Share #GreyLit: Using Social Media to Communicate Grey Literature

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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)
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


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Grey Literature Report
• http://greylit.org