“Showcasing More” and “Increasing Impact”: The Virtuous Cycle of IR Success

2019 Southern Miss Institutional Repository Conference

Shandon Quinn, VP Product Management
bepress | Elsevier, squinn@bepress.com

Jenelys Cox, Institutional Repository Manager
University of Denver

Kayla Siddell, Scholarly Communications and Instruction Librarian
Xavier University of Louisiana
What do we mean by “IR Success”? 

Establishing new industry contacts, collaborations, and funding opportunities
What do we mean by “IR Success”?

Identifying new partners for collaboration
What do we mean by “IR Success”?

Generating media interest, attention, and coverage
What do we mean by “IR Success”?

Influencing policy
What do we mean by “IR Success”?

Enhancing one’s reputation and standing among peer organizations
What do we mean by “IR Success”?

Generating critical resources adopted by others to advance education and research
The modern IR

Maximizing visibility and impact of everything an institution does, to help it stand out
How you reach that level of success?

How do you sustain it?

How do you get more downloads?

How do you keep getting more downloads?
Hypothesis #1: Bigger IRs get more downloads
Digital Commons customers were split into 3 segments based on their IR size at beginning of 2019

![Graph showing average total uploads over years since subscription for high, medium, and low segments.]

- **High**
- **Medium**
- **Low**
Bigger IRs consistently get more downloads
Hypothesis #2: New uploads drive new downloads
A Digital Commons customer that experienced a significant spike in uploads was analyzed.
When benchmarked with a similarly sized IR, the “spike” accounts for significant downloads.

- **Actual vs. predicted if no “spike”**
- **Net effect of “spike”**
- **Accumulated impact of “spike”**
“Spike” Analysis: Example #2

Total content, monthly download and monthly upload in year 2012 - 2018

Legend:
- Total contents
- Downloads
- Uploads
Significant additional downloads are achieved
“Spike” Analysis: Example #3

Total content, monthly download and monthly upload in year 2014 - 2018

Legend
- Total contents
- Downloads
- Uploads

Counts

Date

Significant additional downloads are achieved
Hypothesis #3: Early uploads drive more downloads
Between two similarly sized IRs, the one that uploaded earlier accumulated **37K+ more downloads by year 3**.
Between two medium IRs, the one that uploaded earlier accumulated **130K+ more downloads by year 6**
Between two “high” IRs, the one that uploaded earlier accumulated **1.3M+ more downloads by year 6**
Hypothesis #4:
Uploading often drives more downloads
Between two similarly sized IRs, the one that kept uploading accumulated \ (~15K more downloads by year 3\)
Between two similarly sized IRs, the one that kept uploading accumulated **110K more downloads** by year 6.
Between two similarly sized IRs, the one that kept uploading accumulated **150K more downloads** by year 6.
To maximize downloads:

Upload “big”

Upload early

Upload often
Digital Commons helps institutions achieve those results in two major ways:

- **Showcase More**: The institution’s broad range of works
- **Increase Impact**: Generating, maximizing, and demonstrating
Showcase More

Unlock more content

Populate content faster
Unlocking more content & populating content faster

Digital Commons Historical Product Enhancements

- Journal structure
- Faculty Profiles
- Image collection structure
- Batch Upload
- Batch Revise
- Support for data and data sets
- Galleries of Faculty Profiles
- Series structure
- Content Carousels
- Conference structure
- Book structure
- Book galleries
- Timelines
Native Multimedia Streaming: Unlocking an institution’s multimedia collections
Native Multimedia Streaming: Unlocking an institution’s multimedia collections
Native Multimedia Streaming: Unlocking an institution’s multimedia collections
Native Multimedia Streaming: Unlocking an institution’s multimedia collections

Musical Performances
Native Multimedia Streaming: Unlocking an institution’s multimedia collections

SPANISH 381: DIGITAL STORIES - FIRST GEN AND LATINX EXPERIENCES VIDEOS

Una adaptación de "Papá que se despierta cansado en la oscuridad" de Sandra Cisneros

Matthew Dinner
Jonathan Pastor

Format
Video

Student Works
Harvesting Integrations:
Faster IR population | Comprehensive representation

Avg number of faculty publications per year: 500

Goal that every institution has for faculty publication representation in IR: 100%
Harvesting Integrations: Faster IR population | Comprehensive representation

**CRIS/RIMS Systems**
- Pure
  - Synchronize workflows across library and research office around authoritative institutional systems

**Abstract & Index Databases**
- Scopus®
  - Towards comprehensive representation of faculty works in your IR

**Preprint Servers**
- SSRN
  - Populate multiple repositories through individual faculty uploads
Kayla Siddell

Xavier University of Louisiana
• Goals of XULA Digital Commons

• Challenges in populating content
  • Multimedia content
  • Faculty publications

• Participating in Digital Commons product development sessions
  • Interview at ALA
  • Virtual prototype test of harvesting solution
Increase Impact

- Make impact currencies more valuable
- Increase volume of impact
- Enhance representation of impact
Increasing impact volume & Enhancing impact representation

- Cross repository search
- Download filtering and clean up
- Google Scholar recommended
- Digital Commons Network
- Undergraduate Research Commons
- Plum metrics on article pages

Digital Commons Historical Impact Enhancements

- Author readership emails
- Follow functionality
- Author Dashboard
- Admin Dashboard
- Real-time readership maps
- Plum Dashboards

Download filtering and clean up

Author Dashboard
PlumX Metrics Integration: Elevating value of Digital Commons downloads

Article in Digital Commons

Old and recent processes in a warm and humid desert hypogone cave: ‘Arak Na’asane, Israel

Same article in Scopus

Scopus Plum print includes DC usage data

Metrics Details

<table>
<thead>
<tr>
<th>Usage</th>
<th>157</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downloads</td>
<td>93</td>
</tr>
<tr>
<td>Digital Commons</td>
<td>93</td>
</tr>
<tr>
<td>Abstract Views</td>
<td>64</td>
</tr>
<tr>
<td>Digital Commons</td>
<td>64</td>
</tr>
<tr>
<td>Captures</td>
<td>1</td>
</tr>
<tr>
<td>Readers</td>
<td>1</td>
</tr>
<tr>
<td>Mendeley</td>
<td>1</td>
</tr>
</tbody>
</table>
DC Content Indexing Integrations: More impact through greater discoverability

**Pure**
Capture faculty works beyond research outputs in CRIS reporting

**Mendeley**
Ensure researchers find works in DC IRs through Mendeley recommendations

**SSRN**
Populate subject repositories to ensure peers see new works

**Mendeley Data**
Make datasets in DC IRs even more discoverable
Digital Commons Dashboard & Plum Integration: More metrics | Enhanced representation of impact

Bringing together two of the most powerful IR impact analytics dashboards
Jenelys Cox

University of Denver
• Goals of Digital Commons @ DU

• Challenges in gathering and representing impact

• Participating in Digital Commons product development sessions
Digital Commons is building the modern IR that maximizes visibility and impact to help your institution stand out.

We’re exploring the vital interdependence between uploads and downloads.

We want to help you showcase more: more types of content (like streaming multimedia) and finding ways to get it in faster (like harvesting integrations with Scopus).

We want to help you increase your impact: more metrics from Plum and enhanced dashboards to help you demonstrate the impact to stakeholders.