



## Background

Timeline: Four months

Products: Proceedings of the National Academy of Sciences (PNAS)

Publisher: National Academy of Sciences

Subject: Multidisciplinary scientific research

Proceedings of the National Academy of Sciences (PNAS) regularly seeks feedback from both its authors and readers to ensure continuous improvement of the journal and to shape the development of new initiatives. In 2013, PNAS launched an initiative to expand their website as well as the front section of the journal in an effort to establish a general level of discussion, rather than focusing solely on research articles.

## Overview

PNAS partnered with PCG in the fall of 2013 to better connect

content to the journal. In addition, PCG explored new publishing initiatives under consideration by PNAS.

## Research Components

### Reader survey

PCG contacted 750 respondents to gather information about the level of interest in and perception of the recently created PNAS Front Matter section. The online survey provided insight into both the type of readers accessing the content (including age range and occupation) and the areas of the new section that could benefit from further development. Results guided recommendations for a variety of possible actions, including a more prominent placement of the Front Matter portal on the PNAS homepage.

### Author survey

A second online survey targeted authors of recent article submissions to PNAS in hopes of better understanding their level of satisfaction with the peer review process, as well as their overall experience with its publication. The survey's 1,100 responses provided clear feedback on areas such as the transparency of the

## About PCG

Established in