

The Wiley logo is rendered in a bold, black, serif font. It is positioned on the left side of a large green graphic that features overlapping, semi-transparent circular shapes and a dotted line that curves across the right side of the graphic.

Improving Authors' Publishing Experience

Caroline McCarley, Publisher
May 22, 2015



Authors' research contributes to today's global knowledge and helps provide answers to the challenges of tomorrow. Wiley set out to improve **their** publishing experience.

WILEY

Quality

93%

of surveyed authors
base their publishing
decision on quality
related issues

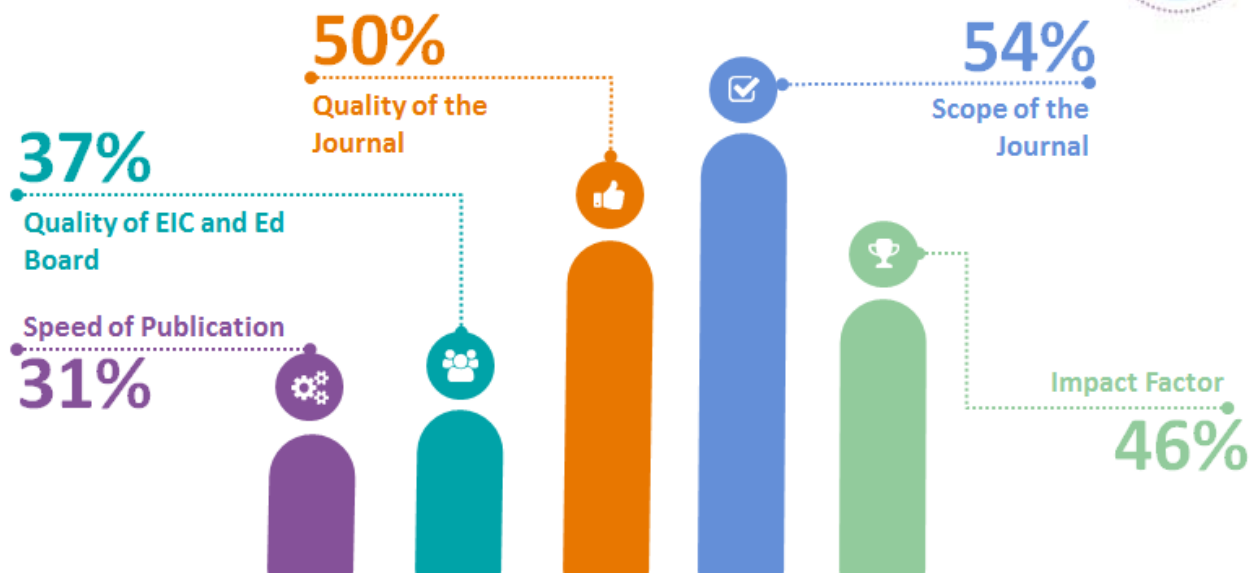


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WILEY

Author Satisfaction Surveys

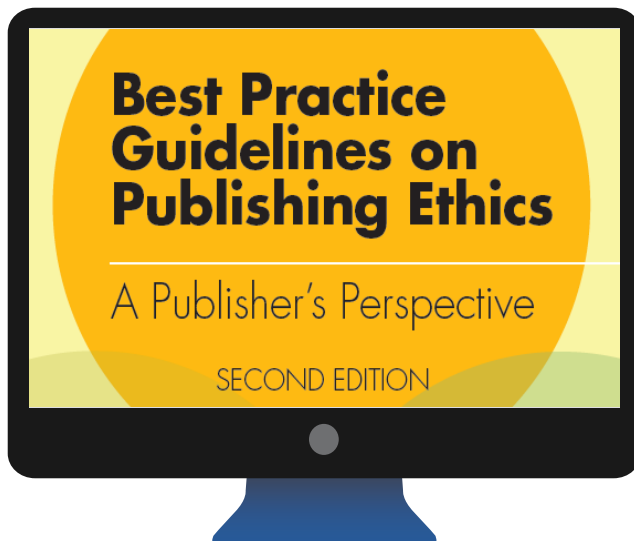
Collecting author insights to inform our publishing solutions



885 Responses across all hybrid journals,
195 of which are from early career researchers.

8.85 Out of 10 authors would recommend
publishing with a Wiley hybrid journal.

Best Practice Guidelines on Publication Ethics: A Publisher's Perspective, *Second Edition*



Comprehensive

Broad coverage on ethical concerns for authors, editors, and researchers



Up-to-Date

Recently updated with guidance in five newly added sections



International

Chinese translation now available on WileyChina.com



Interdisciplinary

Reviewed by 30 editors and experts chosen from a wide range of subject communities

"These excellent new guidelines provide not only a comprehensive resource for Wiley editors, but also serve as a model for what other publishers might produce and are a complement to the resources that COPE itself has available." -Dr. Virginia Barbour, Chair of the Committee on Publication Ethics

<http://exchanges.wiley.com/ethicsguidelines>

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www.wileyeditingservices.com

ORCiD

Connecting research and researchers
to increase the discoverability of published work



Linking

Wiley captures ORCID IDs during the submission process and shares the information with CrossRef.



Representing

The ORCID Executive Board has representatives from all leading publishers, including Wiley.



Promoting

Wiley will execute a series of marketing campaigns to encourage ORCID registration among authors.

299 A pilot promotion to Wiley ScholarOne Manuscript authors resulted in 299 average weekly ORCID registrations across 6 journals, an increase from 6 average weekly registrations before the campaign.



Author Licensing Service

Online copyright solution to simplify the licensing process

Easy
Automatically administers correct
license to sign electronically



Efficient
Streamlines workflow and eases
workload for editorial office



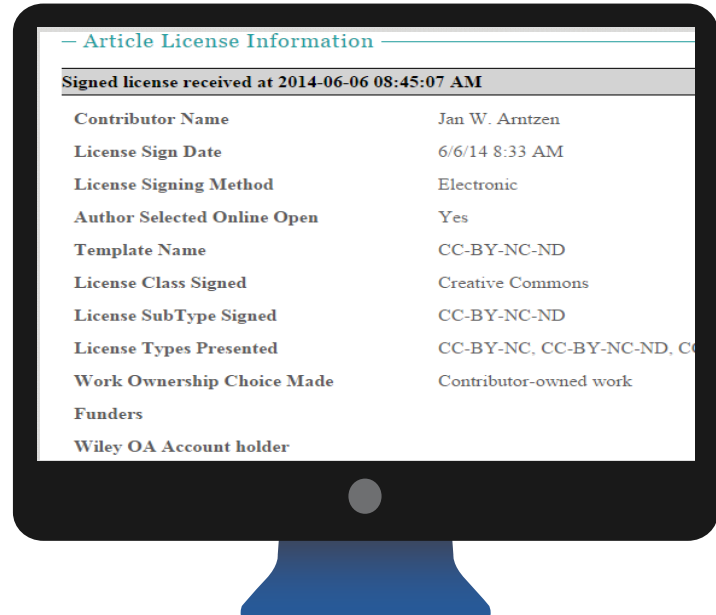
Repository
Signatures are stored for quick
viewing and retrieval



Flexible
Each journal can define its own
licensing policy

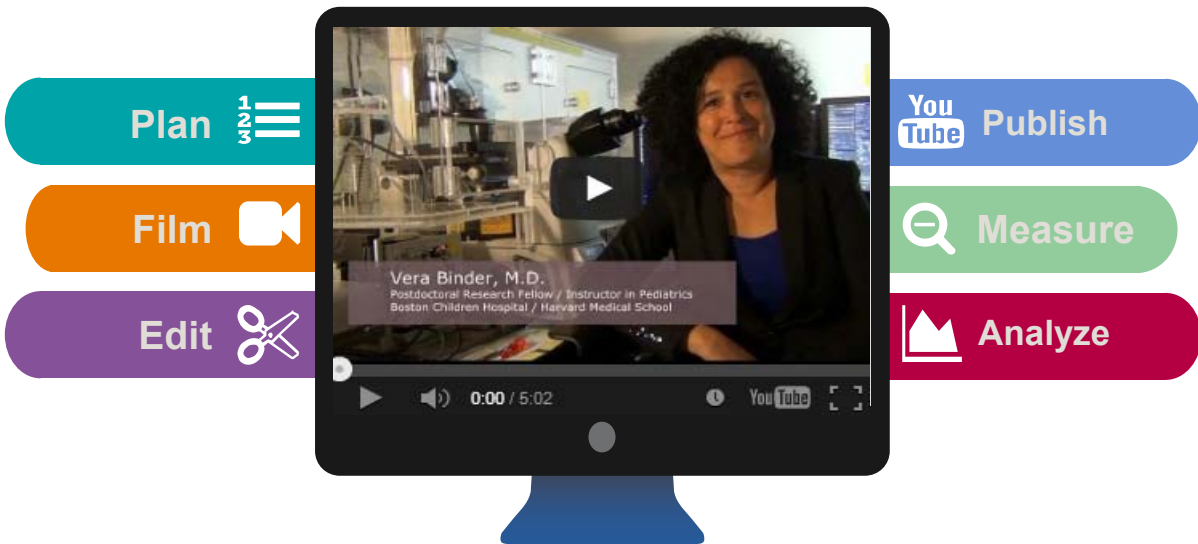


Compliant
Brings Wiley into compliance with
UK Open Access policies



Video Abstracts

Providing a streamlined service for authors to enhance the reader's understanding and appreciation of the written article through video



82% An analysis done by 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

Journal of Consumer Affairs

© American Council on Consumer Interests



Edited By: Sharon Tennyson, Cornell University

Impact Factor: 0.755

ISI Journal Citation Reports © Ranking: 2013: 79/111 (Business); 173/333 (Economics)

Online ISSN: 1745-6606

Virtual Issue on the Affordable Care Act



Affordable Care Act

Fitzgerald, M. Paula, Thomas K. Bias and Tami Gurley-Calvez. 2015. *The Affordable Care Act and Consumer Well-Being: Knowns and Unknowns*. *Journal of Consumer Affairs*, forthcoming.

Richardson, Lillard E. and Tansel Yilmazer. 2013. *Understanding the Impact of Health Reform on the States: Expansion of Coverage through Medicaid and Exchanges*. *Journal of Consumer Affairs*, 47 (2): 191-218.

Early Looks at the "Healthcare Crisis"

Walker, Katey. 1977. *Current Issues in the Provision of Health Care Services*. *Journal of Consumer Affairs*, 11 (2): 52-62.

Jones, Mary G. 1992. *Consumer Access to Health Care: Basic Right 21st Century Challenge*. *Journal of Consumer Affairs*, 26 (2): 221-242.

JCA's First Video Abstract

Virtual Issue on the Affordable Care Act

[Link to Video Abstract](#)

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Navigating the World of Metrics

Blog posts to help authors monitor and understand their research impact



Altmetric

Tracking and measuring the broader impact of scholarly articles published in Wiley journals

Post-Publication Peer Review Sites

e.g. PubMed Central, Scopus



Mainstream Media

e.g. Newspapers, magazines



Online Reference Managers

e.g. Mendeley, CiteULike



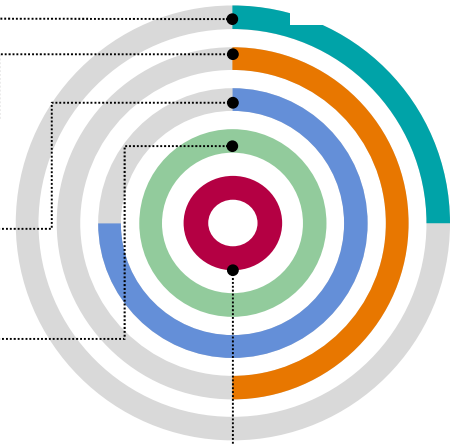
Social Media

e.g. Twitter, Facebook, Google+



Government Policy Documents

e.g. Climate change, public health



87% Of survey respondents indicated they would use altmetrics to gauge the popularity of an article

77% Of survey respondents indicated they would use altmetrics to network with other researchers

JCA Articles with Top Altmetric Scores

Helping authors to evaluate the impact of their work across wider society



Do Consumers Care about Ethics? Willingness to Pay for Fair-Trade Coffee
Journal of Consumer Affairs



Understanding the Impact of Health Reform on the States: Expansion of Coverage through Medicaid and Exchanges
Journal of Consumer Affairs



The Privacy Paradox: Personal Information Disclosure Intentions versus Behaviors
Journal of Consumer Affairs



Cognitive Ability and the Stock Reallocations of Retirees during the Great Recession
Journal of Consumer Affairs



Shopping While Nonwhite: Racial Discrimination among Minority Consumers
Journal of Consumer Affairs



When Recalls Matter: Factors Affecting Owner Response to Automotive Recalls
Journal of Consumer Affairs



Consumers' Use of Credit Cards: Store Credit Card Usage as an Alternative Payment and Financing Medium
Journal of Consumer Affairs



Playing With Food: Content Analysis of Food Advergaming
Journal of Consumer Affairs

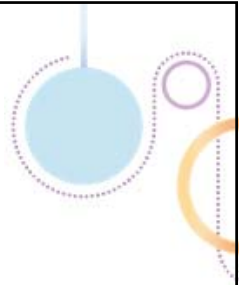


Article in *Journal of Consumer Affairs*
Journal of Consumer Affairs

WILEY

Kudos

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



Strengthens relationship between authors and publishers

Uses article-level metrics to motivate and reward authors

Empowers authors to explain and share their work

Drives traffic back to journal sites

1,994 Number of Wiley authors that have registered with Kudos

2,240 Number of publications that have been claimed by Wiley authors

Author Marketing Toolkit

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



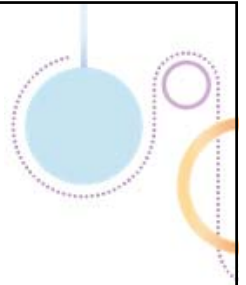
84% Of authors think that more can be done to raise the visibility, impact and usage of their work
-Kudos survey to 4,000 authors

80% Of authors feel that it is their responsibility to increase impact, usage and visibility of their work
-Kudos survey to 4,000 authors

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

ArticleShare

Expose your paper to influential colleagues
and maximize your research impact



**Supporting authors
and peer reviewers
every step
of the way**

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90%

of researchers feel
that peer review
improves the quality
of their paper
- Source: Ware, 2008

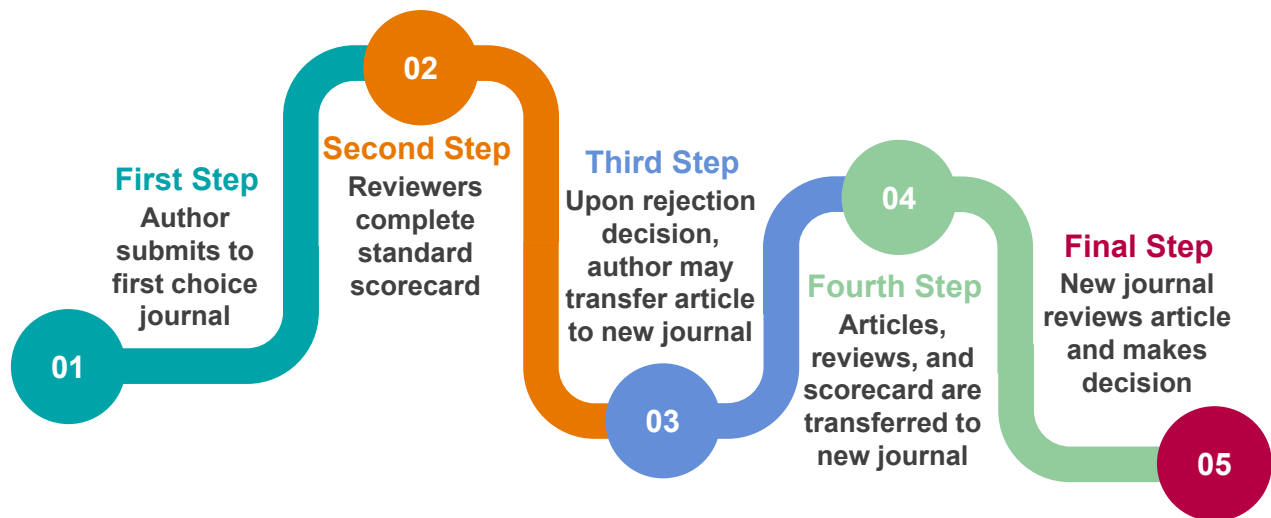
#1

factor contributing to a
positive
publishing experience is
the
**quality of peer
review**

- Source: Wiley Author
Survey, 2013

Transferrable Peer Review

Currently being piloted across our neuroscience portfolio



80 Average number of days that review takes...and it all starts over again if a paper is rejected

70% Acceptance rate of transferred papers for journals currently participating in the pilot program

Reviewer Resource Center

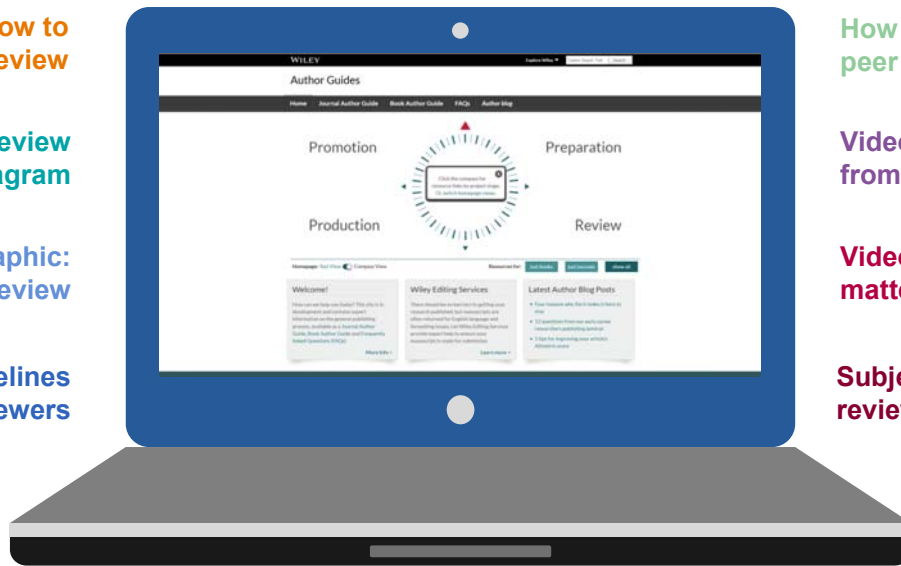
A new online platform to engage and support reviewers

Guidelines for how to write a good review

Peer review process diagram

Infographic: Types of peer review

Ethical guidelines for reviewers



How to become a peer reviewer

Video: What to expect from editors

Video: Why peer review matters

Subject-specific review guides



Wiley Author Services Channel

Expert advice on a broad range of publishing topics and practical skills

Introduction to Publishing for Early Career Researchers

445 registrants and 164 unique viewers
across 60 countries



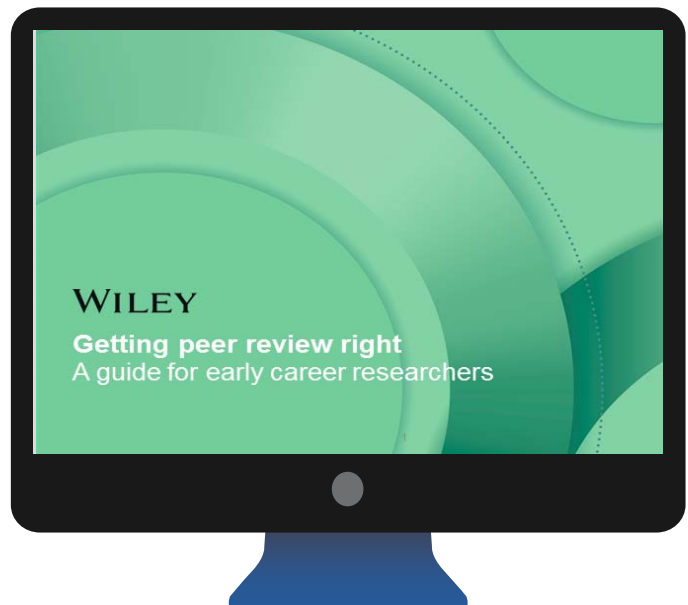
Time Management Tips for Authors and Reviewers

336 registrants and 112 unique viewers
across 37 countries



Getting Peer Review Right

264 registrants and 90 unique viewers
across 28 countries



"This was an amazing session. I thank all the speakers and organizers. You people rock. Thanks a lot!!!!!"

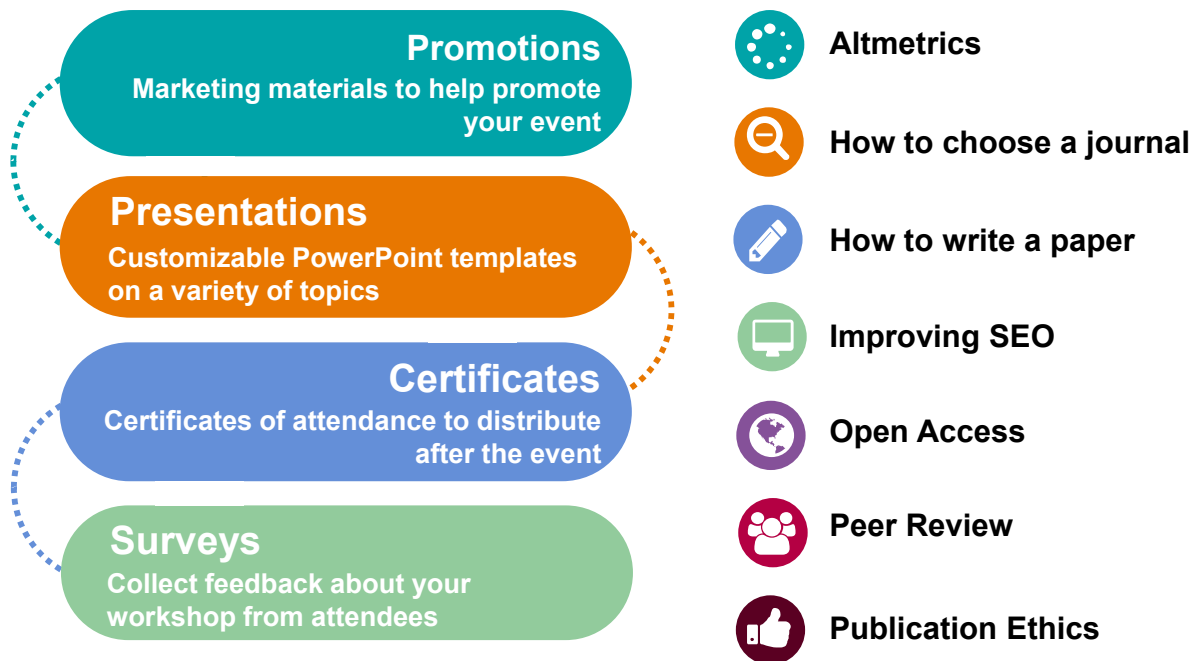
-Sugosh Prabhu, Bhabha Atomic Research Centre, India

"Thorough, informative, and appropriate in scope. I was glad to find it relevant to my discipline."

-Post-webinar feedback from a viewer

DIY Author Workshop Kit

Essential tools to plan, promote, and host a successful workshop



Publisher Workshops

Live sessions to aid and encourage researchers at the start of their careers



More than 200 workshops are hosted annually



Frequently presented in collaboration with society partners



Sessions take the form of live events, virtual events, and webinars



Global program in both mature and emerging markets



Customized for each region and covering a range of topics and disciplines

“The topics...covered from shaping one’s articles to writing the first paragraph gave valuable insight into how publishers and reviewers look at our writing. For research scholars like us, who are starting our careers, these little tips make a difference” -Ashish Kumar Jha, Doctoral Program Representative, IIM Calcutta

Wiley Exchanges Blog

Our popular *Exchanges* blog was launched in May 2013 and features a mix of news, industry updates, interviews with key figures in scholarly communications, and more.

- Reaches **societies, authors, librarians, and researchers**
- Publishes contributions submitted by a wide range of representatives from across the industry and related fields
- Attracts active readers from **over 200 countries** who have made **more than 136,000 unique visits** to the blog site

<http://exchanges.wiley.com/blog>

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RESEARCH

MAY 15TH, 2015

Life after the thesis

I own a website and blog called From PhD to Life. I started the site nearly a year after my PhD defense. It has chronicled my journey since then, as well as provided a platform for sharing the stories of others who've transitioned from graduate school to something other than a tenure-track position. Readers of...

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Jennifer Polk
Academic and Career Coach

We are always looking for guest blog writers on Exchanges. If you have a topic you would like to write about please contact us at exchanges@wiley.com

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cmccarley@wiley.com