

P10 - Exploring the awareness and perceived utility of graphical abstracts in scientific publishing

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INTRODUCTION

Graphical abstracts (GAs) offer several benefits in scholarly publishing, including improving accessibility to research.^{1,2,3} Nevertheless, uptake varies across disciplines and is still relatively low — likely resulting from a lack of awareness of GAs and their potential benefits among authors and audiences.

METHODS

To better understand the awareness and perceived usefulness of GAs, we conducted an online survey among individuals who are/have been involved in scientific publishing.

RESULTS

Of 73 respondents, most were aware of the potential benefits of GAs (72.6%) and “agreed/strongly agreed” that they are beneficial (86.3%). Furthermore, 42.5% had previously published ≥ 2 GAs and found them useful, while 28.8% had not published any but planned to in the future. Most respondents (76.6%) found GAs useful at “facilitating the understanding of research”, 69.6% of whom also found “improving accessibility to research” and “promoting research” important. “Necessity” was the predominant deciding factor among those in decision-making positions (40.9%), and 56.2% of respondents thought more/stronger evidence about the benefits of GAs would make them more likely to publish one. Most respondents (83.6%) had working knowledge of graphic design tools (Canva [28.8%], Adobe Illustrator [24.7%], Biorender [19.2%] and artificial intelligence (AI) [6.8%]), with 56.2% “agreeing/strongly agreeing” that AI tools could make it easier to create GAs

CONCLUSIONS

Awareness of GAs was high, and their use was perceived as mostly beneficial among individuals involved in scientific publishing. Necessity was highlighted as an important deciding factor to publish a GA, with more/stronger evidence of their benefits likely to drive uptake.