

ORCID: just a DOI for authors?

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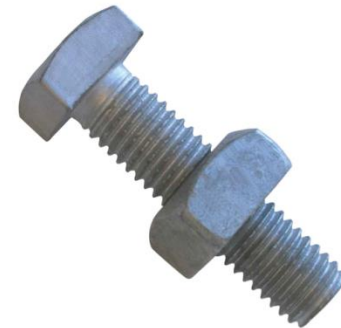




- Not completely broken
- Repeatedly dealing with same chronic “pain points”
- Constantly re-assembling everything
- Temporary unsatisfactory solutions for 15 years
- Needed: elegant technical solution!



Elegant
technical
fix!



Pain Point: “attribution”

Pain Point: authors not systematically recognized for their publications in the bibliographic record

Good news! ORCID is solving the author/contributor name ambiguity problem in scholarly communications by creating a central registry of unique identifiers



ORCID as confirmed metadata – capturing author and co-author ORCIDs during submission will feed the bibliographic record

“Attribution”

Good news! ORCID aims to solve the author/contributor name ambiguity problem in scholarly communications by creating a central registry of unique identifiers

A complex industrial machine, possibly a steam engine or a large pump, with many pipes, valves, and chains. The machine is made of dark metal and has a very intricate design. The text "Manuscript Workflow" is overlaid on the image in a large, white, sans-serif font.

Manuscript Workflow

Chronic Pain Points in Workflow

- Registration and data collection
- Multiple credentials
- Disclosure
- Co-author management
- Conflict of interest
- Cross journal transfer
- Author fees
- Authorized communication
- Workload balancing
- Permissions,many more...

Inefficient

Unnecessarily complex

Repetitive

Inconvenient

Inflexible

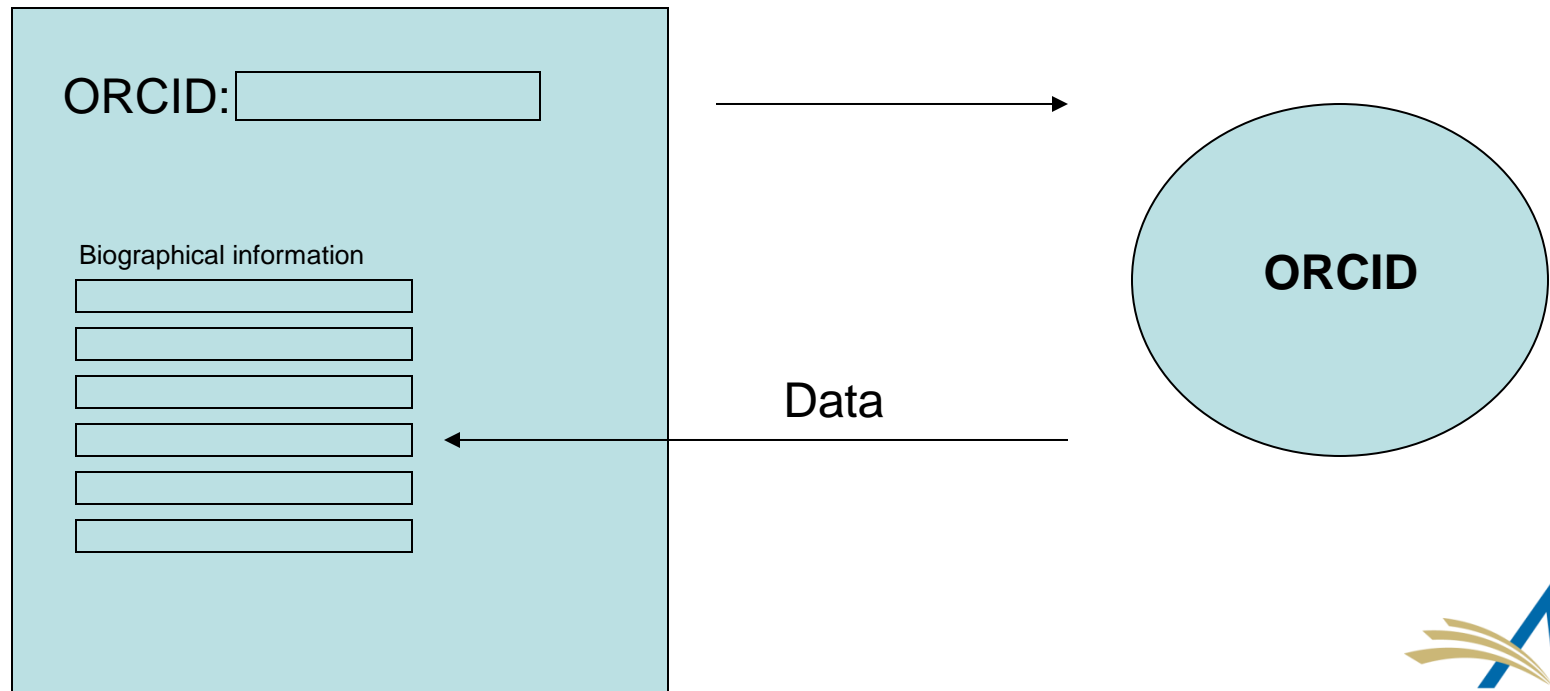
Duplicative

...etc.

Pain Point: registration and data collection

- Pain point: repeated registration
- Pain point: different registration policies
- Pain point: aging data

Peer review system



Corresponding Author Workflows

Please Enter the Following [Insert Special Character](#)

First Name*	<input type="text" value="Richard"/>
Last Name*	<input type="text" value="Wynne"/>
E-mail Address*	<input type="text" value="rwyne@ariessys.com"/>
ORCID	<input type="text" value=""/>

(e.g.: 1234-1234-1234-123X) [Fetch/Register ORCID](#)

ORCID
Connecting Research
and Researchers

**CONNECTING
Editorial Manager
WITH YOUR ORCID RECORD**


Editorial Manager
has asked for the following access to your ORCID Record

[Read limited info from your biography](#)

This application will not be able to see your ORCID password, or other private info in your ORCID Record

[Deny](#) [Authorize](#)

Please Enter the Following [Insert Special Character](#)

First Name*	<input type="text" value="Richard"/>
Last Name*	<input type="text" value="Wynne"/>
E-mail Address*	<input type="text" value="rwyne@ariessys.com"/>
ORCID	0000-0002-9217-0407  Delete

Pre-registration Page

To register to use the Editorial Manager system, please enter the requested information. Upon successful registration, you will be sent an e-mail to verify your account.

Please Enter the Following

First Name*
Last Name*
E-mail Address*
ORCID

Pre-registration Page

To register to use the Editorial Manager system, please enter the requested information. Upon successful registration, you will be sent an e-mail with instructions to verify your registration.

Please Enter the Following

First Name*
Last Name*
E-mail Address*
ORCID

[Insert Special Character](#)

[Fetch/Register ORCID](#)

(e.g.: 1234-1234-1234-123X)

Cell

Cell
PRESS

Not logged in.

Pre-registration Page

Please Enter the Following

First Name*

[Insert Special Character](#)

[Fetch/Register ORCID](#)

(e.g.: 1234-1234-1234-123X)

Graefe's Archive for Clinical and Experimental Ophthalmology

em Editorial Manager
Not logged in.

Pre-registration Page

To register to use the Editorial Manager system, please enter the requested information. Upon successful registration, you will be sent an e-mail with instructions to verify your registration.

Please Enter the Following

First Name*
Last Name*
E-mail Address*
ORCID

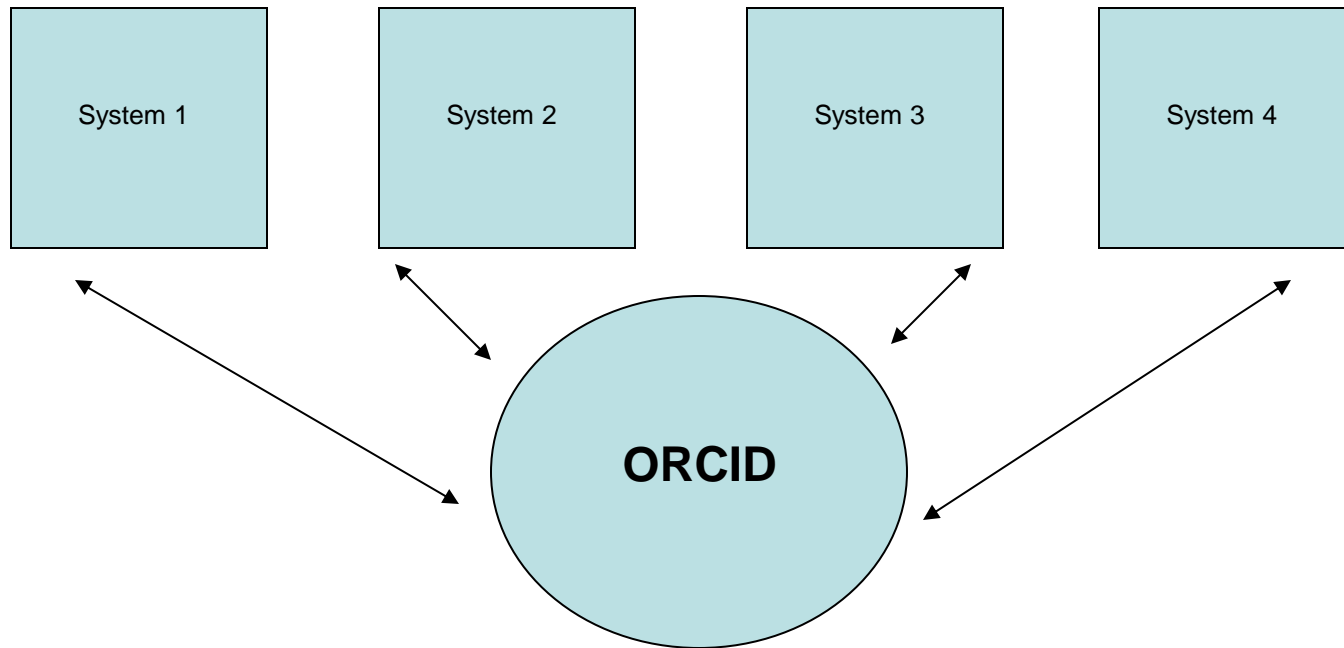
[Insert Special Character](#)

[Fetch/Register ORCID](#)

(e.g.: 1234-1234-1234-123X)

Pain Point: multiple credentials

- Pain point: “every publisher and every publisher system requires different sign-in credentials”



“If the user can sign into ORCID, then give them access to the system”

Editorial Manager Version 11.1

Login

This is header text configurable by the publication.

Please Enter the Following

[Insert Special Character](#)

Username:

Password:

Choose Journal: JXYZ - Journal of X, Y and Z

Or Login via: 

[Send Username/Password](#) [Register Now](#) [Login Help](#)  [Manuscript Services](#)

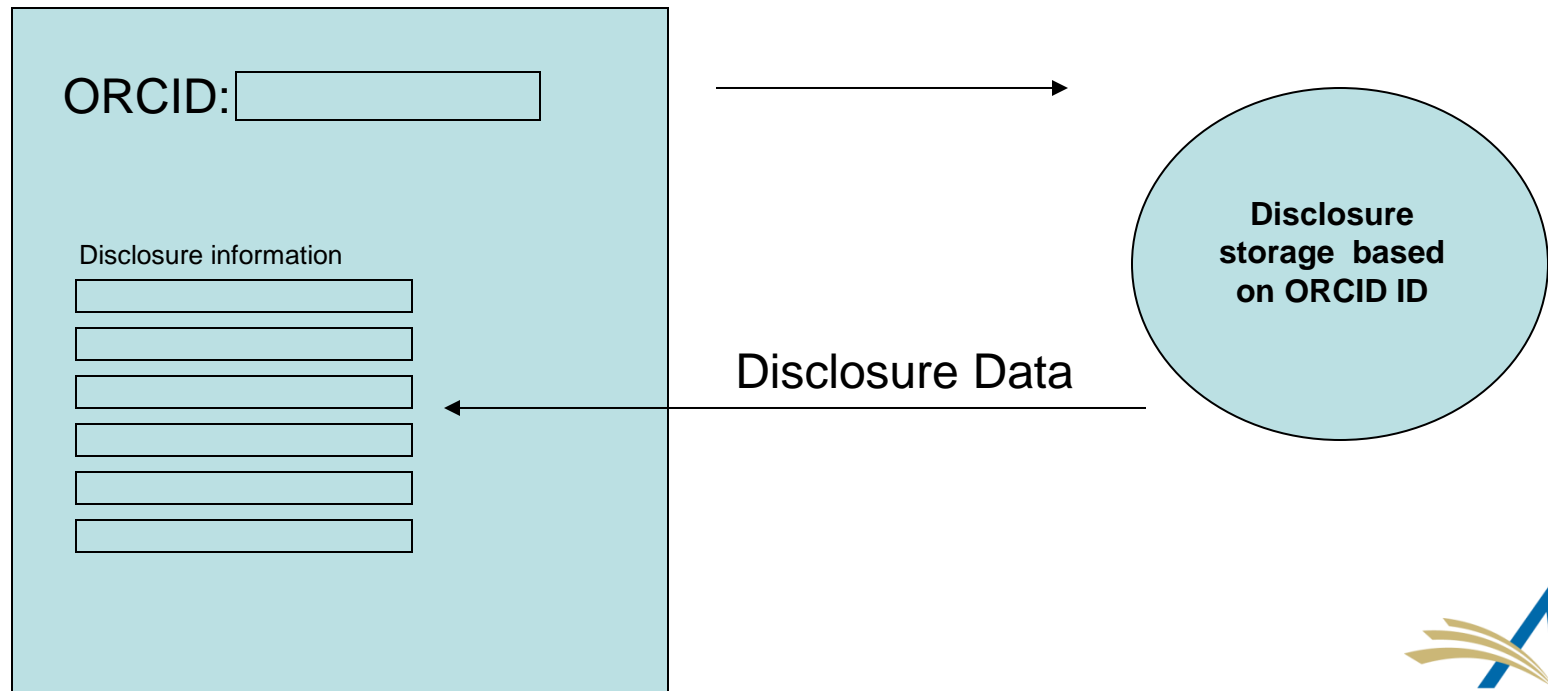
This is footer text configurable by the publication.

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Pain Point: disclosure

- Pain point: every journal requires disclosure

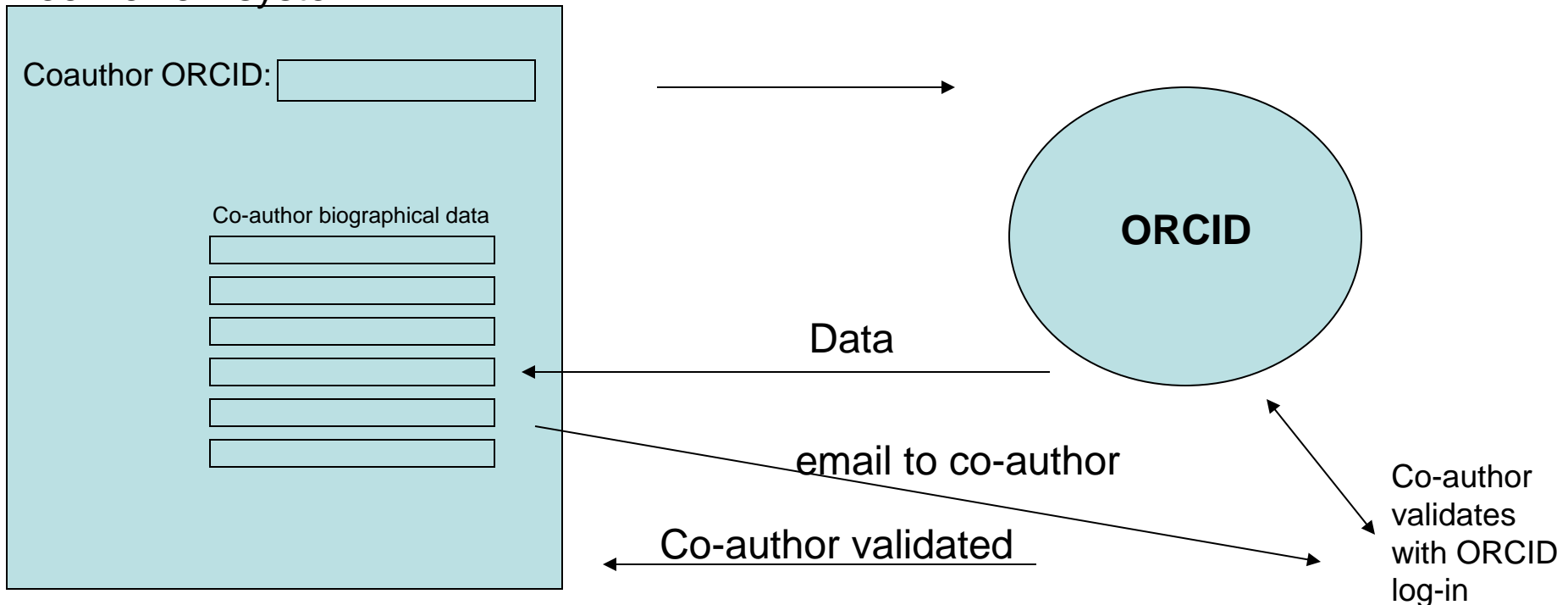
Peer review system



Pain Point: Co-author management

- Pain point: laborious entry of co-author information by submitting author
- Pain point: data accuracy and currency
- Pain point: validation of co-authors by journal

Peer review system



Co-author ORCID Workflow

Cancel

Submit

Submit and Add Another Author

[Insert Special Character](#)

First Name*

Veronica

Middle Name

Last Name*

Showers

Academic Degree(s)

Affiliation

E-mail Address

ORCID

0000-0003-3249-8838

(e.g.: 1234-1234-1234-123X)

[Fetch](#)

Institutions	ORCID
	0000-0003-3249-8838
	0000-0002-2241-1172
	0000-0002-3466-2892
	0000-0002-0349-569X
	0000-0002-6220-9702
	0000-0001-9972-6909
	0000-0002-3681-5776
	0000-0002-2267-2786
	0000-0002-7620-7599
	0000-0001-5146-2836

Showing Results 1-10 [Next >>](#)

Display

10

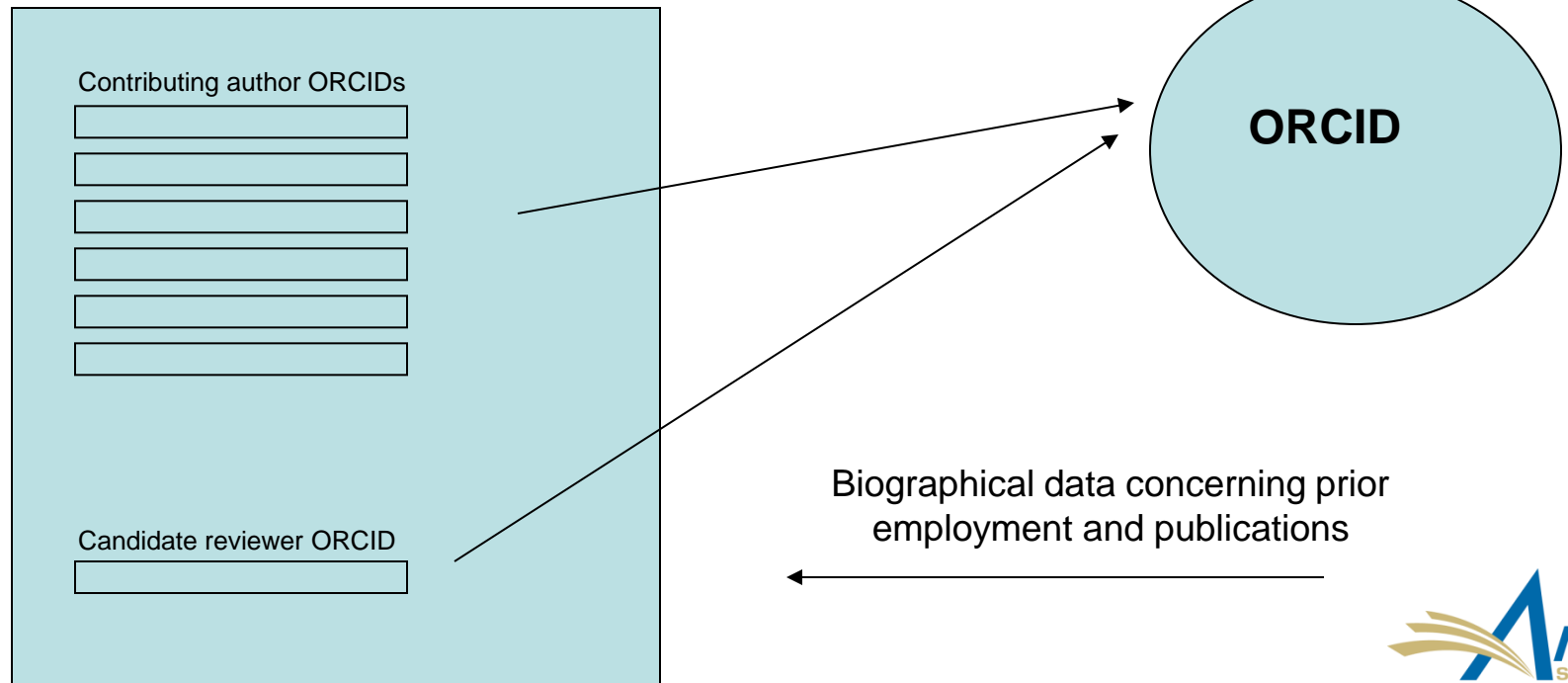
 results per page.

Close

Pain Point: conflict of interest

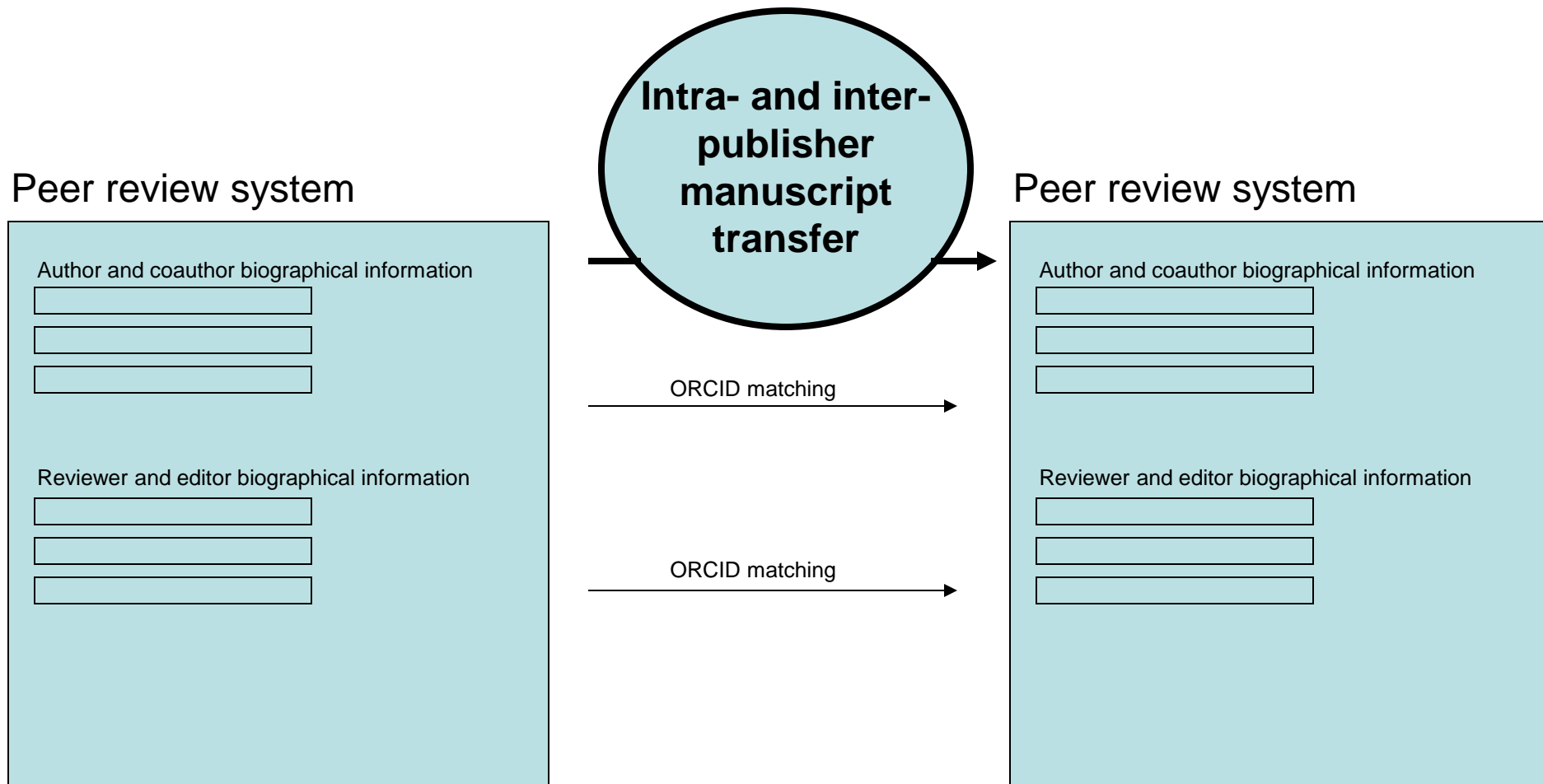
- Pain point: when selecting reviewers how do you identify every potential conflict of interest with every contributing author?

Peer review system



Pain Point: cross journal transfer

- Pain point: duplicate work and multiple reviews of the same manuscript



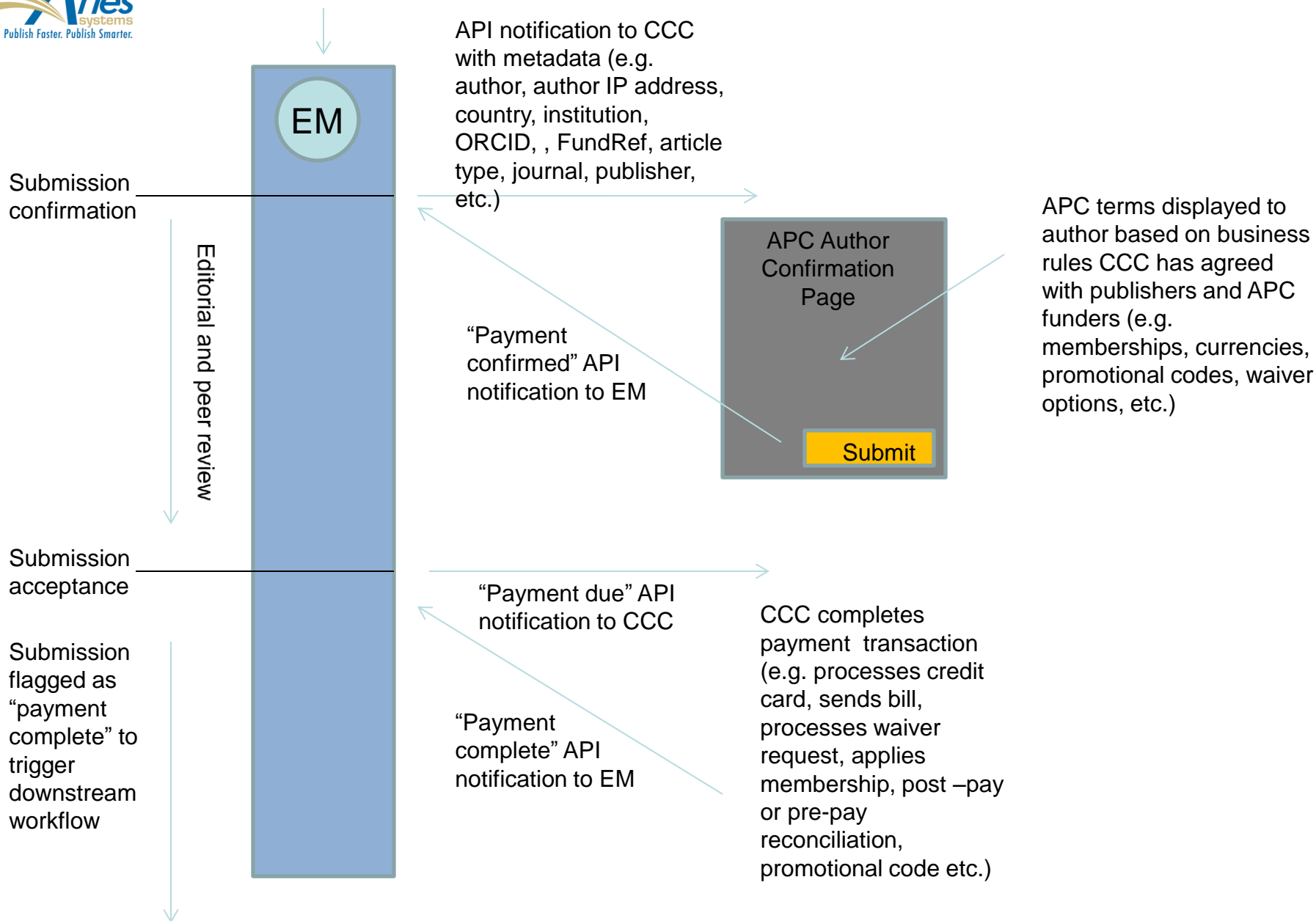
Pain Point: author fees

- Pain point: high administration costs to process author fees (not just OA fees: page charges, color fees etc.)

Diagnosis: High levels of complexity limits automation. For example, discounts based on: membership, institution, geographical location, journal subscription, etc.

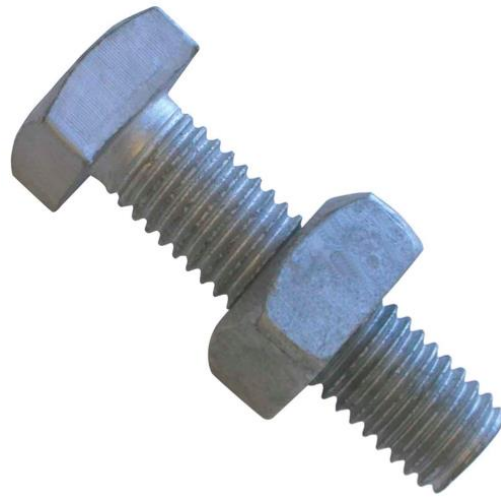
How will ORCID help? A validated author ORCID provides accurate biographic information. This means that author fee level can be automatically determined. E.g. The OA fee for authors from MIT is \$X.

The future: High levels of automation will allow new, flexible author “point” pricing models – built into the workflow - with greatly reduced “friction”



Summary

- ORCID as metadata will help improve “attribution” problem
- But “attribution” is not the only “pain point” in scholarly publishing workflow
- Author “Validated” ORCIDs are key to addressing these pain points
- Dynamic, focused, collaborative and entrepreneurial organizations see opportunities to address these chronic scholarly publishing “pain points”



ORCID: much more than just a DOI for authors!

Richard Wynne

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