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EMUG 2023



Courtyard Boston Downtown Hotel
June 14-15, 2023

Aries
systems.



EMUG 2023

Boosting Reviewer Engagement

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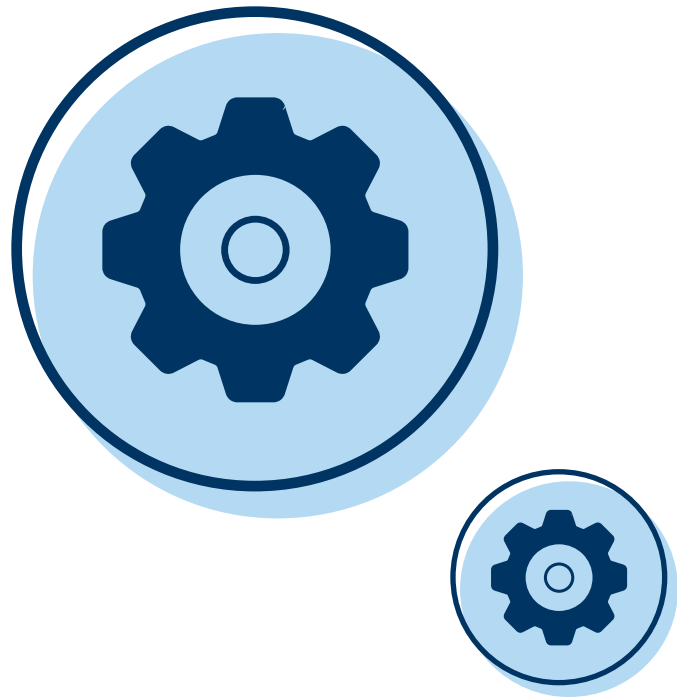
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Agenda

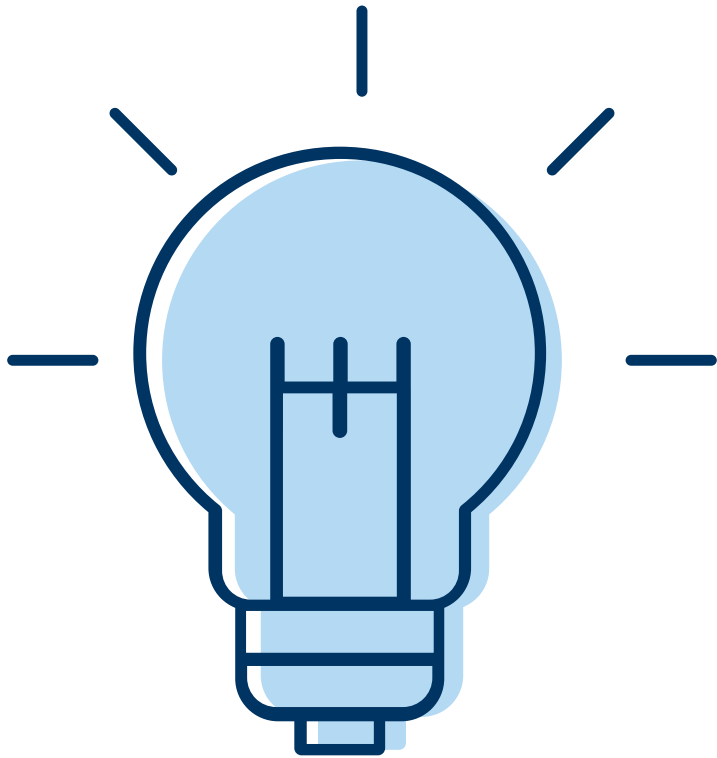
Welcome to EMUG: Day 1

- Introduction and Welcome
- What Does Boosting Reviewer Engagement Mean?
- Why Focus on Reviewer Engagement?
- How Do We Talk about this with Editors?
- Recognizing Reviewers
- Suggestions for Boosting Reviewer Engagement
- Educational Resources
- Questions from Attendees





Introductions and Welcome



Boosting Reviewer Engagement

What does it mean?

What Do We Mean by Boosting Reviewer Engagement?

Quality – Value

Who determines value
– Editors, Author, or
Publisher?

Quantity

What is the "right"
amount?

Desire to Review

How can Reviewers be
incentivized?



What Do We Mean by Boosting Reviewer Engagement?

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You likely want all three!



What Do We Mean by Boosting Reviewer Engagement?

Quality

- Quality not seniority, but time spent on the review
- Authors found more value from relatively more junior Reviewers whereas there was no measurable difference in quality in the eyes of the Editor
- The ideal amount of time was 3 hours
- More time did not equal greater quality
- Ethical guidelines for peer Reviewers - COPE inclusive of recommendations around mentorship opportunities for junior Reviewers

(publicationethics.org)

Citation: <https://pubmed.ncbi.nlm.nih.gov/9676665/>



What Do We Mean by Boosting Reviewer Engagement?

Quantity

- Peer Review Index: Determine quantity of reviews each Author should contribute

- $N * 3.125$ where N = number of papers authored by first/senior Authors

- Example: 3 papers submitted annually
 $x 3.125 = 9.375$
(round up to 10)

Citation: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7797895/>



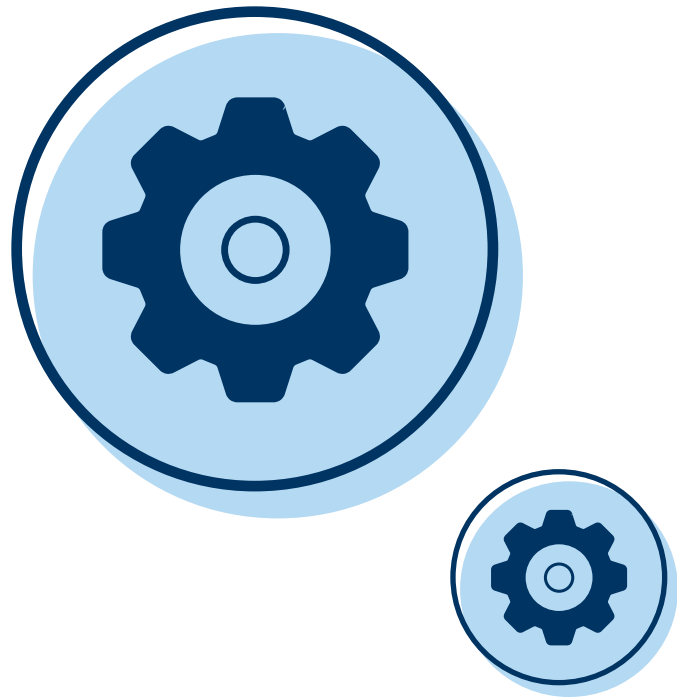
What Do We Mean by Boosting Reviewer Engagement?

Desire to Review

*"We suspect that what's actually going on here is more complicated. When researchers call for payment for review, we might find that the majority are **simply asking for recognition**. Because we traditionally recognize work with pay, the 'demand' is formed as a request for payment. So, instead of getting into a mess by trying to pay them money, **we must work harder on rewarding reviewers** with other currencies of academia: **reputation, recognition, and success.**"*

[What's Wrong with Paying for Peer Review?](#) by: Tim Vines & Alison Mudditt [Scholarly Kitchen Article](#)

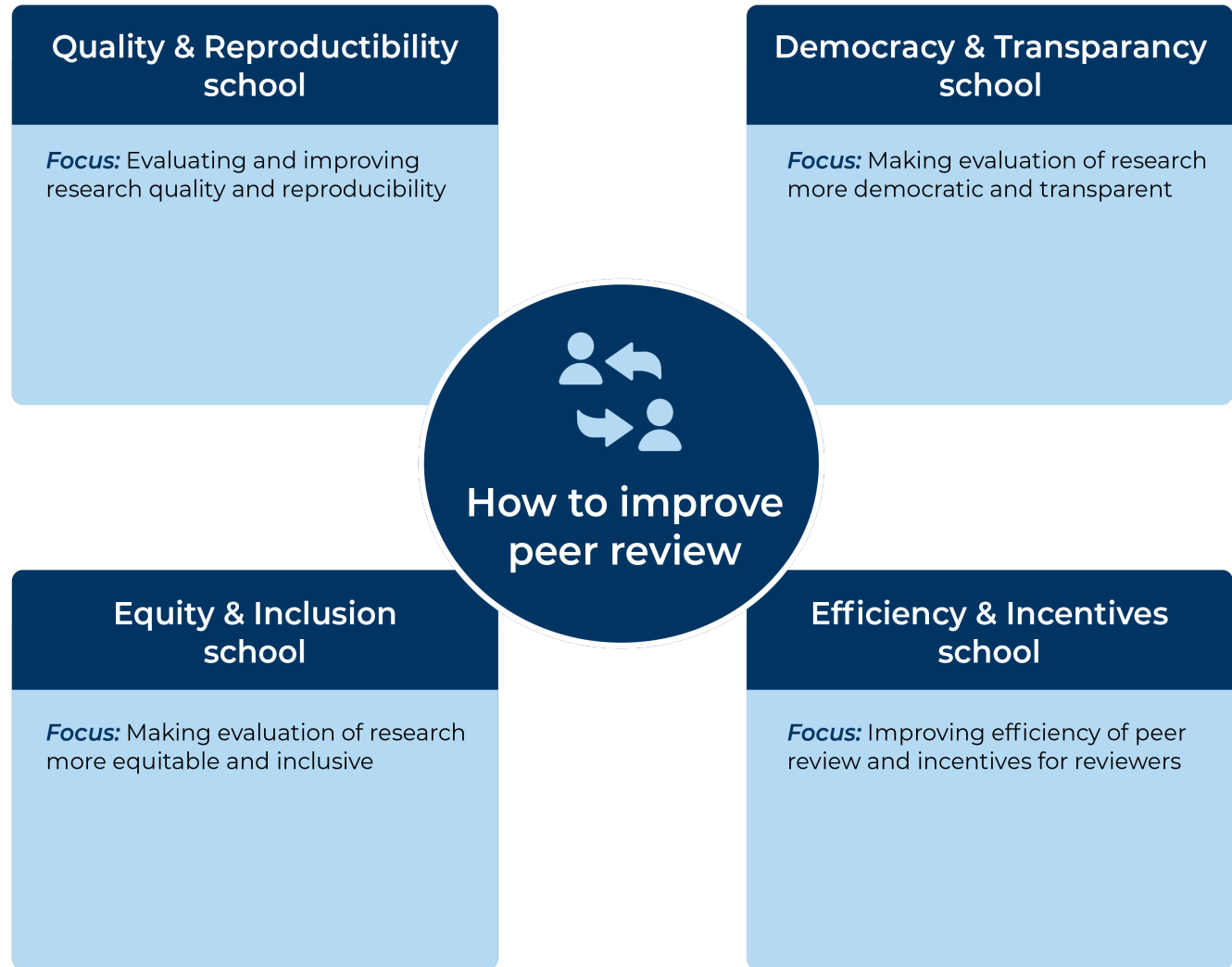




Why Focus on Reviewer Engagement?

Why Focus on Boosting Reviewer Engagement at All?

Four Key Areas Identified For Improving Peer Review



Citation: <https://onlinelibrary.wiley.com/doi/full/10.1002/leap.1544>

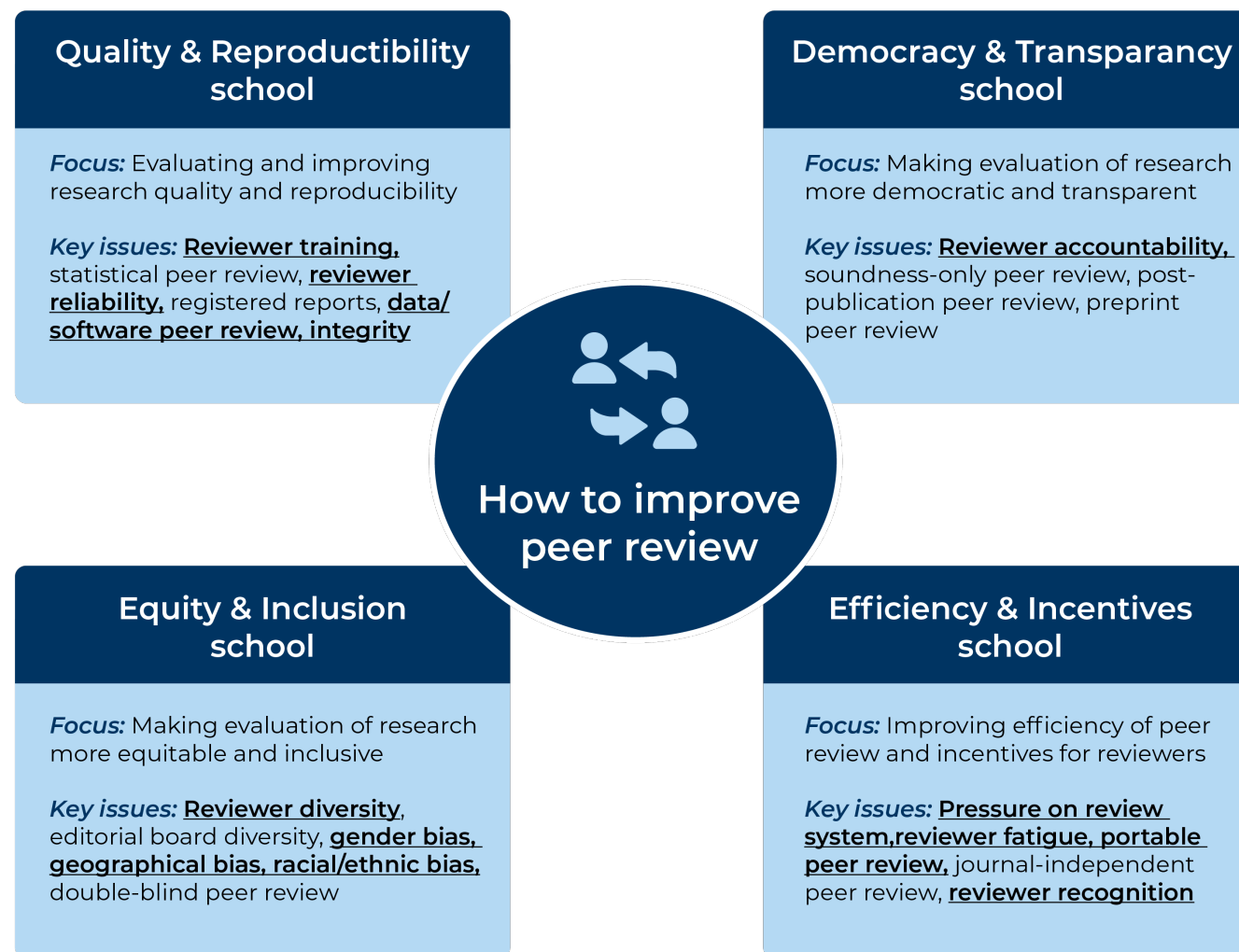
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Why Focus on Boosting Reviewer Engagement at All?

Four Key Areas Identified For Improving Peer Review

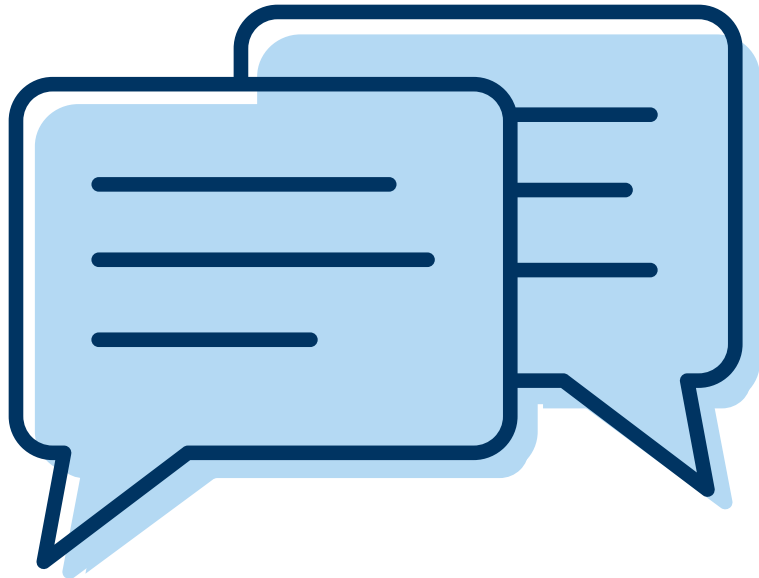
All areas have key issues related to reviewer engagement



Citation: <https://onlinelibrary.wiley.com/doi/full/10.1002/leap.1544>

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How Do We Talk About this with Editors?

How Can We Talk About This With Our Editors?

- What is the role of the Editors?
 - Not just arbiter of good research but also facilitator of connections
 - Editor connects Authors to Reviewers – cultivating positive relationships with Reviewers leads to better Author engagement!
- Editors need signals *and* tools to make the most effective connections – do you have the right ones in place?
 - Ex: Signal = Reviewer Rating, Tool = Reviewer finding services



How Can We Talk About This With Our Editors?

- What does good support of Editors look like?
 - Give them the data to make informed choices – reports don't have to be in EAR!
- Anticipate their needs
 - Ex: Reviewer unavailable dates reminders on predictable cadence
- Make it easy!
 - People flags, experiment with recognition settings, draft template letters



...When Our Editors are Focused on the *Author* Experience?

- What is the role of the Reviewer?
 - Leverage expertise to help improve submitted content
 - With Author-focused mindset, Reviewers are mechanics/surgeons making tweaks to improve content
 - Ensuring that Reviewers engage with care encourages those same Reviewers to remain Authors because they trust and understand the value of the peer review provided
- We cannot separate the Researcher into discrete parts – Authors are Reviewers are Editors
 - While likely farther along in their career than Reviewers and Authors, Editors are still in the same competition for career advancement



...When Our Editors are Focused on the *Author Experience*?

What tools available to Authors/Editors might help inform Reviewers as well? What collaboration can we facilitate?



How Can We Talk About This With Our Editors?

What are your most important metrics?

- Time to first review?
- Time to invitation acceptance?
- How often are Reviewers declining to review and why?
- Average Reviewer Rating?

Which metrics would you like to improve?

- What are your tools/signals are working most/least for your Editors?
- Can any of those signals/tools be leveraged by Reviewers?
- How often and in what format would Editors appreciate updates on progress?

What suggestions do you have for improving these areas?

- Are you leveraging reminders effectively? Time vs frequency?
- Are there initiatives you could suggest to your Editors to help improve and/or reward engagement?
- Knowing their community, do they have any suggestions that you can help take forward?



How Can We Talk About This With Our Editors?

Bring topics to your Editors, provide data insights where possible, and ask for their input on how you can help them better engage Reviewers on their behalf

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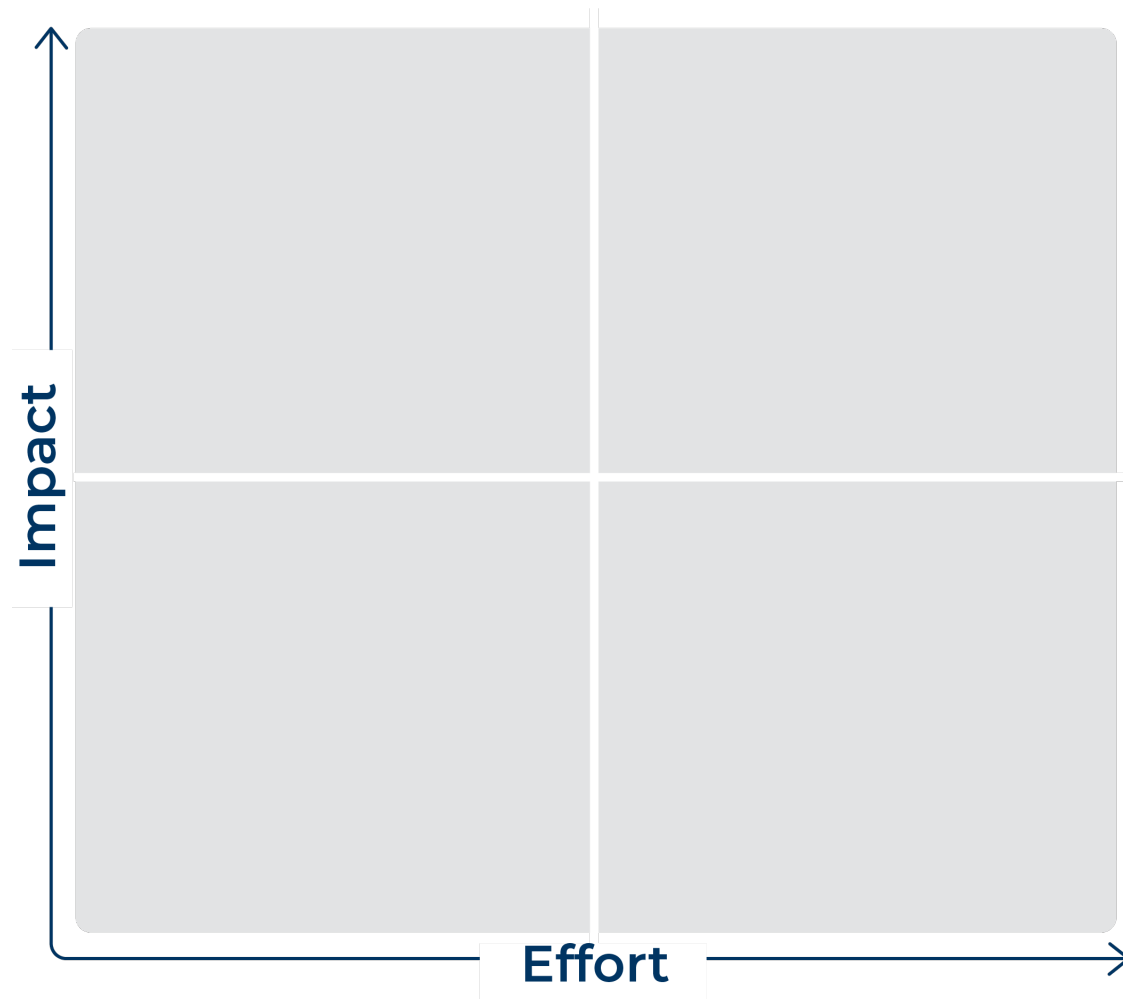
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Impact, Confidence, Effort (ICE)

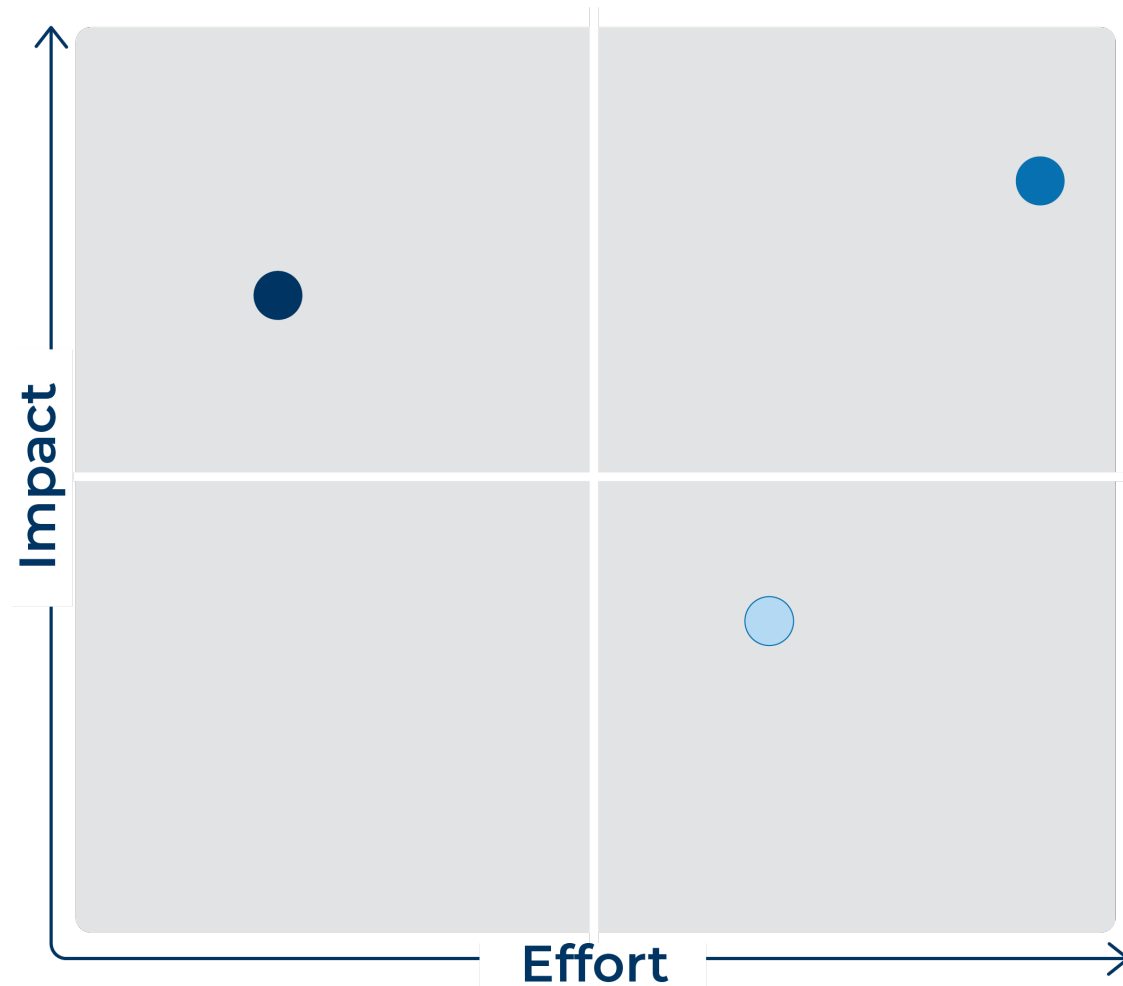


Confidence:

- High
- Medium
- Low



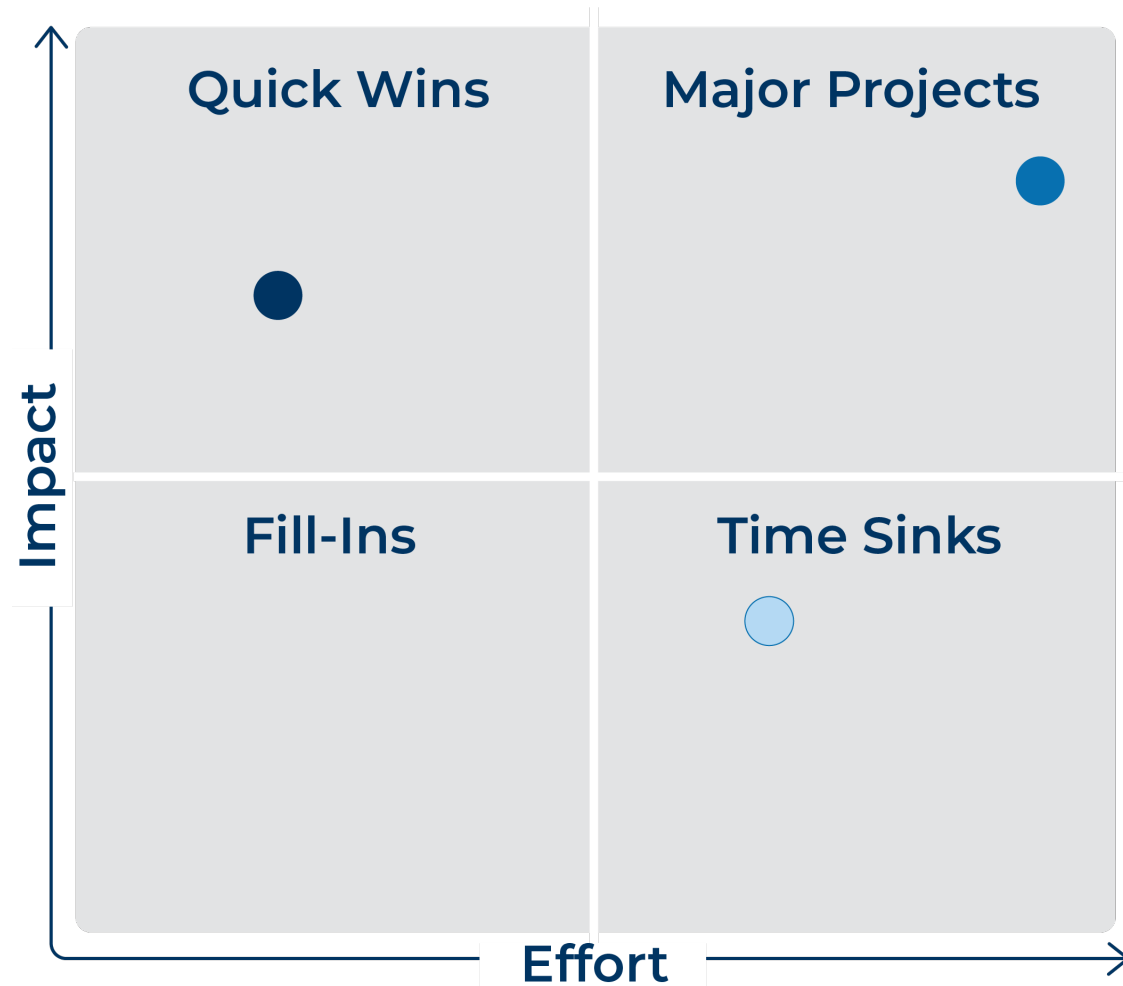
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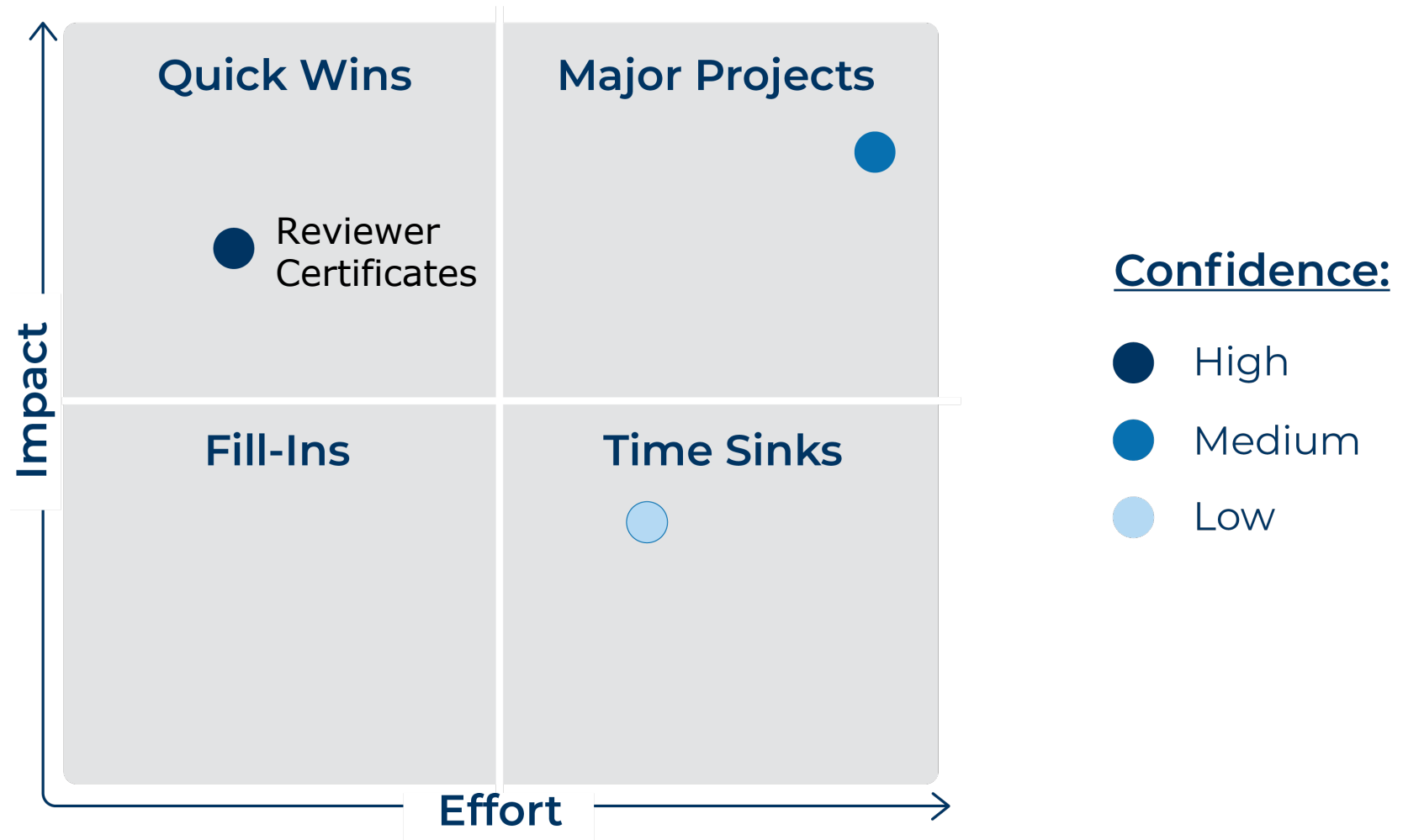


Confidence:

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Impact, Confidence, Effort (ICE)





Recognizing Reviewers

Quick Win Use Case: Reviewer Certificate

What do we mean by Reviewer Certificate?

- Formal acknowledgement to Reviewers that met acknowledgment threshold
 - Ex: Number of reviews in a set time period
- Digital format allows for portable sharing
 - Ex: Social media, attachment for CV
- Beneficial beyond Reviewer
 - Ex: Branded acknowledgment means public sharing promotes Editor, Journal, and Publisher



Quick Win Use Case: Reviewer Certificate

- A note about personal brand:
 - Researchers are comfortable curating their public persona/brand to advance their career
- Personal brand forums include Twitter, LinkedIn, Instagram, Facebook, TikTok and growing:
 - All are used to boost visibility of a person – professionally, personally, or both!
- Take advantage of a Researcher's willingness to brag!



Quick Win Use Case: Reviewer Certificate

Twitter Account:

Hashtags to both society and general discipline makes it visible to both researcher and publisher target audience



Quick Win Use Case: Reviewer Certificate



Publication brand:
Logo for commercial publisher and society together, in equal partnership, adds credibility to certificate

Quick Win Use Case: Reviewer Certificate

**Autogenerated,
standard format,
electronic certificate:**

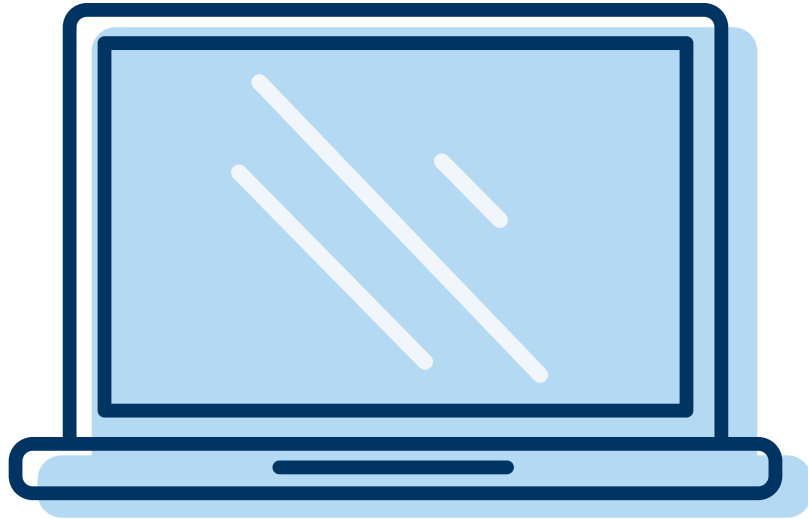
Name of Reviewer,
journal name, # of
manuscripts reviewed in
time period, date, EIC



Quick Win Use Case: Reviewer Certificate

All easily pulled from **Enterprise Analytics Reporting**, filtered to meet at least minimum criteria for certification, and automatically emailed in Excel for review/creation using mail merge



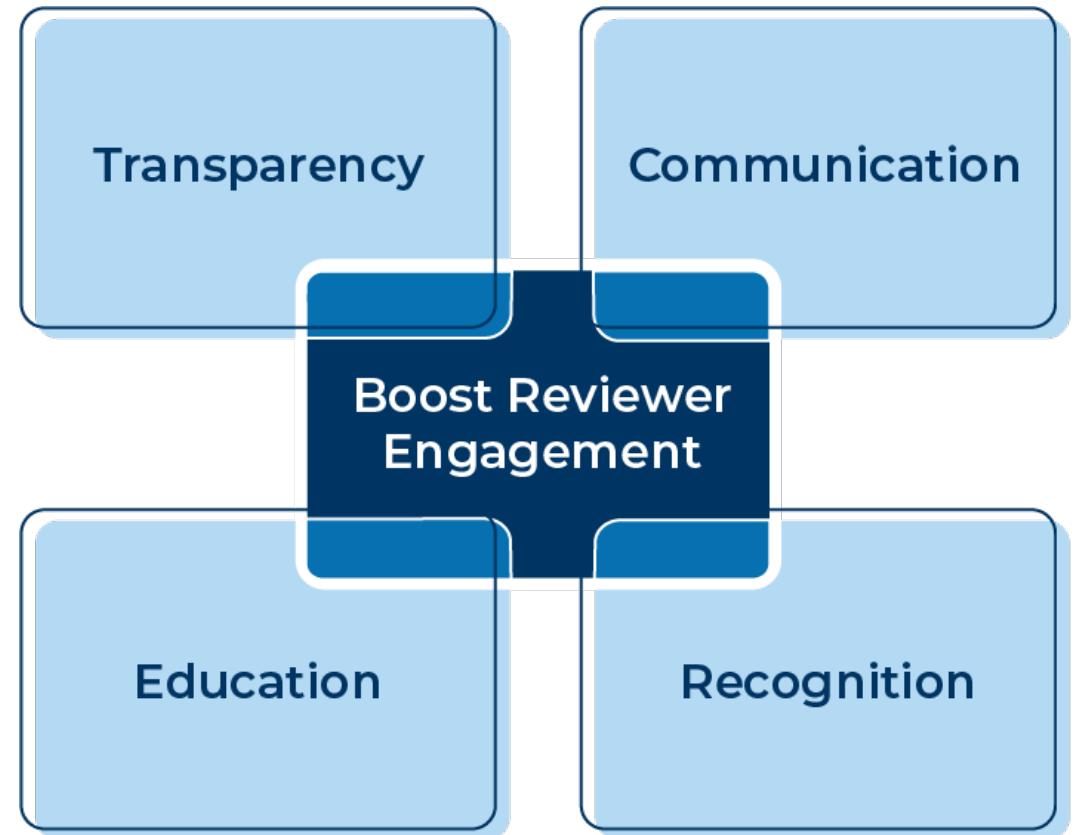


Suggestions for Boosting Reviewer Engagement

Suggestions for Boosting Reviewer Engagement

Four ways to boost engagement, by increasing:

1. Transparency
2. Communication
3. Recognition
4. Education



Transparency

Review Process and Requirements

- Expectations
 - Review structure and desired content
 - Rating process for reviews/Reviewers
 - Should be available online
 - Include samples of both good and bad reviews in the materials and update regularly



Transparency

- Transparent formula for Promotion to Editorial Board
 - Doesn't require complicated EAR reporting – though you can set it up in EAR
 - Example formula - Calculate:
 - Total Completed
 - % of Invited Agreed
 - % of Agreed Completed
 - % Submitted on Time
 - Avg days to respond
 - Each is scored a 1 or 0 based on the metric to meet
 - Calculate Points using IF formulas in Excel
 - e.g., =IF(Completed>9,1,0) which says If completed is greater than 9 return a 1, otherwise return a 0



Transparency

Administrative Functions

- System Administrator Functions
- Register New User
- Reports**
- Send Reminder Letters
- Send Batch E-mail

Summary and Annual Reports

- Classification Index Report
- Document Classification List Report
- Reviewer Performance Report**
- Editor Performance Report
- Journal Accountability Report
- Manuscript Country/Region of Origin Summary Report
- Manuscript Country/Region of Origin Detail Report
- Reviewer Country of Origin Report
- ISO Standard Country Comparison Report

- List Board Members first
- Include Reviewer and Manuscript Ratings in result set
- Create Extraction file for download**
- Include Reviewer's Classifications in download file
- Include Reviewer's Keywords in download file

Metric	Calculation	Points
Completed Reviews	≥ 10	1
% of Invited Agreed	≥ 80%	1
% of Agreed Completed	≥ 90%	1
% Submitted on Time	≥ 85%	1
Avg Days to respond	≤ 2	1
Editorial Board members need to score ≥ 4 points		

Transparency

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
PeopleID	First Name	Middle Name	Last Name	Role	Board Member	Reviews in Progress	Total Invitations	Outstanding Invitations	Agreed	Declined	Un-invited Before Agreeing	Terminated Before Agreeing	Avg Days to Respond	Avg Days to Complete	Submitted on Time	Submitted Late	Avg Days Late	Un-assigned After Agreeing	Terminated After Agreeing	Avg # Reminders Sent
12965	FirstName	MiddleNa	LastName	Statistical	Yes	22	210	0	210	0	0	0	0	27	12	175	25	0	1	3
14544	FirstName	MiddleNa	LastName	Reviewing	Yes	1	36	0	21	4	11	0	1	13	5	14	1	0	1	3
21964	FirstName_21964		LastName	Reviewer	Yes	0	27	0	24	3	0	0	0	13	10	14	0	0	0	3
20094	FirstName	MiddleNa	LastName	Reviewing	Yes	2	22	0	21	1	0	0	0	16	17	1	-1	0	1	3
11733	FirstName	MiddleNa	LastName	Reviewing	Yes	0	22	0	18	2	2	0	0	10	8	10	0	0	0	3
20922	FirstName	MiddleNa	LastName	Reviewing	Yes	0	17	0	15	2	0	0	0	12	13	2	-1	0	0	2

A	B	D	G	H	I	J	K
PeopleID	First Name	Last Name	Completed	% Invited Agreed	% of Agreed completed	% Submitted on Time	Avg Days to Respond
14544	FirstName	LastName	19	56%	95%	26%	1
21964	FirstName	LastName	24	89%	100%	42%	0
20094	FirstName	LastName	18	86%	95%	94%	0
11733	FirstName	LastName	18	82%	100%	44%	0
20922	FirstName	LastName	15	88%	100%	87%	0
23810	FirstName	LastName	9	53%	100%	100%	0
10972	FirstName	LastName	5	29%	100%	100%	1
10308	FirstName	LastName	8	47%	100%	38%	0
9561	FirstName	LastName	15	94%	100%	93%	0

Calculate Points using IF formulas in Excel, e.g., =IF(Completed>9,1,0)

Transparency

G	H	I	J	K	L	M	N	O	P	Q
Completed	Point	% Invited Agreed	Point	% of Agreed completed	Point	% Submitted on Time	Point	Avg Days to Respond	Point	SCORE
19	1	56%	0	95%	1	26%	0	1	1	3
24	1	89%	1	100%	1	42%	0	0	1	4
18	1	86%	1	95%	1	94%	1	0	1	5
18	1	82%	1	100%	1	44%	0	0	1	4
15	1	88%	1	100%	1	87%	1	0	1	5
9	0	53%	0	100%	1	100%	1	0	1	3
5	0	29%	0	100%	1	100%	1	1	1	3
8	0	47%	0	100%	1	38%	0	0	1	2
15	1	94%	1	100%	1	93%	1	0	1	5
16	1	100%	1	100%	1	100%	1	0	1	5
16	1	100%	1	100%	1	94%	1	0	1	5
13	1	81%	1	100%	1	100%	1	0	1	5
10	1	67%	0	100%	1	30%	0	1	1	3
15	1	100%	1	100%	1	100%	1	0	1	5
12	1	93%	1	92%	1	67%	0	0	1	4
13	1	93%	1	100%	1	100%	1	1	1	5
8	0	64%	0	89%	2	38%	0	0	1	3
13	1	93%	1	100%	1	69%	0	0	1	4

Communication

Reviewers often get short shrift when it comes to communication. Be clear that you value Reviewers and their work. Consider:

- Communicating who the top Reviewers/reviews were each month or quarter: to the Reviewer, to readers, to society if applicable, online banners, email alerts
- Communicate when Reviewers get promoted to ed board using articles, banners, letters to department chairs, tagging institutions/department/chairs in social media
- Emails to Reviewers completing highly rated reviews
- Show Reviewers the impact of their work: annually share highly cited articles that they reviewed in the previous 2 years
- Reviewer and Author interviews on how the peer review process benefited their research, their career, etc.



Communication - Recognition

- IOP Publishing reviewer survey identified **Providing Feedback** as primary to a good review experience

Recognising and rewarding reviewers

Providing reviewers with feedback makes the biggest difference to the peer review experience

Reviewers value feedback, whether that is being notified about the final decision on the paper or commentary on the quality of the review.

Feedback most valued

- Notification of publication metrics on reviewed papers
- Access to other reviewers comments
- Feedback on final decision on paper
- Feedback on the quality of review

<https://iopublishing.org/peer-review-survey-insights/>

Communication - Recognition

- Certificates, CV letters, letters to chair/provost, website banners, articles
- CME – ACCME Reviewer credits category 1
- Publons/ORCID
- Monthly email updates/journal banner: regularity in location and timing is key
- Invite the best Reviewers to write a commentary on the manuscript
- Reward quality reviews with discounts on APCs—see the Royal Society schema as an example:
<https://royalsociety.org/journals/reviewers/reviewer-rewards/>
- Badges at annual meetings (for Society journals) denoting Editorial Board membership, or Top 5% of Reviewers etc.; social media badges



Education

Set current and
future Reviewers
up for success!

- Educational sessions at annual/society meetings
 - Can co-mingle Author and Reviewer resources—showing Authors what makes a good paper for the journal also shows Reviewers what to look for and comment on:
https://www.youtube.com/watch?v=owl_L-2YCYs&t=1s
- Webinars
 - Samples of good and bad reviews as part of instructional documents
- Publish articles that can serve as a resource for Authors—and therefore also Reviewers!
 - Include new methods, concerns, etc. Example: Reader's Toolbox articles published by *Anesthesiology*:
https://pubs.asahq.org/anesthesiology/pages/submission_tips

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Questions?

Thank you!

Stay Connected

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