



# Improving Author Impact

提升作者的影響力

**James Murphy**  
**Director**  
**Research & Professional**  
**Wiley**



## Ease

Taking the stress out of your publishing experience



## Quality

Creating the best possible outcome for your research



## Reach

Connecting your work to a global audience



## Impact

Generating the maximum impact for your work

With authors **every step of the way**  
為作者出版過程的  
每一步驟提供全方位服務

WILEY

# Author Satisfaction Surveys

## 作者滿意度調查

Collecting author insights to inform our publishing solutions

Top factors influencing article placement decisions:



**1**

Quality of the  
Journal



**2**

Scope of the  
Journal



**3**

Impact  
Factor



**4**

Editor-in-Chief/  
Editorial Board



**5**

Speed of  
Publication



Quality



Ease

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**8.7 out of 10**  
authors would recommend  
publishing in a Wiley journal  
每10位作者中，即有8.7位  
推薦於約翰威立期刊上發表文章



**WILEY**



Finding a journal

Preparing your article

Submitting your article

Peer Review

Open Access & licensing

Publication tracking

Promoting your article

With authors every step of the way

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*“You can publish some useless paper. And most papers are pretty useless. I mean, how many papers are actually used by someone, ever. I mean percentage-wise it's not good.”*

-- Elon Musk (伊隆·馬斯克)



# The importance of getting noticed

## 獲得關注之重要性

A large proportion of the literature isn't cited

*40.6 % of papers published in the top science and social-science journals were cited from 2002 to 2006*

Péter Jacsó, (2009) "Five-year impact factor data in the Journal Citation Reports", Online Information Review, Vol. 33 Iss: 3, pp.603 - 614





# Promoting article

## 文章的宣傳

*(and post-publication services)*

以及文章發表後之後續服務的

# 64%

of authors have promoted their own published work in the past 12 months.

.....  
-2015 Wiley author survey



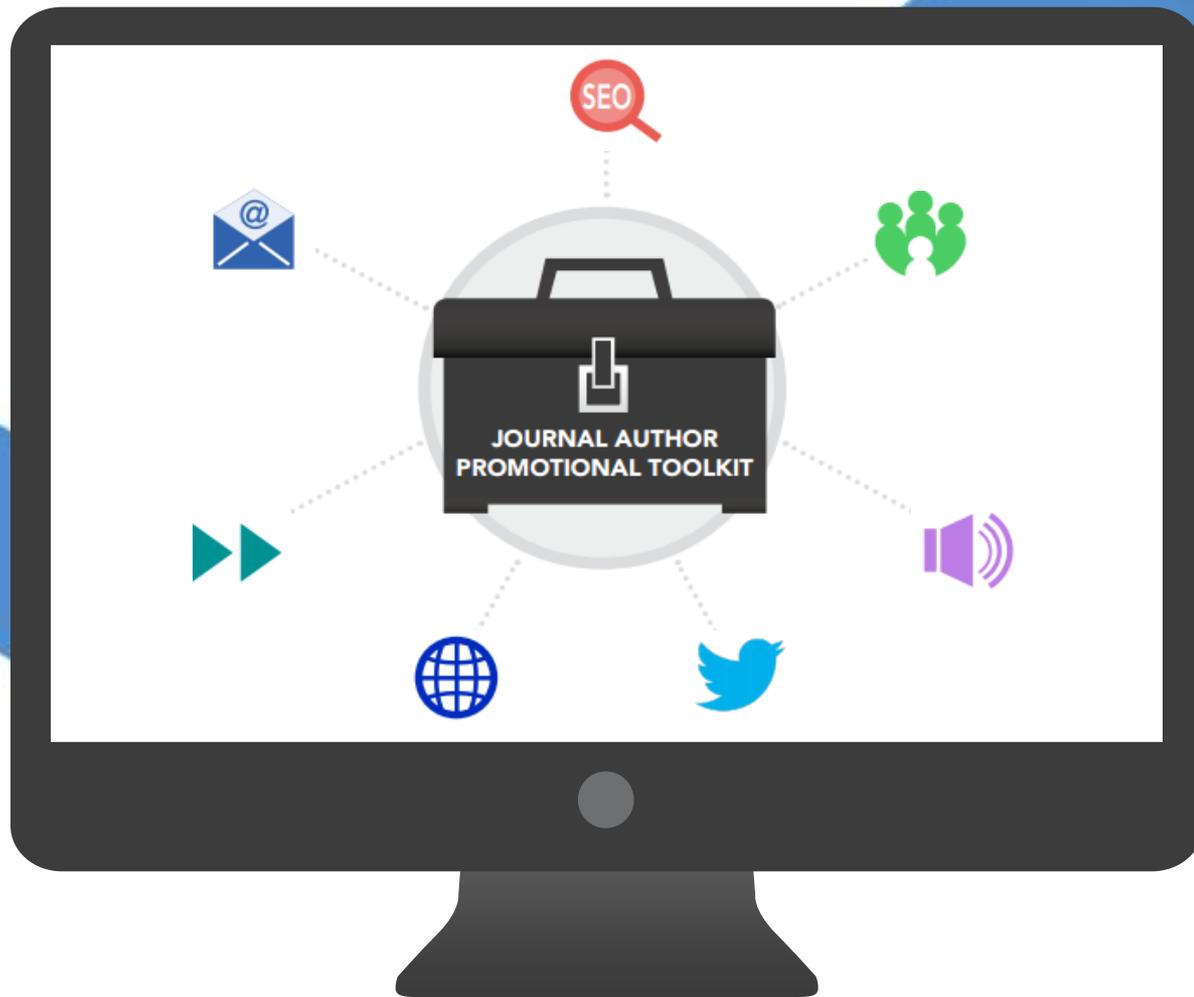
**WILEY**

# Self-Promotional Author Toolkit

## 作者自我推廣工具組

Self-promotional tools to help authors maximize the impact of their published work

<http://exchanges.wiley.com/authors/promo>



# 97%

of authors state that they are likely or very likely to use the kit.

.....  
2014 Wiley author survey

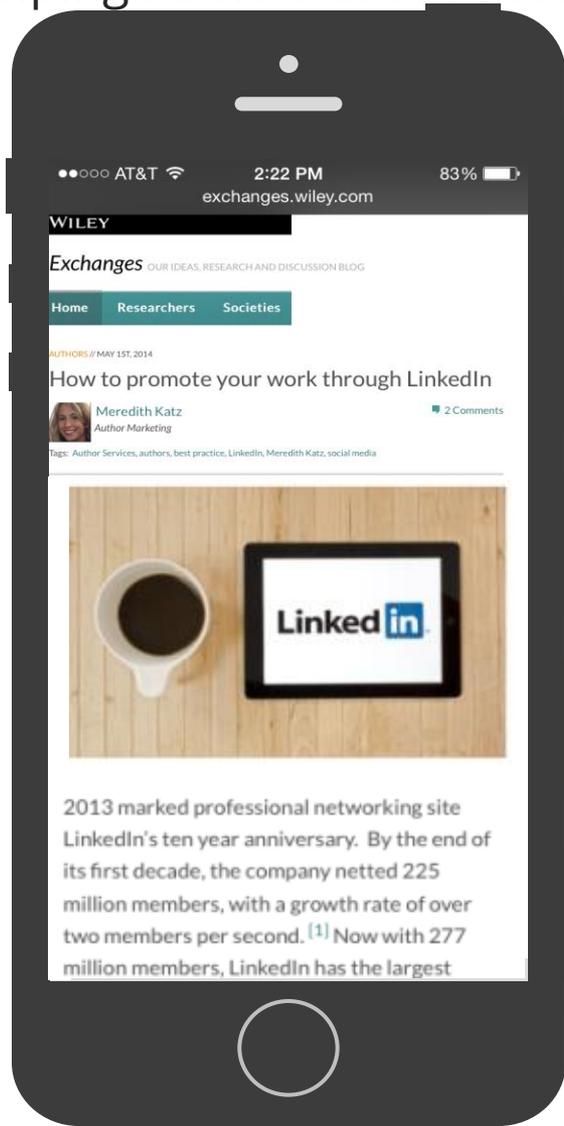


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# Social Media Blog Series

## 社群媒體部落格系列

Helping authors use social media to promote their published work



The power of a hashtag: Twitter tools you need to know about



5 tips for promoting your research through Facebook



How to promote your work through LinkedIn



Experiments in content curation: the visual wonders of Pinterest



How to promote your research through blogging



Reach



Impact



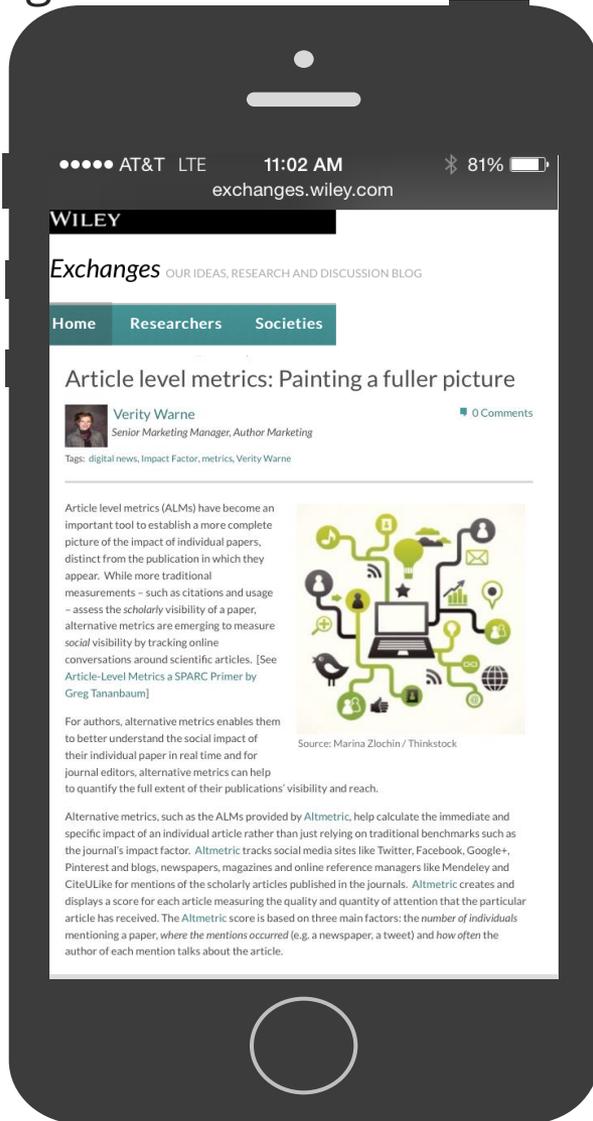
Ease

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# Journal Metrics Blog Series

## 期刊計量部落格系列

Helping authors understand their research impact



“Understanding Impact Factors”



“The Eigenfactor and Other Metrics”



“Uncovering the Mysteries Behind the Metrics”



“Metrics Alternatives to Altmetrics”



“Fake Metrics and How to Spot Them”

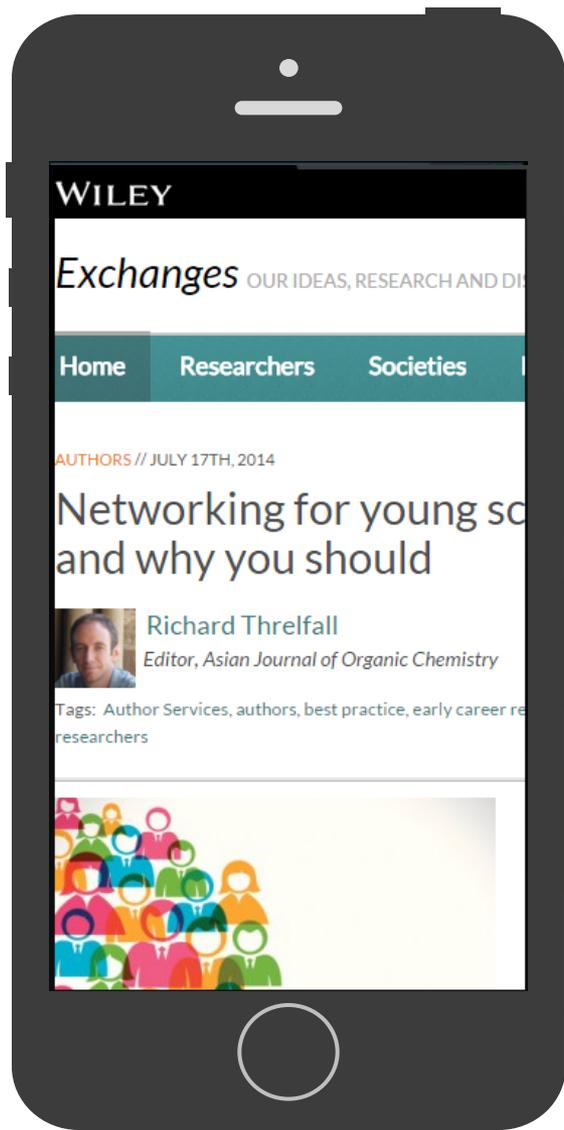


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# Research Networking Blog Series

## 研究網絡部落格系列

Helping authors make connections in the community



Networking for young scientists



How to make the most of conferences



How to promote your research through blogging



7 principles of social media to advance your career



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# ArticleShare

## 文章分享

Expose your paper to influential colleagues and maximize your research impact



# Kudos

## Kudos — 能提升作者名聲的工具

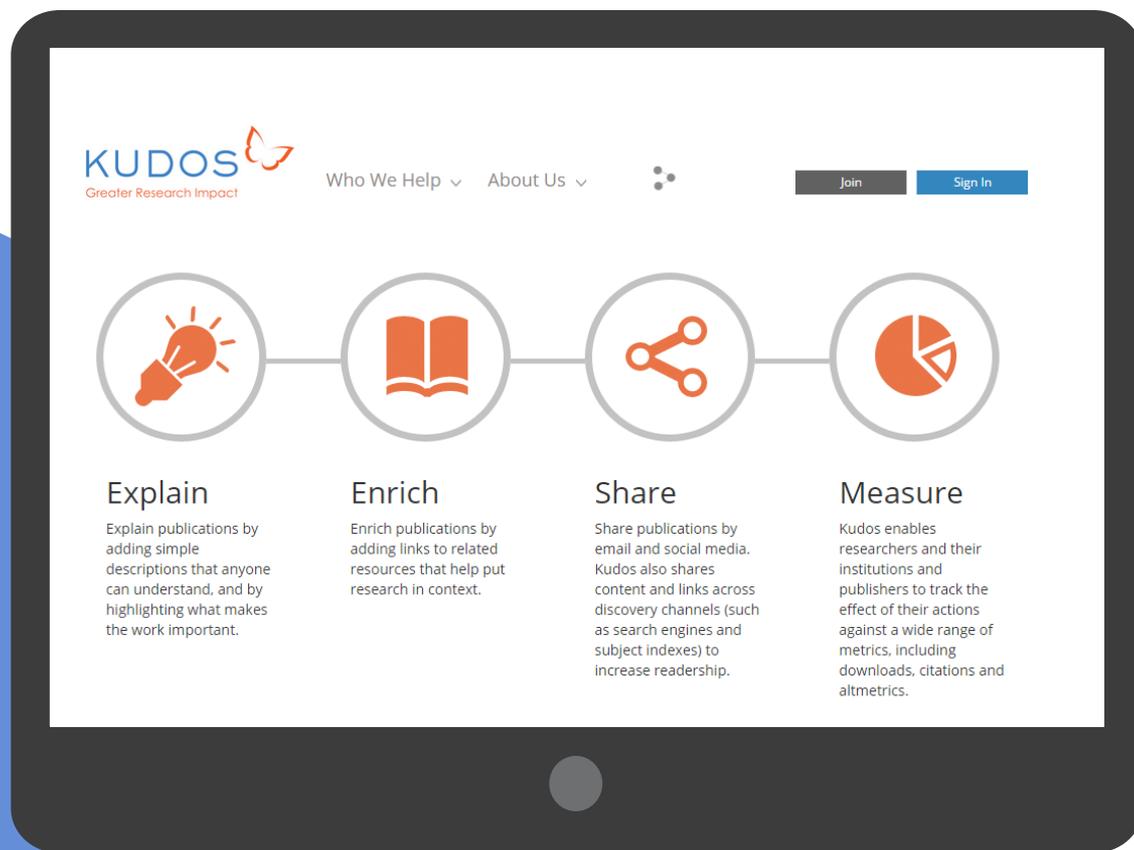
Helping authors explain, enrich, and share their articles for greater research impact



80%

of authors say that Kudos helped them achieve their goals of getting read, shared, and cited.

.....  
2015 Kudos survey



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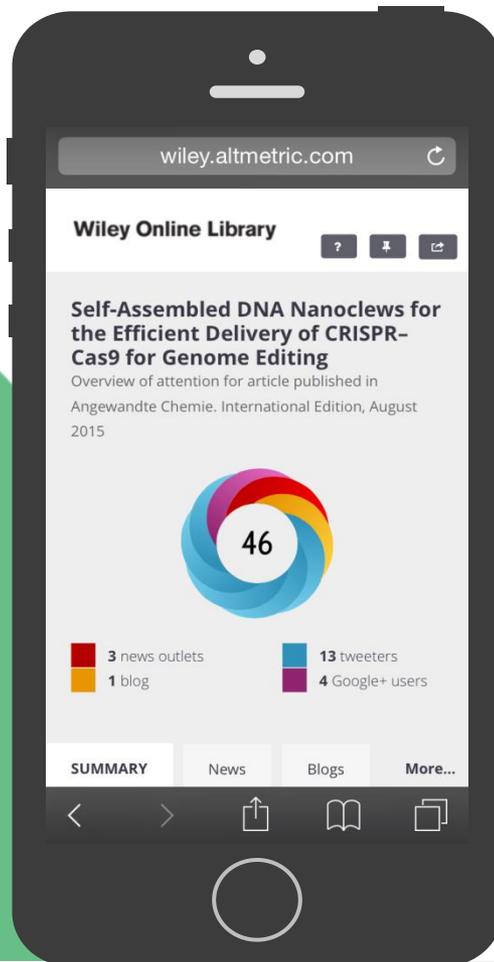
# Altmetric

## Altmetric — 書目計量學新指標

Measuring the broader impact of scholarly articles published in Wiley journals

### Did you know?

Altmetric measures the attention an article receives in real time from newspapers, magazines, blogs, social media, Wikipedia, and more.



Authors receive email alerts when their article is mentioned

Mobile optimized for smartphones and tablets

Altmetric badge can be embedded on websites, CVs, and blogs.



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# Increase audience potential

## 增加潛在讀者

OA can translate into more readership, citations, and impact for an author's work

- Final published article is freely available online immediately.
- Final version can be easily re-used and immediately deposited in any repository.
- Increases the impact of scholarly research in your particular field or subfield.

### Did you know?

An article published open access with Wiley is 4 times more likely to appear in Wiley's top 1,000 most accessed articles.



Impact



Reach

# Sharing guidelines for Wiley journal articles

## Wiley期刊文章分享指南

Sharing location	Authors' use of their own article		Authors & other researchers	
	Submitted Version	Accepted Version	Final Article (Version of Record) Subscription articles	Final Article (Version of Record) Gold Open Access articles
Author's personal website, company or institutional repository, and not-for-profit subject-based repositories →	Can post at any time	Deposit subject to embargo listed on copyright transfer agreement	Private research groups only	Creative Commons license is observed and remains in place
Scholarly Collaboration Networks (SCNs) which have signed up to the STM sharing principles →	Can post at any time	Private research groups until embargo passes, then can be publicly posted	Private research groups only	
SCNs which have not signed up to the STM sharing principles →	Cannot be shared on these platforms except by agreement with Wiley			
Sharing with individuals upon request for personal use →	Can share at any time			
Use in teaching and training at your institution →	Can be used by faculty as long as reasonable measures taken not to allow open sharing on the internet			
As part of grant application or submission of thesis or doctorate →	Can be used at any time			

# Video Abstracts

## 影片摘要

Allowing authors to enhance the reader's understanding of the written article through video



Film



Publish



Edit



Measure



The Wiley journal *Family Process* found that articles with video abstracts had **82%** more full-text downloads than articles without video abstracts.

.....  
Using Video Abstracts to Promote Readership,  
Victoria Dickerson



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# ReadCube

## PDF全文瀏覽軟體

Making it easier for researchers to discover, access, and interact with your published work



Clickable references, figures, and supporting information



Interactive highlighting and annotation tools



Integrated social sharing and Altmetric data



Articles available for digital download or 48 hour rental



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Reach Ease

# Anywhere Article

## 隨時隨地文章閱讀平台

Providing a rich reading environment for authors to showcase their work

“Absolutely fantastic. Much easier to read and the figures are clear. The page navigation is brilliant too.”

“Congratulations...You have really succeeded in giving the selected papers a very pleasing and easy to read format.”



Mobile optimized



Free of distractions



Enhanced figures



Citation tools



Reach



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# Journal App Service

## 期刊應用程式服務

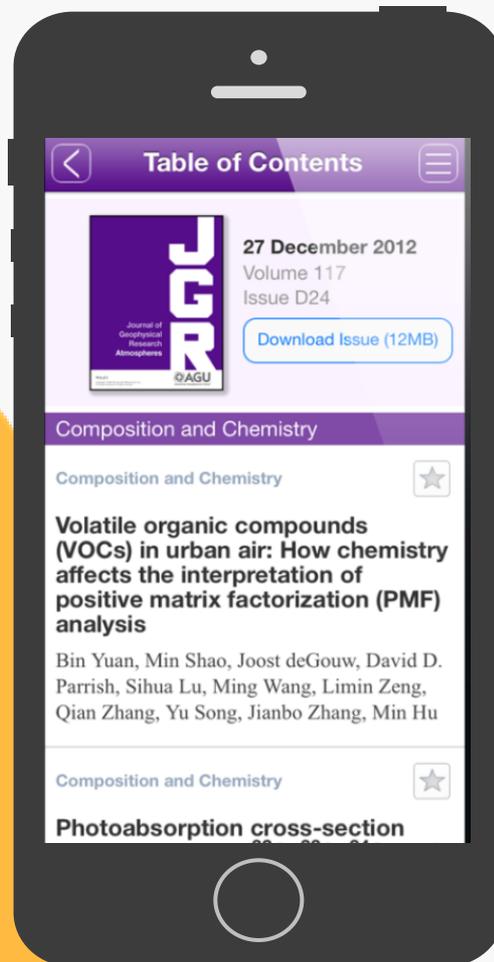
Rapid access to breaking research in an enhanced reading environment

"Very intuitive and informative. It is a very nice way to quickly find content relevant to one's work."

-Chad Mirkin, Northwestern University

"I use the app all the time. I love it! It's great to be able to download entire issues for offline reading."

-Phil Baran, The Scripps Research Institute



New issue alerts



Early View



Clean design



Supplementary data



Reach



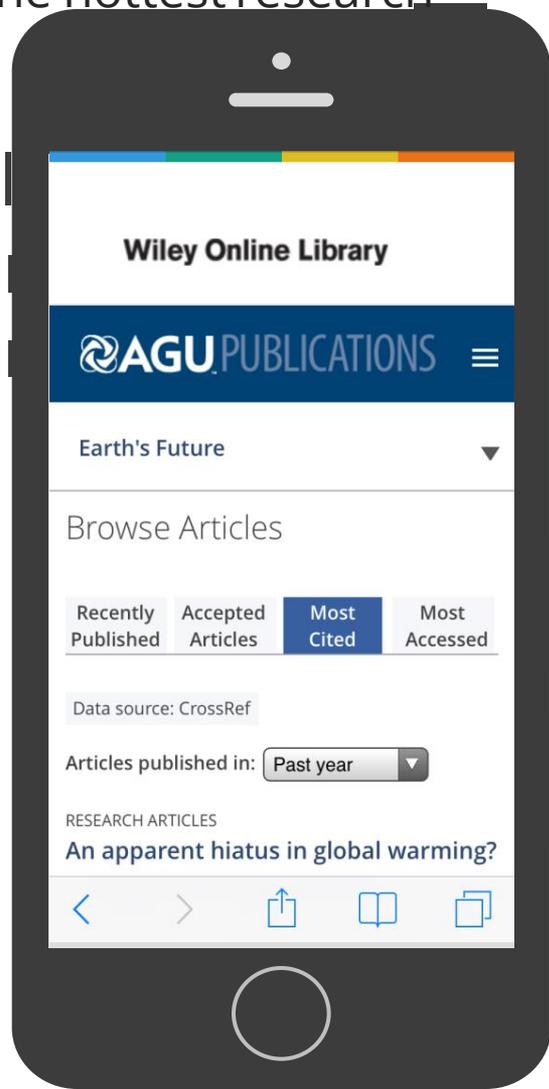
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# Top Articles

## 熱門文章

Helping the scientific community stay up-to-date with the hottest research



### Most Cited

Features the 20 top-cited articles



### Most Accessed

Features the 20 top-read articles



### Timeframe

Sort by past 3, 6, 9, or 12 months



### Interest Area

Get articles by journal or subject area



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# Research4Life

## 連結全球的研究管道

Closing the digital divide in the developing world



HINARI, AGORA,  
OARE, ARDI



4 United Nations  
agencies



6,000 institutions  
with access



80+ developing  
countries



### Did you know?

1,200 Wiley journals,  
12,000 Online Books, CP,  
Cochrane, and many  
MRWs are accessible for  
free or low cost.



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# Early Career Researcher Awards

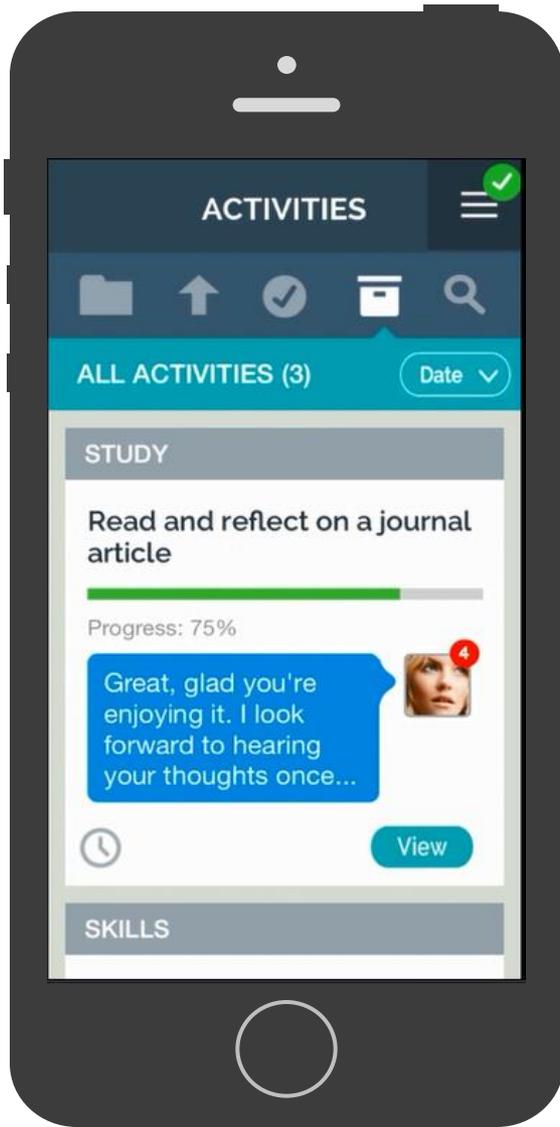
Acknowledging the work of emerging academics



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# Wiley Mobile Connections

Mentorship app to provide guidance to young researchers



Fosters the mentor-mentee relationship



Provides a direct communication channel



Offers continuing professional development



Track progress, save records, and compare performance



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Thank you

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