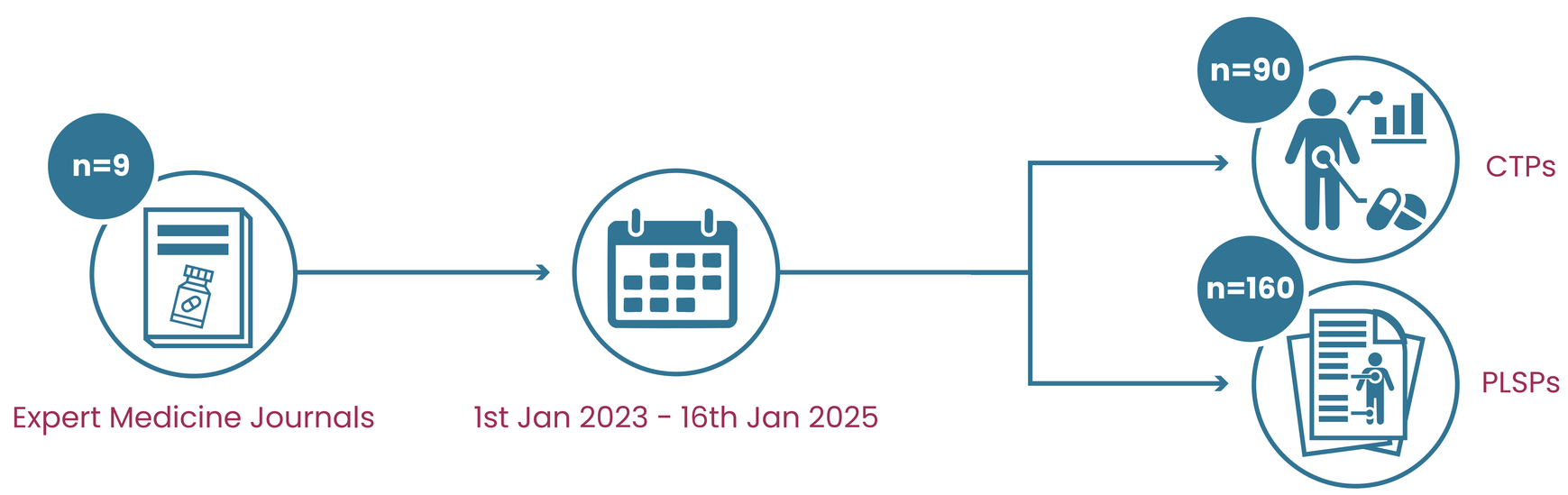


Figure 2.1

CTPs



Figure 2.2

PLSPs



Figure 3.1

Clinical Trial Protocols (CTPs)

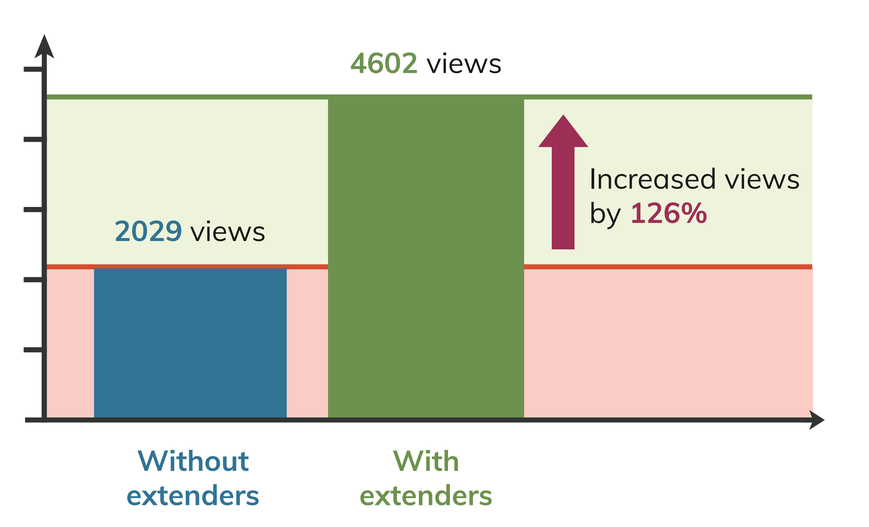
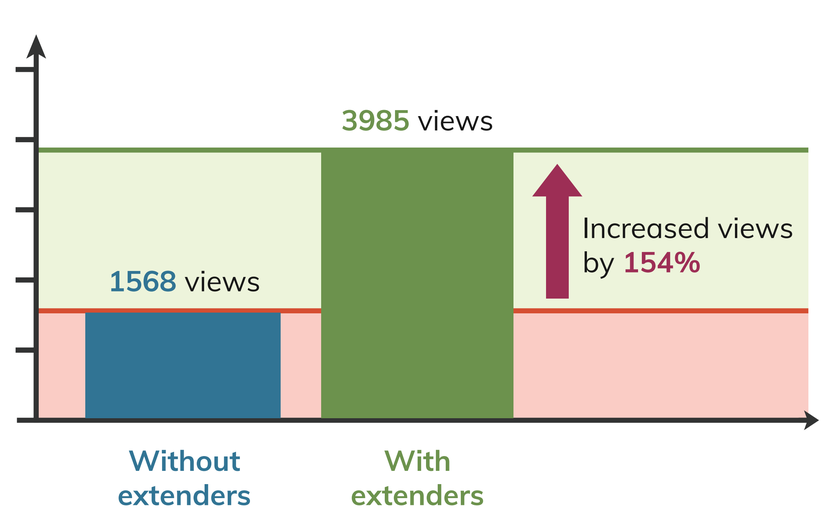


Figure 3.2

Plain Language Summary of Publications (PLSPs)



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