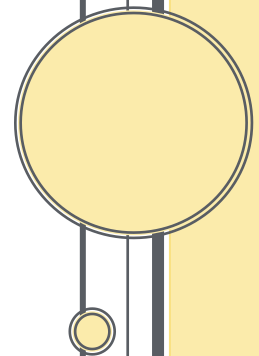


SCHOLARWORKS@UNO

Annual Report: 2014-15

Jeanne Pavy, Scholarly Communications Librarian

4/27/2015



Overview

ScholarWorks@UNO, the institutional repository of the University of New Orleans, provides an innovative open access publishing platform for students and faculty and disseminates the University's scholarship to a worldwide audience of readers and researchers. At the end of its fourth year, it is nearing one million downloads and includes a wide range of faculty and student work. As the repository grows it will provide expanded support for the university mission by sharing the work of our students and faculty and promoting the advancement of knowledge.

This report covers the period from March 1, 2014 through February 28, 2015.

Highlights

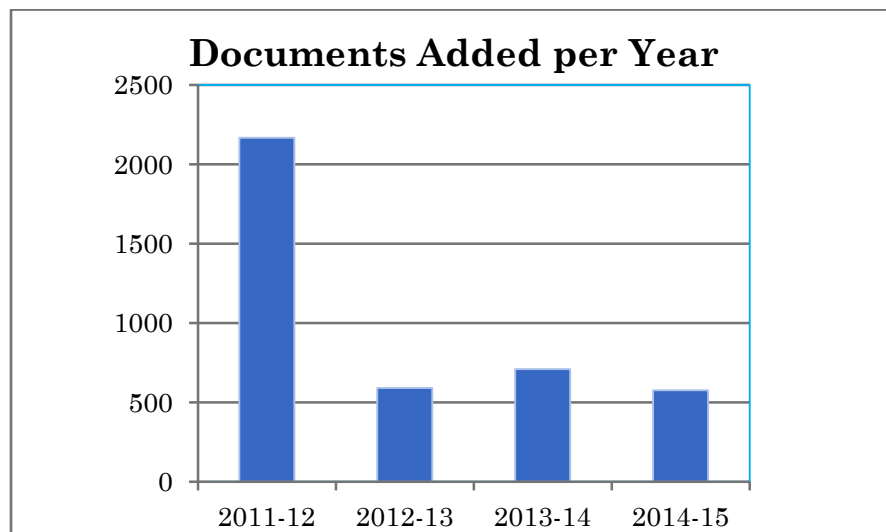
- ***Ellipsis: A Journal of Art, Ideas, and Literature* launched.**
In April 2014 the first digital edition of *Ellipsis* was published through ScholarWorks. This student-edited literary journal, which has been published for 40 years by the UNO English Department, features the creative and scholarly work of UNO's students, faculty, alumni, and staff. For the 2015 issue the editors began using the online submission feature, letting authors to submit directly to the site and allowing the editors to manage the peer-review process entirely within ScholarWorks.
- ***Wavelength* digital archive created.**
In late 2014 we began uploading the scanned archive of *Wavelength: New Orleans Music Magazine* to the Midlo Center ScholarWorks site. This magazine, published from 1980-1991, was edited by UNO History professor Connie Atkinson. *Wavelength* was dedicated to telling the life stories of the many unheralded New Orleans musicians who influenced American popular music. It covered the range of New Orleans music -- jazz and gospel, rock and classical, but with an emphasis on rhythm and blues, highlighting the work of some of the city's most talented artists. Even after just a few months, with only a portion of the archive uploaded, *Wavelength* is attracting a worldwide readership.
- **Conference content continues to grow.**
Several existing conference archives added new iterations, including the UL System Academic Summit, InnovateUNO, and the Ocean Waves Workshop. Archiving and disseminating conference content makes these valuable but usually ephemeral presentations permanently and widely available, and can offer a way to recruit participants for future conferences. The organizer of the Ocean Waves Workshop



noted that ScholarWorks is “essential to ensure that ideas developed during the workshop are made available to others in a responsible manner.”

Current Content

At the end of February 2015 the repository included 4,043 items, with 577 items added in the last year. This is less growth than the repository had the previous year (709 items) but it’s about the same amount that was added in 2012-13 (590). As the chart below indicates, we seem to be averaging about 600 new items per year (excluding the anomalous initial year), though this amount could increase if a major new source of content is identified. We’ve seen little growth in the faculty publications series the past year, but the launch of *Ellipsis* and *Wavelength* represent new kinds of content and publications that will continue to grow in the coming year.



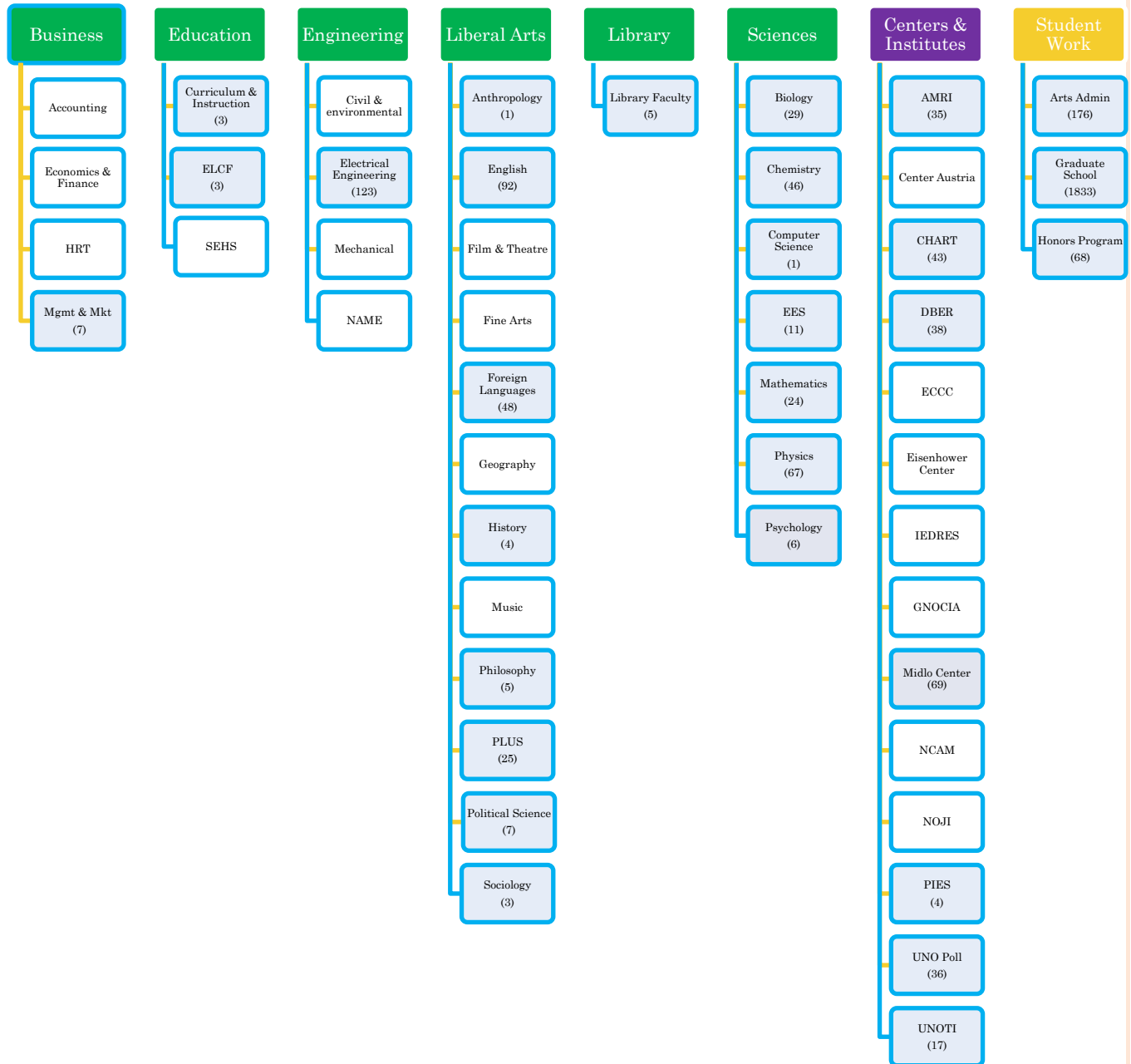
New series created:

- *Ellipsis: A Journal of Art and Ideas*
- *Wavelength* (New Orleans music magazine, 1980-1991)
- Electrical Engineering Patents
- College of Education and Human Development Dissertations

Content includes formally published articles, as well as more ephemeral outputs such as reports, surveys, and presentations. Master’s theses and doctoral dissertations comprise a major source of material in the repository, representing 45% of the items and almost 73% of the past downloads. The Undergraduate Showcase houses senior honors theses, InnovateUNO presentations, and award-winning student work.

Who Contributes to ScholarWorks?

Shaded blocks represent the 30 campus units included in Scholarworks, with the number of items in each series.



What's Popular?

The electronic theses and dissertations (ETDs) continue to be the most heavily downloaded individual items in the collection.

Most downloaded items for 2014-15:

Title	Publication	Downloads
<i>Forensic Analysis of WhatsApp on Android Smartphones</i>	Computer Science Master's Thesis	9526
<i>"Internship Report" - Krasnodar Regional Center of Fine Arts in Russia</i>	Arts Administration Master's Report	8152
<i>One-Dimensional Dynamic Modeling of the Lower Mississippi River</i>	Civil & Environmental Engineering Master's Thesis	3623
<i>Geoffrey Chaucer's The Canterbury Tales: Rhetoric and Gender in Marriage</i>	English Master's Thesis	3486
<i>Apraxia: What Interventions can Elementary Teachers use to Address Communication Skills?</i>	Curriculum & Instruction Senior Honors Thesis	3359
<i>Hell On Earth: A Modern Day Inferno in Cormac McCarthy's The Road</i>	English Master's Thesis	3245
<i>The Young Lady's Consent</i>	FTCA Master's Thesis	3096
<i>The Cultural Adaptation of Internet Dating: Attitudes towards Online Relationship Formation</i>	Sociology Master's Thesis	2871
<i>A Practical Method for Power Systems Transient Stability and Security</i>	Electrical Engineering Master's Thesis	2290
<i>Effects of Cooperative Learning on Motivation, Learning Strategy Utilization, and Grammar Achievement of English Language Learners in Taiwan</i>	Curriculum & Instruction Dissertation	2178

Most downloaded series for 2014-15:

(as measured by the average number of downloads per title):

1. Anthropology Faculty Publications (410)
2. Senior Honors Theses (337)
3. UNO Research Magazine (326)
4. Sociology Faculty Publications (153)
5. UNO Theses & Dissertations (149)
6. ORSP News (146)

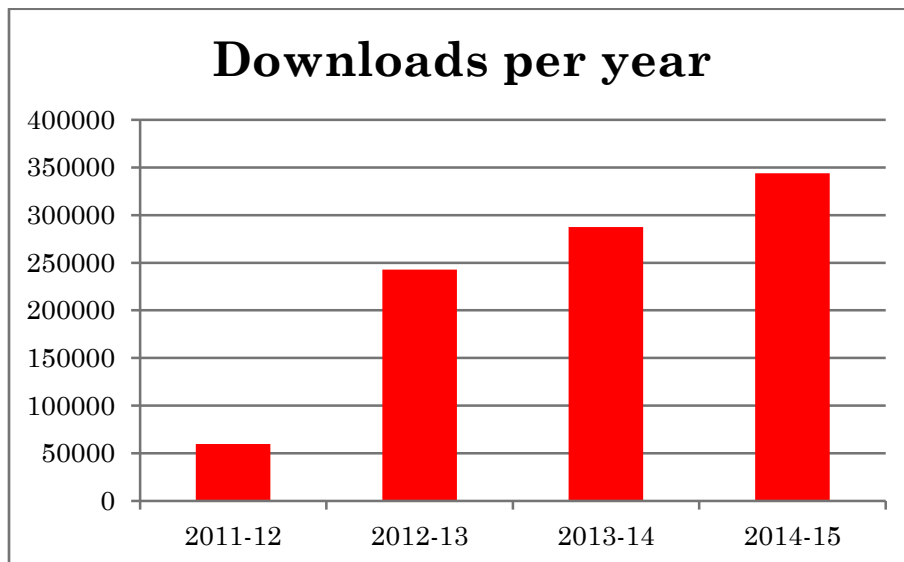


7. UNOTI Publications (138)
8. History Faculty Publications (136)
9. Undergraduate Prizes & Awards (130)
10. Arts Administration Master's Reports (122)

Measures of Impact

Downloads

The past year 343,796 downloads were made from ScholarWorks, a 20% increase over the number of downloads recorded for 2013-14. The repository content has been downloaded a total of 908,128 times in the first four years.



Personal Impacts - Bringing Scholarship and Research to Life

For older publications, which may have limited availability in print journals, ScholarWorks can provide a kind of second life. One English professor noted that uploading his scholarly article from 1993 to ScholarWorks exposed it to an entirely new audience, far bigger than the relatively narrow audience of subscribers to the original journal:

“I see in ScholarWorks that I have 144 downloads for this! I don't know exactly how people are learning of this (is there any method of figuring that out?) but that's splendid -- it was

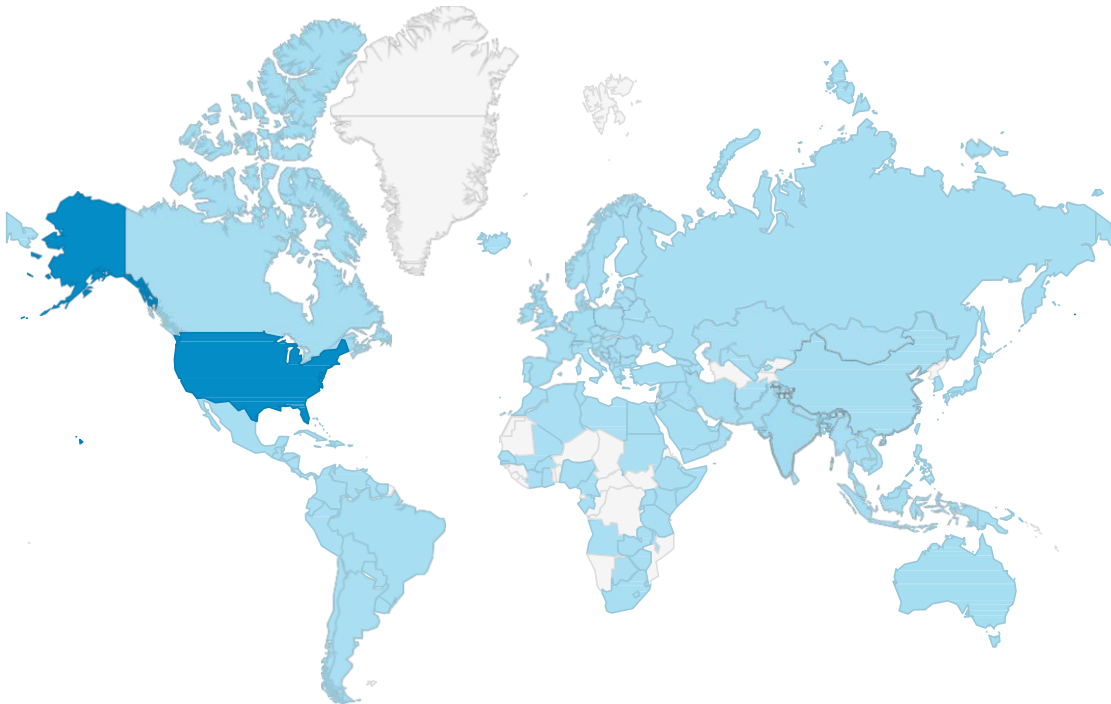
published in an out-of-the-way journal, and via this method, may get into the "mainstream" of a couple of things -- bible as literature specialists; bible specialists in general; old testament scholars, etc. -- or at least will have a chance of doing so."

The Ocean Waves Workshop organizer, Reid Nichols, described the workshop as being "brought to life" by inclusion in ScholarWorks.

Who Visits ScholarWorks@UNO?

Statistics on visits to the site offer helpful information about the local and worldwide audiences for ScholarWorks.

This Google Analytics world map shows that visits to ScholarWorks come from nearly every country in the world. By far the largest number of visits (almost 71%), come from within the United States.



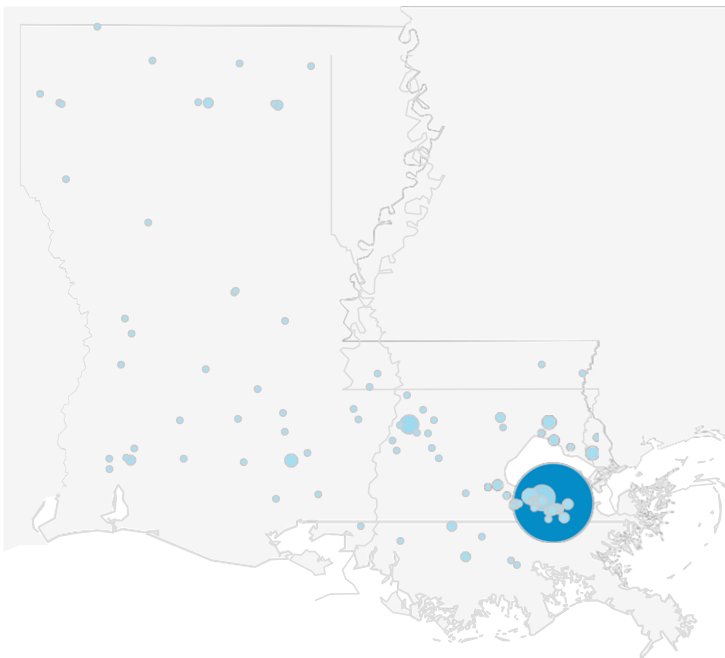
The top 10 sources of visits, with percentage of total visits:

1. United States (70.75%)
2. United Kingdom (3.21%)

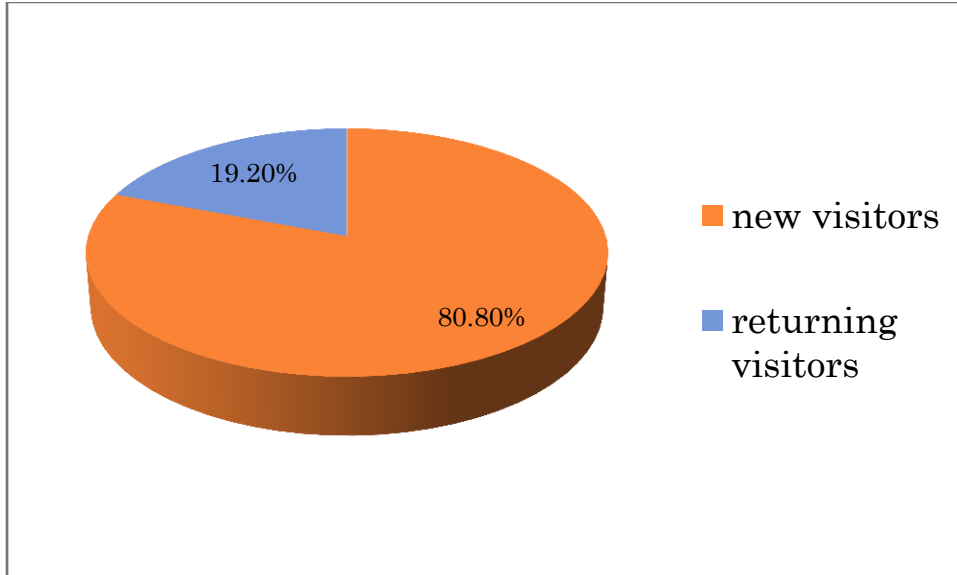
3. India (2.78%)
4. China (1.84%)
5. Canada (1.81%)
6. Australia (1.16%)
7. Germany (1.11%)
8. Iran (0.87%)
9. Brazil (0.68%)
10. Japan (0.86%)

Within the United States, all 50 states have had visitors to ScholarWorks, with visits from Louisiana accounting for 34% of the United States visits and about 21% of the total visits to the site.

Drilling down a little further, into the visits from Louisiana, we see that while downloads were scattered across all regions of the state, there is a clear concentration in the New Orleans area. A total of 7,345 visits were made from within New Orleans, accounting for about 15% of the total visits to the site. Only 6.72% of all sessions were from the UNO IP network, suggesting a large local audience for ScholarWorks content, even beyond the UNO campus.

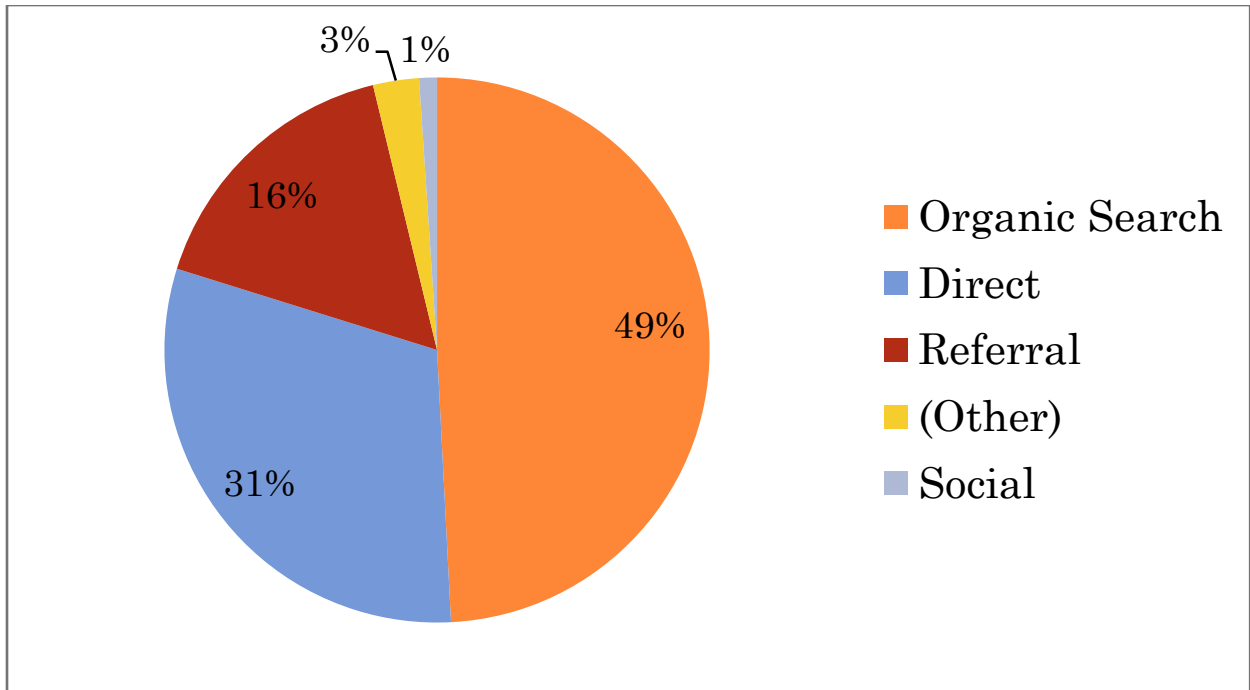


Of the 48,707 visits to the ScholarWorks site, over 80% were new visitors.



This ratio of new visitors to returning visitors has remained steady over the past few years, varying by only 1 or 2 percentage points. ScholarWorks is attracting a consistent percentage of new visitors every year.

How Did Readers Find Us?



Nearly half of all sessions in ScholarWorks came from search engine referrals. Of these search-generated sessions, 94.3% came from Google. Approximately 31% of visitors arrived at ScholarWorks directly, by typing in a URL, or using a bookmark, or a link from an email or similar source. Approximately 16% were referred from a wide range of other sites, including 53% from UNO webpages. The next most common source of referrals was Google Scholar (7%).

Challenges

In taking stock of the growth of ScholarWorks after four years, some areas of concern should be noted:

- Several disciplines remain underrepresented in terms of faculty outputs, particularly in the professional schools. While there is some content from the Colleges of Business, Education, and Engineering, these contributions are minimal and are for the most part limited to a handful of faculty members. Thus far we have not been able to attract contributions from arts disciplines (visual art, film, theatre, and music). Liaison librarians will identify obstacles to participation and explore possible content outside traditional scholarly publishing forms that might be appropriate for ScholarWorks.
- Faculty participation is still low, with only 21% of current faculty in rank represented in ScholarWorks. Outreach efforts suggest that many faculty are unaware of the benefits of self-archiving, including how this practice promotes the visibility of the author and the campus to the general reading public, strengthens author rights, and contributes to larger efforts to promote sustainable access to scholarship. We will need to identify new ways to engage faculty on these scholarly communication issues.
- The recent departure of our Digital Initiatives Librarian, who left to take a position at another university, will make it more difficult for us to take on large archiving projects such as the *Wavelength* archive.
- Since its creation, ScholarWorks has been funded by a combination of indirect cost funds and the Library's own foundation account. We need to identify a more substantial and reliable source of funding for ScholarWorks. As the key component of the University's infrastructure for archiving and disseminating its research, ScholarWorks requires a more

stable commitment from the campus to continue to provide these essential services to faculty and students.

Looking Ahead

As ScholarWorks begins its fifth year, we anticipate growth in several areas and expect to focus our efforts in supporting a range of publishing needs on campus.

- Since *Ellipsis* has demonstrated the viability of ScholarWorks as a journal-publishing platform we anticipate more interest in journal publishing initiatives.
- We also expect to see more conference content archived in ScholarWorks, including future iterations of established conferences to ScholarWorks (InnovateUNO, Academic Summit, Ocean Waves Workshop). We will actively promote the platform as a tool for managing conference content for UNO faculty.
- Given the proliferation of funder mandates for public access to research outputs, we expect to see requests to store data and manage metadata, in support of researchers seeking to comply with these mandates. We hope to work with the Office of Research and Sponsored Programs to address this need.
- We will make a concerted effort to target underrepresented departments and disciplines in the coming year, to ensure that the repository offers a rich, diverse, and representative collection of the scholarly and creative work of the University.
- We will continue to particularly encourage those departments, centers, and institutes that produce research directly addressing local needs to make their work available through ScholarWorks. The durable location and high discoverability offered by ScholarWorks ensure that other researchers as well interested readers in our community and worldwide can have access to the valuable scholarship, data, and creative work created by the UNO community.

