

## Introducing Wiley Virtual Issues

What is a virtual issue? Very simply, a virtual issue is an online-only collection of articles selected from content previously published in one or more journals. Virtual issues can also incorporate papers published on Early View before they are allocated to a specific issue. Curated by journal editor(s) or guest editors, virtual issues provide the opportunity to demonstrate the depth and breadth of a journal's content and can be used to:

- Draw on the **rich history** of published material, generating new readership for classic, high-quality, and/or influential articles
- Focus on **key topics, themes, geographic regions, or special events**
- Showcase journal content of interest to researchers in **related disciplines and sub-disciplines**
- Partner with **other journals**

### Within-journal and cross-journal virtual issues

Virtual issues can be used to showcase articles from a single journal (within-journal virtual issue) or they can be composed of articles from a range of journals on a particular theme (cross-journal virtual issue).

### Can a virtual issue have an editorial?

Yes. There are several options for including an editorial with a virtual issue.

- **Paragraph introduction.** These are short summaries of the virtual issue, which can also be used in marketing material. For example, see the [Pacific Focus virtual issue on Turbulent East Asia](#)
- **Non-published Editorial.** These are unformatted PDFs linked to the virtual issue. The drawback of this approach is that because the editorial is not formally published, any citations to the editorial will not contribute to the journal's Impact Factor. For example, see the [Australian Journal of Public Administration virtual issue on public value](#).
- **Published Editorial.** It is possible to publish an editorial in a regular issue, and feature the Editorial in a virtual issue. The challenge is that the editorial must make sense within the regular publication. The benefit of this approach is that citations to the Editorial will contribute to the Impact Factor. For example, see the [Australian Journal of Grape and Wine Research virtual issue on smoke taint](#).
- **Video Editorial.** Wiley has recently started linking to short video abstracts by authors. This technology could also be used to feature a video introduction from the Editor of a virtual issue.

## Who can compile a virtual issue?

Virtual issues can be compiled by someone on the editorial team, or a guest editor. Journal marketers will often propose articles for inclusion in large cross-journal virtual issues.

## What is involved in compiling a virtual issue?

The curating editor of the virtual issue decides on a topic or theme, selects appropriate articles, and writes an introduction to contextualise the topic and the articles. The journal's editorial contact will be available to support this work and guide the process.

## How do I select a theme for the virtual issue?

There are quite a few different ways to select a theme for the virtual issue:

- Take one **key topic** in the discipline and gather all the papers on this over the lifetime of the journal, showing how the topic has developed
- Pick out the most **significant/classic articles** published over the life of the journal (often popular for journal anniversaries)
- Reflect on a particularly **topical or newsworthy issue**
- Reflect an **internationally recognised awareness day/week**, e.g. 'Dyslexia Awareness Week', 'Autism Awareness Day'
- Select papers based around articles about or from a particular **geographical region** which you would like to target as part of the Editorial strategy, e.g. the USA or China
- Select articles which specifically show off the kind of **papers you'd like to publish** as part of the Editorial strategy; e.g., specific article types, such as a review article; or articles in a speciality area of the discipline or subdiscipline.

Articles in virtual issues can also be grouped into sub-categories, just like a real table of contents, for example, see the [Pacific Focus virtual issue on Turbulent East Asia](#).

## How do I select/find the articles?

- Navigate to the journal homepage on Wiley Online Library
- In the right-hand search box, type in a keyword for your chosen theme
- Ensure that the search parameter is set at 'in this journal'
- Hit search and peruse the results

Another approach might be to review a 'top article report', which lists the most frequently downloaded articles, and provides an indication of the most popular articles on a particular topic. The top article report is available upon request from the journal marketer.

## Forward-planning content for virtual issues

If you have an article scheduled for forthcoming publication on a key theme, you might like to plan to showcase it in a virtual issue, alongside other papers on that topic from previously published

issues. If the journal is publishing articles on Early View, you won't necessarily have to wait long – as soon as the article is published on Early View it can be included in the virtual issue.

### Citing virtual issues

If articles featured in a virtual issue are cited, the citation is directed to the true publication details of that paper. So, if an article was published in the 1999 volume and then featured in a virtual issue that went live in 2011, the citation would still go to the real 1999 volume publication.

This is worth keeping in mind when preparing virtual issues – if you want to promote specific journal content to help increase the Impact Factor, then the virtual issue should include articles published within the most recent two-year citation window.

### How many articles should I select?

Generally we would recommend including 8-15 articles in a virtual issue. You can include a longer list if you wish, however keep in mind that if the list of articles is overly long the impact of the virtual issue may be diluted.

### I've selected my articles, what next?

Once you have selected your articles, and written your short contextualising introduction, send them both through to your editorial contact. Wiley will then publish the issue and ensure it is widely promoted.

### How do people access virtual issue content?

Articles in virtual issues have already been sold to subscribers, so there is no additional cost involved in accessing virtual issues if you are a subscriber.

### How long does it take to set a virtual issue up?

Within-journal virtual issues can be set up within two weeks. Cross-journal virtual issues may take slightly longer.