

# Ubiquity of Grey Literature in a Connected Content Context

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Paper presented at GL5 Conference

Amsterdam

4 December 2003

# Ubiquity & Grey Literature (GL): What's the relationship?

- Scholarly & scientific publishing challenged
- New opportunities for technology
- New demands by consumers
- Rise in information literacy
- More GL everywhere

# Meaning of Ubiquity?

- “existing everywhere”
- “inescapable”
- “where technology becomes virtually invisible in our lives”
- can incorporate multimedia
- entertains privacy & security issues differently

# What about GL?

- Challenging to identify, acquire, search, process & archive
- Creating models of inquiry
- Supports information literacy
- Utilized in distance education
- Can be often revised
- Always about content building
- Difficult to evaluate

# Traditional Means of Evaluation

- Audience
- Authority
- Purpose
- Objectivity
- Currency
- Coverage
- Accuracy
- Relevancy

# New Criteria to Evaluate

- Usability
- Aesthetic Value
- Comprehensiveness
- Connectivity
- Dependability
- Links to related or opposing content

# May Also Include Such Values:

- Aesthetic
- Historical
- Mathematical
- Health
- Moral/Religious
- Scientific
- Social

# And...

- Economic
- Philosophical
- Physical
- Mechanical
- Cultural
- Geographical
- Personal attributes.



# Common Elements

- Interdisciplinary
- Collaboratively designed & prepared
- Promotes critical thinking
- Encourages multimedia
- Anticipates diverse users

# Contextualizing New Products

- Builds on proposal
- Graphics intensive
- Promotes debate & critique
- Participative & interactive
- Combines best of journalism with rich content

# Standard Sources of GL

- Online journals
- Preprint archives
- Major bibliographic resources
- Professional society sites
- University department sites
- Library sites
- Data archives

# And...

- Personal web pages
- Government agency sites
- Industry sites
- Non-profits
- Venture capitalists and development sources
- Observatories

# And...

- Competitive intelligence
- Image catalogues & archives
- Etc.

# Innovation, New Knowledge & GL

- New Business Models
- Creativity
- Communications & wireless technologies in great abundance
- More connectivity
- Emphasis on networking
- New & more open organizational cultures

# Transformation of Content

- More context aware
- Challenges of sustainability & rate of growth
- Interesting applications relevant to daily life
- May have a beginning, transition, end
- Relationship intensive - lateral & deeper
- Not always well defined

# Other Qualities

- Portability
- Increasingly heavily cited
- Has learning/educational mission
- Used by different forms of computing
- Transcends concrete to abstract



# Current & New Realities

- Public Library of Science  
(<http://www.plos.org>)
- BioMedCentral family of journals  
(<http://www.biomedcentral.com>)
- DSpace (<http://www.dspace.org/>)
- University of California eScholarship  
Repository  
(<http://repositories.cdlib.org/escholarship/>)

# Conclusions

- Ubiquity and GL have lots in common
- Strong future for GL
- More will be grey - but what shades are uncertain
- Increasing collaboration is predicted
- New financial/economic markets & models
- Digital libraries & repositories still in growth mode



