

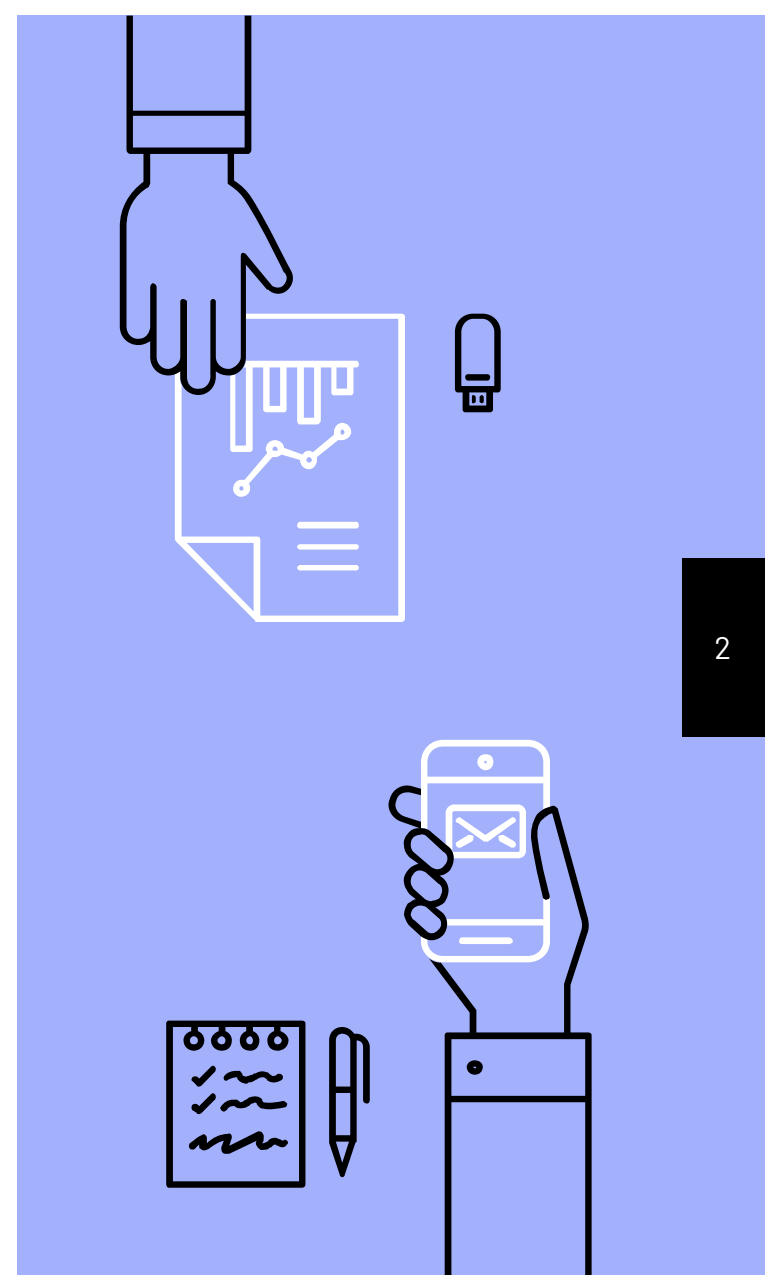
Measuring reuse of institutionally-hosted grey literature

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Presentation Outline

- I. Project Background
- II. Data Collection Overview
- III. Focus Group Sessions
- IV. Use Cases - Grey Literature
- V. Follow Up Survey
- VI. More Information
- VII. Next Steps





Assessment Interest Group (AIG)

*Surveying the Landscape: Use and Usability
Assessment of Digital Libraries (2015) white paper*



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Project Background

#digreuse

Project Team

reuse.diglib.org

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Assessing Use vs. Reuse

Use

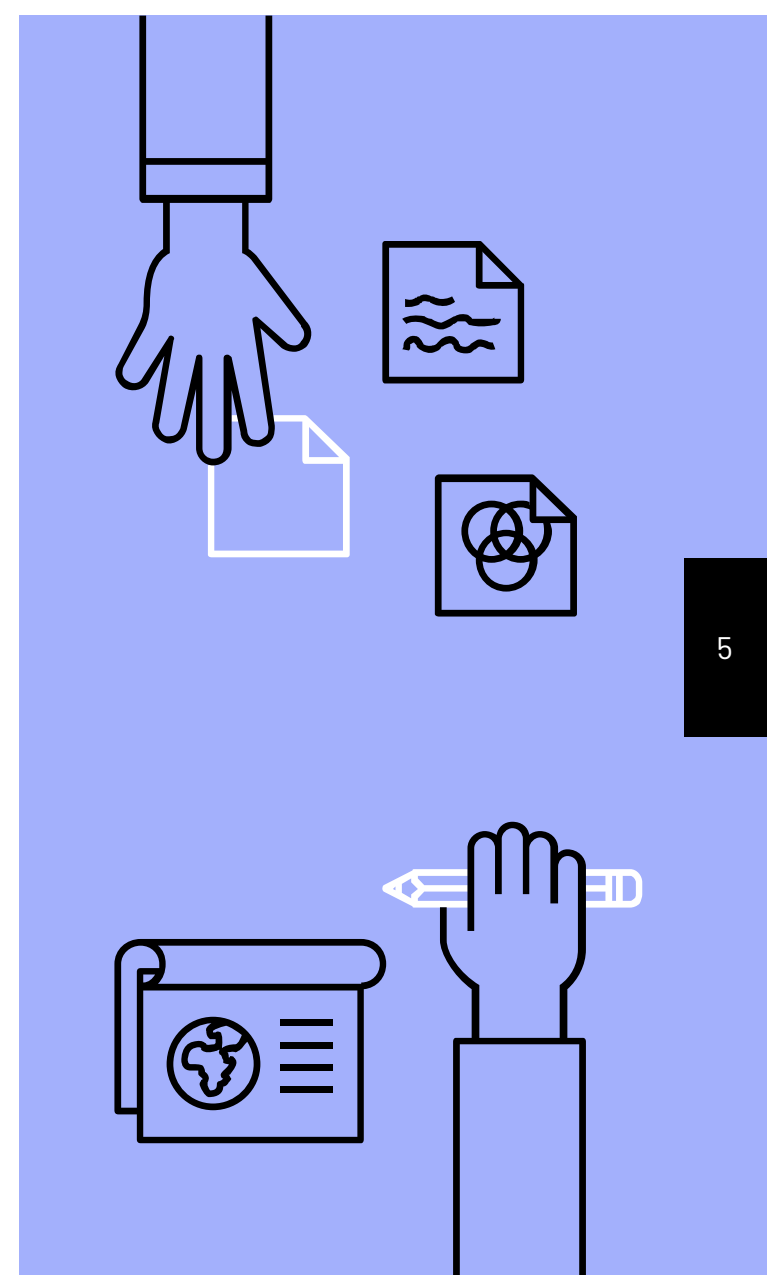
Discovering and browsing objects in a digital repository, often described as “downloads” or “clicks,” without knowing the specific context for the use.

Ex. Web analytics; CMS supplied analytics

Reuse

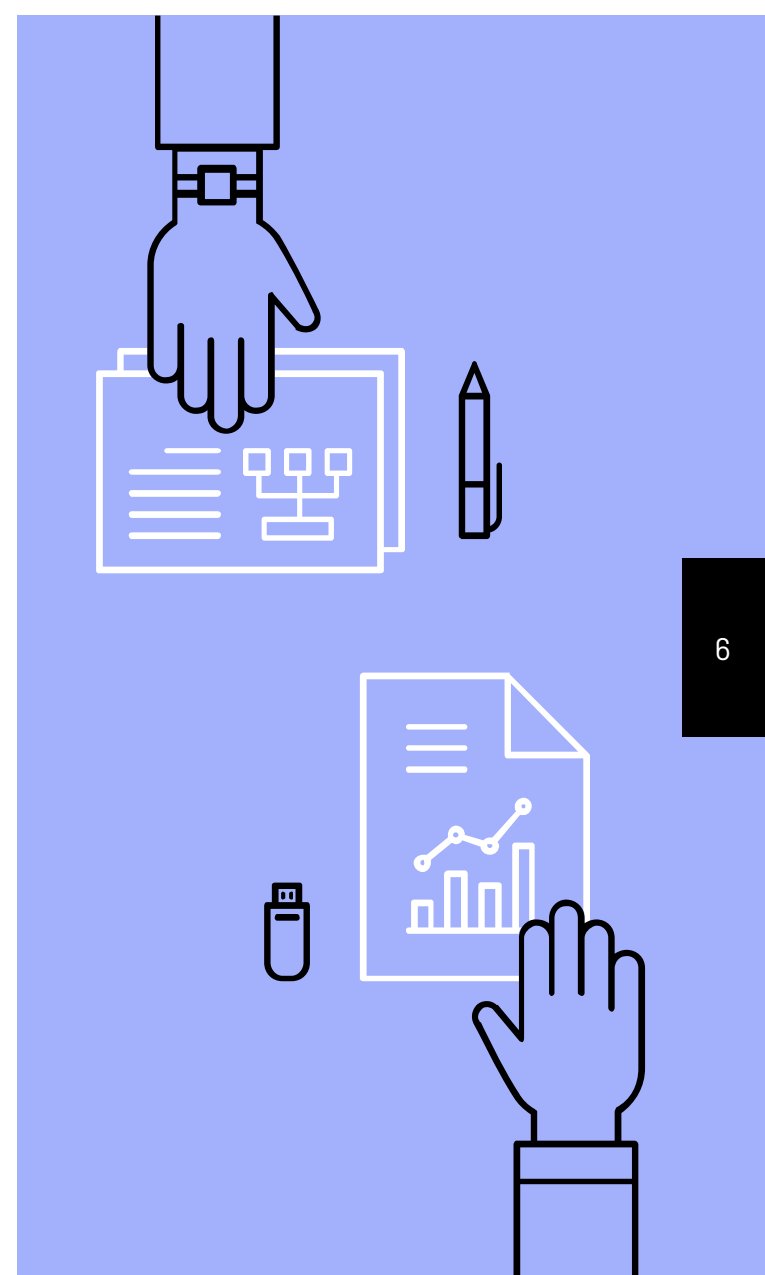
How often and in what ways digital repository materials are utilized and/or repurposed, knowing the context of the use.

Ex. Social media use; reverse image lookup

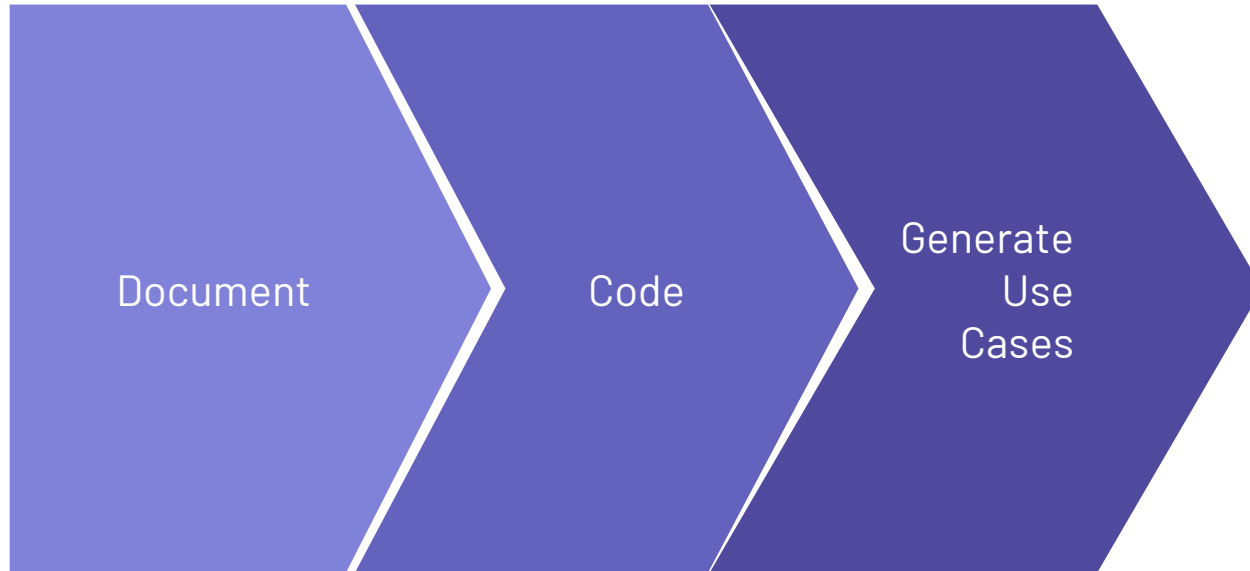


Data Collection Methods

1. Initial Survey
2. Focus groups
 - a. In-person
 - b. Virtual
3. Follow-up survey

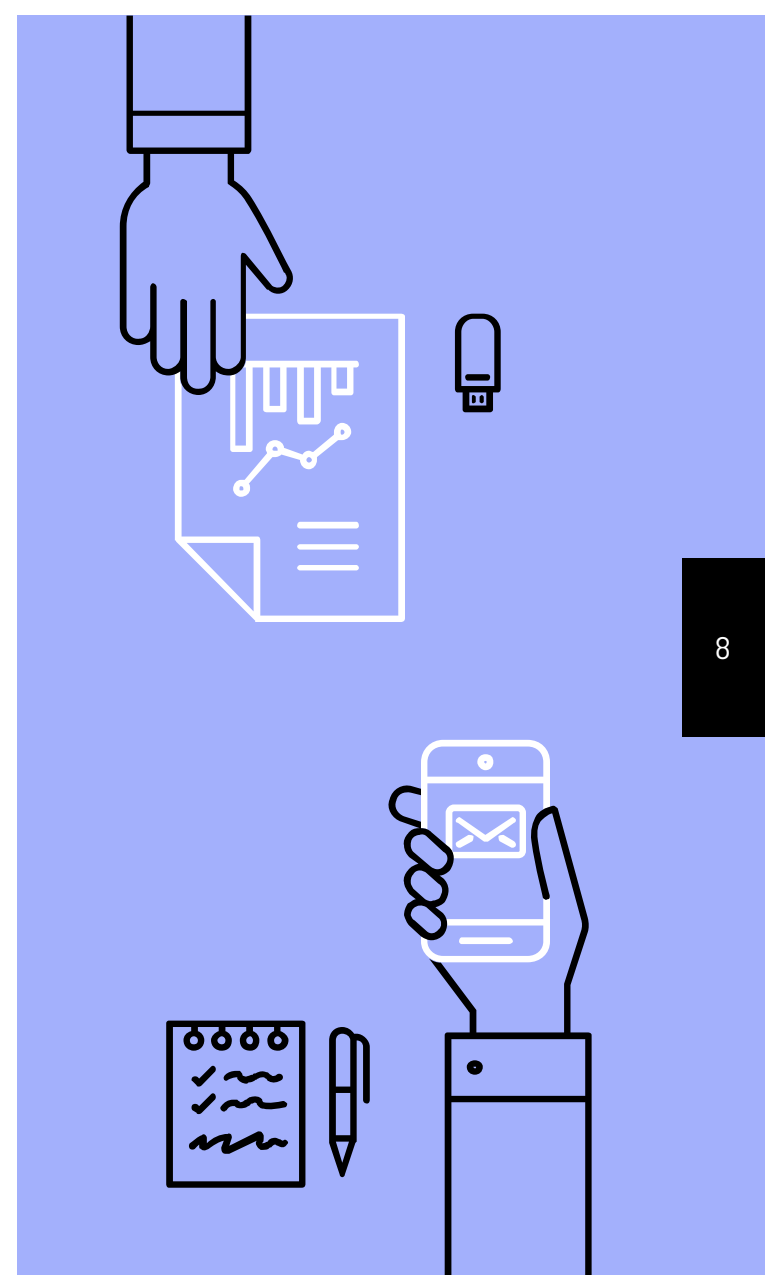


Focus Group Analysis



Examples of Reuse (so far...)

- ▶ Map dataset reuse to DMPs
- ▶ Citing digital objects in scholarly works, Wikipedia
- ▶ Transform data to stories/reports for various audiences
- ▶ Track non-scholarly reuse (genealogy, historic preservation, etc.)
- ▶ Reuse student data for curriculum develop.
- ▶ Blogs/web publishing
- ▶ Commentary/annotation
- ▶ Auto-include rights statements
- ▶ Analog data transformed to digital datasets
- ▶ institutional history
- ▶ digital exhibits
- ▶ archiving websites
- ▶ documentary footage and/or research
- ▶ Database of historical vital records + connect to living people.
- ▶ presentations
- ▶ social media datasets
- ▶ measure grey lit. reuse w/ altmetrics
- ▶ Web analytics to track grey lit. URLs
- ▶ Track uses from aggregation services



Use Cases

Data Collection, Analysis, and Reporting

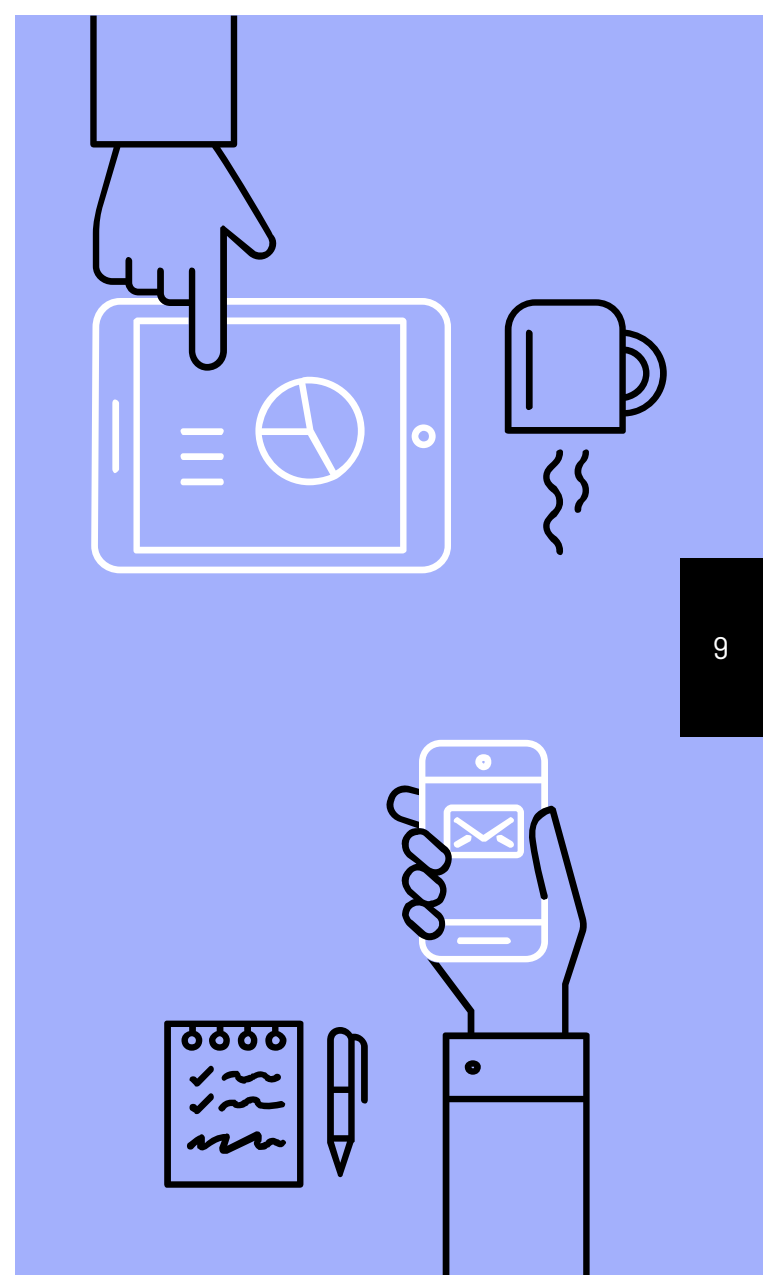
Use cases that address how reuse data is being assembled, interpreted, and communicated to various audiences and stakeholders.

Privacy, Rights Management, and Ethics

Use cases that address the assessment of reuse through legal, ethical, and culturally-aware perspectives

Collection Development

Use cases that address how to assess aspects of a digital collection based on reuse data.



1. Understanding how content is being reused in a variety of contexts by various audiences (social media, classrooms, scholarly works, genealogy, digital humanities, etc.)
1. Tell stories of impact with the reuse data that has been captured and tailor it to specific audiences/stakeholders
1. Assesses quality and quantity of items reused to inform digitization projects and priorities
1. Enable/encourage attribution of materials from collection in various reuse contexts, including through sharing and reposting on social media, integration into classroom instruction, citing in scholarly works, or through non-academic avenues
1. Know and understand digital repository users without violating user privacy

Follow-up Survey: Prioritized Use Cases

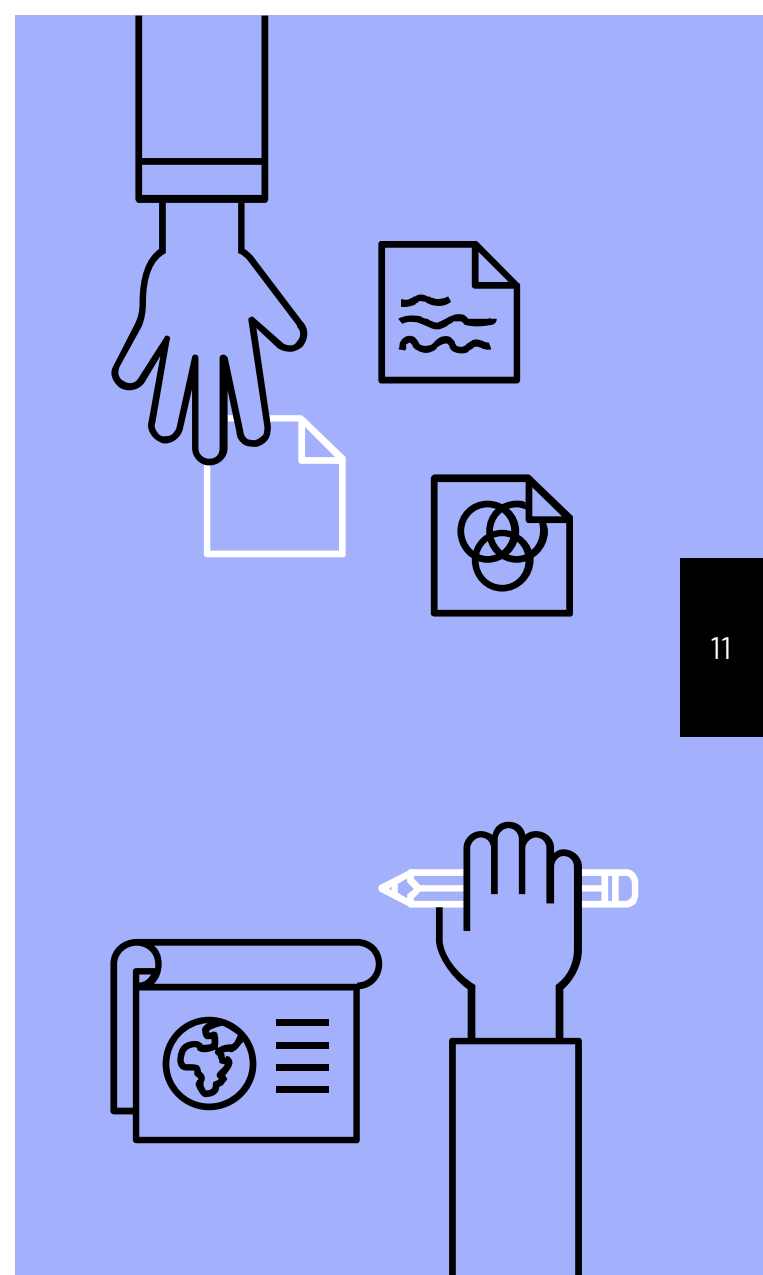
Next Steps

Spread the word

- ▶ *Performance Measurements & Metrics, "Barriers and Solutions to Assessing Digital Library Reuse: Preliminary Findings"*
- ▶ ARL Assessment Conference

Apply for new grant

Second grant to **build** the toolkit based on use cases & functional requirements



THANKS!

Any questions?

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