

Exploring the online information landscape of co-op research :

A panel presentation and discussion

David Fleming, CCRN, CMC

Roger Gillis, MSVU

Katherine Kitching, MCRDN

Réseau de recherche pour mesurer la
DIFFÉRENCE COOPÉRATIVE



Measuring the Co-operative Difference
RESEARCH NETWORK



Canadian Co-operative
Research Network

Réseau canadien de recherche
sur les coopératives



Introductions

- Katherine Kitching (Measuring the Co-operative Difference Research Network)
- Roger Gillis (Mount Saint Vincent University)
- David Fleming (Canadian Co-operative Research Network; Co-operatives & Mutuels Canada)

Current Initiatives

- Social Economy Space (SE space) - developed 2009-2011
- Focused around Social Economy and Sustainability Research Network (SESARN)
 - Significant focus on Atlantic Canada
 - Project consisted of 51 research network members: 21 universities, 17 government departments/agencies working on 56 research projects.

SE space past (and present)



Social Economy and Sustainability Research Network  **Partenariat sur l'économie Sociale et la durabilité**

Bridging, Bonding, and Building/Renforcement des liens et des capacités

Social Economy Space (SE Space) / Espace économie sociale (Espace ÉS)

This site collects digital documents or links directly to such materials. Here you will find a full document and not just a reference to it. If you are interested in a reference and resource guide on Social Economy, click [here](#).

The purpose of the Social Economy Space is to promote the widest possible dissemination by collecting and preserving intellectual output and key reports written by both academics and practitioners, and ensuring that it has high visibility and accessibility. You can navigate the website by using the browse and search menus found to your right.

The SE-Space site is focused on the works, publications and research by persons involved in researching and writing about matters pertaining to the Social Economy. The main focus is on work authored by or relevant to Atlantic Canadians, though we will gradually expand our coverage of Canadian and international works. We also include links to the other Canadian Social Economy Research Partnerships.

If you want to become a submitter, please see our FAQ page [here](#)

Ce site rassemble des documents numériques ou des liens à tels matériels. Vous trouverez ici un document en entier et non pas simplement une référence à ce document. Si vous vous intéressez à un guide du matériel de référence et de ressources en matière de l'économie sociale, cliquez

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www.socialeconomyatlantic.ca

SE space present(ish) and future

SE Space:
A portal for co-operative
and social economy research

L'Espace ES:
Un portail de recherche au sujet des
coopératives et de l'économie sociale

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Search within this community and its collections:

WHAT IS SE SPACE?

SE Space collects digital documents on co-operatives and the wider social economy.

On this site you will find:

- research papers;
- publications;
- audiovisual materials;
- other intellectual outputs by both academics and community practitioners.

Based in Atlantic Canada but national in scope, SE Space focuses on materials that are relevant to the Canadian

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<http://sespace.msvu.ca> (link forthcoming)

Canadian Co-operative Research Network (CCRN)

- Network
- Management committee
- Online gateway s.coop/research
- Research library



Canadian Co-operative
Research Network
Réseau canadien de recherche
sur les coopératives

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FEATURED

Welcome to CCRN-RCRC

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TRANSLATE THIS PAGE



Welcome to the Canadian Co-operative Research Network – Réseau canadien de recherche sur les coopératives

The CCRN-RCRC is your gateway to research on co-operatives in Canada. The goal of this site is to create an online network of co-operative researchers and practitioners that allows for idea exchange, research-sharing, collaboration, determining research priorities

JOIN THE CONVERSATION



Library

2014 Summit Scientific Articles / sommet articles scientifiques

Canadian Theses on Co-operatives /Thèses canadiennes sur les coopératives

Co-operative Development/ développement coopératif

Co-operative Model/ le modèle coopératif

Economy/ économie

Governance and Management/ gouvernance et gestion

Social Economy/ économie centrée sur la personne

Specific Forms of Cooperatives/ types de cooperatives

<input type="checkbox"/>	Title	Creator	Date Modified
<input type="checkbox"/>	[Untitled]	Brochu	2/7/2015 11:25 PM
<input type="checkbox"/>	" Les valeurs guident et accompagnent notre recherche" L'ins...	Ferraton and Myrdal	4/4/2012 6:54 PM
<input type="checkbox"/>	" Those Bastards Can Go to Hell!" Small-Farmer Resistance to...	Grey	11/15/2012 4:52 AM
<input type="checkbox"/>	" We Are the Roots": The Culture of Home Health Aides	Glasser and Brecher	11/15/2012 4:33 AM
<input type="checkbox"/>	1 Institutional and Organisational Change in the European Fo...	Bager	4/1/2012 6:34 PM
<input type="checkbox"/>	11 Mergers and Structural Reorganization of Agricultural Co- ...	Tanaka	3/30/2012 11:27 PM
<input type="checkbox"/>	13 Intense Competition, Revised Strategies and Financial Per...	Bates and Whittington	11/15/2012 4:37 AM
<input type="checkbox"/>	15 Strategic Behavior and Interrelationships in the Food Cha...	Hyvönen and Volk	11/15/2012

1872 publications and counting

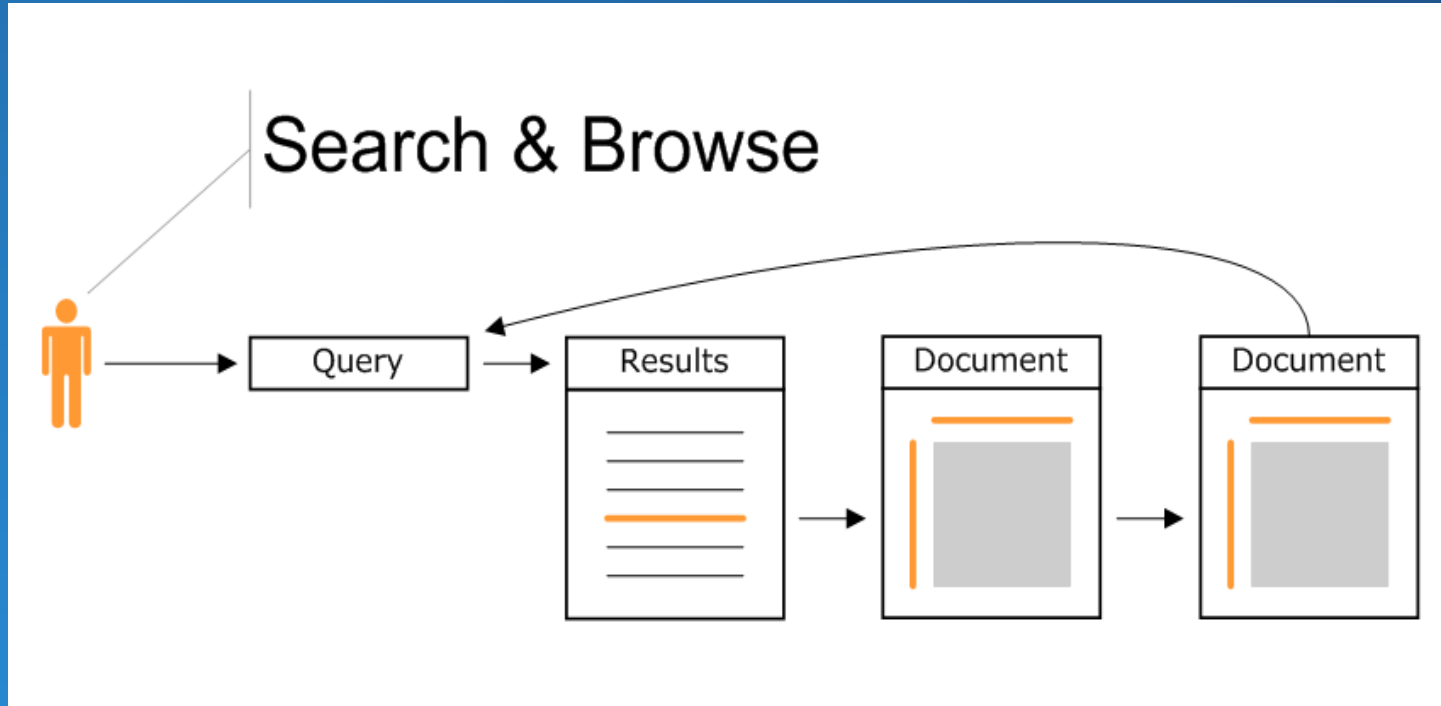
Other projects

USask, co-operative studies collection <http://library.usask.ca/archives/collections/published-works/co-operative-studies-collection.php>

SMU: CEARC: -- Centre of Excellence in Accounting and Reporting for Co-operatives:
<http://www.smu.ca/academics/sobey/cearc-published-papers.html>

Athabasca U (BC Alberta SE alliance):
<http://auspace.athabascau.ca/handle/2149/457>

User behavior








CCRN Online Statistics

	<u>2013</u>	<u>2014</u>	<u>2015 (est)</u>
Visitors	5,162	5,649	5,779
Page Views	11,666	11,365	11,258
Posts	118	86	47

Where does traffic come from?

5 months of 2015 data - 4,191 page views

▼		Search Engines		1,929
▼		coopresearch.coop	...	108
		Facebook		60
▼		Twitter		30
▼		cooperativedifference.coop	...	25

What are people visiting?







5 months of 2015 data - 4,191 page views

Title		Views
Home page / Archives	View	1,938
Researcher Profile Example	View	272
Researcher Profiles	View	229
Research Library	View	160
About	View	105

3.8% of page views are to the library

What are they clicking?

5 months of 2015 data - 4,191 page views

Link	Clicks
▼  WordPress.com Media	85
  zotero.org/groups/ccrn-rcrc/items	77
▼  coopresearch.coop	66
▼  smu.ca	44
▼  cooperativedifference.coop	42

1.8% of page views are clicks through to the library

CCRN Social media interactions - Twitter

	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>
Mentions	8	25	24	7
Re-tweets	3	16	16	9
Favourites		7	7	2

Social media interactions & conversions

246 tweets - 124 interactions (0.50 interactions/tweet)

2015 - 21 tweets lead to 30 clicks to website and 1 click to library

2015 - 21 Facebook posts lead to 60 clicks to website and 4 clicks to library

Engagement Question

Out networks/outreach is larger than ever -
why is the library not seeing more
interaction?



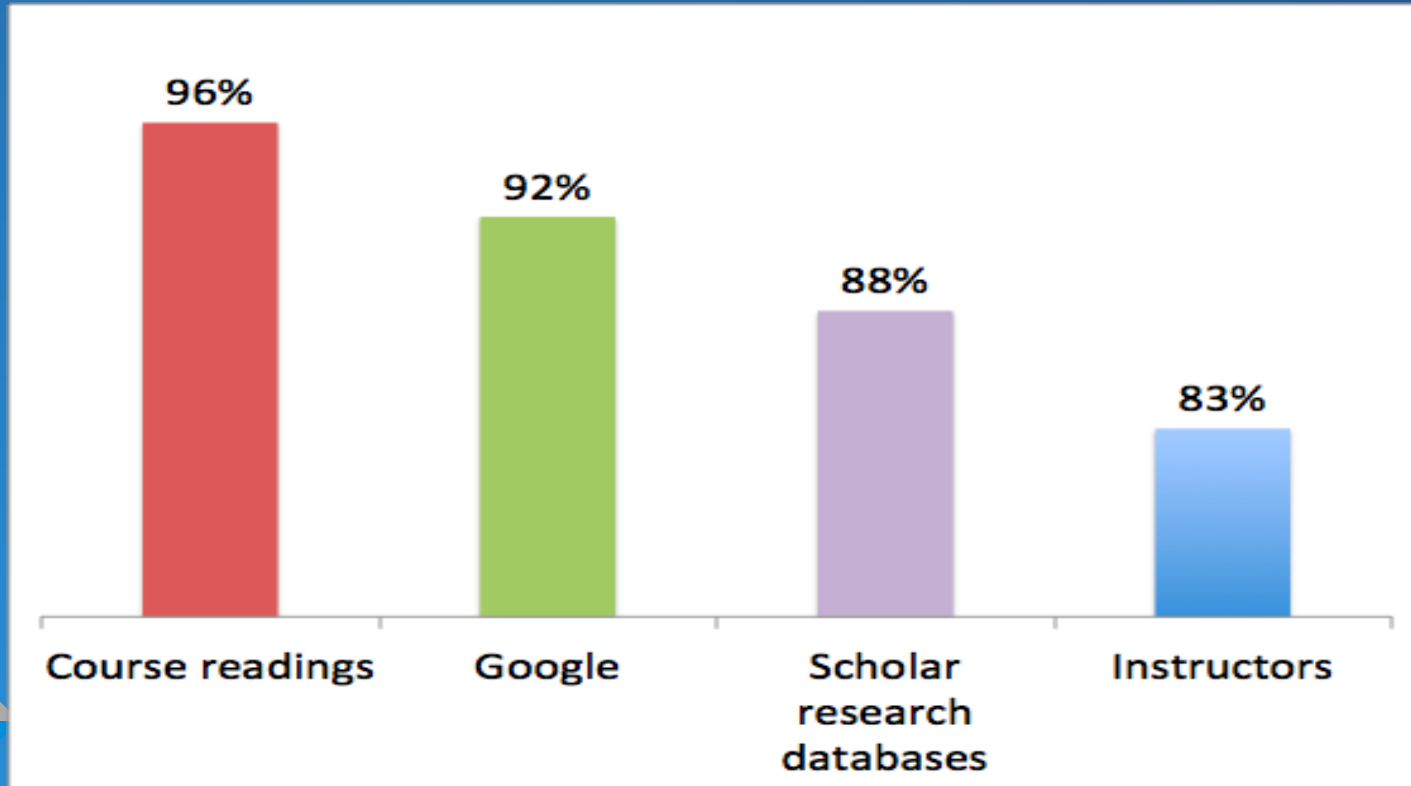
How are students doing research in the internet age?

Head, A. (2013). Project information literacy: What can be learned about the information-seeking behavior of today's college students?

Asher, A. & Duke, L. (2012). Searching for answers: Student research behavior at Illinois Wesleyan University.

Pew Internet and American Life Project. (2012). How Teens Do Research in the Digital World. (*Looking ahead*)

Head - 2012 - Course-related research sources used by students



Pew Study - Next generation (teens) - 2012

Sources Teachers Say Students are “Very Likely” to Use in a Typical Research Assignment



* Pew Internet & American Life Project

Thinking about Google

- Most articles in our database are published elsewhere too (we cannot host them and are not a journal)
- Most references to our works are not the top of the google search for the name of the article (even though we're tops for canadian co-operative research)
- April 2015 algorithm changes - mobile-friendliness is now prioritized

Reflections

A digital archive and social media strategy is a constant race

- Technology changes (mobile friendly tools) are expensive and require varying expertise
- We are a largely volunteer network - partnership may be valuable to getting that expertise
- We may not have cracked the nut yet on how to turn growing networks and attention into use of the library
- User experience is important - Google-friendly search, lack of academic search training (using tags, etc.)
- Social media usage (largely friends/family) may not align to when people are researching

Social Economy Libguide

<http://libguides.msvu.ca/socialeconomy>



Barriers and solutions for keeping online Archives relevant



Barriers and solutions

- Multiple archives
 - Institutional purpose / scope / strategic planning
 - Full documents vs. citations/URLs

Barriers and solutions

- Multiple archives
 - Merging?
 - (institutional & technological issues)

Barriers and solutions

- Metadata and tagging
- Searching and browsing

democratic o... democratic o... democratic p...
democratic p... democratizat... democratizat...
demutualizat... demutualizat... denmark denmark
deregulation deregulation Desjardins Desjardins
development ... development ... Development ...
Development ... development ... development ...
development ... developme development strategies (1)
Development ... development ... development ...
development ... development ... developpemen...
developpemen... developper development strategy (1)
difference c... difference c... differentiat...
differentiat... différen difference coopérative (12)
Digital Era Digital E différence coopérative (3)
Dignité huma... Dig .tors
directory directory disabilities disabilities
disabilities... disabilities... disability a... disability a...
discourse discourse disparités r... disparités r...
distribution distribution diversificat... diversificat...



Item submission

Describe →

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Review →

License →

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Describe Item

Subject Keywords (Enterprise/Organization Type):

If applicable, select the appropriate subject keywords describing the enterprise/organization type that appropriately describes the resource

1. Charities
2. Non-profits
3. For-profits
4. Co-operatives
5. Credit Unions/Caisses
6. Worker/Labour Co-operatives

Subject Keywords (Enterprise/Organization Type) (Français):

If applicable, select the corresponding french keywords selected in the previous category.

1. Organismes de bienfaisance
2. Sans but lucratif
3. À but lucratif
4. Coopératives
5. Caisses de crédit / Caisses populaires
6. Coopératives de travail

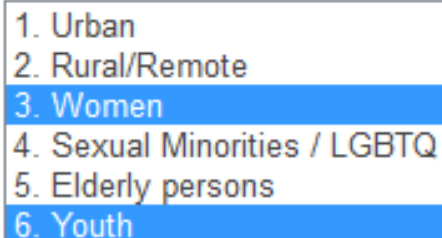
KEYWORD FAMILY:

Enterprise/Organization Type

- Charities
- Non-profits
- For-profits
- Co-operatives
 - Credit Unions/Caisses
 - Worker/Labour Co-operatives
 - Consumer/Retail Co-operatives
 - Producer Co-operatives
 - Social Co-operatives
 - Shared Service Co-operatives
 - Multi-stakeholder/Solidarity Co-operatives
 - New Generation Co-operatives
 - Investment Co-operatives
- Other Enterprises
 - Social Enterprises
 - Social Purpose Businesses
 - Community Interest Corporations
 - Private/Investor-owned Companies
- Associations/Civil Society organizations
- Federations & umbrella organizations
- Unions
- Foundations
- Mutuals
- Volunteer-based organizations

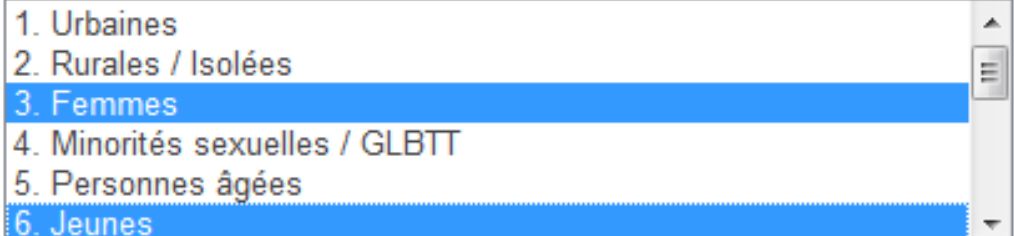
Subject Keywords (Populations):

If applicable, select the appropriate subject keywords describing the population/demographic aspects that appropriately describes the resource

- 
1. Urban
 2. Rural/Remote
 3. Women
 4. Sexual Minorities / LGBTQ
 5. Elderly persons
 6. Youth

Subject Keywords (Populations) (Français):

If applicable, select the corresponding french keywords selected in the previous category.

- 
1. Urbaines
 2. Rurales / Isolées
 3. Femmes
 4. Minorités sexuelles / GLBTT
 5. Personnes âgées
 6. Jeunes

KEYWORD FAMILY:

Themes

- Alternative Economic Theory / Co-operative Theory
- Business Development & Financing, Organizational Sustainability, Business Succession
- Community Economic Development / Socio-Economic Development
- Communications, Networking, Marketing
- Democracy & Participation
- Food Security & Sovereignty
- Governance, Management, Leadership
- Historical Studies / Biographies
- Human Resources / Employee Engagement
- Innovation (Social & Technological) / Emerging Sectors
- International Development / Globalization
- Membership (Engagement, Loyalty etc.)
- Policies & Programs / Government Initiatives
- Research Approaches / Methodologies
- Social Accounting, Sustainability Reporting, Social / Environmental / Economic Impact Measurement
- Social Justice & Socio-Political Transformation
- Social & Collective Entrepreneurship
- Social Financing / Social Capital
- Sustainable Development & Environmental Issues

Do you feel there are keywords missing from any of the above lists?
If so, please enter them here:

Strathcona Co-op Housing - Research Summary - from Co-operatives in Context: Race, Ethnicity, Displacement and Exclusion

Lee, Jo-Anne; Curry, Nora

URI: <http://hdl.handle.net/10587/1512>

Date: 2015

Description:

As part of the research project Co-operatives in Context: Race, Ethnicity, Displacement and Exclusion, Dr. Jo-Anne Lee at the University of Victoria partnered with community elder Nora Curry to document how, following two decades of systematic efforts by the City of Vancouver to destroy the Strathcona neighbourhood under the guise of "urban renewal", the Strathcona Property Owners and Tenants Association (SPOTA) worked through the 1970's to renew, rebuild and restore the residential character of their community, making use of the co-operative housing model. This is a historical study of the low income, working-class men and women from non-English speaking, Chinese and other ethnic minority backgrounds who worked to reclaim and rebuild Strathcona, using culturally hybrid models, principles and practices to achieve their goals and to leverage power. The co-operative model directly helped SPOTA to:

- Stabilize and restore the residential character of the neighbourhood by building new, affordable family houses on vacant land.
- Ensure the city did not sell expropriated lots to commercial property developers and set off speculation.
- Build affordable housing for former residents and tenants, in turn helping to ensure the survival of

Search



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1



[Strathcona Co-op Housing - Research Summary - from Co-operatives in Context: Race, Ethnicity, Displacement and Exclusion](#)

Lee, Jo-Anne; Curry, Nora (Measuring the Co-operative Difference Research Network, 2015)



al Co-operatives: Trends and Challenges, 1992-2008. Theriault, Luc; Bent, David



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Canadian Agricultural Co-operatives: Trends and Challenges, 1992-2008.
Theriault, Luc; Bent, David (Measuring the Co-operative Difference Research ...

[PDF] MCD CURA MidTerm Pub fnl (set to print).pdf - Mount Sai...

[dc.msvu.ca:8080/.../MCD%20CURA%20MidTerm%20Pub%20fnl%20\(s...](http://dc.msvu.ca:8080/.../MCD%20CURA%20MidTerm%20Pub%20fnl%20(s...)
CANADIAN AGRICULTURAL CO-OPERATIVES: trends and challenges, 1992-2008
..... 38. Authors: Luc Theriault and David Bent
..... Canada, the authors of this report focus on the 1992-2008 period and seek to ...

cura :: Research - Measuring the Co-operative Difference ...

www.cooperativedifference.coop/page/28-Research

N1 Trends in Canadian agricultural co-operatives (1992-2008) ... This 5 year project on the National Survey of Co-operatives is led by Dr. Luc Theriault, of the University of New Brunswick and the student researcher is David Bent (PhD ... the experience and challenges of co-operative development and capitalization.

[PDF] Canadian Agricultural Co-operatives: Trends and ...

www.cooperativedifference.coop/.../Trends_in_Agricultural_Co-operativ...
Canadian Agricultural Co-operatives: Trends and Challenges, 1992-2008. By Luc

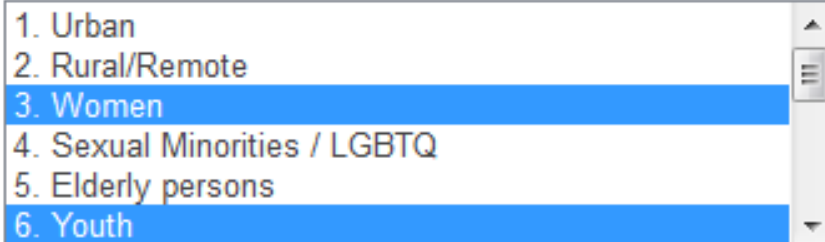
Barriers and solutions

- Language:



Subject Keywords (Populations):

If applicable, select the appropriate subject keywords describing the population/demographic aspects that appropriately describes the resource

- 
- A vertical dropdown menu with a light gray background and a thin border. It contains six items, each with a number and a text label. The third item, '3. Women', is highlighted with a solid blue background. To the right of the list is a vertical scrollbar with a small gray handle.
1. Urban
 2. Rural/Remote
 3. Women
 4. Sexual Minorities / LGBTQ
 5. Elderly persons
 6. Youth

Subject Keywords (Populations) (Français):

If applicable, select the corresponding french keywords selected in the previous category.

- 
- A vertical dropdown menu with a light gray background and a thin border. It contains six items, each with a number and a text label. The third item, '3. Femmes', is highlighted with a solid blue background. To the right of the list is a vertical scrollbar with a small gray handle.
1. Urbaines
 2. Rurales / Isolées
 3. Femmes
 4. Minorités sexuelles / GLBTT
 5. Personnes âgées
 6. Jeunes

Recruiting and collecting (research) material

- Voluntary submissions
- Intellectual property concerns
 - Tri-council Open Access policy
- What to include
- Collecting on a shoe-string budget/limited resources

REPORT ERRORS WITH THIS SUBMISSION:

- URL out-of-date
- Other information incorrect (please specify)



Internet Archive is a non-profit library of millions of free books, movies, software, music, and more.



8.0M



2.0M



2.5M



103K



979K



152K



155K

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Help Free PACER—Cast your Vote for Free Court Records at the Internet Archive this Friday!

The Evolving Internet Archive

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http://www.coopscanada.coop/

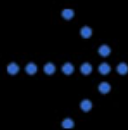
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CANADIAN CO-OPERATIVE ASSOCIATION



Search

CCA provides leadership to promote, develop, and unite co-operatives and credit unions for the benefit of people in Canada and around the world.

CO-OPERATIVE DEVELOPMENT FOUNDATION OF CANADA

INTERNATIONAL DEVELOPMENT

COOPZONE

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CONGRESS 2006

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Co-operative Governance

Co-operative Issues

Resources

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WHAT'S NEW



- Seven major co-op groups unite in pre-budget position to feds
- Prime Minister Harper sends Co-op Week greeting
- CSR Forum presentations and other materials now available
- Co-operators applaud government funding for biofuel co-op projects

FEATURES

Check out the new Co-op Issues section of our website



2005-06 Annual Reports

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OWN YOUR FUTURE!

Co-op Week:
October 15 - 21



GOING FORWARD . . .

What can we do better?

(web / in person 2-pronged approach?)



Key question #1

Is there a way to simplify the digital landscape for researchers ? How can we navigate these barriers to the betterment of the overall knowledge base of the sector? (opportunities?)

Key question #2

What activities in addition to archiving must be undertaken to ensure these tools are used by their intended audiences?