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Will an Institutional Repository Hurt My SSRN Ranking?: Calming the Faculty Fear

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Calming the faculty fear

By James M. Donovan and Carol A. Watson

Librarians have every reason to support the creation of an institutional digital repository (IR). An IR preserves the output of the intellectual life of the school, enables anyone with internet access to enjoy the benefits of the new knowledge, and promotes the institution and scholar by bringing to the foreground their intellectual achievements.

Plans for a new IR project within the law school, however, can quickly find such worthy motives swept aside as faculty members invariably voice some version of the following comments: “Won’t posting my articles elsewhere steal downloads away from SSRN? That would lower my rankings in SSRN and perhaps reduce my professional stature.”

One can regret that law academics today reflexively cower at the thought of appearing to perform poorly on any new ranking system that crosses their path, no matter how dubious. Even so, there can be no denying that SSRN, or the Social Science Research Network, has earned a respectable cachet among the professoriate. This is a tool they believe they understand and with which they’ve grown comfortable. The proper response, then, is not—however tempting it may be—to point out that ranking by downloads is an easily gamed and essentially meaningless metric. Rather, the more successful strategy appeals to the fact that such fears are based upon a flawed appreciation of how readers connect with scholarship of interest.

What’s the Difference?
The question assumes a fundamentally zero-sum view of readers. In this model, a fixed number of readers exists for any given posted article. If the piece is available in only one place, such as SSRN, then all these readers will access the file from SSRN. By concentrating that limited readership in one place, the article and author enjoy their maximum ranking. Should another version of the article become available, as in an IR, that limited audience becomes split, divided between SSRN and the IR. Every download in the repository signifies a lost download by SSRN and vice-versa.

Such folk sociology can be remarkably resistant to correction, not least because it could be true. There is nothing obviously false in the view that multiple versions divvy up a limited audience and consequently that the effect of an IR, aside from all the larger virtues it promises, will be to lower the status of any individual author in the SSRN rankings from what it otherwise would have been. This possibility reasonably motivates faculty to jealously shield their SSRN download statistics from potential dilution by a competing website.

But just as the argument is not obviously false, neither is it necessarily true. While the total number of readers of any given work is certainly finite, this fact can lead to the mistaken conclusion that it is therefore also bounded. In other words, if the SSRN and IR copies both get 100 downloads, we needn’t leap to the conclusion that without the IR copy the SSRN downloads would have been 200. There is at least as good an argument that the 100 IR downloads represent new readers who would otherwise not have found the piece at all, yielding a net increase in the audience.

Choosing between these competing scenarios cannot be based on mere rhetoric but instead must be based on the facts. It can be shown, we believe, that the zero-sum fear is unwarranted. SSRN and IRs more likely draw from different readerships, meaning that downloads recorded for the repository copy represent not diverted SSRN readers but a new audience for the content. SSRN and IRs do not fight for the same eyeballs, but rather target different populations defined by how readers find their way to the desired content.

SSRN, through use of subscription lists and institution-created paper series, intends to saturate the small but keenly interested audience of legal scholars. Through these services, legal scholars who have an ongoing interest in a given topic will become quickly apprised of new content, allowing SSRN to fulfill its primary function as a current awareness tool and distribution point for drafts and preprints. An IR, by contrast, excels at calling its content to the attention of those with an acute need for specific information tied to a particular project. These users typically identify a paper not through subscribing to paper series but by doing keyword searches in web browsers like Google.

We do recognize that these differences are more of degree than of kind. Still, they follow reasonably from how the different platforms view their own strengths and where they put the majority of their development resources. SSRN, whose content is also discoverable through Google, earns its profits by subscribing schools and journals to papers series to be pushed to subscribers. More recently, it has sought to generate additional revenue by selling bound copies of the deposited articles. Presumably, SSRN works hard to make those features efficient and useful to both the content creators and end users. IRs, on the other hand, derive their primary benefit from visibility on the web, and, therefore, the more successful of these repositories, even when they allow subscription to RSS feeds and other alert tools, invest much expertise to make the content discoverable by web crawlers.

All told, then, the target SSRN audience is comparatively small and stable while that for the IR is considerably larger but amorphous, in constant flux. We would expect this difference to be somewhat reflected in the download patterns within each resource.

Download Comparison
In the main, one would anticipate SSRN downloads to experience a quick burst of activity triggered by appearance of the paper abstract in one or more of its paper series, followed by a plateau after saturation of the target audience. IR downloads would display continual increases as the content is discovered by an ever-changing audience of short-term users.

The data available to compare downloads between SSRN and IRs are simple snapshots, usually showing that IRs enjoy more downloads than does SSRN. We can pause a moment to consider this finding, which becomes a true puzzle in the zero-sum worldview. If both copies are dividing a limited audience, one would expect that SSRN should be as likely to surpass the IR in downloads. Perhaps more likely is that SSRN should typically receive a greater share of downloads since it “pushes” the item to the most interested audience. That the reverse occurs lends presumptive credibility to an alternative, non-zero-sum understanding of readership.

Considered alone, however, synchronic comparisons can offer no conclusive support for either zero-sum or non-zero-sum perspectives. As we have described the problem, the signs to distinguish between the two must be
read not in final download statistics but rather in the patterns of downloads over time. It is to the latter, not the former, that we must look to choose between the models.

Toward that end, we collected illustrative data on two articles. Article 1 was deposited in both SSRN and Selected Works (SW), which is the personal module of bepress’s institutional repository platform, Digital Commons. The primary distinction between the two is that the SW page follows the faculty member if he or she leaves to join a different law school. Each Monday, for 47 weeks total, downloads of each paper were recorded and mapped in Figure 1.

The results appear to conform to the predictions of the nonzero-sum model: SSRN downloads initially outpace those from SW with the biggest jump following its announcement in SSRN subject matter journals in week four. But these hits soon experience an extended plateau. The SW copy, after a slower start, evidenced a consistent increase in downloads. This is the pattern one would expect when one version is initially “pushed” to a small audience that is quickly saturated while the other receives consistent preference in web browser results.

The same story is told by approaching the question through a different methodology. Article 2 was uploaded into SW in early 2007 and into SSRN a few months later (in March and June, respectively). From 2008 to 2012, five periodic download totals were recorded (Figure 2). SW was clearly more successful at finding readers for this article than was SSRN, but that fact does not dispel the zero-sum worry. Perhaps all the SW readers would have downloaded from SSRN had the IR copy not been available.

To address this more specific question, we looked at the rates of change among the six snapshots (Figure 3). The results again contradict the zero-sum expectations, fitting more in line with the contrary view. After a greater rate of change, SSRN downloads precipitously fall while those for SW rise significantly, falling to SSRN levels only much later.

These two case studies are, of course, insufficient to conclusively settle the argument between these two mutually exclusive models of how readers connect with articles of interest. The zero-sum position expects either that SSRN would be the preferred source for this legal scholarship or that readers who find the content through keyword searching in web browsers would be equally shared between SSRN and the IR alternative. Neither of our case studies support these expectations: contrary to the expected greater SSRN success, in both tests the articles found fewer readers in SSRN than through the IR. The evidence further suggests that over time readers preferentially access the non-SSRN version of the article, contradicting the second prediction of the zero-sum model. These results instead support the non-zero-sum model, in which IR downloads represent penetration of the content into new audiences outside that achieved by SSRN alone.

If the data favor the non-zero-sum model, we can give some thought as to the actual mechanism by which this is achieved. Our own experience suggests that much depends on how SSRN and the IR interact with Google. Commercial IR products, such as bepress’s Digital Commons and Selected Works, appear to be more transparent to Google than is SSRN. For example, common keyword searches that apply to both the case study articles routinely return Google results with the IR version as the first entry, or at least on the first results page, while the SSRN version, which contains exactly the same content, is not listed until much later. Another measure of the greater Google-compatibility by IRs than by SSRN is that when tracked, we have found simultaneously deposited IR content appears in Google searches a week or more before the SSRN copy.

Transparency to web browsers offers a reasonable mechanism accounting for these data. The upshot is that many of the hits experienced by IRs will be “new” downloads, not diverted SSRN downloads. These users often would not have found the SSRN version, especially as studies show most users don’t look past the first page or two of Google results.

**Conclusion: Use Both!**

Faculty members should not view the proposed IR as a drain on their SSRN rankings. While SSRN excels at delivering their work to the cadre of legal specialists, IRs typically do a better job of presenting it to a broader readership. This expanded exposure should be judged a

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in state employee retirements, including California, Indiana, New Hampshire, New Jersey, New York, Ohio, and Pennsylvania. Across the country public employees are retiring in record numbers while they still have a pension. The effect of so many retirements on government services has yet to be calculated, but I believe it is safe to go with what usually happens when vital agencies lose key personnel to retirements.

This brain drain will have an impact on services for those states, as budget cuts reduce staff and limit resources for training and knowledge transfer. The staff remaining will have to take on additional duties and responsibilities. It might take them time to get up to speed. One can only hope that public agencies, anticipating the rush to the exit door, have prepared for the loss of so many experienced workers and have their knowledge-transfer plans firmly in place to deal with those losses. (For more information about preparing for lost knowledge in the workforce, consult Last Knowledge: Confronting the Threat of an Aging Workforce by David W. DeLong.)

Libraries will need to plan, as well, and many libraries have been preparing for the wave of boomer retirements by putting knowledge-transfer practices into place. Fortunately, librarians have long-term planning experience.

I asked a few librarians in Wisconsin what they did to transfer their knowledge and experience when they retired. Wisconsin State Law Librarian Jane Colwin told me she prepared for her retirement by meeting with specific staff members to pass on files and emails. Documentation, access, and interviews are all useful ways to pass on knowledge before key personnel head for the exit.

Emily Wixon, senior librarian, member libraries at the University of Wisconsin-Madison, said she documented all the courses she worked with and moved all relevant electronic files over to the Chemistry Library section of the General Library System network. She also met with her successor who will be able to get to all her files. I asked her if anything she did might be lost. She said that her contacts and the community she has built over a lifetime of work—those contacts she will not be able to transfer.

I also wanted to know what Colwin considered her greatest accomplishment. She said, “Fostering the mission of the State Law Library and keeping its collections and services relevant during times of rapid technological change, increased demands from self-representing litigants and the general public, and static budgets. Building and retaining an excellent staff. Working with the public librarians around the state to provide them with the information and tools to allow them to better assist their patrons with legal questions.”

The community benefited greatly from her decisions over the years of her employment. Finally, I asked Colwin if there was anything she found difficult to pass on. With her staff, and she said there was one thing: “The hardest thing to pass on was managing the budget; a lot of what I did relied on gut instinct and good luck.”

In the literature on knowledge transfer, it’s these skills that were said to be some of the hardest to pass forward to current staff. These skills are the ones most likely to be felt as a service loss for the hard-pressed public sector.

Setting the Stage

So, are the seniors all right? In general, newly retired librarians are doing fine, which is not too surprising since they tend to be excellent long-term planners. I think the current staff will notice their absence and sometimes envy their vacations to Hawaii and India, but we will manage, and, eventually, younger librarians will fill the gaps.

Wixon’s favorite retirement quote, which was stated by 1997 Wisconsin Librarian of the Year Milton Mitchell, provides a tip on how librarians manage, even in economic downturns: “A good librarian is one who can use whatever information is available regardless of format to help people live better, more satisfying lives. A good librarian is fundamentally a problem solver. And in some sense, a good librarian is an interventer or, at the very least, a catalyst. By providing the right information to the right people (at the right time), we set the stage for something powerful to occur.”

So thanks for your service, senior librarians. Now go set the stage for something powerful to occur.

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