

# The benefits and the costs of digital grey literature for collecting organisations

## And the world!

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Grey Literature Strategies

Enhancing the value of research and information for public policy

# What is the evidence being used in public policy?





# Grey literature is high profile and often in the media

THURSDAY, JULY 11, 2013 \$1.20\* (incl. GST) WE'RE FOR VICTORIA heraldsun.com.au

## Herald Sun

VICTORIANS SKITTLE TOP POMs  
**BATTLE FOR THE ASHES** SPORT

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**CRAWF KING OF THE ROAD**

It's been an emotional adventure for champion Shane Crawford, who finishes his epic 22-day, 3600km cycling fundraiser for breast cancer research today in Perth

**REPORT PAGE 11**

Picture: THEO FAKOS

## BORN TO RULE

**HAVE YOUR SAY**  
Do you think rich kids do better at school due to genetic 'inherited abilities'?

heraldsun.com.au

### Report says rich kids do better because of 'inherited abilities'

**EXCLUSIVE**  
**Natasha Bita**

RICH kids do better at school while poor children struggle due to genetic 'inherited abilities' the Australian Government's top policy research body says.

In a controversial report federal government agency the Productivity Commission cites 'parents' cognitive abilities and inherited genes' as one of five main reasons why kids from low-income families lag behind those from wealthy homes.

Genes are listed before access to books and computers, parental attention and aspirations, and even schools.

In a section entitled 'inherited abilities', the 246-page staff working paper states that 'one explanation for differences in educational attainment be-

Continued Page 6

VICTORIAN BEAUTIES SET FOR FINAL

## RACE FOR MISS UNIVERSE

PAGE 5

OUR LITTLE AUSSIE BLEEDER

## KEV, WHAT A TWEET

PAGE 2

BACK IN THE STAND British Parliament recalls Rupert Murdoch over phone-hacking scandal WORLD

COMING HOME Why Kate Ritchie returned to Summer Bay GREEN GUIDE

SALE INST. FOR SOCIAL RESEARCH ALLY GARDENERS HAWTHORN 3122 AGE MUST FR

\$2 Thursday July 11, 2013 Published in Melbourne since 1854 theage.com.au

## THE AGE

### It's a jungle out there

Darebin Council is planning a social media blitz so no stray cats will be killed, to the joy of local Kathleen Chapman. But wildlife worker Michele Phillips says all strays should be euthanised.

NEWS Pages 6-7



Photos: Jason Smith, Joe Armita

Education NAPLAN results barely affect school enrolments

## School competition a 'myth'

Jewell Topsfield  
Education Editor

Federal government claims that publishing NAPLAN results forces schools to lift their performance.

The release of the independent institute's report - *The myth of markets in school education* - comes at a sensitive time for the government, which has just days to persuade the recalcitrant jurisdictions to sign up to its overhaul of school funding.

The independent think tank also says Australia has the wrong strategy on school autonomy, a key part of the federal education reforms. It says that Victoria, which

led the world in giving principals more power over how they run their schools, does not perform better than NSW, which has a centralised school system until recently.

Additional federal funding will be contingent on the states introducing reforms, including more information on school performance.



ance on My School and giving principals more power over the way they run their school.

In 2008, Prime Minister Kevin

Rudd said if some parents "walk with their feet" and removed their children from schools that were not performing well as a result of the publication of results, "that's exactly what the system is designed to do".

But the Grattan Institute's director of school policy, Dr Ien Jensen, who analysed year 9 NAPLAN results at schools in competition with one another, said he was surprised to discover test scores had little effect on school enrolments.

"There is no doubt this evidence shows a lot of the discussion

around the launch of My School about parents voting with their feet clearly doesn't happen," Dr Jensen told Fairfax Media.

"Good schools don't grow and bad schools don't shrink."

The report said OECD data showed parents valued the school environment, which included discipline, and reputation above academic achievements. Subject choice, religion and family

Continued Page 8

Mowbray reborn - Page 8

### Weather

TODAY Partly cloudy  
TOMORROW A little rain  
SATURDAY A little rain  
Details

### Odd Spot

4-16  
8-16  
9-16  
Page 39

When the weather heats up in England, it's not just the locals who get hot and bothered. Anthony Schofield, 49, of Catford, London, needed hospital treatment after he was attacked by a fox while he sat on the toilet. The panicked fox also attacked his partner and the family cat.



### BusinessDay

Channel Nine's chief calls it a day  
Page 23

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## RESEARCH

### Nomenclature for models of maternity care: a consultation report

Australian Institute of Health and Welfare

17 September 2014

The report presents the findings of consultation on a proposed system for classifying models of maternity care in Australia.

### Nomenclature for models of maternity care: a literature review

Australian Institute of Health and Welfare

17 September 2014

The report presents a literature review on the development of a nomenclature for models of maternity care in Australia.

### Australians' attitudes to violence against women: findings from the 2013 National Community Attitudes towards Violence Against Women Survey

VicHealth

17 September 2014

This report argues that a high number of Australians believe that violence and rape can be excused.

### Suicide trends in WA: an urgent call to action

Pat Dudgeon, Roz Walker

Centre for Research Excellence in Aboriginal Health and Wellbeing, Telethon Kids Institute

16 September 2014

Evaluates the effectiveness of existing suicide prevention services and programs in reducing suicide and suicide ideation in Aboriginal

## FEATURED

### Policy Online wins ANZIA award

AUSTRALIA &amp; NEW ZEALAND INTERNET AWARDS



Policy Online Information ANZIA 2014

In a very competitive field, Policy Online staff were thrilled to win the 2014 ANZIA Information category award on Monday 25 August.


[more](#)

## COMMENTARY

### Scotland referendum and NZ election previews

Adrian Beaumont

The Conversation

14 September 2014

In the next week there will be a



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# INSIDE STORY

## Current affairs and culture from

## What is grey literature?

*“Information produced on all levels of government, academia, business and industry in electronic and print formats not controlled by commercial publishing ie. where publishing is not the primary activity of the producing body.”* ICGL Luxembourg definition, 1997 - Expanded in New York, 2004

Publications, data and other resources produced by organisations rather than publishers

# Grey Literature Strategies – Research Project

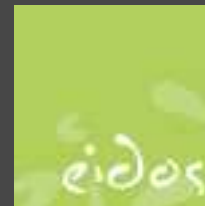
Australian Research Council (ARC)

Linkage Project

2012 – 2014



Partners



## Project aims

Understand the role and value of grey literature in public policy

Improve the production standards of grey literature in Australia to maximise its impact and use

Improve access, retrieval and preservation of grey literature by collecting services

Build collaboration across all stakeholders to improve efficiency and return on investment of public interest research and information

## Research plan

Online surveys of users, producers and collectors

Interviews with users, producers and collectors

Contextual analysis of policy settings and practices

Survey of collections and digital infrastructure

Media analysis of grey literature reporting

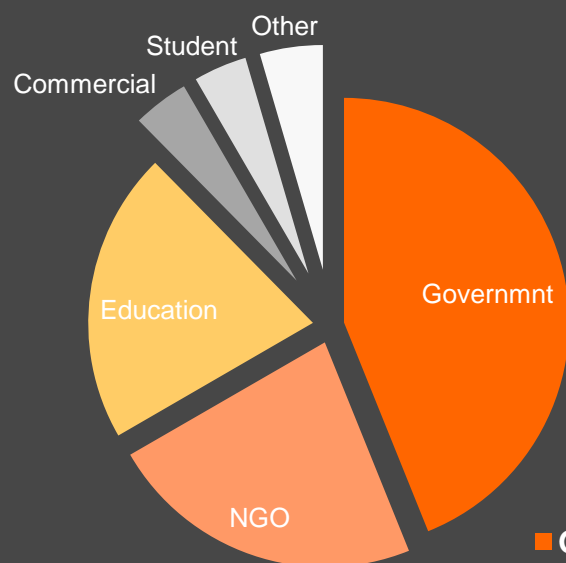
Engage with community on findings and solutions

Recommendations and strategies

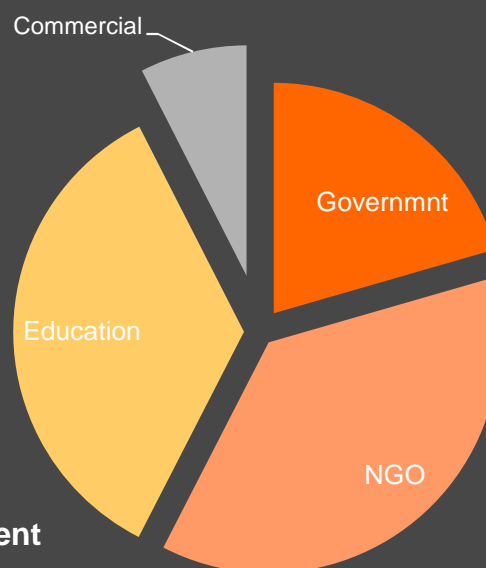


# Survey respondents by sector

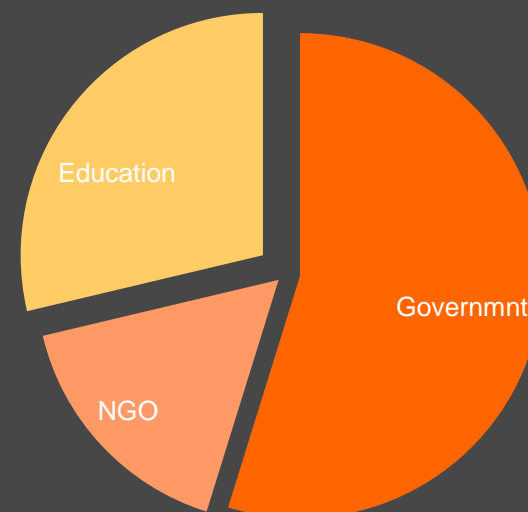
Users



Producers

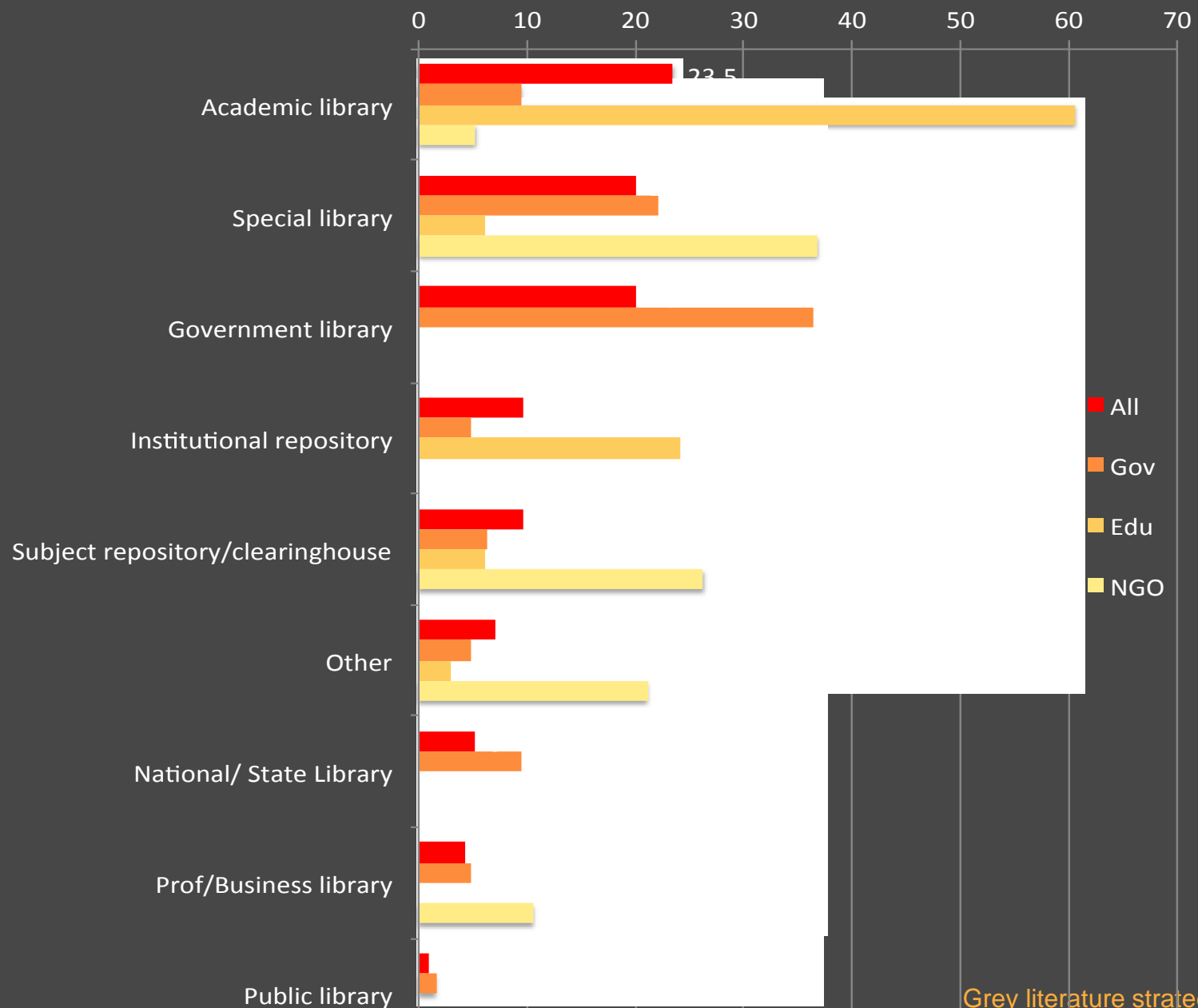


Collectors

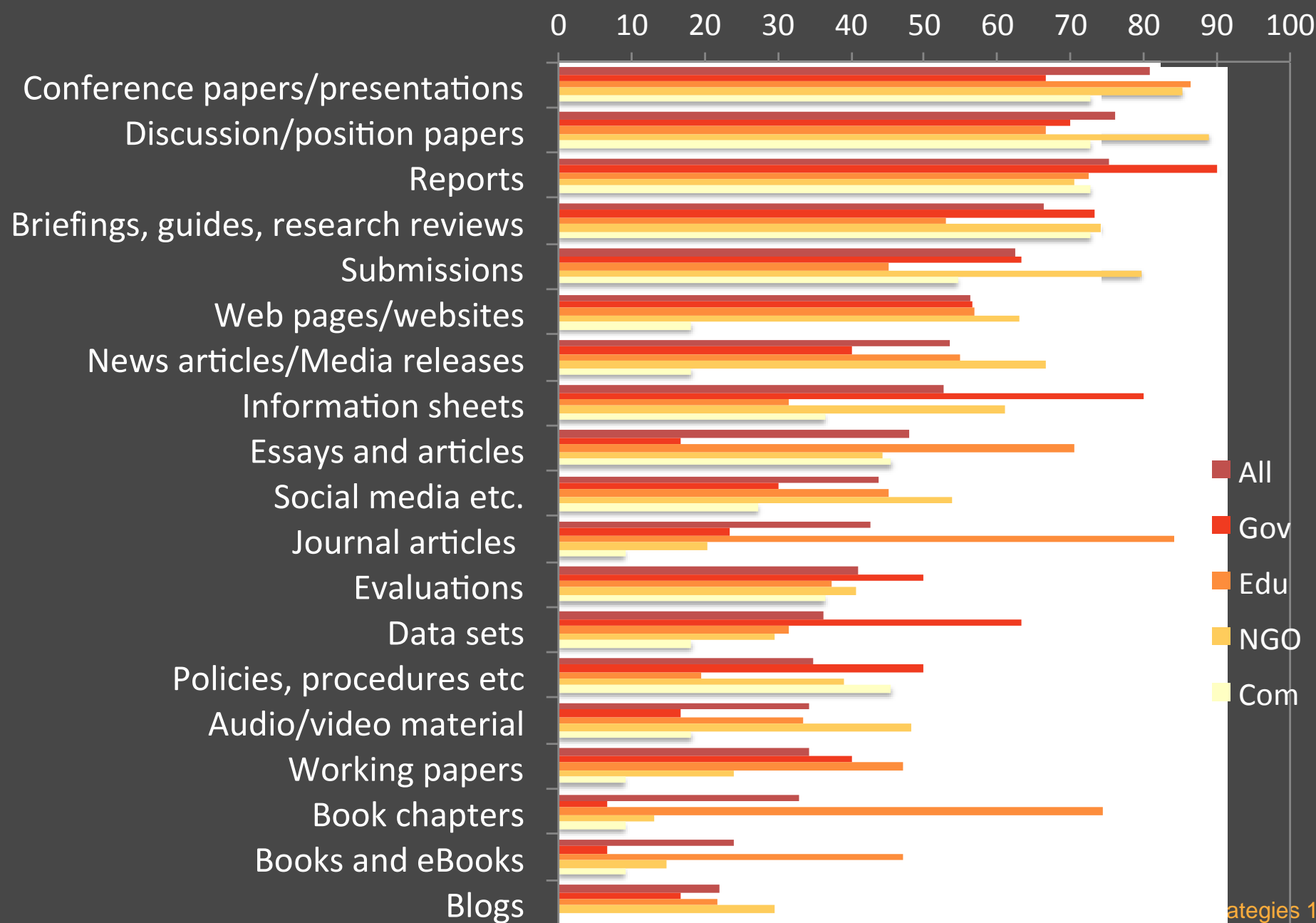


- Government
- NGO
- Education
- Commercial
- Student
- Other

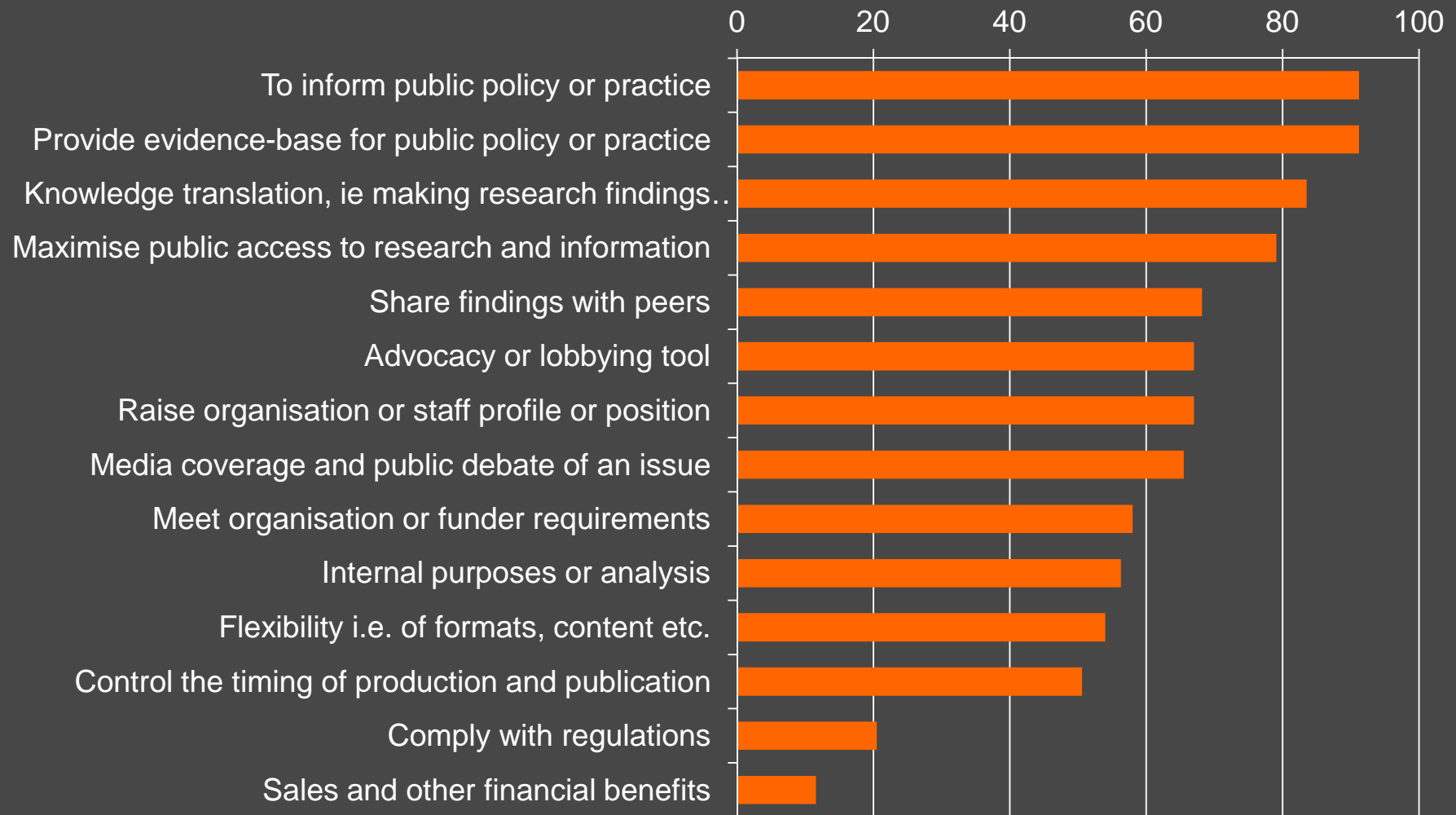
## Collectors Q4: Type of Collection services responding



## Producers Q9: Kinds of materials that are produced

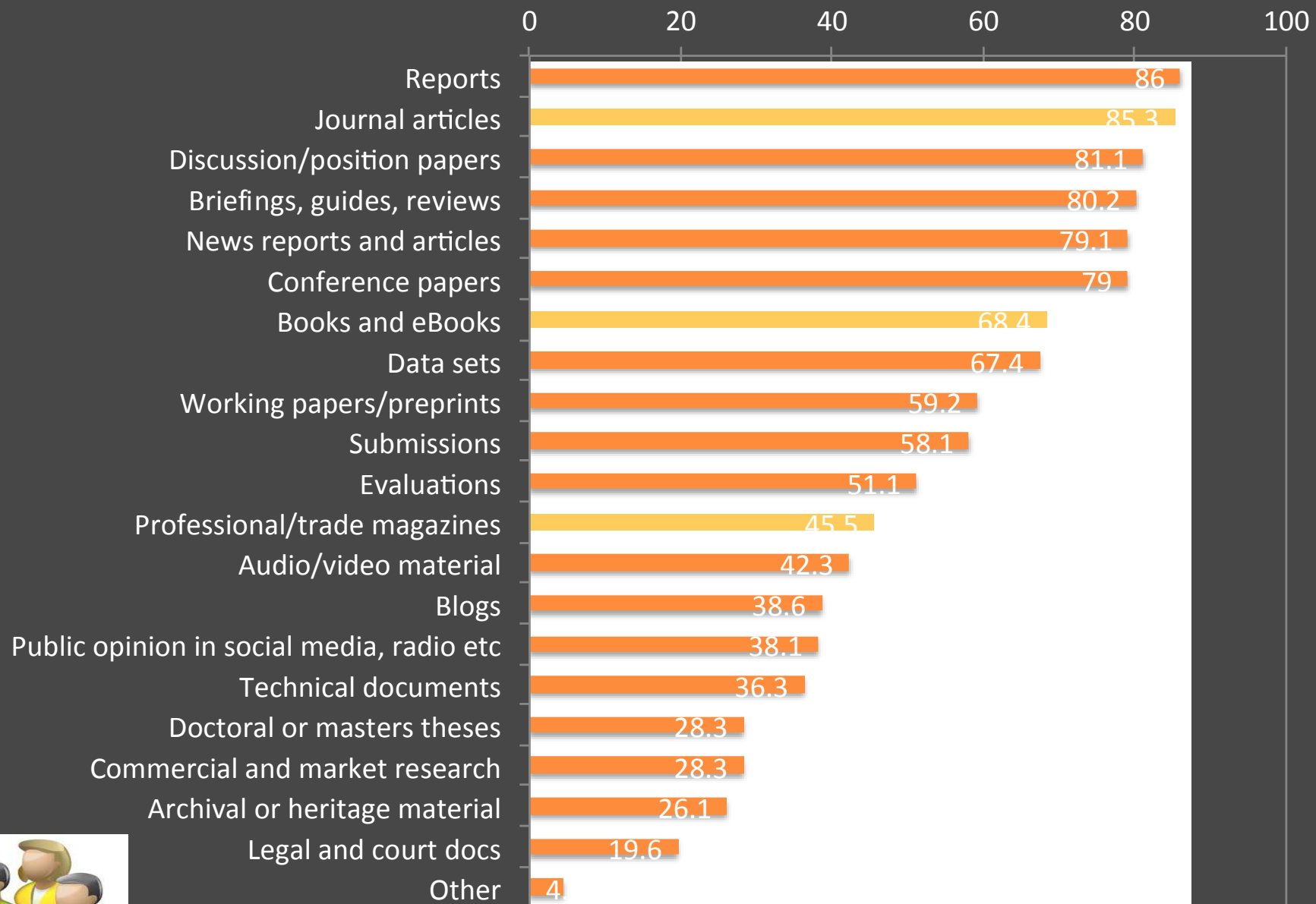


## Producers Q12: Why do organisations publish their own research?

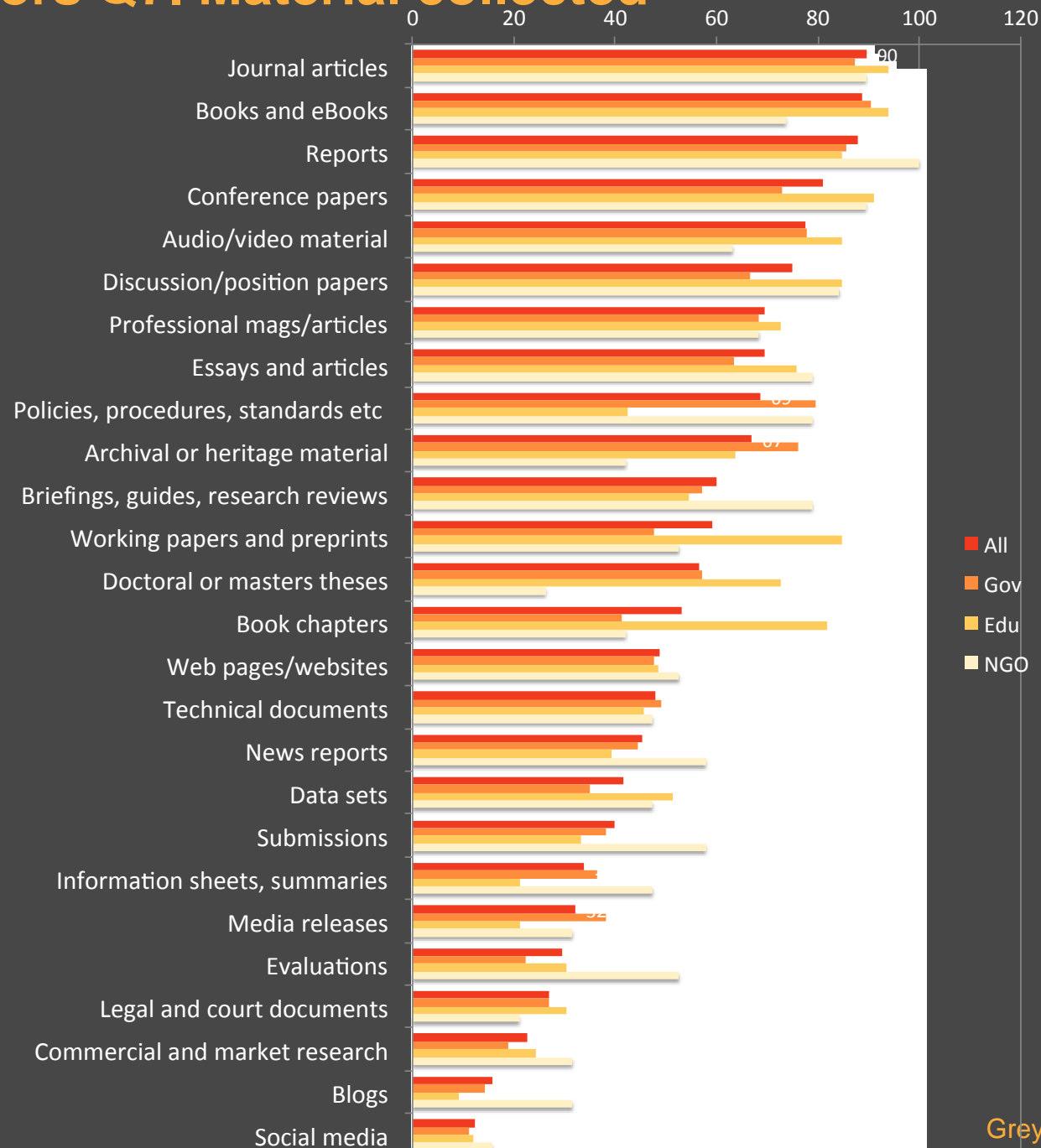




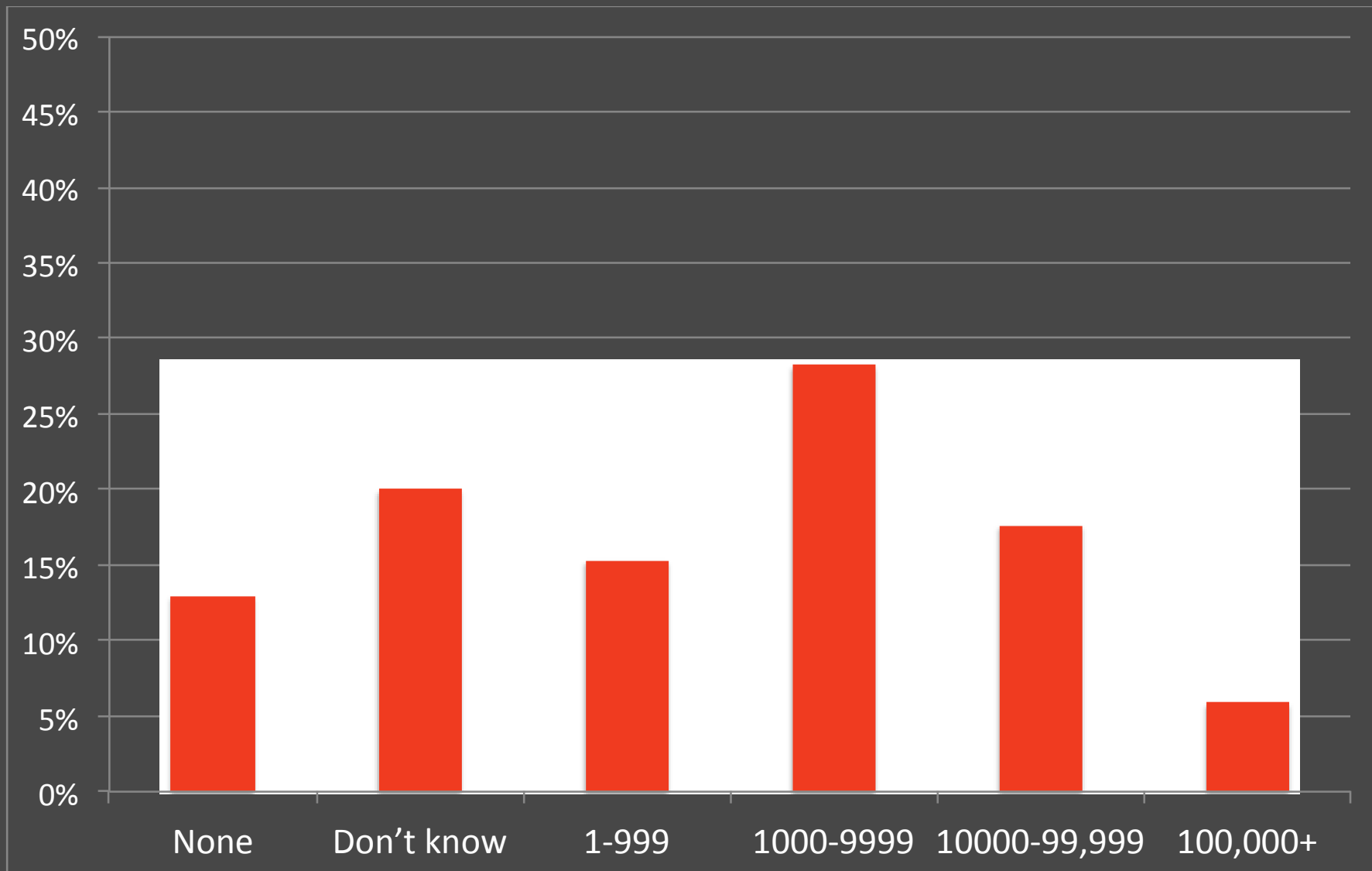
## Users Q5: Material used occasionally or regularly for work



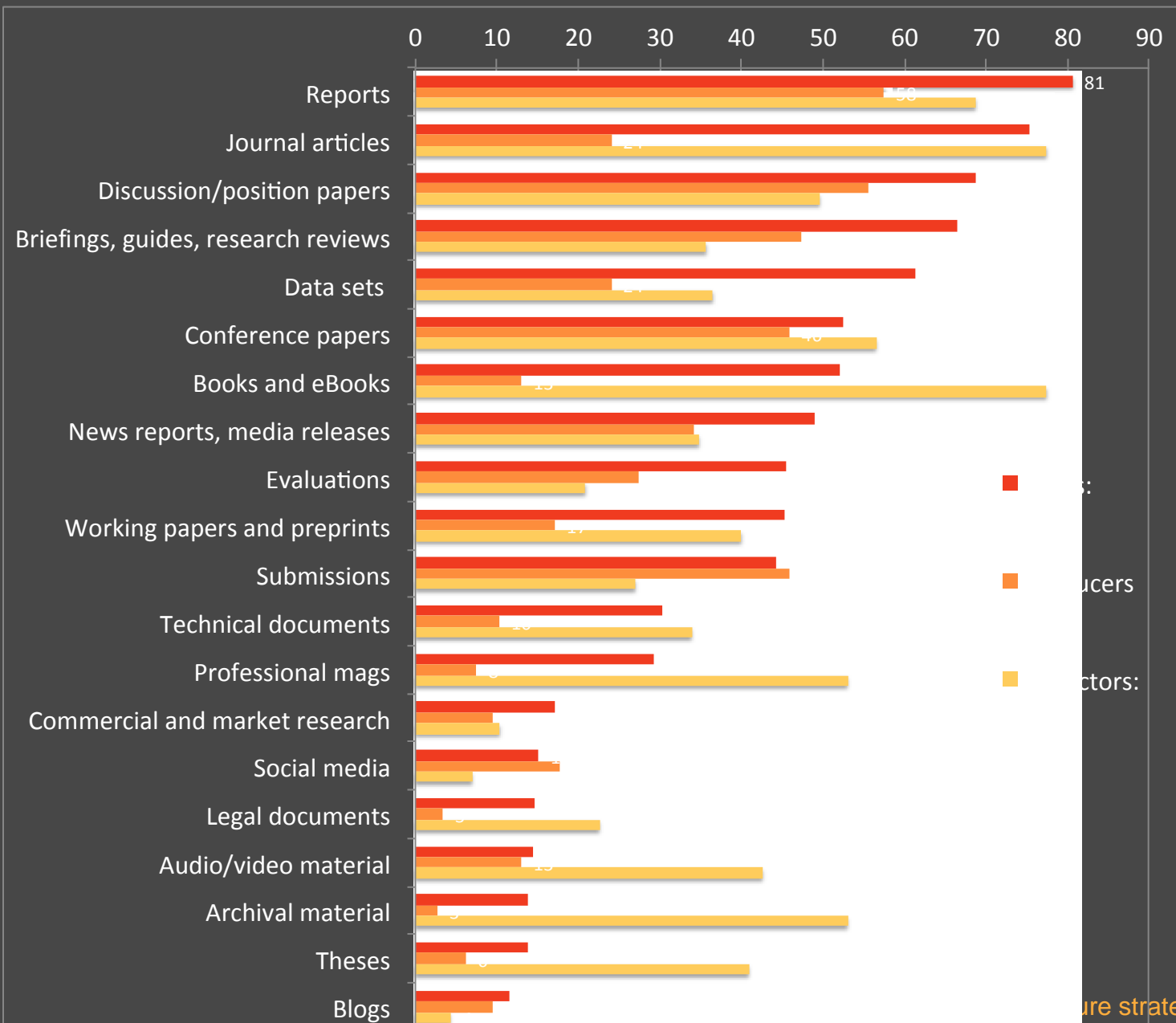
# Collectors Q7. Material collected



## Collections Q11: Estimated size of digital document collection



# COMBINED RESULTS: Materials used, produced or collected - % Important or very important





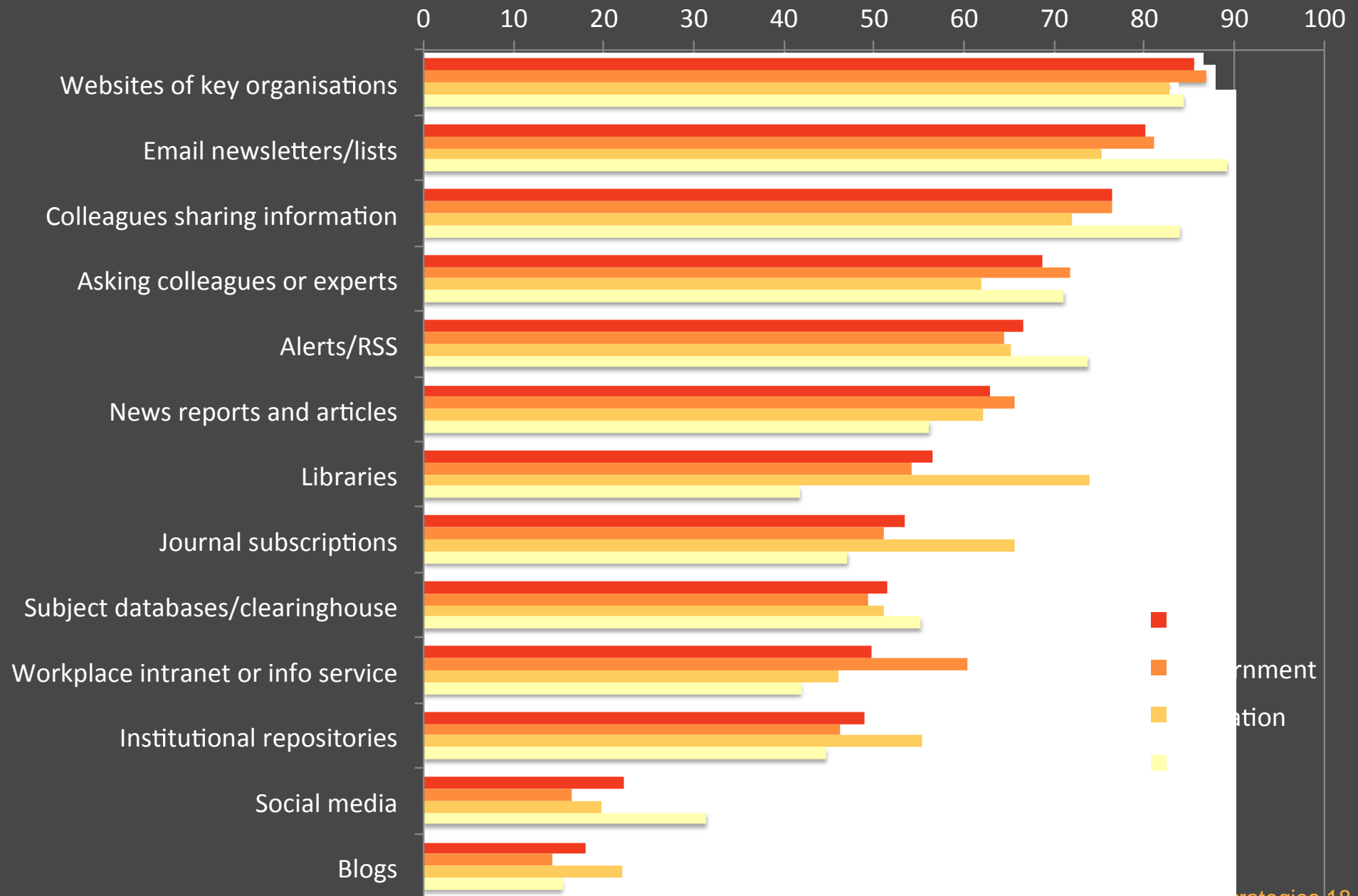
## Why people use grey literature – survey comments

*In my particular field, no worthwhile research could be conducted without ready access to grey literature, with significantly poorer outcomes in public policy as a result.*

*Grey literature is important to the work I do because it typically addresses issues relating to policy and practice - a key aspect of the work that I do. It also often has a 'big picture' focus. It is absolutely critical to the quality of the work I produce.*

*Grey lit provides another part of the complete information picture and without it I wouldn't want to rely on only peer reviewed material. Some of the most innovative and thought provoking material is grey lit and important in a changing world*

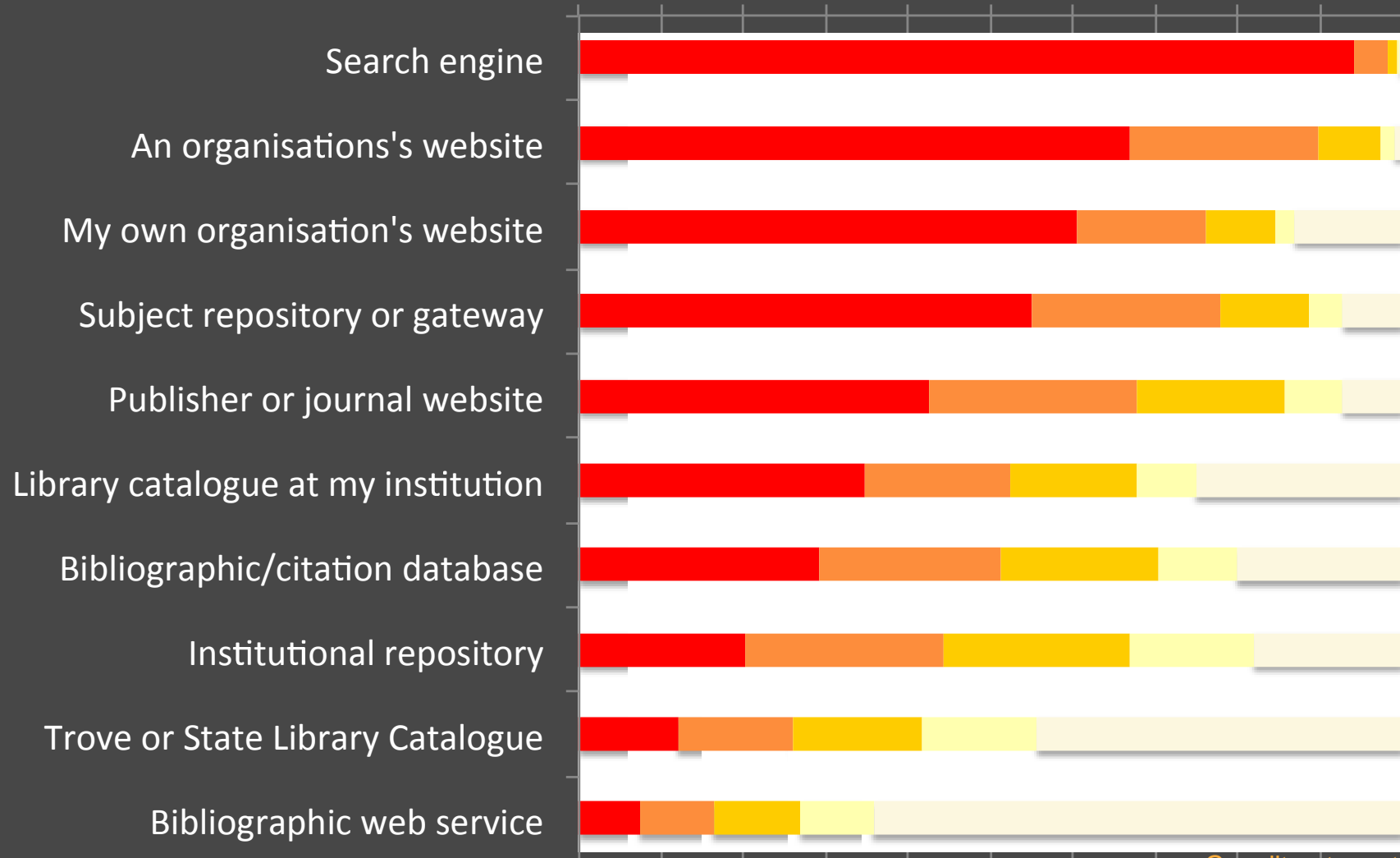
## Users Q11: How do users find out about new information? Most important sources - %



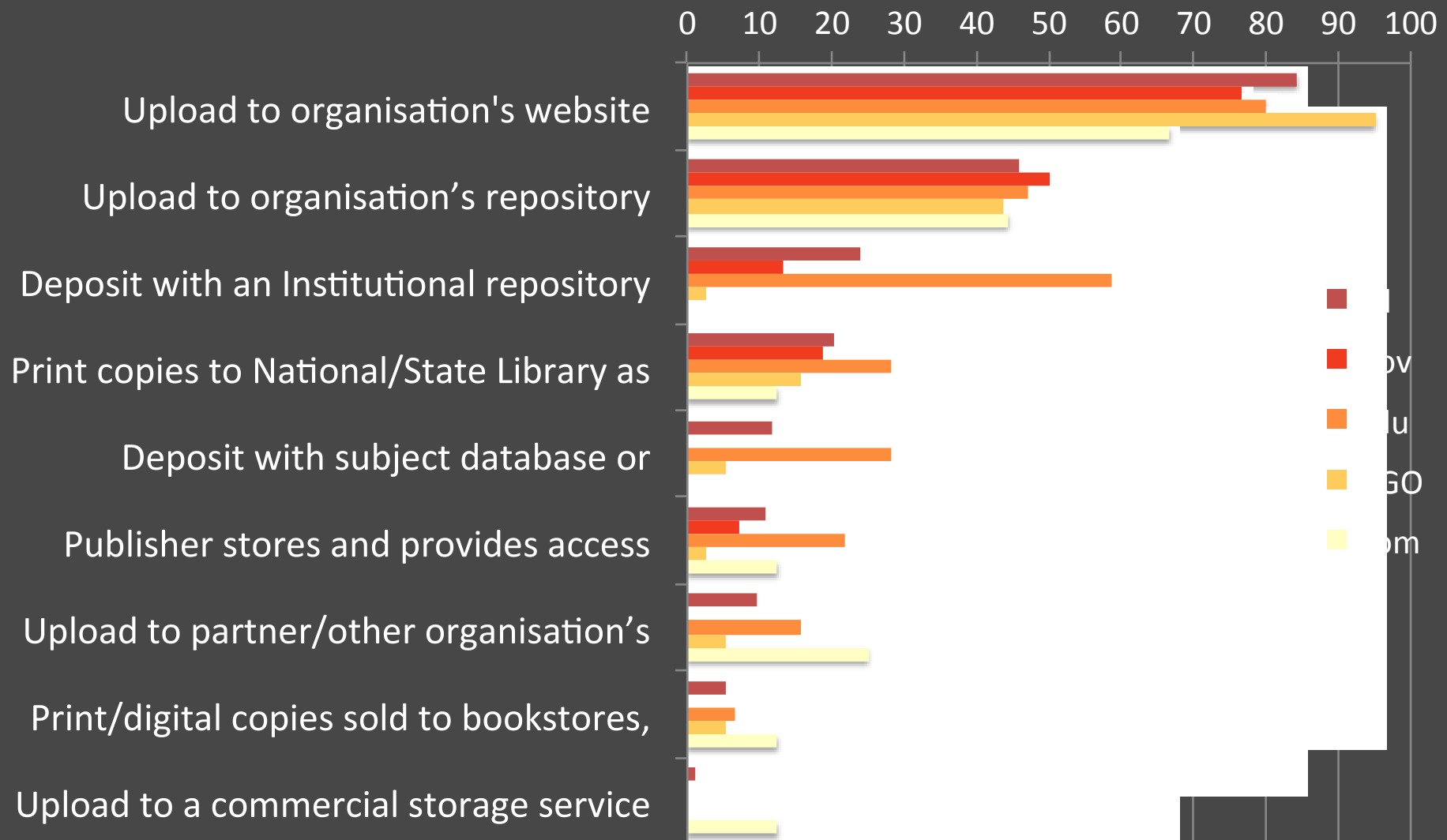
## Users Q12: How often are the following services used to access information?

Weekly/daily Monthly Quarterly Annually Never

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

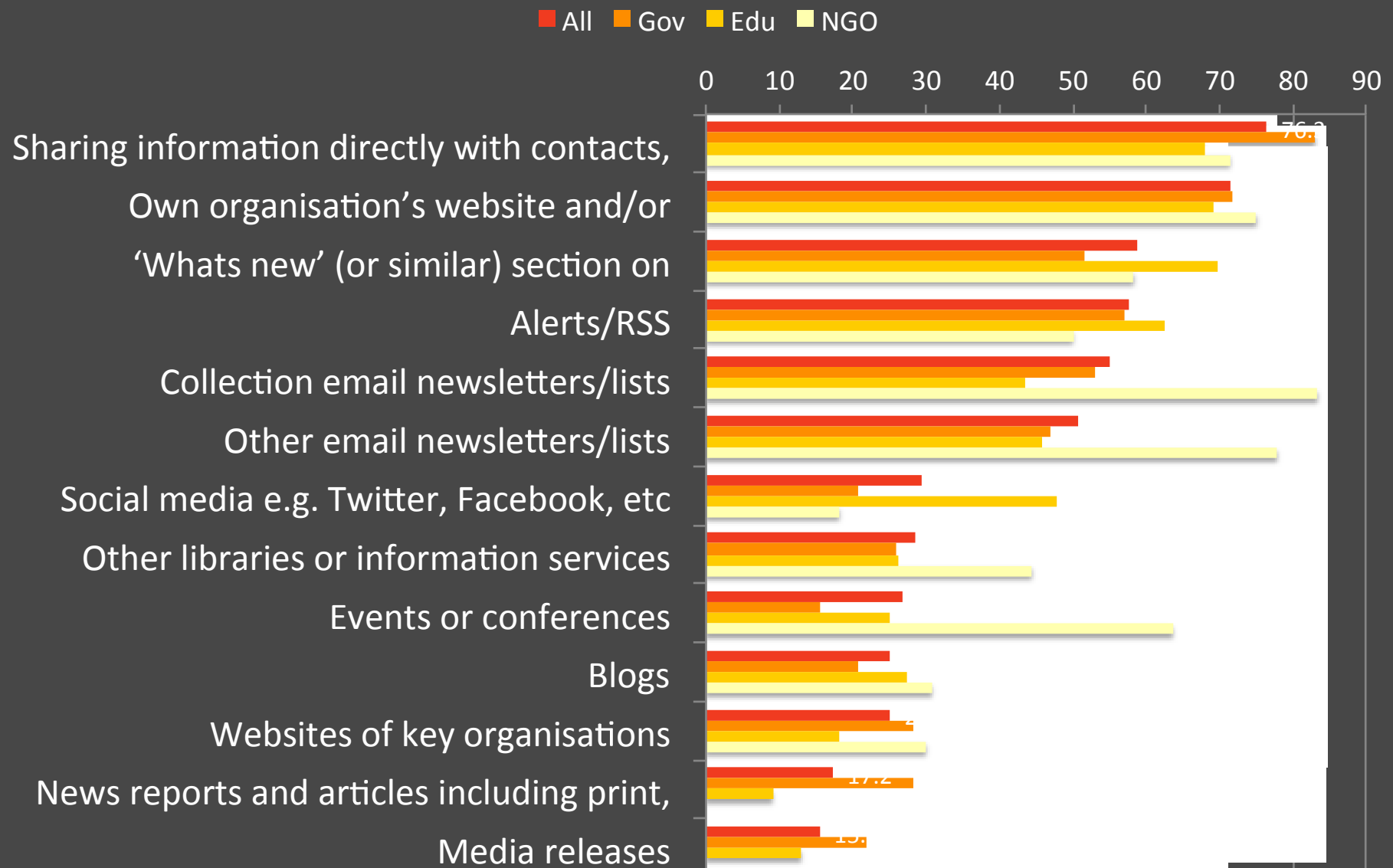


## Producers Q21: Methods used often/always to store and provide access to publications -

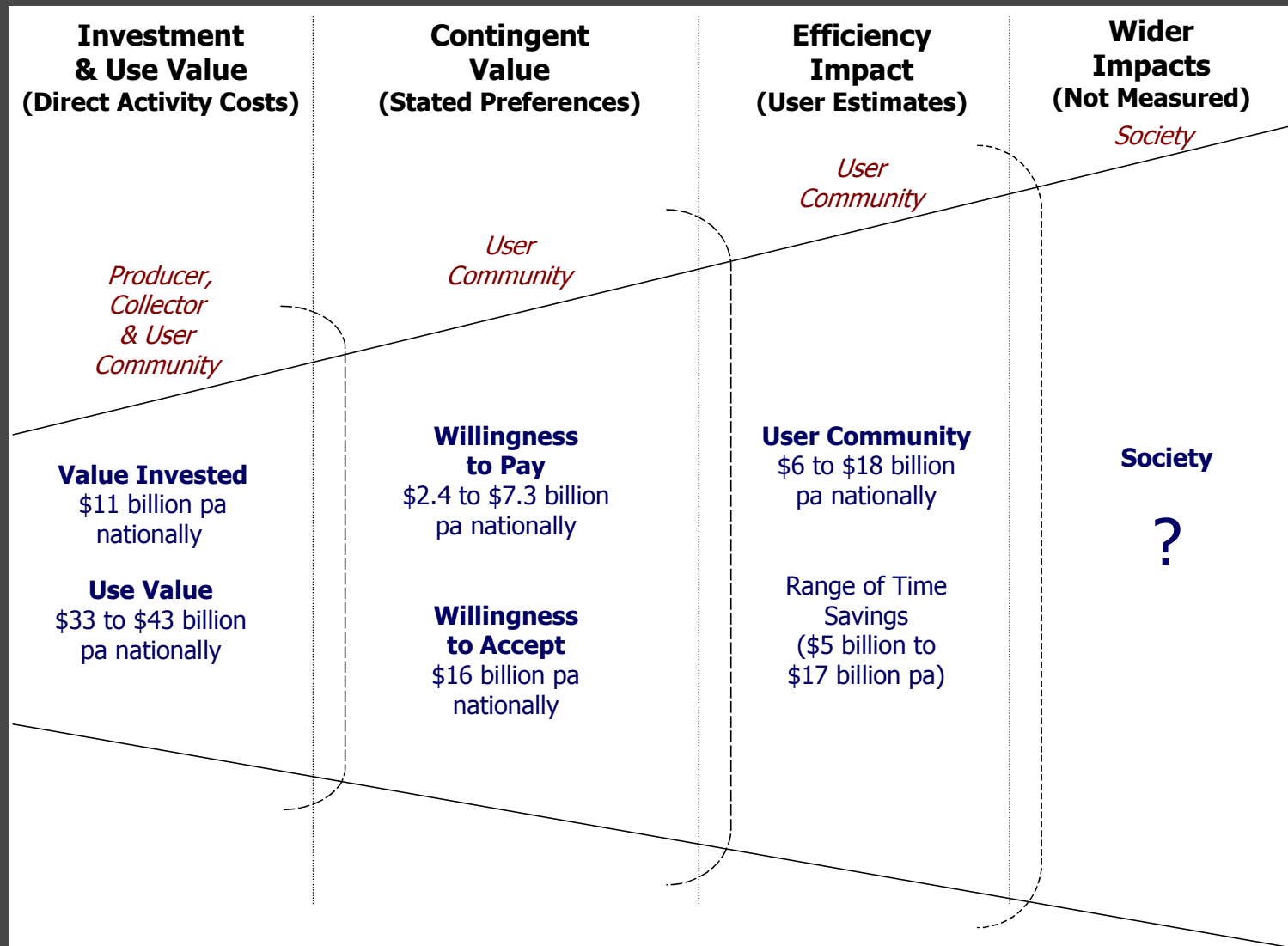




## Collectors Q16: Most important ways of promoting new resources



# The value of grey literature



## Users comments on the issues they encounter accessing research and information needed for their work

575 written responses.

Common issues include: knowing what exists, finding relevant material, evaluating it, poor web management, getting access to journals, getting access to some grey literature, the time consuming nature of searching and sifting, the relevance and reliability of material and deadlinks.

*“Finding material relevant to a subject matter if I dont know it exists (ie, I haven’t received notification on it in an update but I’m researching an area), there is so much info through search engines that finding useful grey literature can take a lot of time.”*

*“There is loads of information around - difficulties relate to relevance (ie key words, dates) and veracity (assessing methodologies used, sample size, etc.)”*

*Time consuming, difficult to track down, links fail when returning to them, they sometimes lack important basic bibliographic detail.*

## Issues continued

*“Issues around subscriptions to peer reviewed academic journals. They are too expensive for NGO's to maintain comprehensive subscriptions, and most researchers I know rely on their personal university enrolments to access them.”*

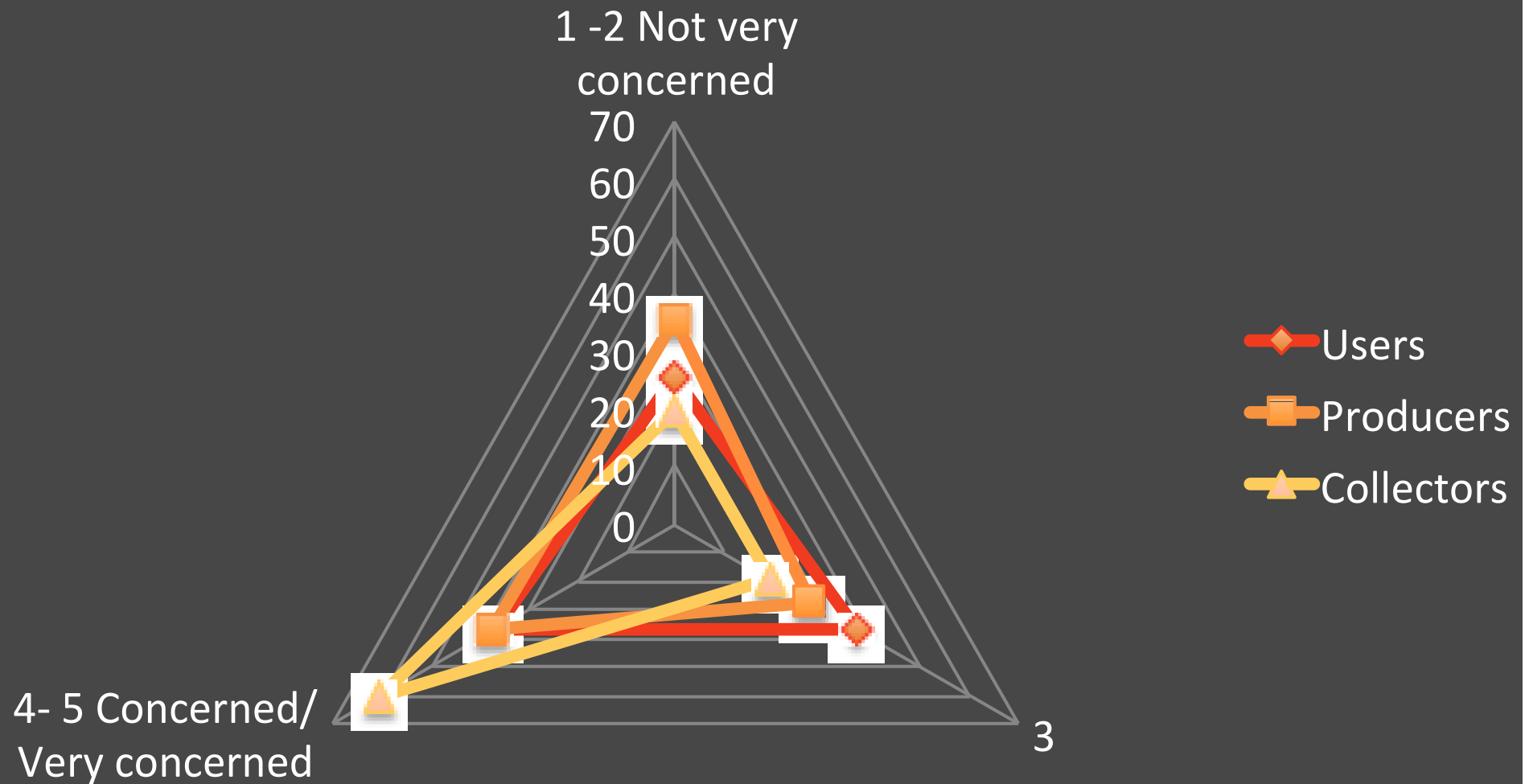
*No real issues as I work in a university library and what I can't get immediately I can get at no cost via document delivery.*

*Workplace library does not have very good access to relevant databases for topic areas I regularly research.*

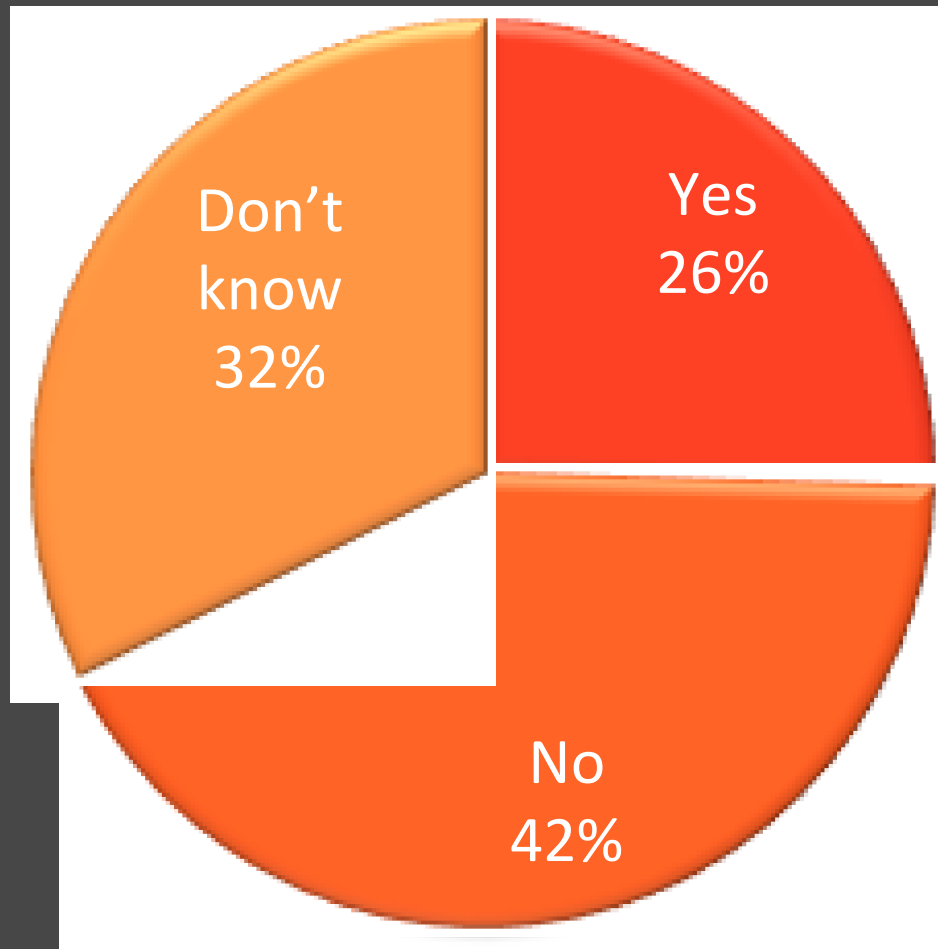
*“Much of it isn't published online by the funder of the researcher, so even when i know research exists I waste a lot of time working out who 'holds' it.”*

*“It often has to be sourced from many different repositories, which is time consuming. Often you don't even realise that there may be information available - that knowledge is either intentionally or unintentionally kept 'in house' of the organisation. We have established a regional catalogue to address this issue, but that is addressing it at only one scale of the problem.”*

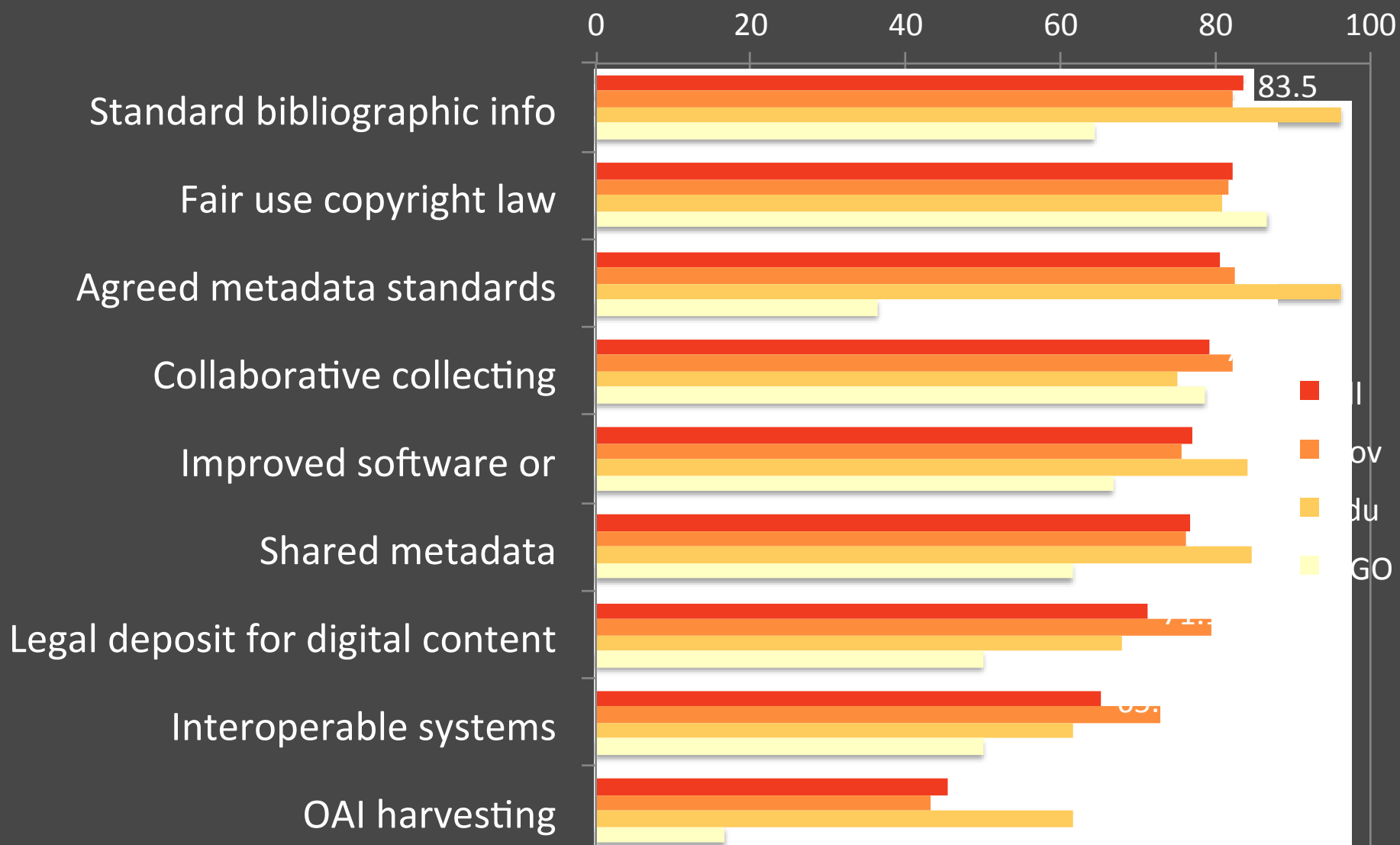
## COMBINED: Level of concern about deadlinks



## Producers Q23: Does your organisation have strategies to prevent deadlinks?



## Collectors Q19: Most important strategies for improving collections

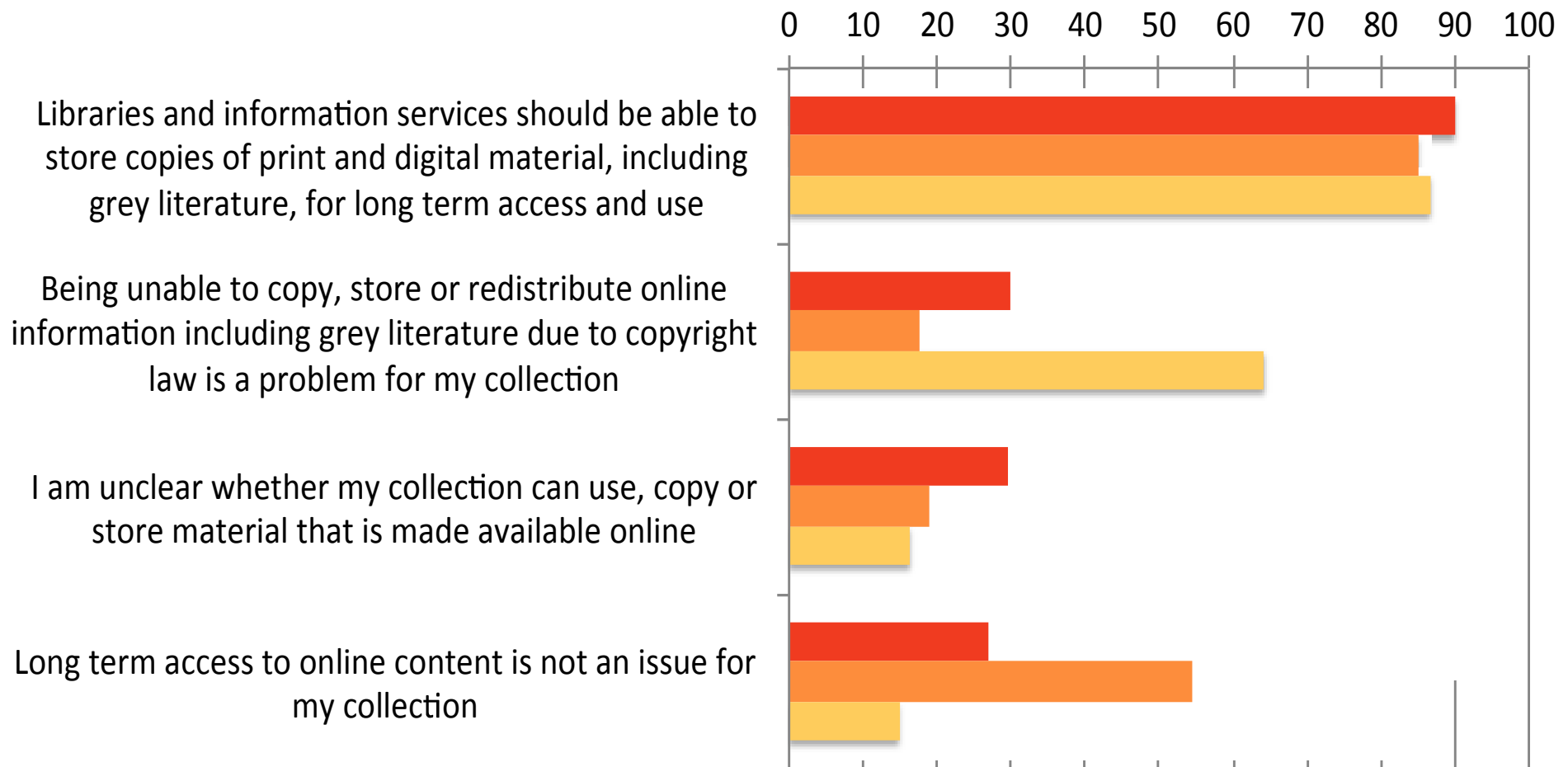




# Combined: Views about copyright across all 3 surveys

% Agree/Strongly agree

■ Users ■ Producers ■ Collectors

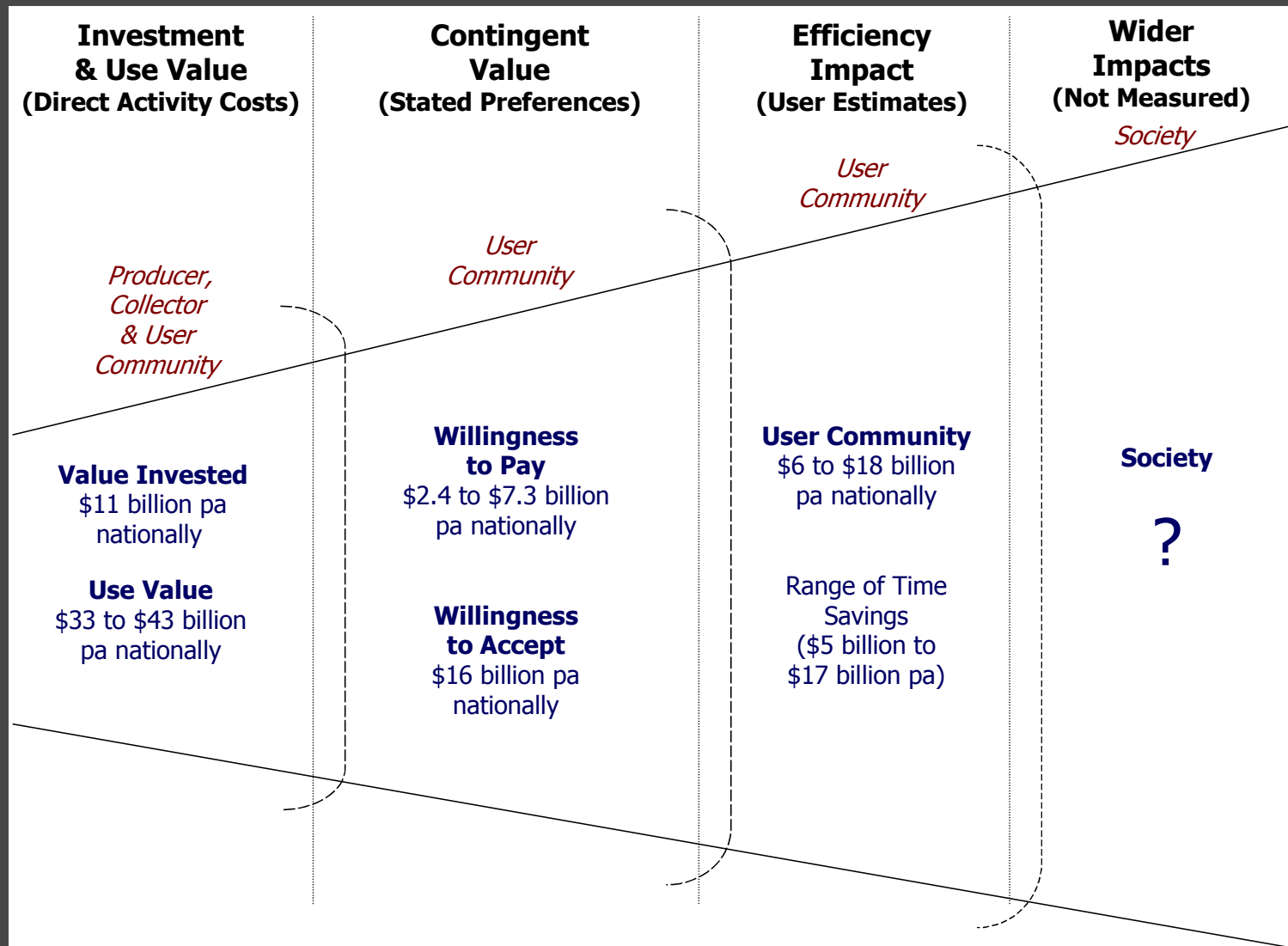


# Costs & benefits of alternate policies

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- Explored the cost of dead links and the potential efficiency benefits of grey literature being more readily accessible and systematically preserved.
- Australian user respondents hit an average of 49 broken links a year and spent an average of 19 minutes searching for and trying to access the item – broken links could be costing more than \$1 billion per annum nationwide.
- User respondents suggested they could save an average of around 15% of their working time if grey literature were more readily accessible and systematically preserved – that could be worth \$5 billion to \$17 billion per annum nationwide.

# The value of grey literature



## What needs to be done...

*"Clarification of the long-term value of emerging genres of digital scholarship, such as academic blogs and grey literature, is a high priority. Research and education institutions, professional societies, publishers, libraries, and scholars all have leading roles to play in creating sustainable preservation strategies for the materials that are valuable to them."*

Blue Ribbon Taskforce on Sustainable Digital Preservation and Access, 2010

– Included members from Library of Congress, OCLC, JISC, ITHAKA, CNI, Microsoft, and various US Universities.

## Recommendations

Legislate

Regulate

Collect

Collaborate

Aggregate

Educate

## What should we do about collecting?

Legislate: Continue to campaign for copyright and legal deposit reform

Collect: Increase the amount of public interest digital grey literature that is catalogued, collected and publicly accessible on the live web

Collaborate across libraries, repositories and other information services to:

- Increase efficiencies of collecting digital resources
- Develop required infrastructure
- Improve the user experience for more effective searching and sifting of information in a centralised way

HOW should we do this...?

What do you think?

## Let me know...

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