

Share #GreyLit: Using Social Media to Communicate Grey Literature

By Robin Naughton, PhD, Digital Systems Manager
Danielle Aloia, MSLS, Special Projects Librarian

Presented at the Seventeenth International Conference on Grey Literature, Royal Netherlands Academy of Arts and Sciences, Amsterdam, December 1-2, 2015

AGENDA

- Introduction
- Literature Review
- GreyLit Social Media Survey
- Conclusion
- Recommendations

INTRODUCTION

What prompted this research?

- 2014 Research: Think Tanks, Twitter and Grey Literature
- Growing need to include grey literature in systematic reviews
- Expanding the reach of research through dissemination
- Leveraging options for the Grey Literature Report in Public Health

Research Questions

1. How is social media used to communicate grey literature?
2. To what extent are subscribers of the Grey Literature Report sharing resources found on greylit.org?

LITERATURE REVIEW

Some key findings:

- Social media use among Internet users has increased 66% over the past 10 years. (Perrin, 2015)
- “Social media permit the development and evaluation of policies through “open dialogue among diverse voices that represent targets of health policy” (Smith and Smith, 2015)
- “Social media and news reports are also used by more than 50% of (GreyLit) producing organisations to find an audience for their work.” (Lawrence, 2014)

GREYLIT SOCIAL MEDIA SURVEY

Data Collection

- Online survey emailed to 2000 GreyLit Subscribers
- 48 early responses:
 - 75% female & 25% male
 - 7 countries
 - 54% work in a university setting
 - 46% over 55 years of age.
- Subscribers shared the survey link. (bit.ly/greylit_survey).

GREYLIT SOCIAL MEDIA SURVEY

Social Media Use

- Almost 90% of respondents use social media:
 - Twitter: 64%
 - Facebook: 49%
 - LinkedIn: 44%
- Ways respondents use social media:
 - Follow experts: 70%
 - Trending topics: 63%
 - Communicate with colleagues: 51%
 - Disseminate information: 60%

GREYLIT SOCIAL MEDIA SURVEY

Sharing GreyLit Report

- 63% recommended the Report to others
- 52% hear about the Report via email, 46% via our Newsletter
- 56% do not visit the website often
- 58% are not sure if they have liked our tweets
- Only about 4 or 5 respondents indicated that they use social media to find other grey literature

CONCLUSION

How is social media used to communicate grey literature?

- From our research
 - Disseminate information/results
 - Follow experts and trending topics
 - Forum for exchange of ideas

To what extent are subscribers of the Grey Literature Report sharing resources found on greylit.org?

- Definitely recommend the report to others
- Share relevant GreyLit with their colleagues

RECOMMENDATIONS

Social Media engagement: “Social media engagement offers the potential to improve societal and global health by involving individuals in the health policy and research process.” (Smith and Smith, 2015)

Framing: “Social scientists recommend that effective communication focus on both “framing” or conveying the social relevance of an issue and fitting information to the existing values, mental models, experience, and interests of an intended audience.” (Nisbet, 2015)

Evidence-based Social Media: Evidence-based tweeting includes links to articles, papers, etc. which in turn increases page views. (Djuricich, 2014)

REFERENCES

- Djuricich AM. Social media, evidence-based tweeting, and JCEHP. *J Contin Educ Health Prof.* 2014;34(4):202–204. doi:10.1002/chp.21250.
- Lawrence A, Houghton J, Thomas J, Weldon P. *Where is the evidence? Realising the value of grey literature for public policy and practice.* 2014. Melbourne, Australia: Swinburne Institute for Social Research. Available at: <http://apo.org.au/files/Resource/where-is-the-evidence-grey-literature-strategies-nov-2014.pdf>
- Nisbet MC. *Rethinking the translation and dissemination paradigm: recommendations from science communication research for health services policy debates.* 2015. Washington, DC: AcademyHealth. Available at: <http://www.academyhealth.org/files/FileDownloads/LessonsProjectScienceCommunication.pdf>
- Perrin A. *Social media usage: 2005–2015.* 2015. Washington, DC: Pew Research Center. Available at: <http://www.pewinternet.org/2015/10/08/social-networking-usage-2005-2015/>
- Smith BG, Smith SB. *Engaging health: health research and policymaking in the social media sphere.* 2015. Washington, DC: AcademyHealth. Available at: http://www.academyhealth.org/files/FileDownloads/AH_Translation%20Engaging%20Health%20Report%20v5.pdf

Contact Us

Robin Naughton, PhD

- rnaughton@nyam.org
- @robinnaughton

Danielle Aloia, MSLS

- daloia@nyam.org
- @daloia

New York Academy of Medicine, Library

- www.nyamcenterforhistory.org
- @NYAMhistory

Grey Literature Report

- <http://greylit.org>
- http://bit.ly/greylit_survey (take our survey)