Attracting Researchers through Sharing Our Expertise: Content Analysis of Library Staff Listings and Librarian Web Pages

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Finding Researcher Profiles

• Biology and Biomedicine researchers more present on ResearchGate than Google Scholar Citations, Academia.edu and Mendeley (Ortega, 2015)

• Premise: If librarian profiles parallel institutional or researcher profiles, it will be easier for researchers to recognize librarians’ expertise.

• 47 of 146 (32%) of MAC or Research Section librarians surveyed in 2013 had research profile presence (Mazure & Alpi, 2015)

• Are librarian profiles discoverable from library websites?

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<tr>
<th>Title</th>
<th>Cited by</th>
<th>Year</th>
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<tbody>
<tr>
<td>Expert searching in public health</td>
<td>56</td>
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<td>(Alpi) Journal of the Medical Library Association 89 (1), 97-103</td>
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<td>allied health professions in the United States</td>
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<td>(Korenfeld, P.I. Stephenson, E. Naid-Chimutela, E. Tweed, L. Sauer,</td>
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<td>Journal of the Medical Library Association 36 (4), 354</td>
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<td>Public Health Outreach Forum: lessons learned</td>
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<td>(Rambo, J.S. Zenan, K.M. Alpi, E.M. Burroughs, M.A. Sheh, J. Rankin</td>
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<td>the skills needed to support molecular biology and clinical genetics</td>
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<td>information instruction (K. Alpi) Issues in Science and Technology</td>
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<td>Librarianship 37 (Spring)</td>
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<td>Vignettes: diverse library staff offering diverse bioinformatics</td>
<td>20</td>
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<td>services (Osterburg, K. Alpi, C. Canavan, P.M. Codley, M. Devare,</td>
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<td>N. Saedeke) Journal of the Medical Library Association 34 (3), 306</td>
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<td>Digital Research Data Curation: Overview of Issues, Current Activities</td>
<td>15</td>
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<td>and Opportunities for the Cornell University Library Report of the</td>
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<td>Cornell University Library Data Working Group</td>
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<td>(Steinhart, J. Saylor, P. Albert, K. Alpi, P. Baxter, E. Brown, K.</td>
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<td>Chang) Journal of the Medical Library Association 34 (3), 306</td>
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<td>and introduction to resources (Hill, K.M. Alpi, M. Ausebach Health</td>
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<td>Promotion Practice 11 (3), 358-366</td>
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Gail Steinhart
Head of Research Services at Albert R. Mann Library, Cornell University
Ithaca, New York Area | Libraries

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Experience

Head of Research Services
Albert R. Mann Library, Cornell University
2013 – Present | Ithaca, NY

Fellow, Digital Scholarship & Preservation Services
Cornell University Library
2011 – 2013 (2 years) | Ithaca, New York Area
Common Elements across Public Profiles

• 4 out of 4
  – Affiliations
  – Publications
  – KeyWords/Skills and Expertise

• 3 out of 4
  – Photo (optional)
  – Co-Authors
  – Link back to researcher website/homepage
  – Ability to Follow or Connect with Person
Additional Elements

• 2 out of 4:
  – Citations to publications posted on the sites
  – Educational qualifications
  – Show followers

• 1 out of 4:
  – Article Views/Downloads Statistics
  – Research Gate Score
  – ORCID ID or other IDs
  – Biographical Statement
  – Name Variants
Research Questions

PRIMARY:
The purpose of this preliminary research was to understand how librarians in subject liaison roles expose these elements often used in research profiles to convey their expertise to institutional-level audiences online via the library’s website.

SECONDARY:
How are librarians discoverable institutionally? Are they discoverable by name or role on the websites of the departments they serve or in general faculty profile databases?
Methods: Population

- 31 institutions; NC State, UNC-Chapel Hill and 29 peer universities (5 private; 26 public)
- Visited staff listing of all 29 library systems between July and December 2014.
- Selected entries that appeared to be subject specialists, liaisons or reference librarians, n=1,206 librarians

- Average number of librarians selected per institution: 39 ± 17.4 (ranged from 11 – 87)
- 56.5% of librarians listed linked to an individual page with librarian-specific information
### Subject Specialist Librarians

#### Return

<table>
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<th>Agriculture and Life Sciences</th>
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<tr>
<td>Debbie Currie</td>
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<td>Mohan Ramaswamy</td>
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<td>Bob Sotak</td>
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<td>Carol Vreeland</td>
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#### Subject Specialist Areas

- Veterinary Medicine
- NCSU Libraries reference and research services
- Veterinary Medicine Library
- PubMed List of Publications
- Google Scholar List of Publications

**Kris Alpi**

**DIRECTOR, WILLIAM RAND KENAN, JR. LIBRARY OF VETERINARY MEDICINE**

**Ask me about**

- NCSU Libraries reference and research services
- Veterinary Medicine Library

**Presentations and Publications**

- PubMed List of Publications
- Google Scholar List of Publications

**Department**

William Rand Kenan, Jr. Library of Veterinary Medicine
Veterinary Medicine Library
A111
1060 William Moore Dr.
Campus Box 8401
Raleigh, NC 27607-8401
Inclusion of Photos

- 0.7% included photos on library directory listing
- 32.8% on individual librarian webpage
- Used Education as comparison unit.
- Photos included in 41.4% of Education Colleges/Depts
Educational Qualifications (Degrees, Majors)

- 1.4% included degrees in directory
- 23.0% on individual pages
- 115 Non-LIS masters (9.5%)
- 43 Doctoral degrees (3.6%)

Compare with 2012 MLA Compensation & Benefits Survey, n=2,302:
149 (6.5%) non-LIS masters, 17 doctoral (<1.0%).
Librarian as Author / Publications

- 9.7% included citations or a link to a profile site with publications
- 0.2% linked to Google Scholar Citations
- 0.1% linked to ResearchGate**
On individual pages....

- 3.7% link to CV
- 0.8% link to ORCID
- 0.5% link to LinkedIn
Methods: Discoverability

- Visited and searched websites for dept/colleges served by these librarians (used last name or “librarian” or “library resources” or the library base URL)
  - Only 2 linked by name/role from the served units.
  - “Library resources” found 4.4%; URL 4.5%

- Visited each university’s website looking for a link to their research database (RDB).
  - If not, searched “experts”, “faculty experts”, “faculty profile”, and “researcher profile” to find the database.
  - When none of those terms worked, searched librarian name for retrieval in a non-library directory or RDB.

- If RDB was found, each librarian was searched by name.
Librarians in Institutional Faculty Profiles

- 17 institutions (55%) have a profile database that can be searched by anyone
- Multi-university (e.g., REACH NC) not counted
- Are librarians all included? Varies by institution, but usually NO.
Discussion

Limitations on profile element information:

• Did not look at LibGuides bios unless linked from the Libraries staff page.
• Did not pull elements from institutional databases or search non-institutional profile sites directly.
  – Underrepresents presence of librarians in profile sites

We learned things we can try to address:

• Librarian presence in research profile sites is not widely discoverable from libraries’ staff pages.
• Librarians are rarely discoverable by name or role on websites of units they serve.
Questions?

• Contact Kris about this work and additional analyses in progress:
  • Kristine Alpi
  • kmalpi@ncsu.edu
  • 919-513-6219