

Recommended - providing  
personal reading  
recommendations

STM Digital December 2017



**SPRINGER NATURE**

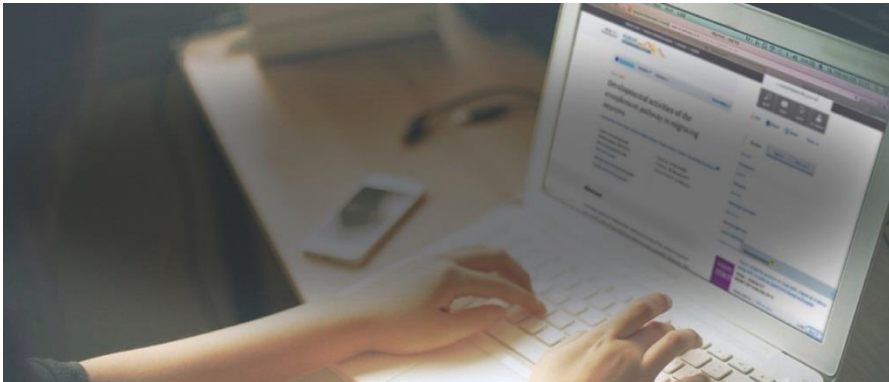
# What is Recommended?

## Recommended: Our statement of innovation

Springer Nature launched **Recommended** in early 2017 to help researchers in the natural sciences keep up to date with the right primary literature.

**Recommended** is a personalised service that suggests relevant papers for users, regardless of publisher.

Developing this service has been a long careful journey – working alongside focus groups and taking into account user feedback.



December 2017 - Recommended



## Recommended aims to help academic scientists suffering from information overload

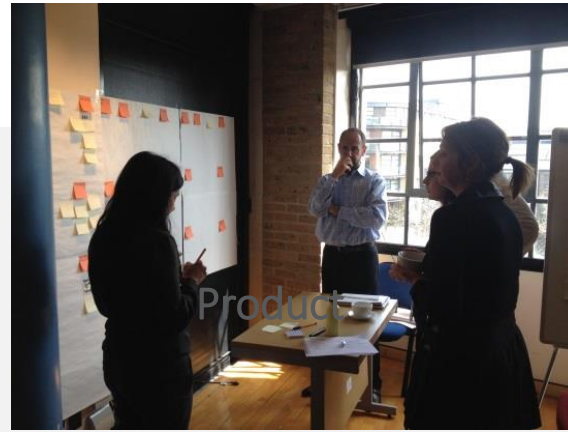
### → Recommended aims to help researchers stay 'up to date' with the primary literature

- Based on user behaviour, not purely content taxonomies,
- Pan-publisher - drawn from across all published STM literature,
- Provided as a free service.

- Every day more than 4,000 primary research articles are published across the natural sciences.
- Recommended was launched in February 2017
- Recommended learns about users' individual research interests through their reading behaviour and analyses over 65 million papers from over 45,000 journals to deliver the best pan-publisher primary paper recommendations it can.
- Developed as an agile user-centred service

# We held workshops and conducted detailed user interviews to create user-centric propositions

## Workshop impressions



It was clear from all users that Recommended needed to focus on:

1. Primary papers
2. Jobs
3. Funding
4. News

Users were overwhelmed with tools:

1. They did not want another Google, PubMed or a search engine
2. They did not want a social network site
3. They did not want another destination.

# We used all of this to launch Recommended

## → Recommended key take home points:

- Users value and like the service
- Seeing consistent growth online and via emails
- Seeking to expand into other key user pain points

- **Over 2 million ‘user interactions’ over a 30-day time window**
- **CTR of 6%; CTR of 18% for returning visitors**
- **~150k unique users per month interact with the service**
- **50k registered users who receive weekly or daily email**
- **Good feedback in quantitative and qualitative research**



# What have we learnt and what is next?

## What have we seen?

Key things we've learnt....	
Top Papers	<ul style="list-style-type: none"> <li>CRISPR papers are universally popular – hot topics get high CTRs</li> </ul>
Countries Vary	<ul style="list-style-type: none"> <li>Users in African and South American countries dominate the highest CTR rates</li> </ul>
Retractions get a lot interest	<ul style="list-style-type: none"> <li>Retractions drive spikes in CTR</li> </ul>

**George Dawson** @dawso007 1d

New service from Nature flagging articles of interest seems to work exceptionally well - so far all open access as well - recommended.

**Bernard Carroll** @bcarroll40 1d

@dawso007 Do you have a link for that?

In reply to Bernard Carroll

**George Dawson** @dawso007

@bcarroll40 Yes: [recommended.springernature.com/recommended/](https://recommended.springernature.com/recommended/)

Email verification after that pop up windows on associated articles-very cool. Also digital asst for Chrome

0 Likes

0 Retweets

10/2/17 at 7:19 AM

via Twitter Web Client



## Key statistics

Key statistics	
How many people?	<ul style="list-style-type: none"> <li>Over 150,000 active users a month</li> </ul>
Where from?	<ul style="list-style-type: none"> <li>Over 220 markets around the globe accessing recommendations</li> </ul>
Do they like it?	<ul style="list-style-type: none"> <li>Average 6% CTR on recommendations, over 50,000 users signed up for regular emails and 18% CTR from returning users</li> </ul>



**Micah Zenko** @MicahZenko · Jul 26

!! An adaptive algorithm that sees articles you read, scans 45,000 journals, recommends more tailored just for you. [bit.ly/2tD3iNh](https://bit.ly/2tD3iNh)

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**Jenni Burt** @jenniaburt · Apr 4

Anyone signed up to Recommended by Springer? Any thoughts? It's algorithm just delivered scarily accurate papers...

[recommended.springernature.com/recommended/](https://recommended.springernature.com/recommended/)

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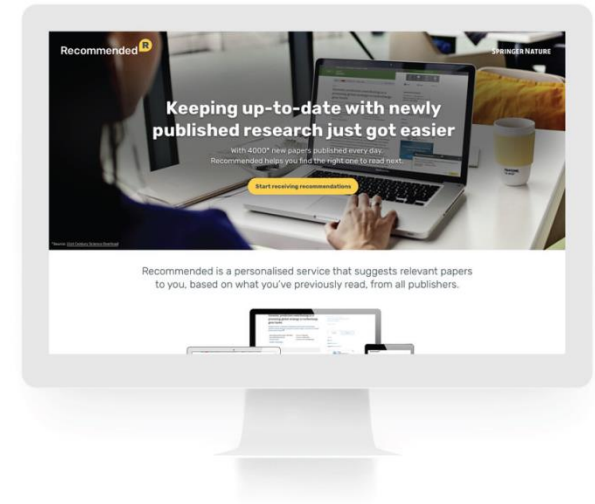
Outsell assigns a Strongly Positive rating to Springer Nature's launch of Recommended, given its targeted, driven focus when it comes to addressing a key researcher pain-point.

# Throughout all initiatives, and phases, we used an agile, iterative development programme

We will ensure we:

- start small, grow and test
- know our users
- have personality
- deliver user-centric development
- make sign-up simple
- consider how does this integrates more fully with *Nature*

<https://youtu.be/dUXVECPDDyg>



**Recommended will allow us to provide our users unique products and services but will always remain pan-publisher and solve users pain points.**