

Is Your Research ‘Findable’ On the Web?

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Are there benefits to having your scholarly work in digital form on the Internet? Does that make your research more findable? More available to others? Through a little bit of searching, I was able to find—on the Web—the scholarly work of several selected UT faculty members.

We all know about Google . . . and Google Scholar, which searches a subset of Google focusing on scholarly literature. I decided to start with UT Chancellor Loren Crabtree. A Google search using the keywords “Loren” and “Crabtree” took only 0.19 seconds, but produced approximately 159,000 hits—more than I wanted to browse through. Plus, the first page of results included hits for “Dr. Loren Crabtree MD” and “movie listings for Loren Crabtree,” neither of which, I felt, was the person whose publications I wanted to find. However, the first hit—“Office of the Chancellor” <http://chancellor.tennessee.edu/vita.shtml>—led to Dr. Crabtree’s home page and a section headed “Scholarly Interests,” which stated that he has published two books and more than 35 articles and that his primary research focuses on the history of Christianity in China. I tried searching the keywords “Loren,” “Crabtree,” “Christian*”[truncated], and “China” in Google Scholar, and retrieved links to twenty items, including Dr. Crabtree’s dissertation, journal articles, and a conference report citing a paper delivered by Dr. Crabtree.

Looking for other faculty research on the web, I explored the home page and online vita of Barbara Dewey, Dean of UT Libraries <http://www.lib.utk.edu/admin/>, who, I knew, has published widely. A search for “Barbara I. Dewey” in Google Scholar produced 54 hits: books, journal articles, ERIC documents, a letter to the editor (all by

Dewey), book reviews (both by Dewey and of her books)—plus articles that had cited Dewey's articles. Some had full text, some had a link to "FullText@ UTLibraries," and some even included links to the works that had cited Dewey.

Next I tried a subject search in Google Scholar using Chancellor Crabtree's "Ready for the World" terms "international" and "intercultural." That search resulted in approximately 27,900 hits for books, articles, citations, etc.—most with links to the library catalog or to full text through databases and/or journal aggregators subscribed to by the UT Libraries. For books not held at UT, a "Library Search" link found the nearest library that had a copy. In addition, there were links to other works that had cited the book or article. Adding "University of Tennessee" (as a phrase) to my search winnowed the results down to 157. Among these, in addition to the books, journal articles, citations, research reports, I also found some ETDs (electronic theses and dissertations), several resumes, and at least one item in a digital repository at a major university. It was obvious that—if your journal article is available in digital format, if a publisher posts information about your book online, if your C.V. is on the Web—you **are** "discoverable."

However, searching with Google (or some other Internet search engine) is not the only way that scholarly work in digital form is accessible via the Internet. Some faculty post links to scholarly work on their personal Web pages. For example, see <http://web.utk.edu/~hdahms/>, the Web site of Dr. Harry Dahms (Sociology), which has links to some of his recent and forthcoming articles. Dr. Carol Tenopir, of the UT School of Information Sciences, provides both "E-Prints" and "Publications" links on her home page: <http://web.utk.edu/~tenopir/>. Through these links, one can access the full text of much of her work – including preprints, PDF and HTML documents, articles published in

online journals, conference proceedings, PowerPoint slides from presentations, and digitized versions of some of her "Online Databases" column in *Library Journal*.

The winner has to be a presentation I found by searching Tenopir as author/creator in "OAI-ster" (<http://oaister.umdl.umich.edu/o/oaister/>), a collection of freely available, digital academic resources. Among eleven records retrieved was Dr. Tenopir's January 2006 presentation, "Not-for-Profit Scholarly Societies and Open Access Journal Publishing"; there was a link to the presentation itself and to statistics for the "Eprint," which, according to information given on the page, had been deposited in the "dLIST" (Digital Library for Information Science & Technology) archive on January 20. Clicking on the "view statistics" link revealed that the abstract of Dr. Tenopir's presentation had been viewed 2,757 times (2,376 in February alone!) and that the document had been downloaded 97 times. "Views by country" statistics (based on IP address of the query) listed one to thirteen "views" of the abstract (plus multiple downloads) in at least 26 countries other than the United States of America. Open access—"digital, online, free of charge, and free of most copyright and licensing restrictions" (Suber)—enabled Dr. Tenopir to get the content of her presentation out to the world long before it could have been published in a print journal (or proceedings) and found through an index. Among the other hits were several journal articles, some of which had been deposited into the online archives PubMed Central (<http://www.pubmedcentral.gov/>) and E-LIS: E-Prints in Library and Information Science (<http://eprints.rclis.org/>).

Examples such as these demonstrate the benefit of having your scholarly work in digital form on the Internet. Digitization increases the chances that your work will be

discovered—whether disseminated in a traditional, commercial publication or through an open access site that is freely available to everyone. Want people to see your work?

Think about publishing in digital format.

For Further Reading:

- Burbules, Nicholas C., and Bertram C. Bruce. "This Is Not a Paper," *Educational Researcher*, v. 24, no. 8 (November 1995): 12-18. Available from JSTOR: <http://www.jstor.org/view/0013189x/ap040243/04a00030/0?frame=noframe&userID=a024c3a0@utk.edu/01cc99334100501dbc6f3&dpi=3&config=jstor> (accessed May 15, 2006).
- Sadeh, Tamar, "Google Scholar Versus Metasearch Systems", *High Energy Physics Libraries Webzine*, issue 12 (March 2006), <http://library.cern.ch/HEPLW/12/papers/1/> (accessed May 2, 2006).
- Stevens-Rayburn, Sarah, and Ellen N. Bouton. "If it's not on the Web, it doesn't exist at all': Electronic Information Resources – Myth and Reality." In *Library & Information Services in Astronomy III*, edited by Uta Grothkopf, Heinz Andernach, Sarah Stevens-Rayburn, and Monique Gomez. San Francisco: Astronomical Society of the Pacific, 1998 (Astronomical Society of the Pacific conference series, v. 153). <http://www.stsci.edu/stsci/meetings/lisa3/reprints/stevens-rayburns.pdf> (accessed May 2, 2006).
- Suber, Peter. "A Very Brief Introduction to Open Access." First put online December 29, 2004, <http://www.earlham.edu/~peters/fos/brief.htm> (accessed May 5, 2006).

- Sweeney, Aldrin E. "Tenure and Promotion: Should You Publish In Electronic Journals?" *Journal of Electronic Publishing* 6, no. 2 (December 2000), <http://www.press.umich.edu/jep/06-02/sweeney.html> (accessed May 2, 2006).