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Encouraging Open Access and supporting research impact: a data-driven approach

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ENCOURAGING OPEN ACCESS & SUPPORTING RESEARCH IMPACT: A DATA-DRIVEN APPROACH

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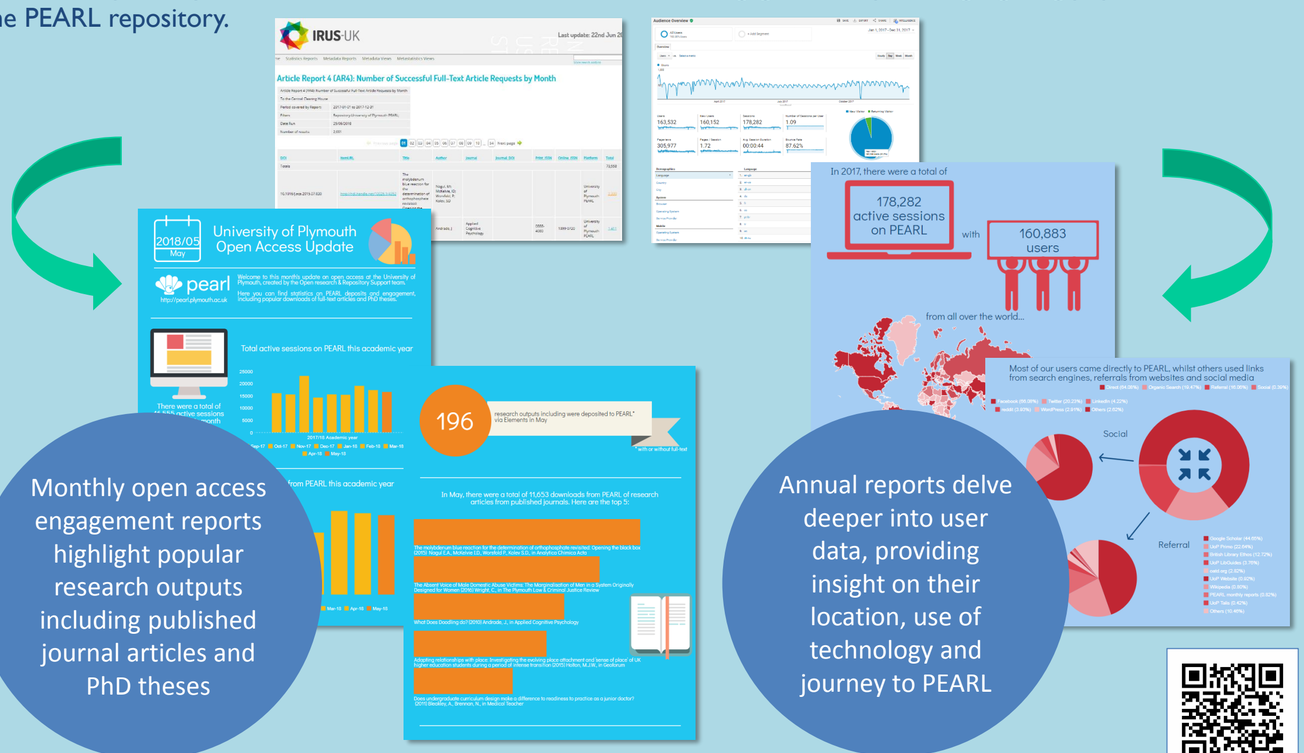
Based within the University of Plymouth Library, the Open Research and Repository Support Team (ORRS) have worked over the last 18 months to support the development of a wider open access culture that goes beyond pure REF policy compliance. Our open access research repository PEARL is home to an ever-growing range of research outputs created at the University. Working with partners across the organisation, we have developed our systems to improve user experiences and provide consistent and trustworthy reporting. Collaborating with other teams and departments has opened up new channels to communicate the open access message to our researchers by showing them evidence of global engagement in their research.

Over the last 18 months, whilst visitors numbers have remained fairly consistent, file download figures have increased greatly, with a 45% increase between March 2017 and March 2018

COMBINING SOURCES TO MAXIMISE THE VALUE OF DATA

No single data source can tell us the value of research in the repository. Using IRUS-UK, we gather COUNTER-compliant statistics on individual item downloads showing us our most popular items, subjects, and authors. Combining this with data on our users including their location and use technology from Google Analytics, and data from our repository statistics module, we create interactive user engagement reports highlighting popular items from the PEARL repository.



Monthly open access engagement reports highlight popular research outputs including published journal articles and PhD theses

Annual reports delve deeper into user data, providing insight on their location, use of technology and journey to PEARL

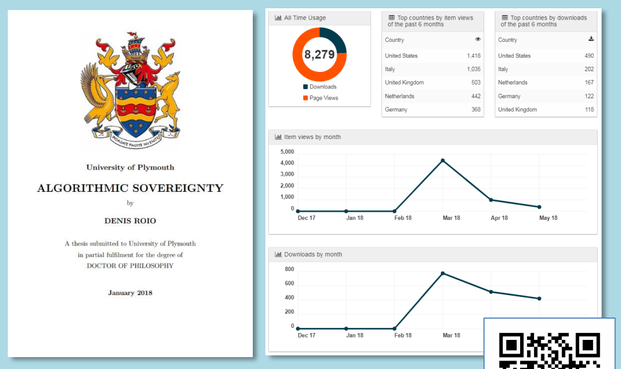
Read our latest reports at https://plymouth.libguides.com/open/stats > > >

CASE STUDY: LIVE STATISTICS TO BENEFIT AUTHORS AND READERS

The addition of a statistics module within the PEARL repository allows us to display up-to-date page views and download statistics on individual items and entire collections within the repository. The country of origin of downloads is captured, showing our researchers the global reach of their research.

Our PEARL readers can also view this information to get a sense of the popularity of research they are interested in. Also provided by this statistics module are links to other popular articles by the featured author.

A PhD thesis that stood out in our March 2018 report was Algorithmic Sovereignty by Denis Roio. Published to PEARL on 16th March 2018, by the end of the month it had received over 700 downloads. The thesis is most popular with readers in the United States with 490 downloads made in 3 months since publication.



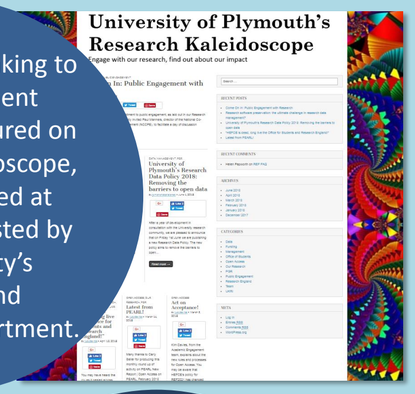
Read Algorithmic Sovereignty on PEARL:
https://pearl.plymouth.ac.uk/handle/10026.1/11101 > > > > > > > >

REACHING OUR RESEARCHERS THROUGH COLLABORATION

LIBRARY → RESEARCH AND INNOVATION → RESEARCHERS

ORRS publish open access engagement reports on the University LibGuides monthly

Guest articles linking to the engagement reports are featured on Research Kaleidoscope, a website aimed at researchers, hosted by the University's Research and Innovation department.



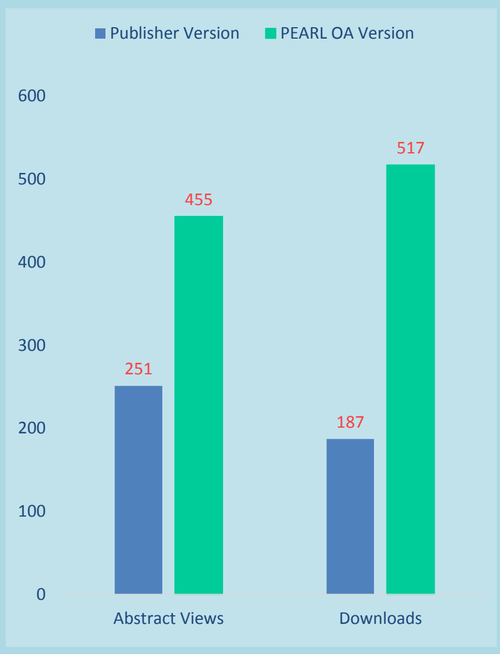
An additional report featuring the top 100 article downloads is sent to Academic Engagement librarians

Academic Engagement librarians identify their researchers on the list and get in touch to tell them about their most popular research outputs

This also provides an opening for Academic Engagement librarians to offer researchers further support in promoting current and future research outputs to increase the impact of their work.

CASE STUDY: AN OPEN DOOR TO MICROPLASTICS RESEARCH

Although there are no usage statistics that allow us to compare restricted and open versions like for like, data from Plum Analytics and Altmetrics shows that the abstract of this article (in its restricted access publisher version) has been accessed 187 times and its reference has been saved 251 times. The open access version of the same paper in our repository on PEARL has been downloaded 517 times and its abstract viewed 455 times, more than doubling the interest in the publishers version.

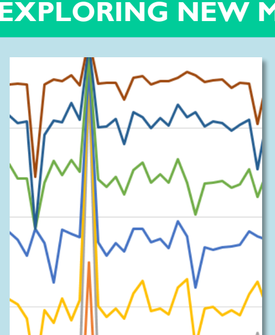


Napper, I.E., Bakir, A., Rowland, S.J., and Thompson, R.C. (2015) Characterisation, Quantity and Sorptive Properties of Microplastics Extracted From Cosmetics in *Marine Pollution Bulletin* 99(1-2), October 2015

Read the article on PEARL:
https://pearl.plymouth.ac.uk/handle/10026.1/3502 > > >

FUTURE DEVELOPMENTS

EXPLORING NEW METHODS OF RETRIEVING STATISTICS



Through our links with IRUS-UK, we were selected to trial RAMP (Repository Analytics & Metrics Portal), a project run by Montana State University in partnership with the Association of Research Libraries, the University of New Mexico, and OCLC Research.

In their research, the RAMP team found concerns with under and over counting associated with different methods of measuring repository usage. Whereas existing statistic from IRUS-UK uses log data to count downloads, RAMP count actual download events via interaction with Google. Although the data from RAMP won't provide detail on an individual item level, it looks at how the repository performs as a whole.

USING DATA TO GET SOCIAL

We re-purposed existing reports that were originally created to assist with our administration processes to quickly identify files due to be released from publisher imposed embargoes.

We are beginning to use these reports to select research to promote on our Twitter feed, highlighting newly available research as it is released.

Follow us on Twitter @OpenResPlym

Carly Seller (Open Access Repository Officer), **Elena Menéndez-Alonso** (Research Repository & Curation Manager) and **Kim Davis** (Information Specialist)
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