Summary report
Aston University’s Jisc-ARMA ORCiD Pilot Project
Executive summary

Aston University has set up a Click and Connect facility for researchers to create ORCiDs through Pure, our Current Research Information System and up until the end point of the project registered 129 (23.6%) staff. The ORCiDs will be displayed in both Aston Research Explorer (the Pure portal which serves as Aston’s research repository) and on Aston staff web pages.

High level buy-in was easily achieved and registration was a simple process with instructions provided on ‘Aston Author’ web pages and advocacy carried out through a combination of emails, discussion at meetings and an event in the Library’s summer ‘Research Bite’ series of events.

Aston is concerned not to divert academic energy from Pure / Aston research Explorer and would prefer to see a facility whereby publications lists could be maintained in Pure and used to populate author profiles in ORCiD.

Aston concludes that ORCiD will not reach its potential until widely adopted by publishers, funders and institutions and that we are effectively in a ‘preparation phase’. ORCiD has the potential to be adopted by the commercial operators of other author identifier systems, ie Thomson Reuters ResearcherID and Scopus author ID and to supercede these systems. However at the current point in time the ability of these competitor systems to generate publication lists and citation metrics from their databases provides an advantage to academics that in their eyes outweighs those of ORCiD.
Outputs

Aston University has implemented ORCiD registration from within PURE, Aston’s Current Research Information System. There were considerable delays and frustrations in establishing a Pure version that both worked with ORCiD and maintained other required functionality, details of which are covered in our ‘technical blog.’

A Click and Connect facility in Pure

This uses the new ORCID registration facility in Pure, to allow academics to log into Pure and click to generate a new ORCiD which is then automatically recorded in Pure, or to retrieve an existing ORCiD and register it in Pure. Following some discussion with our legal team a statement was agreed to be used within Pure as part of the creation (see below). Academics have found this simple to use and it provides a quick way to set up and register ORCiDs in Pure ensuring that individuals and Aston can benefit.

Screenshots of Creating and Adding ORCiD IDs in Pure
ORCiD set up and registered in Pure for 129 Aston academics

These staff are now aware of the benefits and potential of author identifiers, are prepared for funders or publishers requesting their ORCiD and have the option to populate their ORCiD account with their publications.

Aston has the benefits of ORCiDs for 129 (23.6%) of our staff in Pure and has begun the preparation for a future where ORCiD is used as a tool for transfer of data between systems.
ORCiD statistics follow a similar pattern but are not directly comparable. Before the project there were 103 profiles with an Aston email address and by the end there were 237.

Training materials on web pages for setting up ORCiDs via Pure

The Click and Connect registration process was supported by targeted guidance and instructions accessible on Aston’s author web pages at http://www.aston.ac.uk/library/additional-information-for/aston-authors/orcid/
and linked to from emails. The training materials were piloted with a small number of people from three Schools and adapted in line with the feedback received. Drop in sessions were offered to support registration but with zero takeup.

**High level buy-in for ORCiD, advocacy and communication messages delivered**

Discussions were held with the PVC for Research and the Associate Deans for Research in each School all of whom considered the principle of ORCiD a ‘no-brainer’ and were happy to support its introduction. A more formal approval was not considered necessary. The benefits were acknowledged to be ease of identifying publications and preparing for future systems integration.

- Communication and advocacy routes were:
- Email messages to all academic staff from Library Information Specialists.
- Follow-up email messages to all academic staff from Aston’s PVC Research
- Personalised emails to Early Career Researchers using an e-marketing tools supplied by glued Limited.
- Research Bite lunchtime session as part of our Library Services seminars in support of research.
- When authors submit publications to Pure Library staff have prompted those without an ORCiD in Pure to create or add one.

**ORCiD IDs displayed in our repository, Aston Research Explorer and on Aston academic staff web pages**

Aston Research Explorer is the external portal of Pure and serves as Aston’s research repository.

The order has been place to update the Aston Research Explorer template to display ORCiDs alongside the authors’ names, both on the staff and on the publication record pages.

A plan has been approved to display ORCiDs alongside the staff names on Aston staff webpages (EasySite).
Workflow for Aston ORCiD implementation

**ORCiD Implementation**

- **New staff training to include ORCiD registration**
- **Future of ORCiD**
  - Ongoing discussions on future Pure developments
  - Ongoing discussions on funder reporting
  - Monitoring of Impact on research profile (Sally Puzey)
- **Academics’ active use of ORCiD IDs in future publications**
- **ORCiD registration to enable academics to register via PURE**
- **Academics register**
- **PURE**
- **Instructions and Support**
  (Library Information Specialists, Erica Wine)
  - ORCiD registration and application information in Aston Author web pages
  - Information Specialists routinely promoting ORCiD
- **Monitoring of registrations and reporting to Associate Deans and PVC for Research (Erica Wine, Heather Whitehouse, Sally Puzey)**

**Outputs**

Aston University’s Jisc-ARMA ORCiD Pilot Project
Lessons learned

Before the project Aston had not input institutional effort into working with author identifiers although a small number of individual researchers were already using either ORCiD or other systems. Some of the lessons are informed by these experiences.

Author Identifiers: relative merits

At the start of the project we saw ORCiD as the non-commercial author identifier which should bring other identifiers together, including those from Scopus, Web of Science, PubMed etc.

However those of our academics who have independently engaged with author identification systems have done so with a range of different systems and databases. Their preference is dependent on their own discipline and also on that with which they have invested most effort.

The author identifiers in Web of Science and Scopus are powerful tools facilitating the generation of citation metrics. The value of ORCiD is that it stands outside of commercial competition. No system has comprehensive coverage of publications and most systems are competing commercial products: Elsevier owns Scopus and Pure; and Thomson Reuter owns Web of Science and Converis. Although neutral, in academics’ eyes ORCiD is not able to provide the same immediate benefits in terms of metrics and publications lists as ResearcherID or the Scopus author ID in conjunction with these types of databases.

For example an academic with a ‘common name’ who spoke out in support of ORCiD reported that he had resolved the problems of generating citation metrics and publications lists for his web pages by using ResearcherID and Web of Science.

“This meant that the search term required to get an accurate (citation metrics) report was long and cumbersome, and took the best part of the day to get right. Now it is just a few simple clicks”.

Their familiarisation and engagement with the other systems is probably the biggest obstacle in successfully persuading them to use any other systems including ORCiD.

Academic buy-in to Pure: managing the duplication of effort between ORCiD, Pure and other systems
In order to manage our research effectively and to comply with funders Open Access requirements Aston needs our academics to contribute effectively to Pure.

Pure has to include comprehensive publications details which are quality controlled, search engine friendly and free of duplicates. Publication lists derived from other sources are less useful to Aston University because they are not centrally managed or comprehensive for all of our authors.

Each time we ask academics to work with an additional system, we dilute the effort that they are able or willing to make with Pure. For this reason we haven’t instructed our academics on the level of engagement they should make with ORCiD beyond setting up the ID. They were simply told that having created their ORCiD through Pure they would receive an email on which they should act.

The solution to the duplication of effort needs to be that information is entered once and flows from one system to additional ones in which it is required. To secure academic engagement with Pure our preference is that the data initially be entered into Pure and ORCiD to be populated by PURE. So far this is only possible manually using BibTeX format. (As an aside we are also monitoring projects aimed at feeding institutional repositories from publisher records).

The rate of adoption of ORCiD and implications for the realisation of the benefits

As we worked on ORCiD, in particular as we articulated to academics why they should participate, it has become clear that the immediate benefits for our academics are still limited.

They have their ORCiD in readiness for publisher or funder requests but they also have another system to engage with and update and they should also register it with databases like Scopus, Web of Science and PubMed, so that the association will be made.

We have formed the view that ORCiD is not yet offering much to researchers or the University and that the real benefits are yet to be realised. We, like other members of the publications ‘ecosystem,’ are moving to a state of readiness for when ORCiDs become an indispensable aspect of a researcher profile.

Pure is the primary location for ORCiDs

Originally the project planned to embed ORCiDs into our new Core HR system as part of the employment registration process but we were unable to involve Core within the timescales of the ORCiD project.

Having been pushed down a different route we have concluded that Pure is the better and more obvious ‘home’ for ORCiDs:
- Pure is the system from where ORCiD will have practical benefits as it holds the publications and funding data
- Pure already has the functionality to connect to ORCiD
- If ORCiDs for new staff are collected by HR as part of the recruitment process it would necessitate, at some stage an ORCiD being entered manually with a real (and avoidable) risk of error in transcribing a 16 digit number.

It was therefore recommended that registration or set up of ORCiDs in Pure be included in the new staff induction / Pure training programme.

The routes to populating ORCiD accounts are problematic

The suggested routes for populating an ORCiD account with publications involve links with databases such as Scopus, Web of Science and PubMed none of which hold all publications. This might lead academics to use more than one input source and generate duplicates. ORCiD announced in their December newsletter a function to select which of the duplicates academics prefer to display but the duplicates remain.

Our view is the ORCiD would perform more effectively for our academics if they were able to load their publications from Pure, taking advantage of the work that Aston puts into Pure in terms of record quality and comprehensive coverage and avoiding the need for them to work on the publications a second time.

Differing perspectives in Schools

There is less obvious need for author identified in those disciplines where there is not a high volume of journal publications and this was reflected in comments from some academics in Languages and Social Sciences and in the lower take up rate in Aston Business School.
Opportunities and Possibilities

ORCiD has the potential to become the overarching international standard for author identification and to supercede the commercial and local alternatives. If this could be achieved it would be a very powerful tool for retrieval and transfer of author data both by the authors (in, for example, seeking collaborations, grants and employment) and by organisations such as funders, institutions and publishers in transferring data between systems; ‘enter once, use often’.

The real benefits will be only ‘tangible’ when ORCiD is fully adopted and embedded in the publisher and higher education ecosystem.

Aston University sees ORCiD engagement as a preparation for enabling future data exchange and flow between systems.

We see two possible scenarios for the flow of publication data which will meet the ‘enter once, use often’ criteria and preserve the focus on Pure as our primary record of Aston publications.

Scenarios for Flow of Publication Data
Recommendations for the future of ORCiD at Aston University

Technical implementation

Pure / Aston Research Explorer should remain the authoritative list of Aston publications, and be used to populate ORCiD with our academics’ publication details. In the immediate future this can only be done using the BibTeX format to transfer information but in the longer term we would recommend that ORCiD work with Elsevier to establish an automatic feed.

Aston should consider whether beyond our initial ORCiD subscription period and the set up in PURE of our current academic staff, whether we should maintain an ORCiD subscription. We will need to realise more benefits than the ability to register new academic staff through Pure each year and the group membership proposals look very promising.

Aston University’s authors engagement

Aston University should continue with the objective of all our research academics having an ORCiD and registering it in Pure. It is recommended that they use it, at least when asked, but also adding it to their CV, profiles, blogs, email signatures, social media, etc.

Authors should actively ask publishers to associate their name with their ORCiD.

Authors should be provided with information and support in connecting their ORCiD with other systems such as Scopus and Web of Science.

Recommendations to ORCiD and the ORCiD community

For the potential benefits to be realised ORCiD will need to:

1. Engage major funders and publishers so that they adopt ORCiD
2. Work with Elsevier and other CRIS providers to develop the exchange of data between the CRIS / Pure and ORCiD
3. Ensure that CRIS / Pure can be populated from external sources using on ORCiD
4. Offer more value to the institutional membership, for example improved management information on institutional records and input for institutions to enable them to input to the accuracy of records where they are named as an affiliation.