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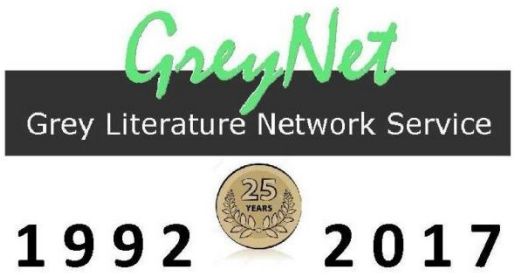

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Policy Development for Grey Literature Resources: An Assessment of the Pisa Declaration

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Abstract
In the spring of 2014, a workshop took place at the Italian National Council of Research in Pisa[1]. The topic of this event dealt with policy development for grey literature resources. Some seventy participants from nine countries took an active part in the workshop – the outcome of which produced what is today known as the Pisa Declaration[2]. This fifteen point document arising from the input of those who attended the workshop sought to provide a roadmap that would help to serve diverse communities involved in research, publication and the management of grey literature both in electronic and print formats.
The Pisa Declaration has been translated and published in some twenty languages. They are all accessible online via the GreyGuide Repository[3] and Portal[4]. Currently, 140 information professionals from renowned organizations worldwide have endorsed this document[5].
In an effort to assess the impact that the Pisa Declaration has had during the last two years on the policy development for grey literature resources, an online survey among those who endorsed the document was carried out and their responses were analysed. Descriptive statistics and short summaries are used to describe the basic features of the data collected. They are combined with simple graphics that offer easier visual representation of the results achieved. Specific results of the survey analysis indicate those points in the Pisa Declaration that in varying degrees are of relevance and importance to grey literature, as well as points that need further attention and work. Although integral part of library and information management practice grey literature has its own peculiarities and needs that require special attention in order to reach its deserved level of importance in today's research and other activities.

Introduction
Since its publication in 2014, the Pisa Declaration on Policy Development for Grey Literature Resources has been endorsed by 140 signatories from 74 organizations in 30 countries worldwide. This Declaration has since been translated from the original English text into 20 languages and has come to be termed as the 'roadmap for grey literature in the 21st Century'. Now two years on, it is opportune to assess the impact this document has had on library and information practice. It is to this end that an online survey was conducted among its signatories, the results of which are found here recorded.

Survey sample size and population
Online questionnaire-based Pisa Declaration survey was created and placed on the SurveyMonkey on 25 April 2016. It consisted of 10 multiple choice questions with some of them offering a possibility to leave additional comments. The survey was designed in English language only. First survey replies were received on 30 May and the survey was closed on 18 July 2016. Figure 1 shows the survey response volume and the time distribution.
Requests for completion of the survey were sent to all 133 Pisa Declaration signatories, out of which 60 responded. This marked a 45% response rate.
Generally speaking there are two types of surveys - Surveys distributed internally, such as this one, since it was distributed only to a pre-set group of individuals, and external surveys distributed to wider audience, such as potential customers or general public.

[1] http://eventi.isti.cnr.it/index.php/en/programme-grey
[2] http://www.greynet.org/images/Pisa_Declaration,_May_2014.pdf
[3] http://goo.gl/72yexP
[4] http://greyguide.isti.cnr.it/
[5] http://greyguiderep.isti.cnr.it/pisadecla/listaiscritti.php?order=name

According to SurveyGizmo.com, internal surveys will generally receive a 30-40% response rate on average, compared to an average 10-15% response rate for external surveys.[6] Achieved response rate of 45% with the Pisa Declaration survey is therefore, regarded as above the average.

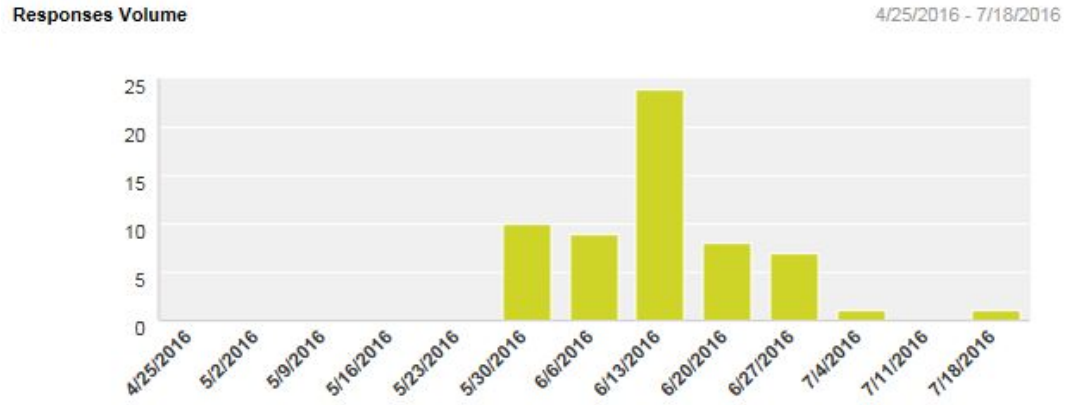


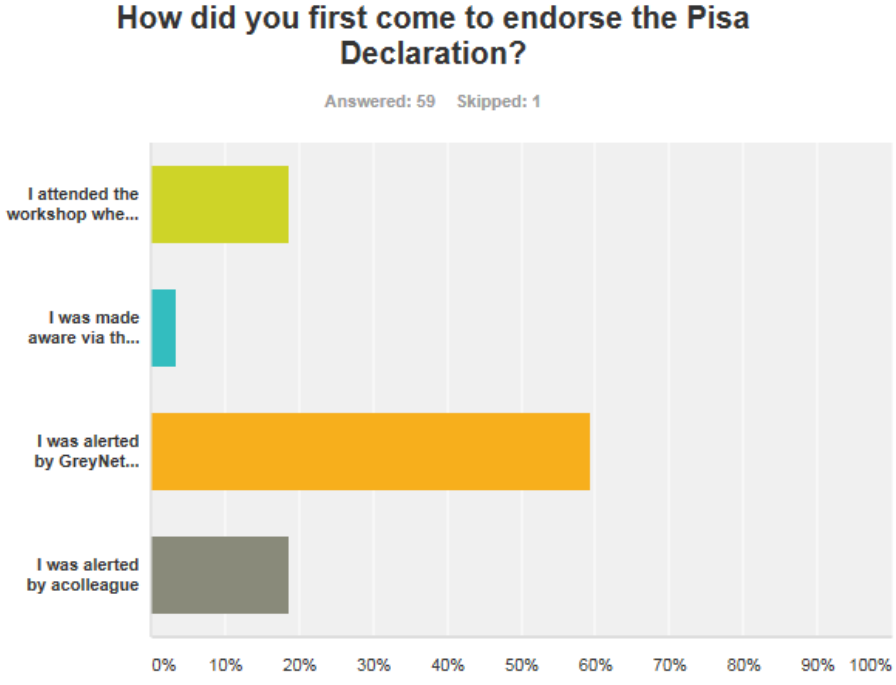
Figure 1: Response Volume

Question 1: How did you first come to endorse the Pisa Declaration?

The goal of this question was to find out the way respondent found out about the Pisa Declaration. Out of 60 respondents, 59 answered this question. One respondent skipped this question and left an interesting comment that he/she does not remember how it came out to endorse the Pisa Declaration.

Replies to this question offer some interesting conclusions. First of all, the website is not the best channel for promoting, grabbing people's attention or inciting them to take some action, in this case to endorse the Declaration. Only 3.4% indicated that as the main prompt for endorsing the Declaration. Lots of institutional and organizational resources go into website creation, development and maintenance, but the impact is not always so great. According to the answers received, direct contacts by the GreyNet International (almost 60%), or by a colleague (18.6%) produced the best results which should encourage us to continue maintaining personalized mailing lists and to use multiple opportunities offered by social media, such as Facebook and Twitter.

Interestingly enough, attendance the workshop where the Pisa Declaration was drafted was the reason for only 18.6% respondents to endorse it.



[6] https://goo.gl/2l8Zbx

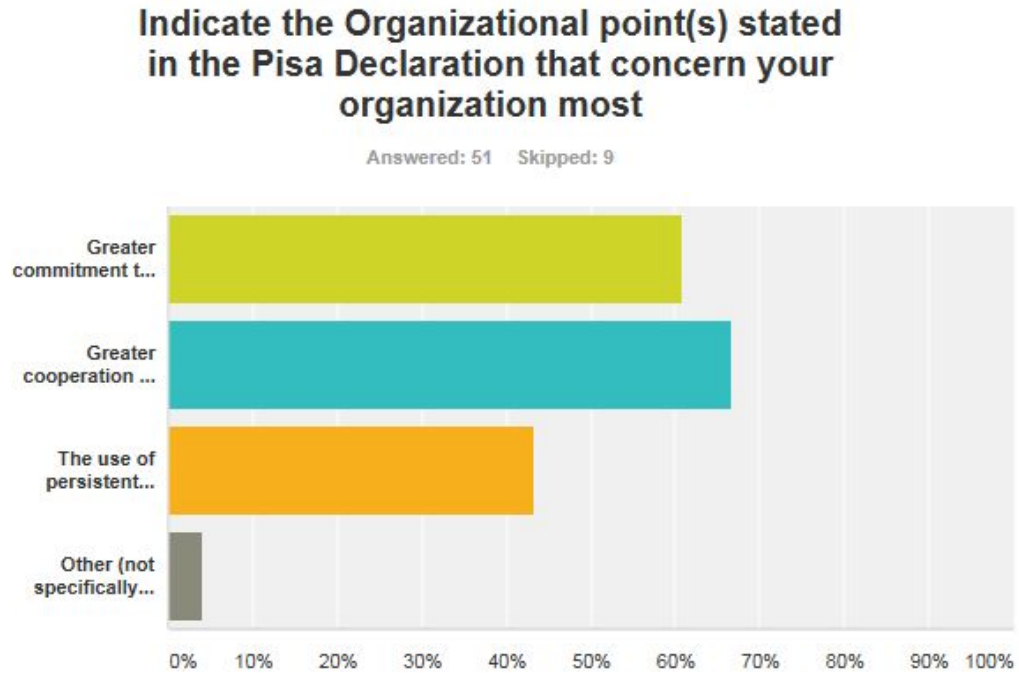
Answer Choices	Responses	
I attended the workshop where the Pisa Declaration was drafted	18.64%	11
I was made aware via the GreyGuide Portal and Repository	3.39%	2
I was alerted by GreyNet International	59.32%	35
I was alerted by acolleague	18.64%	11
Total		59

Comments (5)

Figure 2: Survey Question No. 1

Question 2: Indicate the Organizational point(s) stated in the Pisa Declaration that concern your organization most

Although the question was referring to the Pisa Declaration, it was aimed at finding out more about the main topics of interest or main concerns that organizations have regarding grey literature. Replies indicate that all three indicated areas namely open access, cooperation, and operational standards, currently represent topics of high importance and interest. In a way it is an indication of the current state of grey literature in organizations where much action is required for better processing, dissemination and use of this type of literature.

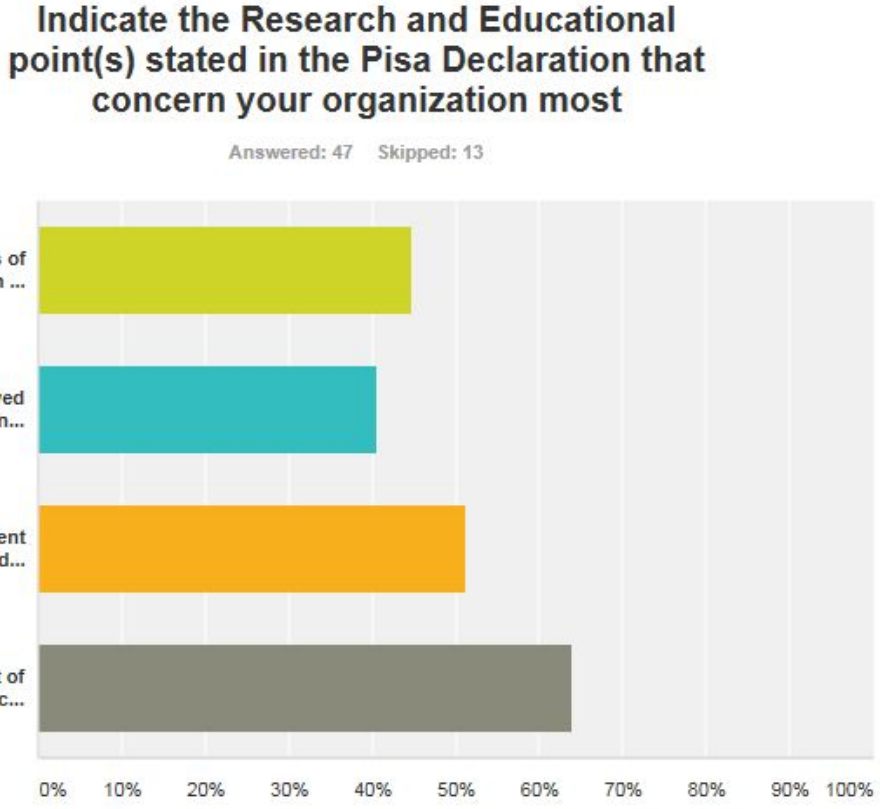


Answer Choices	Responses	
Greater commitment to open access by governments and organizations	60.78%	31
Greater cooperation and coordination among organizations engaged in the production, use, collectionand management of grey literature	66.67%	34
The use of persistent identifiers and open metadata standards for grey literature	43.14%	22
Other (not specifically mentioned in the Declaration) Responses	3.92%	2
Total Respondents: 51		

Figure 3: Survey Question No. 2

Question 3: Indicate the Research and Educational point(s) stated in the Pisa Declaration that concern your organization most

In a way question number 3 is a continuation of the previous question, since both of them try to find out more about the main topics of interest or main concerns that organizations have regarding grey literature. The difference is that this particular question is concentrated on research and educational points. Similar nature of the question and similar answers received. They also indicate that all four indicated areas – recognition, production and interoperability standards, and good practices, currently represent topics that require attention and further improvement work. Again, it is an indication of the current state of grey literature in general, with many areas and opportunities for improvements.



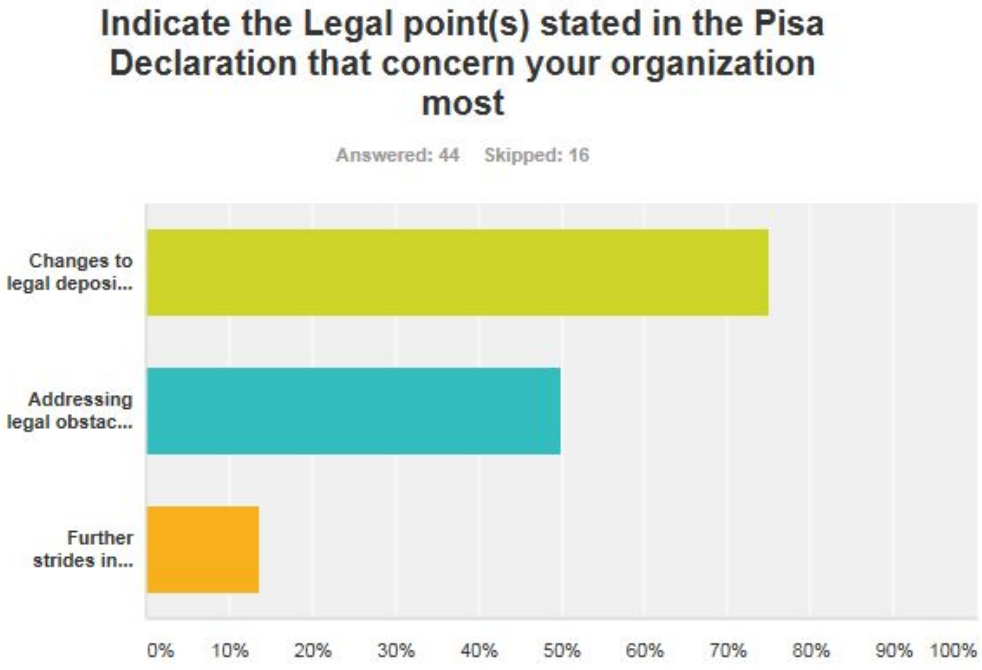
Answer Choices	Responses
New forms of recognition and reward for quality grey literature materials by governments, universities and other institutions	44.68% 21
Improved standards in the production and bibliographic control of grey literature	40.43% 19
Development and implementation of interoperable standards in the management of grey literature	51.06% 24
Development of good practice guides for the production, dissemination, and evaluation of greyliterature	63.83% 30
Total Respondents: 47	

Comments (2)

Figure 4: Survey Question No. 3

Question 4: Indicate the Legal point(s) stated in the Pisa Declaration that concern your organization most

Legal issues and protection of the intellectual property in information management and in management of grey literature is of huge concern for everyone. It is a concern to both – information providers and information users. Challenges are present on both sides, although in different forms. Information providers want to make their documents available, preferably as open source, but still protected as their unique intellectual property. Information users would like to use as much documentation, information and data as possible, but at the same time to be respectful of copyright issues. What the replies to this question on legal concerns indicate is that providers need enhanced copyright regulations that will improve the capabilities of libraries and other collecting services so that they can provide available documentation without much hindrance.



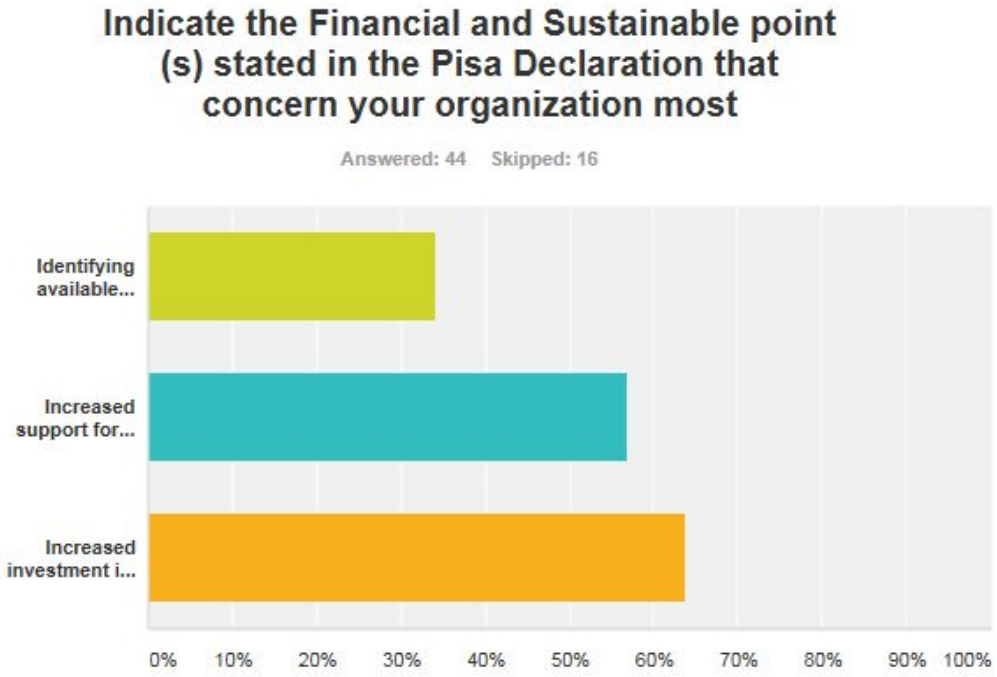
Answer Choices	Responses
Changes to legal deposit and copyright law that enhance the capacities of libraries, collecting servicesand educational institutions and programs to collect and provide access to grey literature, particularlynon-commercial public interest materials	75.00% 33
Addressing legal obstacles to the dissemination of grey literature	50.00% 22
Further strides in licensing grey content for both commercial and non-commercial purposes	13.64% 6
Total Respondents: 44	

Comments (1)

Figure 5: Survey Question No. 4

Question 5: Indicate the Financial and Sustainable point(s) stated in the Pisa Declaration that concern your organization most

Replies to this question were predictable. Grey literature, all of its sides and activities need more money, better and sustainable financing on a long run. The most urgent seems to be increased investment in infrastructure and new technologies, followed by grey literature long-term preservation. The issue of preservation is particularly vulnerable one since both, paper as well as digital collections, are disappearing quickly. At the same time users demand quick and unrestricted access to full-text documentation. This is a very huge area for further work in making grey literature more relevant and better appreciated.



Answer Choices	Responses
Identifying available funding for research involving grey literature	34.09% 15
Increased support for collection development and long term preservation of grey literature	56.82% 25
Increased investment in infrastructure and new technologies for accessing and using print and digitalgrey literature	63.64% 28
Total Respondents: 44	

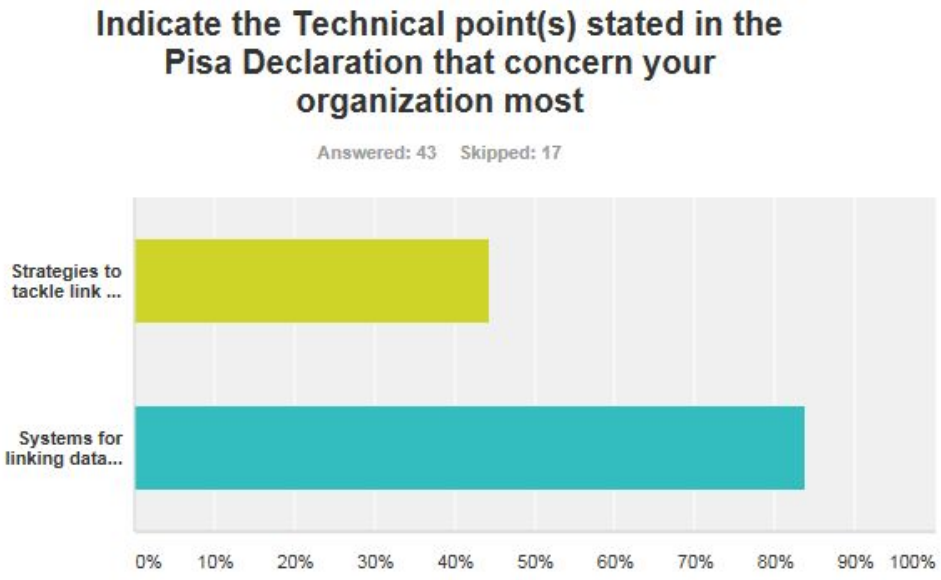
Comments (2)

Figure 6: Survey Question No. 5

Question 6: Indicate the Technical point(s) stated in the Pisa Declaration that concern your organization most

Link rot refers to problems of hyperlinks on individual websites pointing to web pages, servers or other online resources that have become permanently unavailable. This is a problem for Internet in general, not only for grey literature. The link sustainability challenge was indicated as an issue by 44% of all respondents, although we can rightfully conclude that it affects every information provider currently running or using available websites. Question of finding, repairing and preventing broken links would require further study. Use of best practices for preventing link rot, including use of DOI numbers and PURLs requires greater attention among grey literature providers.

A completely new area of linking data and other non-technical content to their grey literature publications together with interoperability standards for sharing grey literature was almost on everyone's mind. 84% of participants indicated that as the greatest technical concern for their organization.



Answer Choices	Responses
Strategies to tackle link rot and enhance the stability and accessibility of online content	44.19% 19
Systems for linking data and other non-textual content to their grey literature publications togetherwith interoperability standards for sharing grey literature	83.72% 36
Total Respondents: 43	

Comments (1)

Figure 7: Survey Question No. 6

Question 7: Is there a language(s) not listed above in which the Pisa Declaration should be translated and published? If so, please indicate here.

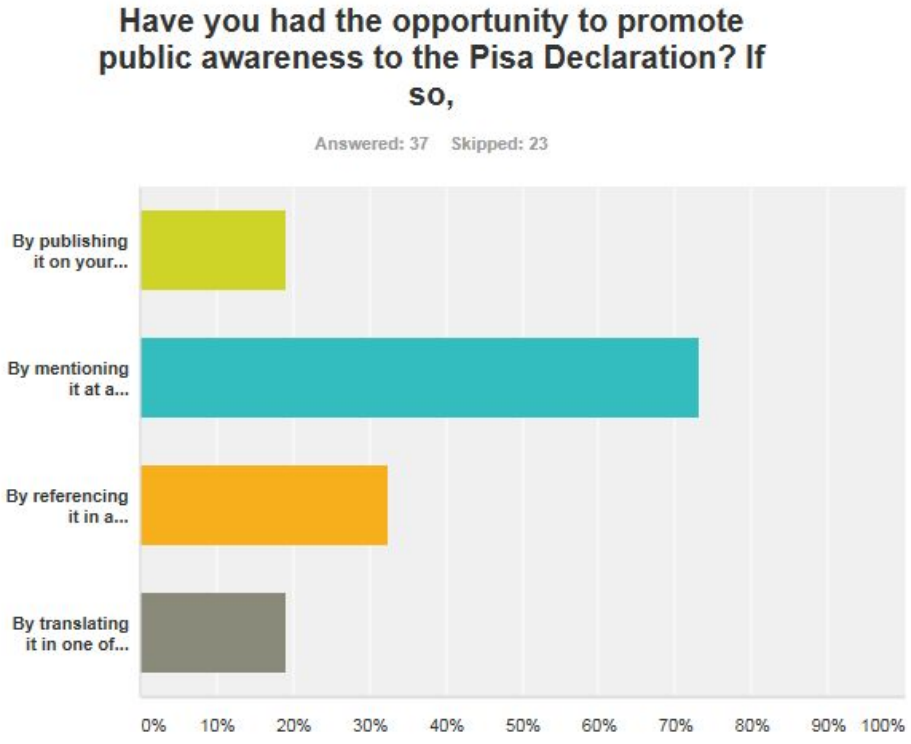
Pisa Declaration was drafted in English on 16 May, 2014. Due to wide interest and hard work of some of the members of the Grey Literature community, the Declaration was translated into 21 languages. They include: Armenian, Bulgarian, Croatian, Czech, Dutch, French, German, Greek, Hindi, Hungarian, Italian, Japanese, Korean, Macedonian, Russian, Serbian Cyrillic, Serbian Latin, Slovak, Spanish, Tagalog, and Turkish. All of the translated versions are available online[7].

The intention of the question number 7 was to find out from the respondents if there was a need for translating it into some other language. The following languages were suggested for translation and inclusion: Arabic, Chinese, Portuguese, and Korean.

[7] http://greyguide.isti.cnr.it/

Question 8: Have you had the opportunity to promote public awareness to the Pisa Declaration?

Starting assumptions before drafting this survey question was an impression that grey literature in general, as well as the Pisa Declaration, were not being promoted sufficiently. Replies indicate that the assumption was correct. Most of the promotion was done through ad hoc means, such as meetings or conferences. Publishing on the organizational website, as a way for providing a more sustainable presence, was exploited by few participants only. Suggestions received through comments indicated a greater need for promoting the Pisa Declaration through training and social media.



Answer Choices	Responses	
By publishing it on your organization's website	18.92%	7
By mentioning it at a conference or meeting	72.97%	27
By referencing it in a publication	32.43%	12
By translating it in one of the above mentioned languages	18.92%	7
Total Respondents: 37		

Comments (3)

Figure 8: Survey Question No. 8

Question 9: Please take a moment to record any comments, recommend-ations, amendments, or additions you consider worthwhile for the Pisa Declaration to further benefit policy development for grey literature resources.

Question number 9 asked for comments, recommendations, amendments, or additions considered to be of benefits for further policy development of grey literature. There were 12 comments received. Most of them mentioned training, development of practical manuals and appropriate standards, as well as further studies. Improving awareness among users in developing countries of grey literature benefits was also mentioned.

Question 10: Your name and email address.

It was curious to notice that out of 60 survey participants 46 identified themselves by leaving their email address. This indicates some kind of devotion to the topic being surveyed and a desire to keep in contact with colleagues and learn more about future progress and developments impacting the world of grey literature.

Concluding Remarks

The outcome of the survey leads us to conclude that direct contact via GreyNet and professionals in the grey literature community account for the majority of endorsements to the Pisa Declaration. Its placement on the GreyGuide portal was significant for its formal publication and to facilitate endorsement, however this in itself accounted for the least number of signatories. Across the board, all of the points in the Pisa Declaration are still of concern to the grey literature community.

Legal issues remain the concern not only for content and service providers but also for users of grey literature. Increased investment in new technologies enabling access to the full-text as well as related research and metadata are of equal concern. However, the need to promote public awareness to grey literature is underestimated and would contribute significantly to policy development in this field of library and information science.

Appendix 1

Pisa Declaration on Policy Development for Grey Literature Resources

May 16, 2014, Pisa

Introduction

A wealth of knowledge and information is produced by organizations, governments and industry, covering a wide range of subject areas and professional fields, not controlled by commercial publishing. These publications, data and other materials known as grey literature, are an essential resource in scholarly communication, research, and policy making for business, industry, professional practice, and civil society.

Grey literature is recognized as a key source of evidence, argument, innovation, and understanding in many disciplines including science, engineering, health, social sciences, education, the arts and humanities.
Grey literature document types in print or electronic formats include among others: research and technical reports, briefings and reviews, evaluations, working papers, conference papers, theses, and multimedia content, representing an important and valuable part of research and information.

In order to realize the benefits of research and information for scholarship, government, civil society, education and the economy, We, the signatories to this declaration, call for increased recognition of grey literature's role and value by governments, academics and all stakeholders, particularly its importance for open access to research, open science, innovation, evidence-based policy, and knowledge transfer.

To achieve the full benefits of grey literature for local, national and global communities we call for and encourage the following:

Organizational

1. Greater commitment to open access by governments and organizations.
2. Greater cooperation and coordination among organizations engaged in the production, use, collection and management of grey literature.
3. The use of persistent identifiers and open metadata standards for grey literature.

Research/Educational

4. New forms of recognition and reward for quality grey literature materials by governments, universities and other institutions.
5. Improved standards in the production and bibliographic control of grey literature.
6. Development and implementation of interoperable standards in the management of grey literature.
7. Development of good practice guides for the production, dissemination, and evaluation of grey literature.

Legal

8. Changes to legal deposit and copyright law that enhance the capacities of libraries, collecting services and educational institutions and programs to collect and provide access to grey literature, particularly non-commercial public interest materials.
9. Addressing legal obstacles to the dissemination of grey literature.
10. Further strides in licensing grey content for both commercial and non-commercial purposes.

Financial/Sustainable

11. Identifying available funding for research involving grey literature.
12. Increased support for collection development and long term preservation of grey literature.
13. Increased investment in infrastructure and new technologies for accessing and using print and digital grey literature.

Technical

14. Strategies to tackle link rot and enhance the stability and accessibility of online content.
15. Systems for linking data and other non-textual content to their grey literature publications together with interoperability standards for sharing grey literature.

Appendix 2

Pisa Declaration: An Assessment Study

Pisa Declaration on Policy Development for Grey Literature Resources

In the spring of 2014, a workshop took place at the Italian National Council of Research in Pisa. The topic of this event dealt with policy development for grey literature resources. Some seventy participants from nine countries took an active part in the workshop – the outcome of which produced what is today known as the Pisa Declaration.

1. How did you first come to endorse the Pisa Declaration?

- ☐ I attended the workshop where the Pisa Declaration was drafted
- ☐ I was made aware via the GreyGuide Portal and Repository
- ☐ I was alerted by GreyNet International
- ☐ I was alerted by a colleague

Other (please specify)

2. Indicate the Organizational point(s) stated in the Pisa Declaration that concern your organization most

- ☐ Greater commitment to open access by governments and organizations
- ☐ Greater cooperation and coordination among organizations engaged in the production, use, collection and management of grey literature
- ☐ The use of persistent identifiers and open metadata standards for grey literature
- ☐ Other (not specifically mentioned in the Declaration)

3. Indicate the Research and Educational point(s) stated in the Pisa Declaration that concern your organization most

- ☐ New forms of recognition and reward for quality grey literature materials by governments, universities and other institutions
- ☐ Improved standards in the production and bibliographic control of grey literature
- ☐ Development and implementation of interoperable standards in the management of grey literature
- ☐ Development of good practice guides for the production, dissemination, and evaluation of grey literature

Other (not specifically mentioned in the Declaration)

4. Indicate the Legal point(s) stated in the Pisa Declaration that concern your organization most

- ☐ Changes to legal deposit and copyright law that enhance the capacities of libraries, collecting services and educational institutions and programs to collect and provide access to grey literature, particularly non-commercial public interest materials
- ☐ Addressing legal obstacles to the dissemination of grey literature
- ☐ Further strides in licensing grey content for both commercial and non-commercial purposes

Other (not specifically mentioned in the Declaration)

5. Indicate the Financial and Sustainable point(s) stated in the Pisa Declaration that concern your organization most

- ☐ Identifying available funding for research involving grey literature
- ☐ Increased support for collection development and long term preservation of grey literature
- ☐ Increased investment in infrastructure and new technologies for accessing and using print and digital grey literature

Other (not specifically mentioned in the Declaration)

6. Indicate the Technical point(s) stated in the Pisa Declaration that concern your organization most

- ☐ Strategies to tackle link rot and enhance the stability and accessibility of online content
- ☐ Systems for linking data and other non-textual content to their grey literature publications together with interoperability standards for sharing grey literature

Other (not specifically mentioned in the Declaration)

Two years on, the Pisa Declaration has been translated and published in nearly twenty languages: Armenian, Bulgarian, Croatian, Czech, Dutch, French, German, Greek, Hindi, Hungarian, Japanese, Korean, Macedonian, Russian, Serbian, Spanish, Tagalog, and Turkish – all of which are online accessible via the GreyGuide Repository and Portal.

7. Is there a language(s) not listed above in which the Pisa Declaration should be translated and published? If so, please indicate here.

8. Have you had the opportunity to promote public awareness to the Pisa Declaration? If so,

- ☐ By publishing it on your organization's website
- ☐ By mentioning it at a conference or meeting
- ☐ By referencing it in a publication
- ☐ By translating it in one of the above mentioned languages

Other (please specify)

Feedback from those who endorsed the Pisa Declaration is thought to provide an up-to-date roadmap serving diverse communities involved in research, publication and the management of grey literature resources

9. Please take a moment to record any comments, recommendations, amendments, or additions you consider worthwhile for the Pisa Declaration to further benefit policy development for grey literature resources.

10. Your name and email address