ORCiD | 2018 MEMBER SURVEY

2018

SELECTED FINDINGS AND ANALYSIS

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EXECUTIVE SUMMARY

During 2018, we carried out our first survey of ORCID members. Our goal was to better understand what is working and what we can improve in the services we provide to our community. We asked questions about who is interacting with ORCID, how our members are using ORCID and in what systems, and what the expected and realized value of ORCID is for our members.

The findings point to some clear areas of interest for ORCID:

• Disambiguation of researchers was the top reason given for joining ORCID, and most respondents were focused on using ORCID to help researchers. However, members listed user adoption as the biggest challenge to implementing ORCID

• Access to the member API was the most valued membership benefit. However, building and reviewing/launching an integration are considered the most challenging aspects of implementing ORCID

• Communications with ORCID are rated highly, with high scores for our technical documentation. However, only about one third of respondents are using ORCID's freely available outreach resources

The survey was open from September 10 through November 26 and was promoted via our monthly member newsletter, in an email to contacts at member organizations, and by direct invitation to individual members on an ad-hoc basis. There were 170 responses, of which 126 were complete, a completion rate of 74%.

We collaborated with the US ORCID Community consortium to include additional questions specifically for their members, which are reported on separately here. They helped promote the survey, and 31 of their members completed it, which likely resulted in an over-representation of responses from the US compared with the number of ORCID members in the region.

Note that responses weren't restricted to one per member, so it is possible that some respondents were from the same organization. This was a deliberate choice as we know that different people may have different experiences and/or understanding of ORCID in their organization and wanted the survey results to reflect this, rather than requiring one "official" response per member.

At the time of the survey, ORCID had between 917 and 936 members in good standing.
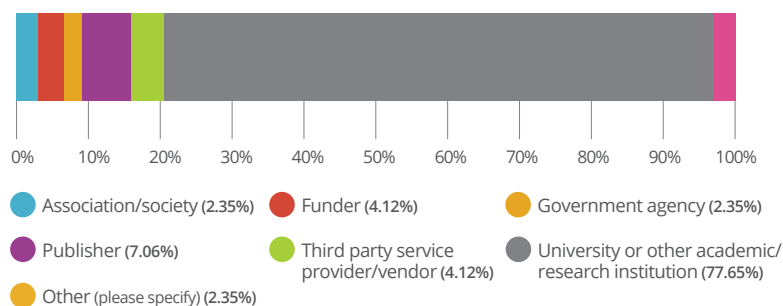
ABOUT THE RESPONDENTS

The vast majority (78%) of respondents are from universities and other research institutions, very much in line with our overall membership (79% research institutions). Other organization types are also broadly reflective of our overall membership breakdown: publishers and associations (9%); funders and government agencies (6%); and third party service providers (4%).
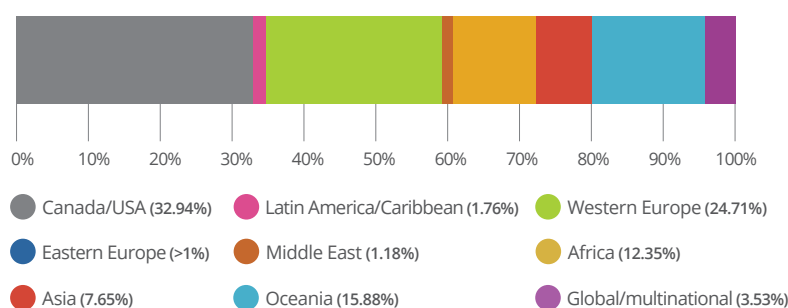
This is less the case by region, with Canada/US somewhat over-represented (33% of respondents compared with 26% of members — likely because of additional promotion for the survey by the ORCID US Community consortium); Asia Pacific and the Middle East & Africa are also over-represented (respectively 23% compared with 15% of total members, and 13% compared with 4%). Western Europe is under-represented (25% of respondents compared with 56% of members).

Around 14 % of respondents are from organizations that have been ORCID members for less than one year, 30% for one to two years, 19% have been members for two to three years, and 29% for more than three years. Over half (54%) are members via a consortium, 17% have a basic membership, 10% have a premium (small or large) membership, and the remainder don't know their membership type.
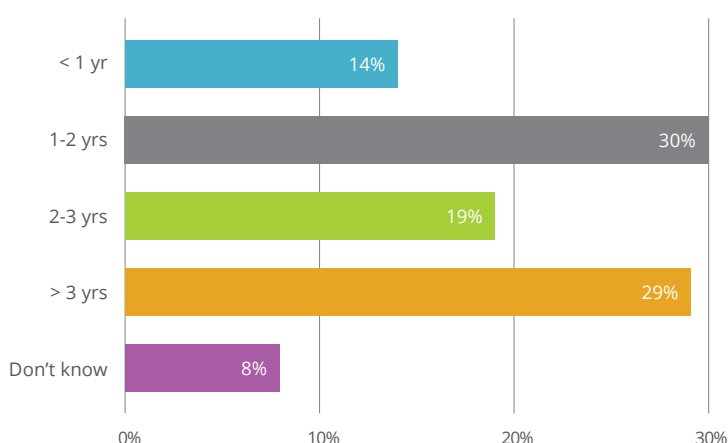
RESPONDENTS BY INSTITUTION

- Association/society (2.35%)
- Funder (4.12%)
- Government agency (2.35%)
- Publisher (7.06%)
- Third party service provider/vendor (4.12%)
- University or other academic/research institution (77.65%)
- Other (please specify) (2.35%)

RESPONDENTS BY REGION

- Canada/USA (32.94%)
- Latin America/Caribbean (1.76%)
- Western Europe (24.71%)
- Eastern Europe (>1%)
- Middle East (1.18%)
- Africa (12.35%)
- Asia (7.65%)
- Oceania (15.88%)
- Global/multinational (3.53%)

RESPONDENTS BY LENGTH OF MEMBERSHIP

Category	Percentage
< 1 yr	14%
1-2 yrs	30%
2-3 yrs	19%
> 3 yrs	29%
Don't know	8%

ABOUT THEIR ORCID INTEGRATIONS

About two thirds (64%) of respondents are from organizations that have at least one ORCID integration; 32% haven't yet integrated, and the rest don't know. 36% report having one integration, 24% have two, and 7% have three. Two respondents report four integrations, and one each report five/more than five. The number of custom versus vendor integrations is quite similar (47% and 42% respectively); 11% responded "Don't know."

RESPONDENTS WITH ORCID INTEGRATIONS

Don't know
4%

No
32%

Yes
64%
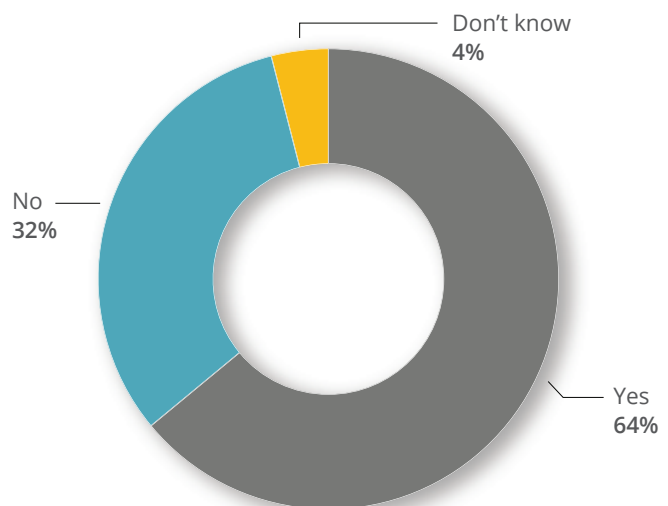
The most commonly reported integration (45% of respondents) is in publishing systems (manuscript submission, peer review, electronic theses & dissertation systems, etc) — although, as noted above, publishers and associations (which typically use ORCID in publishing workflows) represented only 9% of respondents. Slightly fewer (43%) are using ORCID in data management systems (repositories, data management, curriculum development systems, etc) and (40%) reporting systems (CRIS, conflict of interest, post-award reporting systems, etc), while 30% of respondents report integrating ORCID into their researcher tools and profile systems (faculty or member profile systems, lab notebooks, etc). As with publishing systems, the number of respondents integrating ORCID in funding systems (grant submission, grant management, review panel management systems, etc) is surprisingly high (22%) compared with the number of funders and government agencies that responded (6%). Last, but not least, 5% of respondents are using ORCID in cross workflow enabling systems (PID provider systems).

ORCID COMMUNICATIONS

Three quarters of respondents are official ORCID contact points at their organization, and 77% have attended at least one virtual or in-person event hosted by ORCID or their consortia lead organization. 88% of respondents are working with other colleagues at their organization to implement ORCID.

We are pleased to report that communicating with the ORCID team was the most highly ranked answer to the question "please rate your organization's experience of implementing ORCID in your system(s)," with a rating of 3.71 out of 5. Communicating within their organization (3.2) and communicating with users (3.02) were ranked second and third; while reviewing and launching an integration (2.79) and building an integration (2.74) were viewed as the most challenging experiences.

	VERY DIFFICULT	DIFFICULT	NEUTRAL	EASY	VERY EASY	WEIGHTED AVERAGE
Building an ORCID integration	8.80% 11	28.00% 35	46.40% 58	14.40% 18	2.40% 3	2.74
Communicating about ORCID to your users	3.05% 4	31.30% 41	30.53% 40	30.53% 40	4.58% 6	3.02
Communicating about ORCID within your organization	2.27% 3	23.48% 31	31.06% 41	37.88% 50	5.30% 7	3.20
Communicating with the ORCID team	2.26% 3	6.02% 8	30.08% 40	42.11% 56	19.55% 26	3.71
Reviewing and launching your integration	7.14% 9	27.78% 35	46.83% 59	15.87% 20	2.38% 3	2.79

Interestingly, although 54% of respondents are consortia members, only 21% report interacting with ORCID via their consortium lead organization; 46% interact directly with ORCID staff and 16% interact with both (the remainder answered "Don't know"). This indicates that work is needed to encourage more direct interaction between consortia lead organizations and their members.

In person events and training are the most commonly used ways to promote ORCID to users (70%), closely followed by web pages (64%). LibGuides (34%) and virtual events and training (16%) were also noted, and a number of write-in answers mentioned various forms of email campaigns. One third of respondents are using ORCID's own outreach resources, but over half (54%) are not, and 16% don't know. 21% of respondents had suggestions for additional resources that could be created to help with ORCID adoption, including:

- More information on who is using ORCID and how, reflecting different types and sizes of organizations
- Real-life user stories and case studies to share
- Videos and other "how-to" resources
- More information about benefits for users
- Additional templated materials for members to adapt for their own uses
- Additional technical support

ABOUT THEIR ORCID MEMBERSHIP

Unsurprisingly, given our mission, using ORCID iDs to disambiguate researchers in one or more of their systems was by far the top-ranking reason respondents report for their organization being an ORCID member, with 47% selecting this option as their first choice and an overall score of 3.79 out of 5. "To use information from our researchers' ORCID records in one or more of our systems" was the most popular second choice, with an overall score of 3.29, closely followed by "To add and update information about our researchers in ORCID" (3.18). The least important reasons for membership were "To streamline analysis and reporting across multiple systems" (2.79) and "To support ORCID's mission" (2.16).

The rankings for benefits of membership were much closer, with access to the ORCID member API (3.7 out of 5), custom reports for integrations (3.57), support from ORCID staff/ORCID consortia lead organization staff (3.46), and recognition of integrations through the Collect & Connect program (3.35) all rated highly. The monthly member newsletter (3.13), recognition as an ORCID member (3.15), and the ability to nominate a representative for the ORCID Board (2.75) were the least popular benefits.

BENEFITS OF ORCID

As a researcher-centric organization, we are happy to report that the statement: "Integrating with ORCID is helpful for our researchers" was selected by 45% of respondents as the most valuable of the five possible options, with an overall score of 3.76 out of 5. This was closely followed by the statement: "ORCID staff/ORCID consortia lead organization staff are knowledgeable and helpful," ranked second overall with a score of 3.53. "ORCID provides a high level of documentation and support for members" (2.91), "ORCID membership represents good value for money" (2.45), and "Integrating with ORCID has made our organization more efficient" (2.35) were less highly valued. This indicates that work is needed on our side to demonstrate the value of ORCID for members, something that we are already working on, for example, in this infographic.

	1	2	3	4	5	SCORE
ORCID staff/ORCID consortia lead organization staff are knowledgeable and helpful	30.23% 39	26.36% 34	17.83% 23	17.05% 22	8.53% 11	3.53
ORCID membership represents good value for money	7.75% 10	10.08% 13	27.91% 36	28.68% 37	25.58% 33	2.46
ORCID provides a high level of documentation and support for members	10.85% 14	17.83% 23	34.11% 44	25.58% 33	11.63% 15	2.91
Integrating with ORCID has made our organization more efficient	6.20% 8	24.81% 32	8.53% 11	18.60% 24	41.86% 54	2.35
Integrating with ORCID is helpful for our researchers	44.96% 58	20.93% 27	11.63% 15	10.08% 13	12.40% 16	3.76

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Respondents perceive us as making broadly equal progress toward meeting each of our four overall strategic goals: helping to develop a robust information infrastructure (2.31 out of 4); enabling a wide range of verified connections between ORCID iDs and other identifiers (2.24); ensuring ORCID's sustainability through strategic relationships (2.17); and positioning the researcher at the center of all that we do (2.14).

CHALLENGES

User adoption is by far the biggest challenge respondents report for their organization's ORCID implementation — 42% rated it the most challenging. Technical resources are the biggest challenge for 30% of respondents, followed by management understanding and support (15%), and — happily the least challenging — ORCID support and documentation (2%). The "other" responses (11%) noted challenges around budgets, organizational strategy, and the need to better articulate benefits of ORCID for users.

As we continue to work on ensuring that we "live" our values, we are happy to report that the words and phrases respondents most closely associated with ORCID are (in order) community-driven, global, standard, and open. At the other end of the spectrum, the least popular words and phrases associated with ORCID are unnecessary, hard to work with, and secure.
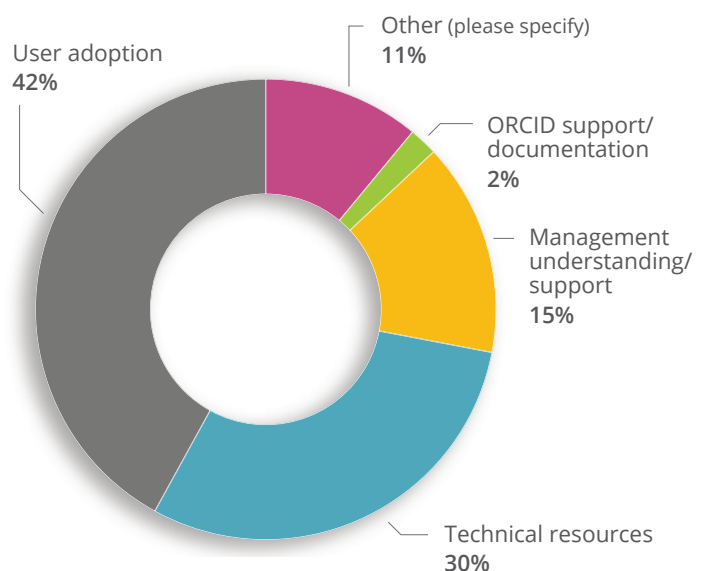
Overall, respondents gave us a NetPromoter score of 38. Since this is our first member survey, this score will provide a baseline for future surveys.

CHALLENGES TO IMPLEMENTING ORCID

User adoption
42%

Other (please specify)
11%

ORCID support/
documentation
2%

Management
understanding/
support
15%

Technical resources
30%

OTHER FEEDBACK

Respondents were also given the opportunity to provide other feedback about their experience of implementing ORCID, and 50 of them did so. Many of their comments clustered around the following broad themes:

- **Infrastructure/technology:** A number of comments focused on the challenges of implementing ORCID ("As a Library staff member in charge of a campus implementation, I have had a hard time finding more basic overviews of the implementation process"; "There were features we needed from ORCID to integrate with our repo and those were

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not available"; "no one knows how to integrate and use the APIs at my organization. It can't be that hard but the documentation didn't seem to help" — although, as noted above, only 2% of respondents rated this as their biggest challenge in implementing ORCID). Together with the responses to specific questions about this topic, this is valuable feedback that will enable us to continue to improve our APIs, documentation, and support. Happily, we also received kudos from some respondents for what we are trying to achieve in terms of improving the research infrastructure ("Efficiency, standardization, and author disambiguation are among the strongest things ORCID offers its members. Also, your neutral position in the research lifecycle is valuable.")

• **Evidence of ORCID's value:** As noted, this is something that we are already working on and will continue to both to improve our messaging here, and to collect real-life examples of how ORCID benefits researchers, their organizations, and the community at large. Specific feedback included comments such as: "I see the value to ORCID. I see some value to the researcher to have the ORCID but not so much the whole ORCID profile/experience. I see very little value to the researcher's organization"; "How to obtain evidence that ORCID contributes to the visibility of academic research?"; and "We are poised to implement C&C integrations and understand the value across the research enterprise, but are challenged getting the work approved at our PMO." There were also several requests for user stories and use cases, along the lines of this: "It will be great if ORCID can collect more stories and provide more support to promote the use of ORCID within the community."

• **Community engagement:** Several respondents commented positively on the value of the ORCID community — something that we work actively to promote, in particular, via our consortia lead organizations. So we were delighted to see feedback such as: "I appreciate the willingness of other institutions to share their experience with integrations, which, in turn, help management and stakeholders trust come to trust use of ORCID to connect systems." Community support in gathering more of the user stories needed to demonstrate value will help us achieve our shared vision — and address challenges like this: "Getting 60% of our researchers to connect their ORCID to our organizational hub was easy, the remaining 40% are taking some prompting."

• **Support:** There were mixed messages on this, with a couple of respondents reporting issues ("Our only problems have been around timely responses to questions and last-minute notifications of requirements for implementation e.g., review/approval of our implementation pages by a group of ORCID staff "; and "I found the staff advocating for trying new processes untested vs. getting a basic structure in place"), while others highlighted their appreciation ("Easy to deal with"; "Very glad to have Sheila Rabun as the ORCID/Lyrasis connection"; and "Every time I have contacted ORCID support they have been super helpful and quick to respond"). Providing excellent support to our members is one of our top priorities, and we will continue to work on ensuring that we achieve this goals. Our new support system should help, including enabling the option to easily provide feedback on the usefulness (or not!) of the articles in the ORCID KnowledgeBase,

which we review regularly and amend as needed.

CONCLUSIONS

Gathering feedback directly from our members about their experience and understanding of implementing ORCID has provided us with invaluable information about where we are meeting their needs and where improvements are needed.

Overall, members' sentiment toward ORCID is largely positive as shown by the good NetPromoter score, the mostly high scores for questions about interactions with staff, the perceived value of key member benefits, and the most popular choices of words and phrases associated with ORCID.

However, we have more work to do in helping ensure that members' experience of actually integrating ORCID into their own systems and, critically, understanding — and being able to demonstrate — the value of ORCID to themselves, their organizations, and their researchers. This includes developing a better understanding of how and where ORCID iDs are being embedded in researcher workflows. For example, it appears that ORCID is being used more widely in research institutions in publishing and funding workflows than we realized.

We must also continue to work on supporting our members in building integrations that ensure the best possible user experience for their researchers.

Several initiatives to address these needs are already planned or underway as part of our 2019 project roadmap, including:

- **RIPEN (Research Information Platform ENgagement)**: This recently launched program will enable simpler ORCID integrations through authenticated ORCID iD collection and secure cross-platform sharing of ORCID permission tokens

- **Improving the User Experience:** A new initiative for 2019, which aims to ensure a positive and consistent user experience and user accessibility across ORCID integrations

- **Sharing our Successes:** Also new for 2019, this project will build on our 2018 Collecting the Evidence initiative. We will document and share ORCID successes and outcomes with the community, as well as identifying and addressing gaps in our understanding

In addition, we are developing — or planning to develop — a number of additional outreach resources, as requested by our members, including: user stories and case studies; videos (available here, with more in progress); an infographic about the value of persistent identifiers for researchers; improvements to the content and navigation of our website (during 2019); and more.

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