



Where is the evidence?

E

literature for public policy & practice

Grey literature strategies



Grey literature advocacy

Demonstrate the role and value of grey literature.

Understand and articulate the problems.

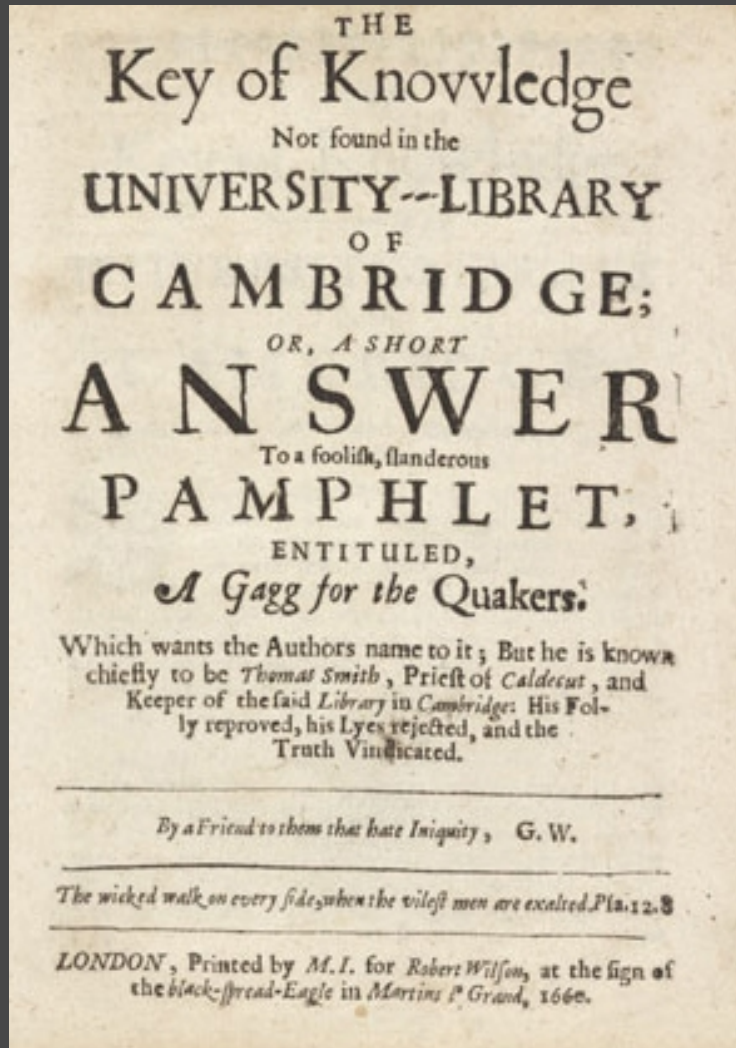
Explain the benefits and identify solutions.

Work to achieve change – individually and collectively.

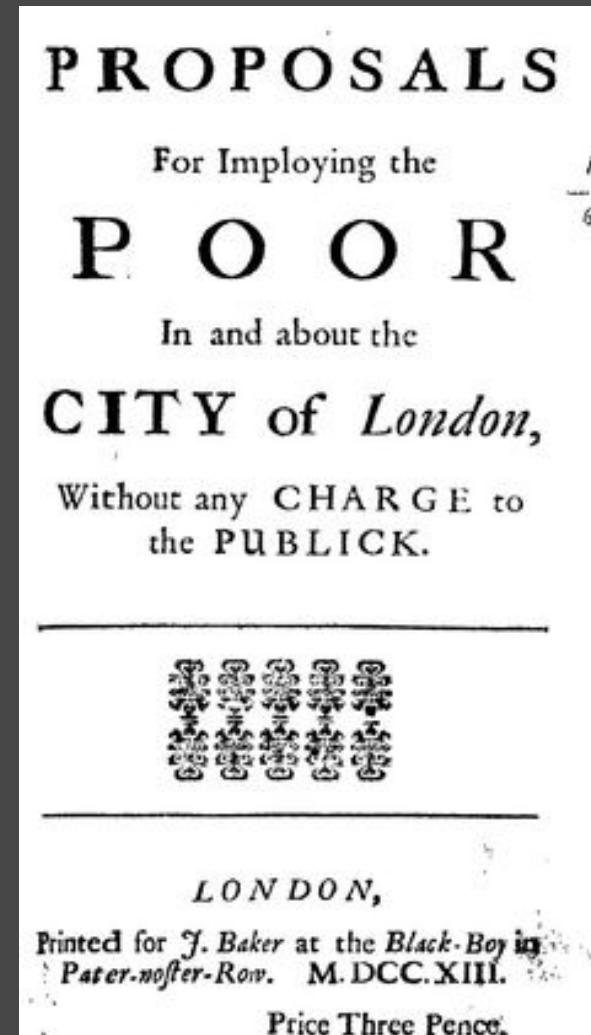


8:09pm

From political pamphlets to think tank reports -
Grey literature's long history in public debate

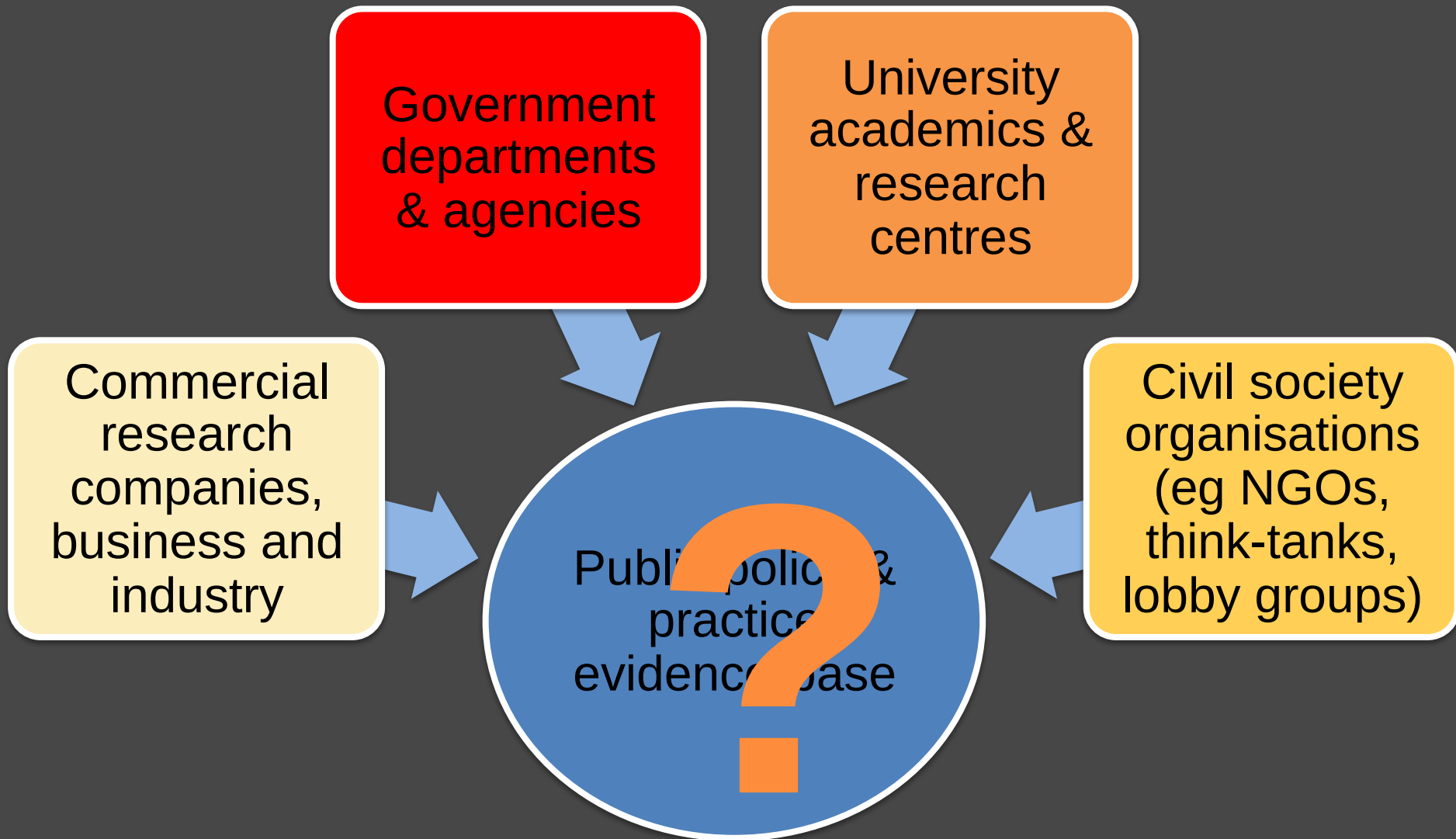


Source: George Whitehead (1637-1724), *The key of knowledge not found in the University Library of Cambridge...*, London, 1660 (Syn.7.66.136), Cambridge University Library, http://www.lib.cam.ac.uk/exhibitions/all_good_friends/school_and_university.htm



Danial Defore, 1713, 'Proposal for implying the poor'
<http://catalog.hathitrust.org/Record/011408504>

Key participants in the production, use and collection of research & information for policy and practice



Three online surveys conducted in 2013

Research & Information for policy and practice:
a survey of access and use (Users)

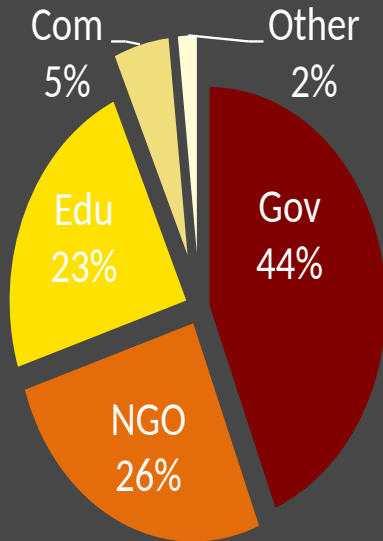
Research & Information for policy and practice:
a survey of producing organisations (Producers)

Research & Information for policy and practice:
a survey of collecting organisations and services
(Collectors)

Survey respondents: Numbers and sectors

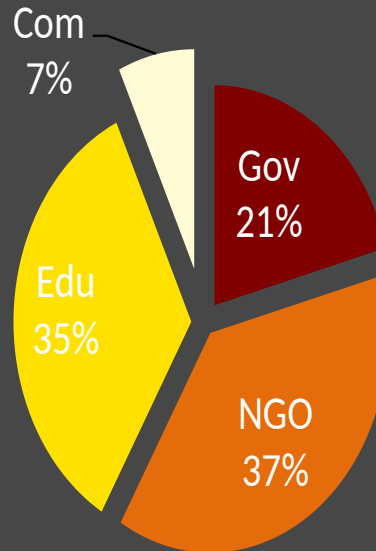
Information users

943 individual respondents from Australia



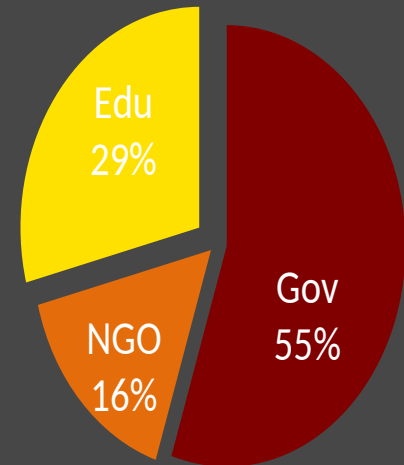
Producing organisations

144 organisations from Australia



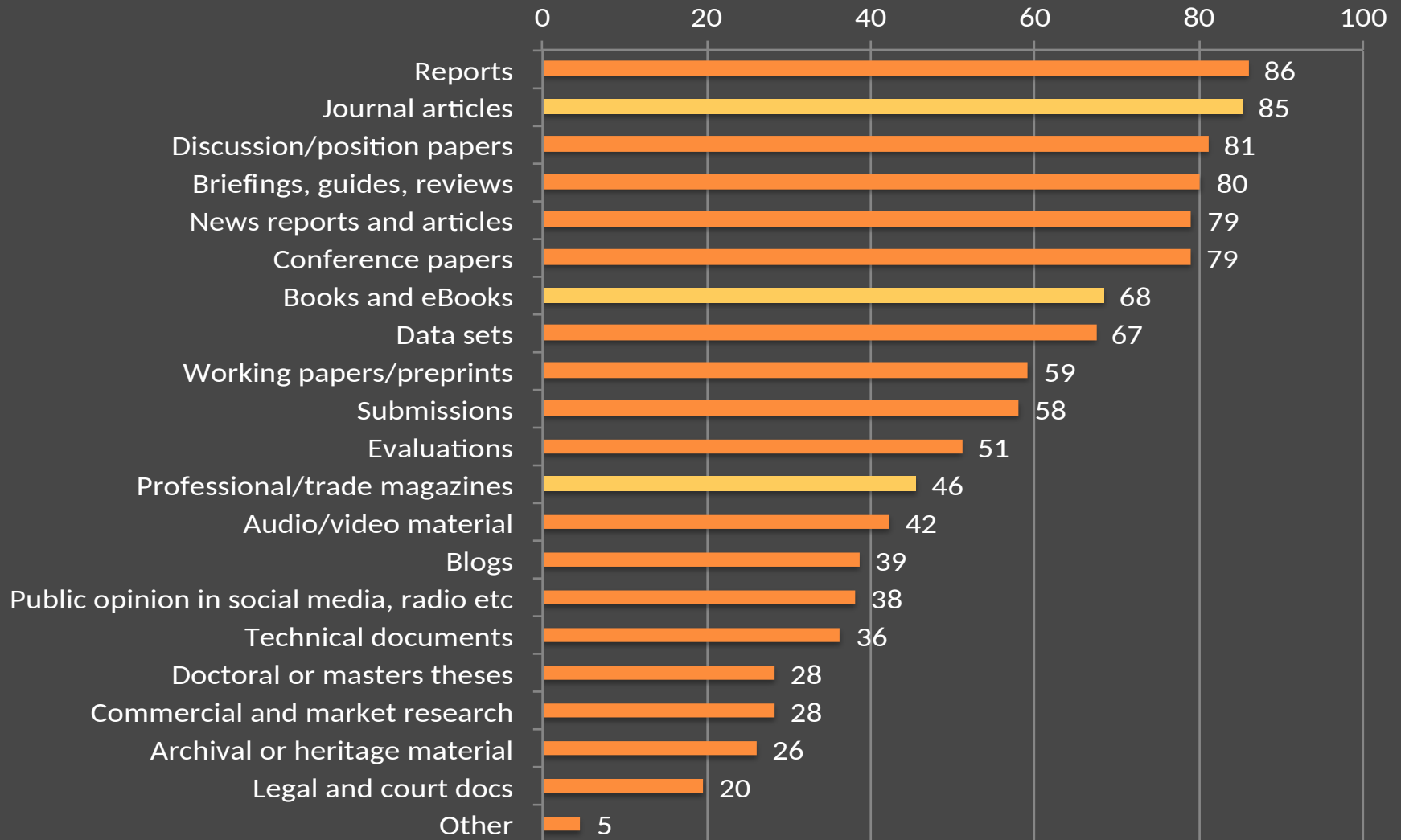
Collecting organisations

114 organisations from Australia

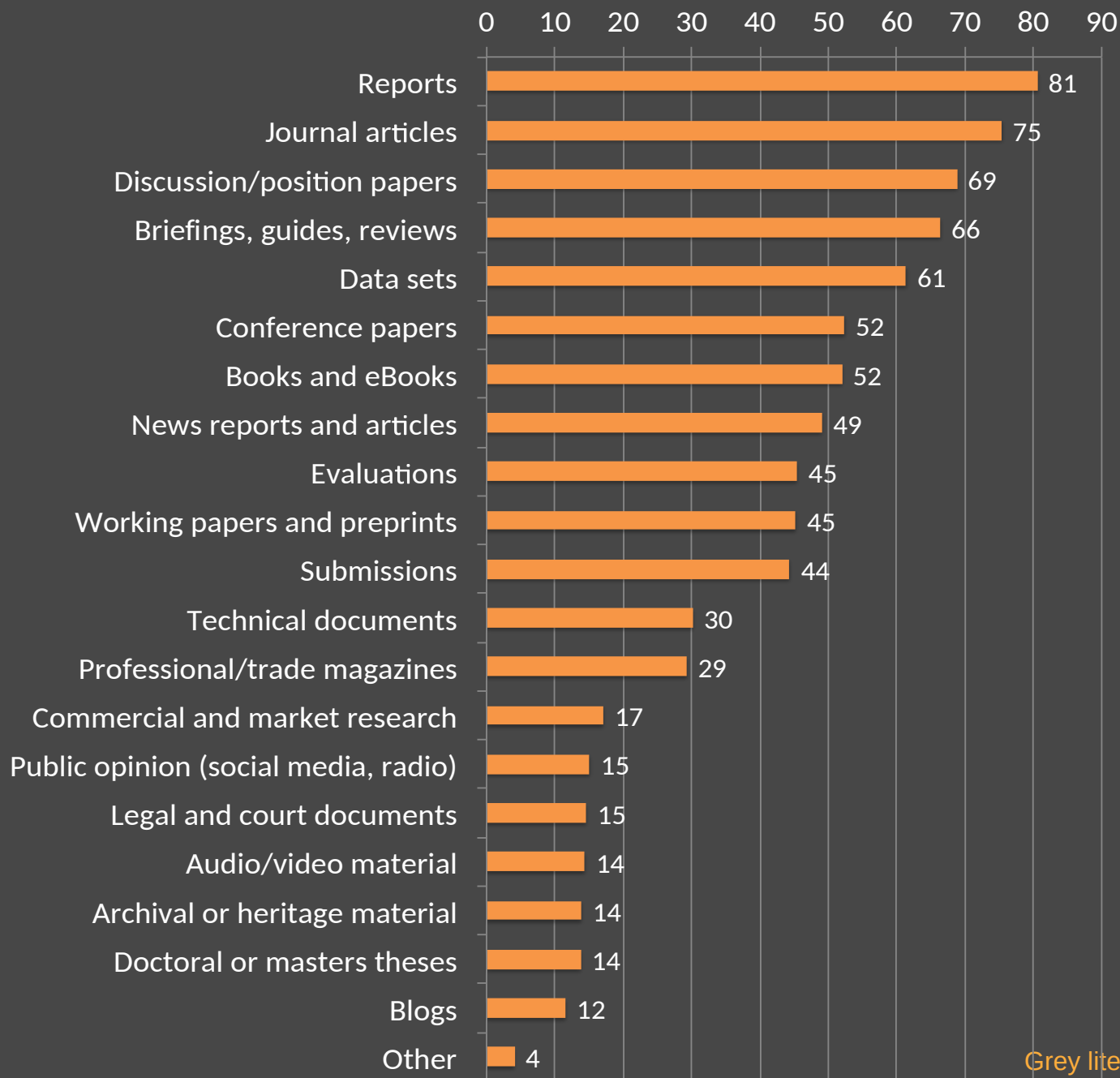


u Grey literature is heavily
policy and practice work

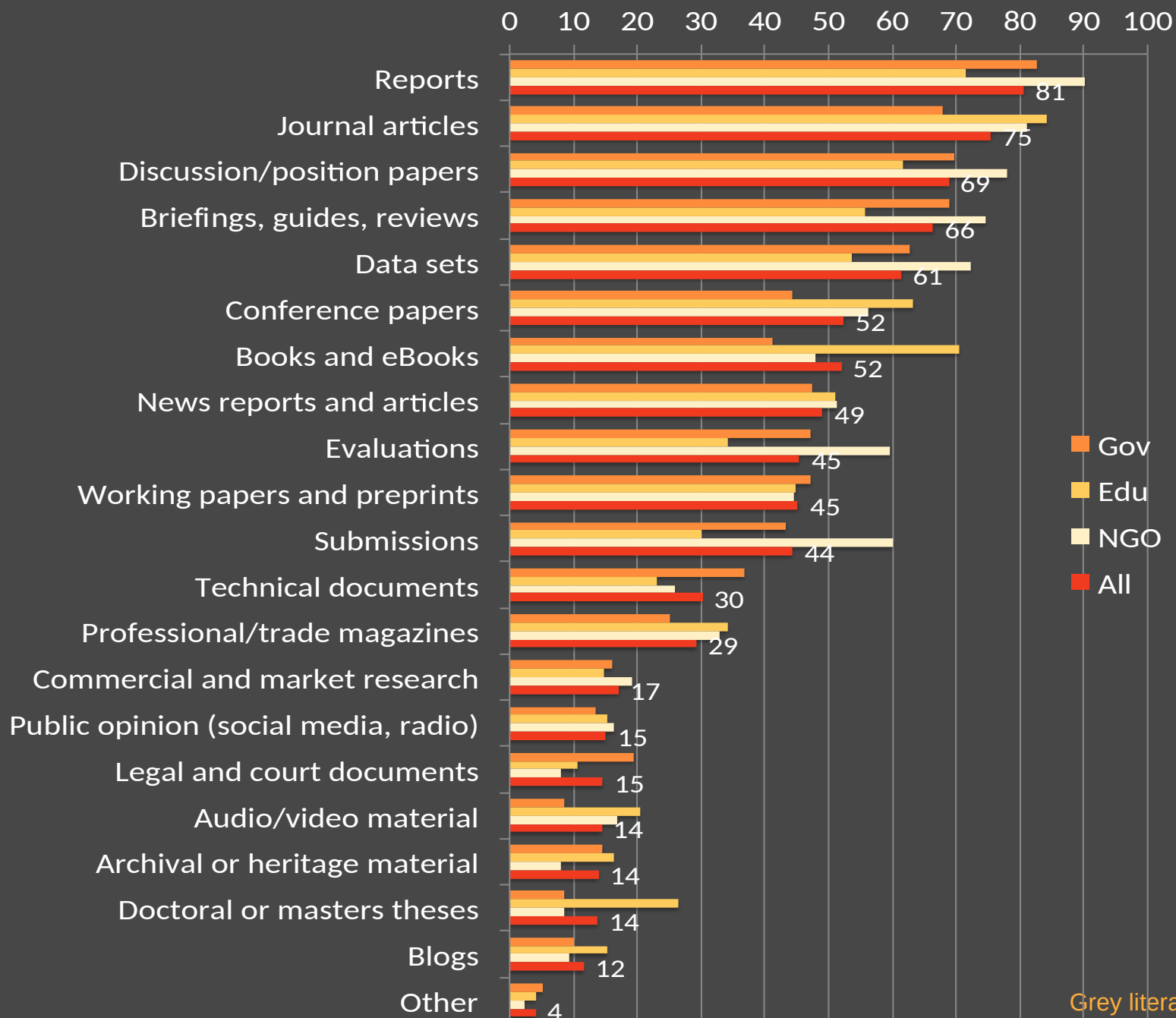
Material used occasionally or regularly for work



Importance of materials used overall



Importance of materials used: overall by sector

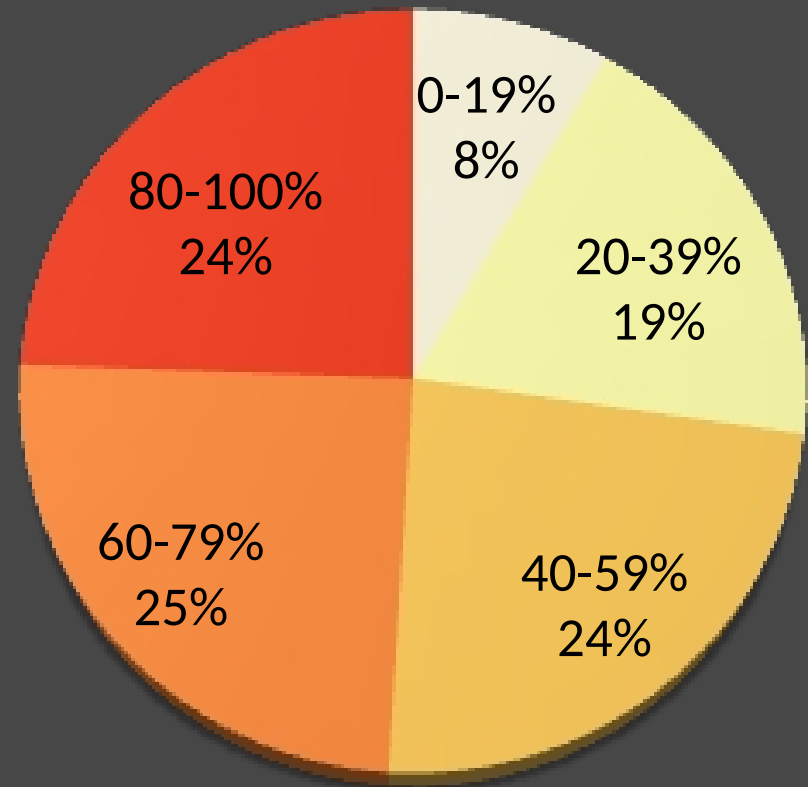


Percentage of material used annually that is grey literature

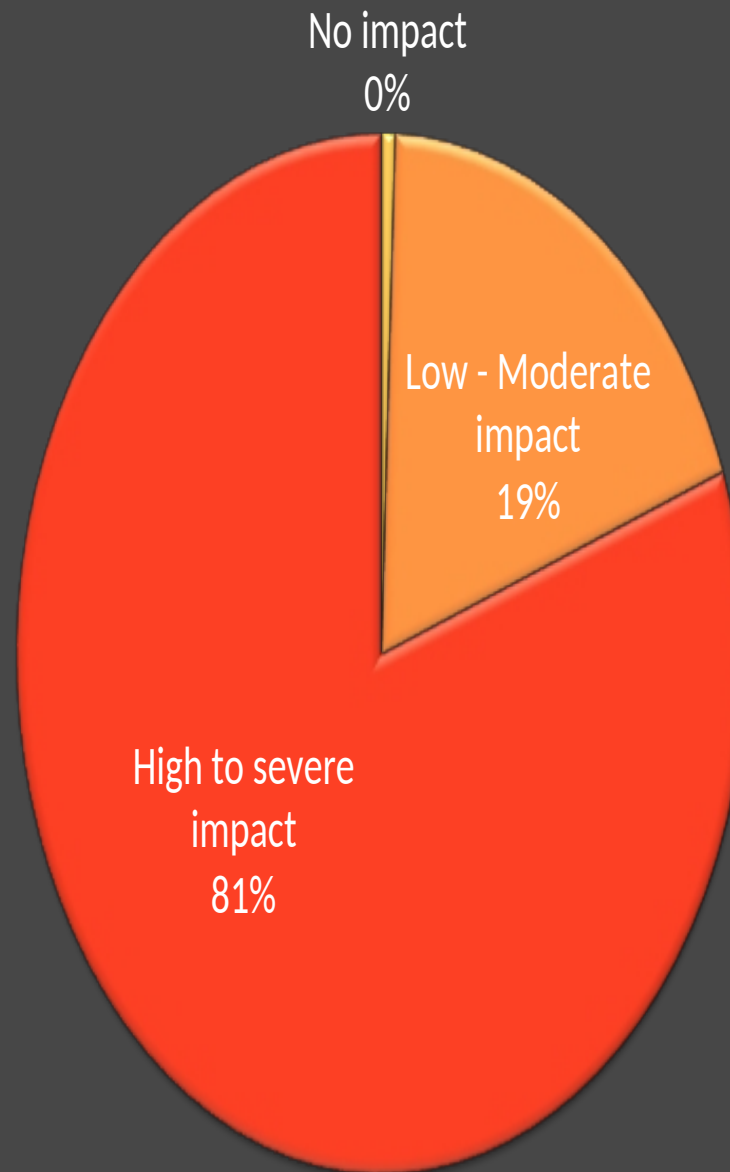
Around half of all users said that grey literature makes up 60% or more of the material they consult for their work.

A quarter report that it constitutes over 80% of their source material.

On average a third of users' work time is spent using grey literature



Users: Impact of not having access to grey literature



Why is grey literature important?

“Policy development, advisory work and program design within government requires a good grasp of the world. This is greatly

“Grey lit provides another part of the complete information picture and without it I wouldn’t want to rely on only peer-reviewed material. Some of the most innovative and thought provoking material is grey lit and important in a changing world”.

Information user, government sector

ent sector

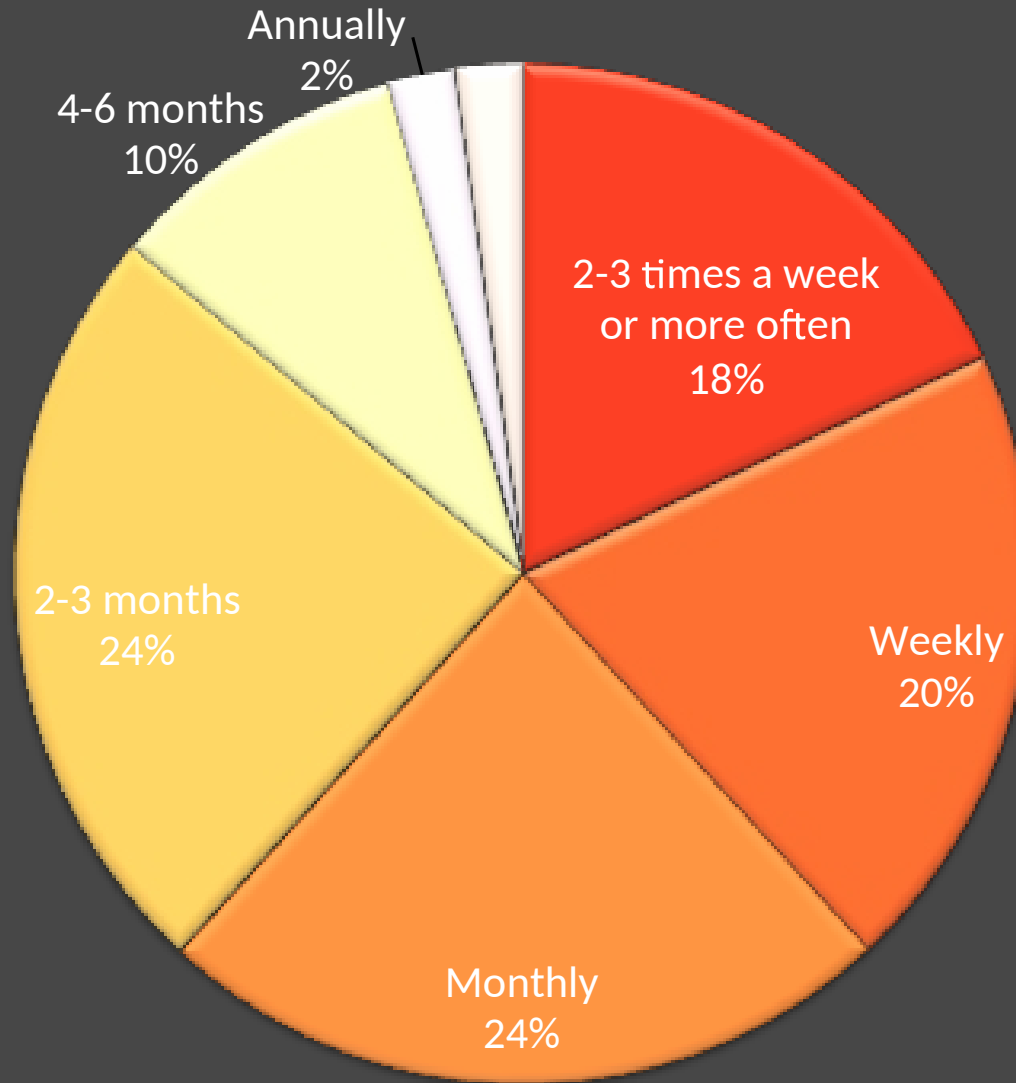
Economic value of grey literature

The national activity-based use value of grey literature is estimated at AU\$33 – 43 billion p.a. (US\$28 billion)



Grey literature is
produced to influence
public policy and inform
practice

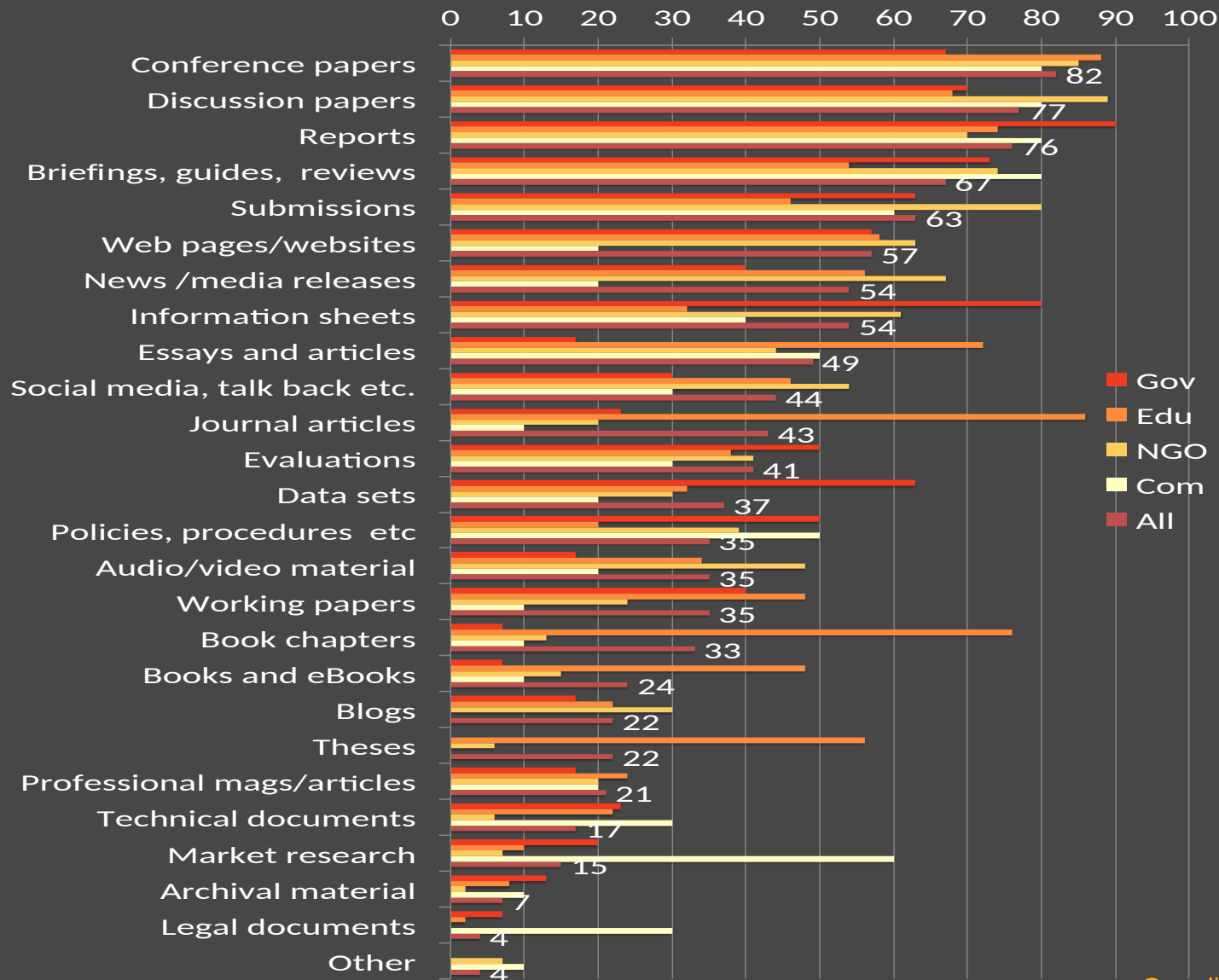
Producers - How often do organisations produce material?



Materials produced by organisations – Top 18

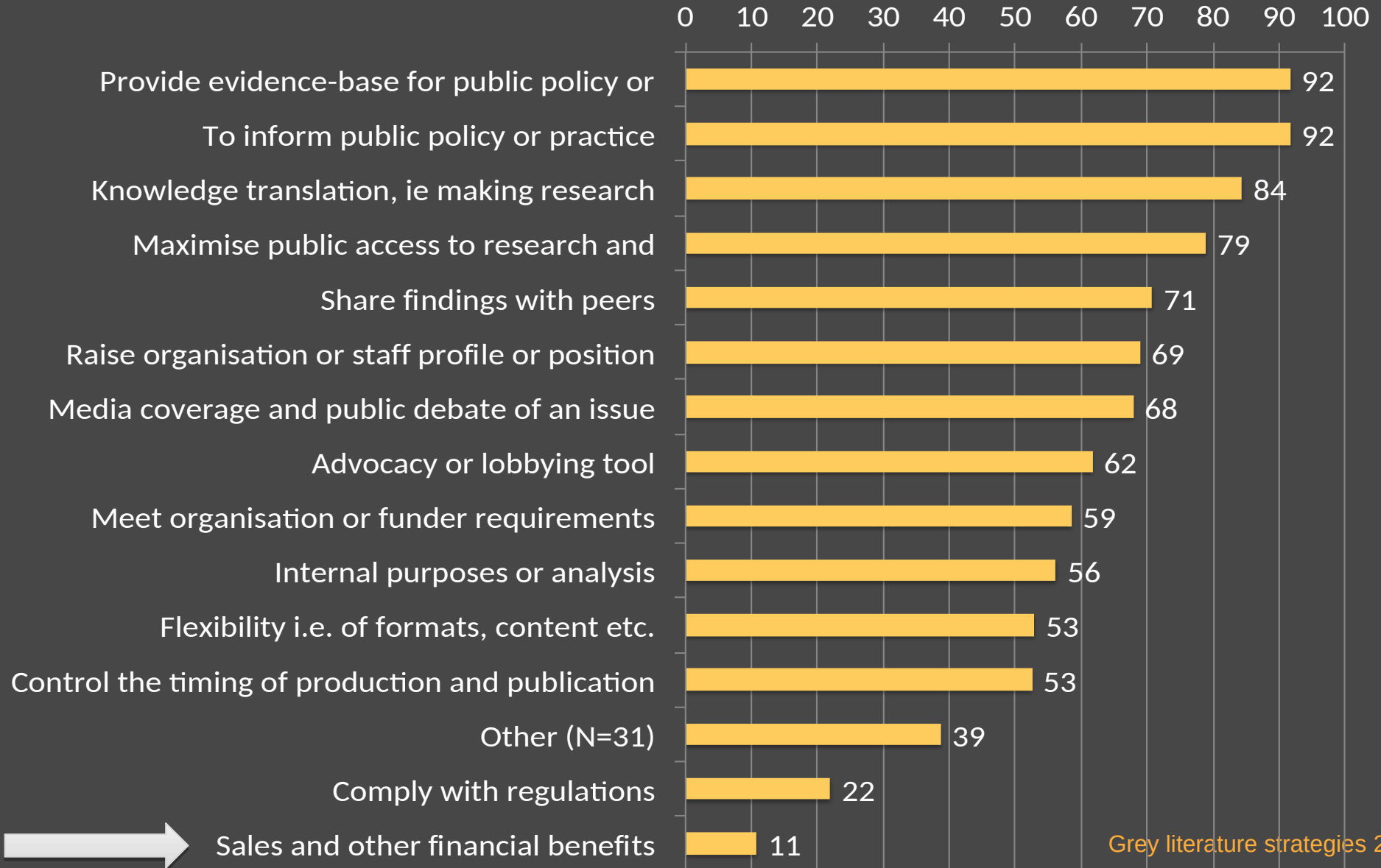


Materials produced – Top 18 – by sector



Producers - Why do organisations produce own research –

% Important/very important by sector



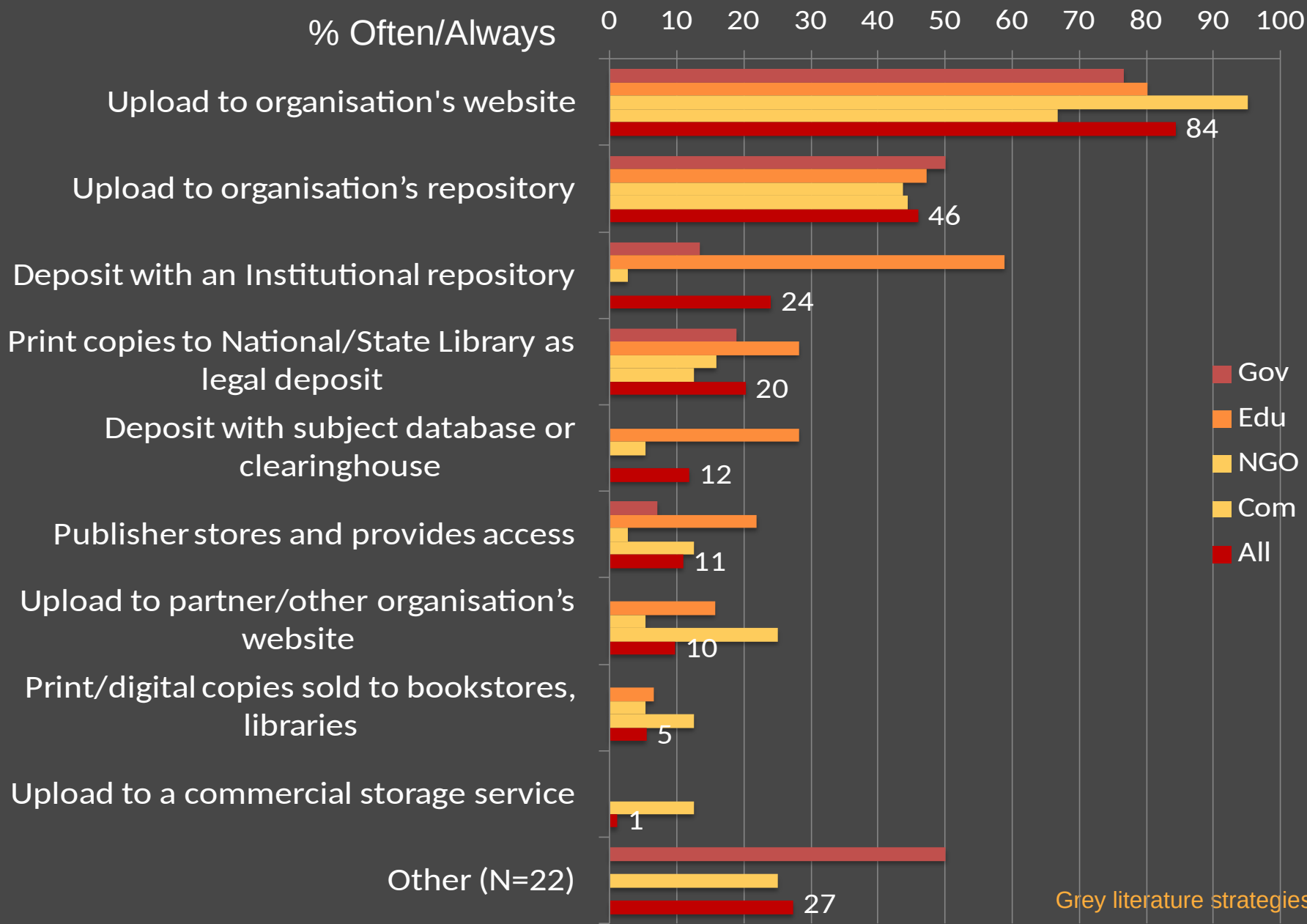
Role and value of grey literature production

National grey literature production costs are estimated to be AU\$30 billion (US\$25.5 billion) p.a.



Publishing and access
occur directly online,
often by-passing libraries
and collecting services.

Producers: Methods used often/always to store and provide access to publications



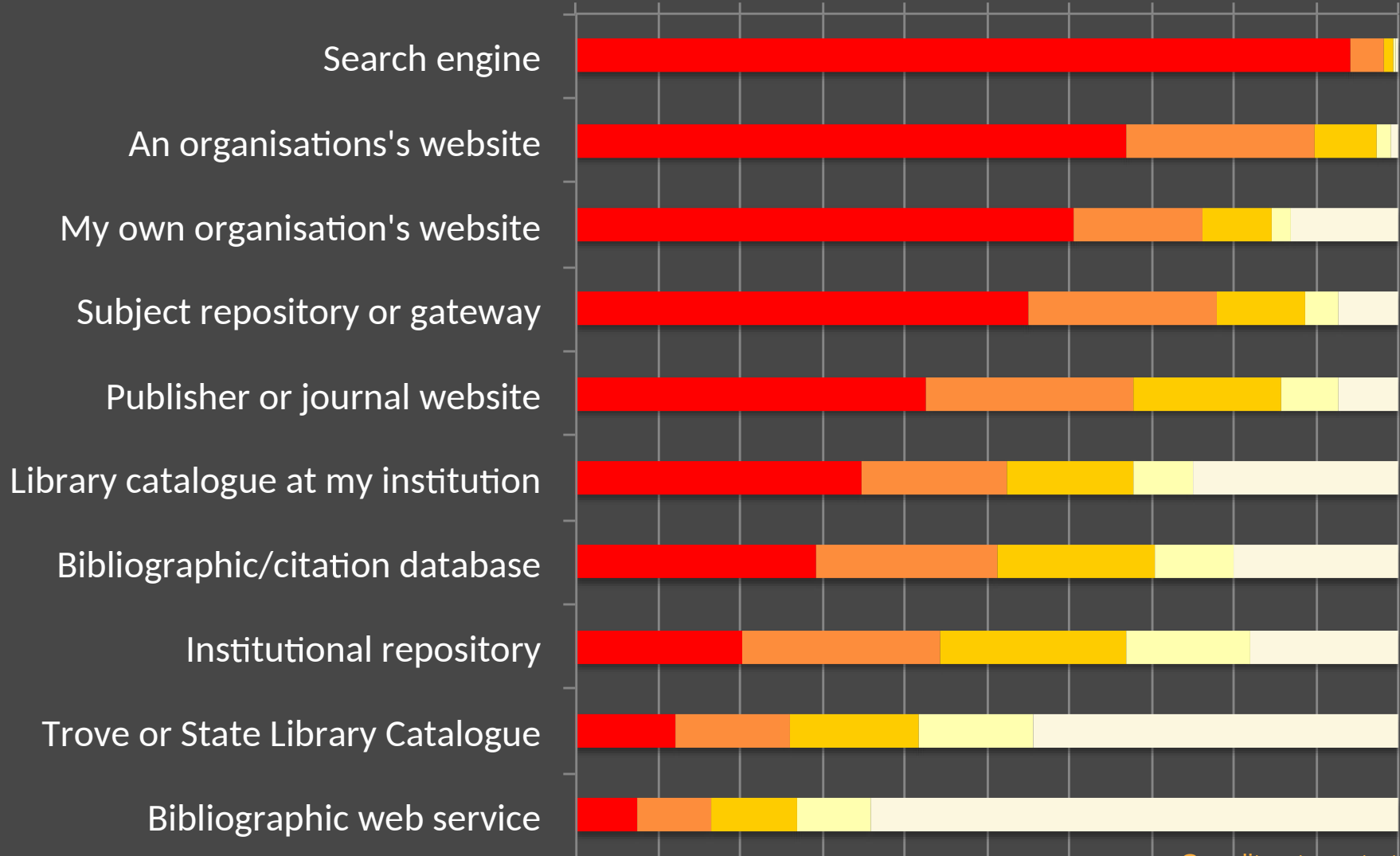
How do users find out about new information?



What services are used most frequently to access information?

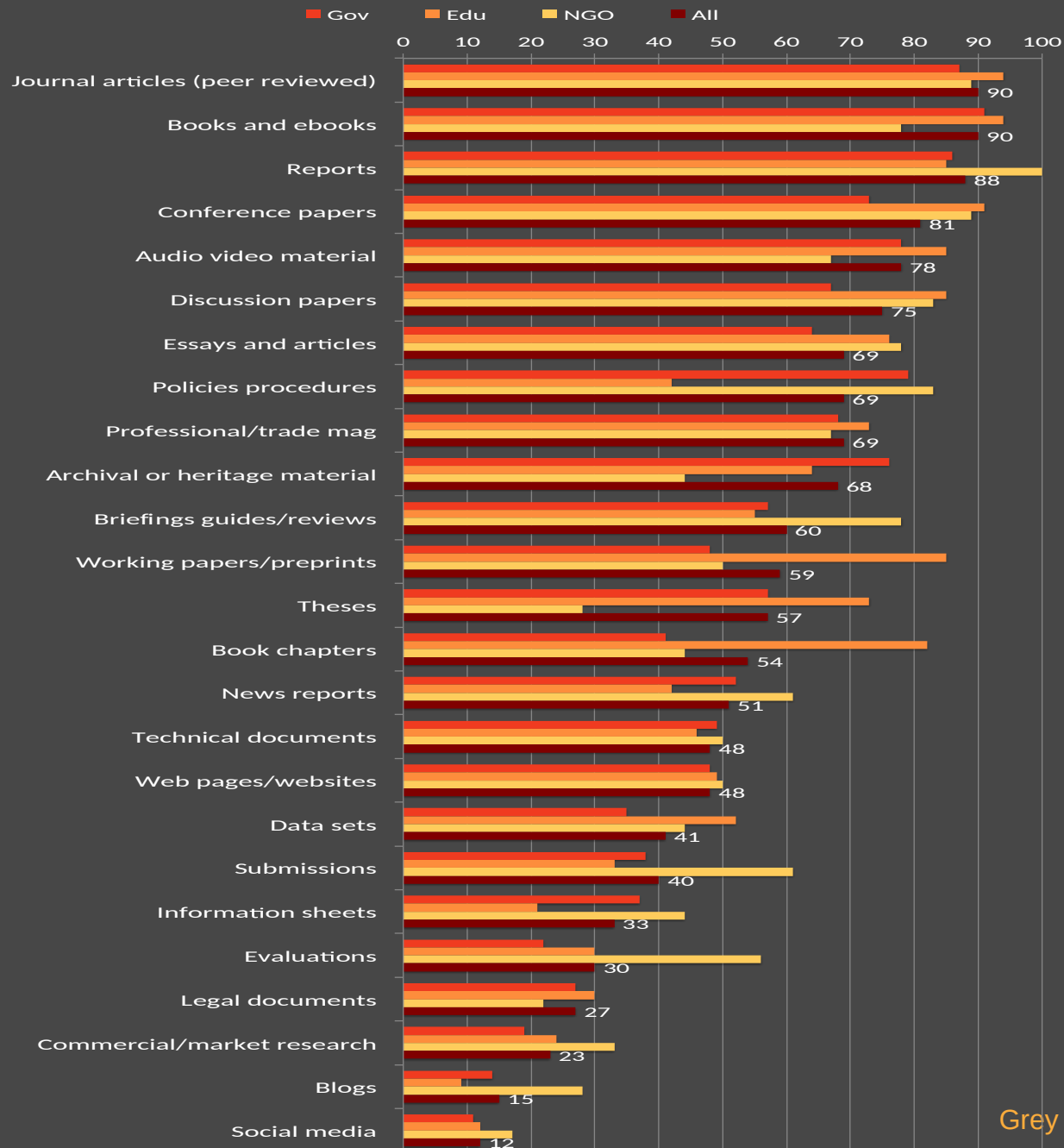
Weekly/daily Monthly Quarterly Annually Never

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

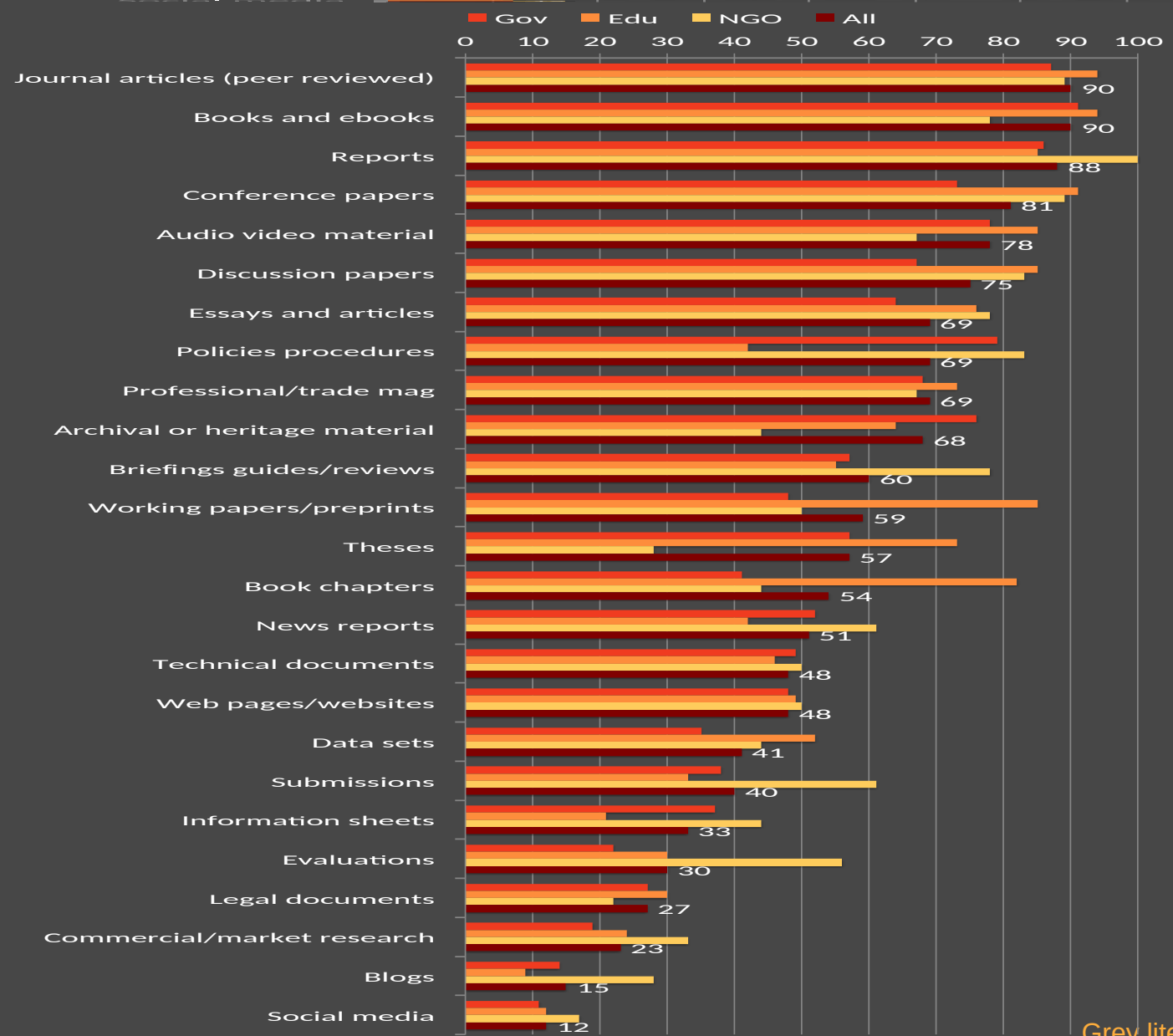


Digital collecting is not
keeping up with
production

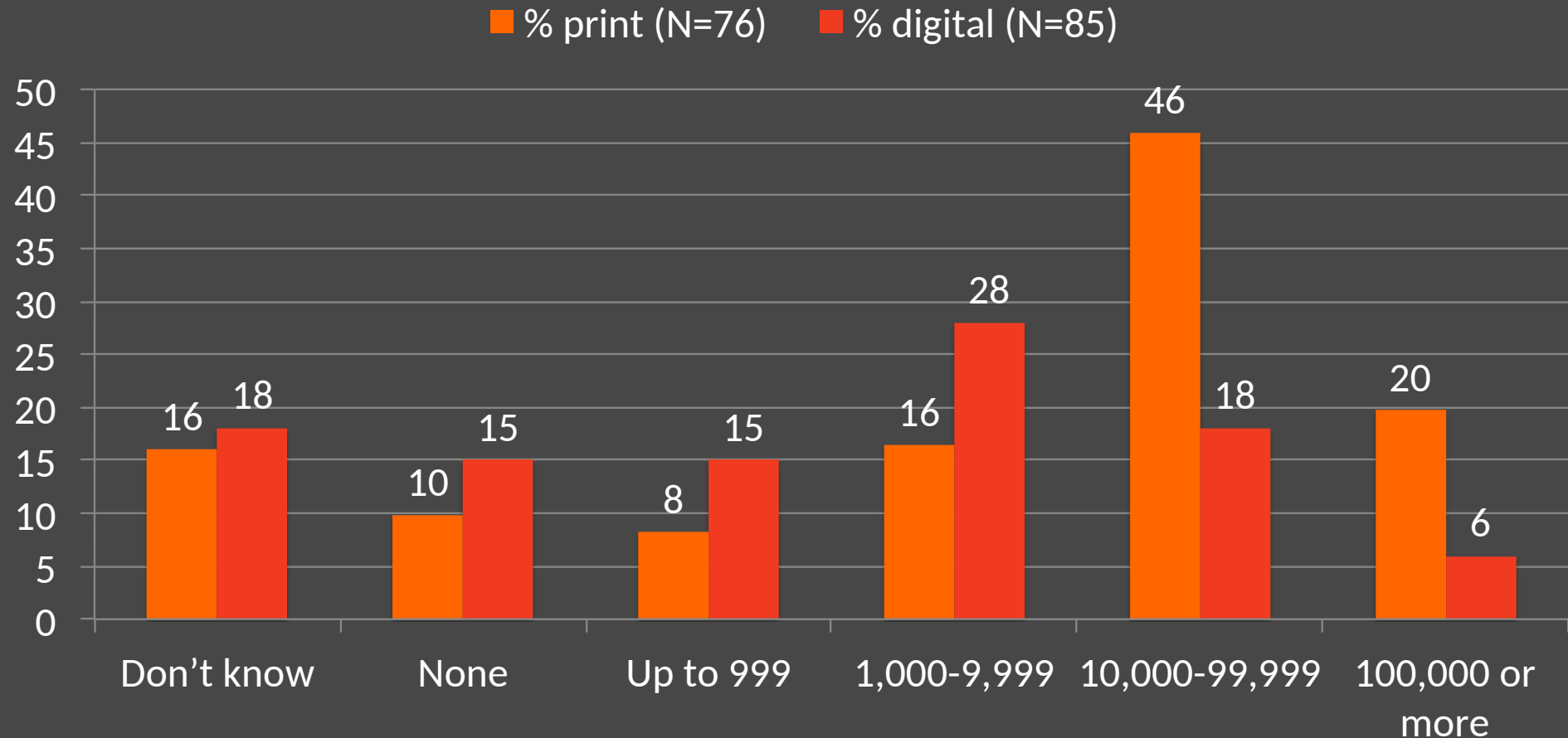
Collector survey: Material collected the most



Collector survey: Material collected by 50% or less services



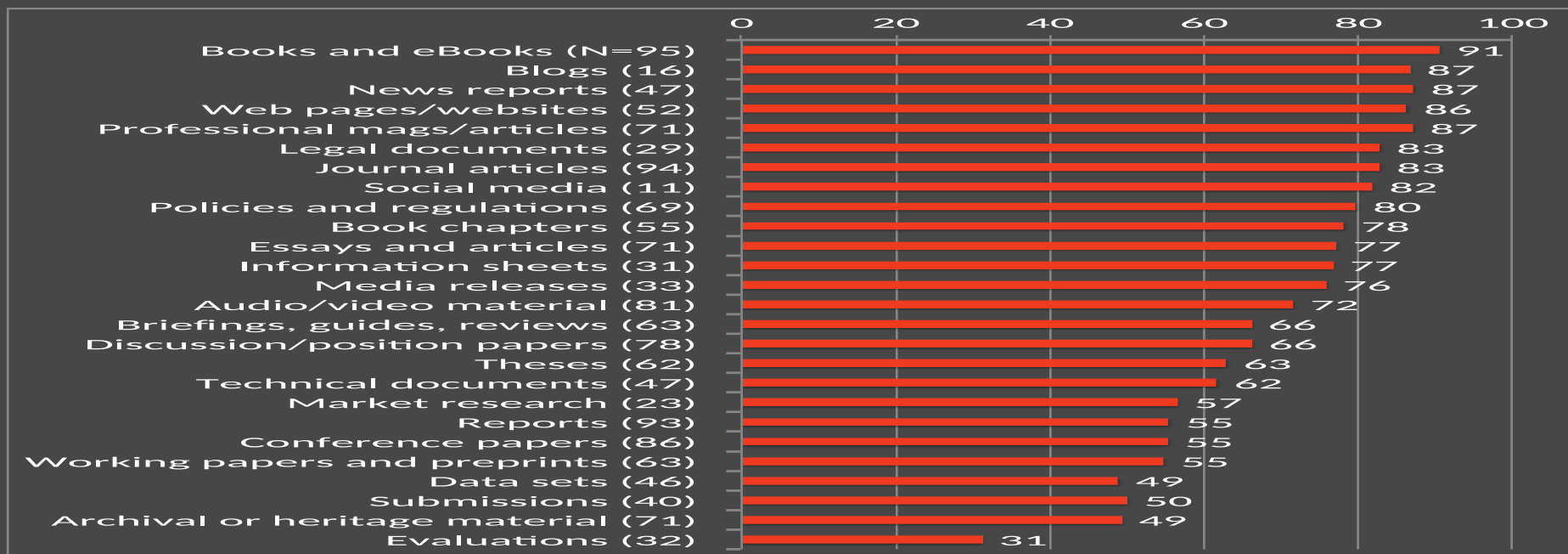
Collector survey: Estimated size of digital and print collections



Collector survey: Of the materials you collect how easy is it to acquire them? -% Easy/Very responses



Collector survey: Of the materials you collect how easy is it to acquire them? -% Easy/Very responses



Collection costs for grey literature are estimated to be AU\$265 million (US\$225 million) p.a.



Without managed digital
resources and full text
collections policy
information users are
struggling

What issues do users have finding and accessing information they need for policy and practice?

Finding the latest and most relevant research to my topic can be time-consuming at best, a nightmare at worst."

Information user, education sector

“With regard to grey literature, it is very hard to know what exists and how to find it...reports produced are generally held on individual websites and there is no way to search for particular subjects across separate websites other than search engines like Google but they also pick up a lot of chaff as well making it frustrating.”

Information user, NGO sector

Access

“Issues around subscriptions to peer reviewed academic journals. They are too expensive for NGO's to maintain comprehensive subscriptions, and most researchers I know rely on their personal university enrolments to access them.”

Information user, NGO sector

Production issues

“Accessing older policy literature (understanding policy cycle can be useful context). Having to spend significant time searching and assessing quality. Lack of publication information (e.g. dates, authors) on documents.”

Information user, NGO sector

Link rot or deadlink issues



Server not found

Firefox can't find the server at www.australia2020.gov.au.

- Check the address for typing errors such as ww.example.com instead of www.example.com
- If you are unable to load any pages, check your computer's network connection.
- If your computer or network is protected by a firewall or proxy, make sure that Firefox is permitted to access the Web.

Try Again

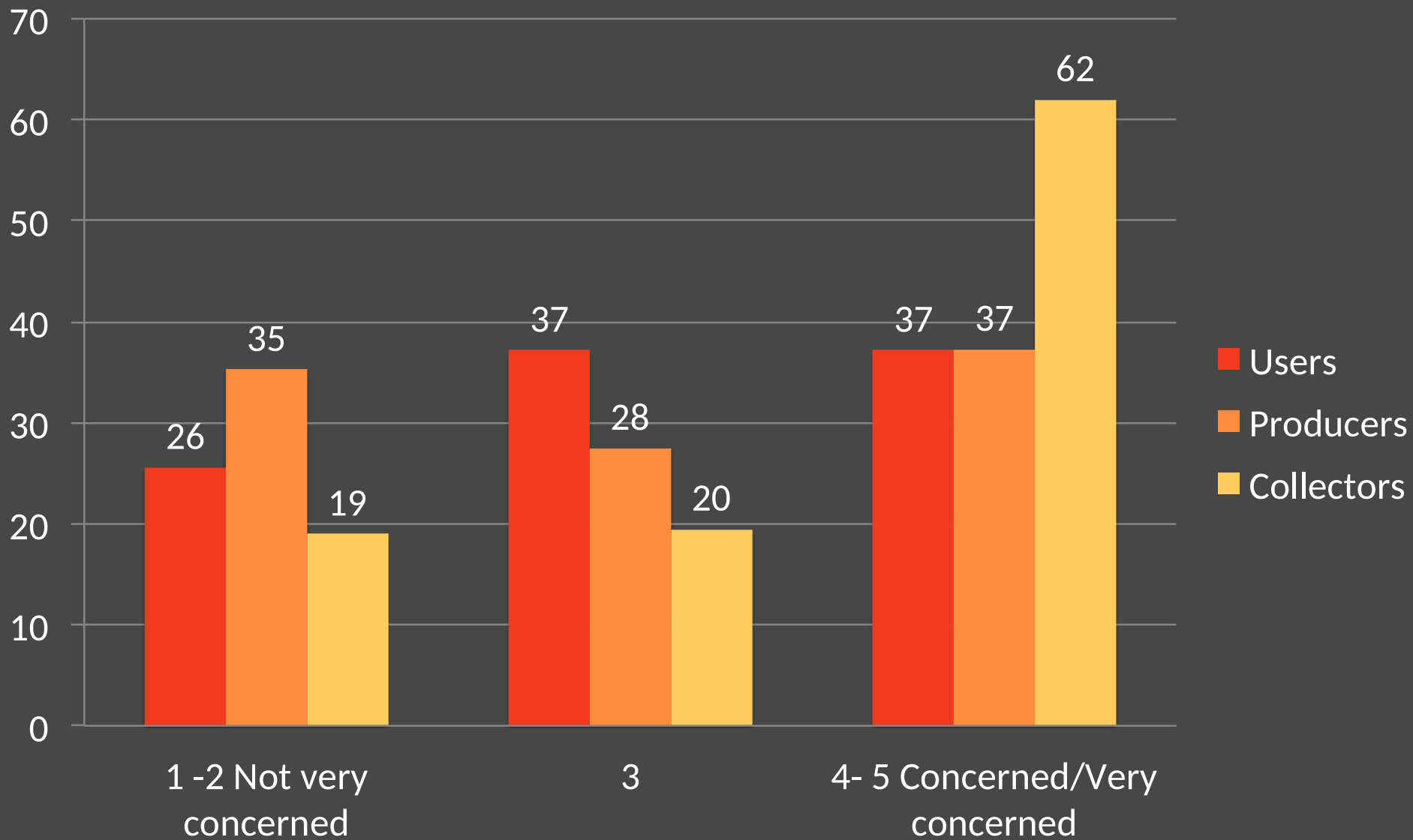
Information users: How often do you come across a deadlink?

Around half of the surveyed information users report being unable to access an online resource due to deadlinks on a weekly basis.

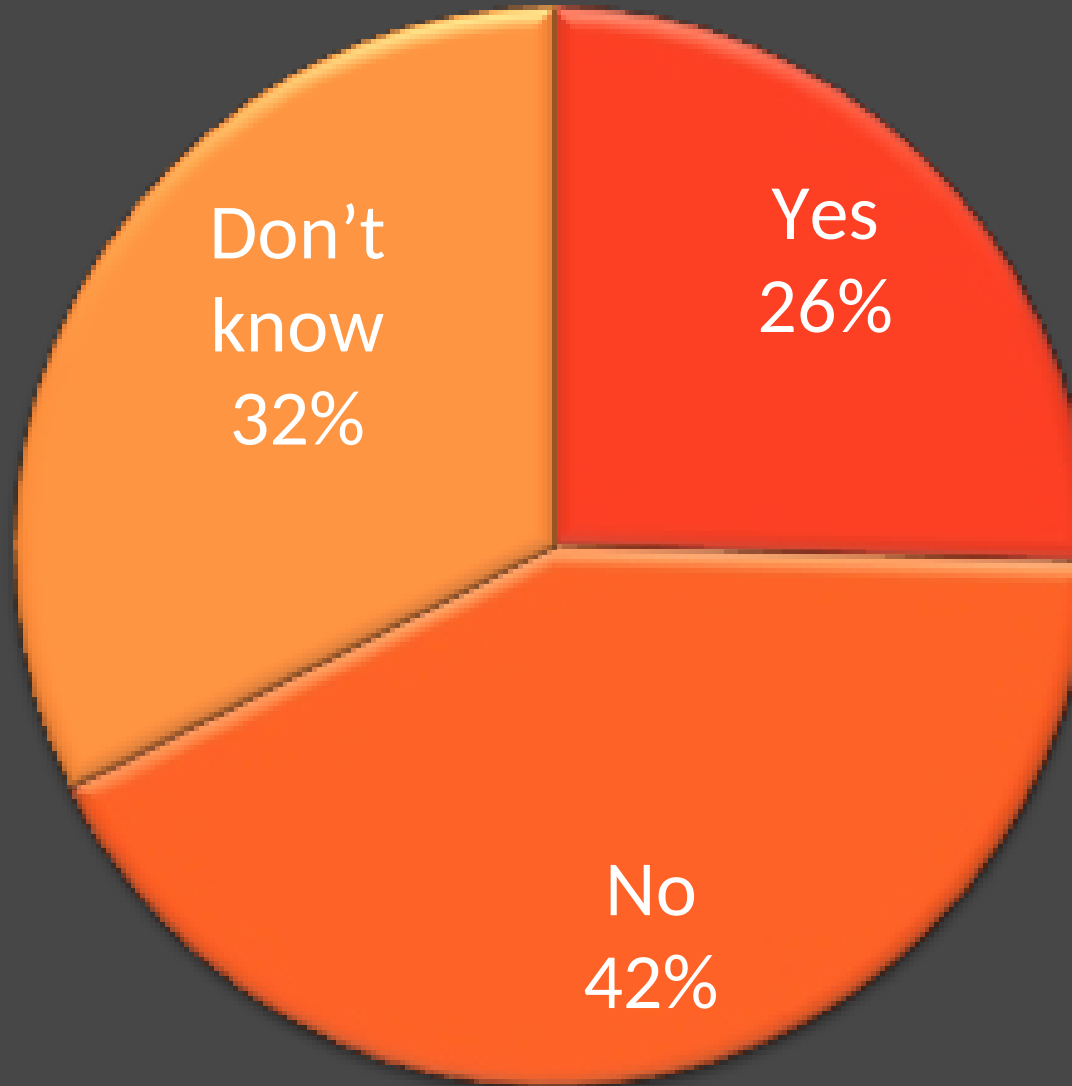
50% continue searching for an item after they come across a deadlink on a weekly basis.

The average time spent looking for an item due to a deadlink is 17 minutes

Level of concern about deadlinks across all surveys



Producers: Does your organisation have strategies to prevent deadlinks?

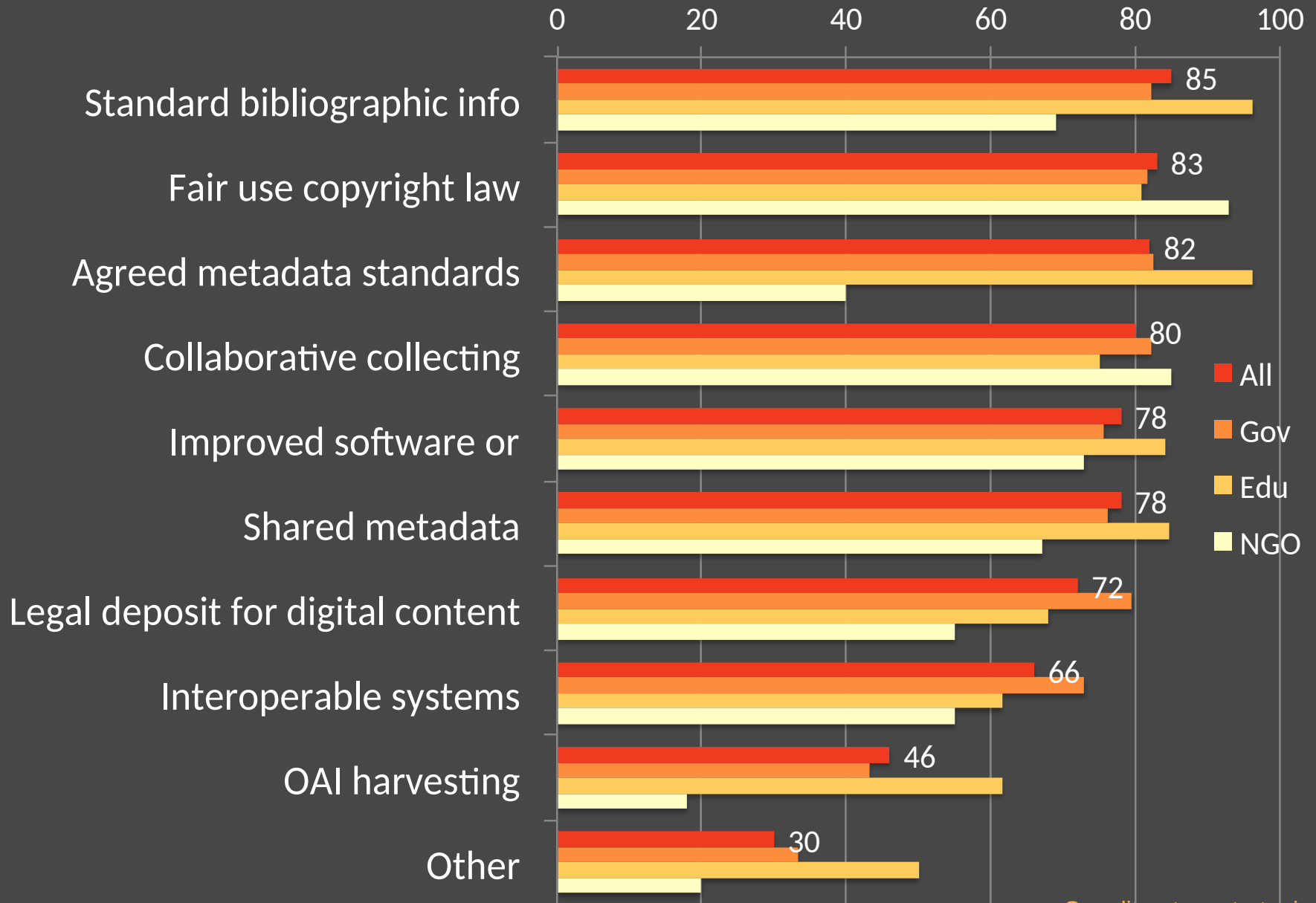


Deadlinks are costing
Australia up to AU\$5
billion (US\$4 billion) p.a.

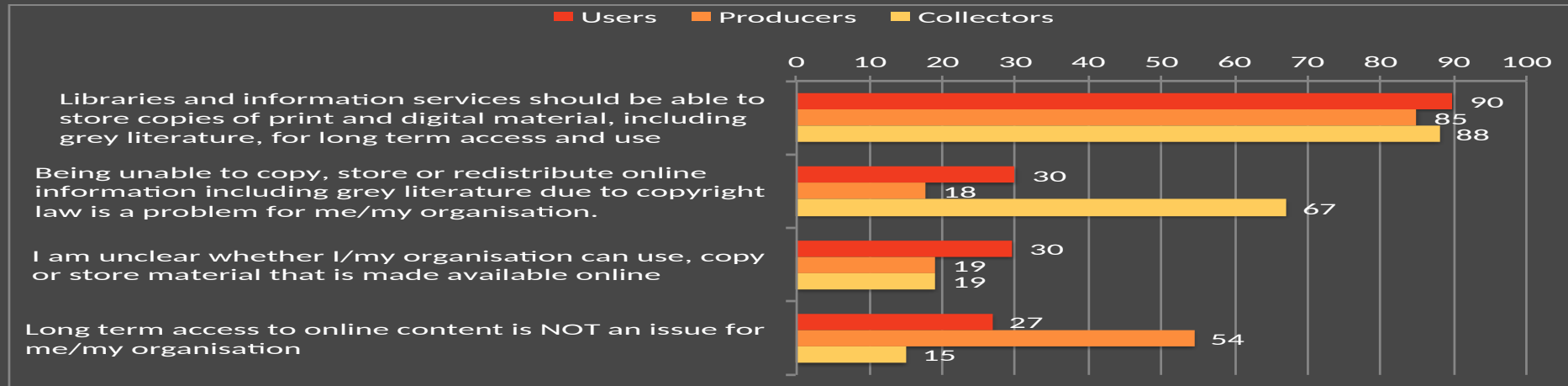


There is support for
change and efficiency
gains to be made

Collectors: Most important strategies for improving collections

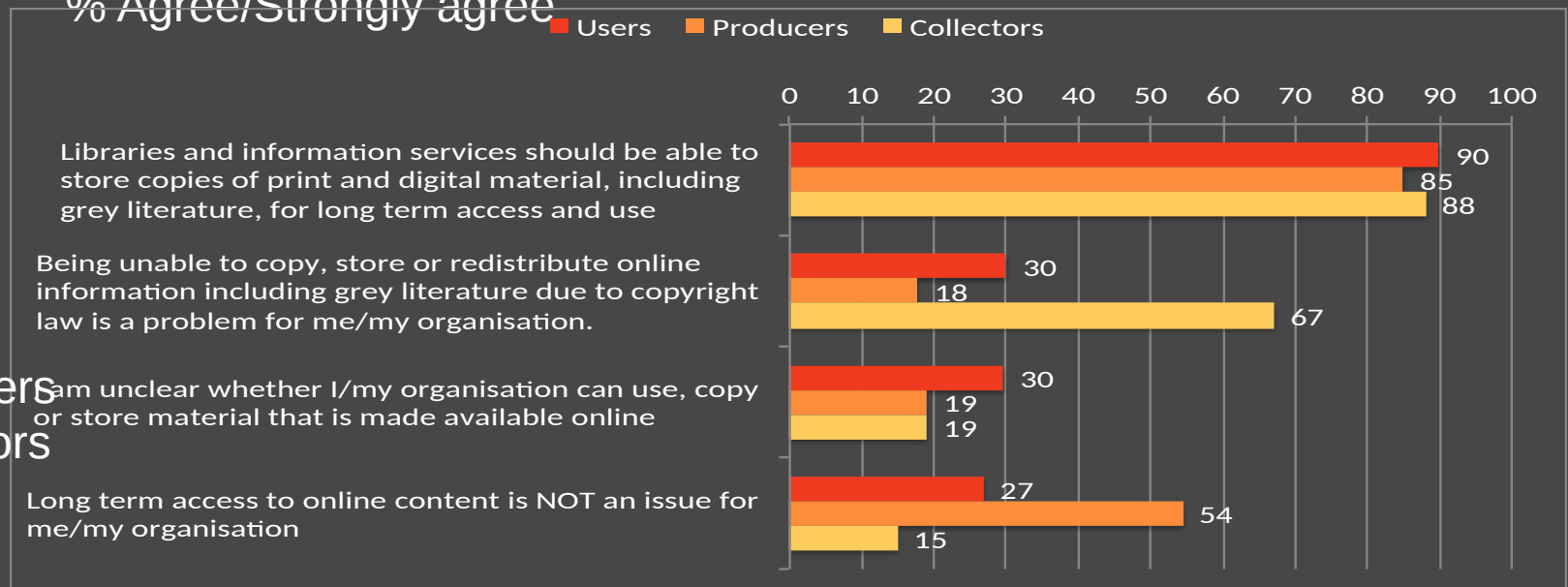


We have a mandate... as the politicians say



% Agree/Strongly agree

Users
Producers
Collectors



Managing and collecting grey literature more could mean a national efficiency dividend of AU\$17 billion (US\$14 billion) p.a.



What is to be done?

Educate
Curate
Collaborate
Automate
Regulate
Legislate

5 Recommendations suggested

- Improve production standards and transparency
- Ensure greater discovery and access
- Recognise the value of grey literature for scholarly communication
- Improve collection and curation of policy resources
- Reform copyright and legal deposit legislation

Recommendation: Improve production standards and transparency

Encourage producing organisations to include standard bibliographic details on all online publications.

Explore the development of standard typologies of quality review processes.

Educate: introducing the TAP DANCE guide to digital publishing

Title/Subtitle

Author(s) (if applicable)

Producing organisation(s)

Date

Abstract/Brief description

Numbers & title on each page

Copyright/Creative commons statement

E-Location ie URL, DOI, Handle etc



A proposal for a set of 5 standard review codes for research and policy resources

Independent peer review

Expert panel review

Internal review

Other review process

Post publication peer review

Recommendation: Ensure greater discovery and access

Encourage funding and commissioning bodies to consider the removal of default privacy clauses in research contracts.

Encourage funding and commissioning bodies to enable the use of creative commons licences by default.

Develop effective training programs for all those engaged in online publishing, on why and how to effectively produce and publish online, including required bibliographic information and the use and application of creative commons licences.

Recommendation: Recognise the value of grey literature for scholarly communication

Further encourage the publication of academic research in open access journals or open access digital collections.

Encourage researchers to make work available in formats and styles applicable to policy and practitioner audience

Integrate grey literature into future assessments of research impact and quality

Recommendation. Improve collection and curation of policy resources

Increase the amount and type of digital and print grey literature catalogued and collected.

Develop national and international digital collection strategies for policy and practice resources.

Increase investment in collecting services and infrastructure for digital resources.

Improve auditing capabilities of collections and collect data on what is being collected

Establish systems for collaborative collection of digital and print grey literature.

Recommendation. Improve collection and curation of policy resources

Adopt common standards of metadata based on international best practice.

Develop and adopt common standards of usage metrics and citations for users and producers.

Work with existing or new aggregating services such as Trove, WorldCat, Internet Archive and Google on global access to diverse collections.


Develop sustainability strategies for publicly funded digital collections to ensure provisions are in place for sustainability or exit.

What if we collaborated,
not just with libraries, but
with producing
organisations and users
to build an international
collection of digital policy
resources...?

What else could we do?

What if we do nothing?

Big deal...



A journey of a
thousand miles
starts with a
single step.

Lao Tzu

Let us know your thoughts...

Where is the evidence: realising the value of grey literature for policy and practice - Discussion paper now online

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