



## Leveraging Grey Resources: A Training Module for Intelligent Resource Assessment

University of Amsterdam Library  
September 21, 2016

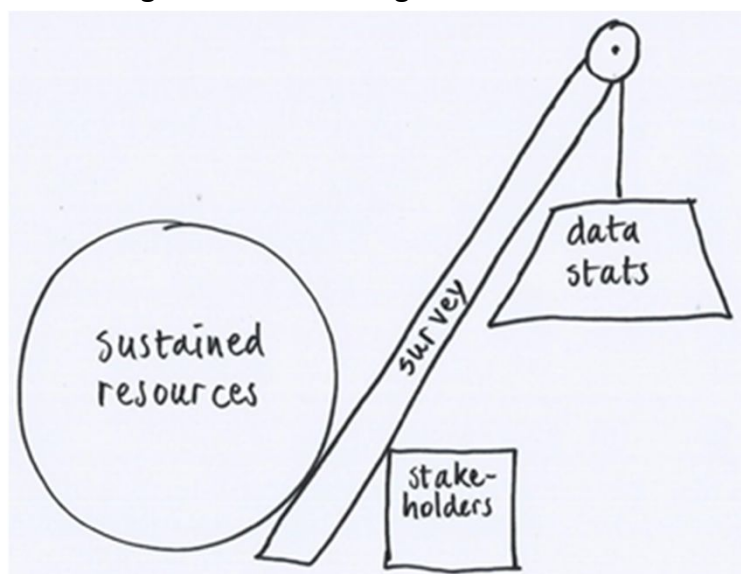
Provided by  
Dominic Farace, GreyNet International

*GreyNet*

Grey Literature Network Service

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## Leveraging Grey Resources: A Training Module for Intelligent Resource Assessment



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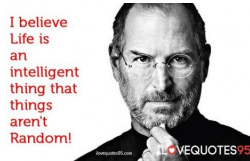
**Grey Literature** is a field in Information and library science that deals with the production, distribution, and access to multiple document types produced on all levels of government, academics, business, and organization in electronic and print formats not controlled by commercial publishing i.e. where publishing is not the primary activity of the producing body.

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**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 ones (an organizations) stakeholders by using its key resources to their maximum advantage. For a business this may be interpreted by an increase in profit. For a non-profit organization it may rather imply meeting costs, matching funds, and/or increased use and application of its products and services.

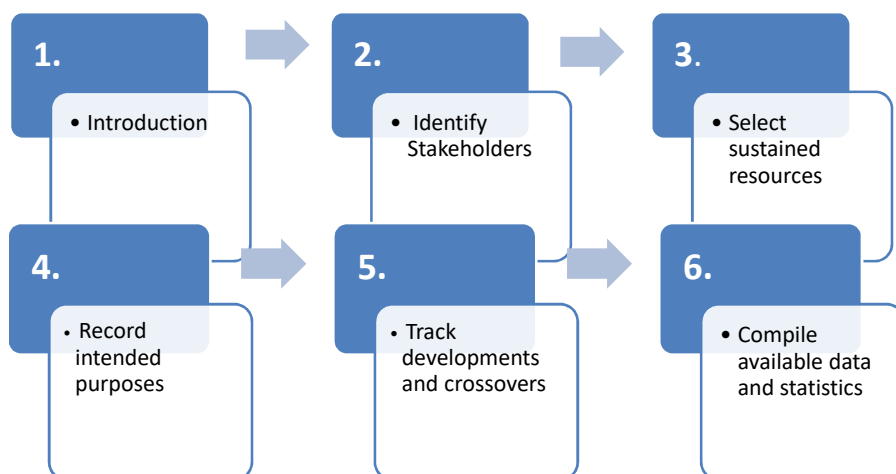
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**Intelligent** is a term linked to the level of openness applied in this case study. It is a demonstration of transparency. It is an exercise in evidence based practice, where the outcome allows for change and where corporate memory is involved in the decision making applied in the deployment of human and material resources as well as revenues available in one's organization.

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## Training Module : Part One



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1992  2017

*GreyNet* is an independent organization founded in 1992. Since its re-launch in 2003, it has developed into an international network capable of serving various sectors of government, academics, business and industry as well as subject based communities producing, processing, distributing, and preserving grey literature. GreyNet's mission is dedicated to research, publication, open access, education, and public awareness to grey literature.

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## *GreyNet* Stakeholders

- Associate , Institutional, and Individual Members
- Recognized Partners
- Conference Hosts and Sponsors
- Authors and Researchers
- Service Providers
- Committee Members
- Journal Editors

GreyNet Associate Members and Corporate Authors 2016

DANS



EBSCO  
INFORMATION SERVICES

ISTITUTO DI SCIENZA E TECNOLOGIA  
dell'Informazione "A. Faedo"

NIS - IAEA  
International Nuclear Energy System

INIST

CPIRS

LIBRARY OF CONGRESS  
FEDLINK

KISTI  
Korea Research Institute of Science and Technology

NTK  
National Technical Library

THE NEW YORK  
ACADEMY  
OF MEDICINE  
HEALTHY CITIES.  
BETTER LIVES.

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## GreyNet Sustained Resources

- 2003 Relaunch GreyNet.org
- 2003 Relaunch Int. Conference Series on Grey Literature
- 2004 GreyNet Annual Award Dinner
- 2005 The Grey Journal (TGJ)
- 2007 GreyNet Preprints in OpenSIGLE / OpenGrey
- 2009 GreyNet Workshop Series
- 2010 GreyNet Social Media (LinkedIn)
- 2012 GreyNet Datasets in DANS Archive
- 2013 GreyGuide Repository

GreyNet Timeline 1992-2015  
"Over Twenty Years of Service to the International Grey Literature Community"

1992-1999	2000-2002	2003-2005	2006-2008	2009-2011	2012-2015
1992: Founding of GreyNet.org	2000: Relaunch of GreyNet.org	2003: Relaunch of Int. Conference Series on Grey Literature	2004: GreyNet Annual Award Dinner	2005: The Grey Journal (TGJ)	2007: GreyNet Preprints in OpenSIGLE / OpenGrey
1993: First International Conference on Grey Literature	2001: Relaunch of Int. Conference Series on Grey Literature	2004: GreyNet Annual Award Dinner	2005: The Grey Journal (TGJ)	2007: GreyNet Preprints in OpenSIGLE / OpenGrey	2009: GreyNet Workshop Series
1994: Second International Conference on Grey Literature	2002: Relaunch of Int. Conference Series on Grey Literature	2005: The Grey Journal (TGJ)	2006: GreyNet Preprints in OpenSIGLE / OpenGrey	2008: GreyNet Workshop Series	2010: GreyNet Social Media (LinkedIn)
1995: Third International Conference on Grey Literature	2003: Relaunch of Int. Conference Series on Grey Literature	2006: GreyNet Preprints in OpenSIGLE / OpenGrey	2007: GreyNet Preprints in OpenSIGLE / OpenGrey	2009: GreyNet Workshop Series	2011: GreyNet Social Media (LinkedIn)
1996: Fourth International Conference on Grey Literature	2004: GreyNet Annual Award Dinner	2007: GreyNet Preprints in OpenSIGLE / OpenGrey	2008: GreyNet Workshop Series	2010: GreyNet Social Media (LinkedIn)	2012: GreyNet Datasets in DANS Archive
1997: Fifth International Conference on Grey Literature	2005: The Grey Journal (TGJ)	2008: GreyNet Workshop Series	2009: GreyNet Workshop Series	2011: GreyNet Social Media (LinkedIn)	2013: GreyGuide Repository
1998: Sixth International Conference on Grey Literature	2006: GreyNet Preprints in OpenSIGLE / OpenGrey	2009: GreyNet Workshop Series	2010: GreyNet Social Media (LinkedIn)	2012: GreyNet Datasets in DANS Archive	2015: GreyGuide Repository
1999: Seventh International Conference on Grey Literature	2007: GreyNet Preprints in OpenSIGLE / OpenGrey	2010: GreyNet Social Media (LinkedIn)	2012: GreyNet Datasets in DANS Archive	2013: GreyGuide Repository	

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## GreyNet Intended Purposes

- Relaunch GreyNet.org after a 3 year (2000-2002), non-active period to develop GL as a field in LIS
- Relaunch GL Conference Series after a 3 year (2000-2002) interval to fuel research in the field of GL
- GreyNet Annual Award Dinner to recognize outstanding achievement in GL and to honor stakeholders
- The Grey Journal (TGJ) in order to establish a flagship journal for the grey literature community
- GreyNet Conference Preprints in OpenSIGLE (OpenGrey) to comply with the Open Access Initiative
- GreyNet Workshop Series to further education and training in the field of grey literature
- GreyNet Social Media (LinkedIn) to broaden the social network and generate new sources of content
- GreyNet Datasets in DANS Archive to capture and make accessible non-textual data linked to full-texts
- GreyGuide Repository to house both proposed and published good practices in grey literature

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## GreyNet Resource Development

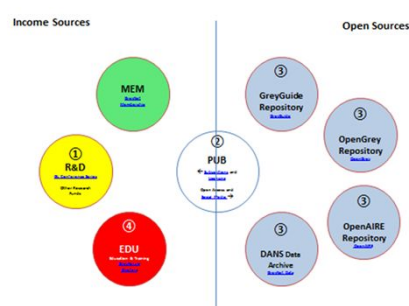
- GreyNet.org – Associate Members (Corporate Authorship), Partnerships, New Infrastructure 2014
- International Conference Series on Grey Literature – Annual event, Call for Posters, Call for Tenders
- GreyNet Annual Award Dinner – expanded to honor individual research as well as organizations
- The Grey Journal (TGJ) – LISTA-FT, National Prize 2008, A&I Services, Special Winter Issues
- GreyNet Conference Preprints in OpenSIGLE – OpenGrey, Retro-Input, Cross-linking, WWS, OpenAIRE
- GreyNet Workshop Series – GreyWorks, GreyForum, Ad hoc
- GreyNet Social Media – LinkedIn, Twitter, Netvibes, Facebook
- GreyNet Datasets in DANS Archive – Enhanced Publications Project (EPP) now integrated in Workflow
- GreyGuide Repository – new release now also serving as GreyNet's Web Access Portal

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## GreyNet Sources of Data & Statistics

- In-house Excel and Outlook files
- Conference Evaluation Forms
- Estimated time recorded
- Web Stats (Network Solutions)
- Licensed Journal Stats (EBSCO)
- Service Provider Stats (OpenGrey, DANS, GreyGuide)
- Social Media (LinkedIn, Twitter, Facebook)

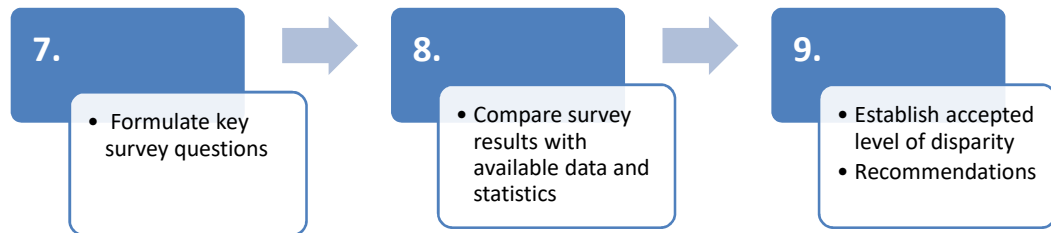


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## Training Module : Part Two

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The slides for Steps 7 and 8 are presented back-to-back

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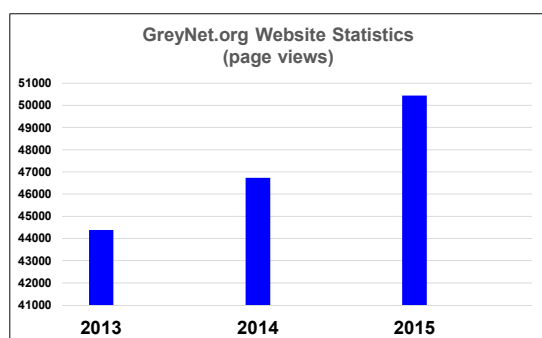
### Types of GreyNet Stakeholders <http://www.greynet.org>

GreyNet identifies several types of stakeholders: Members (Associate, Institutional, and Individual), Recognized Partners, Conference Hosts and Sponsors, Authors and Researchers, Service Providers, Committee Members, and Journal Editors

#### Q1. Check the appropriate box (boxes) in which you would place yourself?

Answer Choices	Responses	
▼ Associate, Institutional, or Individual Member	25.97%	20
▼ Recognized Partner	2.60%	2
▼ Conference Host and/or Sponsor	6.49%	5
▼ Author and/or Researcher	51.95%	40
▼ Service Provider	11.69%	9
▼ Committee Member	6.49%	5
▼ Journal Editor	3.90%	3
▼ None of the above	23.38%	18
Total Respondents: 77		
Comments (5)		

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2013	2014	2015
44395	46746	50441

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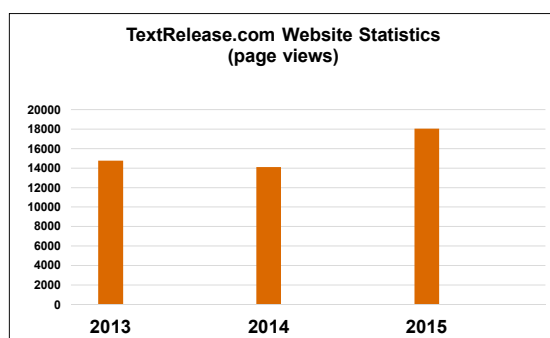
**International Conference Series on Grey Literature (ISSN 1385-2308)**

Since 1993, sixteen conferences have already taken place in the GL-Series

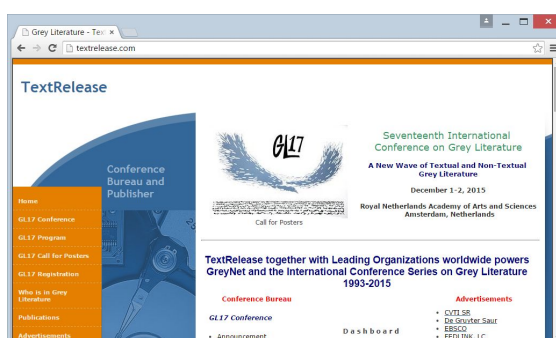
**Q2. In how many of the 16 conferences in this series have you participated?**

Answer Choices	Responses	
▼ 1-2	27.03%	20
▼ 3-4	4.05%	3
▼ 5 or more	16.22%	12
▼ None	52.70%	39
Total		74
Comments (0)		

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2013	2014	2015
14792	14125	18062



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### GreyNet's Annual Award for Outstanding Achievement in the Field of Grey Literature

Over the years, hundreds of presentations have been given in the GL-Conference Series. Each year, the results from written participant evaluations form an important criteria in determining a GreyNet Award recipient.

#### Q3. Approximately, how many GreyNet Award Recipients do you know by name?

Answer Choices	Responses	
▼ 1-2	21.43%	15
▼ 3-4	8.57%	6
▼ 5 or more	17.14%	12
▼ None	52.86%	37
Total		70
Comments (1)		

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## GREYNET AWARD RECIPIENTS 1999-2015

*In recognition for outstanding achievement in the field of Grey Literature*

2015	Stefania Biagioni	Italy
2015	Marnix van Berchum	Netherlands
2014	Kiyoshi Ikeda	Japan
2013	Marcus Vaska	Canada
2012	Petra Pejšová	Czech Republic
2011	Bonnie C. Carroll and June Crowe	United States
2010	Joachim Schöpfel and Christiane Stock	France
2009	Debbie L. Rabina	United States
2008	Anne Gentil-Beccot	Switzerland
2007	Todd Chavez	United States
2006	Marcus A. Banks	United States
2005	Keith G. Jeffery and Anne Asserson	UK-Norway
2004	Bertrum H. MacDonald	Canada
2000	Daniela Luzi	Italy
1999	Julia M. Gelfand	United States

*In recognition for outstanding achievement in the field of grey literature, The GreyNet Award is based on results from Conference Evaluation Forms, publication of authors' papers in Conference Proceedings, the selection and republication of conference papers as journal articles, as well as other significant contributions by the recipient in sustaining the growth and development of the International Grey Literature Network Service.*


[www.textrelease.com](http://www.textrelease.com)

Grey Literature Network Service

[www.greynet.org](http://www.greynet.org)

### GreyNet Award 1999-2015

18 Recipients  
10 Countries

- GreyGuide '15
- DANS Archive '15
- Nuclear Accidents '14
- Public Awareness '13
- Management '12
- NGO's '11
- OpenGrey '10
- Research '10
- Legal Rights '09
- Physics Community '08
- Karst Community '07
- Open Access '06
- CRIS Community '05
- Marine Sciences '04
- Methodology '00
- Journal Editor '99

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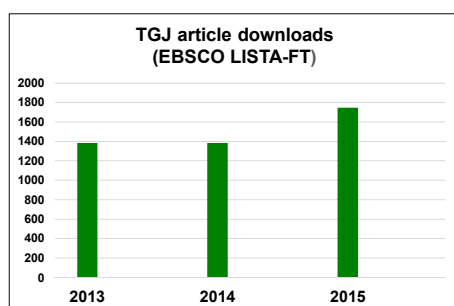
***The Grey Journal, An International Journal on Grey Literature (ISSN 1574-1796)***

*The Grey Journal (TGJ) is the only one of its kind in this field of library and information science and for this it received an award in 2008.*

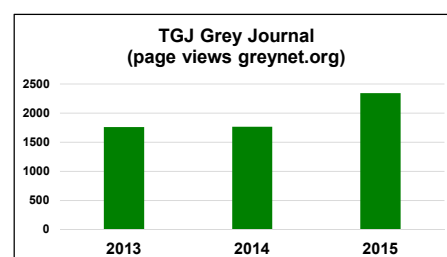
**Q4. Approximately, how many times have you read and/or cited an article from this journal?**

Answer Choices	Responses	
▼ 1-2	28.99%	20
▼ 3-4	21.74%	15
▼ 5 or more	17.39%	12
▼ None	31.88%	22
Total		69
Comments (0)		

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2013	2014	2015
1386	1386	1749



2013	2014	2015
1763	1766	2345

22

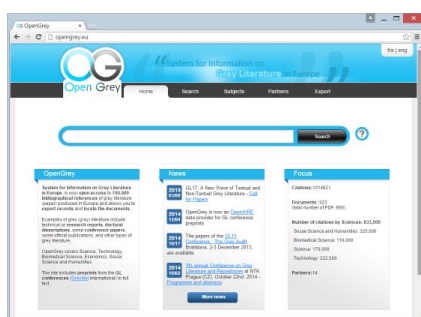
**GreyNet's Collection of Conference Preprints in OpenGrey** <http://www.opengrey.eu/>

The OpenGrey Repository houses the most current and comprehensive collection of full-text conference preprints in the field of grey literature.

**Q5. Approximately, how many times have you accessed this repository in the past year?**

Answer Choices	Responses	
1-2	35.38%	23
3-4	4.62%	3
5 or more	12.31%	8
None	47.69%	31
Total		65

23

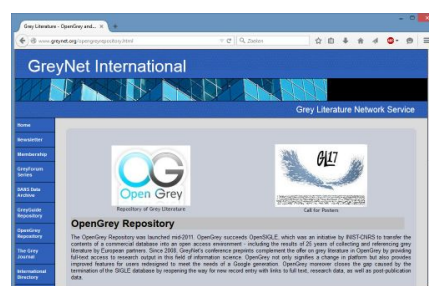


#### OpenGrey referrals from GreyNet.org

2014	2015
1039	1026

#### OpenGrey Stats: Full text Downloads

2014	2015
380	424



#### OpenGrey page views on GreyNet.org

2013	2014	2015
1748	3009	3221

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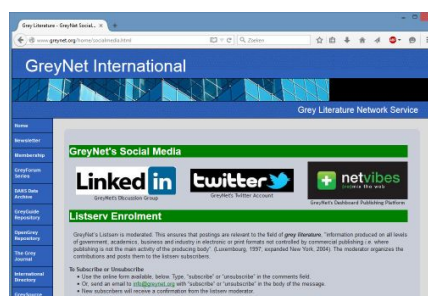
### GreyNet's channels of Social Media

Social Media is both a means of connecting communities of shared interest as well as generating new textual and non-textual content. Currently, GreyNet maintains four channels of social media (LinkedIn, Twitter, Netvibes, and its own Listserv).

**Q6. Approximately, how many times have you posted, shared, or 'liked' content via GreyNet's channels of social media?**

Answer Choices	Responses	
1-2	15.38%	10
3-4	6.15%	4
5 or more	10.77%	7
None	67.69%	44
Total		65

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Social Media	2013	2014	2015
LinkedIn Members	289	530	600
Twitter Followers	-	425	865
Facebook Friends	-	-	65

GreyNet Listserv/Distribution List Active Recipients		
2013	2014	2015
833	875	925

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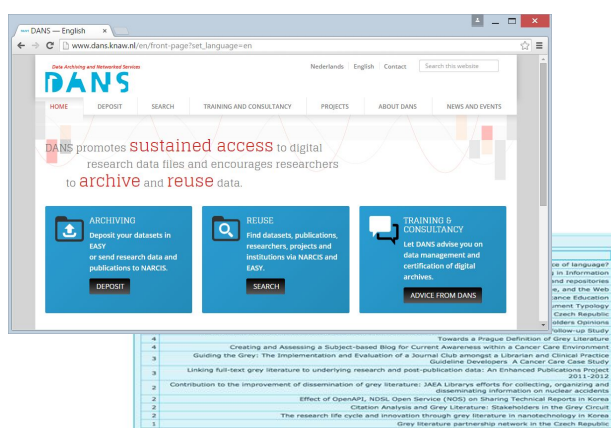
**GreyNet's Published Datasets in DANS Data Archive** <https://easy.dans.knaw.nl/>

*Data counts as science output and should be archived for further reference, citation, and use.*

**Q7. Approximately, how many times have you accessed one of GreyNet's datasets either housed in DANS or another data archive?**

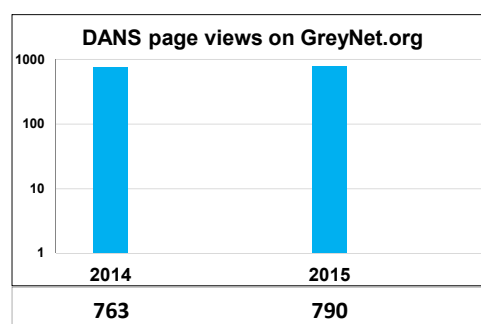
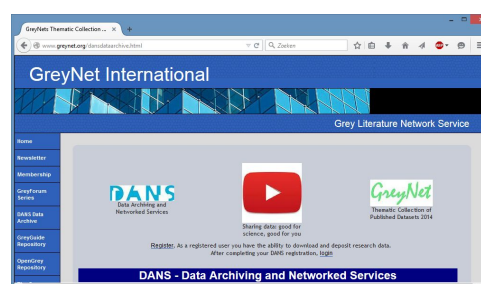
Answer Choices	Responses	
1-2	6.15%	4
3-4	10.77%	7
5 or more	3.08%	2
None	80.00%	52
Total		65

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### GreyNet dataset usage via DANS 2015

- GreyNet had 21 records in DANS to which one or more datasets are linked
- GreyNet's collection of datasets in DANS had been downloaded 82 times
- 85,7% of the datasets had been down loaded at least once
- 14,3% had not been downloaded
- The average dataset had been downloaded 3,9 times
- One dataset accounts for 15,8% of the downloads.



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### Workshops and Seminars on Grey Literature

The grey literature community spans diverse topics and subject areas and involves organizations in both the public as well as private sector.

**Q8. Apart from GreyNet's own workshops and seminars, how many events (onsite or online) have you participated in, where grey literature was featured on the program?**

Answer Choices	Responses
1-2	20.97% 13
3-4	12.90% 8
5 or more	22.58% 14
None	43.55% 27
<b>Total</b>	<b>62</b>
Comments (2)	

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



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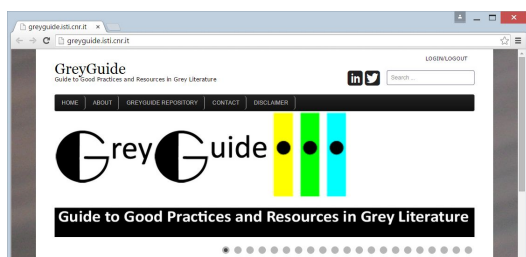
**GreyNet's Web Access Portal is the GreyGuide** <http://greyguide.isti.cnr.it/>

*The GreyGuide Repository and Portal is a community driven enterprise that provides open access to collections and other shared resources in the field of grey literature.*

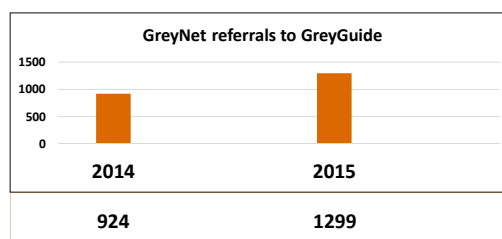
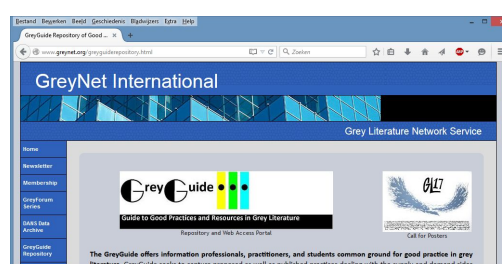
**Q9. Approximately, how many times have you submitted content or accessed the GreyGuide?**

Answer Choices	Responses
▼ 1-2	29.69% 19
▼ 3-4	7.81% 5
▼ 5 or more	12.50% 8
▼ None	50.00% 32
Total	64

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GreyGuide Repository	
Pages	Hits
September 2015   1861	September 2015   2975
September 2016   11593*	September 2016   12234*
	*WorldWideScience.org



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*The results of this Stakeholder Survey will be presented during the Seventeenth International Conference on Grey Literature held on December 1-2, 2015. If you would be willing to comment further on how GreyNet can better serve its stakeholders, please enter your contact details in the space below.*

**Q10. Name, Organization and Email Address:**

**29 Responses**

**48 Non-Responses**

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## Examples of Marginal Disparity

**In Question Two, a near 53% of the survey respondents “never participated” in one of the sixteen GL Conferences, while stats and data relating to the conference series demonstrate increases.**

*The wording of the question may have been cause for disparity. Researchers and co-authors, while physically absent from a conference are considered to have participated via their content contribution to the program.*

**In Question Three, a near 53% of the survey respondents could not name one of the sixteen GreyNet Award Recipients.**

*The wording of the question may have been cause for the disparity. Perhaps the question should have been directed more to the respondent’s awareness that an Annual Award for Outstanding Achievement in the field of Grey Literature is presented.*



## Examples of Significant Disparity

**In Question Six, over 67% of the survey respondents had not posted, shared, or liked content via one of GreyNet's channels of social media - even though stats indicate an increasing number of members and a steady number of new postings.**

*Relatively, only a few members provide content and feedback via GreyNet's social media. The significant majority can be categorized as passive recipients. However, they do remain potential contributors.*

**In Question Seven, 80% of the survey respondents had not accessed one of GreyNet's datasets in DANS or in another data archive.**

*Just over 6.1% (21) of the 344 metadata, full-text records are currently crosslinked to accompanying data files. Now that the acquisition of data is part of GreyNet's workflow, the potential to increase access and use of data relies on input from the authors and researchers.*

Leveraging Grey Resources



## Some Closing Comments

**In order to maintain and improve GreyNet's positional advantage and ability to act effectively on behalf of its stakeholders, recent action has been undertaken to further leverage two of its sustained resources:**

- **Social Media**

Since the close of the stakeholder survey, a GreyNet Facebook account has been opened by the Community Management Committee alongside its LinkedIn, Twitter, and Netvibes accounts.

- **Datasets**

A poster on submitting datasets in the DANS Data Archive was presented at GL17 (Amsterdam, 2015) and a follow-up is planned for GL18 (New York, 2016)

Leveraging Grey Resources

