

Harnessing the power of grey literature

- 1 Grey literature provides an opportunity to write in a myriad of genres – for example, booklets, factsheets, leaflets, pamphlets, reviews, slides, and white papers.
- 2 It also provides an opportunity to work with publishers with well-established PR operations – typically, non-governmental organisations, think tanks, charities, and corporations.
- 3 Because grey literature typically reaches more diverse audiences than do journal papers, it can play a key role in research dissemination, knowledge exchange, and public engagement – and in helping to create impact.
- 4 Developments in the archiving of grey literature have made it more retrievable, increasing its shelf-life and making it more likely to be cited.
- 5 Many style guides now specify how to cite grey literature, helping to raise its profile in scholarly and scientific discourse.
- 6 Grey literature often forms the basis of other forms of scholarly or scientific publication, such as journal papers and monographs.
- 7 Authoring grey literature can lead to further opportunities – for example, invitations to speak, appear in the media, or provide consultancy.

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Resources

Dominic Farace and Joachim Schöpfel (eds), *Grey literature in library and information studies* (K G Saur, 2010)

GreyNet (aka the Grey Literature Network Service) promotes discussion about, and research into, grey literature. Its website (greynet.org) provides various forms of information, including a directory of document types. GreyNet publishes *The grey journal*.

University of Leeds library provides a useful guide to referencing a variety of genres: library.leeds.ac.uk/skills-referencing

About Frontinus

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