Supporting Digital Identities at Academic Libraries

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The Situation

There's a confusing array of online profiles and tools out there

The Goal – to help researchers:

- Understand what tools are available and what each does
- Identify those worth maintaining
- Understand how to use them
In this session...

Summary of recent activities to support researchers’ identity management

Benefits of ORCiDs

Adding data from various sources

Where do social media platforms, repositories, and CRIS systems fit
Internal Programming (for Librarians)

- Schol Comm half day for liaisons
- Scopus and SciVal training by Elsevier rep
External programming (for Dalhousie community)

• Class presentations to students in Health, Medicine, Agriculture

• Scholarship@Dal webinar series presentation, open to whole community
Tools covered

• General sessions
  • Looking at ORCiD and tools to populate – Scopus, Web of Science, Google Scholar

• Pilot project to understand research activities, strengths in Faculty of Health using SciVal
  • Cleaning Scopus profiles, creating ORCiDs
  • 2-3 Librarians, 2 research assistants

• Introduction to UniWeb (CRIS) sessions
  • For CVs and annual reports
  • Importing data from BibTex and CCVs
Challenges

- Resistance to investing time in so many accounts
- Privacy concerns
- Limitations of tools for populating ORCiD
Why Worry about Your Identity?

I've already got so many other things to do...
What’s in a Name? Establishing your unique identity can be challenging when...

• There are multiple people with the same name and/or initials
  - Michael Johnson, Karen McDonald, J. Smith

• You publish under different names or different versions of the same name
  - Michael Johnson, Mike Johnson, M. Johnson, M.C. Johnson, Michael Christopher Johnson, etc.
  - Karen McDonald, K. McDonald-Smith, K.M. Smith

• You have published while affiliated at different institutions...in different countries

• Your name is not originally written in the Latin/Roman alphabet
Having a unique, accurate identity is important for...

- Correct attribution of your work to you
- An accurate picture of your outputs and research areas
- Best impression on funders, employers, collaborators, etc.
- Applications for funding, promotion, etc. easier
Poor identity management can work against you

The h-index is frequently (and inappropriately) used to judge researchers' productivity and the quality and impact of their work.

The h-index is based on the number of publications and their citations.

Inaccurate publication counts can negatively impact the h-index.
# h-index examples

<table>
<thead>
<tr>
<th>Article</th>
<th>Citations</th>
<th>Article</th>
<th>Citations</th>
</tr>
</thead>
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<td>1</td>
<td>1354</td>
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<td>17</td>
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</tr>
<tr>
<td>9</td>
<td>8</td>
<td>9</td>
<td>9</td>
</tr>
</tbody>
</table>

**C. Michaels**

**Chris M. Michaels**
A-ha!

h-index

Consolidated
Do I Really Need an ORCiD?

I already have a dozen other profiles...
ORCiD has two aspects

A public profile, like a department webpage, social media profile, etc.

The ID number (like a doi for a person)
Key Facts about ORCiD

- It is a persistent digital identifier that distinguishes you from other researchers.
- Option to include when publishing, applying for funding, etc.
- Anyone, regardless of affiliation, can register for an ORCiD.
- Helps tools like Google Scholar, Scopus and Web of Science identify you and your work.
- Display options include privacy settings.
- Not linked to a vendor or a particular subscription.
DISTINGUISH YOURSELF IN THREE EASY STEPS

ORCID provides a persistent digital identifier that distinguishes you from every other researcher and, through integration in key research workflows such as manuscript and grant submission, supports automated linkages between you and your professional activities ensuring that your work is recognized. Find out more

1. REGISTER
Get your unique ORCID identifier
Register now!
Registration takes 30 seconds.

2. ADD YOUR INFO
Enhance your ORCID record with your professional information and link to your other identifiers (such as Scopus or ResearcherID or LinkedIn).

3. USE YOUR ORCID ID
Include your ORCID identifier on your Webpage, when you submit publications, apply for grants, and in any research workflow to ensure you get credit for your work.
Ways to add works to ORCiD profile

Connect
- Connect with another system (like Scopus or Web of Science)

Use identifier
- Use an identifier (publishers, funders, etc. can push data into profile)

Import
- Import a BibTeX file (generated by Google Scholar, databases, reference management systems, etc.)

Enter
- Enter manually (a hard slog)
Connecting with Scopus

• Scopus allows researchers to manage their accounts and profiles and clean the data attached to them
  • Walk through the steps to consolidate and clean profiles, attach to ORCiD

• Emphasize that: Funders, prospective employers, collaborators, etc. CAN ALREADY SEARCH FOR YOU
  • This is not a privacy issue, it’s an accuracy issue
Using an Identifier with Third Parties

INTEROPERABILITY

ENTER ONCE
REUSE OFTEN

PUBLISHER
Assert authorship

CONNECT
COLLECT

RESEARCHER
https://orcid.org/
0000-0001-2345-6789

CONNECT
COLLECT

EMPLOYER
Assert affiliation

CONNECT
COLLECT

FUNDER
Assert award

CONNECT
COLLECT

https://orcid.org/content/collect-connect
Importing BibTeX Files

- Google Scholar
- Databases
- Reference management tools
Importing from Google Scholar

Google Scholar

Recommended articles

- Research impact benchmarks for tourism, hospitality and events scholars in Australia and New Zealand
  P Benckendorff, ML Shu - Journal of Hospitality and Tourism Management, 2018

- Research mapping in North Sumatra based on Scopus
  MKM Nasution, R Sitopu, D Bakti, SM Hardi - IOP Conference Series: Materials ..., 2018

See all recommendations

Stand on the shoulders of giants
Provide Information

Name: Melissa Rothfus
Affiliation: Dalhousie University
Email for verification: melissa.rothfus@dal.ca
Clean the results
Add Any Missing Works
Correct Bibliographic Info as Needed
Export BibTex

Melissa Rothfus
Dalhousie University
Verified email at dal.ca

- The Gens Togata: Changing Identities
  MA Rothfus
- Measuring Knowledge Translation Using Citation Metrics: A Case Study of a Pan-Canadian Network of Pharmacies
  M Rothfus, IS Sketris, R Traynor, M Kang, Science & Technology Libraries 35 (3), 228-240

Options: BibTeX, EndNote, RefMan, CSV
Managing profiles
What About ResearchGate and DalSpace and UNIWeb and...?

Doesn't it do the same stuff?
Social Media Platforms

• ResearchGate and Academia.edu
  • Fine for fun
  • BUT! commercial products exist for profit, not scholarly communications
    • No long term preservation
    • Do not fulfill Tri-Agency Open Access requirements, etc.
## DalSpace vs. Academia.edu & ResearchGate

<table>
<thead>
<tr>
<th></th>
<th>Open Access Repositories (DalSpace)</th>
<th>Academia.edu</th>
<th>ResearchGate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supports export or harvesting</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Long term preservation</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Business model</td>
<td>Nonprofit</td>
<td>Commercial. Sells job posting services. Hopes to sell data</td>
<td>Commercial. Sells ads, job posting services.</td>
</tr>
<tr>
<td>Sends you lots of emails (by default)</td>
<td>NO</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Wants your address book</td>
<td>NO</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Fulfills OA requirements of T3 funding agencies</td>
<td>YES</td>
<td><strong>NO</strong></td>
<td><strong>NO</strong></td>
</tr>
</tbody>
</table>

Adapted from University of California OSC:
http://osc.universityofcalifornia.edu/2015/12/a-social-networking-site-is-not-an-open-access-repository/
CRIS Systems

Some universities have invested in CRIS systems

Dalhousie has recently rolled out UNIWeb

Store all professional activities: research, teaching service
Generate CVs for various purposes
Create annual reports
APIs to CCV

A lot of overlap with ORCiD
In future, APIs allow for transfer of data between accounts
## UNIWeb & ORCiD: Do you need both?

<table>
<thead>
<tr>
<th>UNIWeb</th>
<th>ORCiD</th>
</tr>
</thead>
<tbody>
<tr>
<td>You account is based on Dal's subscription. If you change employers,</td>
<td>Your ORCiD follows your entire career no matter where you work</td>
</tr>
<tr>
<td>your new institution will have its own Information System</td>
<td></td>
</tr>
<tr>
<td>Records all your academic activity – teaching, research, committee</td>
<td>Focused primarily on publication, funding activity (for now)</td>
</tr>
<tr>
<td>work and other service as well as publications</td>
<td></td>
</tr>
<tr>
<td>Takes information about activities and generates multiple outputs:</td>
<td>Disambiguation tool so your work is accurately attributed to you.</td>
</tr>
<tr>
<td>CVs, annual reports</td>
<td></td>
</tr>
<tr>
<td>Provides a networking function</td>
<td>Required by many publishers and some granting agencies</td>
</tr>
<tr>
<td>Administrative benefits to faculties and universities</td>
<td>UNIWeb and ORCiD integration will be explored in future</td>
</tr>
</tbody>
</table>
Tools Compared (in progress)  https://tinyurl.com/y433mrpl

Specific Tools (x-axis)
- ORCiD
- Scopus ID
- Publons
- Google Scholar
- Repository
- CRIS
- ResearchGate
- Academia.edu
- Mendeley

Tool characteristics (y-axis)
- Public profile
- Publications
- Funding
- Activities
- Widely used disambiguation number (like a DOI)
- Storage for uploaded files
- Networking
- Metrics
- 3rd party verification
Homework for participants

• Search Google Scholar for your name
  • How common is your name?
  • Did you find any of your publications in the results?

• Search ORCiD for your name or institution
  • How common is your name?
  • Do others at your institution have profiles?

• Create and ORCiD profile
  • You can leave it private for now but consider including some publications, funding, presentations, etc.

• If affiliated with a University or College, look at the other tools available to you to further develop your ORCiD profile like Scopus or Web of Science
Questions??