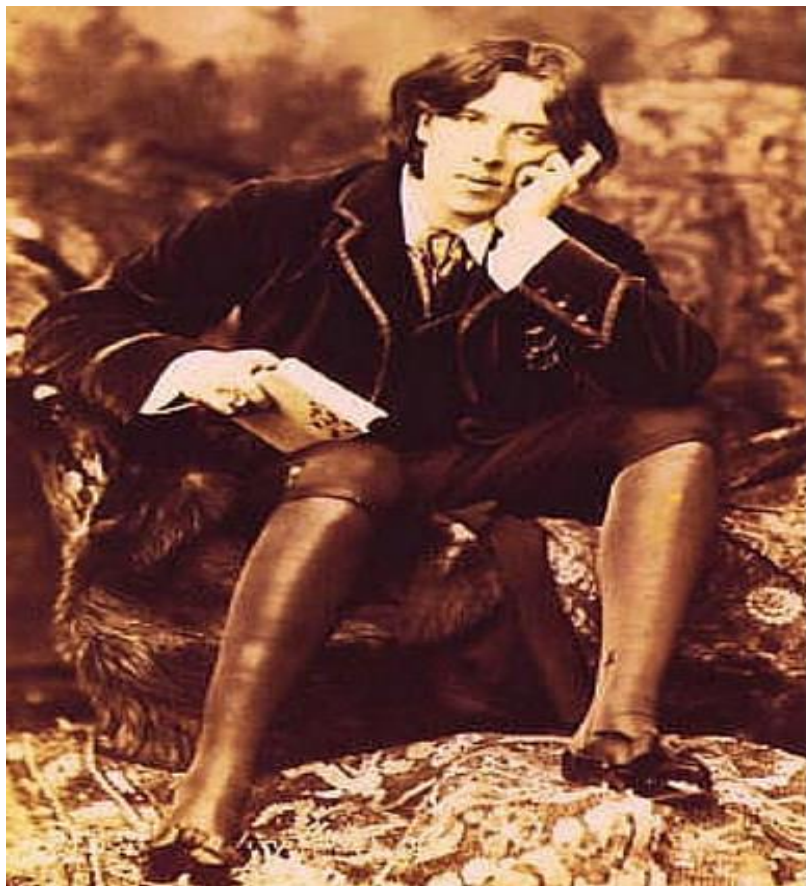


**BMJ**

BMJ

# How we measure influence and impact at *The BMJ*

David Payne, Digital Editor, *The BMJ*



*There is only one  
thing in the  
world worse than  
being talked  
about, and that  
is not being  
talked about.*

*-Oscar Wilde*

inspire 99



# How we demonstrate/measure impact and influence

- Impact factor (currently 17.4)
- Campaigns
- KPIs year-on-year
- Media mentions
- Post publication peer review
- Social media

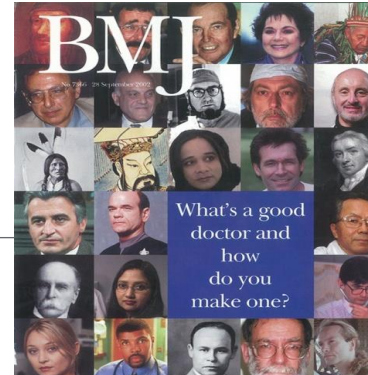
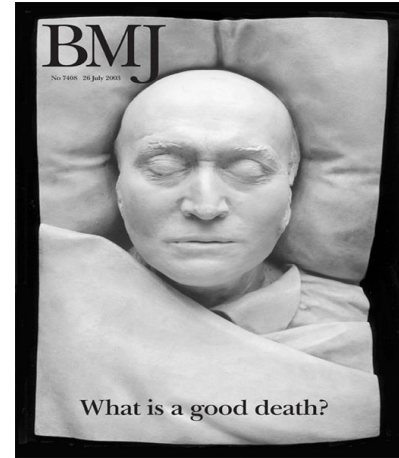


# Impact and influence: 20 years online campaign



# Impact and influence: 20 years online

- Twenty top papers to mark *The BMJ's* two digital decades
- The scandal of poor medical research
- Establishing a standard definition for child obesity
- Multiple imputation for missing data in epidemiological and clinical research
- Evidence based guidelines or collectively constructed “mindlines?”
- Zinc supplementation started during diarrhoea on morbidity and mortality in Bangladeshi children
- What worries parents when their preschool children are acutely ill



# Key performance Indicators

Has *The BMJ* influenced you to change your practice?

Has *The BMJ* helped you to make better decisions?

“Clinically relevant content”



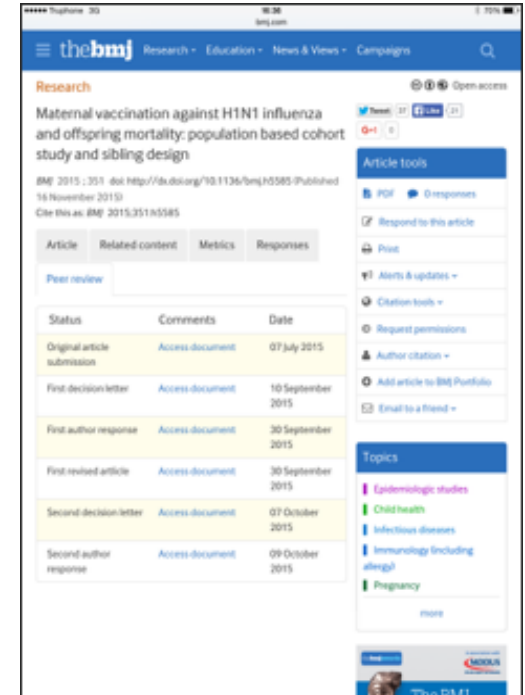
# Media mentions 2014

- 133 press releases issued globally
- Authors encouraged to issue their own
- Two investigations mentioned in UK Parliament
- More US mentions than The Lancet in Q2
- Christmas PR generated 116,926 web sessions



# Peer review debate

- 105,000 post publication peer review comments published to 70,400 articles since 1998
- Most popular article comment has 12,035 “likes”
- Peer review article history launched with research in 2014
- Extending to other articles in 2015



The screenshot shows the BMJ website interface for a specific article. The article title is "Maternal vaccination against H1N1 influenza and offspring mortality: population based cohort study and sibling design". Below the title, there is a table titled "Peer review" with columns for "Status", "Comments", and "Date". The table lists several stages of the peer review process, including "Original article submission", "First decision letter", "First author response", "First revised article", "Second decision letter", and "Second author response", each with a date and a link to "Access document". To the right of the table, there are various article tools and topics.

Status	Comments	Date
Original article submission	<a href="#">Access document</a>	07 July 2015
First decision letter	<a href="#">Access document</a>	10 September 2015
First author response	<a href="#">Access document</a>	30 September 2015
First revised article	<a href="#">Access document</a>	30 September 2015
Second decision letter	<a href="#">Access document</a>	07 October 2015
Second author response	<a href="#">Access document</a>	09 October 2015

# Social media

- 200,000 Twitter followers (Lancet 205k, NEJM 303k, Pulse 25k, GPonline 15k)
- FB likes (BMJ has 44k)
- Great to promote non-article content such as infographics (Acute coronary syndrome reached 24k people)



# Thank You

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