



OPEN HEALTH

Sara Black^a, Bjorn Hanger^a,
Bakhouché Bakhouché^b,
Clare Bellward^a and Marc Swift^b

Hidden in plain sight?

Audiovisual formats help to share peer-reviewed research

Accessible

Addresses different learning preferences

Engaging

Potentially more compelling than traditional long-form written articles

Robust

Credibility maintained through effective peer-review



Hear more about the benefits



However, non-traditional peer-reviewed research articles are not easy to find...

...Unless you know what you are looking for (i.e. you are searching a publisher's website)

In searches for non-traditional peer-reviewed articles reporting breast cancer research,* we identified

871 relevant articles

out of ~32,000,000 search results

General search engines (likely to be used by lay audiences) do not reliably retrieve appropriate articles



*We searched standard search engines, scholarly indexes and sample publishers for video or podcast articles on breast cancer research that were the primary data source, not article extenders, reviews or articles reporting video techniques.

How can non-traditional formats work better?

We spoke to two publishers to gain their perspectives on how to improve the reach and impact of non-traditional peer-reviewed formats

Description

Describe the article format in the title

Plain Language

Populate with words nonspecialists will search for on Google

Format

Use relevant format for research being reported and intended audience

Social Media

Use social media to raise awareness

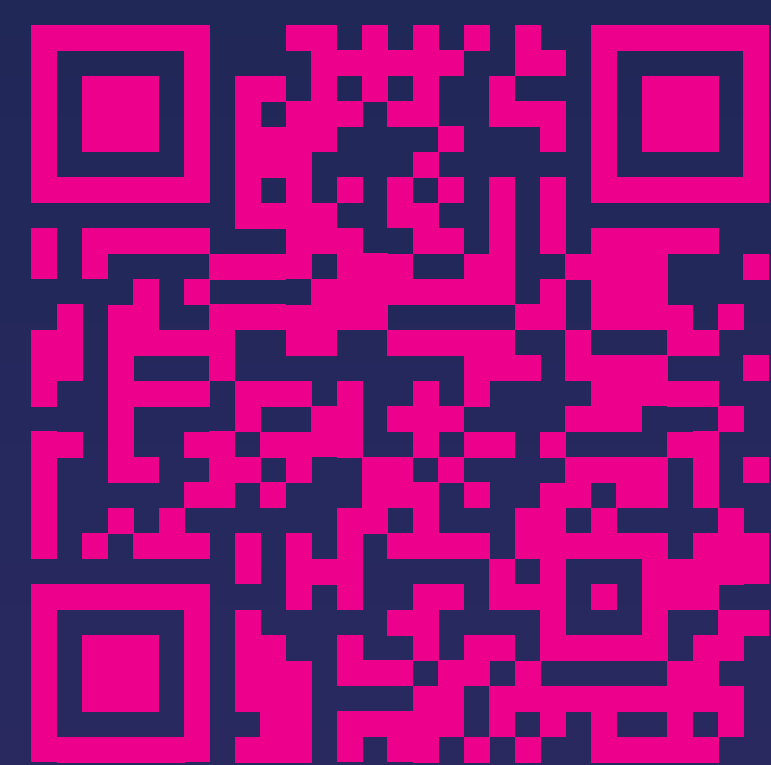
Transcripts

Provide written transcripts for indexing

Collaboration

Work with journal to identify tactics to make article more discoverable

Hear more from the publishers



Let's work together

Reporting peer-reviewed research in non-traditional formats is a novel concept to engage different audiences.

We call on authors, publishers and indexing sites to make it a priority that articles in non-traditional formats are universally and uniformly described, tagged and indexed to be easy to find



Acknowledgements: We thank Joanne Walker of Future Science Group and Becaris Publishing and Caroline Halford of Springer Healthcare for providing the publishers' perspectives on and advice for improving the reach and impact of non-traditional peer-reviewed publications. Cathy Baker, Claire Stoker, Mark Simmonds and Sabah Farooq of OPEN Health reviewed the research proposal and abstract draft. Cara Bardwell of OPEN Health provided editorial assistance in the preparation of this poster.

Disclosures: When this research was done, all authors were employed by OPEN Health Communications, which provides medical communications and publications support for pharmaceutical companies. The abstract and the research on which it is based are not related to any pharmaceutical company or product.

^aOPEN Health Communications, Marlow, UK; ^bOPEN Health Communications, Didsbury, UK