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Innovations in publishing to enhance readability and impact
以创新提升读者体验，提高科研影响力

—以创新提升读者体验

—提高科研影响力

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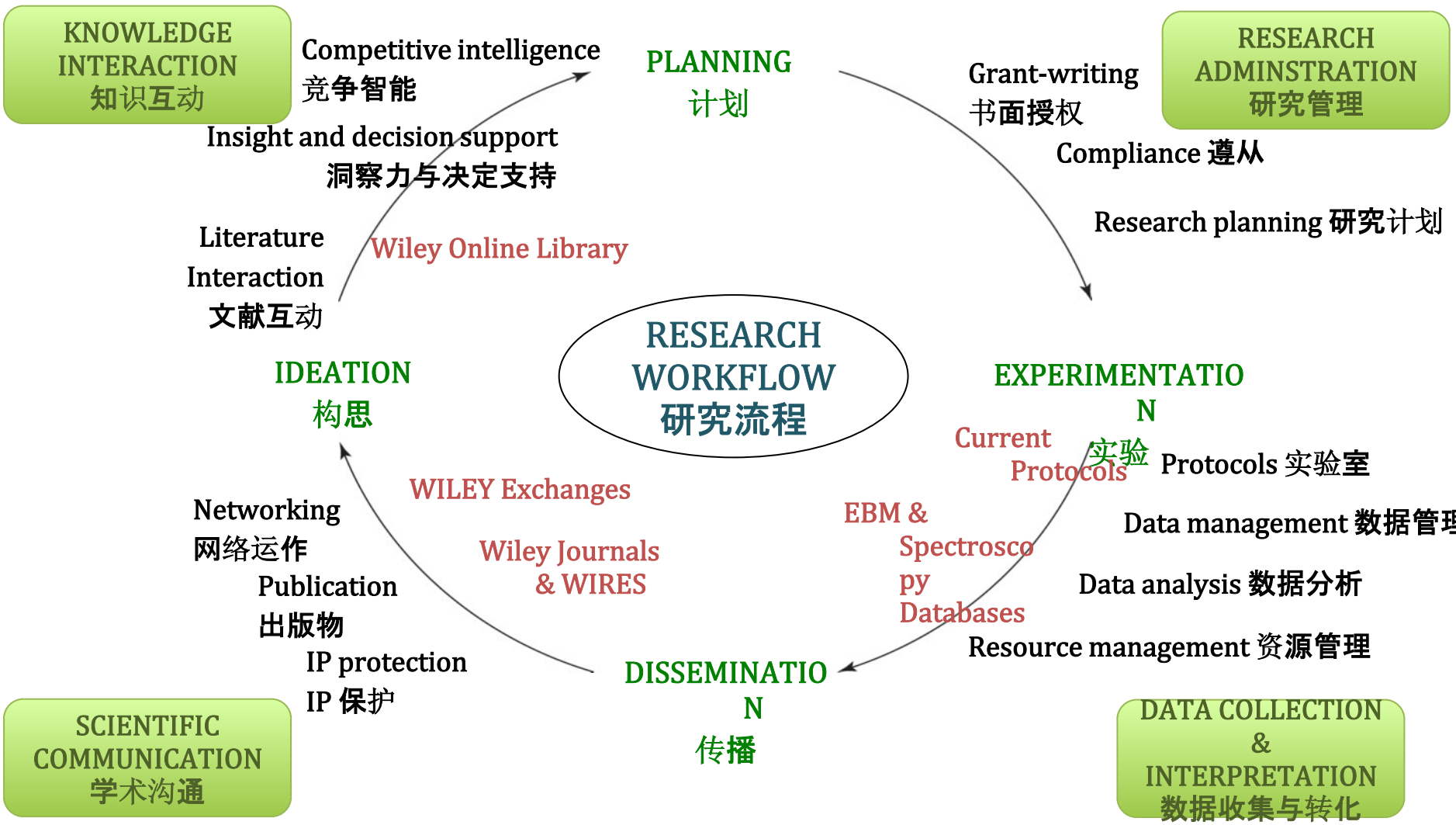
研究流程


KNOWLEDGE INTERACTION 知识互动
Competitive intelligence 竞争智能
Insight and decision support 洞察力与决定支持
PLANNING 计划
RESEARCH ADMINSTRATION 研究管理
Grant-writing 书面授权
Compliance 遵从
Research planning 研究计划
Literature Interaction 文献互动
Wiley Online Library
RESEARCH WORKFLOW 研究流程
IDEATION 构思
EXPERIMENTATION 实验
Current Protocols
Protocols 实验室
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Data analysis 数据分析
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WILEY Exchanges
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DISSEMINATION 传播
SCIENTIFIC COMMUNICATION 学术沟通
DATA COLLECTION & INTERPRETATION 数据收集与转化

数字化时代的学术沟通

- 轻松访问到全面的、高质量内容
- 清晰的用户使用界面
- 可发现性，分享与衡量

数字化创新

- 可读性
- 灵活性
- 影响力

Enhanced Article

- 出版已进入数字化时代
- 当前在线出版物格式存在局限性
- 不断涌现更多新型电子设备

用户行为

- 调查研究人员使用内容的习惯
- 增强用户体验

用户更喜欢PDF

- 75%的期刊使用是通过PDF下载
- 这是再现纸质体验的熟悉格式
- PDF在平板电脑和移动设备的环境中效果不是很理想

HTML格式提供更好的功能性

- 提供更多的链接与交互性。
- 但也不是平板电脑或移动设备的最佳格式

解决方案

- 显示更多的动态信息
- 改进可读性
- 提供更好的连接性
- 实现移动性

Anywhere Article

Anywhere Article

Anywhere Article 既保持了PDF的所有优点，同时为读者增加更多提升文章价值的功能。

Anywhere Article使我们的期刊内容更具可读性、更便捷、更实用。

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Anywhere Article：特点

Back to old version

JOURNAL OF GEOPHYSICAL RESEARCH
Solid Earth
JGR

PDF
Information
References
Figures

Geomagnetism and Paleomagnetism/Marine Geology and Geophysics

Deep seismic structure of the Tonga subduction zone: Implications for mantle hydration, tectonic erosion, and arc magmatism

Eduardo Contreras-Reyes, Ingo Grevemeyer, Anthony B. Watts, Ernst R. Flueh, Christine Peirce, Stefan Moeller, Cord Papenberg

First published: 13 October 2011 Full publication history
DOI: 10.1029/2011JB008434
Citing literature

Volume 116, Issue B10
October 2011

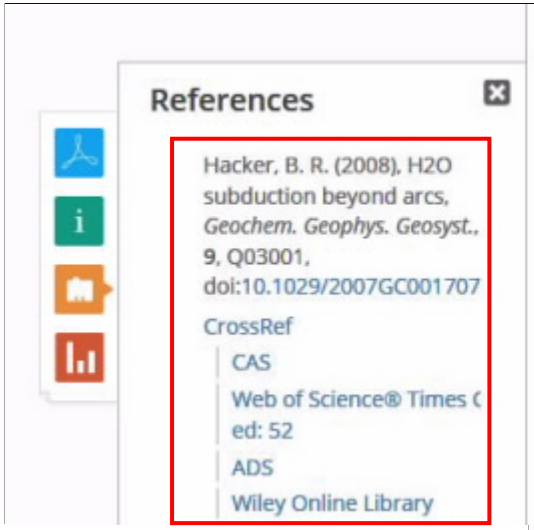
Abstract

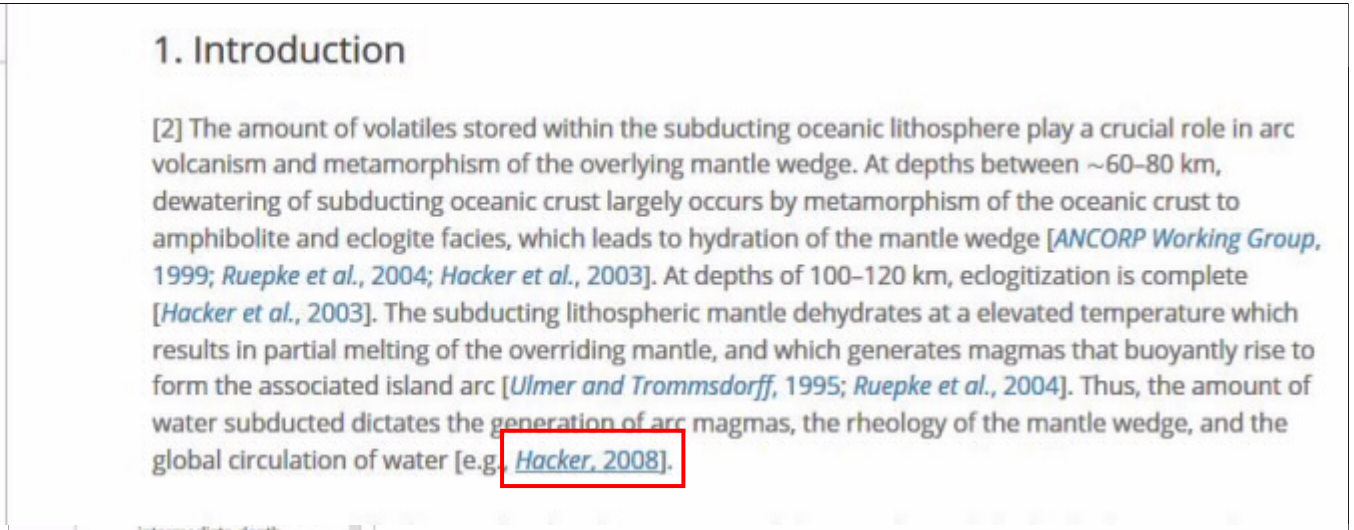
[1] We present the first detailed 2D seismic tomographic image of the trench-outer rise, fore- and back-arc of the Tonga subduction zone. The study area is located approximately 100 km north of the collision between the Louisville hot spot track and the overriding Indo-Australian plate where ~80 Ma old oceanic Pacific plate subducts at the Tonga Trench. In the outer rise

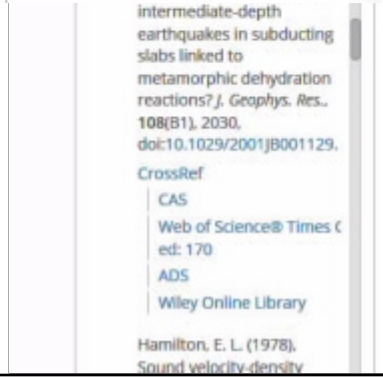
Anywhere Article：特点

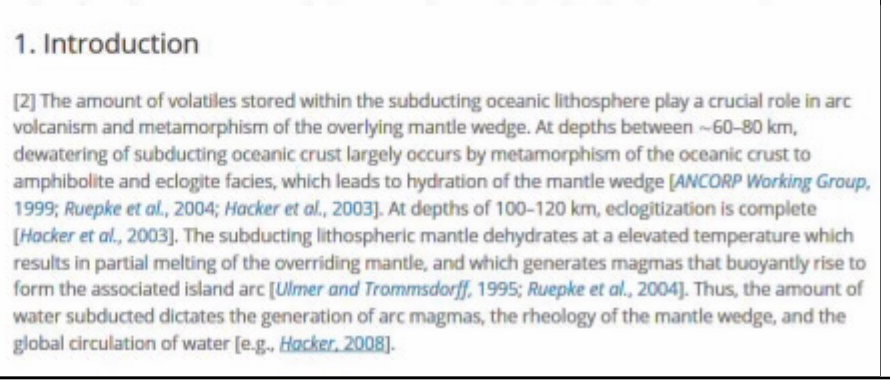
Anywhere Article：特点

功能性









侧边栏

- PDF下载链接
- 文章相关信息
- 引用
- 图表浏览器

Anywhere Article：特点

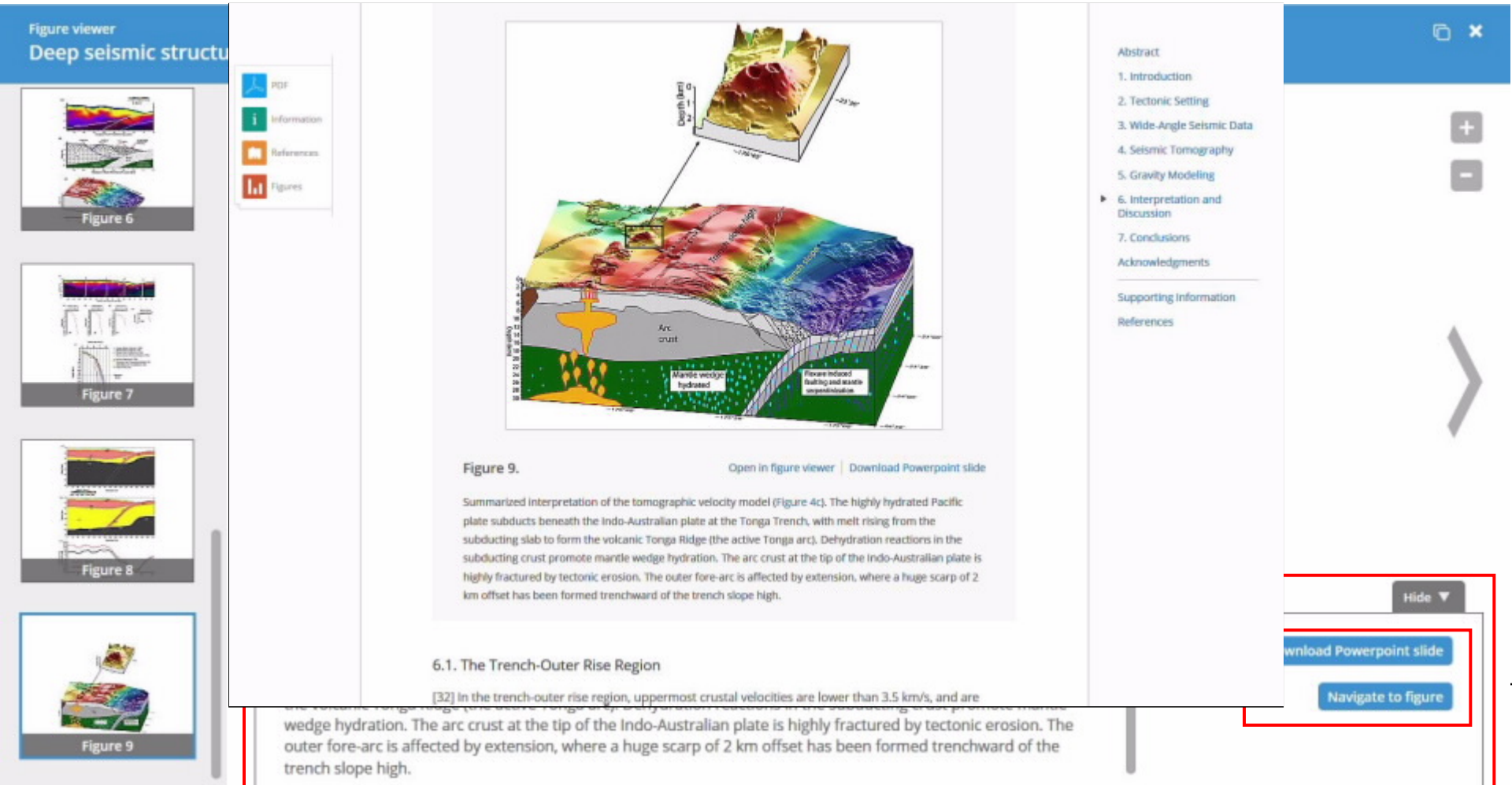
功能性

侧边栏 – 图表浏览器(Figure browser)
- 轻松导航到文章中的不同图片
- 查阅图片标题等相关信息

Anywhere Article：特点

功能性

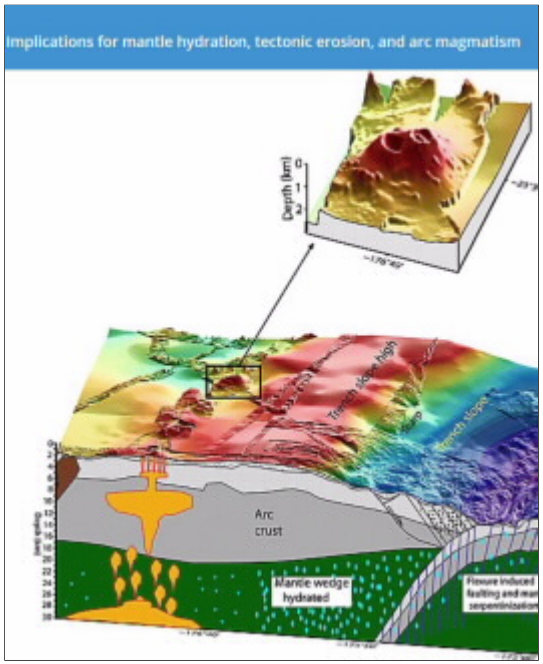
侧边栏 – 图表浏览器(Figure browser)
- 下载图片另存为PPT文件
- 查阅图片上下文

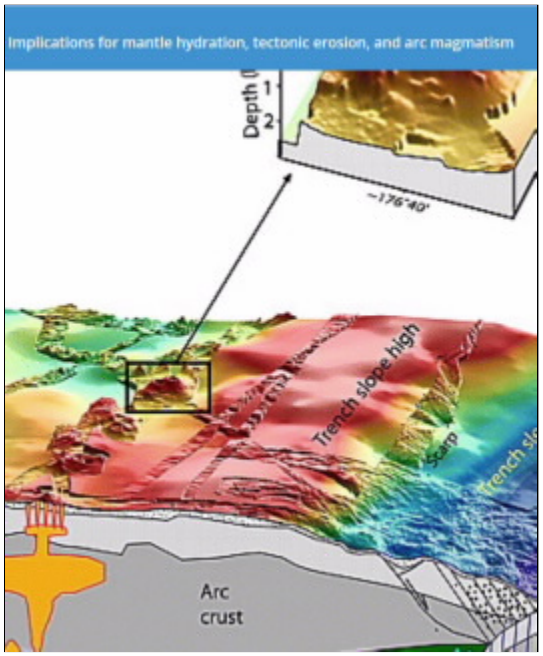


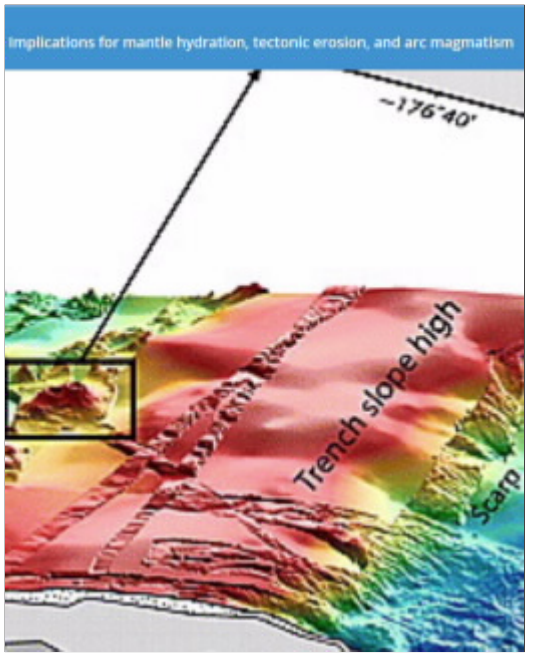
Anywhere Article：特点

功能性

侧边栏 – 图表浏览器(Figure browser)
- 放大或缩小图片，以查看细节





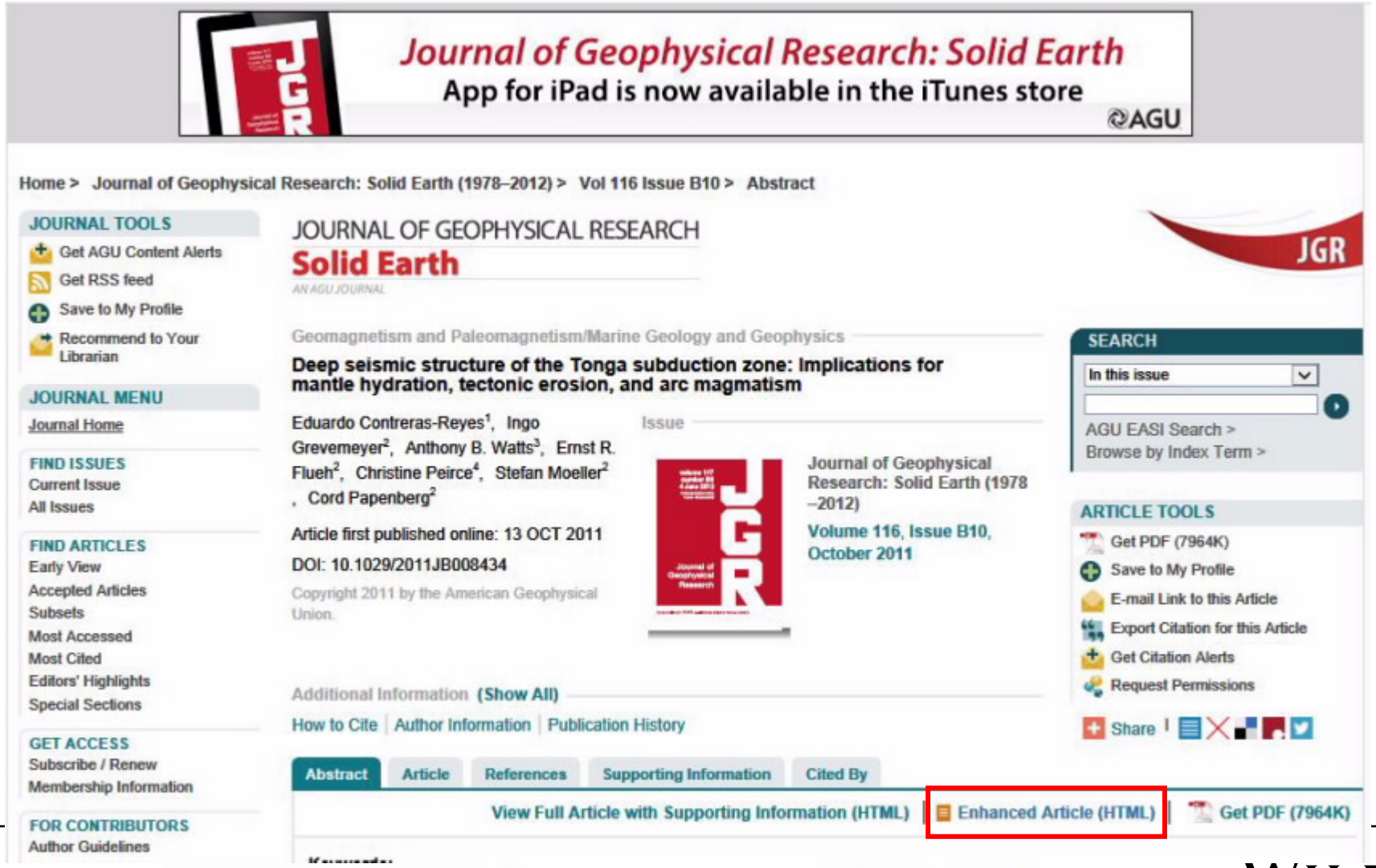


Anywhere Article：特点

移动性

- 响应式 HTML可自适应于任何尺寸的屏幕，以提供最佳阅读视觉。
- 功能菜单也随之变化以适应屏幕尺寸。

如何开始使用 Anywhere Article？



Journal Apps

到2014年底，将有超过200个期刊的Apps

Angewandte Chemie 目前可以在Apple的Newsstand上获取

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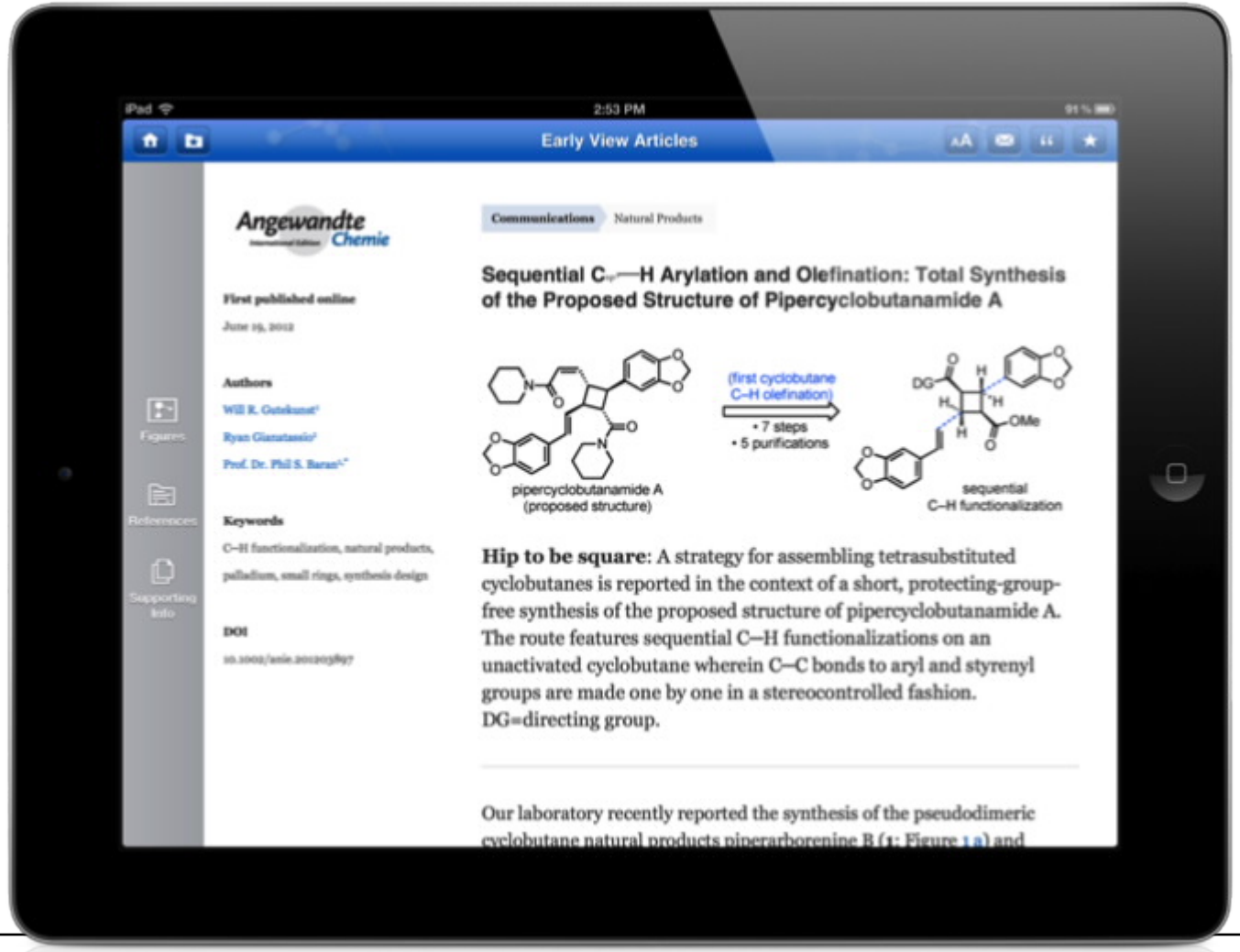
Early View–
抢鲜阅读印刷版出版前的内容

各期内容归档显示
访问便捷

整洁的文章视图使读者更易于将注意力集中到内容上



Enhanced PDFs

- 免费的跨平台应用程序
- 使研究人员能够创建并管理他们的个人内容文库，并且能够通过每日推荐直观地发现各自领域的新文献。

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Full Paper

Reduction Kinetics of Metal Oxides by Hydrogen

Jie Dang[1,2], Kuo-Chih Chou[1,2]*, Xiao-Jun Hu[1,2], Guo-Hua Zhang[1,2]

Article first published online: 20 DEC 2012

DOI: 10.1002/srin.201200242

Issue

steel research international

Early View (Online Version of Record published before inclusion in an issue)

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Keywords:
reduction; isothermal kinetics; non-isothermal kinetics; double reactions; metal oxides; hydrogen

Abstract

In this paper, a new kinetic model has been developed for reduction of metal oxides with hydrogen under both isothermal and non-isothermal conditions. This model describes the kinetics of single reductive reaction and double reductive reactions by considering the diffusion and chemical reaction controlling mechanisms. In particular, the model is in the analytic form of expressing the reduction extent

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(Enhanced PDF)

Keywords:
reduction; isothermal kinetics; non-isothermal kinetics; double reactions; metal oxides; hydrogen

Abstract

In this paper, a new kinetic model has been developed for reduction of metal oxides with hydrogen under both isothermal and non-isothermal conditions. This model describes the kinetics of single reductive reaction and double reductive reactions by considering the diffusion and chemical reaction controlling mechanisms. In particular, the model is in the analytic form of expressing the reduction extent

Article level metrics

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助于
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作者 客
共领 公
— 对于
题和 主
主动 能
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Article level metrics

Return to article

11

News | Twitter | Score | Demographics | Help

The Altmetric score is one measure of the quality and quantity of online attention that this article has received. You can read about how Altmetric scores are calculated here.

This article scored **11.00**

The context below was calculated when this article was last mentioned on **21st June 2013**

Score in context

Puts article in the top 25% of all articles ranked by attention

show more...

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1 tweeter

Readers on

8 Mendeley
0 CiteULike

Track this article

- Get email updates when this article is shared

Compared to all articles in ChemistryOpen

In the 68%ile | Ranks 18th

So far Altmetric has tracked 72 articles from this journal. They typically receive more attention than average, with a mean score of 7.4 vs the global average of 4.7. This article **has gotten more attention than average**, scoring higher than 68% of its peers.

All articles of a similar age

In the 90%ile

Older articles will score higher simply because they've had more time to accumulate mentions. To account for age we can compare this score to the 79,874 tracked articles that were published within six weeks on either side of this one in any journal. This article has done particularly well, scoring **higher than 90% of its contemporaries**.

All articles

In the 92%ile

More generally, Altmetric has tracked 1,992,627 articles across all journals so far. Compared to these this article has done particularly well and is in the 92nd percentile: it's **in the top 10% of all articles ever tracked** by Altmetric.

Article level metrics

KUDOS

- 通过以下方式将已发表文章的影响力最大化:
- 使作者可以解释和分享自己的作品;
- 使用文章层次的指标来激励和奖励作者;
- 增强作者和出版社之间的联系;

作者的三大步骤

Authors write plain English descriptions to explain their work:

- Short title
- Lay summary
- Impact statement

Metadata widely deposited to increase article discovery&

Authors add links to resources to add value to their work:

- Videos
- Images
- Blog entries …

Increase in inbound links; enriched reader

Authors share links to their articles within their networks:

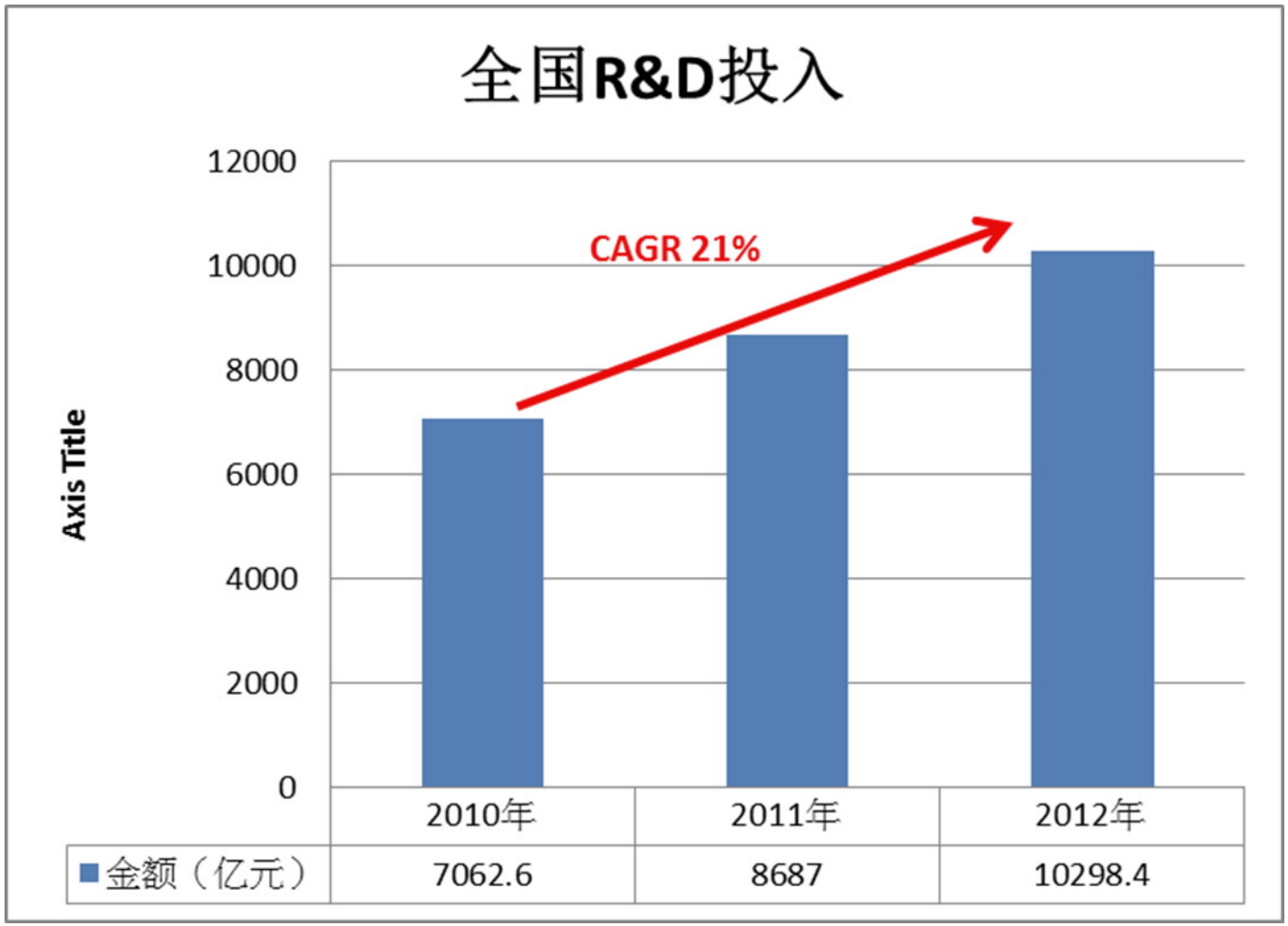
- Email
- Facebook
- Twitter

Kudos dashboard shows impact to authors, publishers & institutions

—以创新提升读者体验

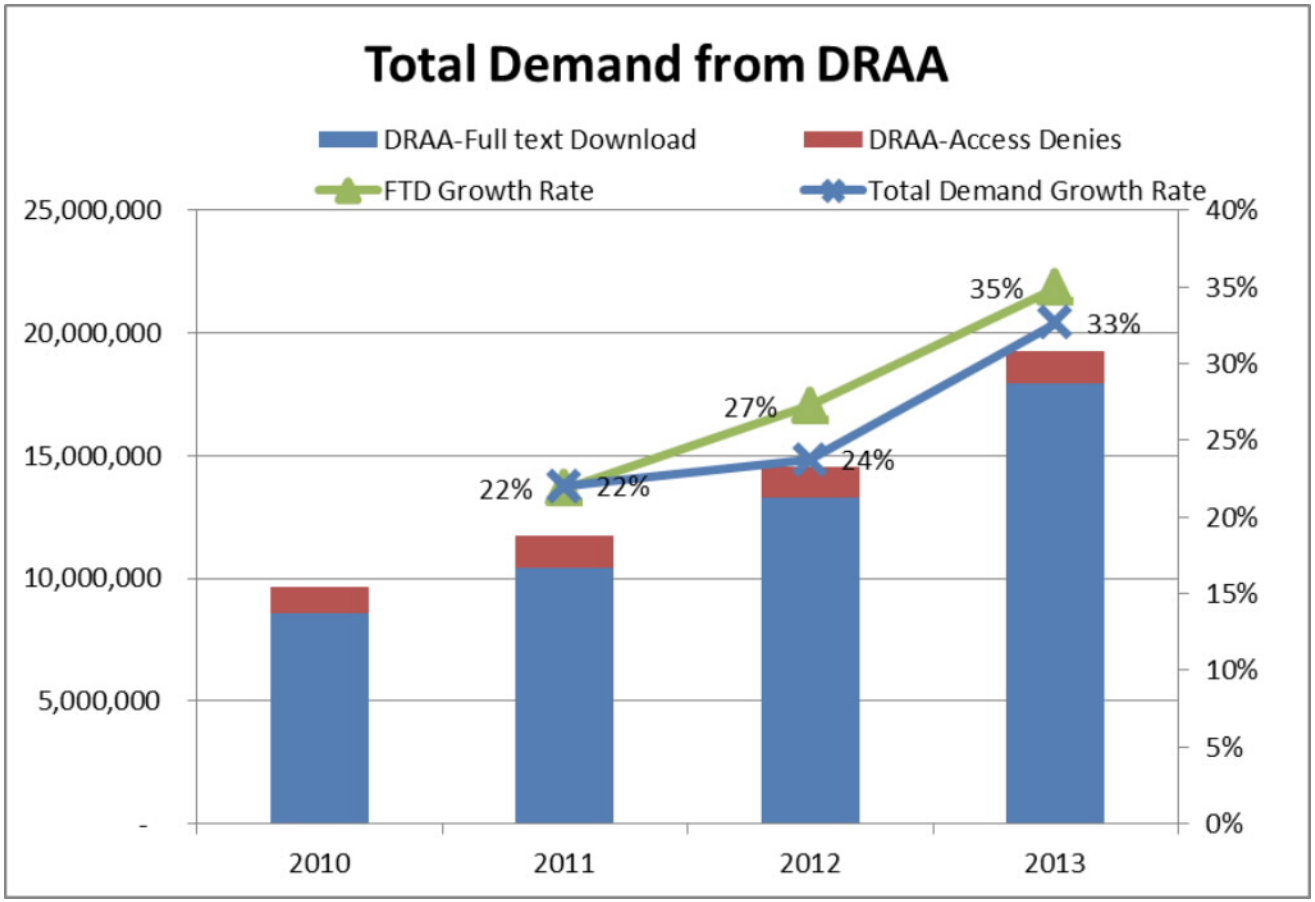
—提高科研影响力

R&D Investment 研发投资

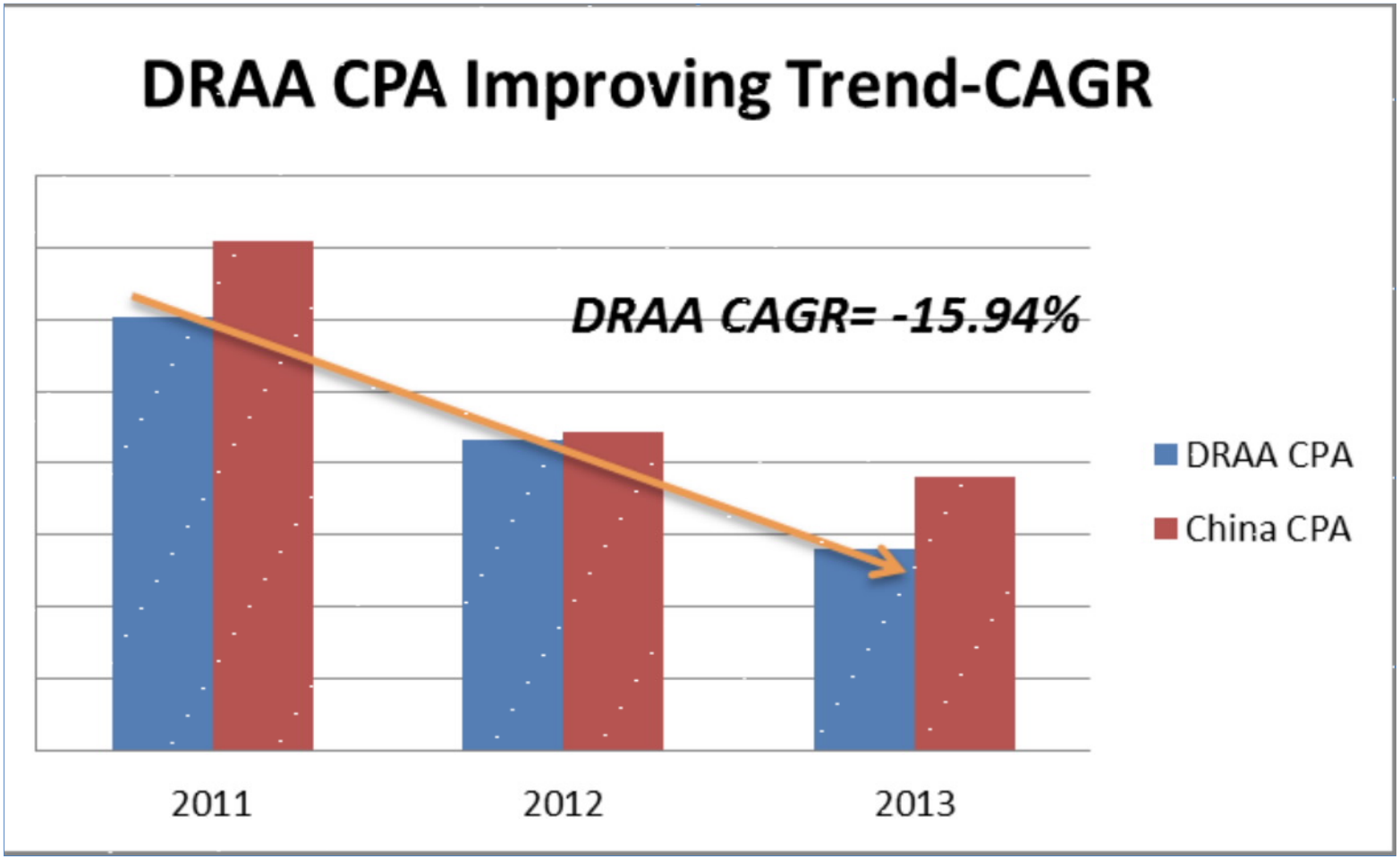


来源:《2010/2011/2012年全国科技经费投入统计公报》

Full Text Demand is still increasing
对Wiley期刊内容的需求持续增长

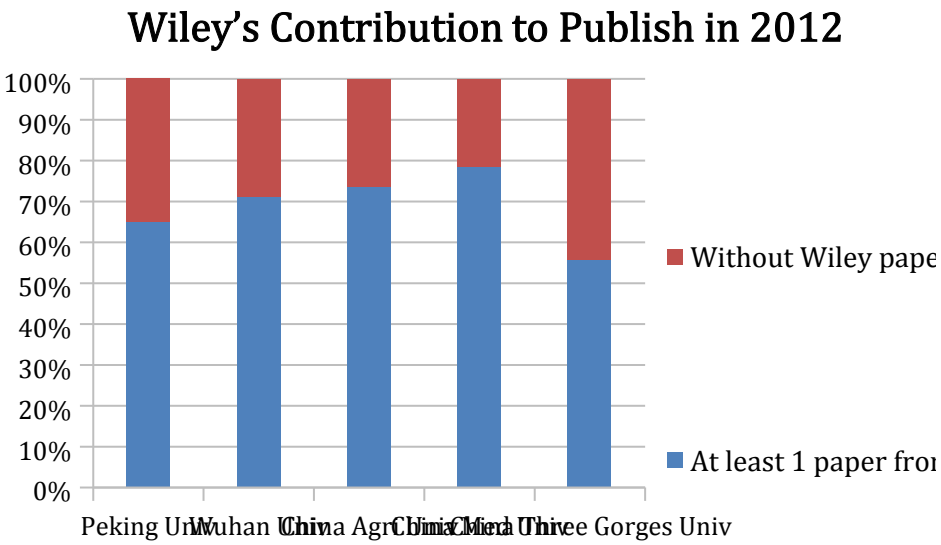


Wiley-DRAA: Quality Content with Great Value



Reference 参考

Univ.	At least 1 paper from Wiley	At least 2paper from Wiley	At least 5 paper from Wiley
Peking Univ	65%	51%	25%
Wuhan Univ	71%	56%	27%
China Agri Univ	74%	57%	25%
China Med Univ	79%	61%	24%
China Three Gorges Univ	56%	40%	16%

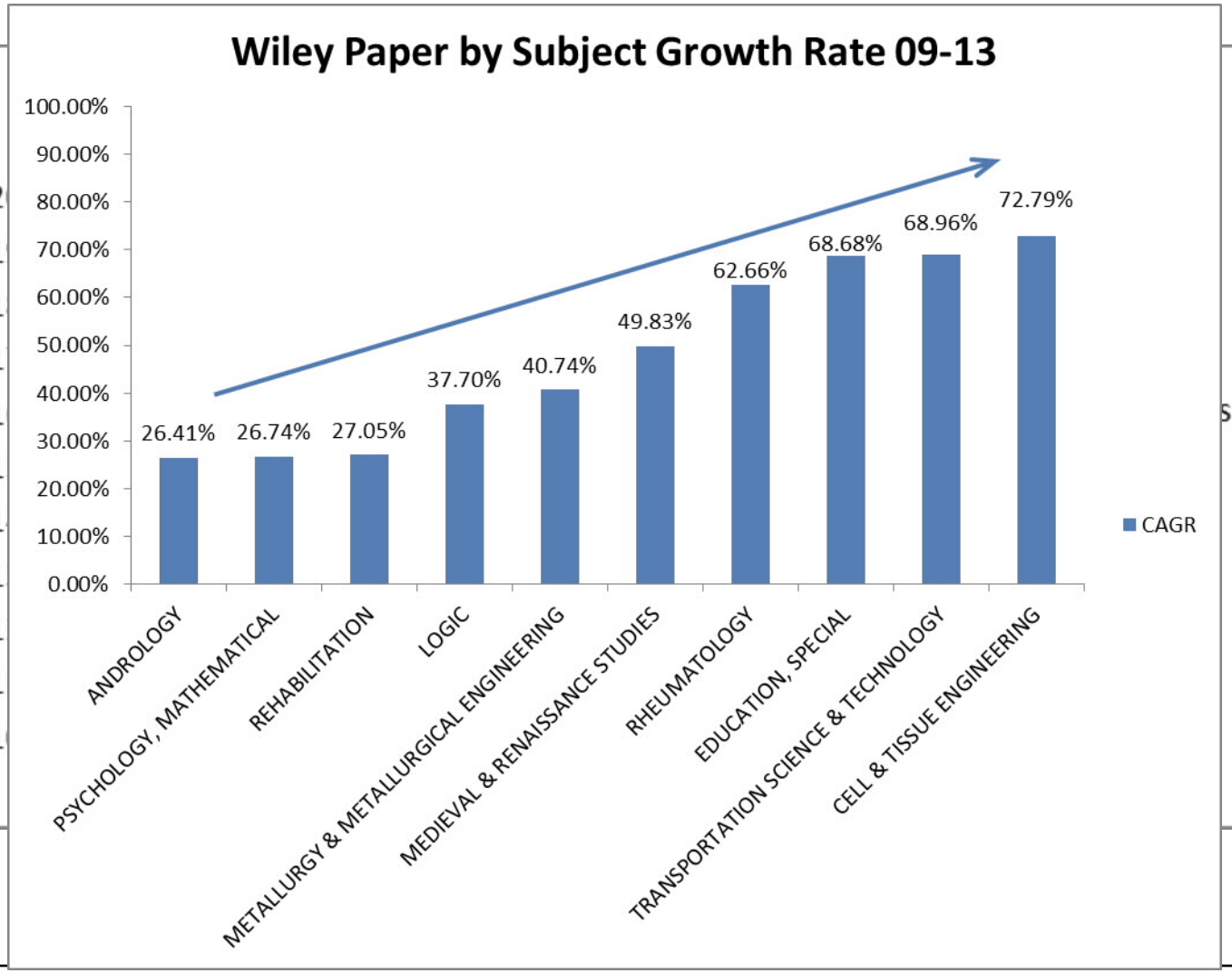


—at least 2/3 of research output in Tier1/Tier2 selected universities is citing Wiley's journal content

在一、二类大学中，有2/3的论文引用了Wiley的内容

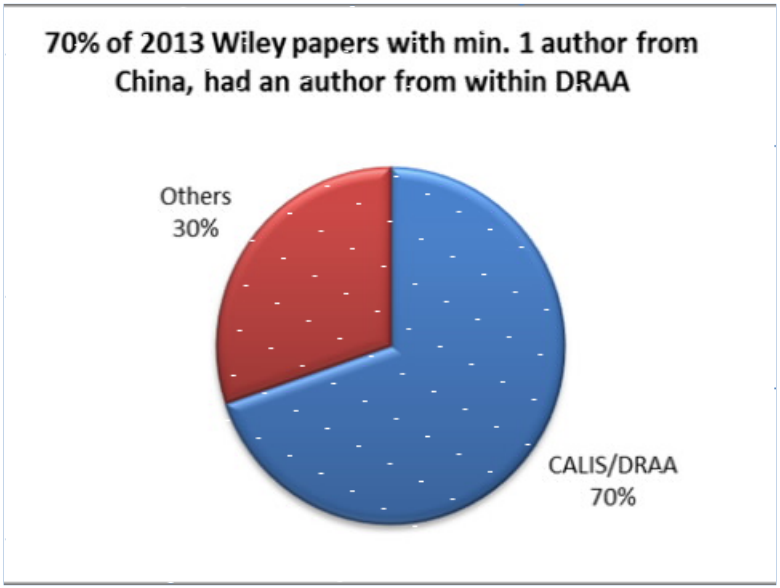
—-Wiley ranked #2 among key publishers 位居第二

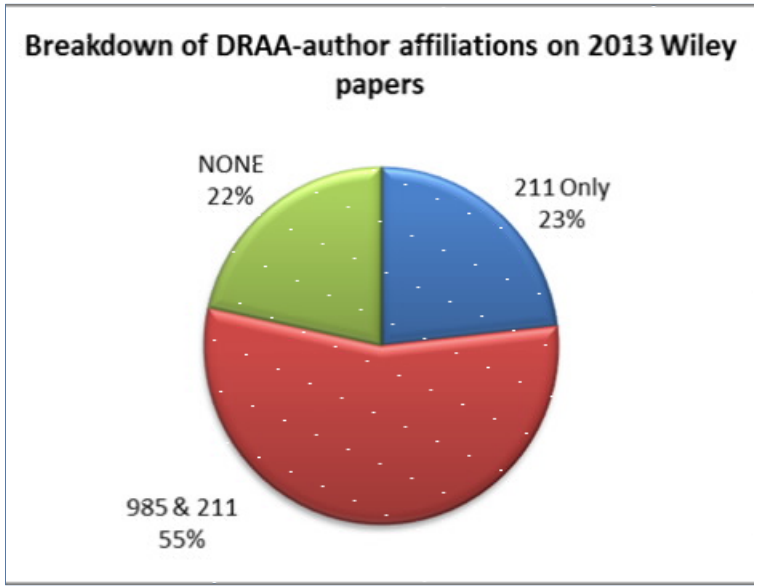
Publish – Growth 论文发表– 增长率



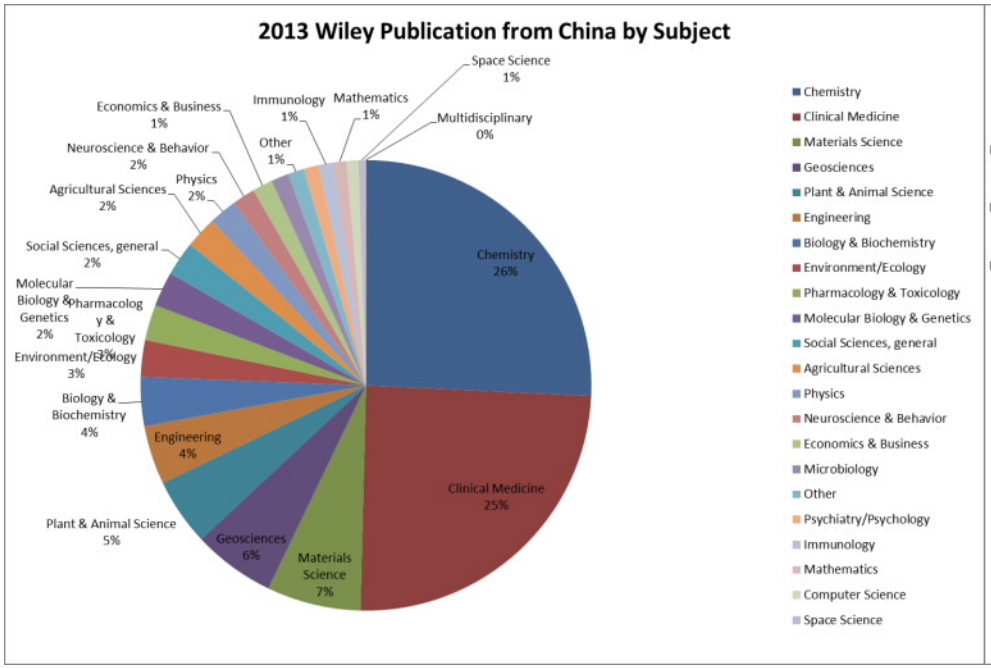
Publish – By customer type 论文发表– 客户分类

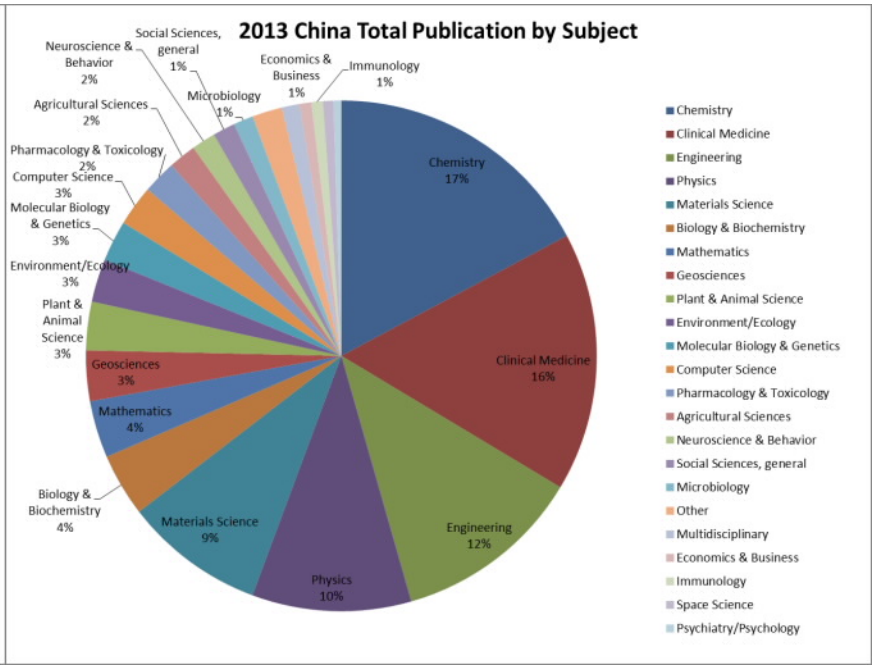
2013 Wiley DRAA Customers Publications





Publish – Chinese Papers by Subject
论文发表–学科分类



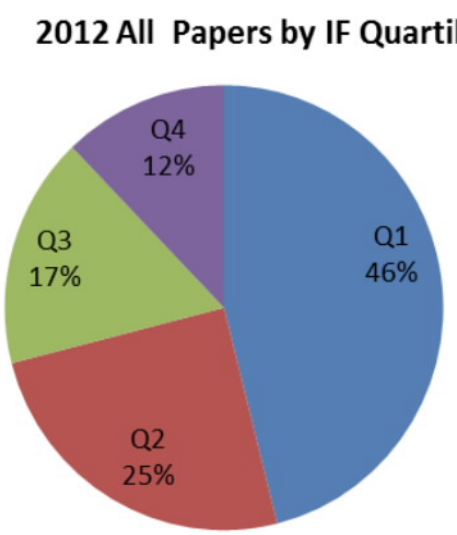


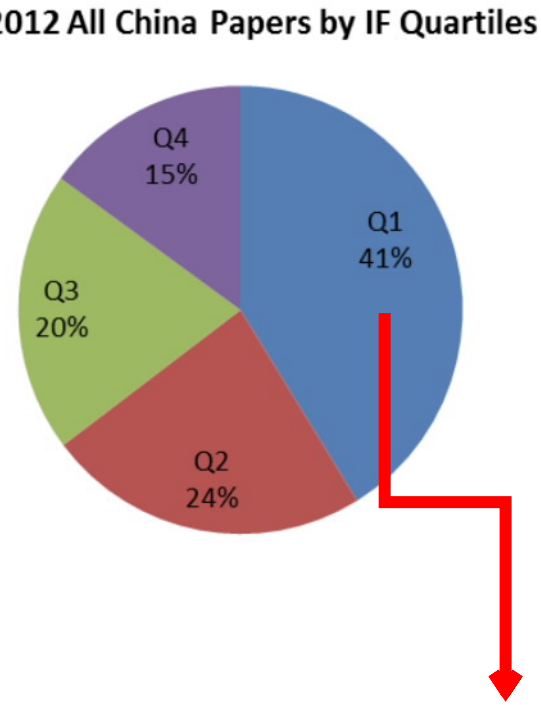
China Main Research Fields Ranking in 2012
中国发表论文数最多的十个学科

Top 10 Subjects

Rank	Subjects	No. of Papers	No. of Excellent Papers*& Rank		Excellent Papers/No. of papers
1	Chemistry	37,243	15,058	1	40.43%
2	Clinical Medicine	22,494	2,019	5	8.98%
3	Physics	21,409	5,372	2	25.09%
4	Biology	20,886	3,033	4	14.52%
5	Material Science	13,763	3,618	3	26.29%
6	Basic Medicine	9,992	-----	-----	
7	Mathematics	8,211	1,408	6	17.15%
8	Computer Science	6,442	1,214	9	18.85%
9	Electronic ,Communication , Auto control	6,277	-----	-----	
10	Geoscience	6,049	1,401	7	23.16%

Publish – Quality 中国论文质量

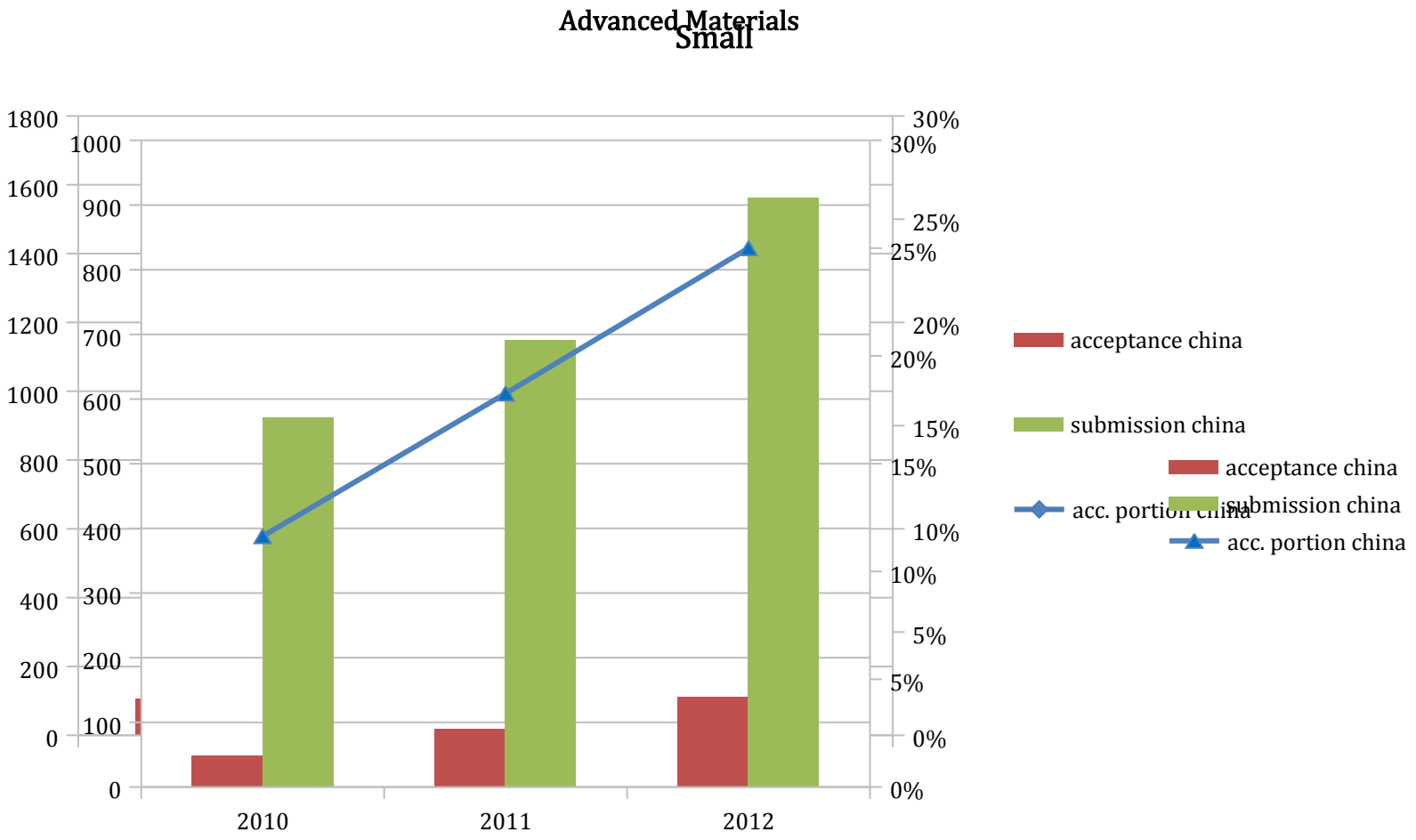


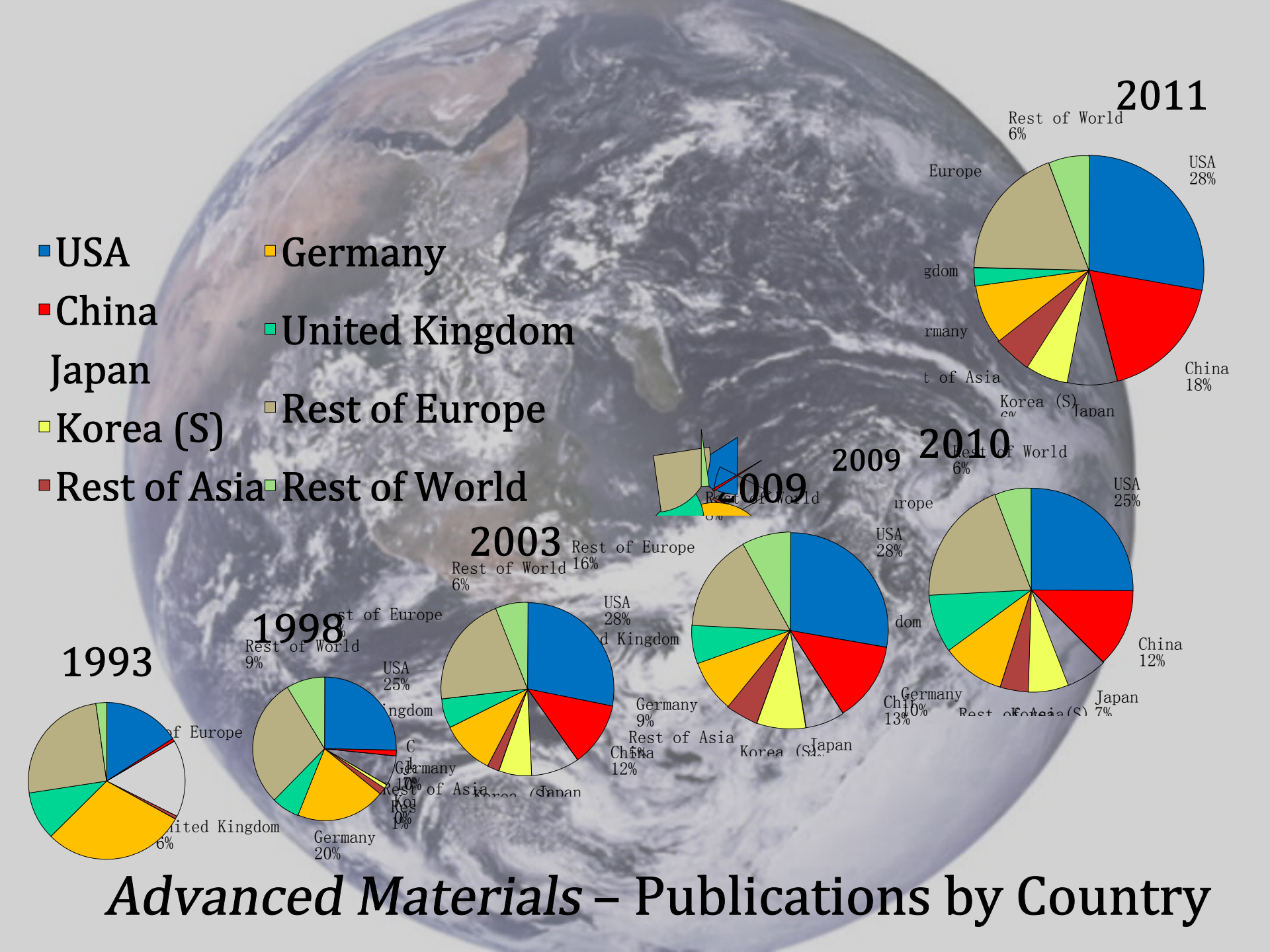


Q1: IF rank in Top 25% in ISI subjects
Q2: IF rank in Top25%-Top50%
Q3: IF rank in 50%-75%
Q4: IF rank in bottom 25%.

Wiley is the no. 2 publisher gets the most Chinese Papers in Q1 journals

Publish- More focus on China
Wiley重点期刊中国论文数量不断增多





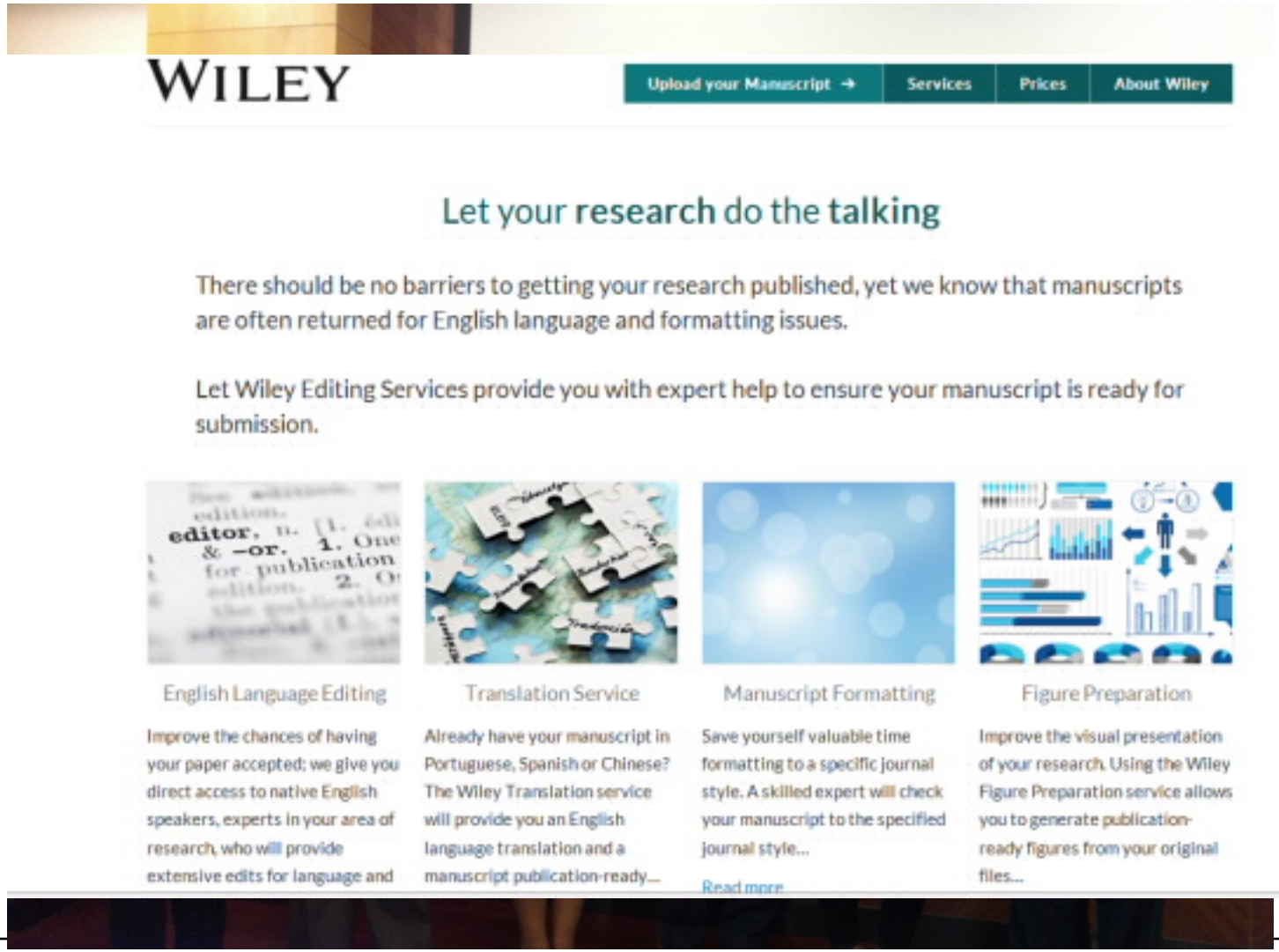
Advanced Materials – Publications by Country

Publishing Workshops & Services
作者培训及服务

- 40 workshops in 6 months with 4000 attendees
  半年内举办了40场培训，超过4千人次
- Size of audience: 20 to 600
  参加人数：20 – 600 人
- Speakers: in house Editorial, external Editors
  主讲人：Wiley编辑



Publishing Workshops & Services
作者培训及服务

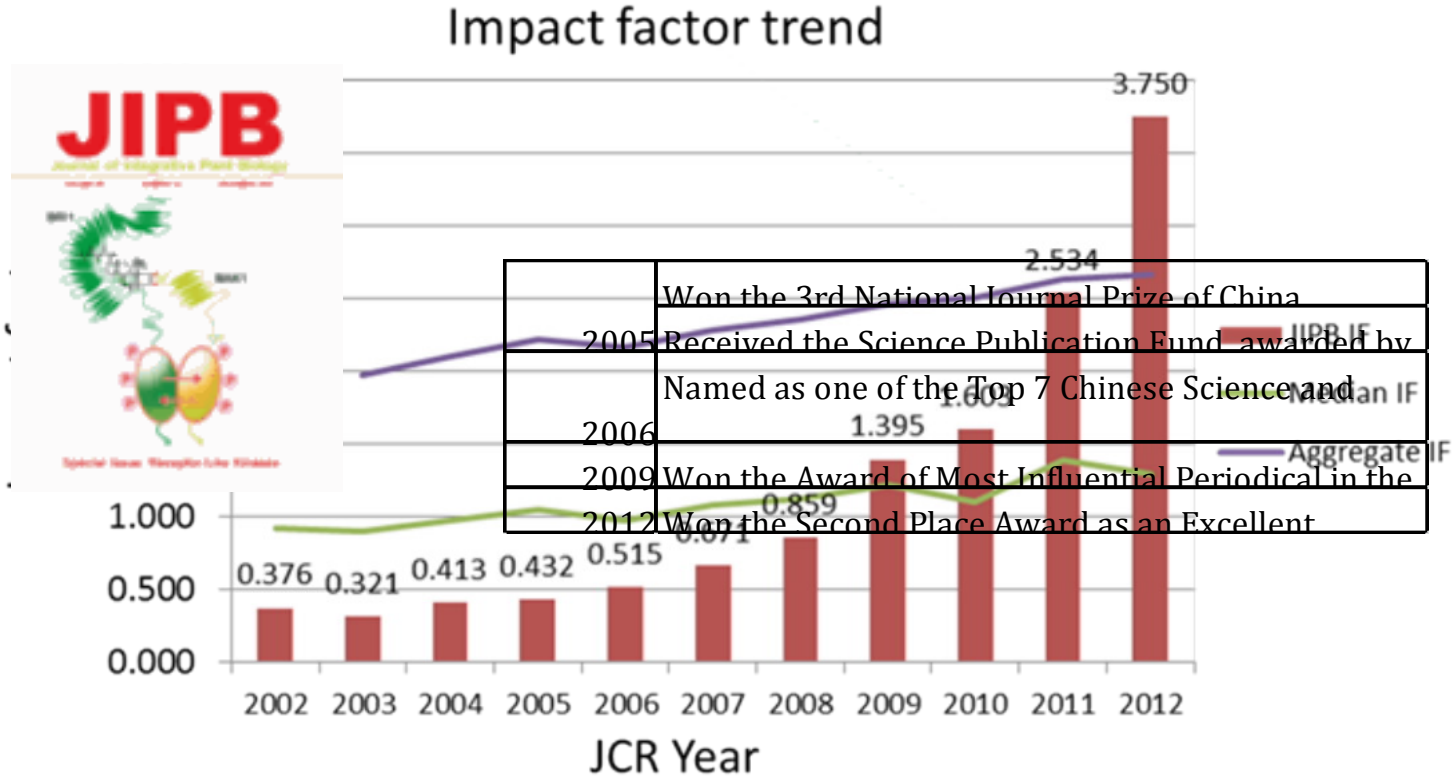


Dissemination – Wiley by Numbers 传播

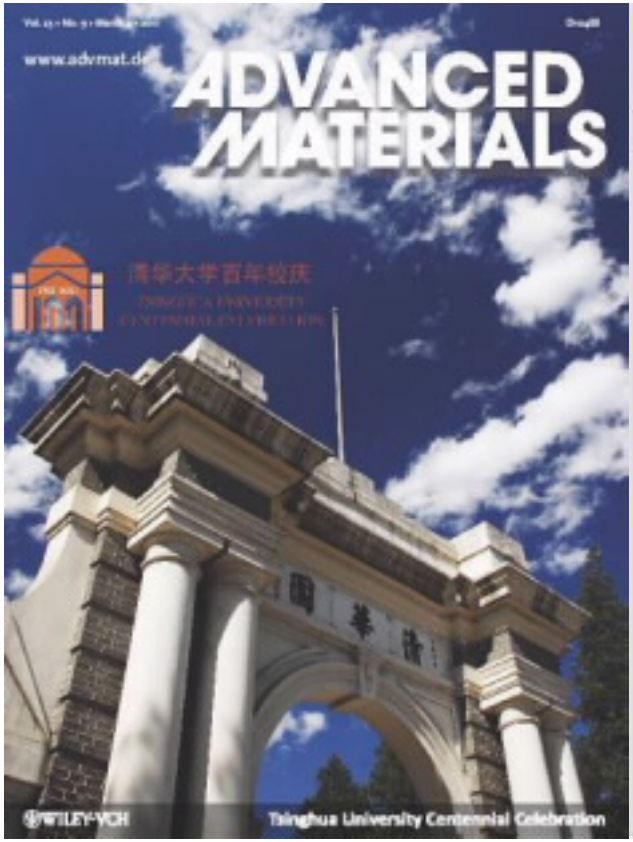
- **130** million users of Wiley Online Library 1.3亿用户
- **13.5** million unique visitors per month 每月1350万访问人次
- **280** million Full Text Access annually 每年2.8亿全文下载
- **800** prestigious society partners 800个学协会合作伙伴
- **1,000** trade shows, book fairs, and conferences 每年参加全球1000个展会
- **4,000** academic libraries worldwide 与全球超过4000个学术图书馆签署增强行期刊访问协议
- **5,000** institutions in 105 developing countries 为105个发展中国家超过5000个机构提供免费或低价访问权限
- **40,000** institutions around the world purchase Wiley products every year 每年有40，000个机构购买Wiley的电子产品
- **4 million** society members receive Wiley journals as a benefit of membership 向全球4百万个学协会会员提供Wiley期刊访问权

Impact – Institutional Reputation & Prestige
影响力– 学术机构知名度

Journal of Integrative Plant Biology (JIPB)



Impact – Institutional Reputation & Prestige



Angewandte Symposium in Beijing

Wiley – DRAA Partnership 加强合作

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提升读者体验
提高科研影响力

谢谢！

欢迎参加WILEY座谈会

时间：5月15日下午16：00- 16：40

地点：哈工大二校区主楼508室

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