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

We help engineers with pitches, presentations, papers, reports, and publications.

Our services include:

- consultancy
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