Fixing Friction
In the Workflow

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Friction Points,
...and the Fixes
Editorial Workflow
Support:
Impact & Usage
Vizors

Mobile Device
Optimization:
Quick Abstracts

Access and Authentication:
CASA

Portability of Manuscripts:
MECA

Preprint Servers:
bioRxiv, medRxiv
Serving Individual Researchers: Access & Authentication

- Problem: Off-campus access is awful
- Solution: CASA
- **CASA**: “Campus-Activated Subscriber Access”
- Google Scholar “ports” a user’s access rights from on-campus to off-campus
- Complements RA21
  - Acts at a different point in the workflow
  - Easier than Sci-Hub: “It just works!”
- Implemented by 3 platforms now
  - Not proprietary
  - 35-40% Scholar-referral increase
Serving Individual Researchers: CASA

• Today’s on-campus user experience: Google Scholar highlights the copies available to the subscriber
Serving Individual Researchers: CASA

• Previous off-campus user experience: Google Scholar highlights the copies available to the subscriber, but the user’s IP address doesn’t match any subscriber.
Today’s off-campus user experience: Google Scholar highlights the copies available to the subscriber, after acting as an “institutional affiliation server”
Serving Individual Researchers: CASA

Seamless off-campus access delivered by automatically associating users to institutions.

1. Record affiliation on-campus
   - User visits Google Scholar
   - Scholar looks up Subscriber Links
   - Affiliation recorded

2. Propagate affiliation off-campus
   - User visits Google Scholar
   - Scholar looks up recorded affiliations

3. Enable access
   - CASA token shared
   - Decrypt CASA token
   - Authenticate & authorize

Benefits of CASA

- Record affiliation on-campus
- Propagate affiliation off-campus
- Enable access

Are you a publisher?

Find out about CASA for your organization.

Contact:
sales@highwire.org
Collaboration & Sharing: Portability of Manuscripts

Preprint Servers

- MECA
  - Manuscript Exchange Common Approach
- bioRxiv
- medRxiv
Collaboration & Sharing: Portability of Manuscripts

• Problem: Burden on authors to enter and re-enter meta/data with each new submission of an mss

• Solution: Enable portability across different systems via agreed best practices, initially across five system operators, in these areas:
  • Vocabulary, Packaging, Tagging, Peer Review, Transfer Information, Identity, Transmission

• MECA: Manuscript Exchange Common Approach
  • www.manuscriptexchange.org, info@manuscriptexchange.org
Collaboration & Sharing: Preprint Servers

- Problem: Time lag to publication
- Solution: Enable pre-review sharing
- **bioRxiv**: HighWire is implementation partner to Cold Spring Harbor Labs & Chan Zuckerberg Initiative
  - Late 2013 launch
- **medRxiv**: HighWire is implementation partner to Cold Spring Harbor Labs & others tbd
  - Early 2018 launch
Smart Services: Mobile-device Optimization

• “Quick Abstracts” in Google Scholar
Smart Services: Mobile-device Optimization

• Problem: For Google: Only 10% of scholarly search traffic is mobile, but 50% of general web-search is; slow response in heavy-weight scholarly sites

• Solution: Lighter-weight response to abstract display enabling mobile search/filter workflow

• “Quick Abstracts” in Google Scholar
  • Google Scholar presents the abstract based on metadata supplied by publisher
  • With publisher branding and links
Accuracy & Curation: Editorial-process Innovation

• “Evidence-based Publishing”
  • Impact Vizor
  • Usage Vizor
Accuracy & Curation: Editorial-process Innovation

• Problem: New journals, new editors, new questions about what is and isn’t working, and scientists want to see the data. But citation data is long-delayed, hard to interpret and integrate

• Solution: “Evidence-based publishing” Fast data sources, visualized and integrated: **Impact Vizor, Usage Vizor**

• **Impact Vizor** uses Scopus & Crossref citation sources for speed and completeness, plus integrates private article metadata that has meaning to editors
  • Dozens of publishers, including non-HighWire-hosted customers
Visualizations in Impact Vizors’ Viewers

< Rejected Article Tracker

Section > Performance Analyzer

< Hot Article (& Object) Tracker

Advance > Correlator of Citations & Usage

< Citation Distribution Surveyor

Cohort > Comparator

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