Montclair State University

I Don't Have the Time or Really Understand What This Is! Examining our Faculty's Motivation to Use (or not) The Montclair State University's Institutional Repository

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Examining our Faculty’s Motivation to Use (or not) The Montclair State University’s Institutional Repository

ABSTRACT
This poster aims to examine how we can encourage faculty to deposit their scholarly works into our institutional repository (IR). After devoting considerable energy on the development, implementation, and populating of content, the time had come to refocus our efforts to address the lack of faculty participation. Our research compelled us to rethink how we engage with faculty to identify barriers that may limit their participation and awareness of the IR. In this study we conducted semi-structured interviews with faculty to explore how to best address the issues that define their engagement, and use of the institutional repository.

After data analysis was completed, 4 Personas were created from the axial coding themes to represent a mix of characteristics of the nine faculty members participants. The personas will help to guide and target outreach workflows.

Table 1. Participant Segmentation

<table>
<thead>
<tr>
<th>School or College</th>
<th>#Participants</th>
<th>#Tenured</th>
<th>#Tenure Track</th>
<th>#Administrators</th>
</tr>
</thead>
<tbody>
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<td>Education and Human Services</td>
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<td>2</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Science and Mathematics</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Humanities and Social Sciences</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

Findings/Next Steps
Communicate ROI
Increased Use and Motivation
Mediated Workflow Options
Targeted Outreach

Opportunity Sampling
Semi-structured interviews
Grounded Theory