

# Grey Literature Resources for Science and Society: GreyNet Use Case

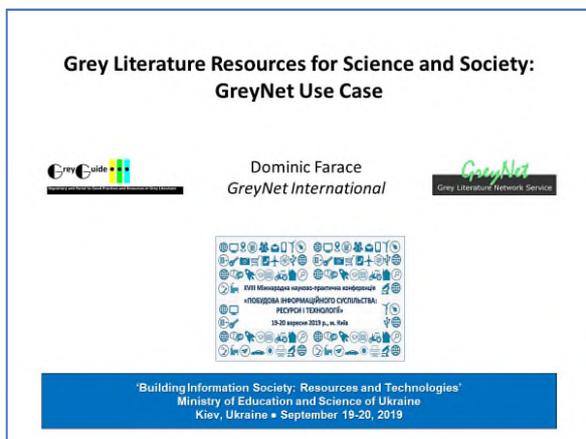
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- *Transcript of the Presentation* -

'Building Information Society: Resources and Technologies'

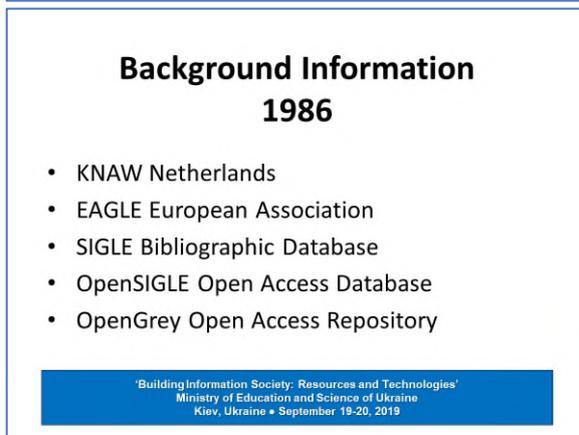
Ministry of Education and Science of Ukraine - Kiev, Ukraine on 19-20 September 2019



☞ Thank you for this opportunity to address such a distinguished forum. On behalf of GreyNet International and the GreyGuide<sup>i</sup> - its web access portal and repository, I seek to present to you a selection of sustained information resources in the field of grey literature, which I hope will be of interest to you and your communities of practice. Just to be clear on an accepted definition – Grey Literature is that which is produced on all levels of government, academics, business and industry that is not controlled by commercial publishing.



☞ I've divided my presentation into the following five sections as shown on this slide.



☞ Some brief background information will help recall the entry of grey literature on Europe's information landscape. It was my good fortune to have become a part of that movement in 1986, where I headed the Department of Documentary Information for the Royal Netherlands Academy of Arts and Sciences. At that time, the leading European organization was EAGLE and its primary mandate was the development SIGLE, the European database of BIBLIOGRAPHIC grey literature. Those records later became openly accessible in OpenSIGLE, today known as OpenGrey<sup>ii</sup>.

## GreyNet's Start-Up 1992

- Powered by TransAtlantic registered in The Netherlands
- First International Conference on Grey Literature in Amsterdam (GL'93)
- Foreign Acquisitions Workshop in Washington, D.C. (FAW'93)

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## GreyNet's Focus on Research

- **Unmask the Demand Side Bias of Grey Literature**  
Difficult to find and access, not published, not reviewed, ephemeral, etc.
- **Explore the Supply Side of Grey Literature**  
Bring its production from the back to the front office, acknowledge the review process, render how and by whom it is published, etc.

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## GreyNet's Mission and Goals

*'Grey Literature seen as a field in Information Science'*

- **Research**
- **Publication**
- **Open Access**
- **Education**
- **Public Awareness**

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## GreyNet's Infrastructure 2014 - 2019

- **Research** *Conference Program Committee*
- **Publication** *Editorial Standing Committee*
- **Open Access** *Resource Policy Committee*
- **Education** *Library & Information Science Committee*
- **Public Awareness** *Social Media Publishing Committee*

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☛ In 1992, I resigned from the Academy and founded GreyNet, the Grey Literature Network Service. And, the following year, GreyNet's First International Conference on Grey Literature was held in Amsterdam.

In that same year, in Washington D.C. a Foreign Acquisitions Workshop was held on grey literature with representatives from nearly all of the U.S. Federal libraries.

☛ The results of those two forums an ocean apart together with the technical advances of internet and the WWW provided the needed direction and focus on Research in the field of grey literature, which remains until today. Research that would unmask the demand side bias, while at the same time explore the supply side of grey literature – its production and publication.

☛ Over the years, GreyNet together with its organizational membership has expanded its mission and goals as shown here. To capture the results of research in both print and electronic publications, to comply with open access, to share its findings by way of a program of training and education, and to bring grey literature outside its traditional catchment via a campaign of public awareness.

☛ GreyNet's infrastructure is supported and driven by five working committees as shown here on this slide.

Each of these chaired committees are focused on one of the five goals embedded in GreyNet's mission from research through to public awareness.

Research - Publication - Open Access - Education - Public Awareness

Community of Practice in Grey Literature



**Implementing its Goals**

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☛ Now let's have a look at how GreyNet.org has gone about implementing these goals.

Research - Publication - Open Access - Education - Public Awareness

**GreyNet's  
Conference based Research**

- Grey Literature and a [Citation Analysis](#)
- [Distance Education](#) and Grey Literature
- [Peer Review](#) by Grey and Commercial Publishers
- [Enhanced Publication](#) - Linking Research Data to Full-text
- [GreyGuide Web Access Portal and Repository](#)
- [Leveraging](#) Grey Literature Resources
- [Policy Development](#) for Grey Literature Resources
- [Data Papers](#) witness Trusted References in Grey Literature
- [AccessGrey - Persistent Identifiers](#) for Grey Literature

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### ☛ As to Research

Besides the research results that are brought to the GL-Conference Series by the hundreds of authors, coauthors, and researchers worldwide, GreyNet also seizes the opportunity to engage in conference-based research involving its diverse stakeholders and their communities of practice.

This slide shows some of those research projects and initiatives, which have ingested new developments in information and have secured for GreyNet a level of competitive advantage.

Research - **Publication** - Open Access - Education - Public Awareness

**GreyNet's  
Collection of Serial Publications**

- Conference [Proceedings](#) on Grey Literature      ISSN 1386-2316
- Conference [Program Books](#) on Grey Literature      ISSN 1386-2308
- GreyNet Quarterly [Newsletter](#)      ISSN 1877-6035
- [GreyWorks](#) - Summer Workshop Series      ISSN 2211-1425
- [GreyForum](#) - Common Ground for i-Professionals      ISSN 2213-5735
- TGJ, [International Journal](#) on Grey Literature      ISSN 1574-1796

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### ☛ As to Publication

The combined work of GreyNet's author base is formally published in a number document types both in print and electronic formats. Some of these serial collections date back a quarter century carrying the same ISSNs.

Research - Publication - **Open Access** - Education - Public Awareness

**GreyNet's  
Open Access System Providers**

- TIB AV-Portal      Germany      2018 - ...
- WorldWideScience Gateway      USA      2016 - ...
- OpenAIRE      Europe      2015 - ...
- GreyGuide Portal and Repository      Italy      2013 - ...
- DANS EASY Data Archive      Netherlands      2012 - ...
- OpenGrey Repository      France      2007 - 2017

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### ☛ As to Open Access

GreyNet with the collaboration of its service providers can boast that it is fully open access compliant. This holds not only with regard to full-texts<sup>iii</sup>, but also to their accompanying research data<sup>iv</sup>, as well as the non-textual audio-visual material<sup>v</sup>. Together these grey literature resources are housed in a number of portals, repositories, and archives all of which are discoverable via the WorldWideScience Gateway<sup>vi</sup>.

## GreyNet's Training and Education

- Grey Literature and [Information Ethics](#)
- Grey Literature and [Information Rights](#)
- Grey Literature and [Policy Development](#)
- Grey Literature and [Digital Preservation](#)
- [Wikipedia](#) for Grey Resources
- [Data Papers](#) - Trusted Tool in Research and Data Sharing
- Grey Literature and the [Circular Economy](#)

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### ☛ As to Education

GreyNet's program of training and education, while once ad hoc has for the past decade been carried out in a series of summer workshops and in the GreyForum Series<sup>vii</sup>. This series is organized together with other communities of practice, where grey literature offers common ground.

## GreyNet's Public Awareness via Social Media

- **LinkedIn** <https://www.linkedin.com/groups/3718857/>
- **Twitter** <https://twitter.com/GreyLitNet>
- **Facebook** <https://www.facebook.com/greynetinternational>



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### ☛ As to Public Awareness

Efforts in bringing grey literature outside the sole realm of research and academic libraries to the broader public, GreyNet turned to social media – initially LinkedIn and Twitter, later followed by Facebook<sup>viii</sup>.

To date these channels, serve more as a means to publicize and promote rather than as a platform for discussion for which it was also intended.

## Community of Practice in Grey Literature



### Use Cases

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☛ Ladies and Gentlemen, due to the limitations of time, I would like to drill down a bit further on just one use-case from each of GreyNet's five core initiatives.

## Leveraging Grey Resources



### Stakeholders

- Organizational Members
- Recognized Partners
- Conference Hosts and Sponsors
- Authors and Researchers
- Service Providers
- Committee Members
- Journal Editors

### Sustained Resources

- GreyNet.org
- Grey Literature Conference Series
- GreyNet Annual Award Dinner
- The Grey Journal
- Preprints in OpenGrey Repository
- GreyNet Workshop Series
- GreyNet Social Media
- GreyNet Datasets in DANS Archive
- GreyGuide Repository

One of GreyNet's conference-based research projects dealt with leveraging grey literature resources<sup>ix</sup>. Leveraging implies the effective use of a cognitive tool applied in order to improve and/or enhance an organization's positional advantage. It is the power to act effectively on behalf of one's stakeholders by using its key resources to their maximum advantage.

In short, GreyNet's various types of stakeholders were identified, its sustained information resources were identified, and a survey was carried out in order to determine the stakeholders' use of these resources. A comparison was then made with available usage statistics from various sources, such as from GreyNet's system providers, licensing agent, webpage stats, and other in-house statistics. The results indicated that two of the nine sustained resources did not meet an acceptable level of disparity. These were GreyNet's research data and its social media.

How these two resources were then further leveraged will shortly be seen.



International Journal on Grey Literature

The Grey Journal is a flagship journal for the international grey literature community. It crosses continents, disciplines, and sectors both public and private. The Grey Journal is geared to Colleges and Schools of Library and Information Studies, as well as, information professionals and practitioners.

- **License Agreement**
- **Abstracting and Indexing Services e.g. Scopus**
- **Subscription Agents**
- **Print, PDF via email, Password Protected Access**
- **Contents**

*Editor's Note, Lead Articles, On the News Front, Adverts, Author Information, as well as Special Issues and the publication of Data Papers*

From among GreyNet's serial publications, The Grey Journal<sup>x</sup> (TGJ) is the most widely known. TGJ is in its 15<sup>th</sup> volume and is true to its slogan being "the flagship journal for the international grey literature community".

TGJ brings in subscription fees, limited royalties, and usage stats. It advances citation and references to grey literature. TGJ attracts special issues and has since 2017 included the publication of data papers, which in turn has driven traffic to GreyNet's research data in the DANS Archive increasing their potential for reuse as well as implementing the FAIR data principles.

Research - Publication - Open Access - Education - Public Awareness



GreyGuide is GreyNet's Web Access Portal and Repository. With the recent addition of the RGL Collection (Resources in Grey Literature), the acquisition of generic, multidisciplinary, and diverse grey literature documents types is underway. Each new metadata, full-text record is assigned a DOI and system generated citation.

- **BIO Who is in Grey Literature**
- **GLA Conference Proposals**
- **GLP Conference Papers**
- **RGL Resources in Grey Literature**




As earlier mentioned, all of GreyNet's content is Open Access compliant. Over the past five years it's content which was located on a myriad of web pages has since migrated to the GreyGuide Portal and Repository. The repository currently has four collections as shown on this slide.

Last year, a drive to include persistent identifiers – namely the ORCID for authors and researchers; and the DOI for their publications was launched. GreyNet became a minting service for DOI's via the Datacite Registry.

Next month in Hannover the results of a recent stakeholder survey on the value of persistent identifiers for grey literature<sup>xi</sup> will be presented. One of the lead questions on the survey that relates to the GreyGuide is whether the DOI can be used as an incentive in the acquisition of records for the repository?

Research - Publication - Open Access - Education - Public Awareness

### Grey Literature and the Circular Economy

**GreyForum** is a series of courses, seminars, and workshops where grey literature provides common ground for information professionals in the process of knowledge

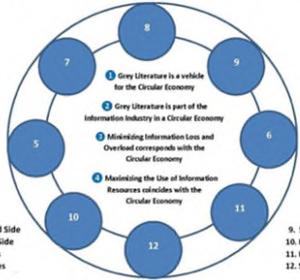


Figure: Grey Literature and the Circular Economy

Earlier this month, the latest seminar in the GreyForum Series focused on Grey Literature and the Circular Economy<sup>xii</sup>. GreyNet together with an Amsterdam based platform provided a first of its kind forum introducing the fundamentals of this economic model, how the information industry can best adapt to the circular economy, and in particular the importance of grey literature resources in tracking and generating societal awareness to the circular economy.

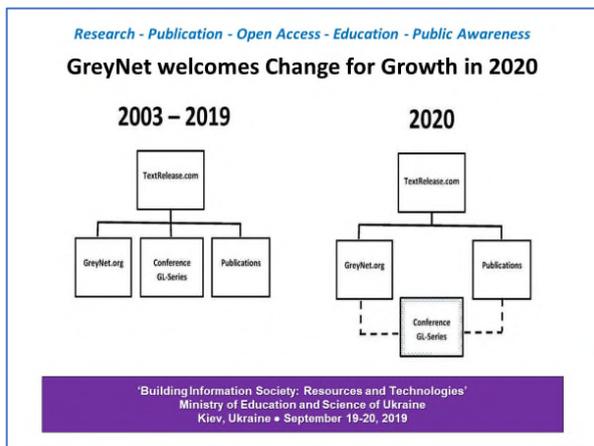
Research - Publication - Open Access - Education - Public Awareness




- As a result from the study on Leveraging Grey Resources
- Social Media Publishing Committee
- Quick Feedback
- Correlation to Web Stats (GreyNet.org & TextRelease.com)
- Now GreyNet's most valued social media resource

Facebook<sup>xiii</sup> is the last social media to which GreyNet ascribed. In fact, it was a direct response to the project on leveraging resources. Facebook has demonstrated its potential to influence and drive traffic to the GreyNet's other sustained information resources. This slide shows a recent example.

A simple posting of the List of Participating Organizations to next month's GL21 Conference in Hannover reached more than 500 friends. When we then look at the website stats during that same timeframe, we encounter a noticeable increase in the number of page hits and eventual downloads to that List of Participating Organizations.



☺ Ladies and Gentlemen, I have come to the final point in my presentation. My coverage of GreyNet up until now has been rather upbeat. Its current infrastructure has stepped up to the challenges faced over the past five years.

However, the balance of human resources needed to sustain and develop its information resources has come into question.

In response, GreyNet has initiated a plan to modify its infrastructure. The management of the GL-Conference Series starting in 2020 will be outsourced to the conference host. This modification carries with it the slogan “Change for Growth”.



☺ Ladies and Gentlemen (*Colleagues*), thank you for your interest in grey literature and GreyNet. On behalf of the GL21 Program Committee and GreyNet’s Organizational Membership<sup>xiv</sup> whose logos appear here, I take this opportunity to invite you consider participating in next month’s conference in Hannover on ‘Open Science and Grey Literature’<sup>xv</sup>.

*And now, I would like to field any questions you may have at this time.*

## Linked References

- 
- <sup>i</sup> <http://greyguide.isti.cnr.it/>
  - <sup>ii</sup> <http://www.opengrey.eu/>
  - <sup>iii</sup> <http://greyguiderep.isti.cnr.it/>
  - <sup>iv</sup> <https://easy.dans.knaw.nl/>
  - <sup>v</sup> <https://av.tib.eu>
  - <sup>vi</sup> <https://worldwidescience.org/www/desktop/en/search.html>
  - <sup>vii</sup> <http://www.greynet.org/greyforumseries.html>
  - <sup>viii</sup> <http://www.greynet.org/home/socialmedia.html>
  - <sup>ix</sup> <https://easy.dans.knaw.nl/ui/datasets/id/easy-dataset:64211>
  - <sup>x</sup> <http://www.greynet.org/thegreyjournal.html>
  - <sup>xi</sup> <https://doi.org/10.17026%2Fdans-zzf-cje3>
  - <sup>xii</sup> <http://www.greynet.org/greyforumseries/circulareconomy.html>
  - <sup>xiii</sup> <https://www.facebook.com/greynetinternational>
  - <sup>xiv</sup> <http://www.greynet.org/greynetmembership.html>
  - <sup>xv</sup> <http://www.textrelease.com/gl21program.html>