

# VIDEO ABSTRACTS: DO THE METRICS STACK UP?

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## UPDATED ABSTRACT

**Objective:** Video abstracts offer a means to present results that complement the full paper. We aimed to compare video abstract views with other publication metrics in order to understand better the role they play in disseminating research findings.

**Research design and methods:** Metrics were obtained from YouTube for all video abstracts published by the open-access publisher, Dove Medical Press. All articles with video abstracts published in four journals in different therapy areas over the period February 27, 2014, to March 19, 2015, were analyzed (average time since publication: 212 days), and compared with metrics for matched articles without video abstracts.

**Results:** A total of 31 articles with video abstracts were identified. Average number of views per video was 364; most views came from United States, India, and United Kingdom. Males were 66% of viewers and 36% were aged 25–34 years. In our sample, video abstracts did not increase with time. Video views were weakly correlated with text abstract views ( $r$ -squared = 0.22) and with full paper views ( $r^2$  = 0.23) with around 1.5 video views per full paper view. Full views of papers with a video abstract were similar to those of papers without.

**Conclusions:** Video abstracts are of interest to many authors and readers and complement full views. This is in line with authors’ and publication professionals’ views that publishing a video abstract increases the reach of research results and may increase downloads.

## SUMMARY AND CONCLUSIONS

- Video abstracts appear to be more popular with younger audiences.
- The low correlation between video abstract, conventional abstract and full paper views suggests that they are reaching different audiences; however, video abstracts do not appear to replace or encourage full paper views.

## INTRODUCTION

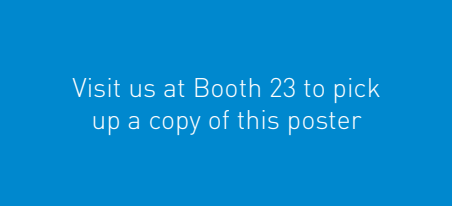
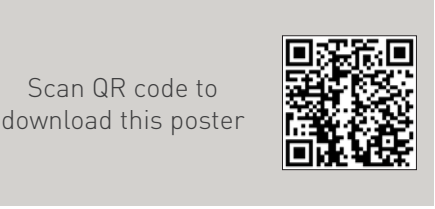
- Video abstracts offer a novel means to present study results that can both complement and enrich the full published article.
- Presenting results through a different medium could address the learning style preferences of a wider group.
- In an accompanying poster, we present survey results that indicate high levels of interest from authors in video abstracts although concerns over impact and value were raised.

## OBJECTIVE

- In this exploratory analysis, we aimed to compare video abstract views with other publication metrics in order to understand better the role that video abstracts play in disseminating research findings.

## METHODS

- Aggregate viewing statistics for all video abstracts published by Dove Medical Press, an open-access publisher, were obtained from YouTube.
- Four journals published by Dove Medical Press across diverse medical fields were identified: *Clinical Ophthalmology*, *Therapeutics and Clinical Risk Management*, *International Journal of Chronic Obstructive Pulmonary Disease*, and *Diabetes, Metabolic Syndrome and Obesity: Targets and Therapy*.
- Metrics for all papers with video abstracts published over a 12-month period (February 27, 2014, to March 19, 2015) were obtained (including original research articles, reviews, case series, and case reports).
  - Views on PubMed Commons were excluded from this analysis.
- For the control group we identified, for each video abstract, the article of the same type closest in publication date, but without a video abstract.
- Relationships were explored using linear regression, two sample T-tests and, for non-parametric data, the Mann-Whitney U-test.



## RESULTS

- Across the Dove Medical Press portfolio, the mean number of views per video abstract was 364.

Figure 1. Approximately 80% of viewers are from Anglophone countries, with nearly 50% from the United States.

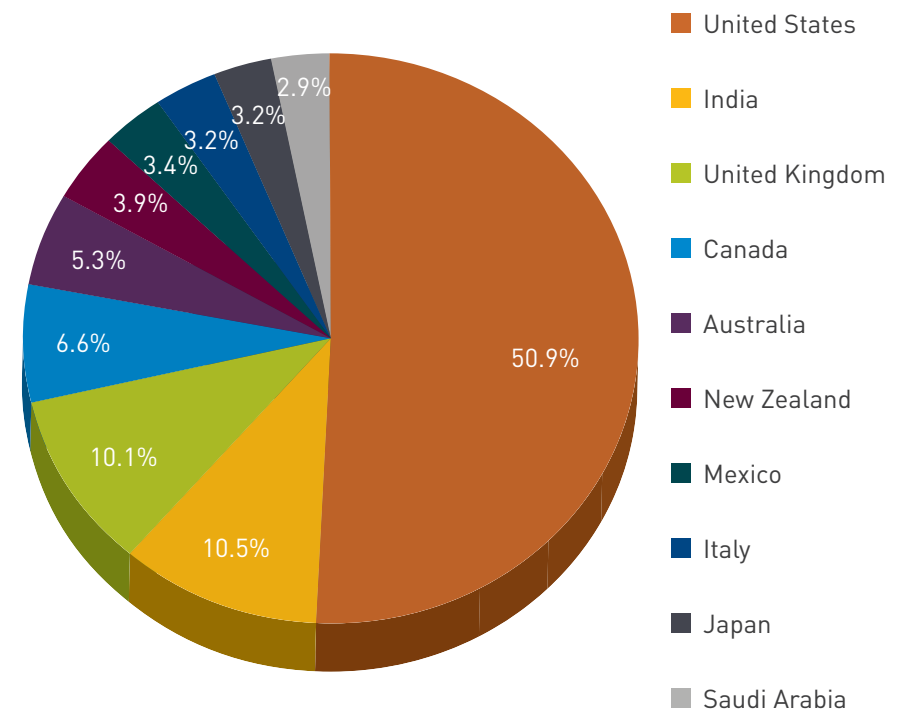


Figure 2. Viewers of video abstracts tend to be younger and male (US data shown).

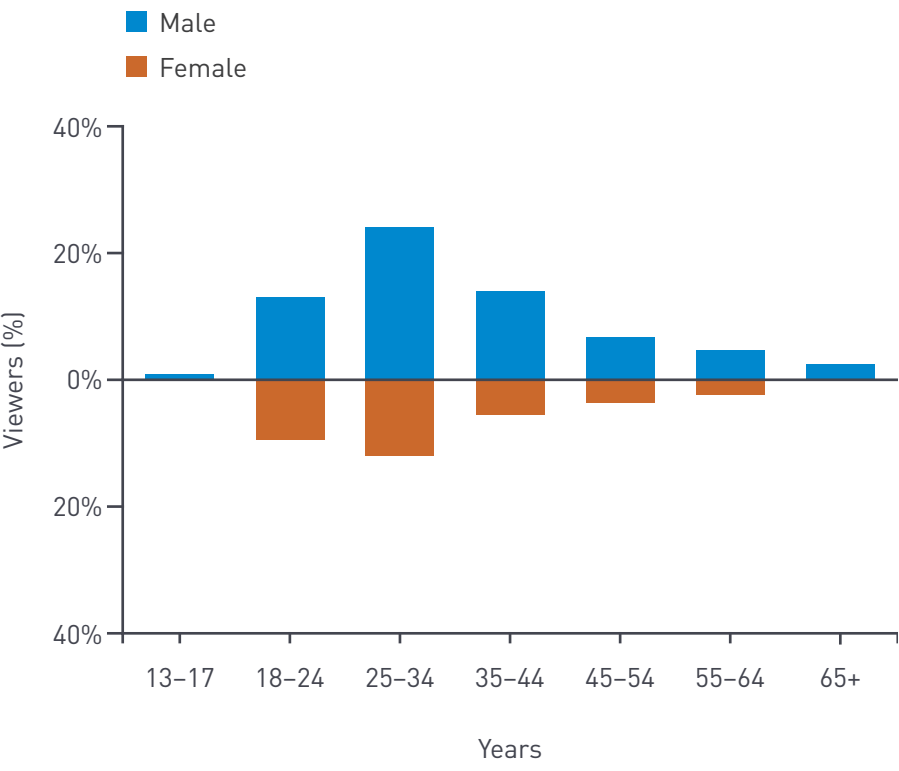


Figure 3. While full paper views accumulated over time, views of the abstract did not (n = 31).

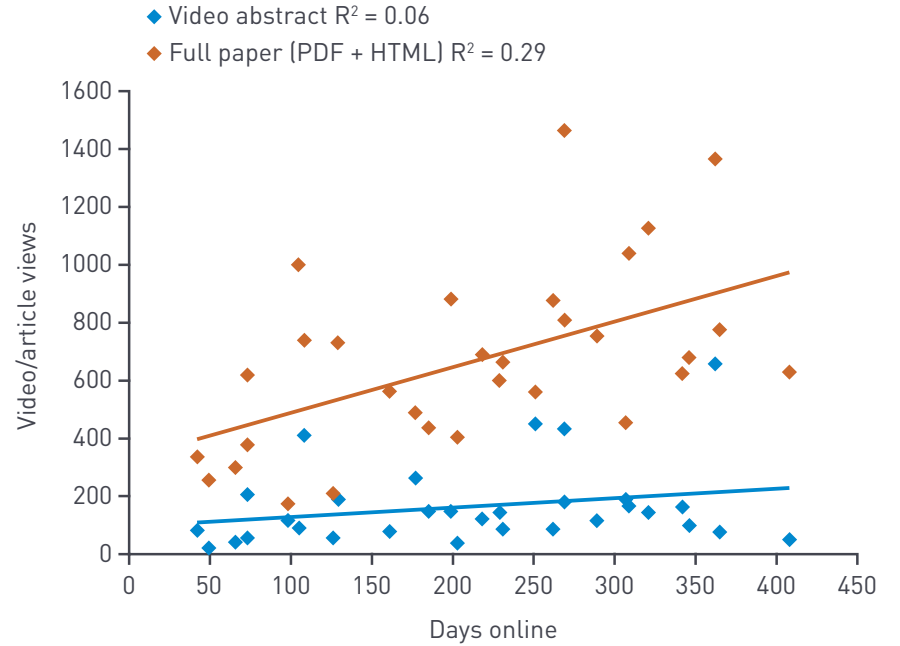
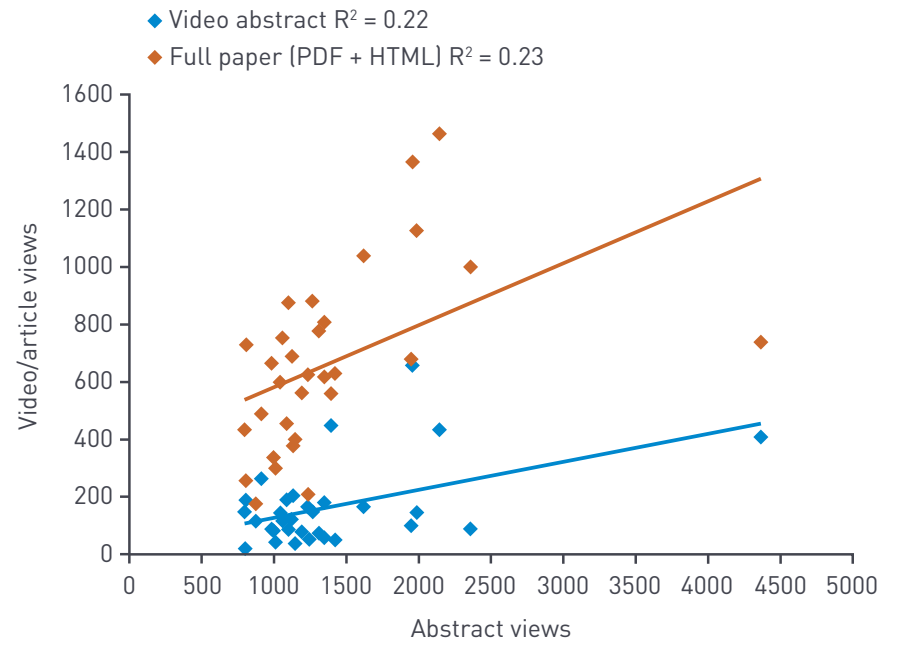
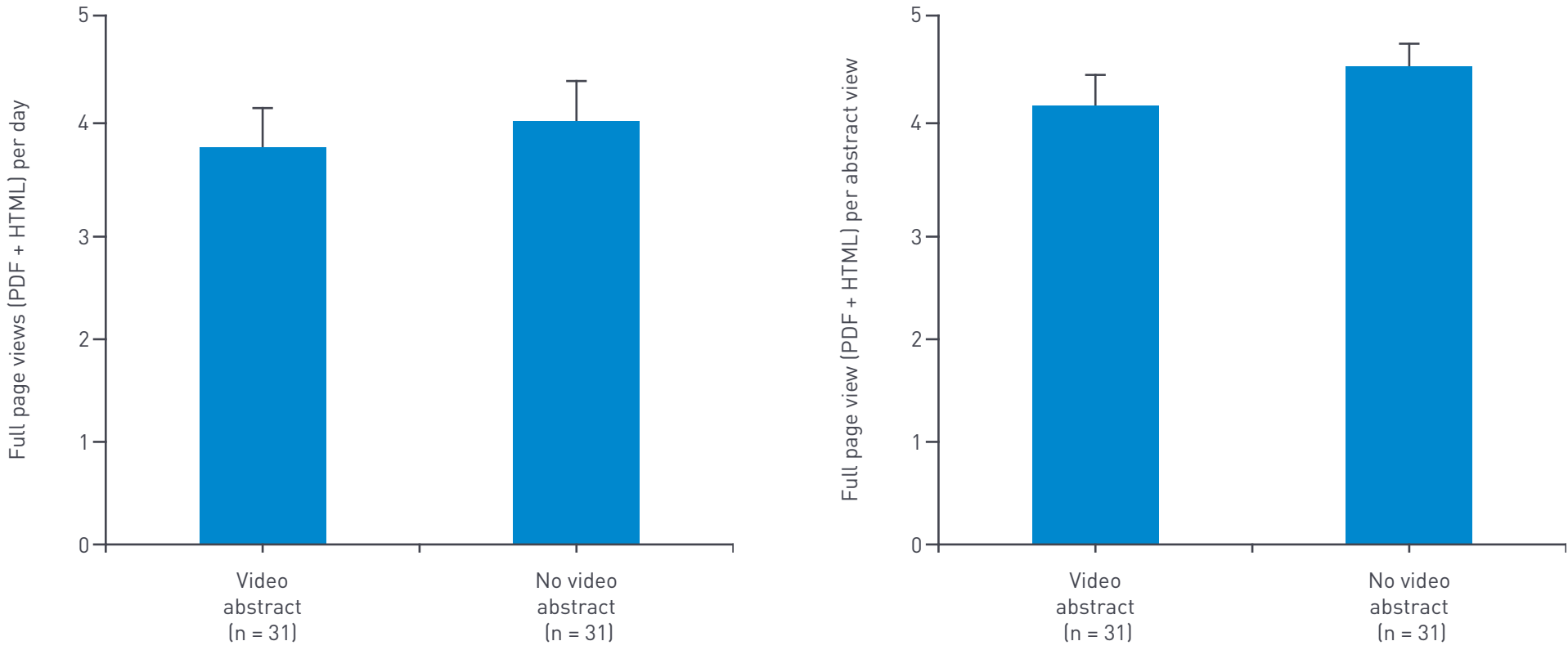


Figure 4. Articles that attracted more views of the conventional abstract also had more views of the video abstract and full paper, although the correlation was weak (n = 31).



- There was a similar, low correlation between video abstract views and full paper views ( $r^2$  = 0.28).
- There was one video abstract view for every 8.4 conventional abstract views and every 4.0 full paper views.

Figure 5. Papers with and without video abstracts achieved similar levels of full page views per day (left) and per abstract view (right) (mean +/- SEM,  $P > 0.05$ )



- There was no difference in the mean number of citations (0.87 and 1.26;  $P > 0.05$ ) or Altmetric scores (2.23 and 3.33;  $P > 0.05$ ) for articles with or without a video abstract, respectively.

Table 1. Mean metrics of the articles identified from each journal (both with and without video abstracts) (total: N = 62)

Journal	n	Video abstract views	Abstract views		Full page views		Citations		Altmetric score	
			Video	No video	Video	No video	Video	No video	Video	No video
<i>Clin Ophthalmol</i>	26	124	1166	999	440	527	0.5	0.23	0.5	0.6
<i>Ther Clinical Risk Management</i>	12	210	2091	1729	882	896	2.2	2.00	7.50	13.8
<i>Int J COPD</i>	8	170	995	1377	609	932	0.3	1.50	1.00	0.3
<i>Diabetes, Met Syndr Obesity</i>	16	194	1413	1621	895	997	0.8	2.57	1.8	3.9

### Acknowledgments

The authors would like to acknowledge and thank PAREXEL Editorial and Creative Services for their support.