Publication profiles – presenting research in a new way

How can the library use the extensive and well-structured data contained in the institutional repository to attract the researchers' attention and to promote the research outcome of the university?

Publication data is still usually presented in a traditional bibliographic style in the form of publication lists and similair. But could this data also be used to present research activities and publications in a way that would get even more attention from users?
At Chalmers University of Technology, the library has developed a feature called Publication Profiles. This could be described as the Institutional Repository 'Labs', where we can create visualisations and aggregations of data in many different forms, and present information such as:

Co-authorships. What collaborations are there?
The geography of Chalmers. How international is Chalmers? And how can "the geography of Chalmers" be visualized? Using GPS Visualizer and Google Maps co-authorship addresses have been projected on the world map.
Publication types. Using visualisations, we can present comprehensive overviews of the publishing habits with regard to articles, conferences, monographs etc.
Publication frequency. Graphical visualisations of the number of publications for departments or individuals gives the user a quick overview of the productivity.
Subjects. Tag clouds containing subject categories gives an appealing and comprehensible overview of the areas in which research is being conducted.
Open Access. We aggregate and highlight the number of publications available for free. This is especially important for Chalmers since we have an open access mandate from 2010.
Social media. In what ways do users want to be able to share information from the publication database in social media? By integrating social network services, such as LinkedIn, we aim to provide good ways to promote the research of our university.

Also, the addition of external services, such as link resolving for full text location, citation counts and geospatial data, further enhances the value of the profiles.

The Publication Profiles have been running in a beta phase since early 2011, and the 1.0 version was released in November the same year.