GreyNet LinkedIn Group

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Abstract

Paper deals with the objectives, functions, databases and digital repository of GreyNet International and explains the use of 'LinkedIn' social media for various purposes of exchanging professional ideas and communications amongst the members at international level. Also highlights the features of LinkedIn and the specific purposes for which the social network has been used.

Keywords

GreyNet International, Grey Literature, LinkedIn, Social Networking Sites

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1. Grey Net International

The Grey Literature Network Service was started in the year 1992 with the main intention of facilitating dialog, research, and communication between persons and organisations in the field of grey literature. GreyNet further seeks to identify and distribute information on and about grey literature in networked environments. Its main programmes and functions cover organization of the International Conference Series on Grey Literature, the creation and maintenance of web-based resources, a moderated Listserv and combined Distribution List, bringing out the quarterly periodical: The Grey Journal (TGJ), and also the design and development of course curricula and training matrix. GreyNet regularly conducts workshops, seminars, training programmes, conferences, presentations, meetings, professional events and also graduate and post-graduate courses under distance education mode. Prof. Domnic Farace is the Founder of GreyNet International and the Head Quarters of GreyNet is in Amsterdam, Netherlands.

2. Grey Literature

Grey Literature is a field in library and Information science that deals with the production, distribution, and access to multiple document types produced by the government, academic, voluntary and business organizations in print and electronic formats, not controlled by commercial publishing i.e. where publishing is not the primary activity of the producing body. In other words, Grey Literature or Grey Publications are not available in the normal book selling channels. Often go out-of-stock as they are printed in limited number of copies for internal circulation. They are usually produced within a short duration, usually without formal editorial process and definite format. Yet they form vital sources of information for research. Examples: Technical Reports, Institutional Reports, Trade Literature, project Works, Seminar and workshop Proceedings, Conference Volumes, Patents, Research Reports, working/occasional papers and the like literature. GreyNet International maintains its published conference papers on 'Open Grey' Repository and 'Open SIGLE' Repository. Users can access PPT presentations and full text articles online. The period of coverage is from 1993-2013. The organization also publishes a scholarly periodical : The Grey Journal. Users can also access in-house digital archives of its Grey documents.

3. Organizations and Repository of Grey Literature

The GreyNet Directory of organizations provides a list of over 200 organizations in more than 36 countries worldwide that are currently associated with GreyNet either via partnership, membership, sponsorship, or authorship in the field of grey literature. The Digital Repository called 'Open Grey Repository' of the organization was launched in 2011.An open access environment encompassing the full text research publications of over 25 years. Enhanced Publications Project has also been a venture to capture and cross link metadata, research data, full-text, and post-publication data related to GreyNet's collection of conference preprints in the OpenGrey Repository.

4. LinkedIn: The Social Media

LinkedIn is a business-oriented social networking service, launched in the year 2003, mainly used for professional networking. In 2006, LinkedIn increased to 20 million members. As of June 2013, LinkedIn reports more than 259 million acquired users in more than 200 countries and territories.

The site is available in 20 languages covering major European languages including English, French, German,
Italian, Portuguese, Spanish, Dutch, Swedish, Danish, Romanian, Russian,
Turkish, Japanese, Czech, Polish, Korean, Indonesian. As of October 2013, LinkedIn has 65.6 million monthly U.S. visitors and 184 million at global level. The present LinkedIn's CEO is Jeff Weiner, previously a Yahoo! Inc. executive. The Founder, Reid Hoffman was previously CEO of LinkedIn, is now Chairman of the Board. LinkedIn is headquartered in Mountain View, California, with offices in Omaha, Chicago, New York, London, and Dublin. LinkedIn reached profitability in March 2006. Through January 2011, the company had received a total of $103 million of investment.

In 2010, LinkedIn opened an International Headquarters in Dublin, Ireland. Silicon Valley Insider ranked the company No. 10 on its Top 100 List of most valuable startups. As of 2013, LinkedIn has more than 300 million members in over 200 countries and territories. It is significantly ahead of its competitors VIADEO (50 million) and XING (10 million). With 20 million users, India has the

fastest-growing network of users as of 2013. In January 2014, the countries with the most LinkedIn users were:

Table 1. LinkedIn User Population

Country	Users	Penetration
United States	93 million	29.90%
India	24 million	2.02%
Brazil	16 million	7.69%
United Kingdom	14 million	22.41%
Canada	9 million	25.82%
France	7 million	9.91%
Spain	6 million	11.54%
Italy	6 million	9.88%
Mexico	6 million	4.72%
Australia	6 million [56]	23.88%

The basic functionality of LinkedIn is that it allows users (workers and employers) to create profiles and "connections" to each other in an online social network which may represent real-world professional relationships. Users can invite anyone (whether a site user or not) to become a connection. However, if the invitee selects "I don't know" or "Spam", this counts against the inviter. If the inviter gets too many of such responses, the account may be restricted or closed.

This list of connections can then be used in a number of ways

- Obtaining introductions to the connections of connections (termed second-degree connections) and connections of second-degree connections (termed third-degree connections)

- Users can find jobs, professional experts skilled people and business opportunities recommended by someone in one's contact network.

- Organisations can list jobs and search for potential candidates.

- Subject experts can post decisions and comments highlighting the trends and solutions to the practical problems.

- Job seekers can review the profile of hiring managers and discover which of their existing contacts can introduce them.

- Users can post their own photos and view photos of others to aid in identification.

- Users can follow different companies and can receive notifications about the new offers available.

- Users can "like" and "congratulate" each other's updates and new employments.

A mobile version of the site was launched in February 2008, which gives access to a reduced feature set over a mobile phone. The mobile service is available in six languages: Chinese, English, French, German, Japanese and Spanish. In January 2011, LinkedIn acquired CardMunch, a mobile app maker that scans business cards and converts into contacts. In June 2013, CardMunch was noted as an available LinkedIn app. In August 2011, LinkedIn revamped its mobile applications on the iPhone, Android and HTML5. Mobile page views of the application have increased roughly 400% year over year according to CEO Jeff Weiner. In October 2013, LinkedIn announced a service for iPhone users called "Intro", which inserts a thumbnail of a person's LinkedIn profile in correspondence with that person when reading mail messages.

5. GreyNet on LinkedIn Social Media

The goal of GreyNet's Community Management Committee is to raise awareness among scientists, scholars, and professionals motivating them to join in the GreyNet Community. This is being accomplished via the help of social media through three outlets 1. LinkedIn (social network) 2. Twitter (microblogging) 3. Netvibes (personalised dashboard publishing platform) The organization also conducts survey to capture the impressions of the work done by GreyNet from time to time. Such of these results are going to be presented and discussed in the annual GeryNet Conferences scheduled to be held in December 2014.

GreyNet maintains database furnishing biographical notes of over 200 authors who have contributed research papers in the International Conference Series on Grey Literature. The authors are encouraged to enroll and pass expert opinions and decisions on various issues of the field concerned. Efforts are made to see that the specialists actively take part in the discussions so that the networked members will be benefited by knowing the latest trends and developments. Many professional problems and constraints will be discussed and resolved collectively.

With this in mind, in early 2011, GreyNet established an open LinkedIn Group to promote discussion and dialogue among colleagues in the international grey literature community. The approach is welcoming: "Have something to say? Join LinkedIn for free to participate in the conversation. When you join, you can comment and post your own discussions". Here, one has the distinct advantage of using the GreyNet LinkedIn Group for the purposes of open discussion and getting relevant feedback in the matters of the professional research, practice and publications. GreyNet thereby encourages librarians and information professionals to post a brief statement or question about their research/project with GreyNet's 250 LinkedIn members worldwide so that, response or suggestions from experts can be obtained. GreyNet's LinkedIn Group allows for open discussion that is fully visible, searchable, and shareable on the Web.

Table 2. Some Topics of Major Discussion on LinkedIn During 2013-14

SL NO	TOPICS OF DISCUSSION ON SOCIAL NETWORK LINKEDIN	CLASSIFICATION OF TOPICS
1	Accuracy of the definition of Grey Literature	Publication
2	Use of technical terms in the field of Grey Literature	Publication
3	Academic programmes and call for papers: 2014	Conference etc
4	GreyNet Award for 2014	Awards
5	New policy development	Policy & Objectives
6	Social media: survey of use of LinkedIn	Research
7	Posting job details, discussions	Job Opportunities
8	Preservation of Grey Literature in Libraries	Preservation
9	Grey database of criminal justice	Digital Repository
10	Open Grey Repository: some thoughts	Digital Repository
11	Call for endorsement of Pisa Declaration	Policy & Objectives
12	Papers in The Grey Journal	Publication
13	Synthesis of a debate on electronic theses	Digital Repository
14	Cooperation and joint ventures to promote GL	Library Cooperation
15	Discussion on e-Grey book	Publication
16	GL Repository wins ANZIA Award	Awards
17	Open Accss in India: Interview with S. Arunachalam	Digital Repository
18	Copyright & ethics of scholarly publications	Publication
19	EBSCO – On metadata sharing	Digital Repository
20	Good practices - for access to Grey Literature	Digital Repository
21	Are paintings Grey Literature?	Policy
22	Join for Grey Literature Lobby	Cooperation
23	Big Data for law project	Digital Repository

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