

ORCID:

The importance of proper identification and attribution across the scientific literature ecosystem

JANUARY 2013



REUTERS/DANIEL MUNOZ

Accurate attribution has long been a challenge in the scholarly sphere. Whether one is the researcher, funder, publisher or another contributing to this ecosystem, it is critical that work be properly identified and tied to the right individual, institution, publisher or funder. Thomson Reuters has long known this, hence the reason for its *ResearcherID* solution. And, hence the reason for the company being a founding member of the ORCID initiative. Together, Thomson Reuters and ORCID are on a mission to ensure that those doing scholarly work, and those funding, sharing or promoting it, have clear and proper attribution. This paper takes you through the scholarly literature ecosystem, showcasing how and where the ecosystem participants are impacted.

PHASE 1: SEARCH & DISCOVER

Research involves a symbiotic ebb and flow between finding/crediting the work of those who have gone before, and documenting the current work for those who follow. ORCID identifiers impact this ebb and flow in a few ways.

First, when the researcher registers his/her ORCID identifier via *ResearcherID*, it ensures the code is

tied to existing work as well as applied to future research. Even if a researcher has an existing ORCID through another resource, it's important that it be linked to his/her *ResearcherID* profile for a proper trail of information down the road. *ResearcherID* is the primary place where Times Cited data in the *Web of Science* appears, thus underscoring the importance of having both identifiers, and having them connected (*ResearcherID* and ORCID).

As ORCID identifiers appear as part of the attributions in the *Web of Knowledge*, others in the global research community can accurately pinpoint which discoveries that individual has contributed to in the research ecosystem. To gain a further view into that individual's body of work, ORCID profiles can be searched on the *Web of Knowledge* and linked to on the ORCID site for more detail.

PHASE 2: AUTHOR & COLLABORATE

The ORCID identifier allows a researcher to see the work created by a peer. This is important to understanding the scope and influence of that person, particularly when identifying potential collaborators and members of research teams.



Once a research team is created, multiple contributors work collaboratively to create new original work. When this work comes to fruition and is ready to share with the broader scholarly community, a research paper is created for publication or presentation. The planned-inclusion of ORCID as part of the formatted, cited references in *EndNote* means researchers can ensure that the new work is accurately attributed and remains so as it moves through the peer review process using *ScholarOne*.

PHASE 3: PUBLISH & PRESENT

When the researchers submit their abstract or manuscript for review using *ScholarOne*, their ORCID identifiers are automatically tied to their submission. This allows publishers and conference organizations to look at their full body of work for additional context into their research activities. Publishers and associations can also search for potential reviewers by searching and viewing their ORCID profiles, ensuring a proper match when pairing these parties.

Once an article or abstract is accepted, the authors' ORCIDs are included in the publication or presentation metadata. This ensures continued attribution as the research goes into the process of being shared with the larger scientific community: it is printed and appears in a journal. And, it's published in the *Web of Knowledge*.

PHASE 4: MANAGE & EVALUATE

Once an author's work is published on the *Web of Knowledge*, the information is available to a broader scholarly community. This not only furthers the search and discovery of new information, but also provides valuable assessment opportunities.

Administrators, government organizations, policy makers and others can compare, contrast, analyze and measure the effectiveness of the person, his/

her work, the institution and more. *Research In View* and the ORCID identifiers can be used to create more accurate people lists, showcasing one researcher compared to another and even across a broad geography, thereby generating statistical data. Conversely, the individual researcher can pull his/her own information as a point of comparison. In *InCites*, librarians, administrators, funders and policy makers look at groups of ORCIDs to find differences, similarities and those who rise to the top.

ORCIDs help these stakeholders find the researchers with the greatest brand equity, support strategic decisions, determine who the up-and-coming authors are, and help them to gain greater visibility. This in turn increases the sharing of the faculty's research at large and the cyclical nature of the scientific literature ecosystem continues.

BENEFITS OF HAVING A RESEARCHER ID & ORCID IDENTIFIER

ResearcherID and ORCID are complementary attribution identifiers. They go hand-in-hand and it is essential that scholarly authors and researchers have both. The ORCID is a platform-agnostic identifier, whereas the *ResearcherID* identifier is specific to Thomson Reuters. With a *ResearcherID*, users can:

- Showcase and network more easily across the *Web of Knowledge*
- Access citation profile and metrics in the *Web of Knowledge*
- Provide end-user feedback on publications for claiming purposes, which will propagate through other Thomson Reuters offerings
- Take advantage of the Thomson Reuters scholarly literature ecosystem

Researchers and authors should sign up to get their ORCID through *ResearcherID*.

Science Head Offices

Americas

Philadelphia +1 800 336 4474
+1 215 386 0100

Europe, Middle East and Africa

London +44 20 7433 4000

Asia Pacific

Singapore +65 6775 5088
Tokyo +81 3 5218 6500

For a complete office list visit:

science.thomsonreuters.com/contact

