ProQuest Update: Content Researchers Value and Three Minute Thesis Competitions

Austin McLean and Marlene Coles

CGS Annual Meeting, December 2017
Agenda

- ProQuest Overview
- Content Researchers Value – Results of Research
- Short Form Video / 3 Minute Thesis Pilot
ProQuest’s Content

The world’s largest commercially available information archive

1.5B digital documents
6 centuries of content
30 searches per second

Highly scalable and differentiated business

Archives from museums & libraries
Partnerships with publishers
Expert abstracting, indexing

Digital Collections
Aggregated and A&I Databases

Curated Collections
Broadly Discoverable

Partnerships with publishers
Expert abstracting, indexing
ProQuest believes in the importance of the dissertation as a form of scholarly communication.
Largest curated collection & most reliable search tool

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<th>4.5M total citations (A&amp;I)</th>
<th>2.25M available in full text PDF</th>
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**2.25 million full text graduate works**

- 97% of US dissertations
- 270,000 Canadian ETDs; 140,000 UK theses
- Expanding global coverage

**4.5 million searchable citations from 1861**

- Simple bibliographic citations available for dissertations dating from 1637
- 600,000 from UK, 420,000 from China
- Dissertation records from over 100 countries
A Tried & Trusted Solution for Dissertation Discovery

The database of record for graduate research (American Research Libraries)

Official dissertations repository for the United States Library of Congress

Collection includes the work by authors from more than 3,100 graduate schools and universities globally
Scope of Dissertation Dissemination Program

- Most top research universities – as defined by the Carnegie Foundation – publish with ProQuest

- The number of new dissertations and theses added to PQDT Global in 2017 is over 500,000

- Not just PhDs – Thousands of Master’s Degrees are included each year
More than 3,000 libraries around the world have access to the ProQuest Dissertation and Theses database (PQDT).

Including 92% of the world’s top 100 universities (Times Higher Education rankings).
ProQuest Editorial Creates More Discoverable Content

**Author Submission to ProQuest**
- **Submission**
  - Dissertation/thesis author supplies PDF, abstract and keywords

**Editor checks metadata**
- **Quality Check**
  - Editorial team of subject matter experts reviews metadata and quality of each submission

**Discovery enhancements**
- **Enhancements**
  - Editorial supplements with keywords and subject terms from ProQuest’s controlled vocabulary for maximum exposure

**Metadata & PDF ingested and searchable**
- **Ingest**
  - Dissertation/thesis ingested into the PQDT database and is fully searchable!
Why Distribute with ProQuest?

- ProQuest is a non-exclusive publisher
- Authors and universities retain their copyright
- ProQuest pays a 10% royalty to authors on all sales (PDF, hard and soft bound, microfilm)
- Free – no fee for author or university
Higher visibility and impact through subject indexes

ProQuest provides citations to all major subject indexes, expanding the reach of your university’s research

Full list of indexes
Dissertations and Research Data

ProQuest can publish dissertations with supplemental content in all formats including:

- audio
- video
- datasets
- code
- and more
Electronic Submission: The System

Make your thesis or dissertation available to the research community with ProQuest ETD Administrator

Here's why:
- It's easy
- Submissions, revisions, re-submissions, and approvals with your administrator, online
- Your work deposited, as applicable, into Semmelweis Egyetem repository
- Your work, part of the most comprehensive collection of dissertations and theses in the world—ProQuest Dissertations & Theses Global
- Our university resources and guidelines just a click away

Here's the workflow:

1. Submit
   You

2. Review
   Your institutional administrator

3. Revise & Approve
   You and your administrator

4. Deliver
   Your administrator, to ProQuest

5. Done
   Your work is now on ProQuest!

Sign up and get started today!
Content that Researchers Value: What the Data Shows
Research and Teaching Rely on Content Diversity

- Global Research Study
- Researchers in all subject areas
- 408 responses

Research and Teaching Rely on Content Diversity
Whitepaper and survey. ProQuest, 2017
In addition to scholarly journals...

- Which of the following types of information do you use in your research?

- Abstracts
- Blogs
- Books (print)
- Company Reports
- Conference proceedings
- Dissertations or theses
- E-books
- Market and Industry Reports
- Newspapers
- Newswires
- Pre-prints
- Trade publications
- Videos
- Working papers

Research and Teaching Rely on Content Diversity

Whitepaper and survey. ProQuest, 2017
If you teach, which of the following types of information do you **direct your students to** in your teaching?

- Abstracts
- Blogs
- Books (print)
- Company Reports
- Conference proceedings
- **Dissertations or theses**
- E-books
- Market and Industry Reports
- Newspapers
- Newswires
- Pre-prints
- Trade publications
- Videos
- Working papers
Researchers rely on many content types

- Books (print): 80%
- E-books: 70%
- Dissertations or theses: 70%
- Newspapers: 70%
- Working papers: 60%
- Videos: 60%
- Market/Industry Reports: 60%
- Trade publications: 60%
- Company Reports: 60%
- Blogs: 50%
- Newswires: 50%

74% of researchers use diversity in their research.

*Research and Teaching Rely on Content Diversity*
Whitepaper and survey. ProQuest, 2017
Researchers who teach recommend even more

Research and Teaching Rely on Content Diversity
Whitepaper and survey. ProQuest, 2017
Books are (almost) king

Nearly all faculty recommend books to students – in print and electronic

Recommend to their students  Use in their research
Faculty overwhelmingly recommend newspapers to their students.

News content is critical to teaching.

- Newspapers
  - Recommend to their students
  - Use in their research

- Newswire
  - Recommend to their students
  - Use in their research
Faculty use and recommend reports

- Market/Industry Reports
  - Recommend to their students: 70%
  - Use in their research: 60%

- Company Reports
  - Recommend to their students: 80%
  - Use in their research: 60%
Researchers want the latest research

Contents that provides a view into what’s next is valued in both research and teaching.
Video has become essential

Researcher use of video content has nearly doubled from 2014 to 2017.
OK, so researchers, lecturers, and students are using a lot of different types of content in their research—*but what are they using it for?*
The latest research

To access cutting edge research, they consult:
• Dissertations
• Working papers
• Conference papers
• Blogs
The latest research

To access cutting edge research, they consult:

• Dissertations
• Working papers
• Conference papers
• Blogs

“I am anxious I will miss something in my literature review”
The latest research

To access cutting edge research, they consult:

• Dissertations
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• Blogs

“My research is very specialized. It’s difficult to find relevant information”
The latest research

“It’s hard to find the latest research in my field. Peer review can take 2-3 years”

To access cutting edge research, they consult:
- Dissertations
- Working papers
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Research and Teaching Rely on Content Diversity

Deliver

Listen

Understand
“Three Minute Thesis” and Short Form Video Pilot

Marlene Coles

CGS New Dean’s Institute and Summer Workshop
The Three Minute Thesis

A compelling oration where students consolidate their ideas and crystallize their research discoveries and its significance for the an intelligent lay audience.

Maureen Grasso
North Carolina State U
Workshop: Examining 3MT Best Practices

What innovative ways are your peers cultivating support for their thesis competitions to increase participation and visibility for participants, graduate education, and the institution?

• Discussed six areas of dissertation and thesis “three minute” competitions
  • Motivating students to participate
  • Securing resources
  • Identifying venues
  • Recruiting judges
  • Funding prizes
  • Increasing competition visibility
Thank you to all of our participating partners
Encouraging Student Participation

• Communicate – where do grad students get information?
  • Emails, social media, school newspaper, posted notices,

• Request department and program staff to encourage students

• Outreach to leadership of Graduate Student Organizations

• Award prizes

• Offer support resources
  • Coaching for video talks & presentations

• Showcase previous years’ winners in highly visible places - homepages
Securing resources, venues,

• Students – your underutilized, highly skilled labor pool!
  • Today’s grad students know how to record and share video
  • Allow students to organize the event. (resume builder)
• Investigate vacant space and unused equipment on campus
  • On-campus auditoriums, gathering spaces
  • Larger off-campus spaces for bigger competitions
• Recruit retired faculty willing to contribute time.
Recruiting Judges

Prospects:
Local Celebrities
Local Politicians
Neighbors
    Retired Military Officers
    Small Business Owners
    Health care professionals
Board Trustees
Alumni
Funding prizes

• Sources
  • Graduate school budgets
  • Local businesses
  • Alumni

• Typical prize amounts
  • 1\textsuperscript{st} Place $1,000-$5,000
  • 2\textsuperscript{nd} Place $500-$2,000
  • 3\textsuperscript{rd} Place $250-$1,000
  • People’s Choice $0-$500
Increasing competition visibility

• Create opportunities for winners to present to additional audiences
• Use off-campus venues to showcase participants and generate community interest
• Diversify judges to generate interest in their networks
• Example: competition in a local coffee shop increased attendance the following year
• Live Streaming events

https://www.uts.edu.au/about/faculty-science/events/3-minute-thesis-3mt-competition-0
ProQuest Dissertation & Theses Videos Pilot

Top universities world-wide are engaging in competitions where graduate students summarize their research in a quick, live talk (also known as Three Minute Thesis)

- ProQuest is creating an open access, searchable video portal for these competition videos that:
  - Facilitates discovery and access of competition videos through search engines
  - Offers browsing and advanced search
  - Includes transcriptions, available for local use
  - Is available to all

http://search.alexanderstreet.com/3mtv

http://medialab.usal.es/3mt/
http://www.sciencemag.org/careers/2015/06/your-thesis-3-minutes
http://www.4-traders.com/news/Oklahoma-State-University-2017-3MT-Winners-Named--24072015/?iCStream=0
Thank you!

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http://search.alexanderstreet.com/3mtv

http://medialab.usal.es/3mt/
http://www.sciencemag.org/careers/2015/06/your-thesis-3-minutes
http://www.4-traders.com/news/Oklahoma-State-University-2017-3MT-Winners-Named--24072015/?iCStream=0