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Cyclone Pride: Gamification and other avenues to high faculty participation in institutional repositories

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Cyclone Pride: Gamification and other avenues to high faculty participation in institutional repositories

Abstract
Lack of faculty interest or contributions to an institutional repository is often cited by repository managers as a significant challenge. Three years after launching, eight departments at Iowa State University had over 50% of their tenured and tenure-eligible faculty contributing publications to their institutional repository, in disciplines ranging from Agricultural and Biosystems Engineering to World Languages and Cultures. These high rates of participation were achieved without an institutional open access mandate. This presentation looks at the gamification of the institutional repository—stoking interest by tapping into athletic and regional rivalries—and other techniques used to successfully encourage faculty to utilize their institutional repository.

Disciplines
Library and Information Science | Scholarly Communication

This presentation is available at Iowa State University Digital Repository: http://lib.dr.iastate.edu/digirep_conf/19
Cyclone Pride

Gamification and other avenues to high faculty participation in institutional repositories

Harrison W. Inefuku (@hnltraveler)
2016 Academic Librarians Conference
Syracuse, NY
July 15, 2016
Iowa State Digital Repository

Launched in April 2012
Today, holds ~57,000 items
Approximately 28% of tenured and tenure-eligible faculty have submitted publications to the repository
11 departments have at least 50% participation
“Gamification” is the use of game design elements in non-game contexts

Mechanisms and Design

Challenges
• Goals
• Time pressure

Rewards
• Points
• Badges

Social Influences
• Status
• Reputation
• Competition
• Leaderboards
• Altruism

Department of Agricultural and Biosystems Engineering
University of Nebraska—Lincoln

• Regional land-grant university, with similar research profile
• Former athletics rival, had just departed Big 12 for Big 10
• Largest Digital Commons-based repository
• Agricultural Engineering program also ranked by US News
Success!

December 2012

March 2013

Institutions in Bioresource and Agricultural Engineering

- Dublin Institute of Technology
- University of Kentucky
- Iowa State University
- University of Nevada, Las Vegas
- Purdue University
- Utah State University
- University of South Florida
- Western University
- Ryerson University
- University of Tennessee, Knoxville
- The University of Maine

- University of Nebraska - Lincoln
- Kennesaw State University
- The University of Maine
- University of Tennessee, Knoxville
- Ryerson University
- Western University
- University of South Florida
- Utah State University
- Purdue University
- University of Nevada, Las Vegas
- Iowa State University
### Competition across departments

**College of Engineering (July 2015)**

<table>
<thead>
<tr>
<th>Department</th>
<th>Faculty Participation (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial and Manufacturing Systems Engineering</td>
<td>100</td>
</tr>
<tr>
<td>Agricultural and Biosystems Engineering</td>
<td>97</td>
</tr>
<tr>
<td>Chemical and Biological Engineering</td>
<td>83</td>
</tr>
<tr>
<td>Materials Science and Engineering</td>
<td>43</td>
</tr>
<tr>
<td>Mechanical Engineering</td>
<td>38</td>
</tr>
<tr>
<td>Civil, Construction and Environmental Engineering</td>
<td>28</td>
</tr>
<tr>
<td>Aerospace Engineering</td>
<td>17</td>
</tr>
<tr>
<td><strong>Electrical and Computer Engineering</strong></td>
<td><strong>10</strong></td>
</tr>
</tbody>
</table>
Badges

Research Online Author Badge

UOW's institutional repository, Research Online, showcases the scholarly output produced by the university.

The Research Online Author Badge is a tool to enable you to share your publications from RO with your academic peers and colleagues.
Points


<table>
<thead>
<tr>
<th>Effort</th>
<th>Completion</th>
<th>Success</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading literature on subject being researched</td>
<td>Training in research tools and techniques</td>
<td>Obtaining a scientific degree</td>
</tr>
<tr>
<td>Preparing tools for experiments</td>
<td>Publishing a research report</td>
<td>Receiving a scientific award</td>
</tr>
<tr>
<td>Preparing experiments</td>
<td>Publishing software supporting research</td>
<td>Obtaining external research funding</td>
</tr>
<tr>
<td>Performing experiments</td>
<td>Presentation at a scientific meeting</td>
<td>Registering a patent</td>
</tr>
<tr>
<td>Gathering data</td>
<td>Submitting an application for external research funding</td>
<td>Publishing a paper</td>
</tr>
<tr>
<td>Analyzing data</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Writing research reports and papers</td>
<td>Publishing a book as a scientific editor</td>
<td></td>
</tr>
<tr>
<td>Correspondence with peers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mentoring peers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attending conferences and workshops</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Involvement in an external research project</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Study visits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preparing an application for external research funding</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: own elaboration
Other methods of increasing participation

• Mediated deposit
• Speak to faculty interests
• Understand disciplinary needs
• Relate IRs to what they know
Thank you!

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