ORCID: just a DOI for authors?

Richard Wynne

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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!

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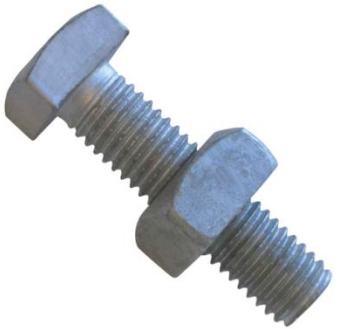
Elegant technical fix!



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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

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“Attribution”

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

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.

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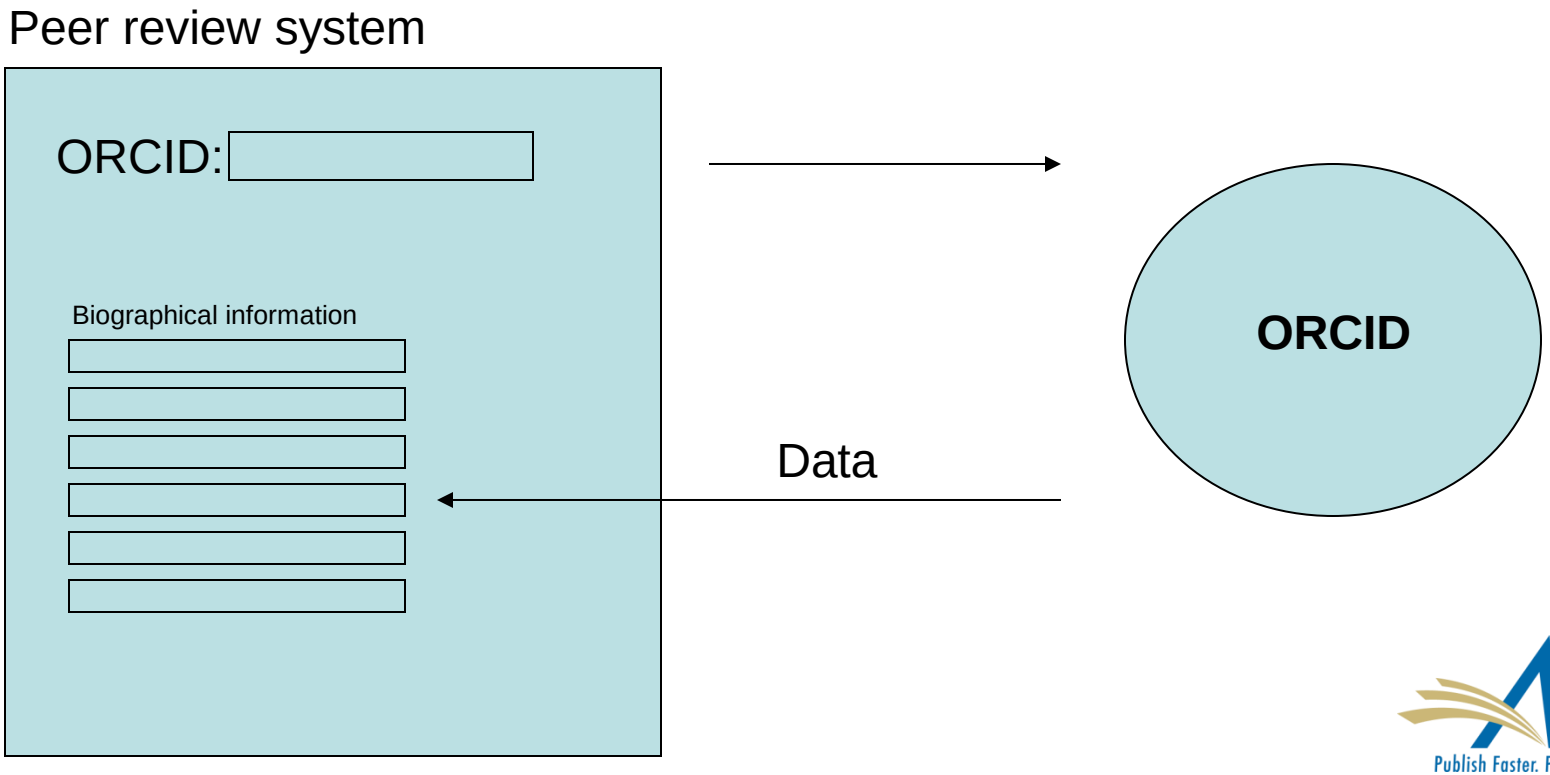
Pain Point: registration and data collection

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



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Corresponding Author Workflows

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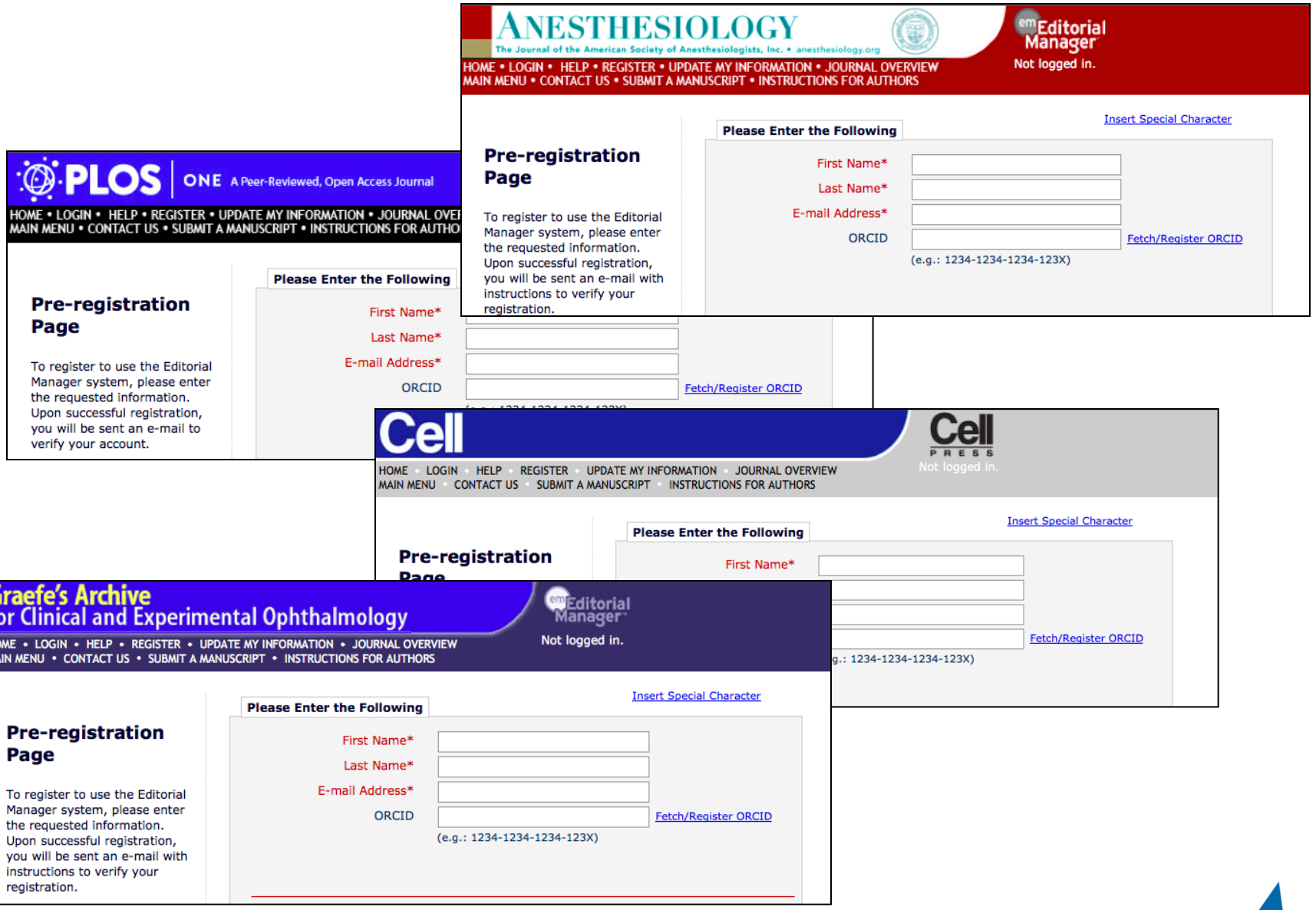

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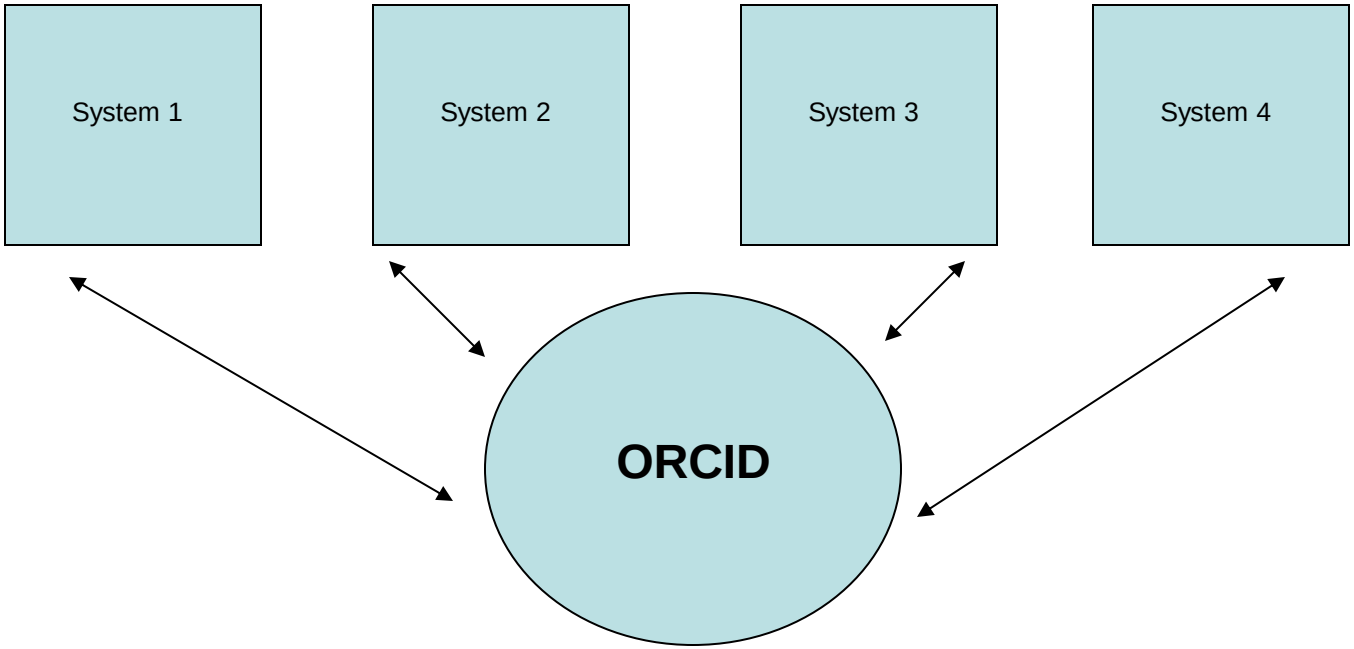
Pain Point: multiple credentials

- 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”

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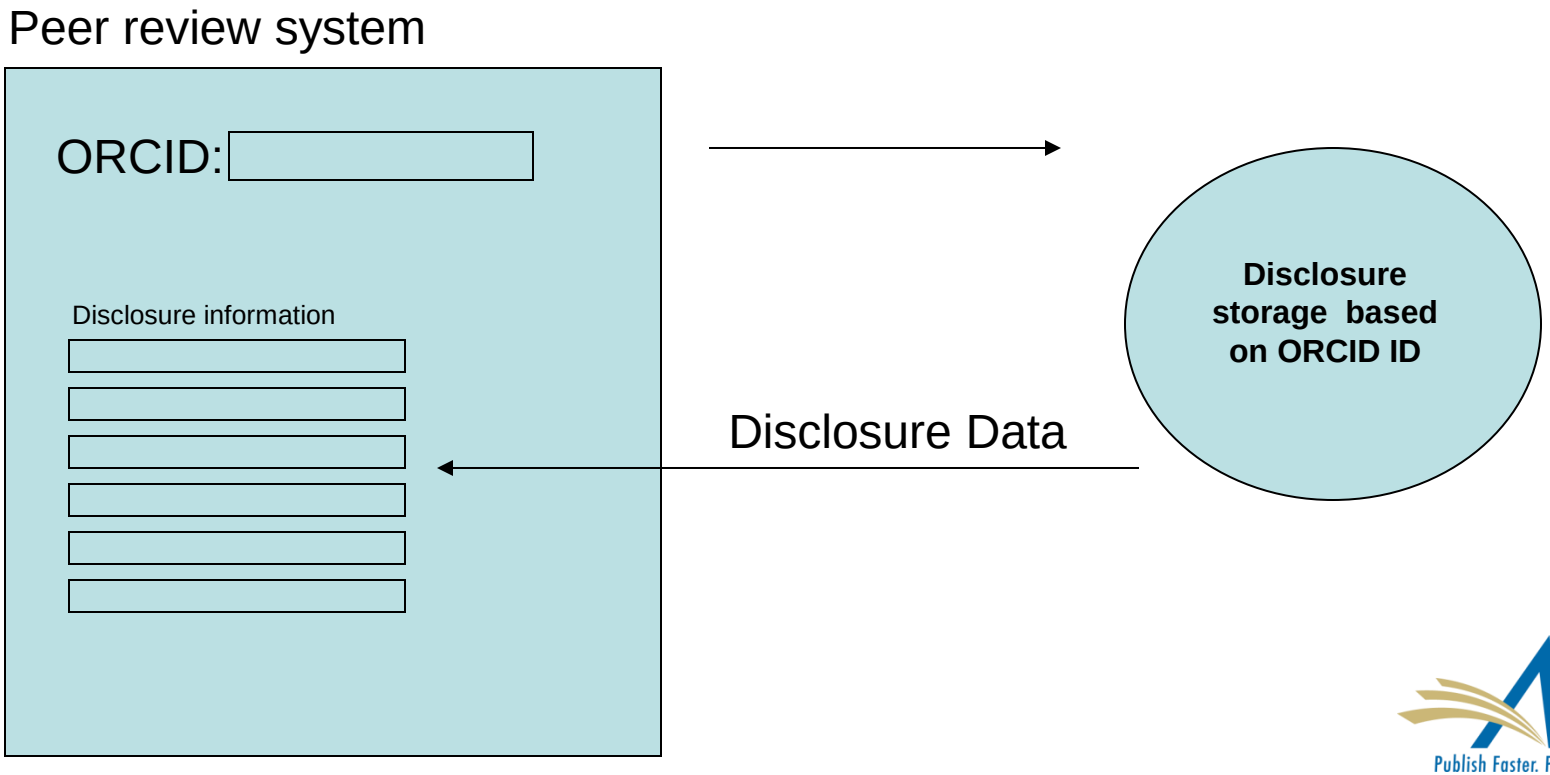
Editorial Manager Version 11.1

Pain Point: disclosure

- Pain point: every journal requires disclosure



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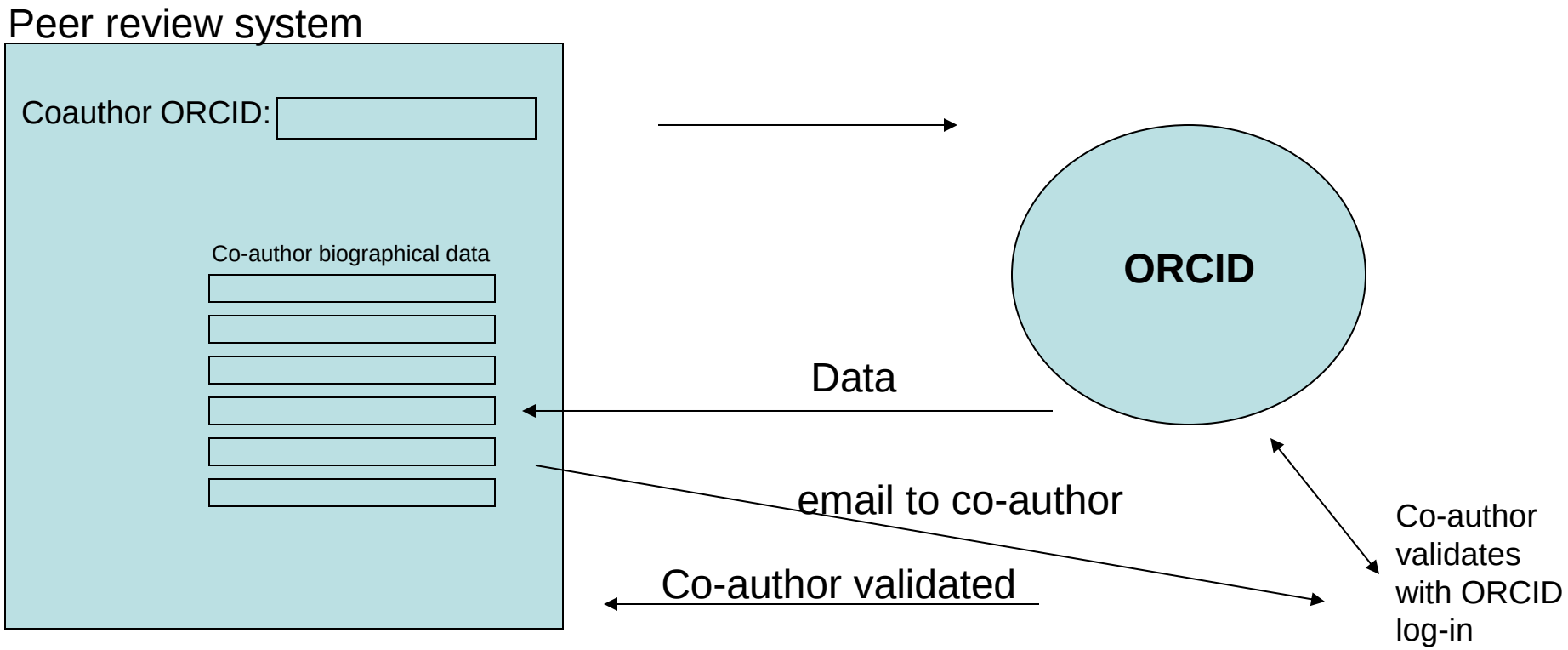
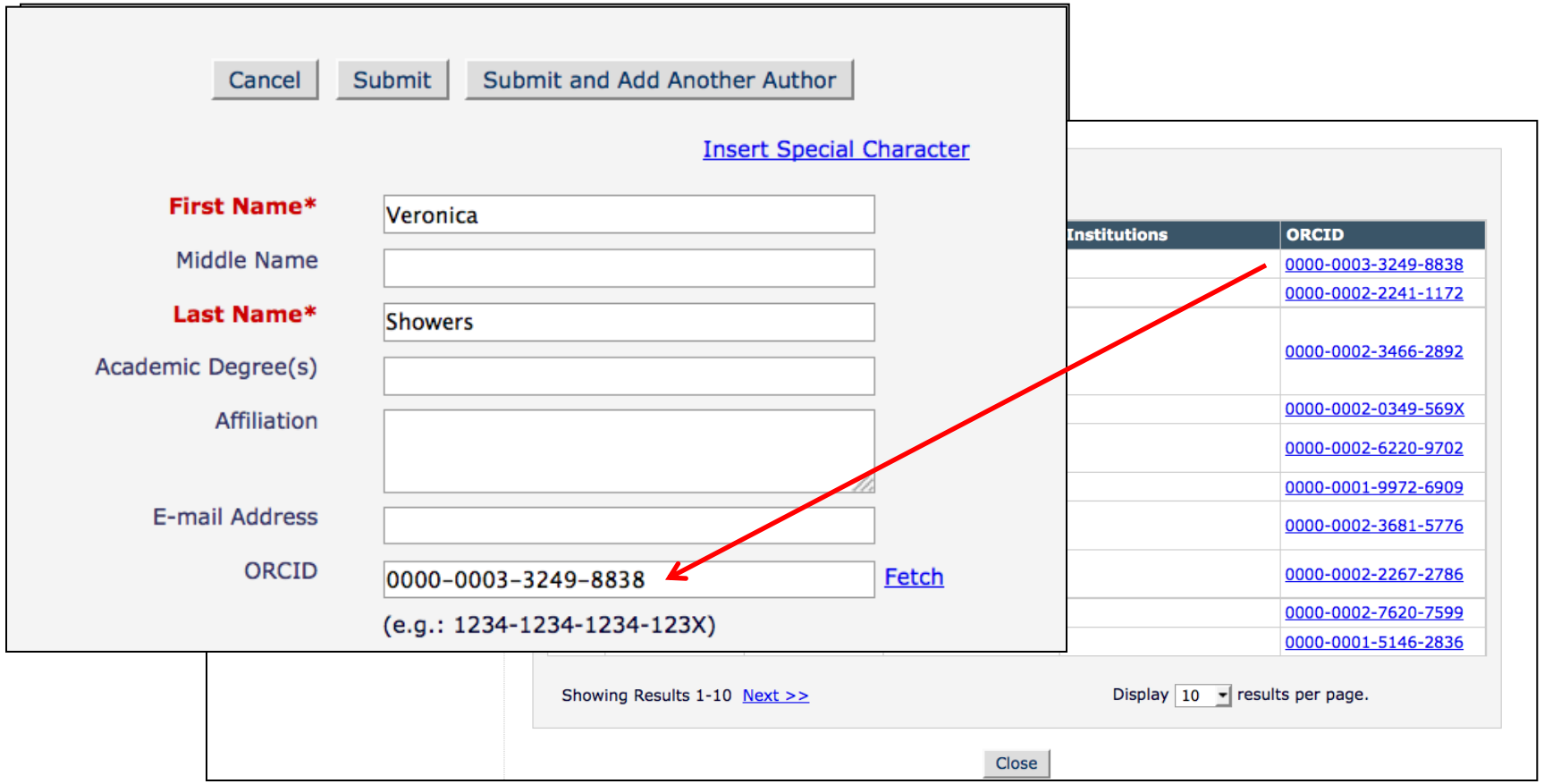
Pain Point: Co-author management

- 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

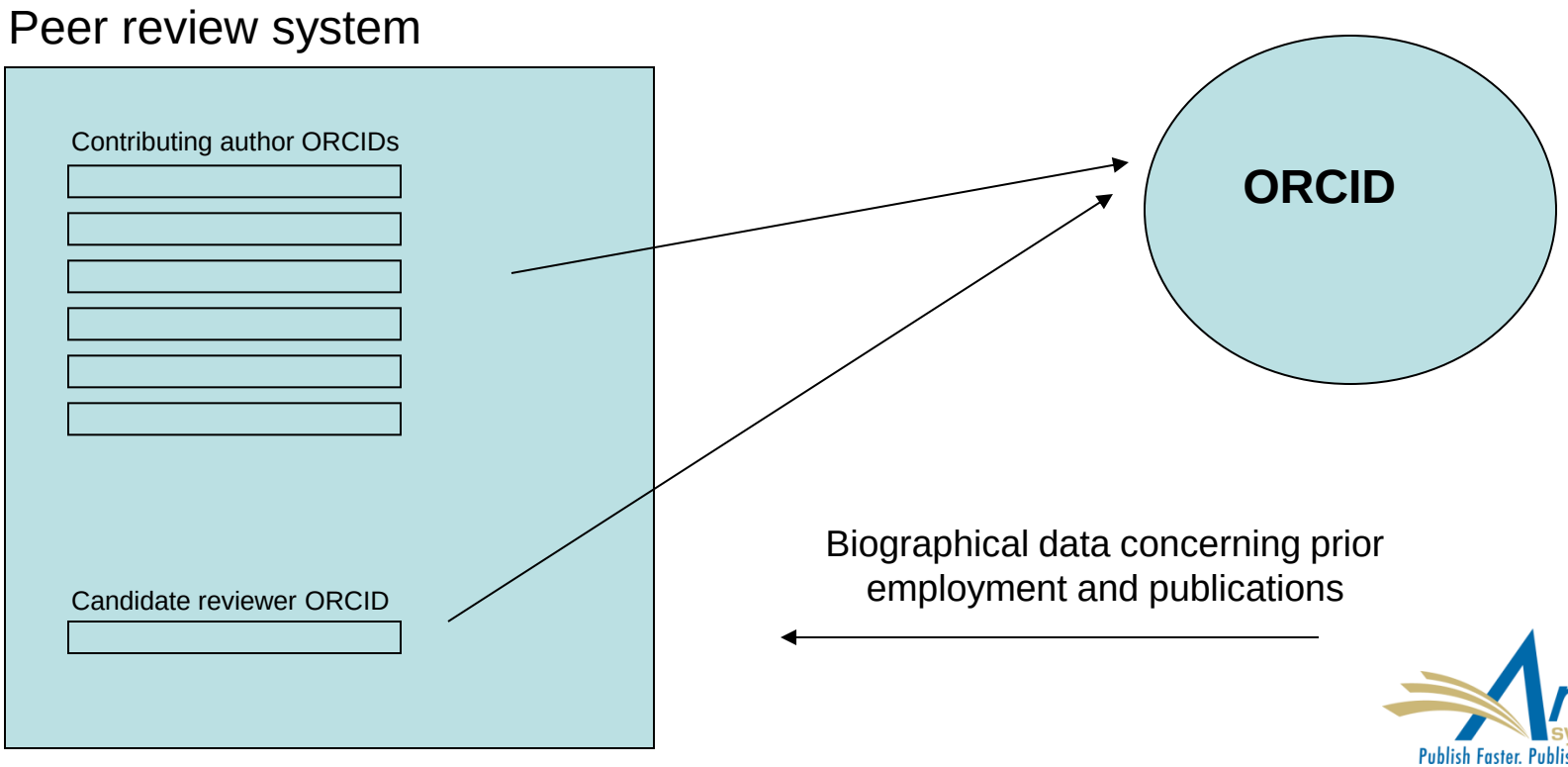


Co-author ORCIDs Workflows



Pain Point: conflict of interest

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



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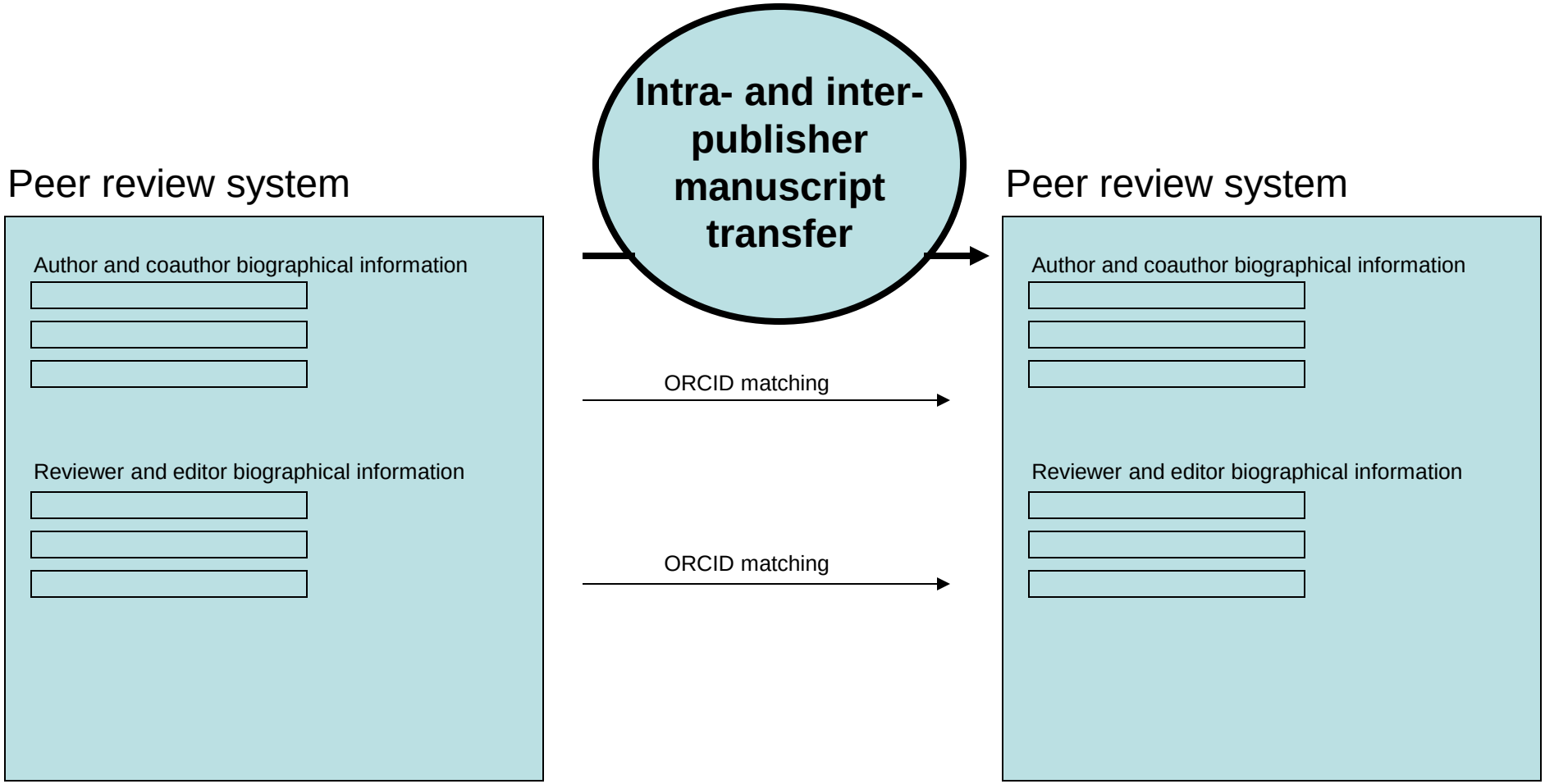
Pain Point: cross journal transfer

- 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"

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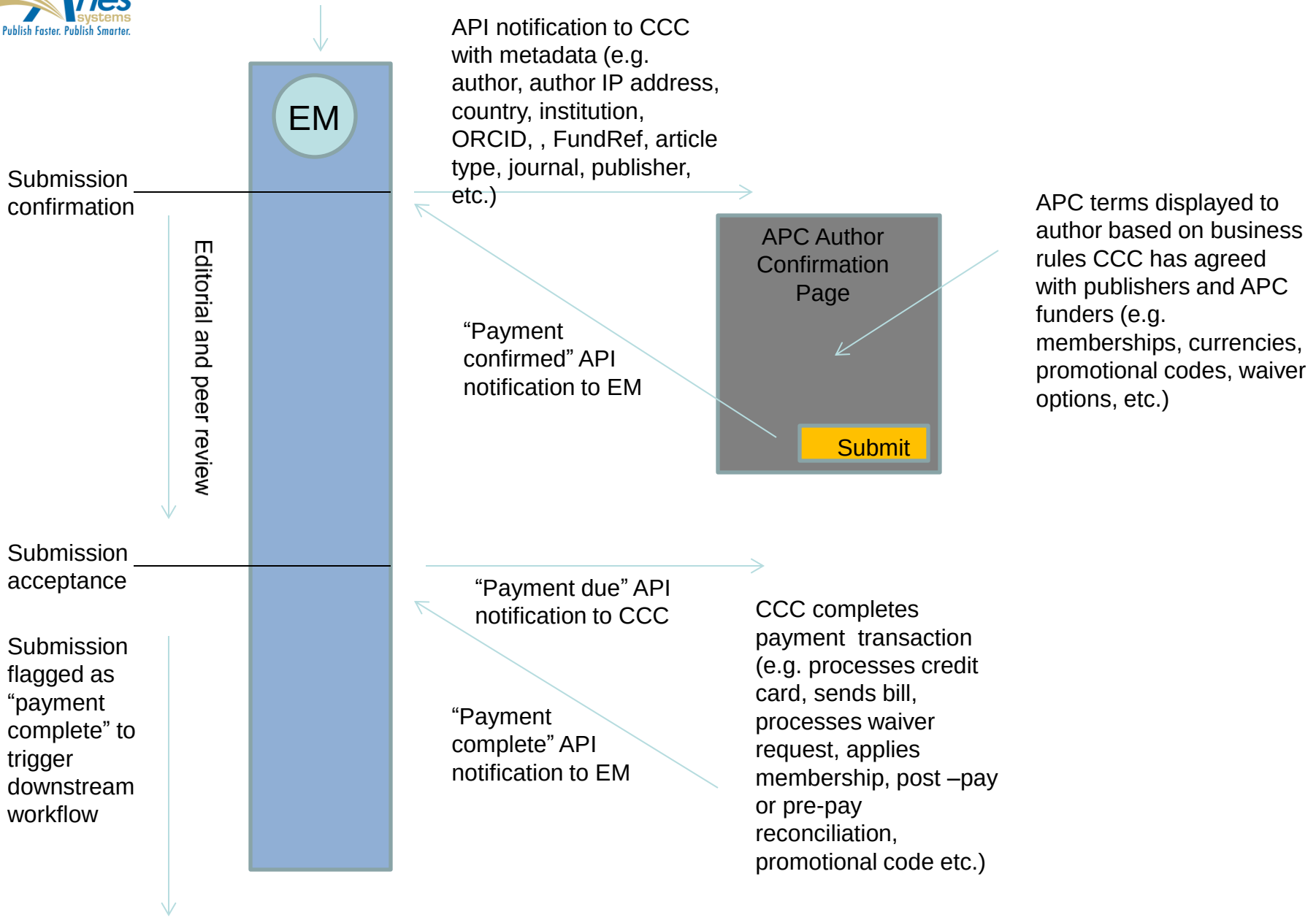
Editorial Manager/RightsLink Workflow



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”

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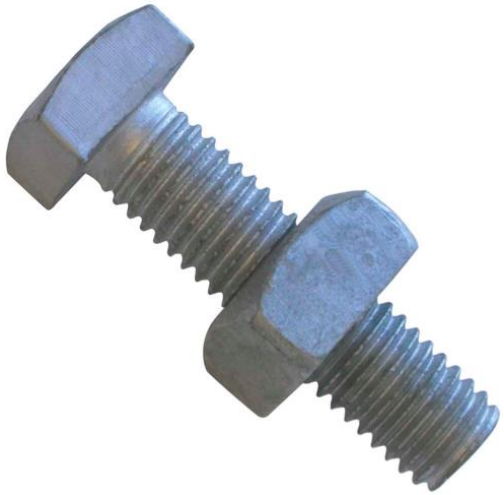

ORCID: much more than just a DOI for authors!

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