IRUS-UK

Case study

August 2019

Infographics used for advocacy and promotion of the University of Reading Institutional Repository

from the University of Reading

Background

The following case study was kindly produced by Karen Rowlett, Research Publications Adviser and Alison Sutton, Research Publications Manager, at the University of Reading.

We wanted to raise the profile of the University of Reading's institutional repository, CentAUR, to encourage researchers to submit their outputs. We also wanted to show a wider audience how the repository was being used as a source of open access research outputs.

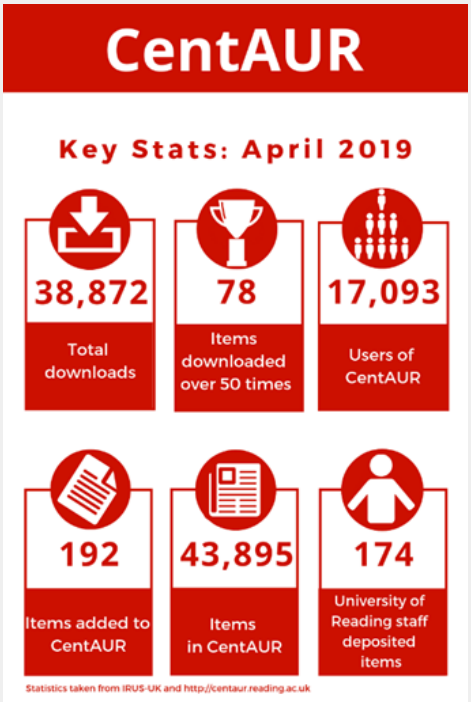
IRUS-UK reports used

Item Report 1 (IR1): for number of successful item download requests by month and repository identifier

How is IRUS-UK used?

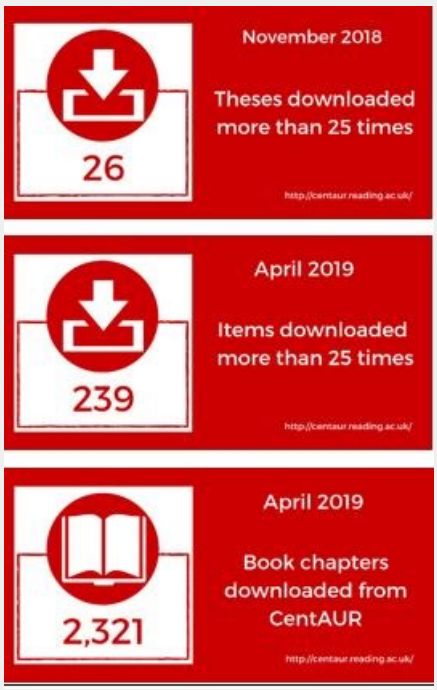
To complement our formal reporting, we have devised some eye-catching infographics and the data used to generate some of the panels in these infographics are obtained from the IRUS-UK Item Report 1 (IR1) 'Number of Successful Item Download Requests by Month and Repository Identifier'. The panels promote headline figures such as the total number of downloads per month, number of downloads for the most popular item and numbers of items which exceed specific high download thresholds. These are extracted from the IRUS CSV report using Excel. Further manipulation of the data in Excel can produce additional details of the downloads for particular item types.

The monthly download statistics from IRUS, together with statistics about the numbers of items added and visitors to the repository are compiled into an infographic that is published on the **Opening Research at Reading** (ORRB) blog. The free version of Canva, a graphics design tool website, is used to generate the infographics. It has preset styles for Twitter cards and for larger infographics that can be customised to incorporate institutional branding. Smaller graphics are also used for the CentAUR Twitter account (**@UniRdg_CentAUR**). The data presented in the infographics are also passed to our Open Access Committee. The statistics featured in the infographic are changed each month in order to increase interest in the data and to vary the messages.



Example of a monthly infographic

Jisc **IRUS-UK is a Jisc service**



Examples of Twitter cards

Examples of Twitter cards in use by the CentAUR institutional repository

Finding and promoting recently added highly downloaded content

As the most downloaded items from CentAUR can often remain the same over a long period of time, we have also used the data from Item Report 1 (IR1) to discover the most downloaded newcomers. To do this, we look at items that have not had downloads at all until the last 3 months. This can be found easily in Excel by counting the number of downloads for an item from when it was first added to the repository until three months ago. Using an 'IF' formula, items that did have previous downloads are excluded from the download figures for the most recent three month period. This will highlight items that have been added recently that are achieving high downloads.

Example of Excel formula (to be copied down the column in the CSV file)

=IF(SUM(G2:BD2)>0, 0, SUM(BE2:BG2))

Where – G2:BD2 is the downloads per month for an item from the start of a time period to 4 months prior to the current date

Where – BE2:BG2 is the downloads for an item in the last three months

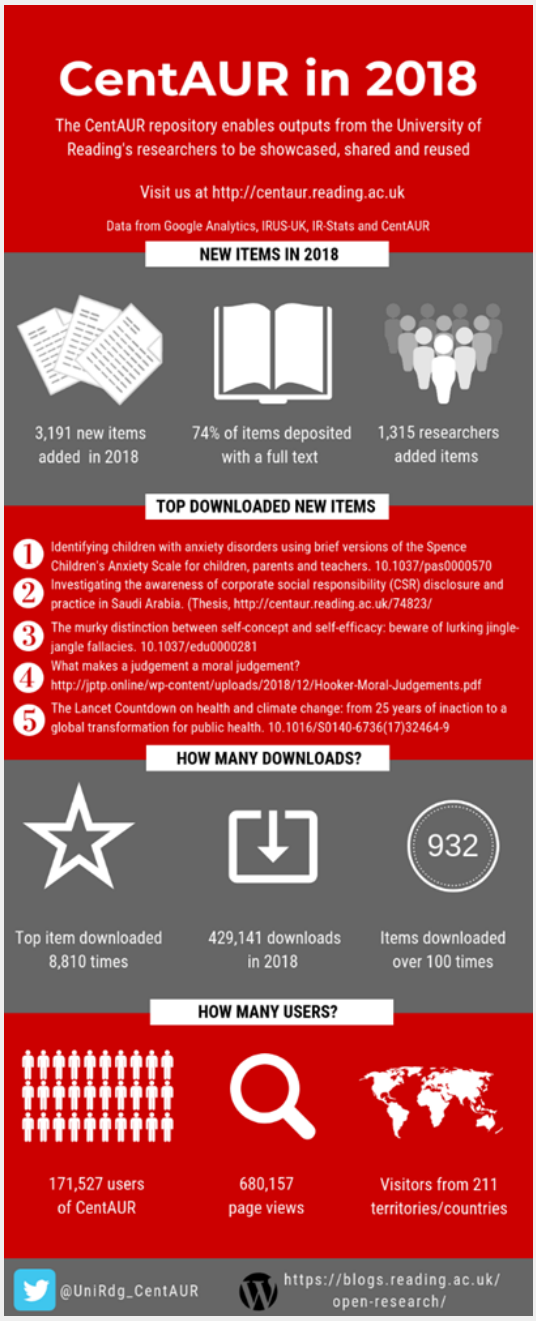
Once the sum has been calculated, sorting the column from highest to lowest values will expose the most downloaded newcomers. It is always worth performing a sense check on the items that are at the top of the list before you promote them.

ItemURL	Title	Author	Itemtype	Total	Jul-12	Aug-12	Sep-12	Oct-12	Mar-19	Apr-19	May-19	Jun-19	Newcomers
http://centaur.reading.ac.uk/83297/	Storyline approach to the construction of re	Shepherd, T. G.	Article	78	0	0	0	0	0	34	35	9	78
http://centaur.reading.ac.uk/83506/	Representations of contemporary feminist	Payne, Sophie	Thesis or I	42	0	0	0	0	0	0	18	24	42
http://centaur.reading.ac.uk/83135/	‘Swallow your pride and fear&#821	Wong, Billy; Chiu, Yuan-Li Ti	Article	41	0	0	0	0	0	2	18	21	41
http://centaur.reading.ac.uk/83250/	The predictive power of the dividend risk p	Avino, Davide; Stancu, Andr	Article	38	0	0	0	0	0	5	27	6	38
http://centaur.reading.ac.uk/84412/	Modelling elephant movements and popul	Boult, Victoria Louise	Thesis or I	27	0	0	0	0	0	0	0	27	27
http://centaur.reading.ac.uk/77385/	Antioxidant activity, total phenolics and fla	Granato, Daniel; Shahidi, Fe	Article	27	0	0	0	0	0	9	10	8	27

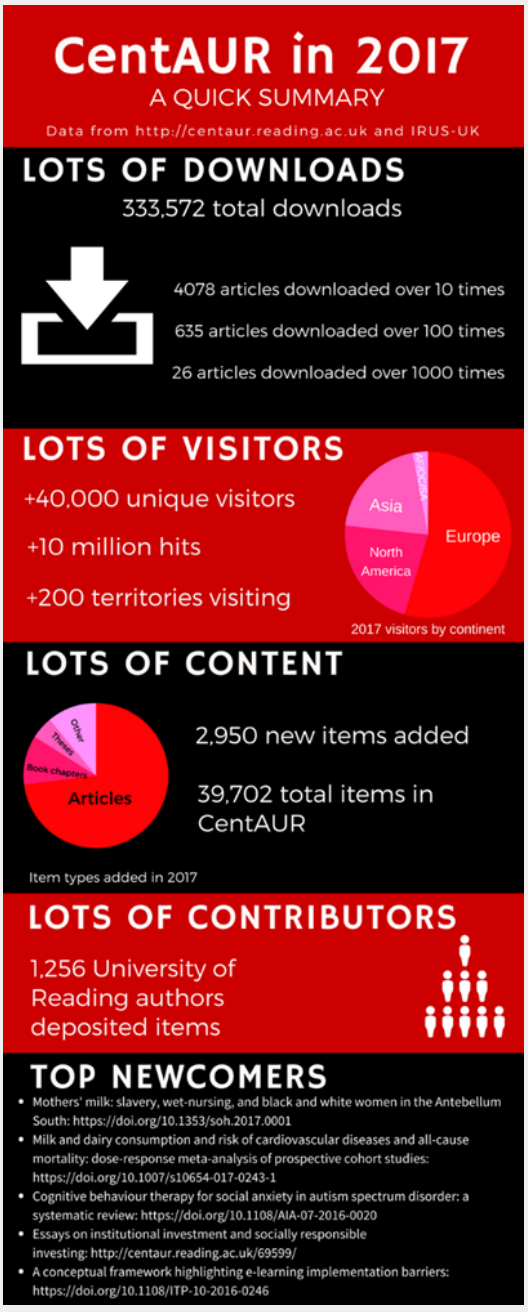
Example of the newcomers' analysis

The items that are the most downloaded newcomers are celebrated via our Twitter account and we often have positive engagement with the staff member and/or School/Department involved.

Examples of CentAUR repository tweets



Example of the yearly infographic



Example infographic including Top Downloaded New Items

Outcome

The infographics have been well received and are a useful and attractive visual aid to take to academic forums, Graduate School meetings and feature on displays on open access and the repository. Using the Twitter cards to highlight particularly well-downloaded outputs has also increased engagement from the academic staff and several of the Twitter accounts for our Schools and Departments will retweet relevant information on the achievements of their researchers.

Next steps

We want to use the data to send postcards (virtual or possibly physical) to researchers when their outputs reach a landmark number of downloads such as 100, 500, 1000 etc. The larger milestones might also be celebrated with the researcher's Head of School, Research Dean etc.

We are also keen to use the data on the geographical location of the downloads in order to engage with the authors of the outputs. This data is available by using the 'Search' function and then choosing DOI to find the 'Item Statistics' pages. This gives full data on downloads per country as well as the Altmetric score and citation information from Dimensions.

Further work is also planned to promote the usage of theses with the Graduate School and to highlight the usage of book chapters to encourage more authors to make these available to download if they are allowed to by their publishers.

Related links

IRStats – for data on the total number of items in the repository and the number and types of items added to the repository each month. IRStats is a statistical framework package for EPrints.

https://centaur.reading.ac.uk/cgi/stats/report

CentAUR – for data on the number and types of items added to the repository each month

http://centaur.reading.ac.uk/

Google Analytics – for data on visitors to the repository
https://analytics.google.com/analytics/

Canva – for the preparation of the infographics

https://www.canva.com/

Opening Research at Reading Blog (ORRB)

http://blogs.reading.ac.uk/open-research/

CentAUR repository Twitter account

@UniRdg_CentAUR