



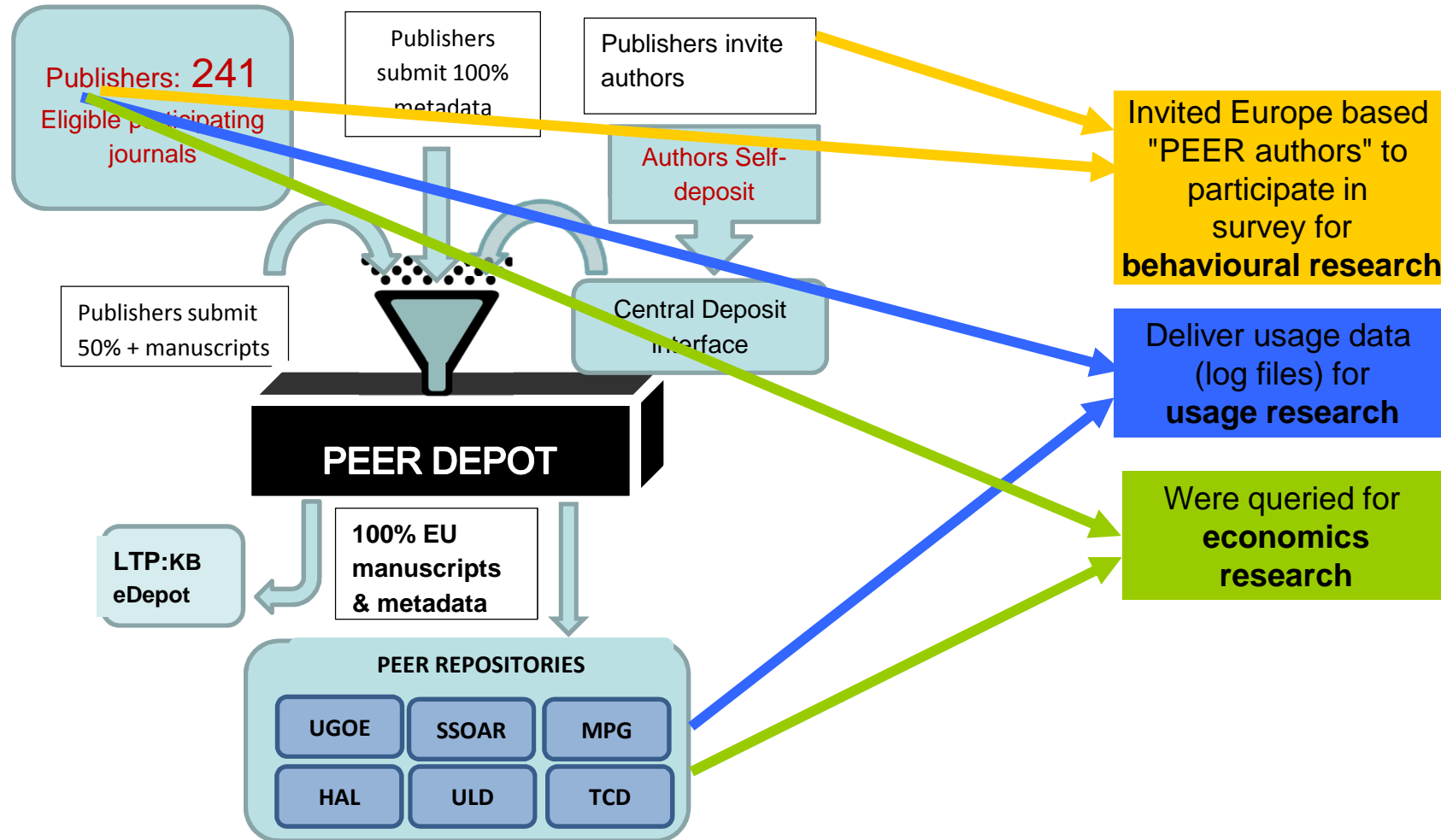
**Dr Chris Armbruster
Research Manager, PEER**

**PEER End of Project Results
Conference, Brussels, 29 May 2012**

PEER Research - Introduction

 **Supported by the EC eContent*plus* programme**

The PEER Observatory & Research



PEER Research Projects

- **Usage:** Examination of logfiles at publishers and repositories for usage trends, based on a critical mass of Green OA content
- **Behaviour:** Survey of authors' attitudes towards Green OA and user behaviour
- **Economics:** Cost structures at publishers and repositories

Research Oversight Group (Panel comprising independent experts)

- Carol Tenopir, University of Tennessee (USA)
- Chérifa Boukacem-Zeghmouri, Lyon University (France)
- Tomàs Baiget, *El profesional de la Información*, Barcelona (Spain)

plus Industry advisor: Mayur Amin, Elsevier

- Validate research design and call for tenders
- Advise on research methodology
- Evaluate deliverables

Research Management

Phase I

- **Design** Research questions and methodology
 - **Tender** Terms and conditions
 - **Selection** Best and most suitable research team
- **Independence of research teams in collecting and interpreting evidence**

Phase II

- **Support** Access to publishers and repositories, trouble shooting, adaptation of research questions and methodology as project progresses
- **Monitoring** Requirements of tenders and project sponsor
- **Evaluation** Coordination with ROG, supervision of revisions

Scale, scope and robustness of research

- Major STM publishers
- Large-scale Green OA experiment
- Logfiles – very large data set: many publishers and repositories & comparing publishers versus repositories
- Surveys – international query of author and user behaviour
- Cost structures – unique approach using actual data from publishers and repositories

The Research Teams

- **Usage** – CIBER Research Ltd., lead by David Nicholas, Ian Rowlands and David Clark
- **Behaviour** – Loughborough University, Department of Information Science and LISU, led by Jenny Fry and Claire Creaser
- **Economics** – Bocconi University, Centre for Arts, Science and Culture, led by Paola Dubini