October 12, 2010

Kick-Starting IR Success at Any Stage

Courtney Smith, bepress

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Courtney Smith
Outreach and Scholarly Communications, bepress
How did YOU define success?

“Broad use across multiple disciplines”

“Sustained user engagement and sustainable processes”

“The campus buys into it by supplying information and money to support it”

“When it is more common than not for faculty to contribute”

“Departments come to me to ask to have their content in”

“When significant / relevant content is regularly recruited & posted -- without pulling teeth”
“Dear Brad,

I received an email last week from one of the main radio stations in Beijing, asking me to participate in an hour long, live radio program on Public Opinion Polling in China. I was a little puzzled why they asked me, because my only work on that topic was 20 years ago...
Public Opinion Reform in China

David S. Mason, Butler University
Hsiu-Chen, Butler University

Publication Date
1-1989

Abstract
As the People’s Republic of China shifts toward a more market-oriented economic system, it has also begun exploring another Western institution: scientific public opinion polling. As Yang Quansun, one of China’s leading pollsters, said recently in the Beijing Review: “Only two or three years ago, the public opinion poll was considered to be a bourgeois or ‘capitalist’ method of social survey... Now the tabloids have been swept away by the strong tide of reform, which is challenging all of China’s traditions, stereotypes and prejudices.”

Recommended Citation
http://digitalcommons.butler.edu/schpra/79

Selected Works of David S. Mason

Professor Emeritus of Political Science at Butler University in Indianapolis.

Articles
The collapse of the United States as the global hegemon constitutes a "systemic revolution" that...
- Link: This is not the time to cut taxes, Christian Science Monitor (2009)
An opinion piece on tax cuts.
Examines economic fairness as a factor in popular support for the political system in the...
Highlights the effects of the transition of Eastern Europe and Russia from communism to democracy....
Using surveys conducted in 1991, we find that western individual-level models of participation also largely...

Books
- Link: The End of the American Century (2008)
The compelling and persuasive book is the first to explore all of the interrelated aspects.
…Today, in preparation for the show, I Googled "public opinion research in China" and lo and behold, right near the top of the list are several versions of my 1989 paper, via BU's Digital Commons. It seems I must be a leading expert on the subject! And I guess this is how the Chinese radio people must have stumbled across me!”
How memorable is your IR?
Name and brand create impact
Do you help your users remember how to get there?
Once they are there, do they know what to do?
Memorable is important, but...

How do you get people to keep coming back?
Consistent contact brings in content

+500
Successful IRs provide consistent, positive feedback

Half-yearly reports for each department, including number of papers uploaded, number of downloads, and most active authors.

One-page report about the IR for the University Librarian to deliver to each dean at the start of the academic year.
This generates goodwill and participation in the IR

• Sparks a sense of competition and accomplishment

• Keeps ResearchOnline in the department's mindspace.

• Helps deans prove that a department is producing, and help with departmental promotion.
Readership reports encourage all parties

Create spreadsheet reports for
- the Faculties divided by Schools and within that by the category of material
- the Research Institutes and Groups

Provide a comparison table against the previous year
Send the stats to the Research Office who forward them to the researchers

“We generally get them to everyone and everyone sees what everyone else is doing….a little more healthy competition!”

--Yvonne Desmond, DIT
These reports also demonstrate value to funders

“I have found reports to be extremely useful as a marketing tool for the repository.

Here in Ireland, the government are very anxious that research demonstrates value for money... Making the results of research freely available is part of that and [access numbers] can be seen as a measure of impact.

This is particularly pertinent for us [at DIT] since in most cases our research is applied.”
"I am inundated in fact. Yesterday's download reports brought in several new active participants (who had previously been involved only passively, as co-authors)."
–Paul Royster
"With scarce resources, we needed to make a decision at the very start of our project. Did we want to invest in maintaining technology, or did we want invest in people to work directly with faculty?...

Michael Miller
Dean of Libraries
Cal Poly San Luis Obispo
People power is essential

…We chose people.

We decided it was more important to have people in the field generating the workflow to populate the IR. Without papers from faculty and others, there is no IR.”

Michael Miller
Dean of Libraries
Cal Poly San Luis Obispo
Dedicated people ensure collection growth

“It took more than two years to add the first 386 items into the library's repository, but by adding Jackie and Jodi to this team we should be able to more than double the size of the repository in just a few months.”

Doug Way
Head of Collections
at Grand Valley State University
Who makes this magic happen?

IR manager

Dean or Director

Liaison Librarians
Incorporating liaisons
Collection development benefits from the domino effect
When working with departments, find eligible articles in advance

Dear Professor [name],

I recently came across [one/many] of your [article/articles]:

[Title] in the journal, [Journal Title].

This article is eligible for posting in [your institution’s] online institutional repository, [name of IR] – [URL]. The [publisher] (publisher of [Journal Title]) allows their versions to be used in a university's repository, so it's a simple matter to archive it there.

We would like to add your eligible articles to the repository, which is a digital archive designed to provide maximum visibility and dissemination for the scholarship created at [your university]…
Archiving will preserve your article permanently as part of the [your library’s] digital collections and also make them open access for all internet users worldwide. Each full-text article would have a permanent, separate URL that can be pasted into any email, vita, or hypertext document, or linked to from any blog or other webpage.

Online open access articles are viewed and cited much more frequently than those available only in paper or only by limited subscription. It is one of the best ways to maximize the impact of your research work. By participating in [Name of IR], you will also get an automatic monthly report by email on how often each of your documents is downloaded.

We think this is an exciting new service the library is able to offer to support the furthering of research in your areas of work. **If you grant us permission to post these works, please simply reply to this e-mail.**

Should you wish for us to post other works of yours (either previously published or not), please send us a current CV or email listing these works and we will begin the process for those as well.

Please feel free to contact me with any questions about [Name of IR].

Sincerely,

[Your Liaison]
Give authors a personal home
Cast your net wider
Successful IRs are open to possibilities

Start with a simple question:

“How can we help?”

Marisa Ramirez
Cal Poly San Luis Obispo
Inclusiveness pays off
Diverse collections bring usage
Scholarly Impact of Content

Faculty
- Primary Research
- Research Findings
- Committee Meetings
- Research Reports
- Faculty Journals
- Post Prints
- Books
- Pre Prints

Student
- Non-Research Output
- Faculty Conferences
- Undergrad Conferences
- Honor Papers
- Masters Theses
- Graduate Journals
- Dissertations
- Undergrad Journals

Admin
- Administrative Reports
- Newsletters
- Donor Reports

External
- Alumni Magazines
- Historical Collections
- Commencement Addresses
- Policy Reports
- Symposiums
- Society Journals

Low
High
This work “raises the awareness of the institution’s achievements among consumers of the now-discoverable content, a population likely to be meaningful to the institution’s other goals such as fundraising and reputational rankings.”

-Watson and Donovan
“We have received requests from companies or commercial enterprises who have read the research and are interested in contacting the student.”

-Yvonne Desmond, Dublin Institute of Technology
“The College is helping to direct new users to the repository, and the repository supports access to the research and administrative documents produced by the College.”

-Marisa Ramirez, Cal Poly
“We are a four year school, so the undergraduates here don’t have contact with grad students, but through these publications they can get at least some notion of the research process.”

--Mike Seeborg, faculty advisor to the peer reviewed Undergraduate Economic Review, Illinois-Wesleyan University
“This suggests a role for the IRs beyond that of archival storage and accessibility enhancement: in fact, they are well-suited to become online publishers giving voice to a wide range of authors normally excluded... by the vagaries... of the conventional publication routes.”

-Paul Royster
Give it to me simply, please
Successful IRs aim for the domino effect
At the start, do the work for people

Here are some ideas:

• One work from every author on campus
• Exemplar collections for each major type
• Build a few representative departments
• Batch build an archive
• Find a few champions
Help your team demonstrate success

- Track growth in content
- Demonstrate increased usage and visibility of scholarship
- Show off alternate or additional publishing opportunities you’ve provided
Thank you and please, ask questions!

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