

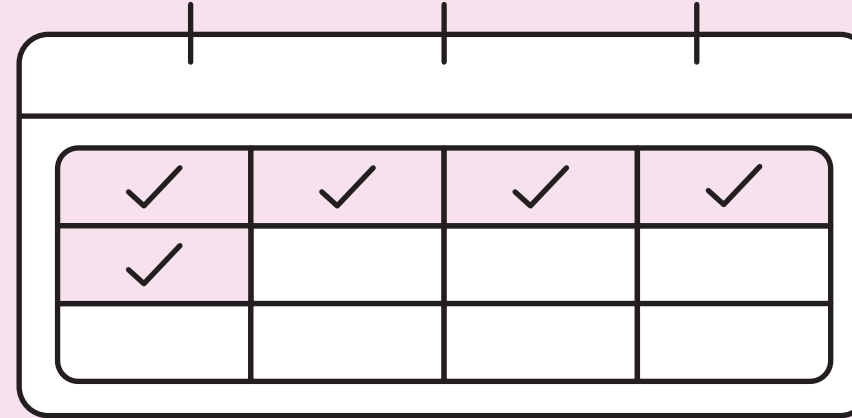
# Behind the numbers: What publishers know about your article

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## Objectives and Approach

To understand **what information about published articles is captured and displayed by scientific, technical, and medical (STM) publishers**, an 11-question survey was shared via LinkedIn, the ISMPP Connect Forum and the Association of Learned and Professional Society Publishers (ALPSP) Alert newsletter



The survey was conducted from **Jan 8, 2024** to **May 8, 2024**



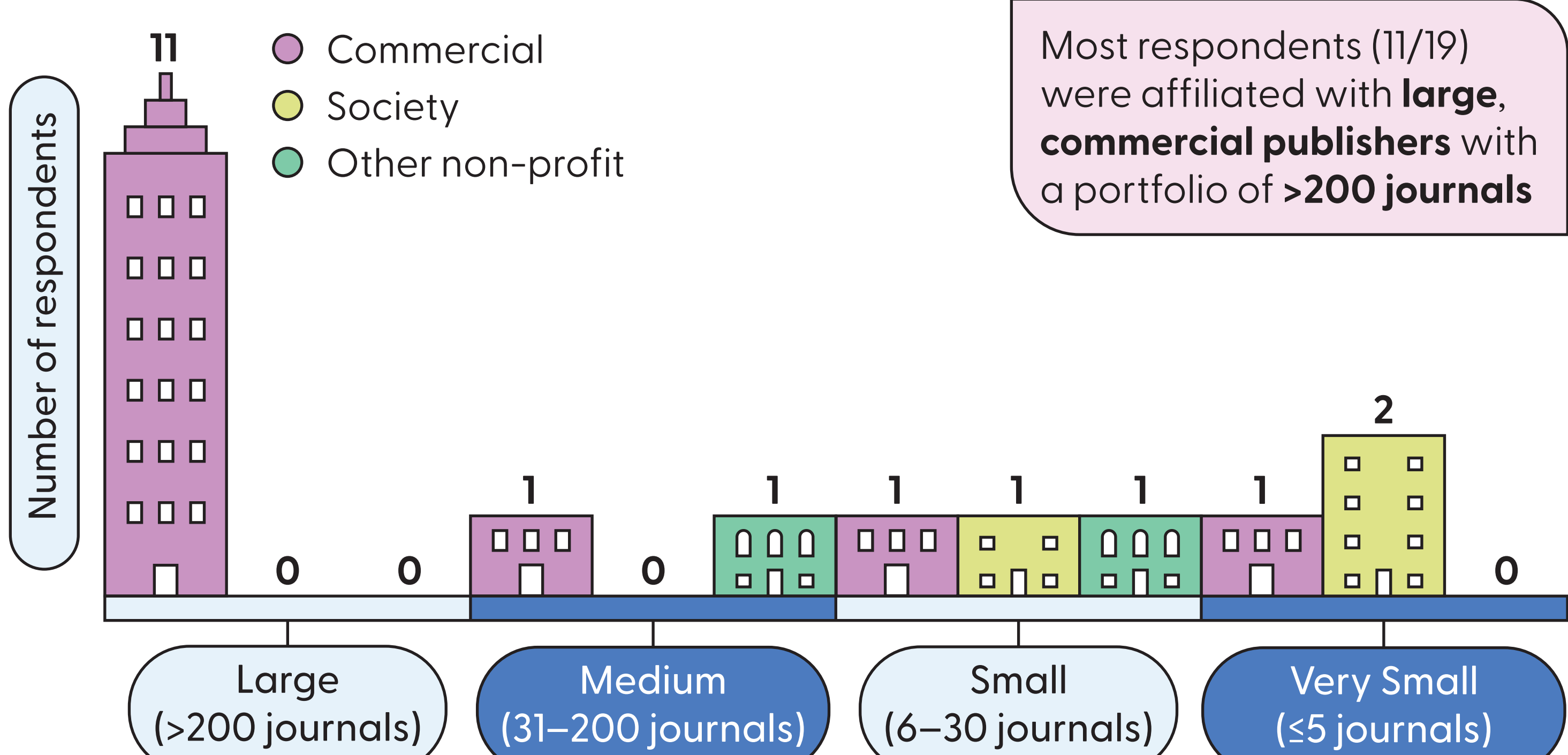
**21 participants** initiated the survey, of whom 20 provided responses to at least one question and were included in the analyses

## Conclusions

- Publishers have access to a variety of article-level metrics via their publishing platforms; however, there is **inconsistency in what is displayed online by publishers**
- Most publishers use **Atypon's publishing platform**, offering a potential opportunity to achieve consistent reporting of article-level metrics directly via this platform developer

- Further work is being conducted by the ISMPP Metrics Workstream to build a greater understanding of **what Publication Professionals require from article-level metrics** and how those needs could be addressed by **adapting metrics** provided by publishers

### Publisher Type and Size

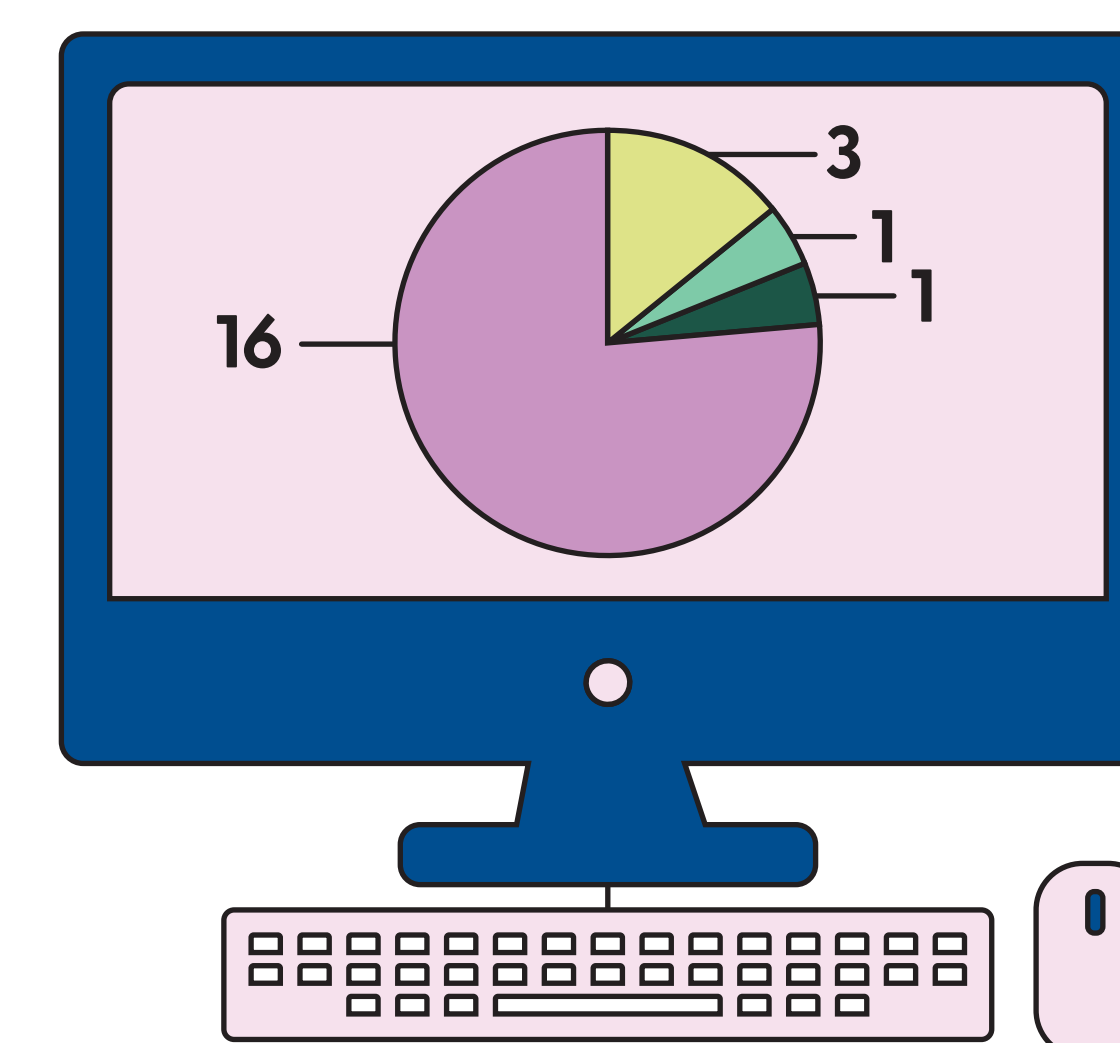


\*Of the 20 respondents who completed the survey, one respondent did not state which type of publisher they worked for

### Publishing Platform Used

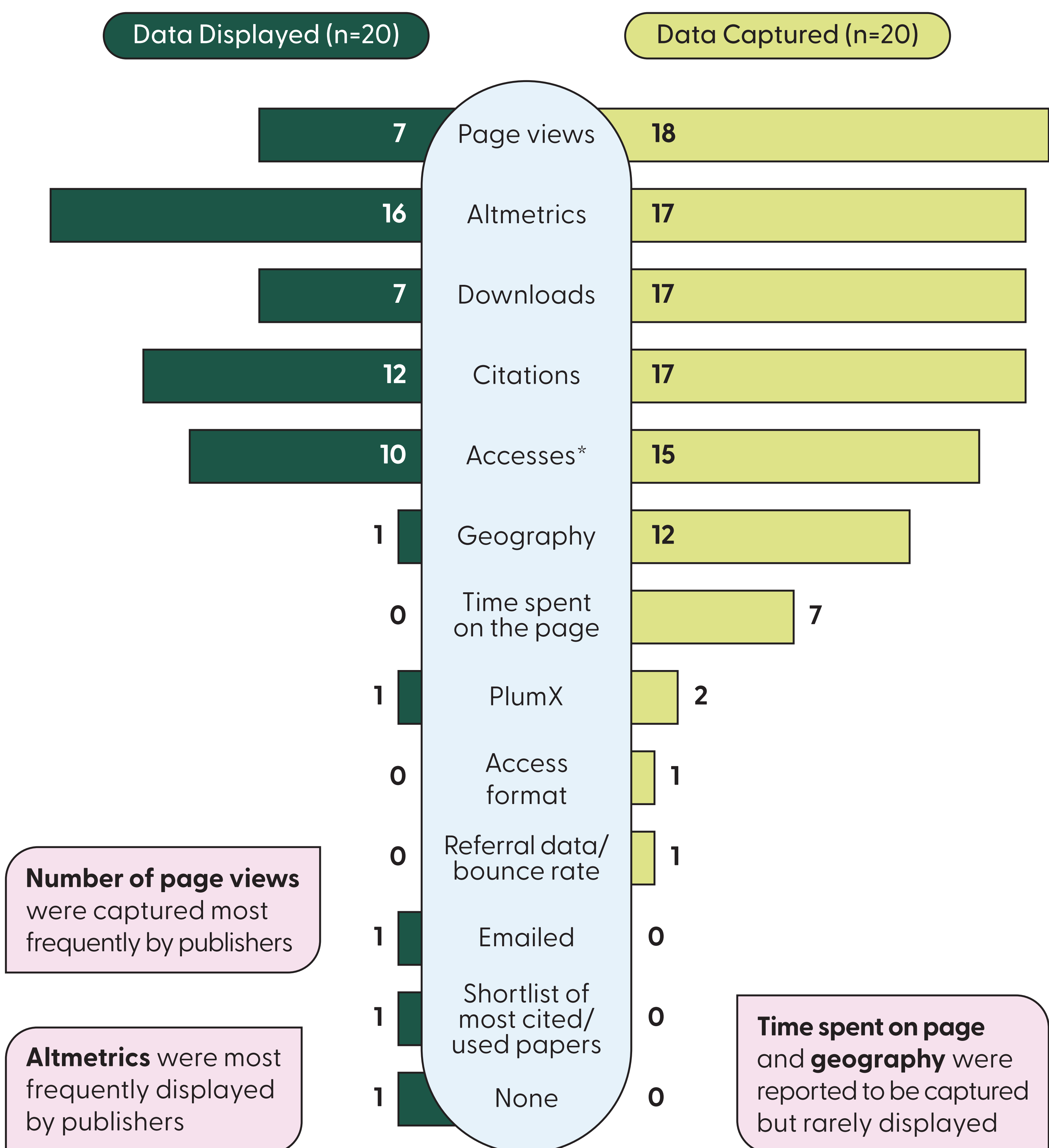
Most publishers use the same platform, **Atypon**

- Software Used (n=19)\*
- Atypon
  - Proprietary/bespoke system
  - Issuu
  - Word Press



\*Of the 20 respondents who completed the survey, one respondent did not provide information about the content delivery platform used and two reported using two different platforms

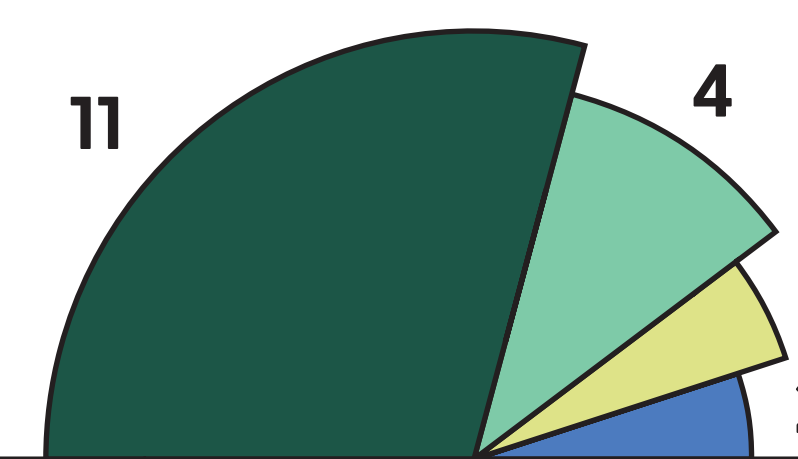
### Displayed versus Captured Data



\*Views and downloads combined

### Are Publishers Willing to Share More Information?

- Yes, definitely
- Yes, with caveats
- Maybe
- No



**11/19 publishers** would **definitely** be willing to share more information\*

- Willing**
- If there was feedback to suggest this was desired
  - If there was a strong rationale for it
  - If it could be standardised across all journals in the publisher's portfolio
  - If internally permitted

- Unwilling**
- Shared data are sufficient
  - It isn't possible to measure usage (e.g. when open access)
  - We omit data to avoid overwhelming readers
  - Some information is commercially sensitive
  - It is not my decision

\*Of the 20 respondents who completed the survey, one respondent did not provide a response about whether they would be willing to share more information

### How Publishers Currently Use Backend Analytics

Most publishers reported having access to backend analytics for their websites, of whom **12/15 (80%)** expressed a **willingness to share** more data about **publication use and impact**

