

# Use of audiovisual data dissemination formats by medical journals: then and now

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## BACKGROUND

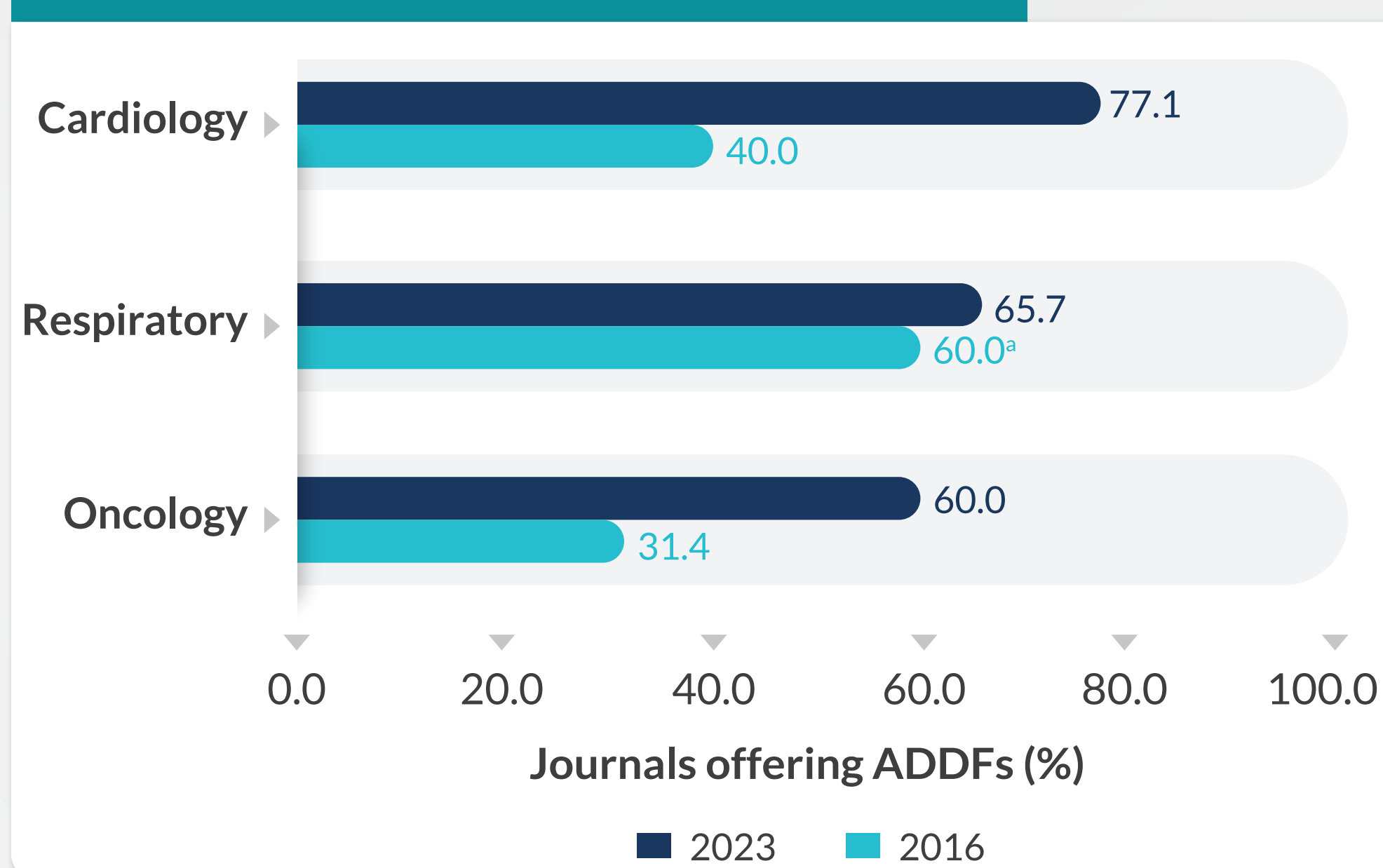
- In 2016, we investigated the use of publication extenders such as audiovisual data dissemination formats or ADDFs (eg, graphical abstracts and audio/video summaries)<sup>1</sup>
  - We found that 43.8% of 105 medical journals (top 35 ranked journals each from cardiology, respiratory, and oncology) offered ADDFs, with audio formats being the most popular
- In this analysis, we sought to understand the changes in the publication landscape in terms of ADDFs offered by the same journals
- Additionally, we surveyed medical publication professionals to better understand the use of ADDFs and perceived challenges

## RESULTS

### Journals offering ADDFs (2023 vs 2016)

- In 2023 vs 2016, the proportion of cardiology (77.1% vs 40.0%) and oncology (60.0% vs 31.4%) journals offering ADDFs increased considerably
  - Respiratory journals, which had the highest proportion of ADDFs in 2016, showed a relatively modest increase in 2023 (65.7% vs 60.0%)

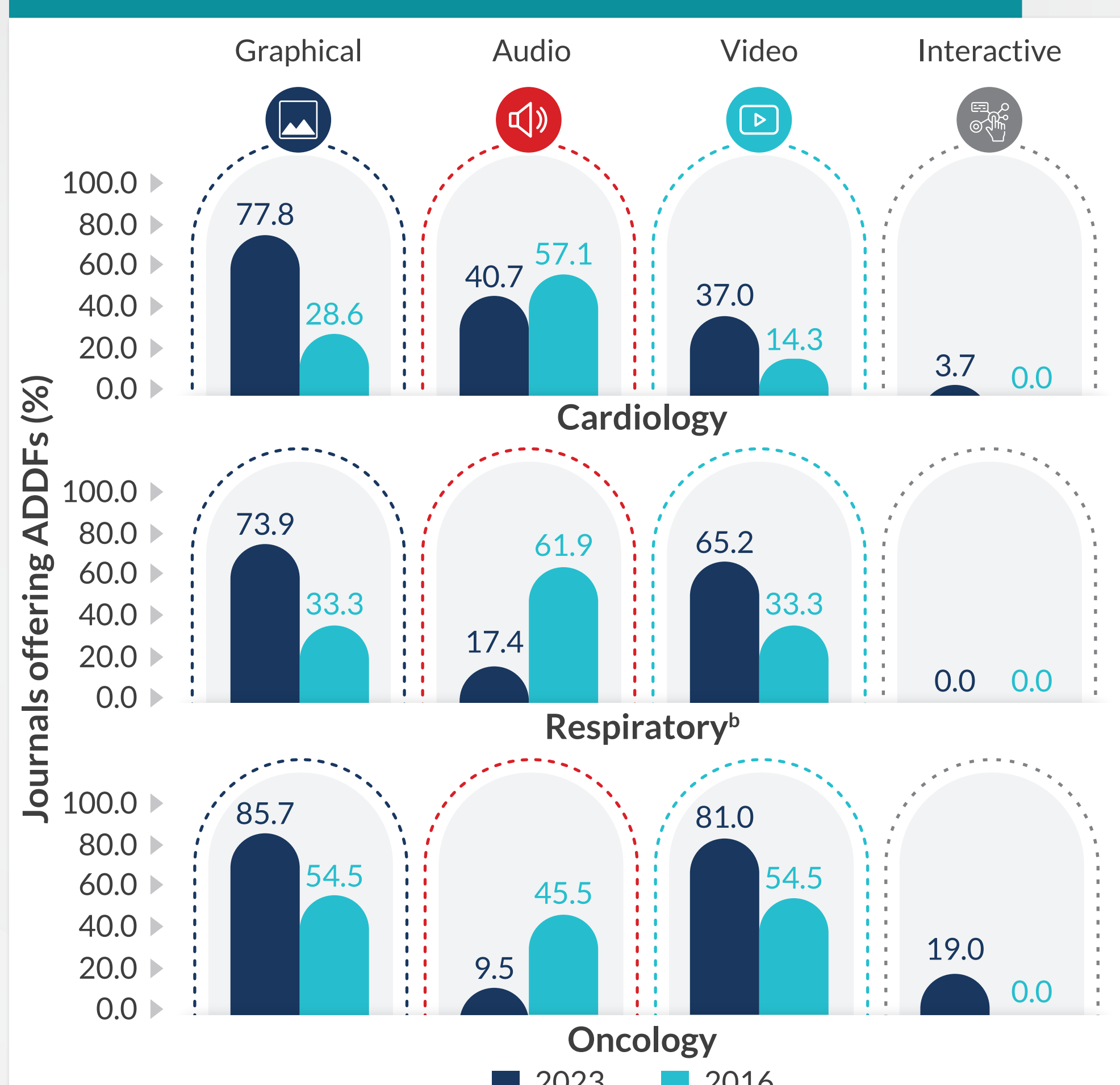
#### Journals offering ADDFs in 2023 vs 2016



<sup>1</sup>A tweetable abstract in a respiratory journal was counted as an ADDF in 2016; this journal was excluded from the 2016 set for the current comparative analysis.

- Across therapy areas, the most commonly offered ADDF was graphical format in 2023 vs audio format in 2016
  - We observed the emergence of new ADDF types, such as interactive data visualizations, which were not available in 2016

#### ADDFs<sup>a</sup> offered by medical journals in 2023 vs 2016



<sup>a</sup>Multiple ADDFs were offered by some journals; therefore, these journals are included in more than one format category.

<sup>b</sup>A tweetable abstract in a respiratory journal was counted as an ADDF in 2016; this journal was excluded from the 2016 set for the current comparative analysis. Graphical format includes visual abstracts, infographics, and central illustrations; audio format includes audio slides, audio summaries, and podcasts; video format includes video interviews, video summaries, and video abstracts; interactive format includes interactive data visualizations and interactive central illustrations.

## METHODS

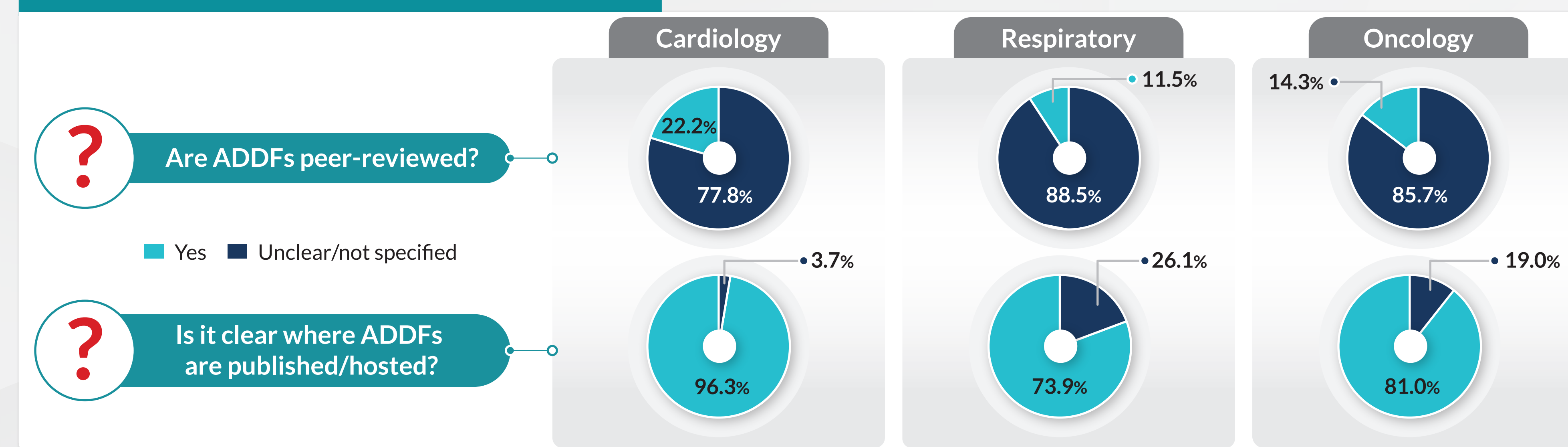
- We analyzed journal guidelines of the 35 cardiology, respiratory, and oncology journals screened in 2016<sup>1</sup> for the use of ADDFs
  - Trends in the types of ADDFs offered were evaluated
  - Journal websites were screened for information on where ADDFs were published/hosted and whether ADDFs were peer-reviewed
- We also conducted an anonymized seven-question survey (SurveyMonkey<sup>®</sup>) to assess the use of ADDFs among medical publication professionals
  - The survey invitation was posted on the following platforms between December 01, 2023, and January 15, 2024:
    - ISMPP LinkedIn and Connect forums
    - Cactus Life Sciences internal forum
    - Authors' professional networks

## CONCLUSIONS

- The past 7 years have witnessed an increase in the number of cardiology and oncology journals offering ADDFs and the emergence of interactive formats, reflecting the effective integration of technology with publications
- There was a shift in the most common ADDF offered by journals—from audio formats in 2016 to graphical formats in 2023
- While survey responses from medical publication professionals were limited, they corroborated our screening results, with graphical formats being the most commonly used
  - However, most respondents indicated a need for greater clarity in guidelines/instructions regarding ADDFs

- Most journals included information regarding where ADDFs were published (eg, journal website/supplemental material/journal YouTube channel); however, information on whether ADDFs were peer-reviewed was lacking across most journal guidelines

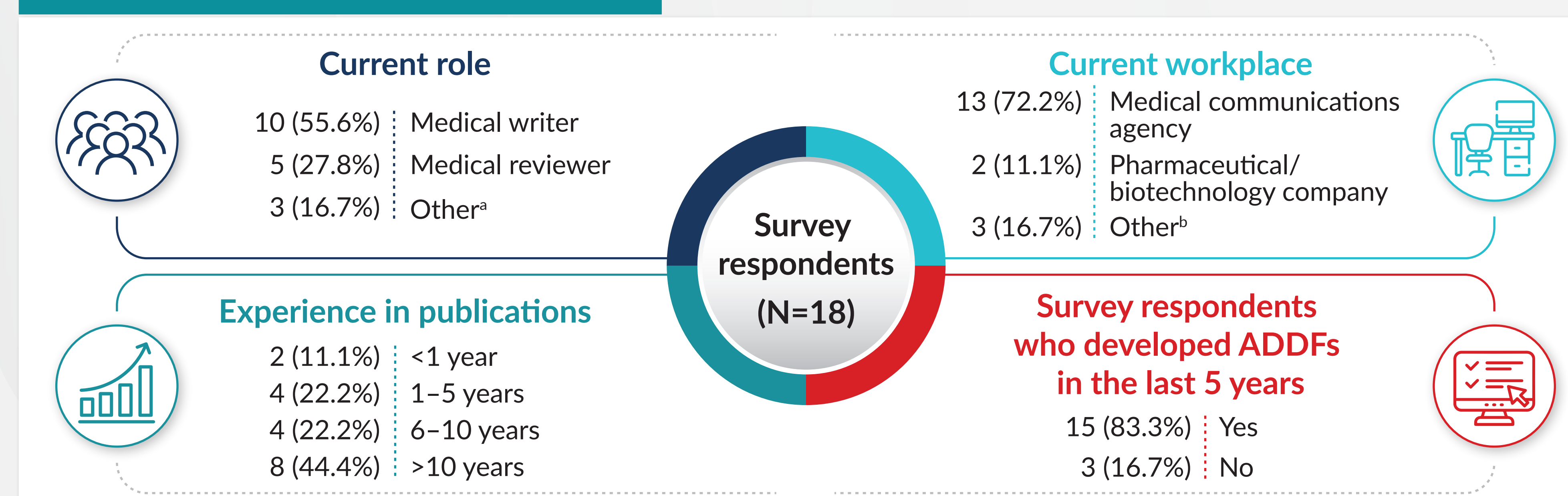
### Clarity of journal guidelines for ADDFs (2023)



### Survey of medical publication professionals

- Of the 18 survey respondents, more than half were medical writers, with 44.4% having >10 years of experience in publications
  - Most (83.3%) respondents had worked on ADDFs in the past 5 years

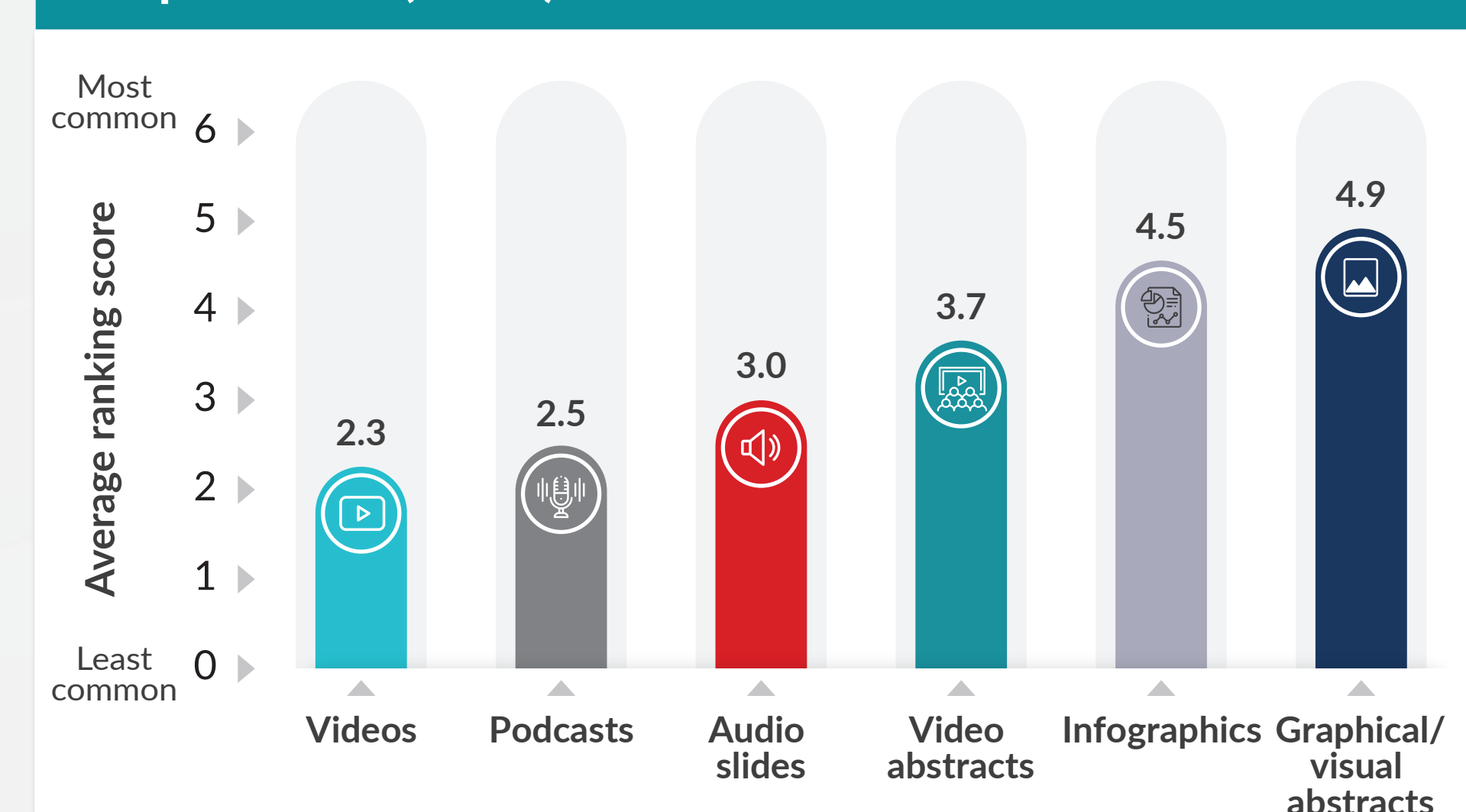
### Survey respondents and use of ADDFs



<sup>a</sup>Dental surgeon, researcher/reviewer, publication lead.  
<sup>b</sup>Medico legal, dental clinic, academia.

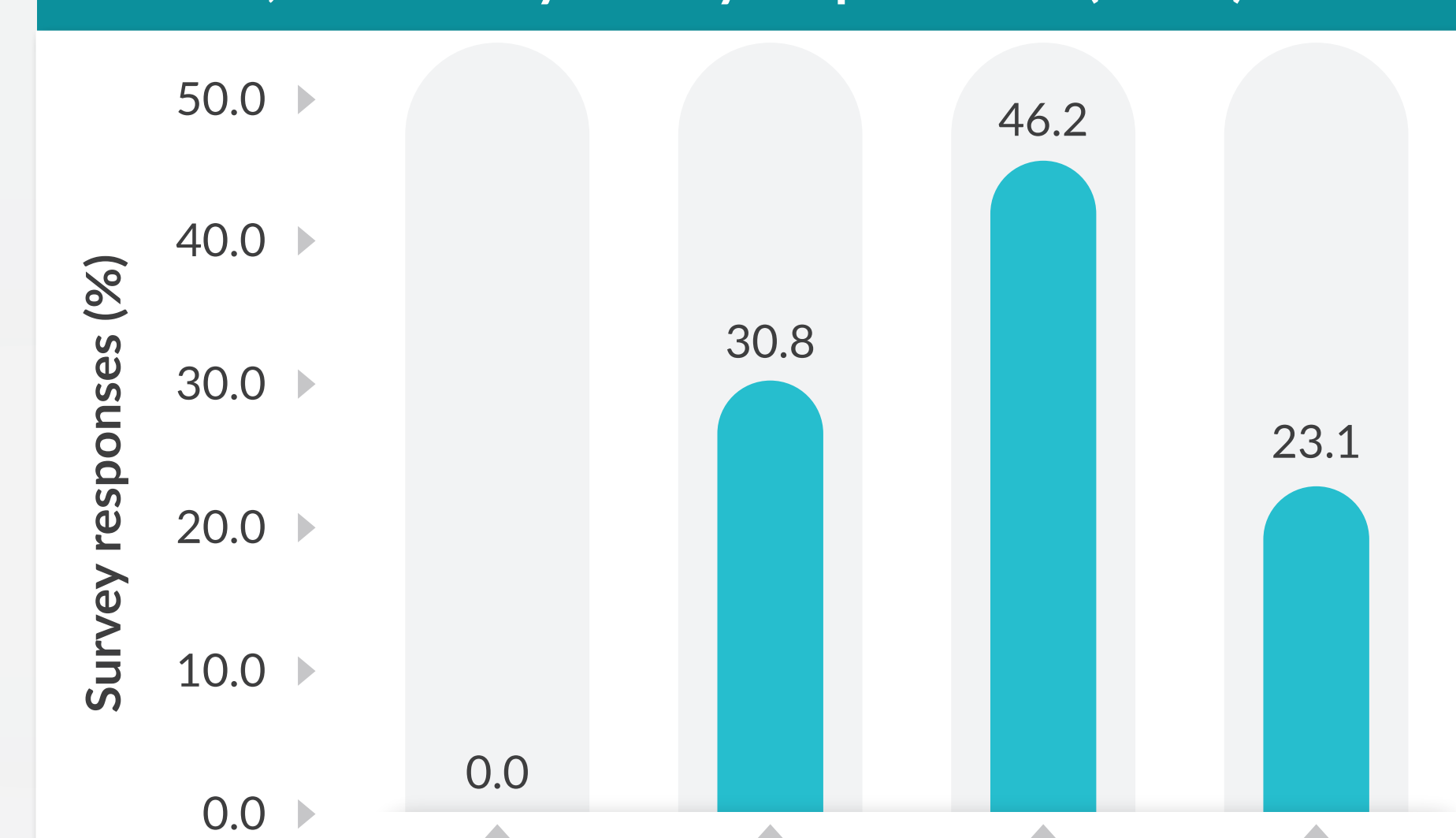
- Graphical formats (graphical or visual abstracts/infographics) were ranked as the most commonly used ADDF

### Most commonly used ADDFs, as ranked by survey respondents (n=13)



Survey respondents ranked ADDFs that they had used from most common to least common. The average ranking score was calculated for each option to determine the most preferred option overall. The option with the highest average ranking score is the most preferred choice.

### Clarity of journal submission guidelines regarding ADDFs, as rated by survey respondents (n=13)



- Overall, 46.2% of respondents rated journal guidelines for ADDFs as "somewhat clear," while 30.8% rated them as "specific"

- Challenges encountered with journal guidelines included lack of clarity on whether a journal accepts ADDFs and whether ADDFs undergo peer-review

### List of challenges encountered in journal guidelines for ADDFs, as reported by survey respondents (n=5)

- "...unclear guidelines regarding timeline for development and submission of ADDF vis-à-vis the main manuscript...Unclear guidelines on whether ADDFs undergo peer review"
- "...[lack of] details on whether the journal accepts/considers digital add-ons and guidelines on developing these"
- "...no clarity on the level of detailing or creative freedom in a graphical abstract/infographic for a clinical vs non-clinical study...Not mentioned in the guidelines that the journal has their in-house multimedia support team, and they don't encourage the authors to create on their own..."
- "...specific instructions on acceptability of format can be vague and limited"
- "Lack of guidelines on templates, copyrights consideration, accessibility, whether the ADDFs go through the same scientific peer review process..."

## References

- Rebello M, et al. [Poster #37]. Trends in audiovisual data dissemination formats by medical journals. 13th Annual Meeting of ISMPP, May 1-3, 2017, Maryland, USA.

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Scan the QR code for the interactive poster

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