

Testing translated blogshots to increase visits to reviews

CASE STORY

What we did



Purpose: We wanted to find out whether sharing translated versions of blogshots increased international readership of Cochrane Incontinence reviews.



Target audiences: Health professionals, policy makers, researchers and patients and carers around the world who spoke languages such as Spanish and Chinese.



What we did: We used Twitter Analytics and Altmetric data to see whether translating blogshots would increase the number of visits from a range of countries to four reviews on the Cochrane Library .

We used SurveyMonkey to collect feedback from translators and Cochrane Geographical Groups about how easy it was to translate blogshots and anything that helped or got in the way.



What we achieved

Our evaluation told us:

- Translating blogshots might increase how many times a review is accessed by a more international audience
- Barriers to translating blogshots include the capacity of translators, capacity of Cochrane Groups to produce blogshots and the availability of translated abstracts and plain language summaries

As a result we did this:

We are now routinely translating blogshots when:

- reviews have been identified as high priority or high impact AND
- a translated version of the abstract or plain language summary is available to link to from social media

What we learnt

- **It's ok to start small**
Evaluating four blogshots helped us to plan when to translate blogshots.
- **Collect data using a few different methods**
Combining analytic data and information from surveys gave us different types of information which helped us make better decisions.
- **Ringfence time for evaluation**
We built in time for evaluation when we started planning our translations. Think about the time it might take to monitor information from the likes of Twitter Analytics and Altmetrics and whether this is feasible considering your current working capacity. If not, think about spreading the evaluation over a longer period of time.

Find out more

Eugenie Johnson
Cochrane Incontinence
Eugenie.Johnson@newcastle.ac.uk
www.incontinence.Cochrane.org

