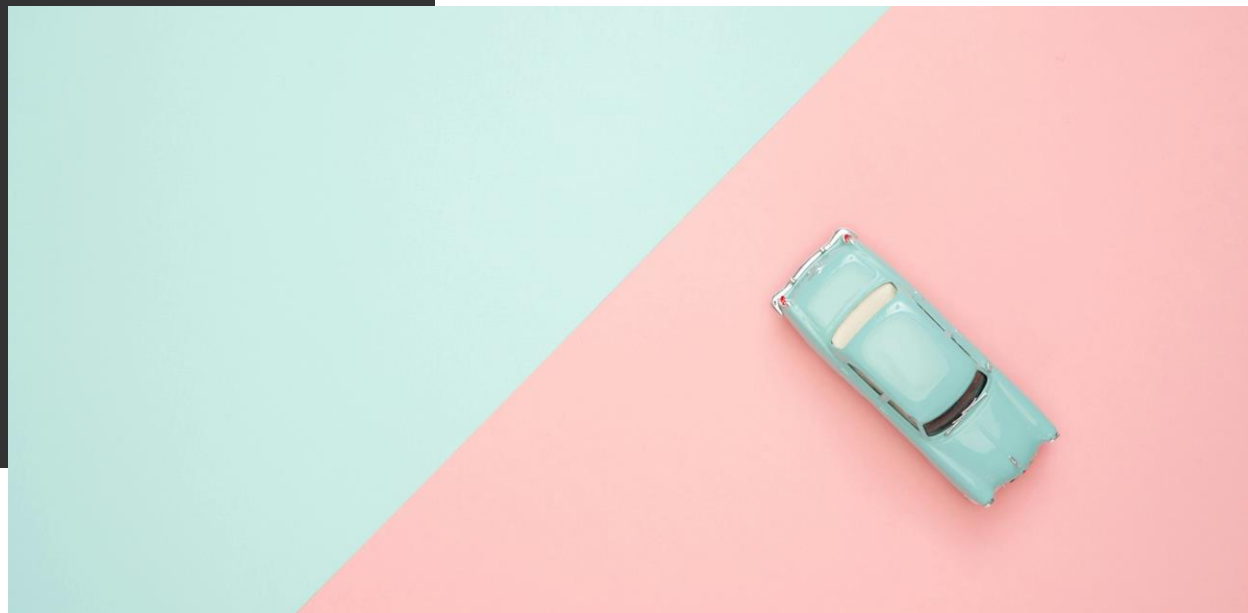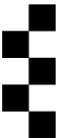# How can libraries help?

Fostering information quality from the fringes of the cycle

Liam Bullingham

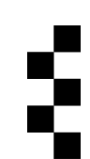Assistant Director (Academic and Research Services)
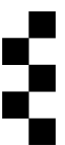
Central point

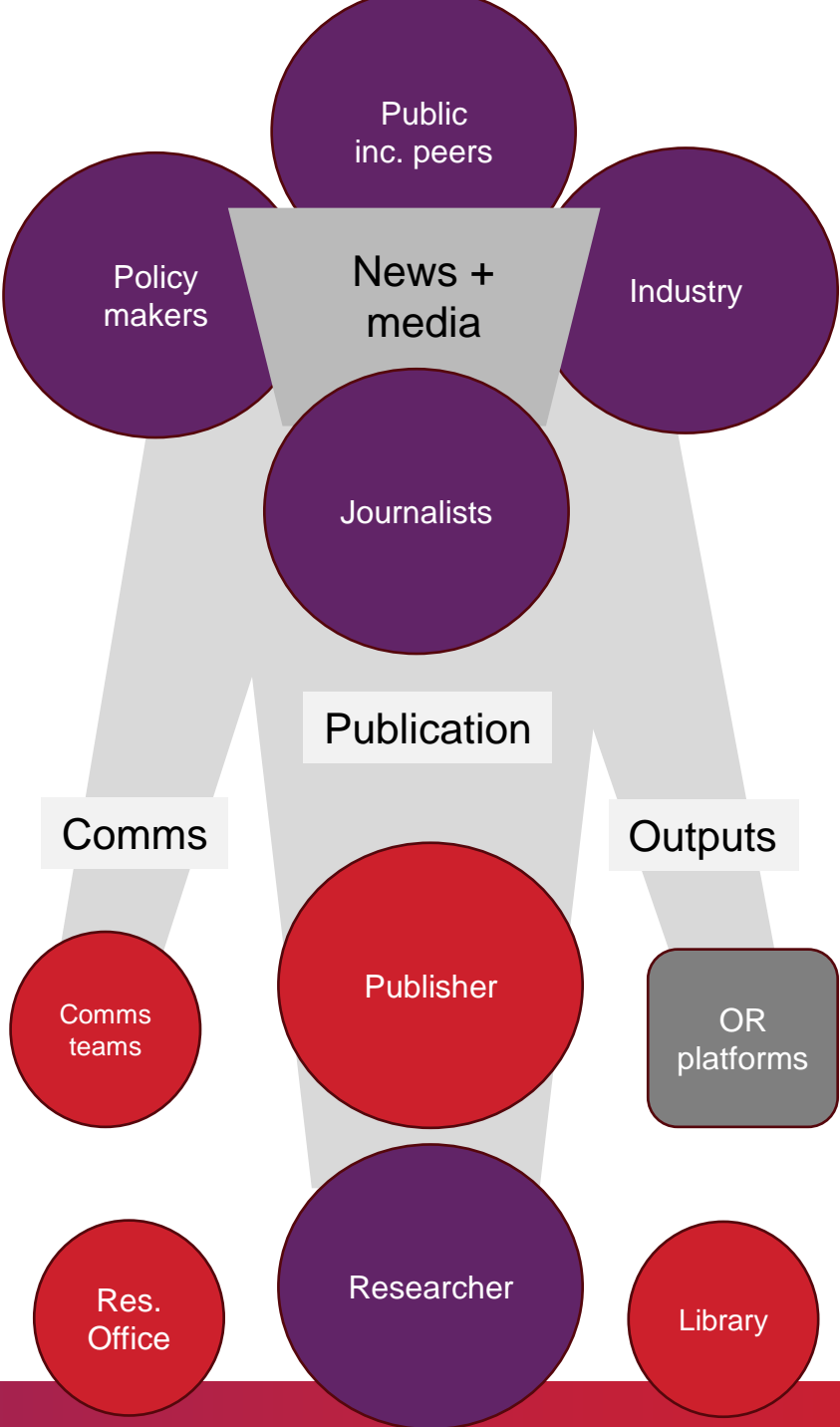We lay the ground

…then get out of the way!

Points I'll cover

- Where libraries are on the communications cycle

- 'Laying breadcrumbs'
  - Open research infrastructure
  - Open access
  - Providing key resources for news content

- Strategic priorities

- What else could we do?
  - Information accessibility
  - Considering the needs of science journalists

The Communications cycle: a library perspective

Different actors mobilise around the researcher to communicate their work, which reaches key audiences, filtered through journalists.

University of Essex

Public inc. peers

Policy makers

News + media

Industry

Journalists

Publication

Comms

Outputs

Comms teams

Publisher

OR platforms

Res. Office

Researcher

Library

Training:

Research visibility

Altmetric

Research Visibility Focus Week

Between 8 - 12 July 2024, we will be hosting our **Research Visibility Focus Week** - a week of sessions and materials all focused on increasing the visibility of you and your research.

Training sessions

Sessions include:

- **Mon 8 Jul, 11:00-12:00:** Using online researcher profiles to increase your research visibility
- **Tue 9 Jul, 12:00-13:00:** Introduction to research visibility and citations
- **Tue 9 Jul, 15:00-16:00:** Engaging a wider audience through open research
- **Thu 11 Jul, 12:00-12:45:** The importance of reproducible research (in collaboration with UKRN)
- **Fri 12 Jul, 12:00-13:00:** Blogging and how it can help promote your research

Top Tips

New to research visibility or would like a refresher? Last year we wrote an **introduction to research visibility blog post** with an overview and some tips on how to get started.

Pro Vice-Chancellor Research, Chris Greer, has also shared his expertise with some **top tips for increasing your research visibility**.
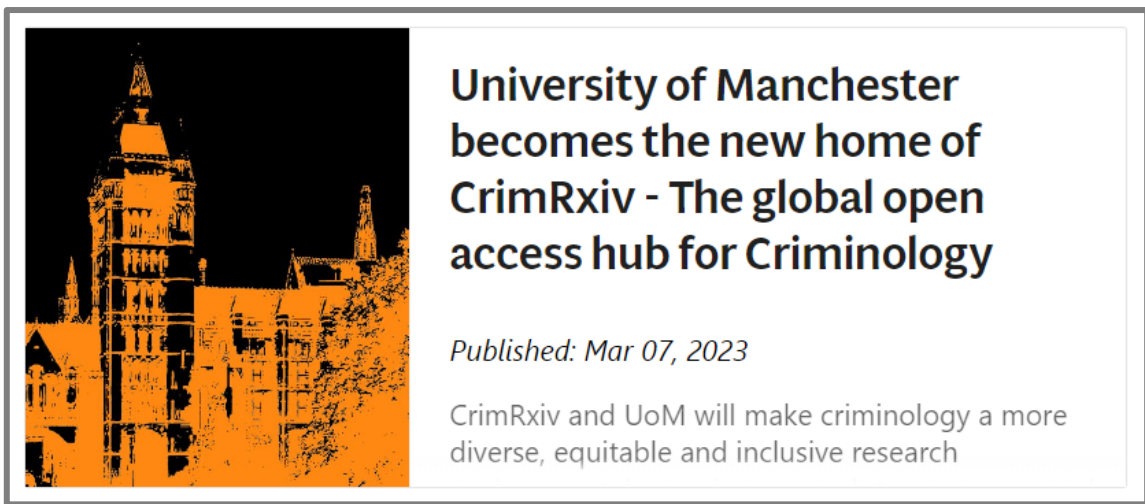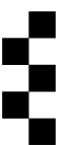
Laying breadcrumbs: three examples
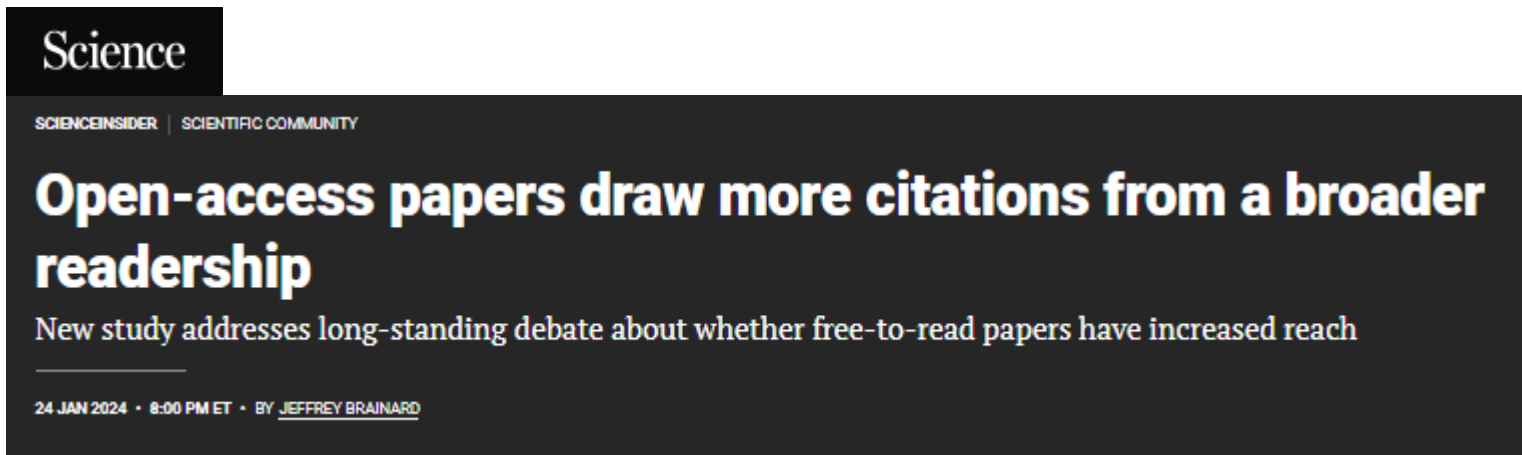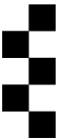
- Huang et al. ([2024](#)) found that articles deposited green open access in repositories include a "Citation diversity advantage"
- This allows libraries to underpin news stories with research outputs, providing a path to scholarship for the news audience
- Libraries are keen to know the impact of OA on all research users, but it's so much harder to track for members of the public
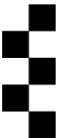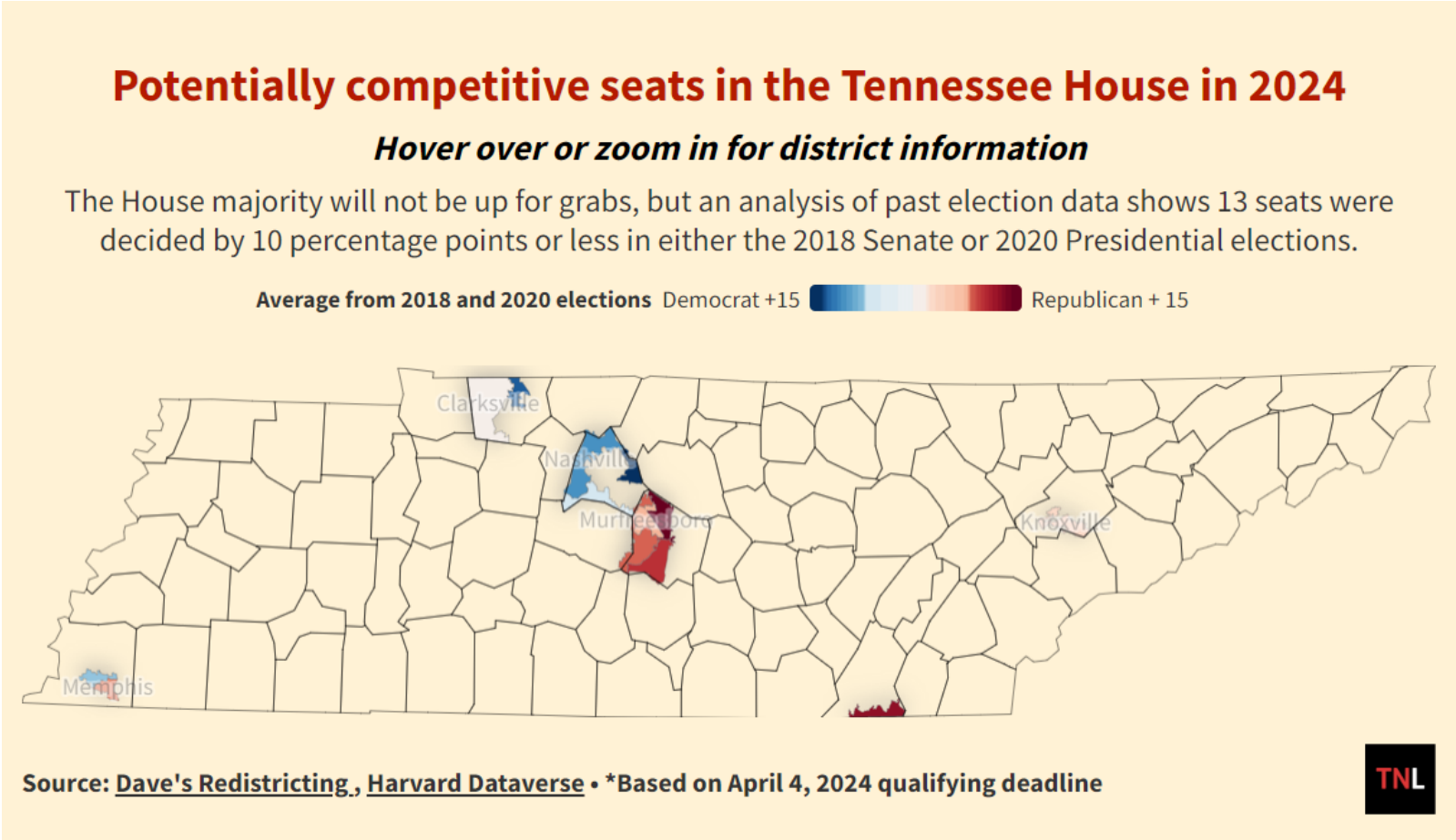
CrimRxiv: crucial support from UoM Library

- Supported by the University of Manchester's Office for Open Research, with has

  library staff on its Governance and Management team

- Published through PubPub

CRIMRXIV

University of Manchester becomes the new home of CrimRxiv - The global open access hub for Criminology

Published: Mar 07, 2023

CrimRxiv and UoM will make criminology a more diverse, equitable and inclusive research

Data repositories:

provide citeable sources

for data journalism

HARVARD
Dataverse

Potentially competitive seats in the Tennessee House in 2024

Hover over or zoom in for district information

The House majority will not be up for grabs, but an analysis of past election data shows 13 seats were decided by 10 percentage points or less in either the 2018 Senate or 2020 Presidential elections.

Average from 2018 and 2020 elections Democrat +15   Republican + 15

Source: Dave's Redistricting , Harvard Dataverse • *Based on April 4, 2024 qualifying deadline

TNL

Tennessee Lookout: 8 April 2024

University of Essex

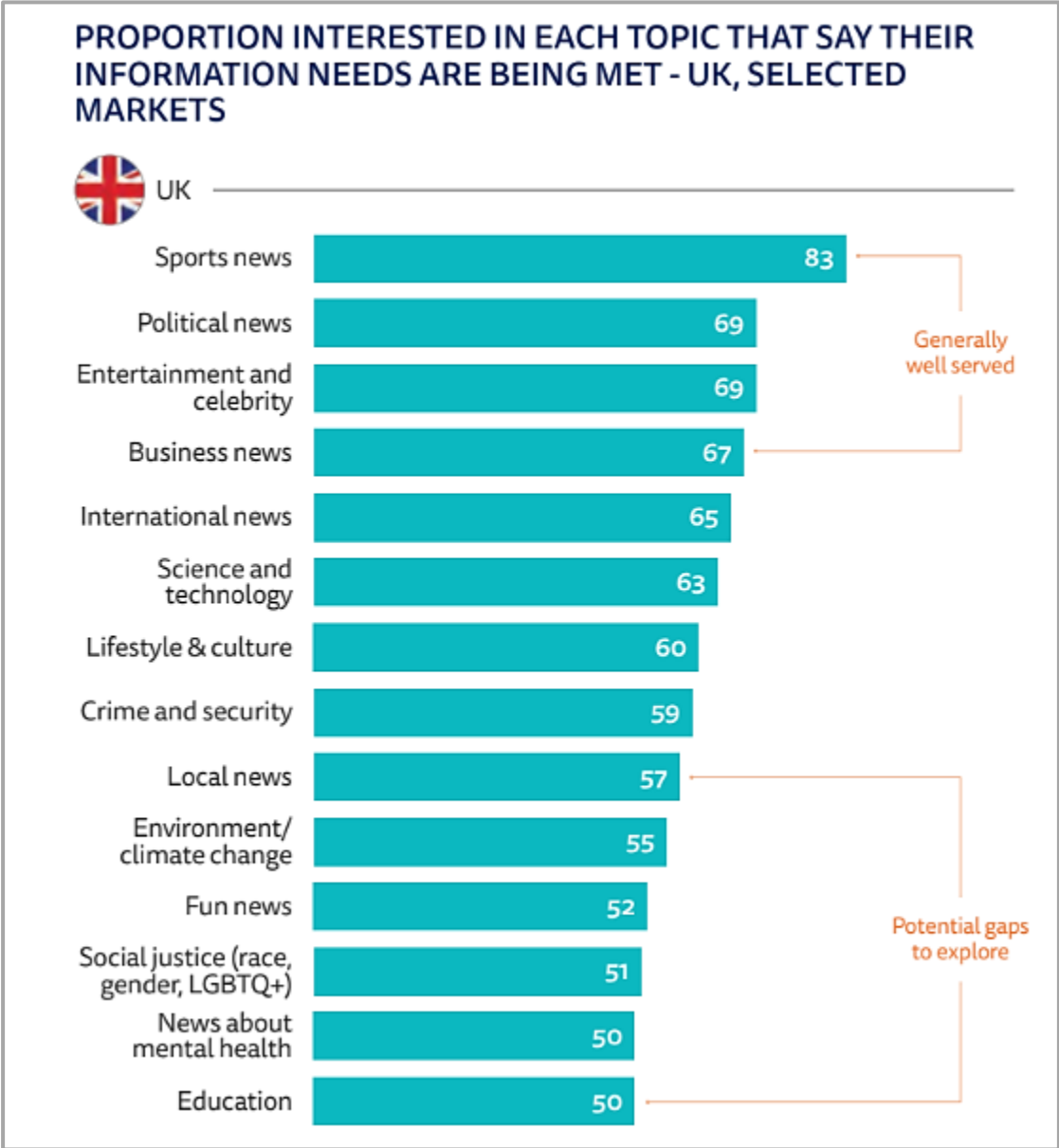Libraries providing collections to inform academics who are invited to participate as experts
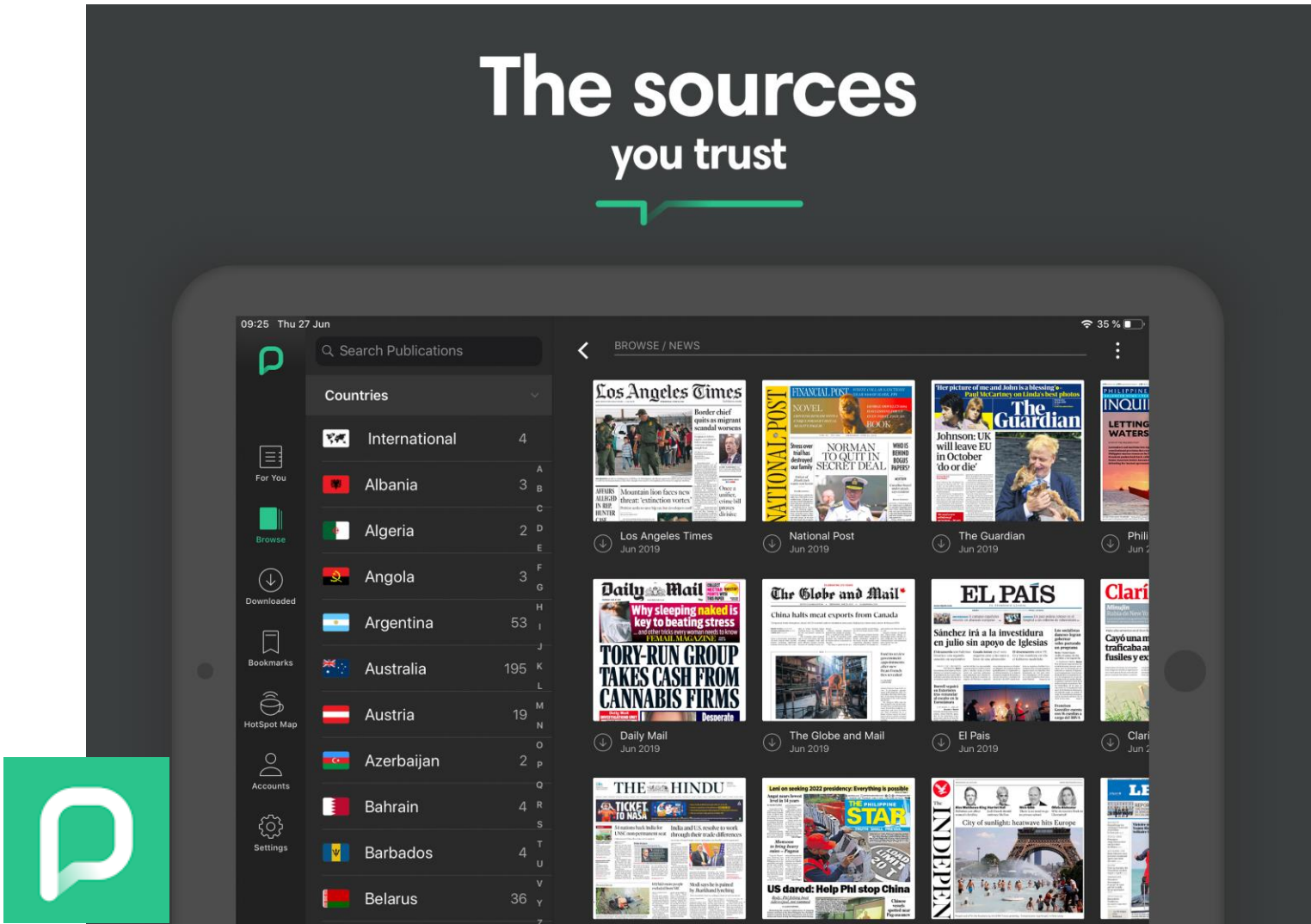
Strategic priorities

Declining interest in the news

- 'Media interest in research has never been greater due to…Covid-19 and Climate Change'

- But…
  'More people turning away from news, Reuters Institute report says'

- "Audiences for traditional news sources like TV and print have fallen sharply over the past decade, with younger people preferring to get their news online or via social media."

- How does research fare as a topic?

PROPORTION INTERESTED IN EACH TOPIC THAT SAY THEIR INFORMATION NEEDS ARE BEING MET - UK, SELECTED MARKETS

UK

Topic	Value
Sports news	83
Political news	69
Entertainment and celebrity	69
Business news	67
International news	65
Science and technology	63
Lifestyle & culture	60
Crime and security	59
Local news	57
Environment/climate change	55
Fun news	52
Social justice (race, gender, LGBTQ+)	51
News about mental health	50
Education	50

Generally well served

Potential gaps to explore

Source: Reuters Institute Digital News Report 2024

Library & Cultural Services

University of Essex

- The Library Supporting Strategy: 6 strategic programmes and 20 objectives to 2028
- We **are** looking to build the information and digital literacy levels of our staff and students and enable open research dissemination and infrastructure.
  - From objective 2.2.2:

    There is strong global visibility of, and increased citations, of the University's research outputs (publications and data)…This is aided by the collective work to deliver the Citations Action Plan and the further development of the research repositories, which are modern and robust for the University's needs

- But we **are not** looking at working more closely with journalists, or considering how research-related news uses evidence at a strategic level
- If we can be of value to our institution and departments, we will help

What else could we do?

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BioRxiv and have been experimenting with AI-generated layman's summaries, Kudos have implemented them.
- Why don't libraries do the same?

See also this blog post: 'AI Summaries by Kudos: what we're doing'

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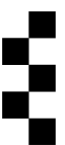
Advances in Methods and Practices in Psychological Science

aps | ASSOCIATION FOR PSYCHOLOGICAL SCIENCE

Journal indexing and metrics

Open access | (cc) (i) (s) | Research article | First published online September 7, 2023

How Do Science Journalists Evaluate Psychology Research?

Julia G. Bottesini ✉, Christie Aschwanden, [...], and Simine Vazire (+1) View all authors and affiliations

All Articles | https://doi.org/10.1177/25152459231183912

💡

We could include this focus in our Research Visibility training.

It would provide an extra dimension by focusing on the needs of a specific research audience, or *the carriers* of our research.

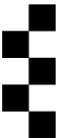What information do science journalists use when evaluating psychology findings?

We examined this in a pre-registered, controlled experiment by manipulating four factors in descriptions of fictitious behavioral-psychology studies:

(a) the study's sample size,

(b) the representativeness of the study's sample,

(c) the p value associated with the finding, and

(d) institutional prestige of the researcher who conducted the study

"**Sample size** was the only factor that had a robust influence on journalists' ratings of how trustworthy and newsworthy a finding was"
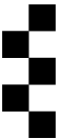
To summarise...

- Libraries have an unseen role in bridging the divide between the media and research
- We tend to lay the ground, then get out of the way
- I don't know of any plans to change this, but by there are opportunities, and potentially some powerful drivers

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Thank you

Thanks to input from:
- **Hannah Crago**, Open Research Development Librarian
- **Scott Taylor**, Head of Research Services and the Office for Open Research, The University of Manchester
- **Alexandra Beaumont**, Research Impact Officer (Business & Law)
- **Ben Hall**, Head of Corporate Communications
- **Sandy Macmillen**, Academic Liaison Librarian

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