

## **AnthroSource 2.0**

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In 2015, AnthroSource will be re-launched with improved design and functionality. The current interface for AnthroSource sits on a separate platform from Wiley Online Library (WOL) where all AAA journal articles are hosted. The new AnthroSource will be a “hub page” on WOL connecting all the individual journal homepages. This closer connection between the member portal and the journal content will make for a more seamless user experience with fewer clicks to reach content.

The new AnthroSource will include tried and tested website features validated by user research. As new updates are made to the WOL platform, AnthroSource will benefit immediately from those new features, improvements, and developments in the future. There will be an updated visual design and a much more flexible template for highlighting journal content, society news and information, and other features.

Search and discoverability will be greatly enhanced by the integration of AnthroSource into the Wiley Online Library platform. The entire AAA collection will now be full-text searchable and will be powered by the WOL search function. Some features that are already available on WOL will become more accessible to AAA members. For example, WOL includes the Anywhere Article, an enhanced HTML article that is optimized for readability and portability. WOL now displays Altmetric information for all journal articles hosted on the platform. For journals that publish Early View articles ahead of issue publication, it will be much simpler to access those articles once AnthroSource is integrated with WOL.

As a preview for AAA members, this article includes images of wireframes for the new AnthroSource hub page (Figure 1) and a sample journal homepage (Figure 2). Please note that these are wireframes only—the image shown is not a fully designed web page and does not reflect the final site design. Wiley’s User Experience team created these wireframes in order to solicit feedback from AAA members on features and designs for the new site. In April 2014, a third-party research firm, Catalyst Group, conducted user testing sessions with 12 AAA members. Feedback on the new design was very positive and participants provided many useful comments on the new features and design.

As you will see from the wireframe images, the new pages are more modern and visually appealing. You can browse articles right from the homepage and choose whether to see recently published articles, most cited, etc. There are flyaway abstracts that appear when you scroll over the article list, a very popular feature from our user testing, as it allows the reader to skim abstracts quickly and decide whether to click through to the full article. New features like the article carousel and editor’s highlights provide other opportunities to discover content that may be of interest. If your goal is to find a specific article quickly, there’s a search bar at the top of the page and a drop-down menu with the list of journal pages for easy access. The new AnthroSource will offer an improved user experience for both search and discoverability.

Stay tuned for more info as we get closer to the launch for AnthroSource 2.0.



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12 March 2014

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Steven M. Parish

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20 February 2014

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### More Info

- AAAnet.org
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Figure 1. AnthroSource hub page. (This is a wireframe only. It is not a fully designed page and does not reflect the final site design.)

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- [Sí Hubo Genocidio: Anthropologists and the Genocide Trial of](#)

Figure 2. American Anthropologist homepage. (This is a wireframe only. It is not a fully designed page and does not reflect the final site design.)