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Researcher: Keeping Scientist on Top of Science

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With a proliferation of research papers being published every year, and as researchers find themselves increasingly time poor, it has become harder for them to keep up-to-date with the latest research in their field. That's where the [Researcher app](#) has hopefully made a difference. Researcher is a discovery tool; built by researchers for researchers, it parses over 5,000 new abstracts from over 18,000 content sources every day.

The Researcher app opens research to a whole new generation of users who wish to consume bite-sized chunks of information on their mobile devices. Traditionally research papers have been read on desktops—and there is a web version of Researcher should the user wish to access content in that way—however, it is the convenience of having the whole world of research in your pocket that has made the app such a success.

So how does it work? Researchers can 'follow' journals of their choice (Figure 1), keywords, and authors. There are also company profiles and preprint servers on the app and further types of media content will be added soon. When a journal publishes a new paper and a researcher has followed that journal, the paper will appear in their feed, or a paper will appear in their feed if it contains a relevant keyword that the user is interested in (Figure 2). Users can bookmark relevant papers, send them to colleagues and peers, and even share them directly on social media. Current users share about 50,000 articles a month, mainly on Twitter.

Figure 1. User interface showing how to easily follow journals.

Figure 2. Example of what an abstract looks like within the Researcher app.

The app has been built to mirror the researcher's workflow. It integrates with reference managers so researchers can bookmark papers, which they can then organize into folders. Only abstracts are available on the app—no full-text content is hosted. Full-text versions of paywalled content can be accessed if the user is affiliated with an institution and that institution has a subscription to the content.

The app includes research produced by businesses, as well as different media types like video, audio, and blogs, and continues to support preprint servers. To encourage the uploading of new content types on the app, editors and marketers can now control

and own the information displayed about their journal, company, or society through a content management system.

How Researcher Is Helping Publishers Disseminate Content and Build Relationships with Their Core Communities

In the summer of 2019, the app was opened to publishers who wanted to advertise and reach its 2 million users. This has proved very successful, as the app can target niche communities and get great results for the publisher, and crucially in a way that means that users only see ads that are very relevant to them. Targeting options include geography, subject area, topics, keywords, by institution and seniority.

The newly launched Researcher Profile Manager (Figure 3) is an all-in-one content management, analytics, and advertising platform which enables publishers and societies to connect directly with their followers on the app.

Figure 3. Example of the Profile Manager interface.

The Profile Manager gives publishers and content owners the ability to manage their presence on Researcher. Content owners can view detailed analytics, create and manage ad campaigns, and post custom content into the feeds of Researcher users who follow them—all free, and all on one easy to manage platform.

Managing Journal or Society Profiles on the App and Creating Posts to Engage Followers and Build a Community

The platform allows content managers to change their journal, publisher, or company name; URL; and RSS URL (the app pulls the latest content from the journal's RSS URL, so if it changes it can be updated here). There are also tracking links (UTMs) to track engagements of users that connect to journal or company websites through the app. Societies and publishers can also update journal covers and publisher or company background images to align the profile page to match the company, society, or journal branding, strengthening brand recognition on the app. There are also places to include a description for the journal, society, or company; update aims and scope and mission statement; and add links to editorial board members, submission guidelines or ethical guidelines, protocols, etc.

Content managers can post directly into the feeds of followers, up to five posts per month for free. These posts can be a letter from the Editor-in-Chief or an announcement about launching a new journal, posting a white paper, a blog post, or news about membership offerings and benefits. These posts can redirect users to any landing page and can include tracking links to track the traffic being driven to the chosen page. There is a manage papers section on the dashboard where journal owners can preview articles/posts and make changes in real time, view article/post-level stats to see what type of content resonates with followers, promote articles/posts (Figure 4), and pin papers to the top of the journal or society profile feed, giving papers a second life. Journals can also upgrade to a premium profile that allows unlimited posts, the creation of a mini web page on the app to highlight different types of content on separate tabs, and more.

Figure 4. Example of promoted content within the app, which can be used to promote conferences, calls for papers, or membership benefits.

Monitoring Engagement: Stats Dashboard Analytics

The stats dashboard provides an easy way to monitor the engagement articles and posts are receiving through the app. Journals and societies can view and download article and post impressions and engagements generated by their total profile followers on Researcher. They can also track the number of weekly papers parsed from their RSS feeds, and discover followers' favourite articles or posts in the top papers panel, which are ordered by highest engagement rate. Within that panel, journals can see how many times an article has been downloaded, shared to social media, or bookmarked. When journal owners create posts, the app provides engagement stats for those too, so that content managers can test which types of content followers find the most engaging. Journals, societies, and companies can view post-level impressions and engagements generated by their profile followers. It is also possible to download data from any panel within the stats dashboard and export to Excel or CSV—this is perfect for creating graphs to share with editors or adding Researcher stats to your alternative metrics, to show the wider impact of the journal or of an article's reach.

Some publishers are already using the Profile Manager to recruit editorial board members, promote events, boost top performing papers, and update their followers with their latest news, blogs and white papers, and behind-the-paper information.

Users regularly request that new titles be onboarded into the app. When this happens, we reach out to publishers to ensure that we have the most up-to-date RSS feeds for their titles. Each journal has a profile on Researcher. There is a high probability that your journal is already on the app, but if it is not or if you have just launched a new journal and would like it added, please feel free to contact us and we will get it onboarded for you.

The Profile Manager is free to use, you can sign up for an account at <https://profiles.researcher-app.com/> and if you haven't downloaded the app then what are you waiting for?

Disclosure Statement

Mary Sweny is Head of Business Development at Researcher.

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