Life of a Paper: Beyond the Manuscript

Measuring Success With Stats

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Editorial Director, Blood Journals
American Society of Hematology

Membership Committee &
Professional Development Committee, CSE
Published! How Can You Measure Impact?

- Citations
- Online usage
- Blog posts
- Media coverage
- Discussion boards
- Twitter
- Wikipedia
- LinkedIn
- Facebook
- Gray literature
- Search result ranking
How Do We Measure Impact?

- Web of Science
- Journal Citation Report
- Altmetric Explorer
- Twitter
- HighWire Vizors
- Surveys
- Sales
Web of Science & JCR

• What was the top cited articles in hematology?
• What was the top cited article in 2016?
• How many articles did that other journal publish?
• Where did the articles come from? The funding?
Results: 318
(from Web of Science Core Collection)

You searched for: TOPIC: Hematology) ...More

Create Alert

Refine Results

Search within results for...

Web of Science Categories
- HEMATOLOGY (100)
- ONCOLOGY (54)
- MEDICINE RESEARCH EXPERIMENTAL (62)
- VETERINARY SCIENCES (25)
- PEDIATRICS (24)

more options / values...

Refine

Document Types
- ARTICLE (243)
- REVIEW (44)
- MEETING ABSTRACT (13)
- EDITORIAL MATERIAL (10)
- LETTER (5)

more options / values...

1. Concise Review: Perspectives and Clinical Implications of Bone Marrow and Circulating Stem Cell Defects in Diabetes
   By: Fadini, Gian Paolo; Ciccioli, Stefano; Albiero, Mattia
   STEM CELLS Volume: 35 Issue: 1 Pages: 106-116 Published: JAN 2017
   Full Text from Publisher View Abstract

2. Which patients with myelofibrosis should receive ruxolitinib therapy? ELN-SIE evidence-based recommendations
   By: Marchetti, M; Barosi, G; Cervantes, F; et al.
   LEUKEMIA Volume: 31 Issue: 4 Pages: 882-888 Published: APR 2017
   Full Text from Publisher View Abstract

3. Evaluation of the prognostic role of tumour-associated macrophages in newly diagnosed classical Hodgkin lymphoma and correlation with early FDG-PET assessment
   By: Cancini, Emanuela; Fabbrini, Alberto; Rigacci, Luigi; et al.
   HEMATOLOGICAL ONCOLOGY Volume: 35 Issue: 1 Pages: 69-78 Published: MAR 2017
   Full Text from Publisher View Abstract

4. Effective cancer targeting and imaging using macrophage membrane-camouflaged upconversion nanoparticles
   By: Rao, Lang; He, Zhabo; Meng, Gian-Fang; et al.
   JOURNAL OF BIOMEDICAL MATERIALS RESEARCH PART A Volume: 105 Issue: 2 Pages: 521-530 Published: FEB 2017
   Full Text from Publisher View Abstract

5. PD-1, PD-L1 (B7-H1) and Tumor-Site Immune Modulation Therapy: The Historical Perspective
   By: Wang, Jun; Yuan, Ruirong; Song, Wenu; et al.
   JOURNAL OF HEMATOLOGY & ONCOLOGY Volume: 19 Article Number: 34 Published: JAN 25 2017
Altmetrics Explorer

- What had the highest media coverage last month?
- How much coverage did that article generate in Facebook?
- What was the leading article at that other journal?
- Which article in my discipline generated the most media coverage?

- Long-Term Outcomes of Imatinib Treatment for Chronic Myeloid Leukemia
  Article in New England Journal of Medicine, March 2017

- Initial Diagnostic Workup of Acute Leukemia: Guideline From the College of...
  Article in Archives of Pathology & Laboratory Medicine, February 2017

- Targeting c-FOS and DUSP1 abrogates intrinsic resistance to tyrosine-kinase...
  Article in Nature Medicine, March 2017

- Breastfeeding and Childhood Leukemia Incidence: A Meta-analysis and...
  Article in JAMA Pediatrics, June 2015
### Twitter

- What makes up our followers?
- Who's following us?
- What are people saying?
- What impact did my promotion have?

#### Consumer goods purchases

<table>
<thead>
<tr>
<th>Consumer category</th>
<th>% of audience</th>
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<tr>
<td>Milk</td>
<td>52%</td>
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<tr>
<td>Eggs</td>
<td>52%</td>
</tr>
<tr>
<td>Fresh produce</td>
<td>49%</td>
</tr>
<tr>
<td>Salty snacks</td>
<td>49%</td>
</tr>
<tr>
<td>Cheese</td>
<td>47%</td>
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<tr>
<td>Chocolate candy</td>
<td>46%</td>
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<tr>
<td>Yogurt</td>
<td>45%</td>
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<tr>
<td>Crackers</td>
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<tr>
<td>Meat</td>
<td>43%</td>
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<tr>
<td>Cookies</td>
<td>42%</td>
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</table>

Values based on 37.0% match rate from Twitter partners.
Introducing Hematology Tag Ontology
Michael A. Thompson, MD, PhD
May 8, 2017
HighWire Vizors (9)

• Which subject or article type is the most popular?
• Which articles are getting the most citations? The least?
• Can you tell me how one section compares to another across five years?
• Which articles have the most Mendeley saves?
• Where are my rejected articles getting published?
<table>
<thead>
<tr>
<th>Article Brief</th>
<th>TOC Section</th>
<th>Collection</th>
<th>Cites / Month</th>
<th>Cites</th>
<th>Usage (36 mos)</th>
<th>Mendelsky Saves</th>
<th>12 months Usage from Publication</th>
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<td>How I treat acquired aplastic anemia...</td>
<td>How I Treat</td>
<td>Clinical Trials and Observations</td>
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<td>How I Treat</td>
<td>Lymphoid Neoplasia</td>
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</tr>
<tr>
<td>How I manage the toxicities of monostramed drugs...</td>
<td></td>
<td>Clinical Trials</td>
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Surveys

• Readership Survey
• Author Survey

Sales

• Available reprints
• Kantar Media
Reporting Recommendations

• Specify
• Know audience
• Frequency
• Goals
• Save notes
• Save on network
“I can’t seem to face up to the facts; I’m tense and nervous, and I can’t relax”

- Talking Heads
Thank you

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