Ensuring Credit For Your Publication: How to Get, Use, and Promote ORCID iDs

SPEAKERS
Jamie Lin, Beth Sheppard

Jamie Lin  00:00
Our facilitator today is Beth Sheppard, whose a full professor at Ingram Library at the University of West Georgia. And her research interests are in scholarly communication. She's previously directed the theological libraries at Duke Divinity School and Garrett Evangelical Theological Seminary. She holds a PhD in Biblical Studies from the University of Sheffield and regularly publishes in the fields of New Testament studies and theological librarianship. So thank you, Beth, for hosting this, for facilitating this workshop. And I'll turn it over to you. I think I need to share my screen. Right.

Beth Sheppard  00:37
Okay. Well, thank you very, very much. I, I apologize to everyone that I'm on my iPad, for some reason my computer has frozen. And it won't cooperate with me. So I don't have the PowerPoint, actually, on my iPad. It was something that I did email to Jamie earlier today. And all right. So actually, this photo for those of you that that know Duke Divinity School was taken when I was at Duke. So there I am. And if you move forward to the next slide, please. So first, we want to talk about what are ORCID IDs. Next slide, please. ORCID stands for open researcher, contributor identifier. It's a nonprofit organization. And it's funded by the member fees they collect from research organizations, while an individual who is an individual researcher doesn't pay anything for an ORCID ID. If your institution joins the ORCID network, they have fees usually between three and $5,000 a year to be ORCID members. And those are the fees that actually fund the software and platform and issuing of IDs. ORCID IDs are compliant with the international standard name identifier protocol. So if you move to the next slide, please Jamie we'll see what that looks like. ISNIs are usually associated with artists and performers. They were designed for the individual who goes by one name when they're performing and another name when they're composing, or they have a group name for their performing band, or act, but they as an individual have a real name. And so it was designed primarily to hook them up with their pseudonyms. Researcher IDs were associated with the Web of Science. Now, sometimes it goes by the name of Web of Knowledge as it tries to broaden beyond its science background, and the Scopus ID, which again, was a science background, focused identification number from Elsevier. ORCID, by contrast, isn't discipline specific. And anyone if someone in your institution as a Scopus, or researcher ID or an ISNI, they're compatible with ORCID IDs and they can there's a walkway where they can link to each other very easily. there currently are 10 million actually it's like 10,200,000 ORCID IDs that have been registered and so it is becoming the predominant standard for author identification. Would you please advance the slide Jamie? So what does it look like? It's got 16 digits, it uses dashes and it has a prefix on URL spelled ORCIDs ORCID ORCID ID. So it, mine is actually hyperlinked to there and that's what the full thing looks like. Jimmy if he would please advance. There are no security risks to setting up an ORCID ID
they don't ask for bank account information or social security numbers. And on the ORCID profile each and every individual entry can be made public private or restricted. So if it's something that is restricted, say University of West Georgia uses My, my former employment history to populate the faculty profiles that are publicized at the University of Sheffield art, University of West Georgia, in the UWG faculty profile software, I can allow only University of West Georgia to view that I can allow everybody in the universe to view that, or I can make it private and not even University of West Georgia could have that information. So it's discredited each and every level. If I've got 50 publications in there, I can only make three available if I want. It looks vaguely like a CV when you're done. It is not a social media platform, its main purpose is just to link you as an author to your own publications. And a researcher or author can be affiliated with a school a publisher, a think tank can be independent or unaffiliated, can it be graduate students, please advance it. This is I'm glad I took screenshots, this is my profile, I've actually entered in to the profile for this screenshot. And you can see the little box in the upper right hand corner that is allowing me to choose whether or not I want to make University of West Georgia as my employer visible or invisible to the general public. So it's very discreet, you can eliminate individual employers individual entries, it's got a level of confidentiality. It's not an all or nothing you can't make like I think my Google profile, it's either all public or it's not public, you don't have any choice here you can, you can indicate what particular information you'd like. If you please advance. So the question is, do you yourself have an ORCID ID, or do colleagues at your institution have them? If you scoot to ORCID.org, if you haven't a second window open on your browser, you can actually do a registry search and search for your university. You can also use the advanced search option which will come up once you do an initial search and plug in your university and see if other people at your institution or seminary or School of Theology, have ORCID IDs and then let me know what what you have anybody have an ORCID ID of their own? Or have you found out whether or not people at your school have ORCID IDs? I think at my school there are about 112 at the University of West Georgia that have ORCID IDs.

Jamie Lin 08:13
So since you can't see the chat, I'll say we have a yes and I don't have one. Okay, have I have one but haven't updated in a while.

Beth Sheppard 08:23
All right. Well, that but not updating in a while is a a not rare phenomenon. I have an academia.edu profile, a profile at my university, a Google profile and the Orca profile. And I gotta tell you, keeping track of which ones I've remembered to update and updating well is kind of a pain. But there there are some shortcuts to doing some of that. And we'll talk about that here in a bit. All right, Jamie, if you care to advance to the next slide, please. Okay, so what are some of the advantages to using ORCID? Next slide. The first is portability. A lot of schools these days are creating faculty profiles and faculty profiles that are sometimes even linked to repositories. So for example, when I was at Duke, I had this entire elaborate profile that had All my publications and we used software called elements enhanced by vibo and As soon as I moved to West Georgia to be closer to my husband who's working down here in Georgia, I, I lost access to all of that, by contrast, your ORCID ID is yours. It doesn't belong to an institution. Oregon is also a nonprofit, I know with my academia.edu account, I always get these emails asking me to buy some other feature or add somebody in to do something to get some data that it wants to supply. Google, Google is free right now. But that doesn't mean that Google will always be free. Google's are a company that's in its position to make money. So the idea that ORCID is a
nonprofit organization, dedicated to an end formed by libraries and publishers, gives it a sense of permanence. Although we all know, nonprofits can become somewhat monopolistic OCLC

Beth Sheppard

But we’d seen that happen in the past, but at least, it does have the cachet of being secure and not predatory as far as charging is song’s name disambiguation. I’m going to in a few slides show you some examples of difficulties I have with my own name. Some journals on grants require when you’re submitting a manuscript for you to input an ORCID ID. I haven’t had that so much with library journals. Yet as far as theological librarianship goes, but I did submit some things to scholarly communication. And they required me at for that journal to include my ORCID ID. Eventually, if you have an ORCID ID and are associating with your publications, web crawlers, like Google should be able to find your publications a little more easily and accurately. When I get it into Google, my Google Scholar profile and try to look at what publications it’s suggesting that I add, it is adding all kinds of stuff from every Shepherd out there. And I wouldn’t think Shepherd is a common name, but it actually is. And I have to wade through a bunch of stuff to get to to my stuff. Eventually, if your publications have your ORCID ID in the algorithms for these organizations like Google or academia or research net should, should be able to pull more accurately the things that are associated with you. API’s with some institutional faculty management platforms University of West Georgia right now is in the process of rolling out interfolio aei 180 degrees program, which is a program and software that is designed to facilitate promotion, tenure, and some promoting, we do to the university region System of Georgia, in terms of how many publications our faculty is doing, what sort of publications and so that particular software does have the ability to integrate with ORCID so that one wouldn’t have to reduplicate faculty profiles all the time, it could pull the information over directly from ORCID. Next slide, please. Here is the list of software companies that are already integrated with ORCID. So if your school has some of these programs, your administration digital menu measures, elements. I think elements is public domain but it’s very difficult to use. I understand faculty 180 these are all programs that are already integrated with ORCID. Next slide please. Okay, my name disambiguation. I am here at University of West Georgia. But I am frequently confused with Beth Sheppard Beth. He is He is the middle initial at the University of Oregon, who is a very prolific writer and writes in the area of linguistics. My biggest she the part of the problem of why she and I get mixed up all the time, is because she actually had a degree from University of North Carolina. And so when I was at Duke in North Carolina as well, the North Carolina Research Triangle thing caused a lot of problems with us getting confused with with each other. If you turn to the next slide, please, Blair Sheppard is the Emeritus dean of the Fuqua Business School at Duke. And I can’t tell you how much stuff that be Sheppard when they just use the first initial with with Blair, and I got mixed up. And then I have my PhD from the University of Sheffield in England. And I frequently get materials mixed up with a Libby Elizabeth Sheppard, who is I in the psychology department at the University of Nottingham. So even if you think you don’t have a really common name, My last name is Sheppard nonslip. Nonetheless, at different points of your career, you can end up
having a lot of confusion as an author, with how things are ascribed to you. And disadvantages and 
cautions about the system. First profile fatigue is a real thing. The idea, not just another profile. Another 
difficulty is adding publications in ORCID is painful, painful, painful. And it because it's not a web 
crawler, it doesn't suggest publications automatically. You have to go in add publications, you can 
choose to link works. And then you can look at like Cross Ref or a variety of individual organizations 
and see if they have your publications in them and then list off, it would be really, really helpful 
someday, if Atla would get its database listed here. So that we could somehow find and discover our 
our publications through the Atla database, I had the same problem at Duke when I was using the 
elements interface for the faculty profile there Atla wasn’t hooked into elements in vivo. And so all of my 
publications in theological works that aren't with the big presses could never be discovered. And I was 
always entering everything in manually. Next page, please. So again, here I'm reiterating those two 
points. Next, please. There's also a caution. I don't think ORCID, and an ORCID rollout for a school is 
necessary for every institution I've taught now at a variety of schools. And I think schools go through 
phases in terms of their research identity. Phase One is what I call a thank you for publishing. This is a 
school where publishing isn't really required, they may identify themselves as a teaching institution. If 
you publish, everybody seems surprised. Phase Two is a publish please school. You may at this point 
have some incentives like they may give many grants through the Provost or dean's office to encourage 
publication. Any press is welcome. If you self publish, they're ecstatic. If you publish a book review or a 
prayer or a devotional, they're happy. Phase three are what I call a scholar theologians. These are solid 
works in denominational presses. So this would be your Zondervan, your fortress. There is moderate 
pressure or expectation expectation for the tenure and promotion process that you publish. And these 
institutions begin promoting their faculty publications in newsletters or regular columns in materials they 
send out to alumni. phase four is a research one. This is the experience I had it and do it publish or 
perish. If you don't make tenure, you're out. book reviews and devotional literature did not count toward 
promotion or tenure. They only counted elite peer reviewed journals and university presses. And the 
reason why they only counted university presses is because while the Divinity School was in and of 
itsself, Divinity School promotional materials went for adjudication to the university wide aapt committee. 
And the university committee knew what Oxford University Press was, but had no idea what Zondervan 
was, or Baker academic. And so it wouldn't count anything from any of the religious public showing 
houses and do, you basically had to publish through one of the main university presses, Oxford, 
Cambridge, Harvard, preferred, please also add a face for institution, you may start getting released 
time, we only had to teach three courses a semester at Duke, the rest of the time was research time. 
And Duke Divinity School, my favorite thing in the world is there was a faculty editor. So if we were 
preparing a manuscript, we could send it to the faculty editor, and she would prepare the industry 
indexes for us, or she would format all our footnotes to the proper a footnote in convention, it was 
glorious. I missed that so much. But so now our four phases of research institution, and if you're at an 
institution, that's a thank you for publishing institution, I don't know that they will be ready for or 
accepting of ORCID IDs, phase four may already have a lot of people with ORCID IDs, what where it's 
great for librarians to take the lead and assist people are when schools are in phase two and phase 
three. So let's say events in the next slide now a conversation. What phases your institution? What 
what kind of school are you at? Would you describe it?
I'll go back one slide. So you can compare again, and go ahead and put it in the chat or you can unmute.

Hey, this is Andrew, at covenant seminary here in St. Louis. And so we're, we're probably phase three scholar theologians. You know, there's they're not strict requirements, but there are definitely expectations that our faculty published and a lot of it's with, you know, domination publishers PNR. One smaller one, Zondervan Baker, they will probably buy pretty solidly phase three.

We have another response in chat that says probably phase two or three. phase four, Greg's on methods. phase four, he had also mentioned 588 registered profiles earlier on in the chat.

Right.

And Erica says our institution is trying to move towards being more research focused and other response from Deseret same two or three administration as aspiring to three.

Right? Yeah. So you know, it's, it's a, it's a, it's a, it's a life cycle. I've taught at all four of these types of schools. And actually a school can backslide. I had a school that was entering. When I was at Southwestern College, they were entering phase two. And they started giving little mini grants if you published anything, and then they had a bad financial year, and the grants dried up. And that was that was so they can go back and forth. Not every schools of research one. But you in your career as a scholar, and your faculty may move from institution to institution. I have been at four institutions, largely because I'm part of a two PhD couple. And it's very hard. My husband right now is president of Thomas University in Thomasville Georgia. And so my move from from Duke to down here to University of West Georgia, we're only a four hour drive apart. So we see each other every weekend now, which we couldn't do at Duke when he was in Kansas. And we were 23 hours apart. So the idea that faculty sometimes move around, this is not a weird, weird thing. And so having something that's portable for them in terms of an ORCID ID and an ORCID profile is helpful. All right, next How to get an ORCID ID if you don't already have one. If you serve to ORCID.org, you can see the sign in register or register in the upper right corner.

And next slide please.

Some schools have integrated with ORCID to the point where they can sign in with the institutional single sign on. And one can choose the single sign on and drop part of you drop down to your own individual University. And at that point, you can sign on using your university ID. If you your institution
chooses that, you have the option to sign in either with your original account number that you set up with ORCID. That is your private one or your institutional ID, you can you can sign in with either.

26:02
Next slide, please.

Beth Sheppard 26:05
I don't find the publication edition process. Very helpful. I do a lot of book chapters and edited volumes in New Testament studies. And the there's not a really good way to to do the citation information for that if you add it manually, the template really doesn't allow me to add book editors. It's just a pain. Next slide please. I found that the easiest way for me to speed up and eliminate profile exhaustion my Google profile is pretty up to date. I started it years ago. And I just keep adding to it. And you can actually export from your Google Scholar or even if you've got an academia.edu profile. To do that, on this page. This is my screenshot of I've logged in on my the Edit portion. And right underneath my photo, there's a little box, I could check the box. And all of the boxes below would be highlighted that I could check the three dots right in that gray bar that goes across an export. And I could choose to export as bib text. If you advance the next slide, please, Jamie. So the process is once you've got the exported bid text, you should be able to save as and you save as and your file extension should be dot bib or dot txt. And you should be able to just import those directly into ORCID. If you advance to the next slide, please. I was not able to save in on my Apple Mac a dot bib file. So what I did was the file that was generated the web page I cut and pasted everything into a Word document. So it looked like this. And then I saved this document as a dot txt file in Word. And this was the document that I was able to upload into ORCID very easily. Next, I understand that if you have a Mac, you can download free software, Mac text or bib deck. To do this work, it's SourceForge software. I downloaded it long ago and never had a problem. So maybe my period of Grace has ended. So that is a do at your own risk kind of thing. Next slide please. So how an individual scholar may use the ID. Here's some ideas. Next slide. The when you are in the Edit version of your ORCID ID in the far left hand side, you can get code for HTML if you have a vanity website like I do when I was at Duke, they encouraged us all to have these our own personal vanity website so I have my GoDaddy site. You can generate a QR code you have the URL for your, your ORCID ID and you can always use all of that information in the following ways. Next slide. Please, I publish our grant maker may request your ID, you can add your URL to the byline of an article to the signature line of an email in your personal website. Or you can add the QR code to the syllabus, the QR block to syllabi, or posters for special lecture appearances. You can put it on your CV, I don't know, do you have other ideas of where you might use this? Anybody want to chime in? Or maybe you've used yours up your own if you have one somewhere?

Jamie Lin 30:52
business card if people use them anymore?

Beth Sheppard 30:59
I don't know. I mean, maybe I, I have a LinkedIn account that I never update and I haven't been on for probably about five or six years. Maybe there's a spot there to to add the URL. I don't know.
But All right, next slide, please.

Beth Sheppard 31:24
So how a library might promote ORCID IDs. Next slide. Some schools actually pay the annual fee and our members. Although University of West Georgia is not an ORCID member. here in the state of Georgia, my sister schools, Georgia Tech, and UGA are even if your school is not a member, you might want to work with administration. If you have an Office of Research, or an offers of sponsored programs, you might want to see if the institution wants to make a motion to adopt ORCID as the official form of ID used as your institution, it doesn't really do anything, except that if your institution calls it the official one being used at your institution and gives you as a librarian a little more of when you're trying to encourage faculty members to adopt them. So it just gives you a little ground cover. You can promote it locally using workshops. Your liaison and reference service librarian staff can work with their faculty, you can do a LibGuide and system integrations and unpack look guides and system integrations here a bit. Next slide. Okay, system integrations I already talked about how you can use your faculty sign in to sign into ORCID ID repository submission and meta data, you can actually in some repositories, when you’re submitting something as an author, include a field for the ORCID ID in the meta data, etc, submissions in repositories and possibly even ProQuest, although I'm not certain our ProQuest here is administrated by our graduate school, not the library. So it may be possible when graduate students submit to encourage them to register at that point for ORCID IDs, and to submit an ORCID ID in the metadata fields of ProQuest thesis modules, publication workflows, so open access journals should have a field or should have some sort of prompt that encourage authors to add something into the metadata field. I'm not sure when I've used like open journal systems to submit manuscripts. I wonder if an under the keyword section where they ask for keywords if you don't have a field for an ORCID ID whether or not you could add an ORCID ID anyway I'm not certain if that would work. But definitely reach out to an editor and say how do I how do I add an ORCID ID or how do do I get my my ORCID ID information link tier publication workflows if your institution has an an open source journal or has journals I know that some schools have be press as their repository, which does allow some publication, is there a way to to work with your repository administrators as a librarian to try to get ORCID fields entertaining, and then the faculty profiles software that schools use for eight PT. They're becoming more and more popular. So you may see that at some point in your career, like I said, we're using interfolio. Faculty 180 here at University of West Georgia, and it's brand new. I mean, we're literally doing the the rollout for January of that software. Next slide, please. Here are some sample Research Guides. I did send Jamie, a work, a Word document that has these links on it. So I don't know Jamie, if there’s a way to email them or maybe post that sheet in the comment section. Yes,

Jamie Lin 36:08
let me do that. It's, you know, when you are screen sharing, and everything disappears on your computer, so

Beth Sheppard 36:13
yes, I know that it

Jamie Lin 36:15
feels sample links. Yeah, let me let me do these real quick. All right, so I posted DTU. Next is Cornell and University of Michigan.

**Beth Sheppard 36:36**
And these are just basic LibGuides have where people have indicated and are trying to assist their faculty with understanding what ORCID is.

36:48
Next slide, please.

**Beth Sheppard 36:52**
There's a short video done by McMaster University that is a helpful resource for populating ORCID from Google Scholar, this is exporting those files. And so it's a screencast done by the Health Sciences Library there. And ORCID has its own Resource Center, its members section, that particular URL has bookmarks. It has flyers. txt, you can rip right right out and put into your own LibGuide or own promotional materials about ORCID ID. And then you can use your influence to promote or could be on your own local setting at your own school. So, for example, if you are a member of a consortium, the Colorado alliance of research libraries, actually has posted on its site, a listing of where each member library is on adopting and promoting ORCID. The Danish ORCID consortium lists organizations that in Denmark have decided to throw their weight behind ORCID and encourage their scholars to register for IDs. So if you are a member of a consortium, I remember when I was at Garret the x Consortium, what's wrong with working with your consortium to to promote ORCID or work together. I noticed on the Colorado alliance of research libraries, the University of Boulder actually wrote a grant to get ORCID IDs assigned to all of its faculty members and then in their repository, retro actively added into the metadata of all of the things in their repository. So you can do some really cool things if you call on your friends.

39:13
Next slide please.

**Beth Sheppard 39:17**
If you have influence with publishers if you are some of your key faculty members are serving on editorial boards. Talk to your publishers about having ORCID integrated into the cataloguing in publication data in the front's of books in publisher workflows. Encourage publishers if you are on an editorial board or your denomination has a denominational press. If SBL had been live, stop up at a booth and say it's the fortress press or whatever your denominational presses. Hey, I think about joining ORCID And then think about encouraging publishers to add ORCID IDs in the meta data they provide with book titles or book

40:13
promotions.

**Beth Sheppard 40:17**
And then the question, how might Atla help? Is there something Atla can do as a group to help promote ORCIDs or help resource us and here, I don't have any particular ideas. If you'd chime in, that would be grand.

**Jamie Lin 40:40**
Again, feel free to unmute yourself to speak if you'd like or you can put it in chat.

**Beth Sheppard 40:46**
I don't think Atla itself is an ORCID member, or not I checked when you have that link up? Oh,

**Beth Sheppard 40:56**
well, you know, Brenda once was at a meeting and she said, you know, Atla is a membership organization that serves the members. And, you know, if that's something the membership would want, or want Atla, to encourage him to do? I mean, we could, you know, let Atla know that that might be something we want. I know that I've always wanted Atla to integrate with elements and that so that I could populate my publications more easily. But I don't know how that works with the EBSCO proprietary software stuff, but you know, there may be way it might be worth exploring at least,

**Jamie Lin 41:45**
I do have in my notes, several things to just follow up with our publishing side and just ask questions about, like, do we have a field, you know, to input, an ORCID ID and a few other things?

41:58
All right, well, thank you very much.

**Beth Sheppard 42:00**
And then I was going to say that, if there's anything else you want to discuss, or if you need time to create your own ORCID profile, you can always email me privately. Be chef Bard, our Bishop, rb, sh, e, p, p, AR,

42:21
at

**Beth Sheppard 42:23**
West uga, w e s t ga.edu. And I'm happy to to help, I can set up a screen sharing and talk it through it or we can do whatever we need to do and if you need help setting up your own profile.

**Jamie Lin 42:45**
So Beth, Greg did ask a question in chat, which I'll read to you, you have referenced academia.edu a few times in the past our library has discouraged our faculty from using this for profit entity. And that ORCID is the preferred option is this still the prevailing wisdom to promote it in this way?
Beth Sheppard 43:05
You know, faculty are going to do what they want are going to do and academia.edu people are going to go where their friends are. And you know, I have found that in, in New Testament
43:24
of
Beth Sheppard 43:26
Paul Anderson and Andrew Lincoln and a lot of my colleagues who do john studies have academia.edu accounts. And as much as I can say, it's a pain in the butt to get the emails from academia.edu all the time have spent money here.
43:50
It's it's,
Beth Sheppard 43:52
it's where my colleagues are. And so I'm going to go there
43:59
doing it
Beth Sheppard 44:00
wide eyed and and letting people know that it has some drawbacks is a good thing. If to keep in mind that that ORCID ID is not again, a social pro platform. academia.edu is a social platform. And so I even about two months ago, my supervisor from my doctoral dissertation, whom I hadn't been in contact with for many years because he went into to retirement, released a document and I was able to reestablish contact through the mail function of academia.edu to get back in contact with my professor. Those are features that ORCID is not going to have because ORCID is just about making sure you as a scholar are getting credit for The work that you are doing without any sort of misrepresentation of you and your identity, so that it's two different sorts of products.
45:11
Does that help?
Jamie Lin 45:14
He says, okay, that's right. Okay, good points. Another comment from Evan, humanity's Commons, ah, commons.org is a more recent alternative to academia.edu that doesn't have all the advertising not sure how many people in the field are on there, but it's worth checking into. Yeah,
45:34
yeah, I didn't know about that.
Jamie Lin 45:36
Thank you, everyone, for attending. And thank you, especially to Beth for sharing all of this information. You know, it's I'm not a publishing scholar, but I it's like, I know enough now. So that if people ask me, I can, you know, sort of talk a little bit about it and make it seem like I know what I'm talking about, and then direct them to you. But, yeah, so thank you lots of things in the chats. Um, I hope that everyone has a wonderful rest of their day. Anything else that that you'd like to add in closing?

Beth Sheppard 46:08
you, everyone, for allowing me to share with you and have a blessed Advent season.