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# Is it Something We Didn't Ask? Examining Our Faculty's Motivation to Use Our University's IR

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# IS IT SOMETHING WE DIDN'T ASK? EXAMINING OUR FACULTY'S MOTIVATION TO USE OUR UNIVERSITY'S IR


PRESENTED BY

KAREN RAMSDEN

DARREN SWEEPER

MONTCLAIR STATE UNIVERSITY

# MONTCLAIR STATE UNIVERSITY

*Recognized as a public research university in the State of New Jersey*

*Over 21,000 students*

*More than 300 doctoral, master's and baccalaureate programs*

*R2-Doctoral University: High Research Activity*

*10 colleges and schools*

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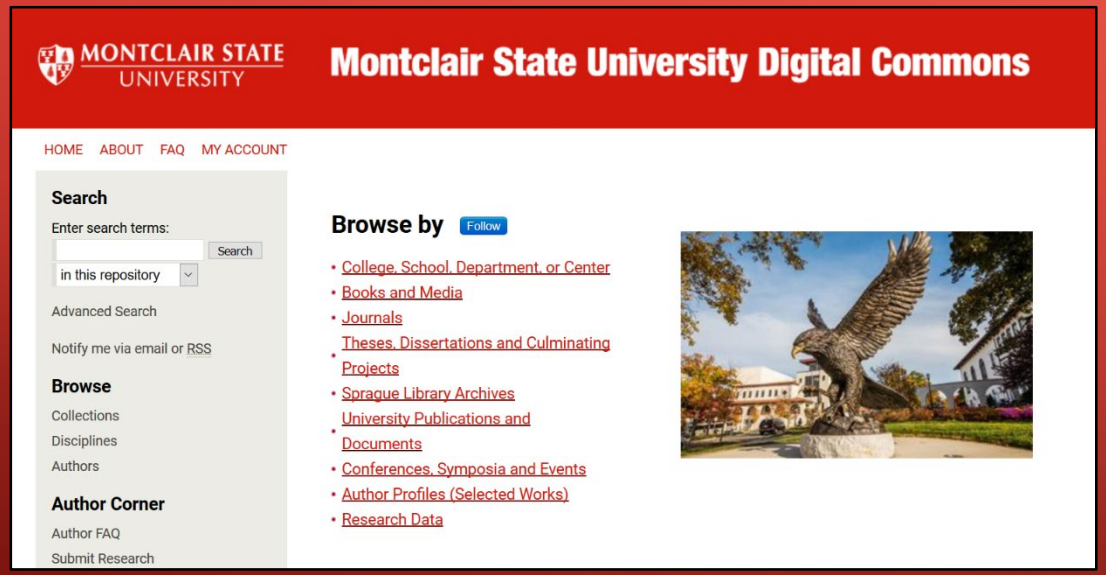
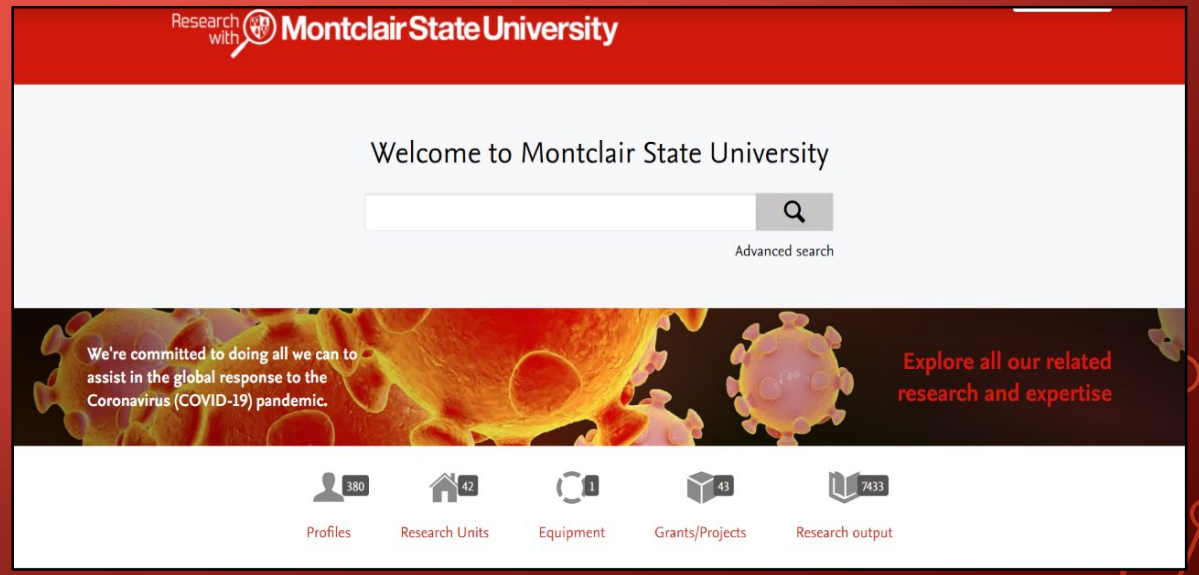
# OUR RESEARCH PLATFORMS

## Montclair State University Digital Commons




## Research with Montclair (Pure)

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# MONTCLAIR STATE UNIVERSITY DIGITAL COMMONS STATISTICS

| APRIL 25, 2018 (PUBLIC LAUNCH) | AS OF MAY 21, 2021 |
| --- | --- |
| 2,500+ downloads | 187,006 downloads |
| 1,500+ works posted | 10,614 works posted |
| 228+ Institutions | 6,761 Institutions |
| 80 Countries | 203 Countries |

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# PURPOSE OF THIS STUDY

- Identify barriers and challenges to faculty participation in our institutional repository, Montclair State University Digital Commons.
- What do our users want from our repository? What are their expectations in using it?
- Most importantly, what do we need to do to encourage our faculty to deposit their scholarly works in our repository, and continue their participation?

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# WHAT DOES THE LITERATURE SAY?

- Motivation to self-archive continues to be an issue.
- Disconnect between what repository administrators perceive faculty need, and what faculty actually need.
- Lack of Time.
- Lack of Awareness.

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# WHY IS THIS STUDY IMPORTANT?

- Encourages the use of qualitative measures, which is not typical in library studies.
- Uses the creation of Personas with a focus on the user experience (UX).
- Aligns with the University's strategic plan, *Project SOAR 2025*.
- Cost-efficient method that can be replicated using a small sample size.

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# SAMPLE SIZE

- Faculty invited using opportunity sampling
- 25 Faculty invited
- 9 Faculty participated (ongoing)
- Mix of tenured and tenure-track faculty
- 4 participants hold administrative appointments too
- 3 Colleges represented: CEHS, CHSS, CSAM

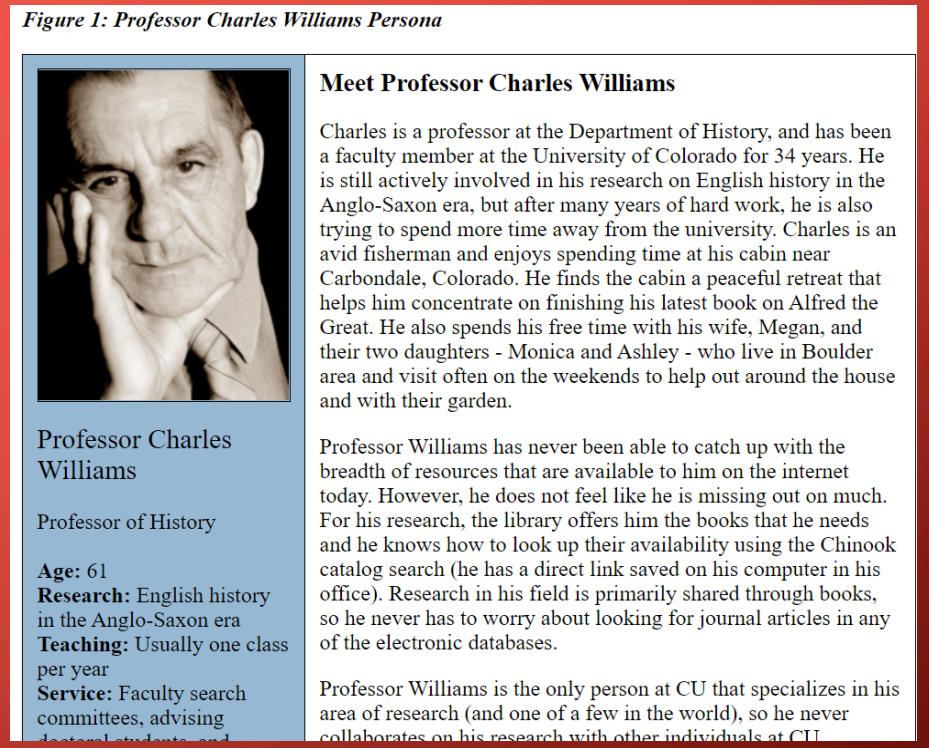
# METHODS

- Qualitative semi-structured interviews
- Interviews averaged 45 minutes using @14 questions
- Audio-recorded on Zoom, transcribed using otter
- Grounded Theory – open coding and axial coding
- Create Personas from themes and codes

# WHAT ARE PERSONAS?

- Fictitous person constructed using real user data to represent a class of targeted users.
- Long used in marketing to document and target user experience (UX).
- Qualitative data is best.
- It is helpful to supplement the qualitative data collection with quantitative data, such as a survey, especially when reaching a large audience.

*Figure 1: Professor Charles Williams Persona*



Professor Charles Williams

Professor of History

**Age:** 61
**Research:** English history in the Anglo-Saxon era
**Teaching:** Usually one class per year
**Service:** Faculty search committees, advising

**Meet Professor Charles Williams**

Charles is a professor at the Department of History, and has been a faculty member at the University of Colorado for 34 years. He is still actively involved in his research on English history in the Anglo-Saxon era, but after many years of hard work, he is also trying to spend more time away from the university. Charles is an avid fisherman and enjoys spending time at his cabin near Carbondale, Colorado. He finds the cabin a peaceful retreat that helps him concentrate on finishing his latest book on Alfred the Great. He also spends his free time with his wife, Megan, and their two daughters - Monica and Ashley - who live in Boulder area and visit often on the weekends to help out around the house and with their garden.

Professor Williams has never been able to catch up with the breadth of resources that are available to him on the internet today. However, he does not feel like he is missing out on much. For his research, the library offers him the books that he needs and he knows how to look up their availability using the Chinook catalog search (he has a direct link saved on his computer in his office). Research in his field is primarily shared through books, so he never has to worry about looking for journal articles in any of the electronic databases.

Professor Williams is the only person at CU that specializes in his area of research (and one of a few in the world), so he never collaborates on his research with other individuals at CU

Persona courtesy of:
Maness, J. M., Miaskiewicz, T., & Sumner, T. (2008). Using personas to understand the needs and goals of institutional repository users. *D-Lib Magazine*, *14*(9/10), 1082-9873.

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# IMPLICATIONS/LIMITATIONS SO FAR…

- More interviews are being conducted to fully represent the colleges/schools (This IRB study will continue through Summer 2021).
- This study and its methods can be replicated for other library and University services.
- The study can serve as a model for other institutions that need to increase their research visibility, especially those institutions whose research designation status, and focus, has changed.
- As with any qualitative data collection, there exists assumptions that can be made when interpreting qualitative data, and these assumptions can be projected on to the actual personas being created.

# FINDINGS

- Lack of Time
- ROI for participating
- More reporting needed
- Centralized place to send research
- Strengthen existing relationships

# WHERE DO WE GO FROM HERE?

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# FOLLOW THE 4 P'S

**PARTICIPATION** *(an act or instance of participating)*

- Active outreach to faculty to encourage, and strengthen, participation.
- Identify barriers to participation.

**PROMOTION** *(the act of furthering the growth or development of something)*

- Work with various schools and colleges, academic departments and university communication and marketing departments.
- Use the Digital Commons as a reference, browsing and searching tool in Information Literacy.
- Focus on faculty "champions" and continue to work with them to recruit their colleagues.

**POPULATION** *(the act or process of populating)*

- Identify faculty research, post/upload PDFs and citations. Use Harvesting Tools.
- Seek out other materials.
- Collect faculty CVs
- Train students to assist in uploading items.

**PROGRESSION** *(the action or process of progressing)*

- Towards our goal of making faculty research more available to the University community and the world at-large showing that our Library is a vital part of the University's ecosystem.

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# HELPFUL LINKS

Montclair State University Digital Commons
https://digitalcommons.montclair.edu

Research with Montclair
https://researchwith.montclair.edu

Research with New Jersey
https://www.researchwithnj.com

Department of Justice Studies
https://digitalcommons.montclair.edu/justice-studies

Establishing and promoting an institutional repository and research information management system
https://digitalcommons.montclair.edu/spraguelib-facpubs/62/

Wayne State University Guide to Personas
https://guides.lib.wayne.edu/c.php?g=174916&p=1152488

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# QUESTIONS?

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