

Supporting advocacy

What do IRUS-UK institutions say?

In the 2014 annual survey, a number of respondents stated that they used repository statistics for advocacy, for example, to create news items to publicise research outputs (e.g. highlighting most read papers), and to feed into sessions to illustrate visibility of open access research outputs.

University of St Andrews

“The most common use for repository statistics is in presentations - we can use them to show the type of usage, and to demonstrate the usage and broad range of use. For a particular item type we can talk about a news story or blog which can show a spike in downloads that corresponds to the publicity.”

University of Strathclyde

“I normally make the point it is important to be archiving full text and that we attract hundreds and thousands of downloads per year and these are COUNTER-compliant downloads using IRUS-UK”.

Introduction

Repository statistics can be used to support advocacy activities for institutional repositories. For example, statistics can be used to encourage researchers to use the institutional repository, or to raise the profile of the institutional repository both internally and externally.

How can IRUS-UK help?

The data within IRUS-UK can be used for a number of different purposes to support advocacy activities. Examples include:

- Using the Overall Summary statistics on the IRUS-UK portal homepage to share headline download figures from all participating repositories
- Using the *Repository Statistics* table to report on an overall total number of downloads from your repository since joining IRUS-UK
- Using the *Item Report 1 (IR1)* to show monthly download figures (and trends)
- Using the *Item Report 1 (IR1)* to identify items with high levels of downloads
- Using the *Item Report 2 (IR2)* to gather statistics on downloads of different item types within your repository
- Using the Search to share downloads for particular researchers or research areas

The statistics from these reports in IRUS-UK can be used in a number of different ways including publicity campaigns, presentations, newsletters, blog posts, reports, social media updates, meeting updates, etc.

These may be focused specifically on your own institutional repository, or more broadly on areas such as Open Access Research.