



A Whiter Shade of Grey:

The Many Shades in Grey Literature
and how to improve findability

SWETS

Swets Simplifies

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Chief Executive Officer, Swets

Event: GL10

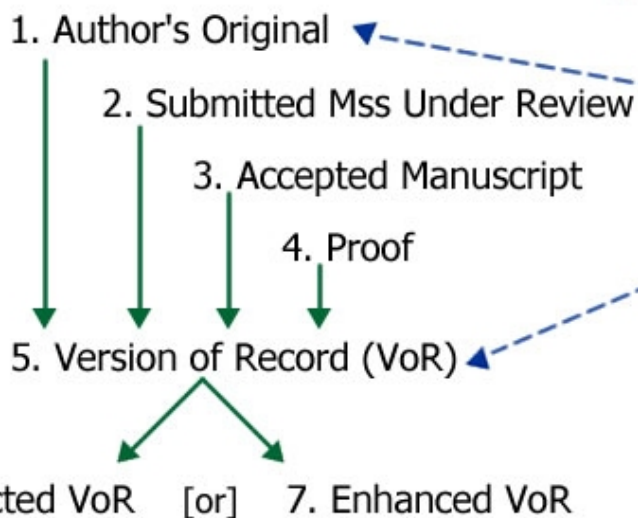
There are many shades of grey and it is all about findability...



How white and grey relate

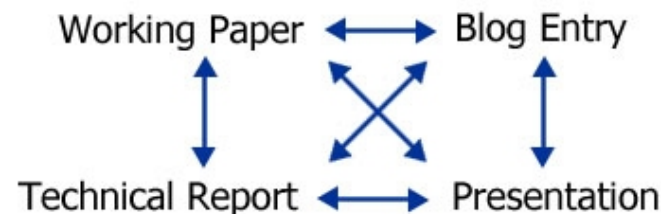
Formal Literature

value-adding process relationships
(a dissemination/publishing "family")



Gray Literature

conceptual provenance relationships
(a citation "family")

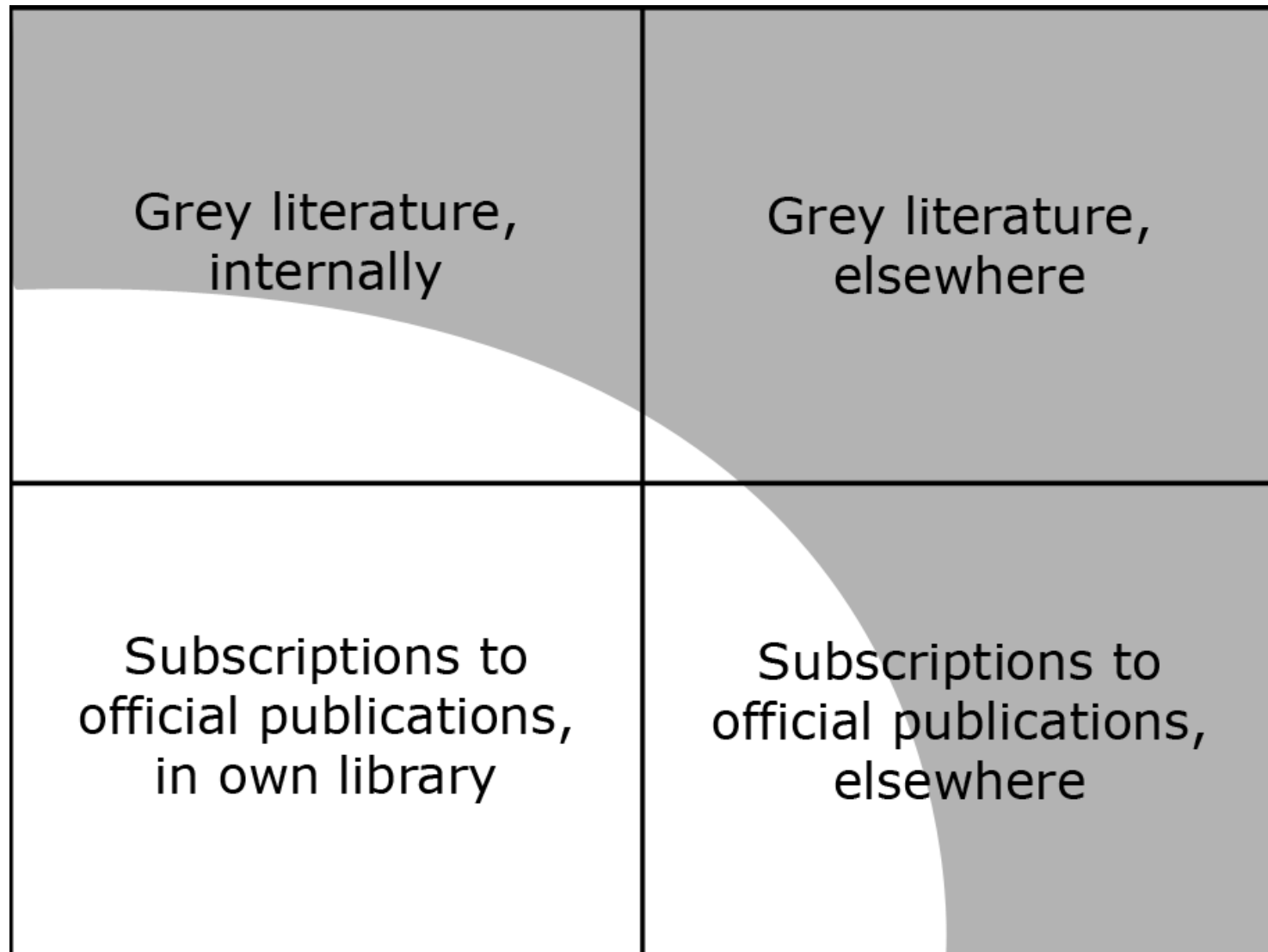


From the NISO recommendation on Article Versions
see <http://www.niso.org/publications/rp/RP-8-2008.pdf>

And its new paradoxes:

- 'white' is not always easier to find than 'grey'
- 'white' is not always 'must have'; often users prefer 'grey'
- There are many shades of grey
- Definition of 'grey' doesn't seem to relate to end-user, who thinks in terms of 'findability'

Findability in the Grey Grid in the old days: searchable=findable



Findability in the Grey Grid, better organised but still pre-web; searchable=findable

Grey literature, internally (with good internal index)	Grey literature, elsewhere (hear-say, tips from peers)
Subscriptions to official publications, in own library (good library cataloguing)	Subscriptions to official publications, elsewhere (inter-library loan)

Findability in the Grey Grid supported by the web; searchable \geq \leq findable

Grey literature, internally (Well organized institutional repositories)	Grey literature, elsewhere (Indexed and searchable)
Subscriptions to official publications, in own library (Fully digital library)	Subscriptions to official publications, elsewhere (All is searchable)

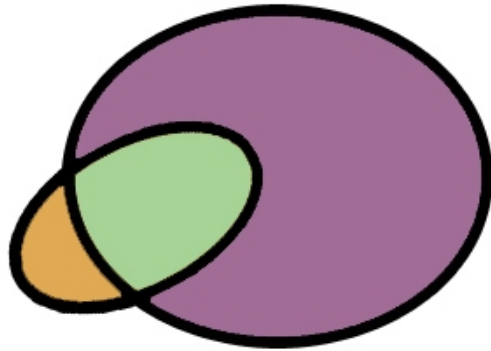
In reality - in our Knowledge Community - there are more shades of grey

grey literature/ internal <i>From own institute</i>	grey literature/ elsewhere	grey literature/ outside own expertise
datasets and tech reports, linked bi-directionally to official publications <i>From own institute</i>	Whiter grey elsewhere	Whiter grey outside expertise
esoteric subscriptions other type of subscriptions (to news, websites, etc)	Greyer white elsewhere	Greyer white outside expertise
official publications/ subscribed	official publications/ unsubscribed	official publications outside own expertise

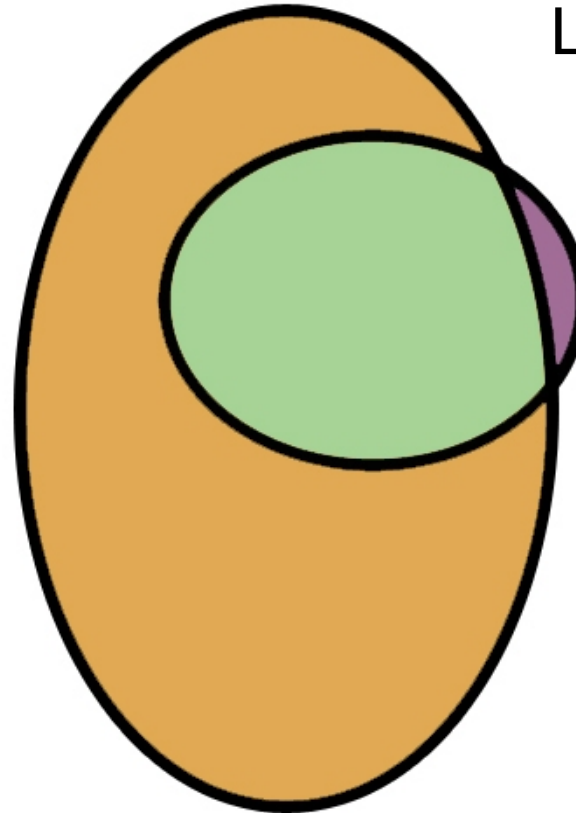
But never solving the
Recall-Precision Paradox,
instead re-emphasizing it

The Recall-Precision Paradox

Low Recall
High Precision



High Recall
Low Precision

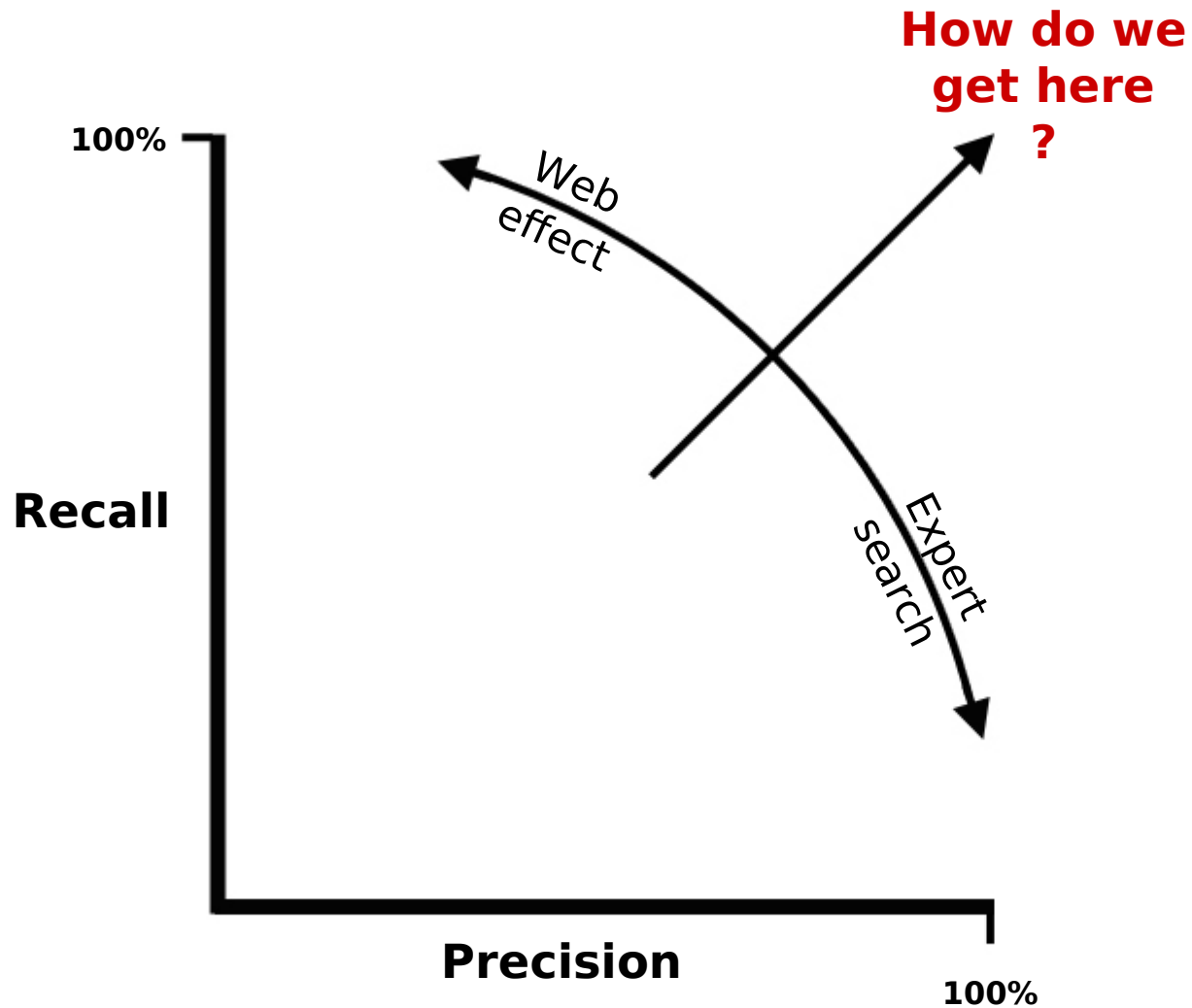


■ = total content desired

■ = correct content found

■ = erroneous content found

The Recall-Precision Paradox

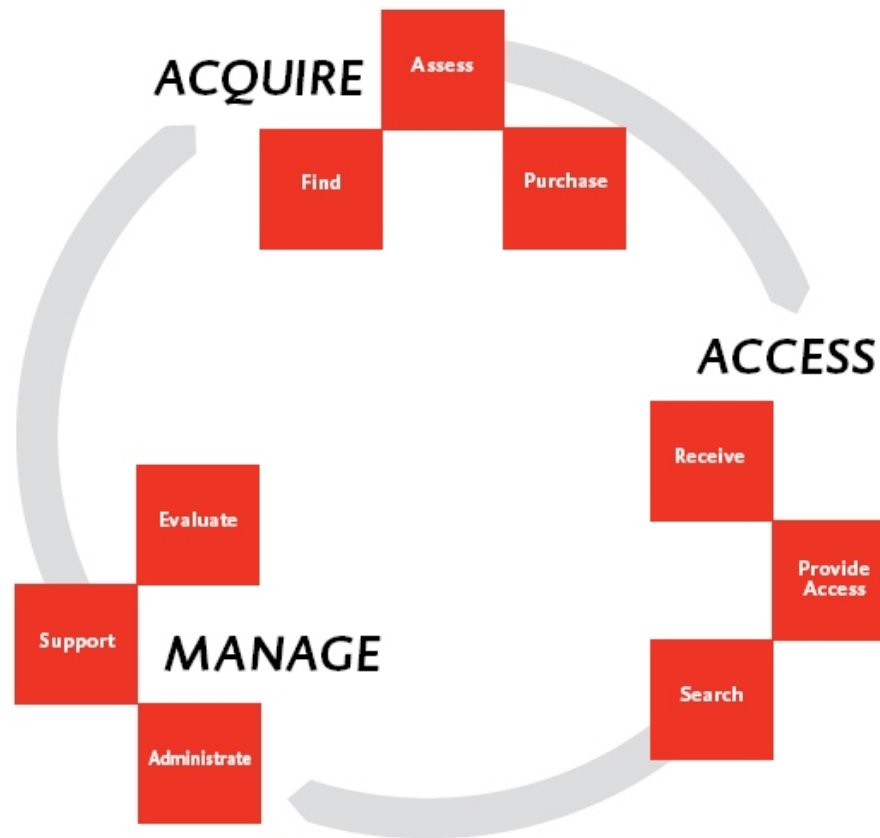


Swets

Your partner in improved findability

Swets

Your partner in acquisition, access and management



Some of our academic customers



Harvard College



Princeton University



Washington University



Oxford University



Cambridge University



University of Queensland



University of Birmingham



University Turku



KBH University



Université de Luxembourg



University of Auckland



University of Leipzig



University of Cape Town



University of Gothenburg



Erasmus University



Université Paris



Technische Universiteit Delft



Vrije Universiteit Brussel



National University of Singapore



University of Athens



Università Cattolica del Sacro Cuore



Meiji University



Universidad Complutense de Madrid



University College London



Victoria University of Wellington



Aalborg University Library



UNAM

An overview of some of our corporate customers

One third of Fortune 500 companies, and wide array of other multinationals, use Swets to manage their information.

+ 20.000 others

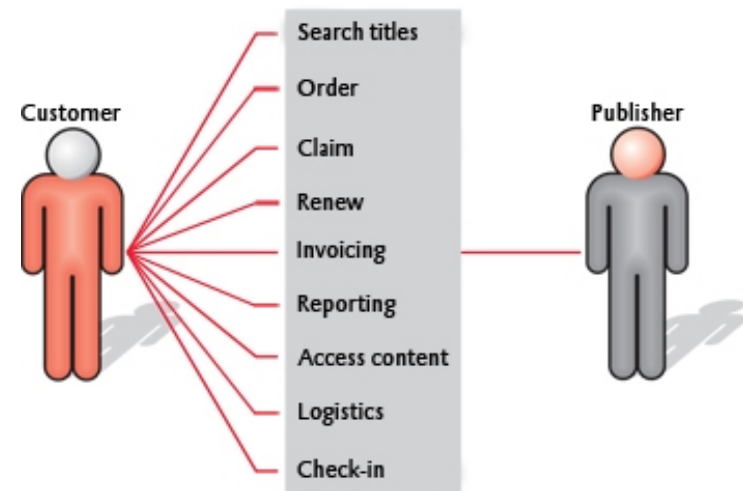


Without Swets

Customers face a complex administration process with every single Publisher

Many relationships:

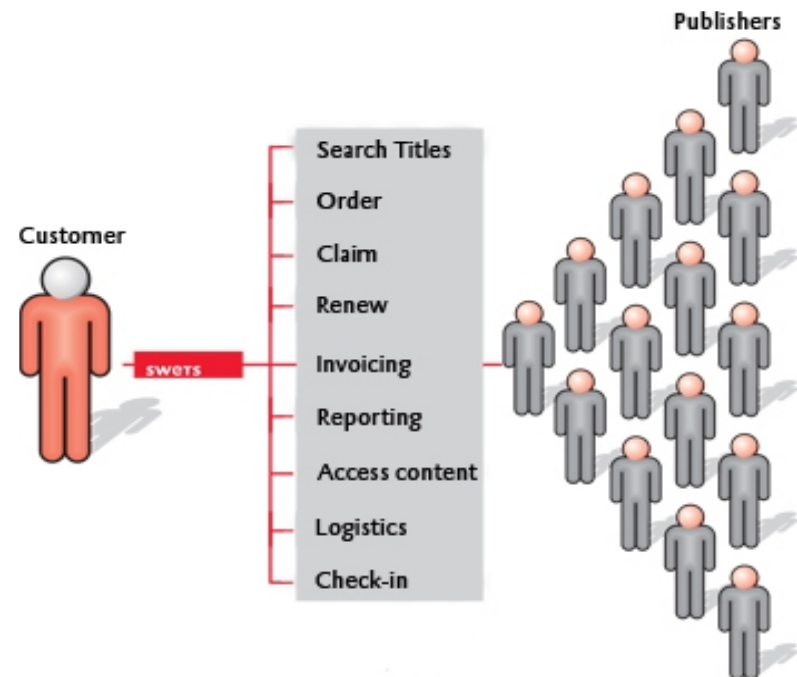
- Generates unnecessary costs
- Wastes valuable time
- Duplication of effort & content



With Swets

Gain the freedom to focus on what's most important to you and your organization

- Reduced time and effort devoted to administering subscriptions
- Reduce costs and optimize what you spend
- More control over your subscriptions investment
- Improved management of e-journal licenses
- Enhanced journal processing capabilities



Swets, your partner in improved findability

Information Overload

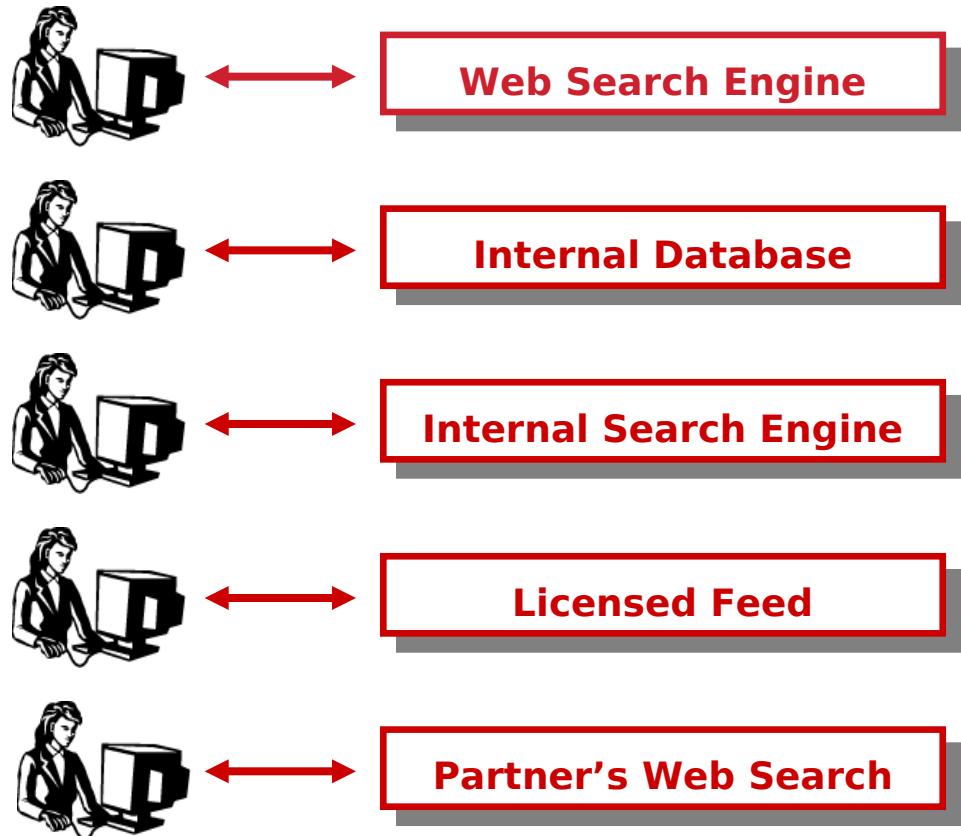
The user experience without federated search

I need to find...



Problems

- Many separate searches
- Many interfaces
- Many information lists
- Relevant information is hidden
- Duplication of results across sources



Swets, your partner in improved findability

Information Overload

The user experience with federated search

I need to find...



↔ **SWETSwise** | Searcher ↔

Web Search Engine

Internal Database

Internal Search Engine

Licensed Feed

Partner's Web Search

Typical Federated Search Behavior

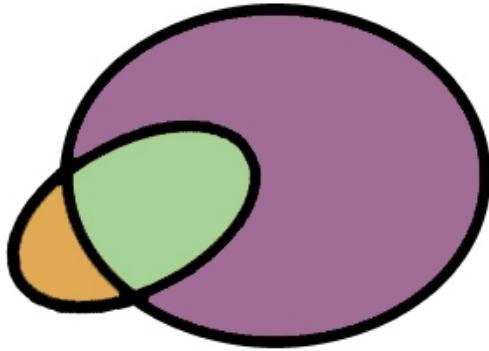
- Cross search all resources
- De-duplication of content
- High recall
- Low precision

Way Forward for Services Like Those of MuseGlobal, Vivisimo and AquaBrowser

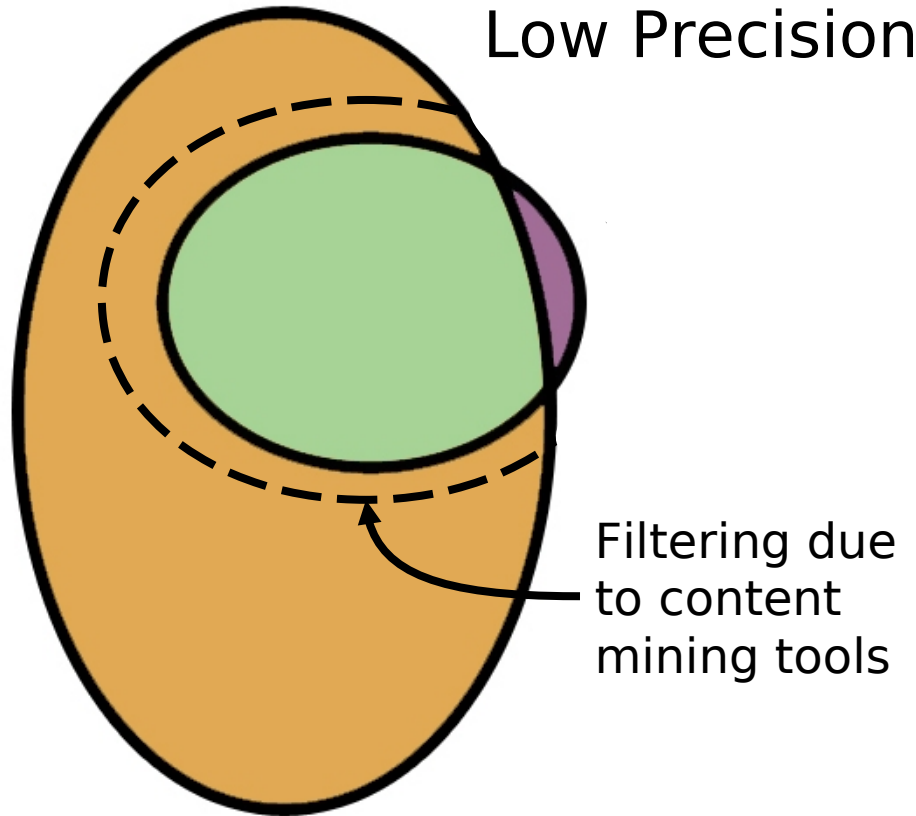
- Provide users with tools to filter the clutter from the desired content
- To be used after the recall has been done
- Through advanced content mining techniques and technologies

The Recall-Precision Paradox

Low Recall
High Precision



High Recall
Low Precision



■ = total content desired

■ = correct content found

■ = erroneous content found

Examples of Filtering Tools

Discover

mercury

Search

> Print > Help

Results 1 - 10 of 563 for **mercury**, sorted by: relevance

Topics Sources URLs

Clustered Results

chaos theory (97)

- Model (18)
- Heart rate, Variability (15)
- Time series (5)
- Correlation dimension (4)
- Nonlinear Analyses (2)
- Effect of preconditioning (2)
- Other Topics (3)
- Dynamics (12)
- Control, Nonlinear (12)
- Analysis (8)
- Stability, Delays (8)
- Behavior (4)
- Synchronization (5)
- Patterns (5)
- Energy, Intramolecular (4)
- Kinetics (3)
- More

Find in clusters:

Enter Keywords

Go

All Web News Swets

Top 49 results of at least 959 retrieved for the query **chaos theory** (Details)

☐ Select/deselect all on this page
 Selected results: 0

View Email Export as Text

- ☐ [News Along the Pike Special Edition Jim Morrison's Ombudsman's ...](#) [new window] [cache] [preview] [clusters]
chaos. While **chaos theory** is the latest in management fads, it doesn't mean that people actually want **chaos** in the workplace. However ...
Date: 2007-05-04
www.fda.gov/cder/pike/Special2002d.htm - FDA: CDER 1
- ☐ [Study of the Hypothalamic-Pituitary-Adrenal \(HPA\) Axis and Its Role in Major Depression](#) [new window] [preview] [clusters]
Condition: Fatigue Syndrome, Chronic; Healthy; Mood Disorders
Status: Completed
ClinicalTrials.gov/show/NCT00001479 - ClinicalTrials.gov 1
- ☐ [Amoebae as exemplary cells: the protean nature of an elementary organism.](#) [new window] [preview] [clusters]
 In the nineteenth century protozoology and early cell biology intersected through the nexus of Darwin's **theory** of evolution. As single-celled organisms, amoebae offered an attractive focus of study for researchers seeking evolutionary relationships between the cells of humans and other animals, and their [...]
Affiliation: Department of Philosophy & Religious Studies, Cape Breton University, 1250 Grand Lake Road P.O. Box 5300, Sydney, Nova Scotia, Canada B1P 6L2. andrew_reynolds@cbru.ca
Authors: Reynolds A
Ref: J Hist Biol. 2008;41(2):307-37.
www.ncbi.nlm.nih.gov/...?cmd=Retrieve&db=PubMed&dopt=Abstract&list_uids=19049233 - PubMed@NIH 1
- ☐ [www.sciencedirect.com/...rsion=0&_userid=10&md5=a1c783d88c2d068111298402f934bd95](#) [new window] [preview] [clusters]
Ref: Communications in Nonlinear Science and Numerical Simulation
www.sciencedirect.com/...rsion=0&_userid=10&md5=a1c783d88c2d068111298402f934bd95 - Science Direct 1
- ☐ [CDER News Along the Pike](#) [new window] [cache] [preview] [clusters]
 ... While **chaos theory** is the latest in management fads, it doesn't mean that people actually want **chaos** in the workplace. However ...
Date: 1999-05-03
www.fda.gov/cder/pike/Special2002d.htm - FDA: CDER 1

orbit mountaineer

astronaut

Association

Spelling variation

Translation

Thesaurus term

Discovery trail

Book

Learn why scientists often have trouble studying the planet closest to the Sun.

Series: Heinemann infosearch;The universe

Subject: Mercury (Planet), Juvenile literature

Found: Mercury (9)

Mercury

Fran Howard

> Biography (11)

> Historical (9)

> NonFiction (5)

> 32 more...

Topic

> Space exploration (5)

> Astronauts (4)

Is There a Whiter Shade of Grey?

- Traditional distinction between White and Grey has blurred
- New distinction is between “properly” indexed (i.e. findable) content and not
- The corpus of information is being extended to non-article types; the search scope is being extended beyond area of expertise
- No form of static indexing, however proper, will resolve the Recall-Precision Paradox
- Tools are being developed to help users dynamically improve the Recall-Precision ratio for their particular situation

Swets Simplifies

Your partner in findability...
...for any whiter shade of grey