

Seventeenth International Conference on Grey Literature KNAW Amsterdam, Netherlands, December 1-2, 2015



Leveraging Grey Literature Capitalizing on Value and the Return on Investment: A Cumulative Case Study

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The **purpose** of this study is to identify and assess efforts in leveraging GreyNet's information resources, since its relaunch in 2003.

The **method** of approach is a cumulative case study of a select number of sustained information resources provided by GreyNet in collaboration with its stakeholders.



Leveraging implies the effective use of a cognitive tool applied in order to improve and/or enhance an organization's positional advantage. It is the power to act effectively on behalf of ones stakeholders by using its key resources to their maximum advantage. For a business this may be interpreted by an increase in profit. For a non-profit organization it may rather imply meeting costs, matching funds, and/or increased use and application of its products and services.

Disparity implies apparent differences or inconsistencies, when the statistics and data compiled on the key sustained resources do not correlate with the results of the stakeholder survey carried out in the study.



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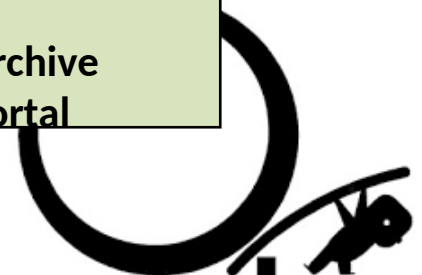
Step 1 Identify GreyNet's stakeholders and sustained information resources as well as their intended purposes in serving the grey literature community. Available statistics and data applicable to each of the resources are likewise compiled and incorporated in this study.

Types of Stakeholders

- **Organizational Members**
- **Recognized Partners**
- **Conference Hosts /Sponsors**
- **Authors and Researchers**
- **Service Providers**
- **Committee Members**
- **Journal Editors**

Sustained Information Resources

- 2003 Relaunch GreyNet.org
- 2003 Relaunch GL-Conference Series
- 2004 GreyNet Annual Award
- 2005 The Grey Journal (TGJ)
- 2007 Conference Preprints in OS/OG
- 2009 GreyNet Workshop Series
- 2010 GreyNet Social Media
- 2012 Datasets in DANS Data Archive
- 2013 GreyGuide Repository/Portal



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Step 2 Design and carry out an online survey among GreyNet's stakeholders in an effort to determine their involvement and outward satisfaction with the information resources provided.

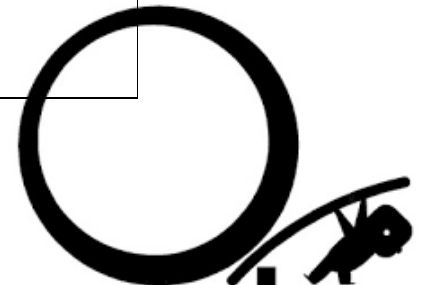
1. Types of GreyNet Stakeholders <http://www.greynet.org>

GreyNet identifies several types of stakeholders: Members (Associate, Institutional, and Individual), Recognized Partners, Conference Hosts/Sponsors, Authors and Researchers, Service Providers, Committee Members, and Journal Editors.

Check the appropriate box (boxes) in which you would place yourself?

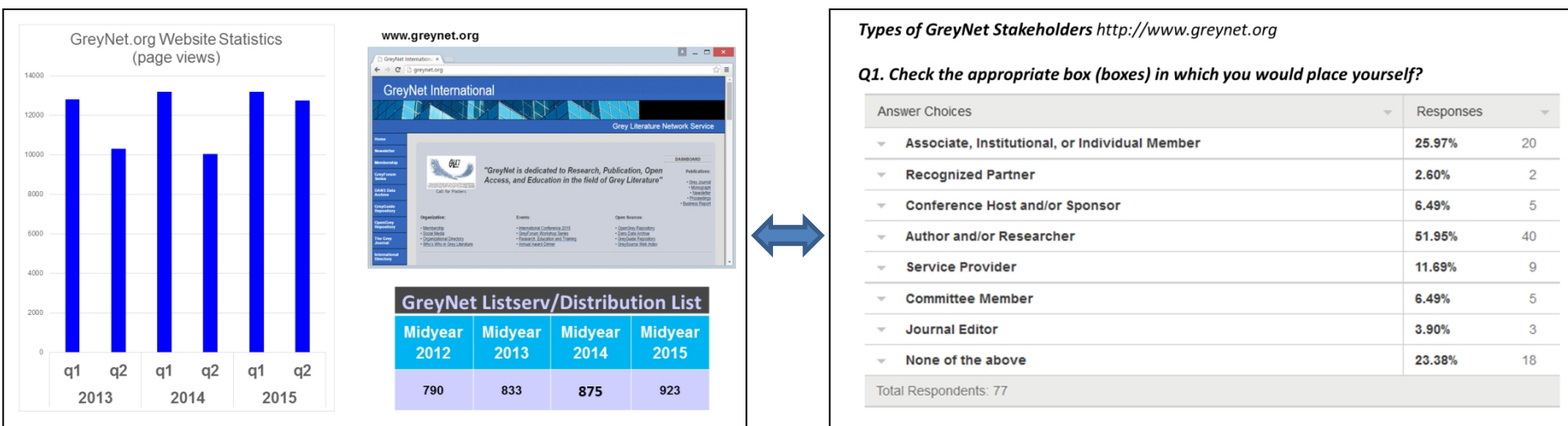
- Associate, Institutional, or Individual Member
- Recognized Partner
- Conference Host and/or Sponsor
- Author and/or Researcher
- Service Provider
- Committee Member
- Journal Editor
- None of the above

Does not apply



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Step 3 A comparative analysis of the intended purposes and observed uses of the information resources in Step One with the results of the survey conducted among GreyNet Stakeholders in Step Two.



Step 1 – Some Results in Context

Statistics and data related to all nine of GreyNet's sustained information resources in the study indicate steady and at times significant increases.

GreyNet Sources of Data & Statistics

- In-house Excel and Outlook files
- Conference Evaluation Forms
- Estimated time recorded
- Web Stats (Network Solutions)
- Licensed Journal Stats (EBSCO)
- Service Provider Stats (OpenGrey, DANS, and GreyGuide)
- Social Media (LinkedIn and Twitter)



Step 2 – Some Results in Context

The online questionnaire was carried out over a 12 day period via SurveyMonkey. It was disseminated by way of GreyNet's in-house Distribution List as well as its LinkedIn and Twitter accounts.

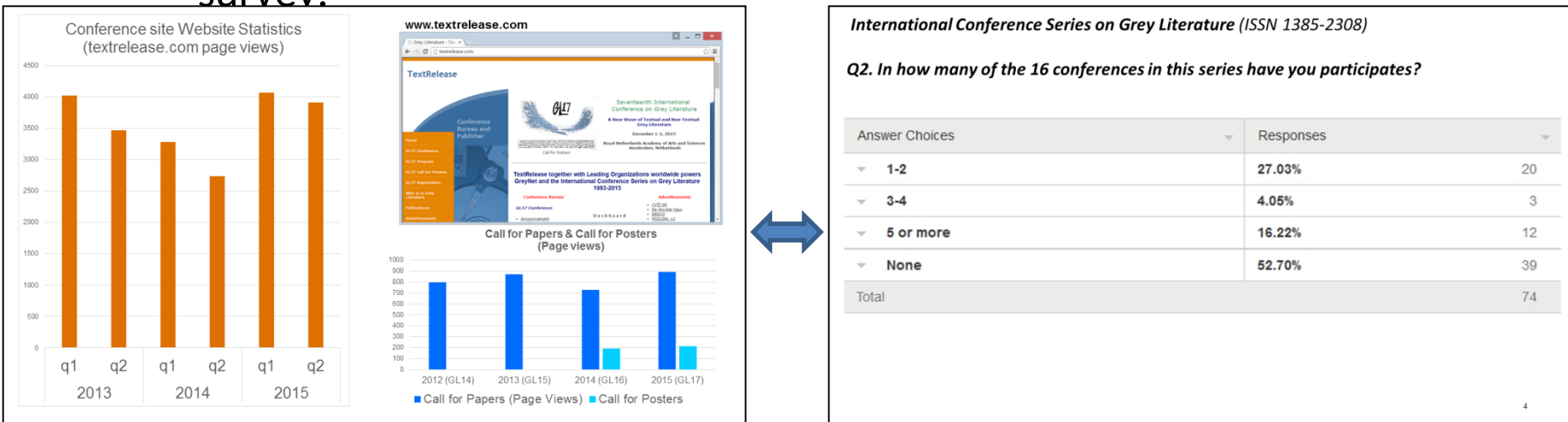
There was a total of 77 respondents (100%), 18 (23%) of whom did not identify themselves as a GreyNet stakeholder based on the 7 categories that were provided.

38% of the respondents chose to enter their email address, while the other 62% remained anonymous. Responses to each of the 10 survey questions varied from 77 (100%) to 62 (81%).



Step 3 – Some Results in Context

A comparison of findings from Steps 1 and 2 indicate that data and stats from five of the nine resources in the study are consistent with the responses from the stakeholder survey. Data and stats however from the other four resources in the study appear to some degree inconsistent with responses from the survey.



Examples of Marginal Disparity

In Question Two, a near 53% of the survey respondents “never participated” in one of the sixteen GL Conferences, while stats and data relating to the conference series demonstrate increases.

The wording of the question may have been cause for disparity. Researchers and co-authors, while physically absent from a conference are considered to have participated via their content contribution to the program.

In Question Three, a near 53% of the survey respondents could not name one of the sixteen GreyNet Award Recipients.

The wording of the question may have been cause for the disparity. Perhaps the question should have been directed more to the respondent’s awareness that an Annual Award for Outstanding Achievement in the field of Grey Literature is presented.



Examples of Significant Disparity

In Question Six, over 67% of the survey respondents had not posted, shared, or liked content via one of GreyNet's channels of social media - even though stats indicate an increasing number of members and a steady number of new postings.

Relatively, only a few members provide content and feedback via GreyNet's social media. The significant majority can be categorized as passive recipients. However, they do remain potential contributors.

In Question Seven, 80% of the survey respondents had not accessed one of GreyNet's datasets in DANS or in another data archive. Just over 6.1% (21) of the 344 metadata, full-text records are currently crosslinked to accompanying data files. Now that the acquisition of data is part of GreyNet's workflow, the potential to increase access and use of data relies on input from the authors and researchers.



Some Closing Comments

In order to maintain and improve GreyNet's positional advantage and ability to act effectively on behalf of its stakeholders, recent action has been undertaken to further leverage two of its sustained resources:

- **Social Media**

Since the close of the stakeholder survey, a GreyNet Facebook account has been opened by the Community Management Committee alongside its LinkedIn, Twitter, and Netvibes accounts.

- **Datasets**

A poster on submitting datasets in the DANS Data Archive will have been presented at GL17 and a Workshop on Data Papers is planned for 2016.

