

A background network diagram consisting of numerous grey nodes connected by thin lines, forming a complex web-like structure that spans the width of the page.


ORCID

Connecting Research
and Researchers


2017 **ORCID** Community Survey
SELECTED FINDINGS AND ANALYSIS

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1.0 EXECUTIVE SUMMARY

SURVEY DISTRIBUTION

- This survey was carried out between May 31 - July 14, 2017
- There were a total of 2,517 responses to the survey, of which 1,776 (70.5%) were complete
- The ORCID Registry was the primary source of respondents (76.6%)
- Respondents were reasonably evenly distributed across career stages, with largely similar disciplinary distributions to the 2015 survey
- The main change from the 2015 survey was the geographic distribution of respondents, with a higher proportion of responses in 2017 from outside North America and Western Europe – in particular, from Asia, the Middle East, and Central/South America

DISCOVERY AND AWARENESS OF ORCID/ORCID iDS

- **Discovery:** Organizational membership, system integrations, and advocacy are key discovery channels, driving the highest levels of ORCID awareness across all career levels, regions, and disciplines
- **Awareness:** Compared with 2015, respondents are more aware of key messages related to ORCID and ORCID iDs – both among those who hold an ORCID iD, and those who do not

REASONS FOR REGISTERING FOR AN ORCID iD

- ORCID's partners have been instrumental in growing the ORCID user base. Respondents indicate the reason they registered was that an iD was required in a workflow by a publisher (544), funder (227), or institution (233) (54.6%, n = 1839). A publisher's request for an ORCID iD at submission was an "extremely" or "somewhat important" reason for registering for most respondents (66.1%, n = 1,605)
- ORCID's efforts to create awareness of the practical benefit of an ORCID iD have also had an impact. In 2017, most respondents' primary reasons for registering are to link all their publications under a common identifier, and to make it easier for readers to find their work
- This is a marked difference from 2015, when more respondents identified with mission-driven reasons for registering (e.g. a desire to make the internet work better, and to support the ORCID community). This indicates that the practical benefits of persistent identifiers are now more widely recognized

WHERE ORCID iDS ARE CURRENTLY/EXPECTED TO BE USED

- Use of ORCID iDs has grown significantly since the 2015 survey. Today, only 10.3% of respondents indicate that they do not use their ORCID iD, compared with 25.6% in 2015. The specific use cases for ORCID presented in the survey have each grown by up to 14% since 2015
- As in 2015, most respondents currently use, or expect to use, ORCID iDs in the context of publications, especially journal articles

- 67% expect to associate book publications/contributions with their ORCID iD in 2017. In 2015, 73% of respondents expected to do so. However, when the results of the 2015 survey are filtered to exclude respondents from a specific scientific society, the difference between surveys for books (sole authored) falls to 3.6%
- Many respondents indicate that they use an ORCID record as a type of electronic résumé, with a higher proportion adding much more information to their ORCID record than reported in the 2015 survey

UPDATING ORCID RECORDS

- 40% of respondents use automatic updates available from Crossref and/or DataCite (available since October 2015), to help update their record. Additionally, 66% of respondents have manually populated at least some items on their ORCID records

OPINIONS/PERCEPTIONS OF ORCID

- The perception of ORCID iDs as essential for researchers has strengthened considerably since 2015, (83.1% responded Strongly agree/Agree in 2017, compared with 48.8% in 2015). This view is especially strong in Africa, indicating a significantly increased awareness of and support for ORCID in the region
- Support for mandating the use of ORCID iDs has also grown significantly. In 2017, 85.9% believe requiring the use of ORCID iDs is beneficial to the global research community, compared with 72.2% of 2015 respondents – an increase of 13.7%

ASSISTANCE WITH ORCID iDS

- The ORCID website is the primary source of assistance when respondents have a query or problem with their ORCID record. Nearly half of all respondents (47.6%) use the website for this purpose, indicating the importance of the resources on the site for researchers
- The support team is also an important resource, with over 30% of respondents using this service
- Seeking help from other researchers or their institutional librarian is important in some regions, suggesting that there are opportunities for further training support for librarians, and/or additional library outreach and advocacy

BRAND STRENGTHS AND ATTRIBUTES

- The top five attributes associated with ORCID are 'open', 'global', 'efficient', 'easy to work with', and 'essential' - similar to the 2015 top five, but with a notable rise in respondents associating ORCID with being 'efficient' and 'essential'
- Support for ORCID is particularly strong among mid-career researchers, those in the field of education, and those based in Central/South America and Oceania
- Respondents gave ORCID an overall Net Promoter score of 35.3 (55.6% of all respondents were Promoters, 24.1% were Passive, and 20.3% Detractors, n= 1,563). While there are no publicly-available benchmarks for comparable organizations, this score will provide a point of comparison for future surveys

2.0 METHODOLOGY

Our 2017 community research took the form of an online survey conducted using the Qualtrics market research platform. Following its launch on 31 May, the survey was promoted via a number of channels, including:

- A link on the ORCID Registry (1,929 responses/76.6% of responses)
- ORCID social media channels (258 responses/10.3%)
- The ORCID blog (178 responses/7.1%)
- ORCID Ambassadors (86 responses/3.4%)
- Other channels (66 responses/2.5%)

The survey was targeted at ORCID users and remained open for six weeks, closing on 14 July.

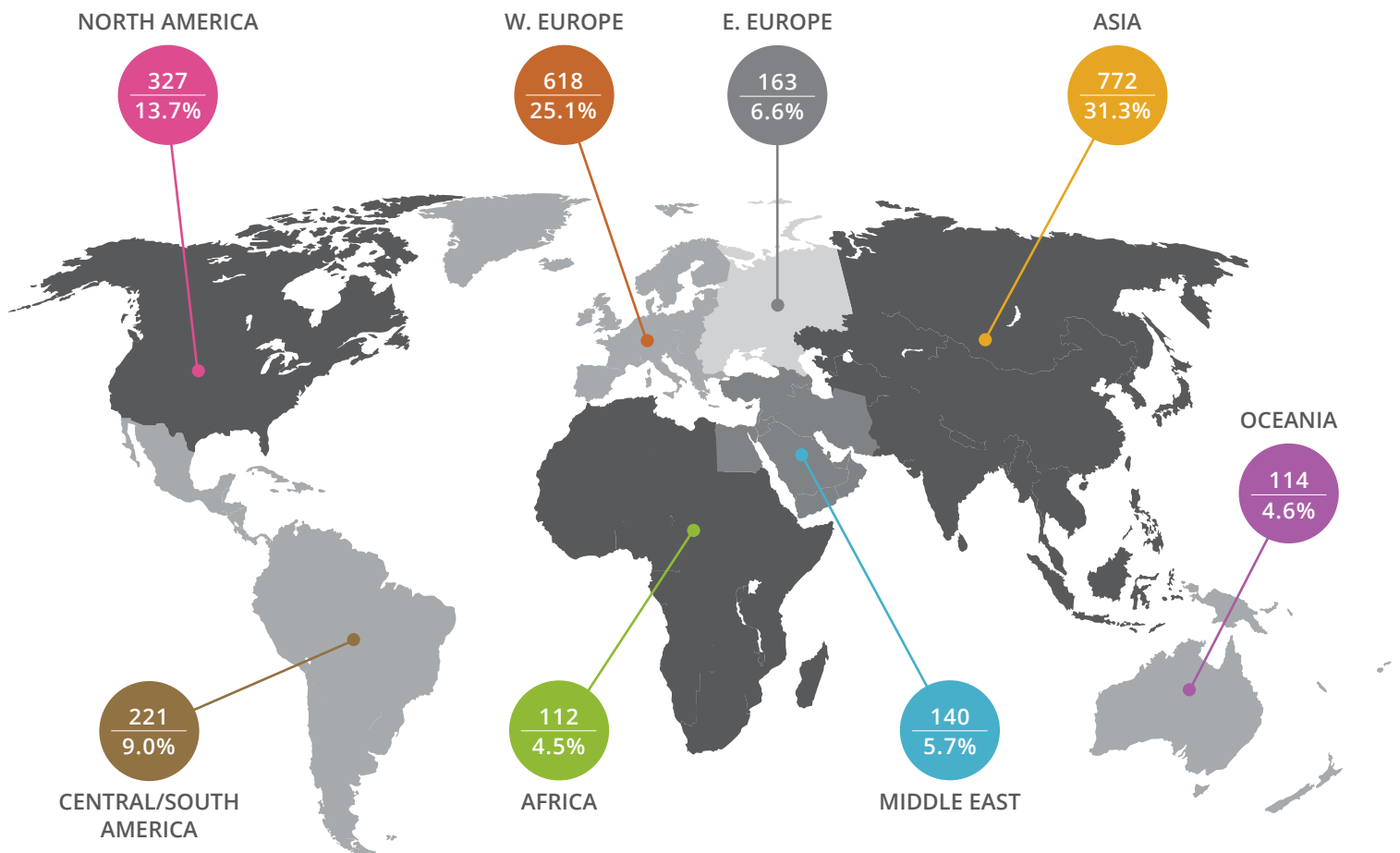
This report contains selected findings of note, focusing primarily on where responses from different segments (defined by career stage, discipline, and geographic region) offer insight, as well as providing comparisons with the 2015 findings, where relevant and applicable.

An anonymized version of the full dataset is available in the [ORCID repository](#).

3.0 SURVEY RESPONSES: DEMOGRAPHICS

3.1 GEOGRAPHIC DISTRIBUTION

SURVEY RESPONSES (n= 2,467) BY REGION ARE SHOWN IN THE MAP BELOW:



THERE WAS A SIGNIFICANT INCREASE FROM REGIONS OUTSIDE OF THE RESEARCH ECONOMIES OF NORTH AMERICA AND WESTERN EUROPE, IN PARTICULAR, FROM ASIA.

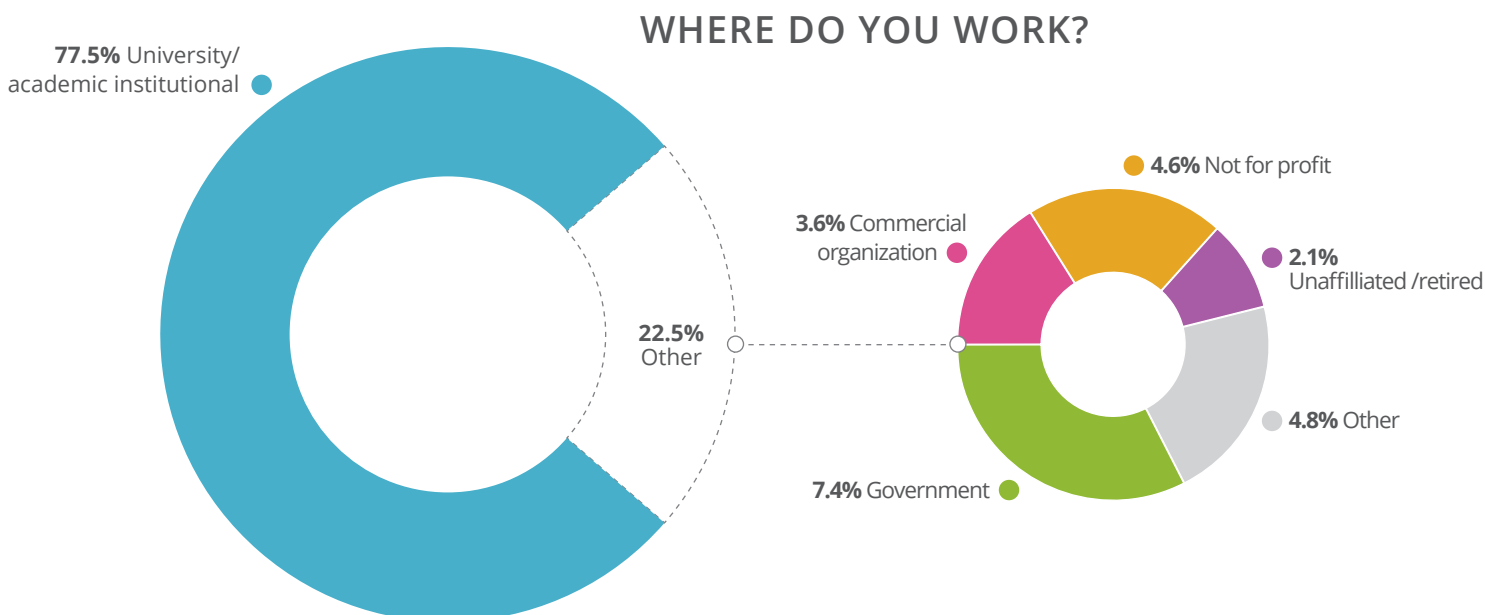
The table on following page compares geographic response rates (as a percentage of respondents) between the 2015 and 2017 community surveys. There was a significant increase from regions outside of the traditional research economies of North America and Western Europe, in particular, from Asia.

REGION	2015	2017	CHANGE	2010 UNESCO DISTRIBUTION
North America	29.1%	13.7%	-15.4%	21.9%
Central/South America	5.1%	9.0%	+3.9%	3.5%
Western Europe	36.1%	25.1%	-11.0%	20.1%
Eastern Europe	4.0%	6.6%	+2.6%	9.4%
Middle East	1.9%	5.7%	+3.8%	1.7%
Africa	2.3%	4.5%	+2.2%	0.8%
Asia	16.1%	31.3%	+15.2%	40.5%
Oceania	4.8%	4.6%	-0.2%	2.1%

The table also includes the estimated distribution of researchers worldwide as indicated in the UNESCO Science Report, 2010¹. This shows that the proportion of survey responses from North America, Western Europe, Eastern Europe, and Asia are all lower than might be expected, with a markedly higher representation from other regions (particularly Central/South America, Africa, and the Middle East), although the actual number of responses from those regions is relatively low.

3.2 RESPONSE BY ORGANIZATION TYPE

Over three quarters of respondents to the survey are based in a university or other academic institution (77.4%). Government employees made up 7.4% of respondents, with less than 5% each coming from commercial organizations (3.6%), not for profit organizations (4.6%), unaffiliated/retired researchers (2.1%), or other types of organization (4.8%).



Due to changes in workplace classifications, it is not possible to directly compare this demographic split with the previous survey, however, there was a 9.7% decrease in the proportion of responses from researchers working in academia between 2015 and 2017.

¹ <http://www.unesco.org/new/en/natural-sciences/science-technology/prospective-studies/unesco-science-report/unesco-science-report-2010/>

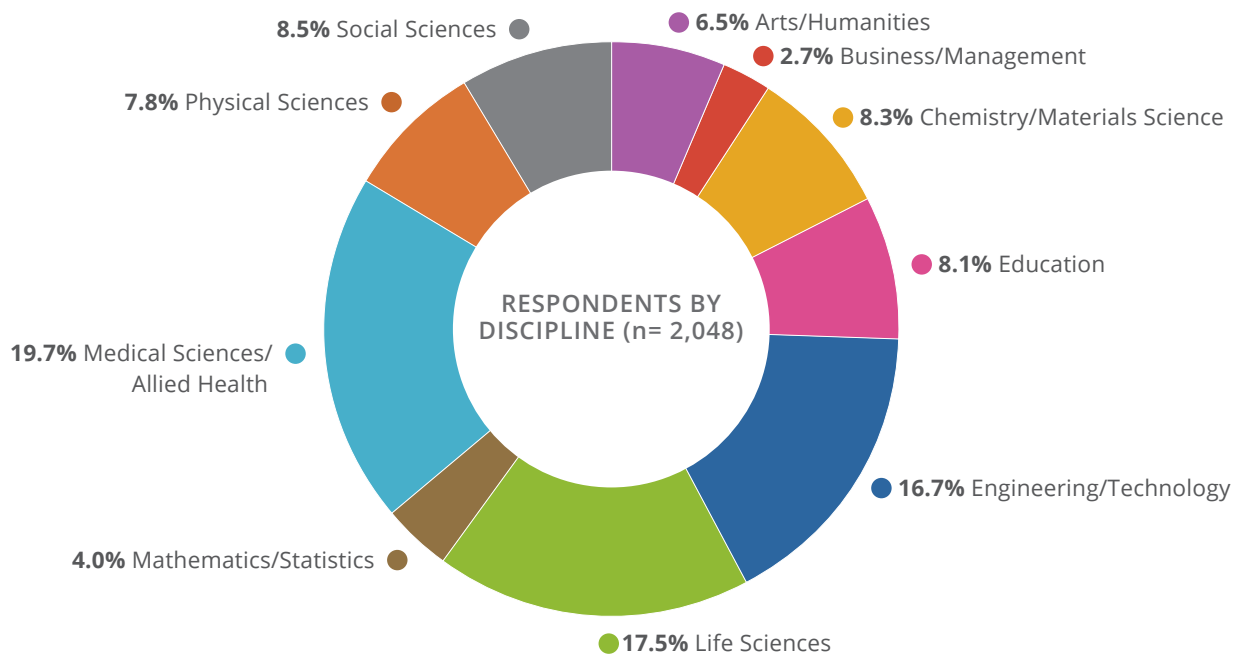
3.3 RESPONSE BY JOB ROLE

As in the 2015 survey, respondents could select up to two job roles from the selection available options. As a result, there is a degree of overlap between groups:

ROLE	STUDENT	PROFESSOR/LECTURER	RESEARCHER	LIBRARIAN	PUBLISHER	RESEARCH MANAGER/ADMIN	PROGRAM MANAGER	OTHER
Student	389	28	149	1	4	7	1	6
Professor/ Lecturer	28	1,095	353	5	8	22	6	28
Researcher	149	353	1,135	18	17	34	6	40
Librarian	1	5	18	191	2	9	2	4
Publisher	4	8	17	2	73	1	0	6
Research Manager/ Admin	7	22	34	9	1	145	6	3
Program Manager	1	6	6	2	0	6	46	0
Other	6	28	40	4	6	3	0	207

3.4 RESPONSE BY DISCIPLINE

The chart below illustrates how responses break down by discipline:



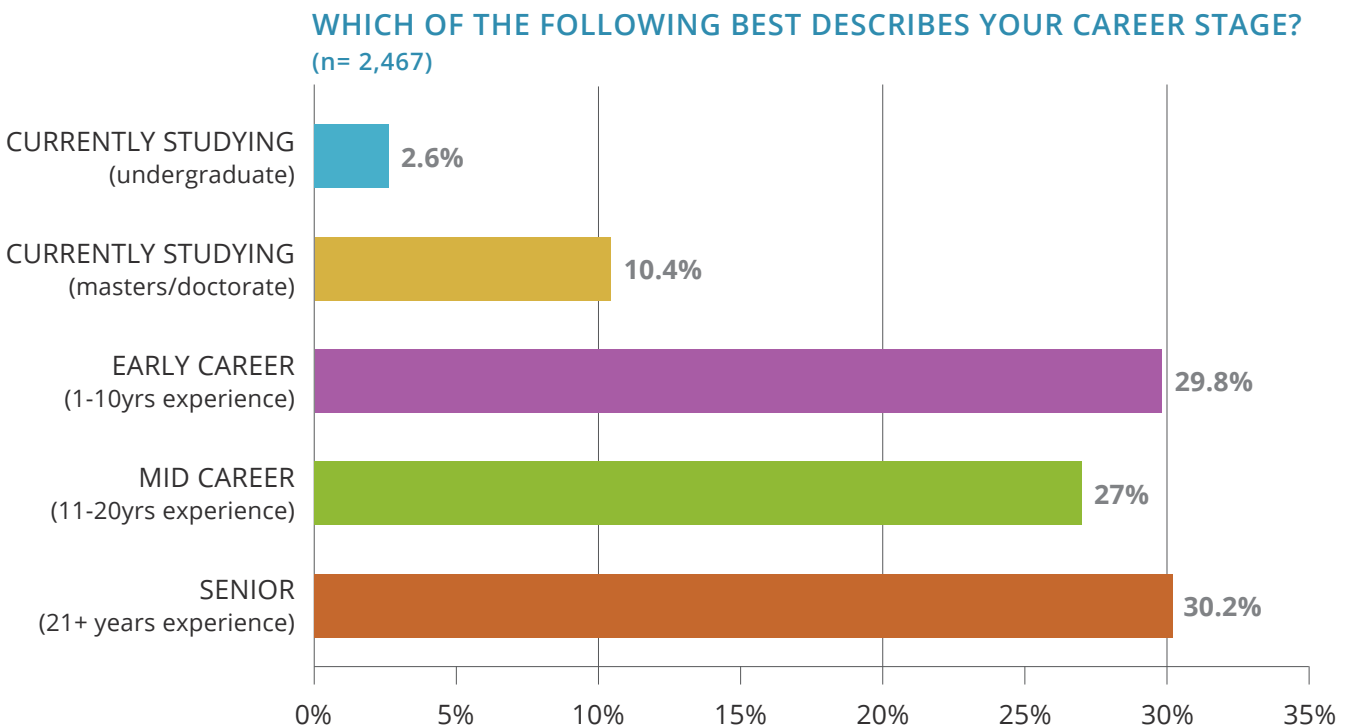
As with organization type, it is not possible to compare responses by discipline directly with the 2015 survey due to changes in classifications between the two. However, there were broadly similar levels of response between 2015 and 2017 for the following discipline areas (2015 responses are in parentheses):

- Life Sciences: 17.5% (15.4%)
- Medical Sciences/Allied Health: 19.7% (13.5%)
- Social Sciences: 8.5% (9.0%)
- Arts/Humanities: 6.5% (9.0%)
- Physical Sciences: 7.8% (41.9%/21.6%)

The marked change in respondents from the Physical Sciences reflects the wide outreach to the physical sciences community in 2015 by the American Geophysical Union (41.9% of 2015 respondents worked within Physical Sciences; when 2015 respondents are filtered to exclude members of the AGU, this drops to 21.6%).

3.5 RESPONSE BY CAREER STAGE

The chart below shows the breakdown of respondents by career stage, from undergraduate students to senior researchers (21+ years of experience).



4.0 ANALYSIS

4.1 ORCID iDS: DISCOVERY AND AWARENESS OF KEY MESSAGES

The top discovery channels across respondents are shown by career stage, discipline, and geographic region. Respondents were presented with 12 options in total, however, our analysis focuses on those with a response rate of 8% or more.

CAREER STAGE

RANK	OVERALL (n= 1,751)	UNDERGRADUATE (n= 42)	MASTERS/ DOCTORATE (n= 181)	EARLY CAREER (n= 513)	MID-CAREER (n= 481)	SENIOR (n= 534)
1	Publication (23.7%)	Supervisor (26.2%)	Publication (26.0%)	Publication (23.6%)	Publication (27.2%)	Publisher (26.0%)
2	Publisher (23.6%)	Colleague (21.4%)	Publisher (25.4%)	Publisher (22.4%)	Colleague (24.3%)	Publication (20.4%)
3	Colleague (20.8%)	Publication (16.7%)	Co-author (16.0%)	Colleague (22.2%)	Publisher (23.1%)	Colleague (18.7%)
4	Institution (17.8%)	Institution (14.3%)	Supervisor (14.4%)	Institution (19.5%)	Institution (17.3%)	Institution (18.0%)
5	Co-author (9.9%)	Co-author (11.9%)	Institution (14.4)	Social media (10.9%)	Co-author (10.0%)	Conference (8.8%)
6	Social media (9.1%)	Other (11.9%)	Colleague (13.8%)	Supervisor (9.9%)	Social media (8.9%)	Don't remember (8.8%)
7	Don't remember (8.3%)	Social media (9.5%)	Social media (11.6%)	Don't remember (9.9%)	Conference (8.3%)	Association (8.1%)

Highlighted cells indicate key points that are explored further below

Analysis by career stage clearly shows that journal- and publisher-level advocacy/ integration is a key discovery channel for those who are active researchers – at graduate level and beyond. Undergraduates are the only group to rank supervisor recommendations highest, while colleague recommendations are important regardless of career stage. The value of social media as a discovery channel for ORCID iDs somewhat relates to career stage, with early career researchers ranking it most highly (#5), followed by mid-career researchers (#6) and undergraduate/graduate students (#7). Senior researchers did not rank social media in their top seven discovery channels.

REGIONS

RANK	OVERALL (n= 1,751)	NORTH AMERICA (n= 260)	CENTRAL/ SOUTH AMERICA (n= 136)	WEST EUROPE (n= 488)	EAST EUROPE (n= 95)	MIDDLE EAST (n= 95)	AFRICA (n= 91)	ASIA (n= 501)	OCEANIA (n= 91)
1	Publication (23.7%)	Publication (25.0%)	Publication (27.2%)	Institution (25.2%)	Publication (26.3%)	Publication (36.0%)	Publication (25.3%)	Publisher (29.9%)	Colleague (26.4%)
2	Publisher (23.6%)	Colleague (22.7%)	Publisher (27.2%)	Colleague (21.5%)	Colleague (23.2%)	Colleague (22.5%)	Publisher (19.8%)	Publication (17.1%)	Institution (26.4%)
3	Colleague (20.8%)	Publisher (21.2%)	Colleague (21.3%)	Publisher (19.9%)	Institution (18.9%)	Publisher (19.1%)	Colleague (18.7%)	Colleague (17.8%)	Publisher (25.3%)
4	Institution (17.8%)	Institution (14.2%)	Institution (16.9%)	Publication (16.9%)	Publisher (18.9%)	Association (18.0%)	Co-author (14.3%)	Association (14.2%)	Publication (16.5%)
5	Co-author (9.9%)	Funder (10.4%)	Association (13.2%)	Supervisor (13.1%)	Association (16.8%)	Institution (15.7%)	Other (9.9%)	Institution (13.6%)	Don't remember (14.3%)
6	Social media (9.1%)	Conference (n= 9.6%)	Funder (11.0%)	Co-author (12.5%)	Conference (7.4%)	Conference (9.0%)	Don't remember (8.8%)	Social media (9.2%)	Supervisor (7.7%)
7	Don't remember (8.3%)	Co-author (9.6%)	Co-author (10.3%)	Don't remember (8.6%)	Don't remember (6.3%)	Other (6.7%)	Funder (8.8%)	Conference (7.4%)	Co-author (7.7%)

Notable differences in top discovery channels by region are highlighted above. Funder advocacy is relatively more important as a discovery channel for ORCID in North America and Africa, while associations and societies play an important role in Asia, Eastern Europe, Central/South America, and the Middle East. Both offer opportunities for further ORCID outreach in these communities.

Institutions play an important role in Western Europe and Oceania, probably due to consortia engaged in advocacy of ORCID iDs in these regions. 'Word of mouth' is also a key discovery channel in Oceania, reflecting the high level of advocacy through consortia in Australia and New Zealand.

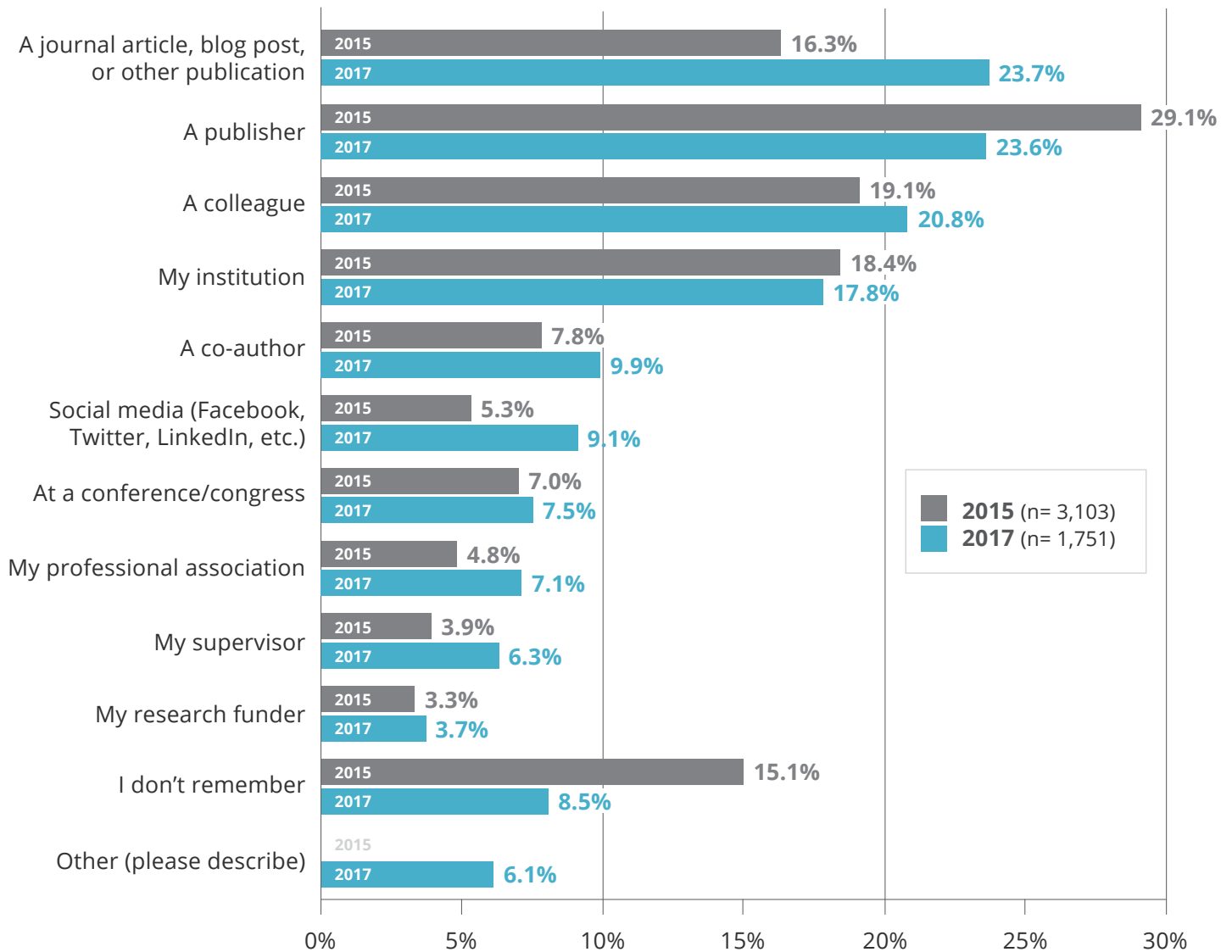
The table below shows that, across most disciplines, publications and publisher communications are most important. Exceptions are highlighted: respondents in Arts/Humanities and Business/Management indicated that their institution and colleagues were the top two channels. In the Social Sciences, colleague recommendations and institutions were equal in importance to publications as a discovery channel. Responders from Engineering placed their institution in the top three discovery channels, after publication/publishers.

DISCIPLINES

RANK	OVERALL (n= 1,751)	ARTS & HUMANITIES (n= 92)	BUSINESS/ MANAGEMENT (n= 37)	CHEMISTRY & MATERIALS SCIENCE (n= 118)	EDUCATION (n= 101)	ENGINEERING/ TECHNOLOGY (n= 240)
1	Publication (23.7%)	Institution (26.1%)	Colleague (24.3%)	Publisher (33.9%)	Publication (33.7%)	Publication (24.6%)
2	Publisher (23.6%)	Colleague (21.7%)	Institution (13.5%)	Publication (27.1%)	Publisher (24.8%)	Publisher (23.3%)
3	Colleague (20.8%)	Publisher (19.6%)	Publisher (13.5%)	Colleague (19.5%)	Colleague (23.8%)	Institution (20.8%)
4	Institution (17.8%)	Publication (16.3%)	Publication (23.5%)	Institution (17.8%)	Other (10.9%)	Colleague (16.3%)
5	Co-author (9.9%)	Don't remember (9.8%)	Social media (10.8%)	Co-author (15.3%)	Co-author (9.9%)	Social media (10.8%)
6	Social Media (9.1%)	Conference (5.4%)	Supervisor (10.8%)	Supervisor (13.6%)	Social media (6.9%)	Co-Author (9.2%)
7	Don't remember (8.3%)	Social Media (5.4%)	Other (10.8%)	Don't remember (8.5%)	Conference (6.9%)	Supervisor (8.8%)

LIFE SCIENCES (n= 272)	MATHEMATICS/ STATISTICS (n= 58)	MEDICAL SCIENCES/ ALLIED HEALTH (n= 284)	PHYSICAL SCIENCES (including Earth & Planetary sciences) (n= 128)	SOCIAL SCIENCES (including Economics) (n= 123)
Publisher (28.3%)	Publisher (27.6%)	Publisher (26.4%)	Publisher (37.5%)	Publication (23.5%)
Publication (22.1%)	Publication (20.7%)	Publication (20.8%)	Publication (23.4%)	Colleague (23.6%)
Colleague (19.1%)	Colleague (19.0%)	Colleague (19.0%)	Colleague (13.3%)	Institution (22.8%)
Institution (17.6%)	Institution (10.3%)	Institution (18.3%)	Institution (11.7%)	Publisher (20.3%)
Social media (11.8%)	Other (10.3%)	Co-author (17.6%)	Don't remember (11.7%)	Social media (12.2%)
Co-author (11.4%)	Supervisor (6.9%)	Don't remember (10.9%)	Co-author (10.9%)	Association (11.4%)
Don't remember (8.8%)	Funder (6.9%)	Association (7.4%)	Association (7.8%)	Don't remember (9.8%)

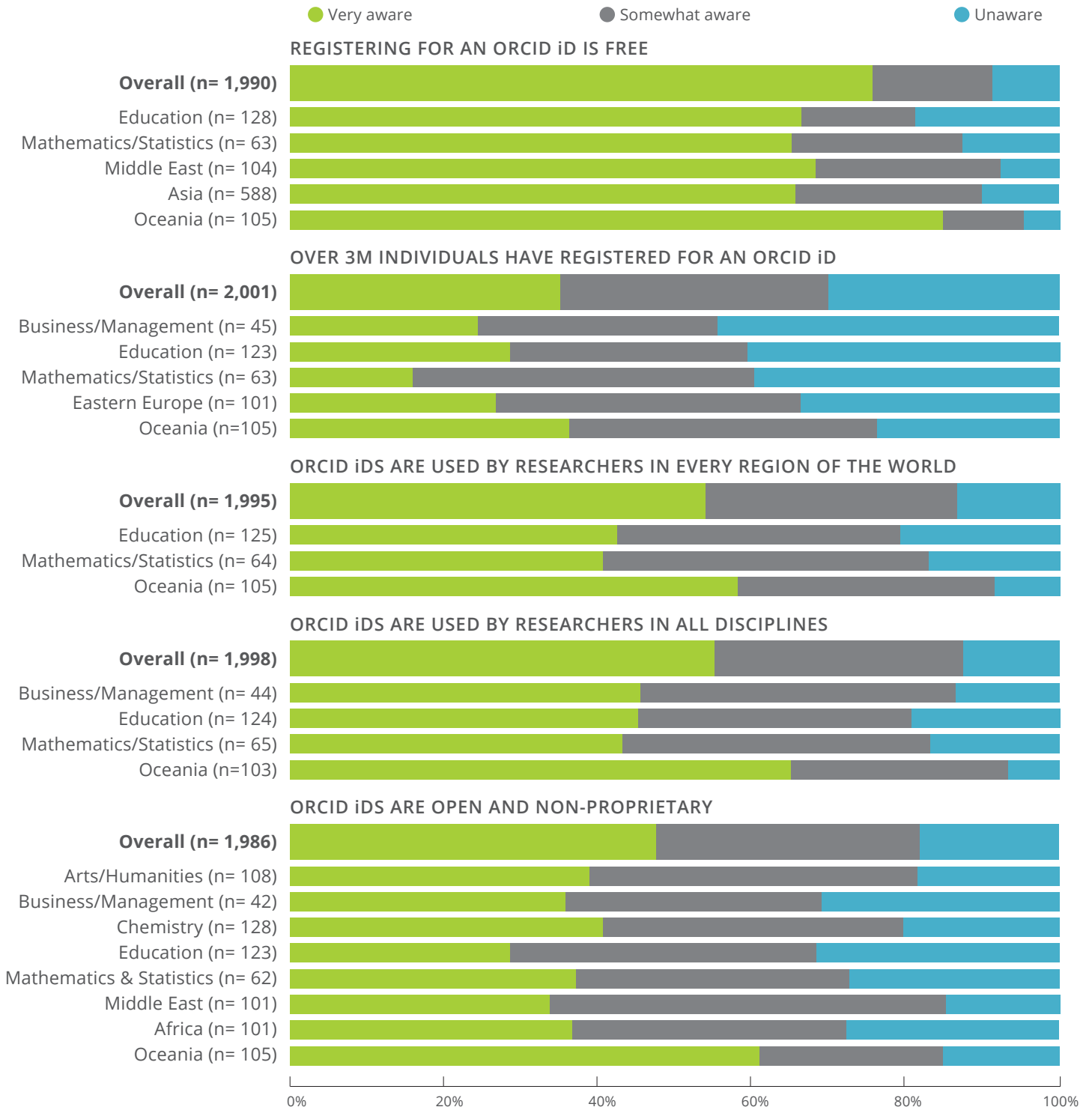
HOW DID YOU FIRST FIND OUT ABOUT ORCID iDS?



When compared with the 2015 ORCID community survey, there have been some interesting changes in discovery channels, as seen in the chart above. Although publishers remain one of the most important channels, proportionately fewer respondents in 2017 became aware of ORCID iDs through a publisher (23.6% compared with 29.1% in 2015). However, discovery through a journal article, blog post, or other publication has increased. Colleague recommendations of various sorts also remain important, as in 2015, while social media in particular has increased in importance.

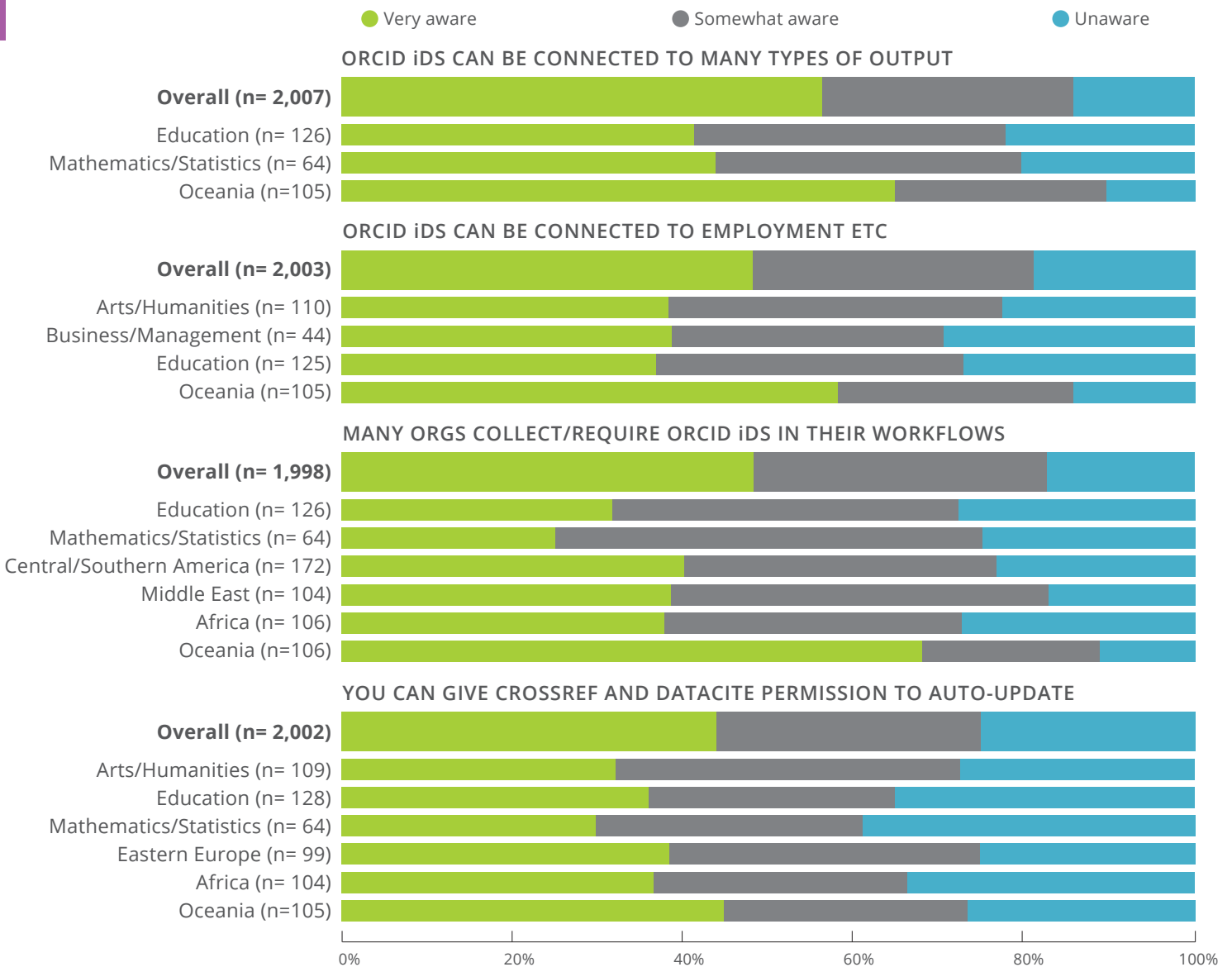
The chart below compares awareness relating to a series of statements about ORCID iDs (the full-text of these statements can be found in Appendix 1, Q8). This chart includes the overall responses to each statement, along with any respondent groupings (by discipline or region) that displayed considerable variation from the average.

PRIOR TO THIS SURVEY, HOW AWARE WERE YOU OF THE FOLLOWING STATEMENTS RELATED TO ORCID iDS?



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PRIOR TO THIS SURVEY, HOW AWARE WERE YOU OF THE FOLLOWING STATEMENTS RELATED TO ORCID iDS?

Results show that respondents in some disciplines (Education, Mathematics/Statistics) have a lower-than-average awareness of ORCID messaging, perhaps due to less discipline-specific support in those fields. Interestingly, though, respondents in Education were also more likely to be supportive of ORCID (see section 4.6).

Awareness of some key messages is also lower than average in some regions, particularly the Middle East, Eastern Europe, and Africa – regions where, once again, organizational-level support for ORCID is currently lower. Conversely, respondents from Oceania were considerably more aware than the average regarding almost all key messages relating to ORCID iDs. This is likely due to widespread consortia activity to promote iDs to researchers in Australia and New Zealand.

Please note: The number for many of these groups is low, limiting the degree to which findings can be applied to all researchers across a discipline/region.

The table below shows awareness of key ORCID messages comparing whether respondents hold an ORCID iD or not. Response rates to comparable statements in the 2015 survey are included in parentheses.

ORCID iD MESSAGE (Total respondents: ● Very aware / ● Somewhat aware)	Overall (n= 2,007)	ORCID iD (n= 1,702)	NO ORCID iD (n= 179)
Registering for an ORCID iD is free	91.2% (77.5% in 2015)	93.2% (90.7% in 2015)	83.4% (46.3% in 2015)
Over 3m individuals have registered	69.9% (56.2% in 2015)	70.9% (68.2% in 2015)	69.7% (28.4% in 2015)
ORCID iDs are used in every region of the world	86.6% (63.2% in 2015)	87.9% (75.7% in 2015)	84.4% (34.6% in 2015)
ORCID iDs are used by researchers in all disciplines	87.4% (N/A in 2015)	88.7% (N/A in 2015)	83.4% (N/A in 2015)
ORCID iDs are open and non-proprietary	81.9% (N/A in 2015)	93.5% (N/A in 2015)	76.1% (N/A in 2015)
ORCID iDs can be connected to many types of research output	85.8% (68.9% in 2015)	87.5% (72.8% in 2015)	82.6% (41.0% in 2015)
ORCID iDs can be connected to employment, education, society membership, and funding information	81.0% (60.4% in 2015)	82.6% (72.6% in 2015)	78.8% (32.5% in 2015)
Many funders, publishers, and institutions collect/require ORCID iDs in their workflows	82.7% (58.5% in 2015)	84.0% (69.8% in 2015)	79.9% (32.5% in 2015)
You can give Crossref and DataCite permission to auto-update your ORCID record when you publish	74.8% (61.7% in 2015)	76.1% (73.9% in 2015)	69.7% (33.7% in 2015)

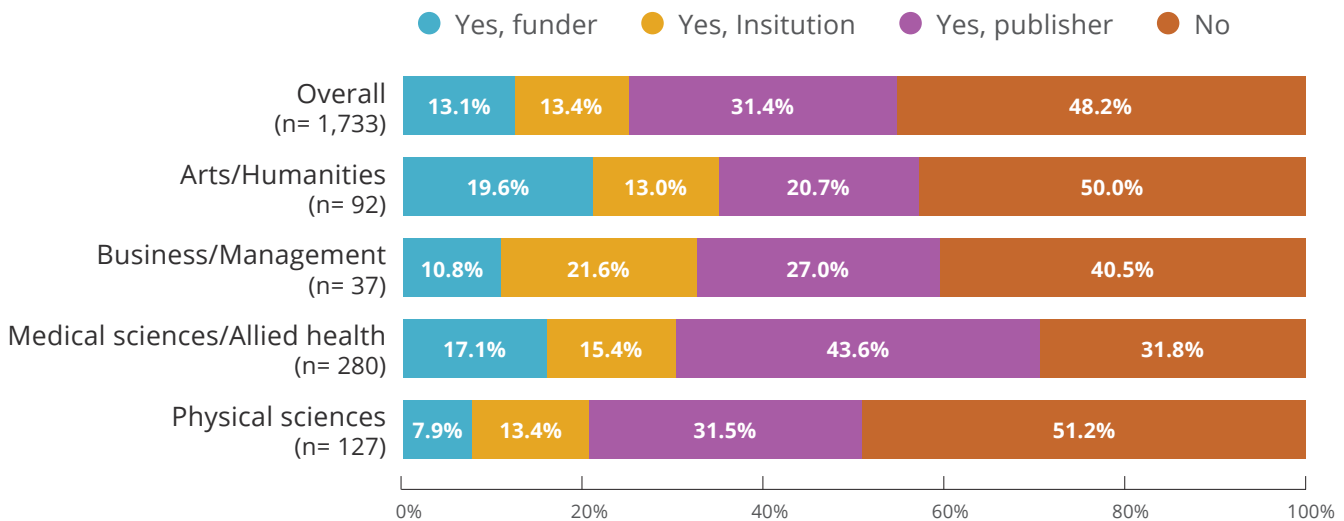
There have been considerable advances over the past two years in making the key messages about ORCID iDs known among researchers. This is especially true for respondents who do not have an ORCID iD themselves where, in some cases, awareness has increased by 37.1 – 49.8%. Notably, although iD holders have the highest awareness that ORCID iDs are open and non-proprietary, non iD holders are considerably less aware of this.

4.2 REASONS FOR REGISTERING FOR AN ORCID iD

Support from institutions, publishers, and research funders has been instrumental in growing the ORCID user base, with well over half of respondents (57.9%) stating that they registered for an iD because they were required to do so by their funder, institution, and/or publisher (more than one answer could be chosen). The [ORCID open letter](#), signed by 35 publishers at the time of writing, has had the most impact. Collectively, 1,600 journals published by these organizations now require that their authors use an ORCID iD during manuscript submission - almost one third of respondents indicated this was why they registered for an iD.

Most respondent segments closely mirror the overall figures, however, a small number of variations by discipline stand out, as shown in the table below:

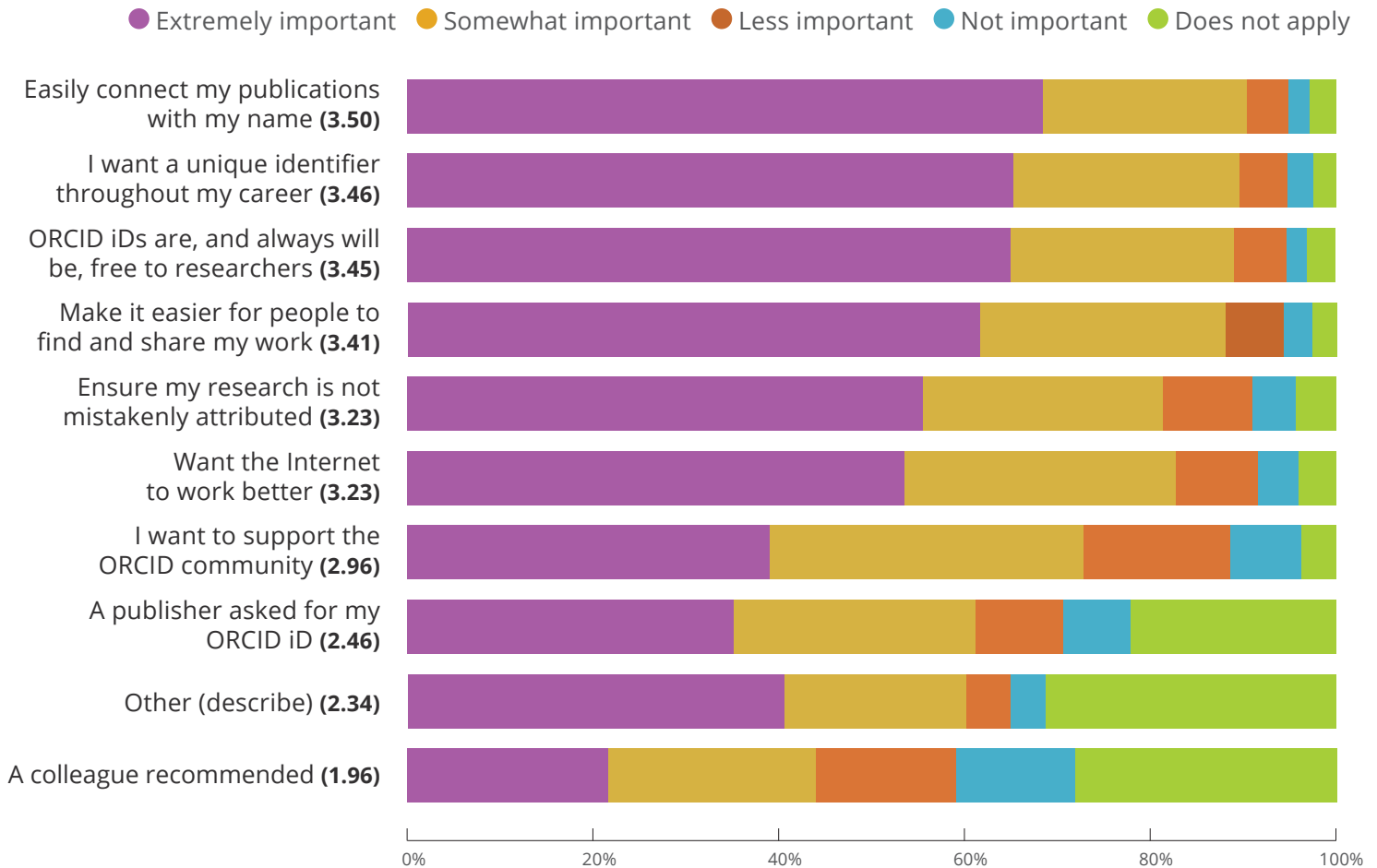
DID YOU REGISTER FOR AN ORCID iD BECAUSE IT WAS REQUIRED OF YOU?



Respondents in the Arts/Humanities are equally likely to have registered for an iD as a result of funder or publisher requirements. Publisher requirements have had a significantly higher impact than any other on those working in Medical Sciences/Allied Health, while funder requirements are considerably less important for respondents in the Physical Sciences. Institutional requirements have had a much higher impact on respondents in Business/Management.

Respondents were also asked to rate the importance of specific reasons why they registered for an ORCID iD ('Extremely important' through 'Not important'). Responses were weighted by importance: 'Extremely important' scored four points, 'Somewhat important' three, 'Less important' scored two, and 'Not important' one. The chart on the next page shows responses to each option in descending order of importance, with the average score for each reason (maximum, 4.0) in parentheses.

WHY DID YOU REGISTER FOR AN ORCID iD? (n= 1,650)



Due to a different configuration of statements and answer options, it is not possible to directly compare 2017 and 2015 responses. However, there does appear to be a marked change in the underlying motivations for signing up for an ORCID iD. In 2015, the highest rated reason was wanting the internet to work better, followed by a publisher requesting an ORCID iD, and a desire to support the ORCID community. By comparison, in 2017 respondents are more motivated by the practical applications of ORCID iDs – particularly in terms of the benefits of reliably connecting themselves with their contributions. This may be because more respondents are now actively using their ORCID iD (see Section 4.3).

There was very little variation in responses to this question by discipline, region, or career stage.

4.3 WHERE ORCID IDS ARE BEING USED

ORCID iD holders were asked to identify where they currently use their ORCID iD. The table below includes overall responses and a discipline-level breakdown, which clearly shows that journal articles are the primary use case for ORCID, regardless of discipline. However, in terms of other uses of ORCID, there are some differences.

For example, institutional use is notably higher in Arts/Humanities, perhaps because researchers in those disciplines typically publish fewer articles than their colleagues in the sciences. Respondents in the Arts/Humanities also report using ORCID more frequently in book publication – something that is more common in these fields, and that is likely to increase as ORCID continues to work with the community to develop processes for book publication workflows.

In addition, the use of ORCID iDs during grant applications is higher than average in the Arts/Humanities, Chemistry, Life Sciences, and Social Sciences.

WHERE ARE IDS USED?

RANK	OVERALL (n= 1,609)	ARTS & HUMANITIES (n= 85)	BUSINESS/ MANAGEMENT (n= 34)	CHEMISTRY & MATERIALS SCIENCE (n= 109)	EDUCATION (n= 83)	ENGINEERING/ TECHNOLOGY (n= 221)
1	Publishing – journal (71.7%)	Publishing – journal (64.7%)	Publishing – journal (67.6%)	Publishing – journal (79.8%)	Publishing – journal (67.5%)	Publishing – journal (76.5%)
2	Institution (27.8%)	Institution (37.6%)	Other profiles (26.5%)	Grant application (23.9%)	Other profiles (26.5%)	Reviewing article (26.7%)
3	Other profiles (27.5%)	Publishing – book (32.9%)	Reviewing article (23.5%)	Reviewing article (22.0%)	Reviewing article (25.3%)	Institution (26.2%)
4	Reviewing article (21.8%)	Other profiles (28.2%)	Institution (20.6%)	Publishing – book (22.0%)	Institution (22.9%)	Other profiles (23.1%)
5	Grant application (18.7%)	Grant application (28.2%)	Meeting proposal (14.7%)	Institution (19.3%)	Publishing – book (16.9%)	Publishing – book (19.0%)
6	Publishing – book (17.8%)	Reviewing article (23.5%)	Don't use (14.7%)	Other profiles (16.5%)	Don't use (14.5%)	Grant application (15.8%)
7	Email signature (15.7%)	Email signature (17.6%)	Publishing – book (11.8%)	Facility proposal (11.9%)	Grant application (13.3%)	Publishing – data (13.1%)

LIFE SCIENCES (n= 257)	MATHEMATICS/ STATISTICS (n= 52)	MEDICAL SCIENCES/ ALLIED HEALTH (n= 253)	PHYSICAL SCIENCES (including Earth & Planetary sciences) (n= 121)	SOCIAL SCIENCES (including Economics) (n= 114)
Publishing – journal (80.2%)	Publishing – journal (67.3%)	Publishing – journal (83.4%)	Publishing – journal (71.9%)	Publishing – journal (71.1%)
Grant application (27.6%)	Other profiles (25.0%)	Institution (29.9%)	Other profiles (30.6%)	Other profiles (35.1%)
Other profiles (27.2%)	Reviewing article (21.2%)	Reviewing article (24.9%)	Institution (23.1%)	Institution (29.8%)
Reviewing article (26.1%)	Grant application (19.2%)	Other profiles (24.5%)	Grant application (17.4%)	Reviewing article (25.4%)
Institution (24.9%)	Institution (19.2%)	Grant application (20.2%)	Reviewing article (16.5%)	Publishing – book (23.7%)
Publishing – book (17.9%)	Publishing – book (13.5%)	Publishing – book (19.0%)	Meeting proposal (12.4%)	Grant application (21.9%)
Publishing – data (14.0%)	Don't use (9.6%)	Meeting proposal (13.4%)	Email signature (12.4%)	Email signature (20.2%)

The option “I don’t currently use my ORCID iD” was among the top seven choices for respondents in the fields of Business/Management, Education, and Mathematics/Statistics; 10.3% of all respondents selected this option, which was ranked 11th overall. This indicates that respondents in these fields have lower uptake of ORCID iDs outside of publication-related activities than the average.

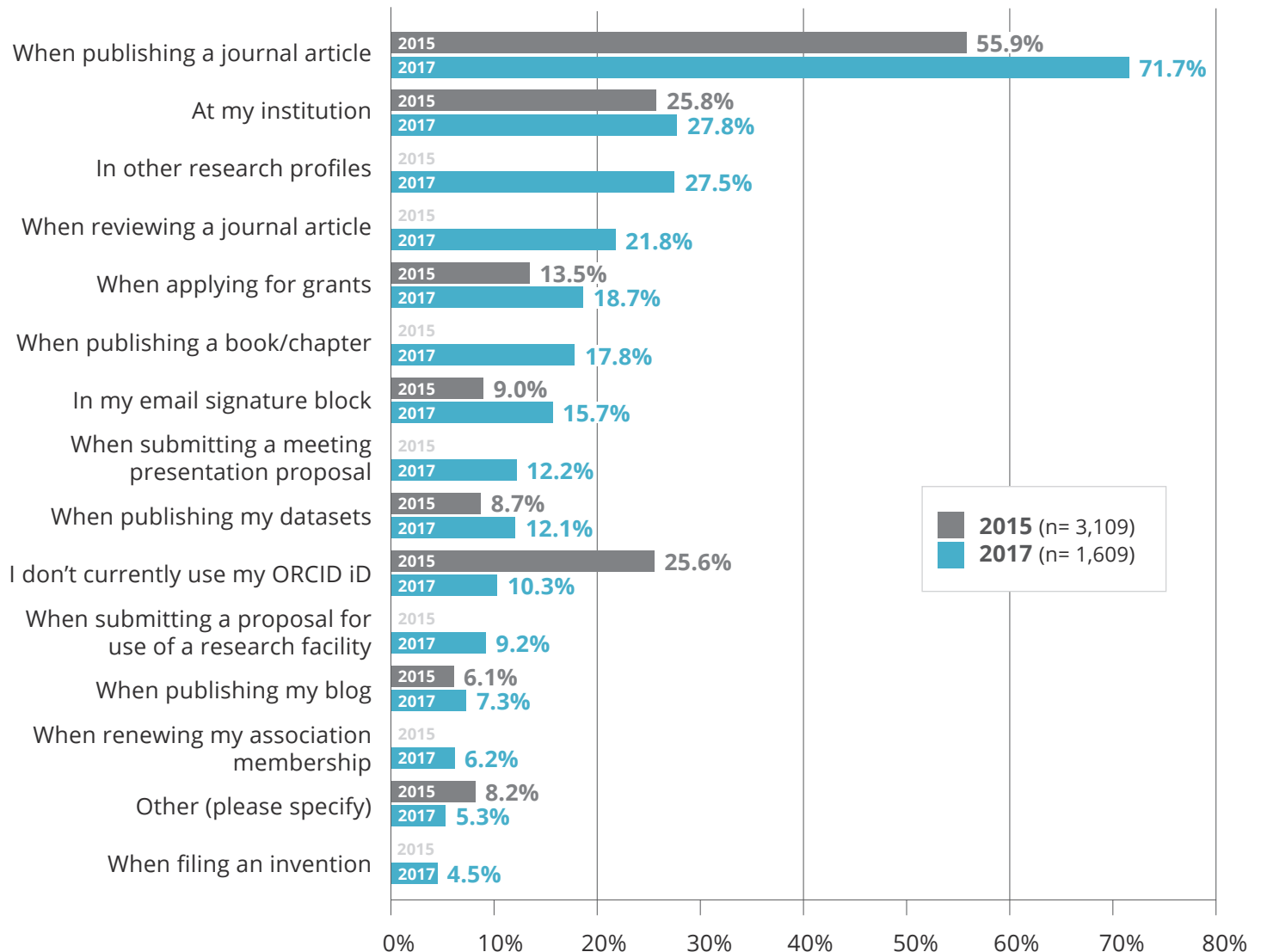
The chart below compares responses from the 2015 survey with 2017 (where available – not all response options were included in the previous survey).

The proportion of respondents who do not use their iD has fallen significantly over the past two years, with a corresponding rise in ORCID iD use in each workflow.

Aside from ‘other’ write-in options in 2015, which became discrete categories in the 2017 survey, the order of popularity remains broadly the same.

WHERE DO YOU CURRENTLY USE YOUR ORCID iD?

(Comparison of 2015 and 2017 survey results)



Separately, respondents were asked which research outputs they expect to be able to connect to their ORCID iD. The table below shows the most commonly selected outputs (from a full list of 27 options, available in Appendix 1, Q19), both overall and by specific disciplines:

The value of ORCID iDs in connecting researchers with their publications – journal articles, books, data sets, and theses – is clearly demonstrated among all respondents, regardless of field. Book publishing is an important use case for those working in Arts/Humanities, Business/Management, and Physical Sciences, in particular – all disciplines where book publication is standard. Connecting Theses/Dissertations to an ORCID iD was especially important to respondents in the Arts/Humanities, Physical Sciences, and Social Sciences, but much less so for those working in fields where laboratory experience is of paramount importance (Chemistry, Life Sciences, Medical Sciences) and for respondents in Mathematics/Statistics. Respondents in these disciplines ranked datasets more highly than theses, though a comparably lower proportion of respondents than the average indicated that they would expect to be able to link datasets with an ORCID iD.

RESEARCH OUTPUT EXPECT TO CONNECT WITH ID

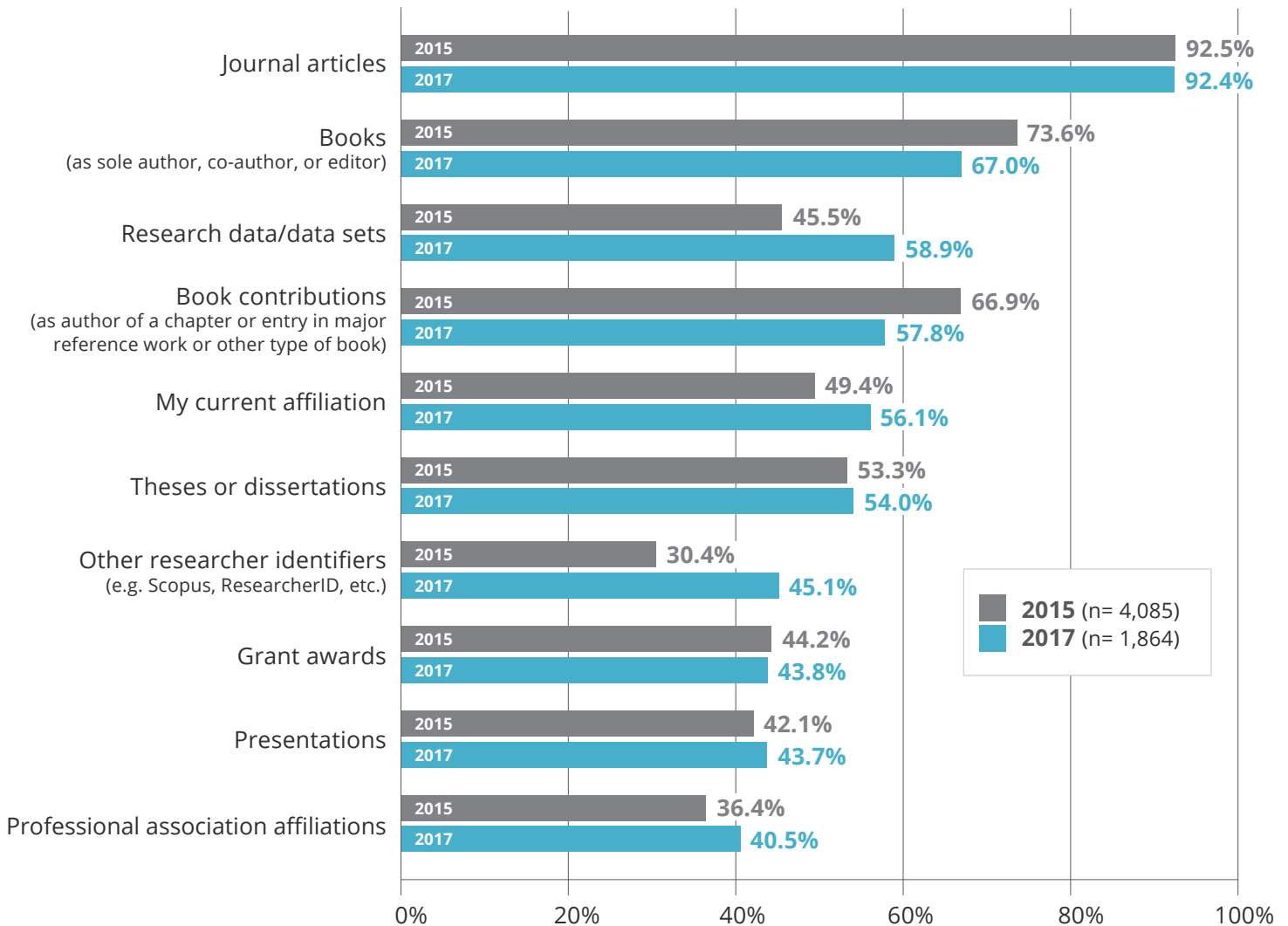
RANK	OVERALL (n= 1,864)	ARTS & HUMANITIES (n= 95)	BUSINESS/ MANAGEMENT (n= 40)	CHEMISTRY & MATERIALS SCIENCE (n= 123)	EDUCATION (n= 118)	ENGINEERING/ TECHNOLOGY (n= 252)
1	Journal articles (92.4%)	Journal articles (93.7%)	Journal articles (92.5%)	Journal articles (95.9%)	Journal articles (87.3%)	Journal articles (90.5%)
2	Books (67.0%)	Books (78.9%)	Books (70.0%)	Books (58.5%)	Books (67.8%)	Books (59.1%)
3	Data (58.9%)	Book contribs (66.3%)	Data (67.5%)	Affiliation (52.0%)	Data (55.1%)	Data (54.0%)
4	Book contribs (57.8%)	Theses (60.0%)	Book contribs (60.0%)	Data (48.0%)	Theses (54.2%)	Affiliation (54.0%)
5	Affiliation (56.1%)	Affiliation (56.8%)	Theses (55.0%)	Book contribs (47.2%)	Book contribs (52.5%)	Theses (50.4%)
6	Theses (54.0%)	Data (55.8%)	Grants (55.0%)	Other IDs (39.0%)	Affiliation (47.5%)	Book contribs (47.2%)
7	Other IDs (45.1%)	Grants (48.4%)	Other IDs (52.5%)	Theses (37.5%)	Presentations (42.4%)	Patents (38.5%)

LIFE SCIENCES (n= 274)	MATHEMATICS/ STATISTICS (n= 60)	MEDICAL SCIENCES/ ALLIED HEALTH (n= 299)	PHYSICAL SCIENCES (including Earth & Planetary sciences) (n= 131)	SOCIAL SCIENCES (including Economics) (n= 139)
Journal articles (93.8%)	Journal articles (96.7%)	Journal articles (94.6%)	Journal articles (93.9%)	Journal articles (87.8%)
Books (63.1%)	Affiliation (61.7%)	Books (59.2%)	Books (74.8%)	Books (69.1%)
Book contributions (56.6%)	Books (60.0%)	Data (49.8%)	Affiliation (64.9%)	Book contribs (65.5%)
Affiliation (56.2%)	Book contribs (55.0%)	Affiliation (47.5%)	Book contribs (64.1%)	Data (60.4%)
Data (55.5%)	Data (41.7%)	Book contribs (45.2%)	Data (63.4%)	Theses (60.4%)
Theses (48.5%)	Theses (41.7%)	Theses (39.1%)	Theses (62.6%)	Presentations (46.8%)
Grants (46.0%)	Other IDs (41.7%)	Presentations (39.1%)	Other IDs (50.4%)	Grants (43.9%)

Since 2015, there have been some minor changes to respondents' expectations about which types of research outputs they should be able to connect to their ORCID iD:

WHERE DO YOU CURRENTLY USE YOUR ORCID iD?

(Comparison of 2015 and 2017 survey results)



The chart above shows the top 10 output types that respondents expected to be able to associate with their iD across both surveys.

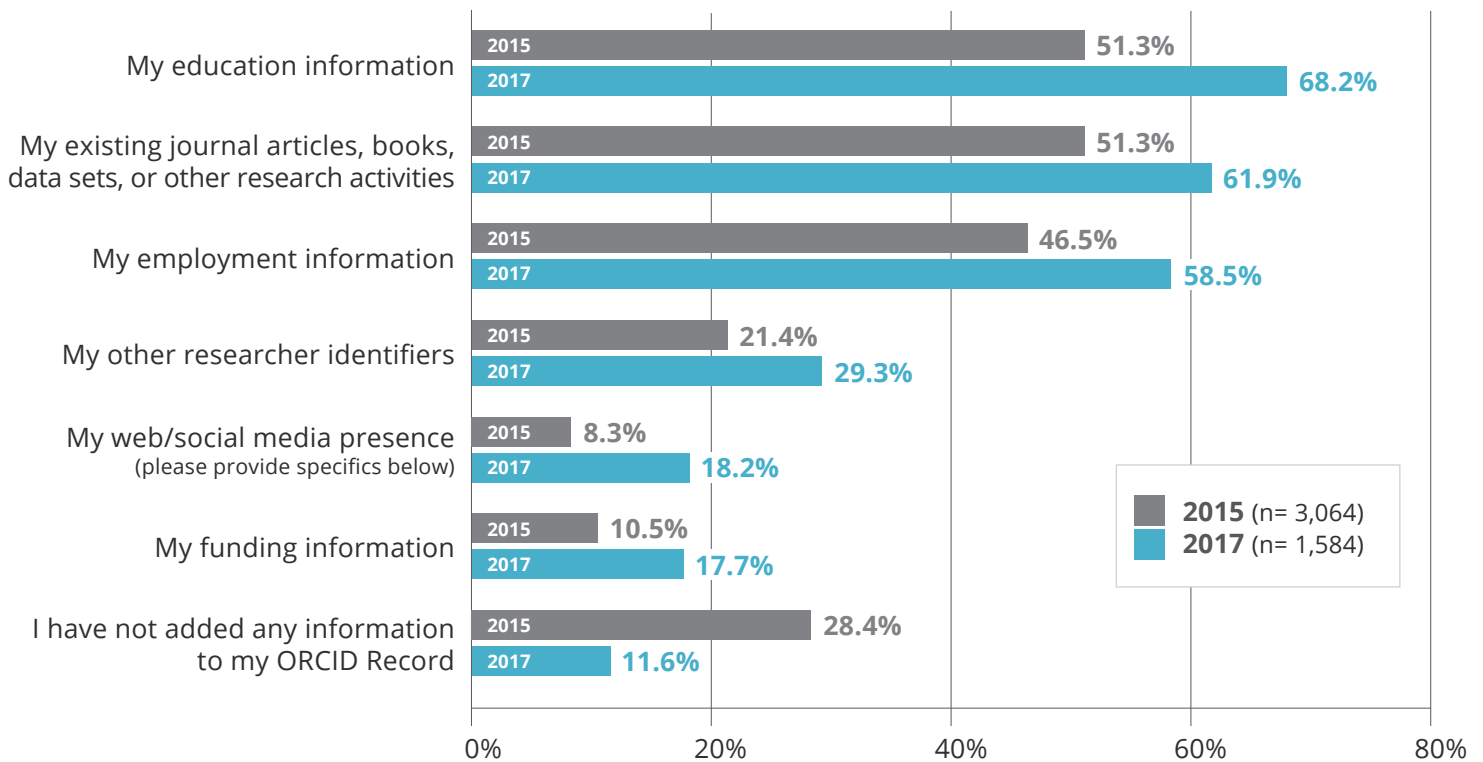
While journal articles remain virtually unchanged at the top of the list, proportionally more respondents in 2017 expected to be able to connect data, affiliations, and other identifiers to their record, and fewer respondents overall expect to be able to link books and book contributions to their ORCID iDs (although, as noted above, respondents in the fields of Arts/Humanities, Business/Management and Physical Sciences have a higher expectation of being able to link book publications to their ORCID iDs).

Note that the large number of 2015 survey responses from the American Geophysical Union skewed this data somewhat: when those responses are removed from the 2015 data, the percentage of respondents expecting to associate sole-authored books and book contributions falls by 3.1/4.0% respectively – still higher than the 2017 results, but by a notably slimmer margin.

Encouragingly, the overall use of ORCID iDs appears to have grown significantly since the 2015 survey, as shown in the chart below.

WHAT DATA HAVE YOU ADDED TO YOUR ORCID RECORD?

(Comparison of 2015 and 2017 survey results)



As in the question on where ORCID iDs are used, respondents to this question in 2017 are significantly more likely to have added data to their record over the past two years, with the order of popularity remaining largely the same across both surveys. The addition of education and employment information has grown the most (by 16.9 and 12.0% respectively).

4.4 OPINIONS ABOUT ORCID iDS

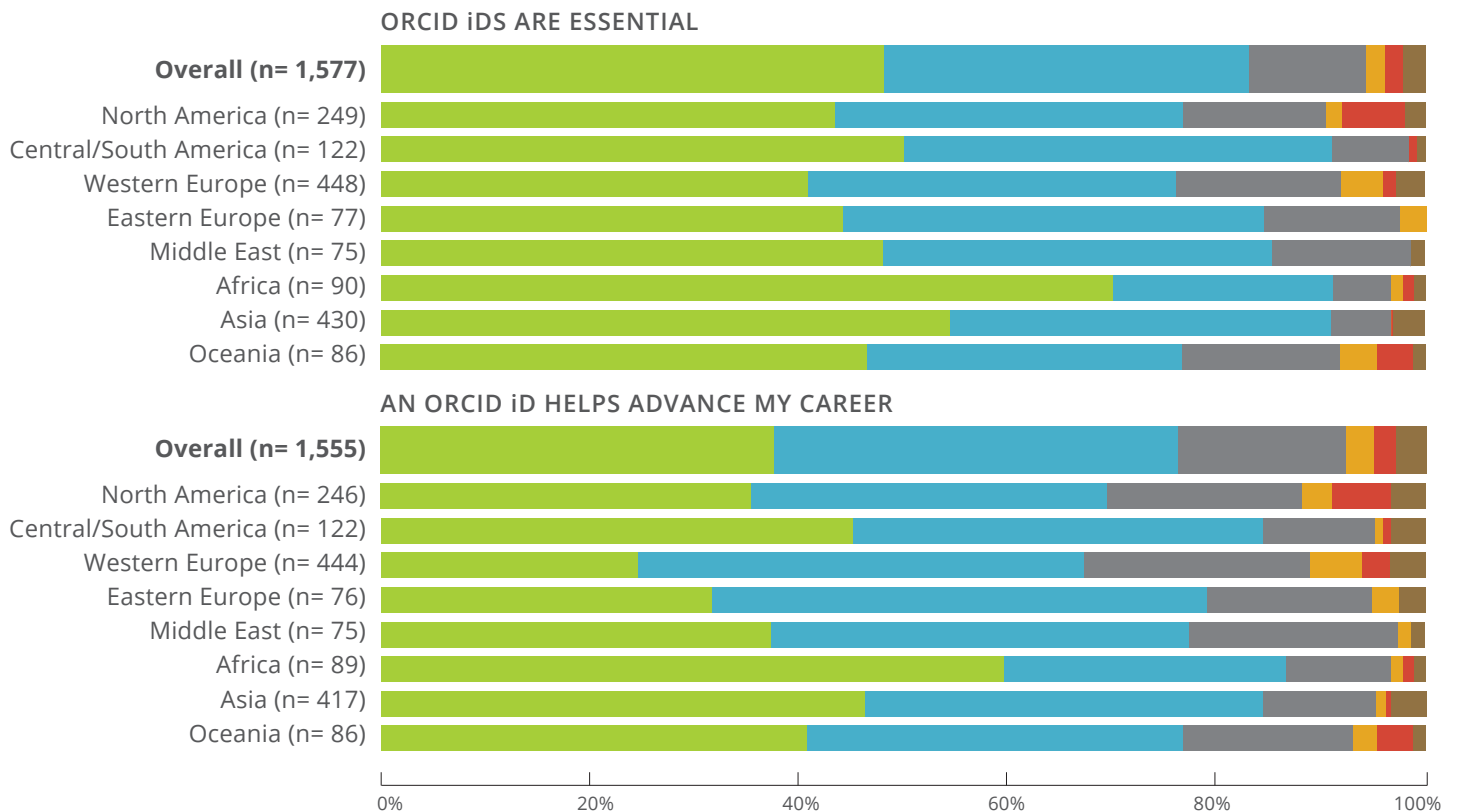
Respondents were asked to rate how strongly they agreed with statements regarding four key messages pertaining to ORCID iDs, on a scale from ‘Strongly agree’ (five points) to ‘Strongly disagree’ (one point). The table below shows strength of agreement with each statement across all segments, including a comparison with 2015 survey data (where applicable):

STATEMENT	2015	2017
An ORCID iD is essential for researchers	3.08 (n= 4,018)	4.19 (n= 1,577)
ORCID helps advance my career by helping me ensure my work is properly attributed	3.04 (n= 4,017)	3.98 (n= 1,555)
ORCID values and protects my privacy	2.54 (n= 4,000)	3.77 (n= 1,555)
ORCID saves me time	N/A	3.67 (n= 1,555)

These responses indicate that the perceived value of ORCID iDs and their place in research workflows has increased considerably since the 2015 survey was conducted – particularly in terms of wider recognition that ORCID as an organization respects iD holders’ privacy and that an ORCID iD is essential for researchers.

HOW STRONGLY DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?

● Strongly agree ● Agree ● Neither agree nor disagree ● Disagree ● Strongly disagree ● I'm not sure



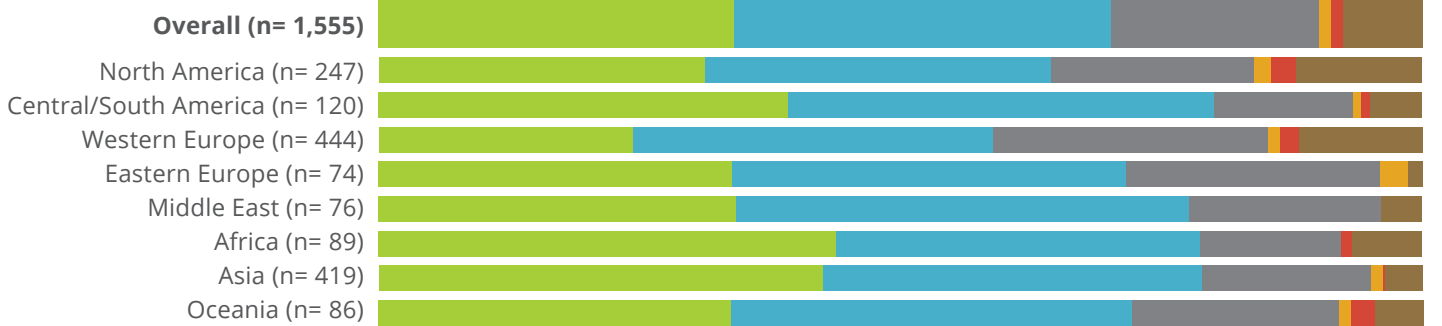
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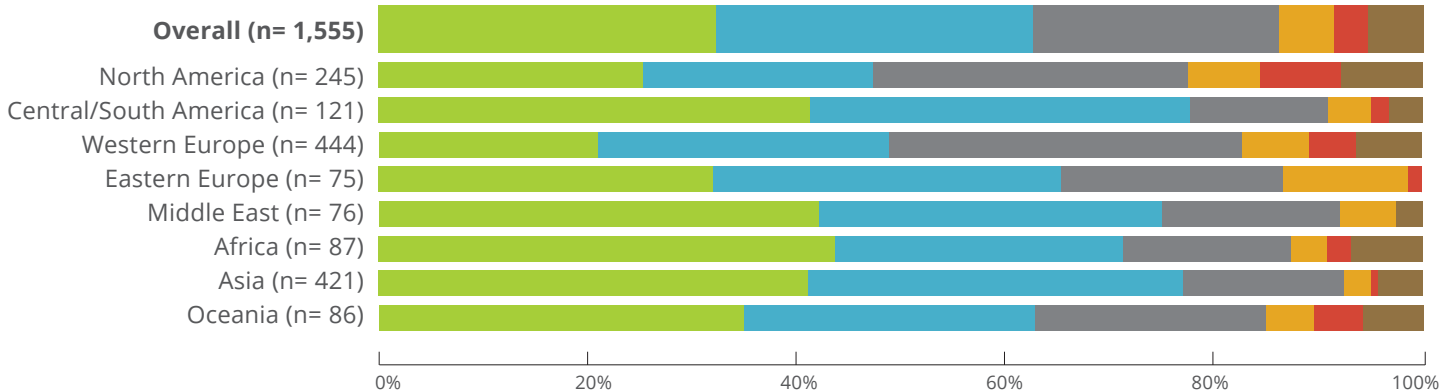
HOW STRONGLY DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?

● Strongly agree ● Agree ● Neither agree nor disagree ● Disagree ● Strongly disagree ● I'm not sure

ORCID VALUES AND PROTECTS MY PRIVACY



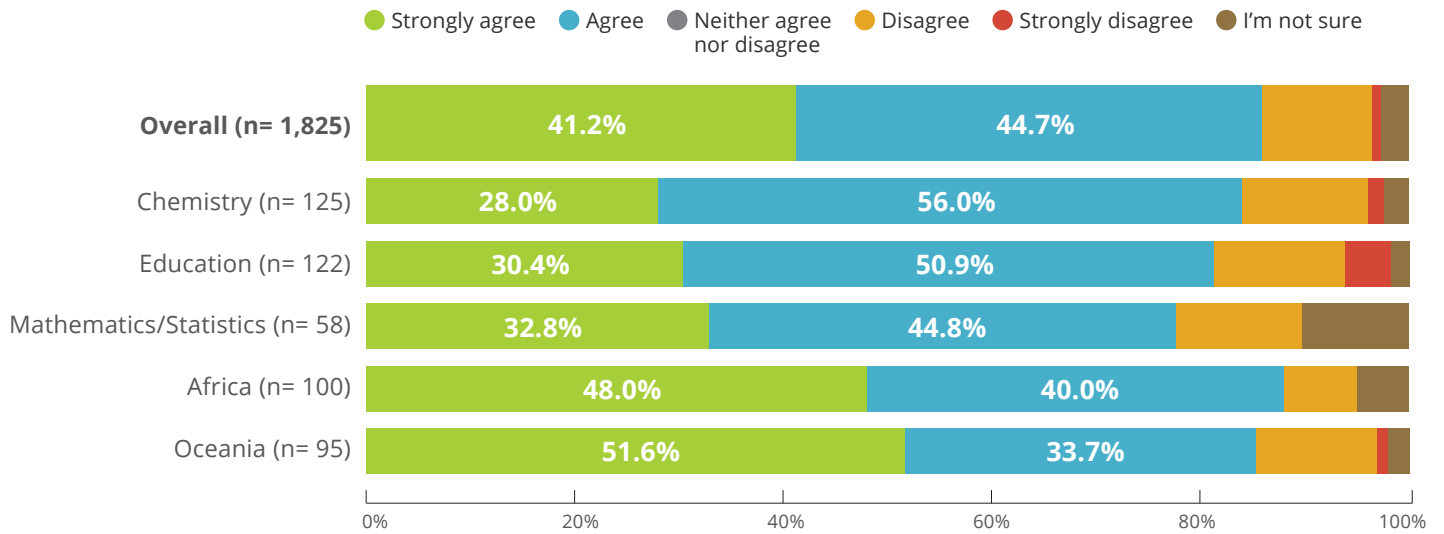
AN ORCID iD SAVES ME TIME



The chart above shows that overall, 83.1% confirm ‘ORCID iDs are essential’ (48.1% strongly agree/35.0% agree). Respondents in Africa, Asia and Central/South America appear to be most strongly supportive of ORCID iDs.

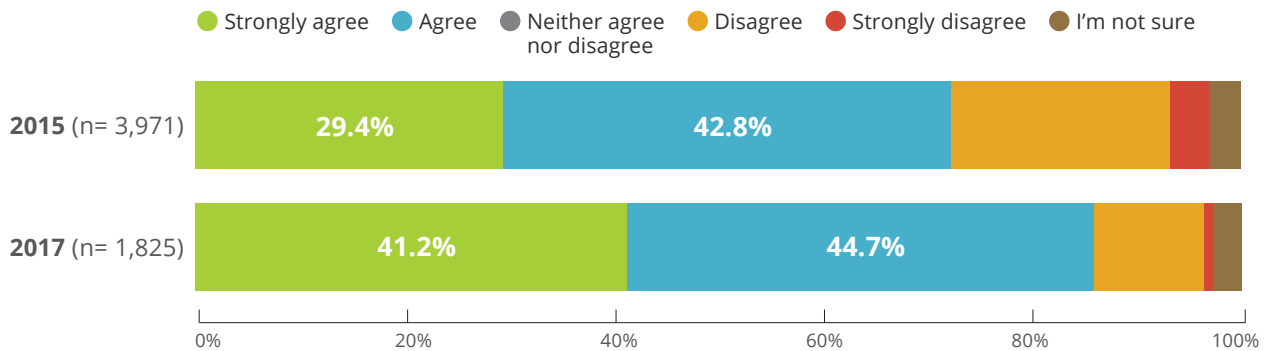
The survey explored respondents’ support for ORCID further by asking about mandating the use of unique personal identifiers, specifically ORCID iDs. There was overwhelming support for mandates across all demographic segments, with some minor but noteworthy variations, as shown on the next page.

MANDATES TO USE UNIQUE PERSONAL IDENTIFIERS, SPECIFICALLY ORCID iDS, ARE BENEFICIAL TO THE GLOBAL RESEARCH COMMUNITY



Respondents in Mathematics/Statistics were the most likely to disagree that requiring ORCID iDs benefits the global research community, and emphatic support for mandated ORCID iD use was lower than average in the fields of Chemistry and Education – however, support was particularly strong in Africa and Oceania.

MANDATES TO USE UNIQUE PERSONAL IDENTIFIERS, SPECIFICALLY ORCID iDS, ARE BENEFICIAL TO THE GLOBAL RESEARCH COMMUNITY



Overall there has been a marked increase between 2015 and 2017 in the proportion of respondents who believe that requiring persistent identifiers (and ORCID iDs in particular) is beneficial to the global research community. This finding reflects support from the research community for the publisher-initiated open letter requiring authors to have and use an ORCID iD. The open letter launched in January 2016 and is now signed by 35 publishers, societies, and journals.

4.5 ASSISTANCE WITH ORCID iDS

In 2017, for the first time, we asked respondents where they go for help if they encounter a problem with their ORCID iD. The tables below show responses by region and discipline.

WHERE DO YOU SEEK ASSISTANCE WITH IDS? (REGION)

RANK	OVERALL (n= 1,513)	NORTH AMERICA (n= 229)	CENTRAL/SOUTH AMERICA (n= 120)	WEST EUROPE (n= 420)	EAST EUROPE (n= 80)
1	Website (47.3%)	Website (48.5%)	Website (45.8%)	Website (54.0%)	Website (45.0%)
2	Contact Us (30.5%)	Contact Us (34.1%)	Web search (35.8%)	Web search (31.9%)	Web search (31.3%)
3	Web search (28.6%)	Email (28.8%)	Email (34.2%)	Contact Us (24.8%)	Researcher (30.0%)
4	Email (26.2%)	Web search (21.4%)	Contact Us (30.0%)	Email (22.9%)	Contact Us (25.0%)
5	Researcher (23.1%)	Other (12.2%)	Researcher (30.0%)	Researcher (14.5%)	Email (16.3%)
6	Librarian (12.6%)	Librarian (11.8%)	Librarian (8.3%)	Librarian (13.1%)	Librarian (8.8%)
7	Other (6.8%)	Researcher (9.6%)	Social media (8.3%)	Other (8.1%)	Social media (2.5%)
8	Social media (4.6%)	Social media (7.0%)	Other (3.3%)	Social media (4.3%)	Other (1.3%)

MIDDLE EAST (n= 75)	AFRICA (n= 84)	ASIA (n= 422)	OCEANIA (n= 83)
Website (50.7%)	Website (41.7%)	Website (40.8%)	Website (50.6%)
Contact Us (34.7%)	Contact Us (35.7%)	Contact Us (36.0%)	Web search (30.1%)
Web search (30.7%)	Email (35.7%)	Researcher (36.0%)	Librarian (30.1%)
Researcher (29.3%)	Web search (29.8%)	Email (26.5%)	Email (21.7%)
Email (28.0%)	Researcher (29.8%)	Web search (25.6%)	Contact Us (18.1%)
Librarian (5.3%)	Librarian (17.9%)	Librarian (11.1%)	Other (12.0%)
Social media (4.0%)	Social media (10.7%)	Social media (7.8%)	Researcher (8.4%)
Other (2.7%)	Other (9.5%)	Other (3.8%)	Social media (6.0%)

'Self-service' help – through the ORCID website (close to half of all respondents), support desk, or an internet search – is strong across all disciplines. Notable variations include the use of institutional support via a local librarian (lower than average in the Middle East, and higher in Oceania) or help from other researchers (higher in Central & South America, the Middle East, Africa, and Asia; considerably below average in North America, Western Europe, and Oceania).

WHERE DO YOU SEEK ASSISTANCE WITH IDS? (DISCIPLINE)

RANK	OVERALL (n= 1,513)	ARTS & HUMANITIES (n= 77)	BUSINESS/ MANAGEMENT (n= 28)	CHEMISTRY & MATERIALS SCIENCE (n= 101)	EDUCATION (n= 82)	ENGINEERING/ TECHNOLOGY (n= 206)
1	Website (47.3%)	Website (42.9%)	Website (50.0%)	Website (41.6%)	Website (48.8%)	Website (43.2%)
2	Contact Us (30.5%)	Contact Us (27.3%)	Contact Us (25.0%)	Contact Us (31.7%)	Researcher (29.3)	Web search (37.4%)
3	Web search (28.6%)	Email (22.1%)	Web search (25.0%)	Web search (30.7%)	Email (29.3%)	Contact Us (35.9%)
4	Email (26.2%)	Librarian (22.1%)	Researcher (17.9%)	Researcher (28.7%)	Contact Us (28.0%)	Researcher (35.0%)
5	Researcher (23.1%)	Researcher (20.8%)	Email (14.3%)	Email (27.7%)	Web search (24.4%)	Email (26.7%)
6	Librarian (12.6%)	Web search (19.5%)	Social media (7.1%)	Librarian (13.9%)	Librarian (11.0%)	Social media (9.2%)
7	Other (6.8%)	Other (6.5%)	Other (3.6%)	Social media (5.9%)	Other (8.5%)	Librarian (8.3%)
8	Social media (4.6%)	Social media (2.6%)	Librarian (0%)	Other (5.0%)	Social media (6.1%)	Other (5.3%)

LIFE SCIENCES (n= 237)	MATHEMATICS/ STATISTICS (n= 54)	MEDICAL SCIENCES/ ALLIED HEALTH (n= 242)	PHYSICAL SCIENCES (including Earth & Planetary sciences) (n= 113)	SOCIAL SCIENCES (including Economics) (n= 104)
Website (48.1%)	Website (42.6%)	Website (40.9%)	Website (54.9%)	Website (46.2%)
Contact Us (30.0%)	Web search (33.3%)	Contact Us (33.9%)	Web search (30.1%)	Contact Us (32.7%)
Web search (25.3%)	Researcher (27.8%)	Email (27.7%)	Email (24.7%)	Web search (31.7%)
Email (24.1%)	Email (24.1%)	Researcher (27.3%)	Contact Us (23.9%)	Email (24.0%)
Researcher (19.0%)	Contact Us (22.2%)	Web search (21.9%)	Researcher (22.1%)	Researcher (23.1%)
Librarian (8.9%)	Librarian (7.4%)	Librarian (9.9%)	Librarian (9.7%)	Librarian (13.5%)
Social media (7.2%)	Other (5.6%)	Other (5.8%)	Other (5.3%)	Other (6.7%)
Other (5.9%)	Social media (3.1%)	Social media (5.4%)	Social media (5.3%)	Social media (6.7%)

Looking at the data by discipline, respondents in Arts/Humanities are more likely to refer to their institutional librarian, whereas those in Education, Mathematics/Statistics, and Medical Sciences are more likely to ask a fellow researcher.

4.6 BRAND STRENGTH AND ATTRIBUTES

Net Promoter Score. For the first time, the 2017 survey included a Net Promoter Score benchmarking question: “On a scale from 0-10, how likely are you to recommend ORCID to a friend or colleague?”

Those answering from 0-6 are considered detractors (more likely to spread negative word-of-mouth information regarding ORCID), ratings of 7-8 are considered passive, and ratings of 9-10 are classified as promoters (vocal advocates). The Net Promoter Score (NPS) is calculated by subtracting the percentage of Detractors from the percentage of promoters.

ORCID’s overall NPS was 35.3, with well over half of respondents identified as Promoters, nearly a quarter as Passive, and just over one fifth as Detractors.

The table below breaks these results down by career stage, discipline, and geographic region (though once again, the low n for some of these segments limits the value of these findings).

HOW LIKELY ARE YOU TO RECOMMEND?

RESPONDENT GROUP	DETRACTOR	PASSIVE	PROMOTER	NPS
Overall (n= 1,563)	20.3%	24.1%	55.6%	35.3
Undergraduate (n= 33)	24.2%	30.3%	45.5%	21.2
Masters/Doc (n= 153)	17.0%	29.4%	53.6%	36.6
Early career (n= 454)	20.0%	26.7%	53.3%	33.3
Mid-career (n= 436)	19.3%	22.9%	57.8%	38.5
Senior (n= 487)	22.4%	20.5%	57.1%	34.7
Arts/Humanities (n= 79)	27.8%	21.5%	50.6%	22.8
Business/Management (n= 33)	27.3%	30.3%	42.4%	15.2
Chemistry (n= 106)	26.4%	34.0%	39.6%	13.2
Education (n= 84)	11.9%	21.4%	66.7%	54.8
Engineering (n= 211)	19.0%	25.6%	55.5%	36.5
Life Sciences (n= 244)	23.4%	23.4%	53.3%	29.9
Mathematics/Statistics (n= 53)	28.3%	30.2%	41.5%	13.2
Medical Sciences (n= 249)	22.9%	25.7%	51.4%	28.5
Physical Sciences (n= 120)	24.2%	25.0%	50.8%	26.7
Social Sciences (n= 108)	25.9%	25.9%	48.1%	22.2
North America (n= 248)	19.4%	18.5%	62.1%	42.7
Central/South America (n= 123)	8.9%	26.0%	65.0%	56.1
Western Europe (n= 447)	19.9%	22.6%	57.5%	37.6
Eastern Europe (n= 81)	32.1%	18.5%	49.4%	17.3
Middle East (n= 74)	24.3%	21.6%	54.1%	29.7
Africa (n= 88)	15.9%	23.9%	60.2%	44.3
Asia (n= 418)	24.2%	30.6%	45.2%	21.1
Oceania (n= 84)	13.1%	20.2%	66.7%	53.6

By career stage, undergraduates' NPS was lowest, while those in the mid stages of their career most likely to be proactive advocates. This likely reflects the fact that an undergraduate typically has few or no research contributions to connect with her/his record, whereas a mid-career researcher is likely to have many more – and, therefore, to have made fuller use of her/his iD.

The level of support for ORCID is erratic across disciplines. Respondents in Chemistry have the lowest NPS (13.2), whereas support from those in Engineering, Life Sciences, and Medical Sciences is considerably higher (36.5, 29.9, and 28.5 respectively), and it's very strong among those in Education (54.8).

Geographically, the NPS was lowest from respondents from Eastern Europe and highest from researchers in Central/South America (56.1), Oceania (53.6), and Africa (44.3).

BRAND ATTRIBUTES OF ORCID.

In addition to the NPS, which will be used to benchmark attitudes toward ORCID, going forward respondents were – as in 2015 – asked to select up to five attributes that best describe ORCID, from a list of 26 (see Appendix 1, Q20). The table below breaks the top five responses down by career stage, discipline, and geographic region.

There was a remarkable level of consistency in the top five values: 'open' and 'global' were clear frontrunners overall (chosen by 40.6% and 40.1% of respondents respectively), followed by 'efficient', 'easy to work' with, and 'essential'.

Undergraduate respondents were the only career group to select 'new' (their second highest choice of description - 33.3%), while senior researchers were the only career level that chose 'interdisciplinary' as one of their top five values (24.8%).

TOP ATTRIBUTES OF ORCID

RESPONDENT GROUP (CAREER STAGE)	1	2	3	4	5
Overall (n= 1,921)	Open (40.6%)	Global (40.1%)	Efficient (28.9%)	Easy to work with (26.9%)	Essential (24.1%)
Undergraduate (n= 51)	Global (39.2%)	New (33.3%)	Efficient (29.4%)	Open (27.5%)	Easy to work with (23.5%)
Masters/Doc (n= 193)	Open (41.5%)	Global (31.1%)	Efficient (29.0%)	Easy to work with (28.5%)	Essential (25.9%)
Early career (n= 556)	Open (41.4%)	Global (39.6%)	Efficient (28.4%)	Easy to work with (26.4%)	Essential (24.5%)
Mid-career (n= 527)	Open (44.2%)	Global (38.9%)	Easy to work with (28.8%)	Efficient (28.1%)	Essential (25.2%)
Senior (n= 602)	Global (44.5%)	Open (37.7%)	Efficient (30.1%)	Easy to work with (25.4%)	Interdisciplinary (24.8%)

TOP ATTRIBUTES OF ORCID

RESPONDENT GROUP (DISCIPLINE)	1	2	3	4	5
Arts/Humanities (n= 101)	Open (44.6%)	Global (36.6%)	Interdisciplinary (26.7%)	Standard (21.8%)	Efficient (19.8%)
Business/Management (n= 40)	Open (42.5%)	Global (40.0%)	Essential (30.0%)	Innovative (30.0)	Interdisciplinary (27.5%)
Chemistry (n= 133)	Open (39.8%)	Global (36.8%)	Efficient (33.1%)	Easy to work with (26.3%)	Essential (25.6%)
Education (n= 124)	Global (38.7%)	Open (32.3%)	Efficient (32.3%)	Interdisciplinary (32.3%)	Easy to work with (29.0%)
Engineering (n= 258)	Global (37.6%)	Open (34.9%)	Efficient (34.9%)	Easy to work with (31.4%)	Essential (24.0%)
Life Sciences (n= 279)	Global (40.1%)	Open (38.7%)	Efficient (29.4%)	Essential (27.2%)	Easy to work with (25.8%)
Mathematics/Statistics (n= 64)	Efficient (40.6%)	Open (39.1%)	Easy to work with (34.4%)	Global (25.0%)	Essential (18.8%)
Medical Sciences (n= 313)	Global (40.6%)	Open (37.7%)	Efficient (30.7%)	Easy to work with (27.2%)	Essential (25.6%)
Physical Sciences (n= 135)	Open (47.4%)	Global (40.0%)	Standard (26.7%)	Easy to work with (23.0%)	Efficient (22.2%)
Social Sciences (n= 140)	Global (35.0%)	Open (34.3%)	Efficient (32.9%)	Interdisciplinary (25.7%)	Innovative (22.1%)

'Interdisciplinary' was also more likely to be selected as a top attribute by respondents in Arts/Humanities (26.7%), Business/Management (27.5%), Education (32.3%), and Social Sciences (25.7%). 'Standard' also proved popular among respondents in Arts/Humanities (21.8%) as well as Physical Sciences (26.7), while 'innovative' was the fourth most popular response for those in Business/Management (30.0%).

TOP ATTRIBUTES OF ORCID

RESPONDENT GROUP (REGION)	1	2	3	4	5
North America (n= 279)	Open (38.7%)	Global (28.7%)	Essential (28.7%)	Community-driven (25.1%)	Efficient (24.7%)
Central/South America (n= 167)	Global (44.9%)	Efficient (43.7%)	Interdisciplinary (37.1%)	Open (33.5%)	Innovative (25.7%)
Western Europe (n= 507)	Open (49.4%)	Global (34.4%)	Efficient (26.0%)	Easy to work with (25.0%)	Interdisciplinary (24.6%)
Eastern Europe (n= 110)	Open (46.4%)	Global (40.9%)	New (26.4%)	Efficient (24.5%)	Interdisciplinary (21.8%)
Middle East (n= 103)	Global (39.8%)	Easy to work with (35.0%)	Efficient (33.0%)	Essential (33.0%)	Open (32.0%)
Africa (n= 105)	Global (45.7%)	Essential (33.3%)	Interdisciplinary (33.3%)	Community-driven (32.4%)	Efficient (31.4%)
Asia (n= 561)	Global (45.8%)	Open (37.3%)	Efficient (30.7%)	Easy to work with (30.1%)	Essential (24.4%)
Oceania (n= 96)	Global (54.2%)	Open (44.8%)	Essential (31.3%)	Easy to work with (28.1%)	Community-driven (28.1%)

Looking at the geographic breakdown, 'community-driven' was popular with respondents in North America (25.1%), Africa (32.4%), and Oceania (28.1%), while 'interdisciplinary' was in the top five for those in Central/South America (37.1%), Western Europe (24.6%), Eastern Europe (21.8%), and Africa (33.3%). Respondents in Central/South America and Eastern Europe were most likely to view ORCID as novel ('innovative', 25.7%; 'new', 26.4% respectively).

TOP ATTRIBUTES OF ORCID – COMPARING 2017 WITH 2015

RANK	2017 (n= 1,921)	2015 (n= 3,938)
1	Open (40.6%)	Open (38.4%)
2	Global (40.1%)	New (32.9%)
3	Efficient (28.9%)	Approachable (27.0%)
4	Easy to work with (26.9%)	Efficient (25.4%)
5	Essential (24.1%)	Easy to work with (24.7%)

The table above shows continued brand strengths between the 2015 and 2017 survey findings. 'Open' was the most frequently chosen attribute in both surveys, with a similar percentage of responses. 'Global' has replaced 'new' as the overall second choice of attribute, and 'efficient', 'easy to work with', and 'essential' (chosen by 20.6% in 2015 and ranked eighth overall) have all increased in popularity, indicating that ORCID iDs have become an established and valued part of research and publication workflows.

The list included several 'negative' values. These were the five least-selected options in 2017 – the table below illustrates the percentage of respondents that selected each attribute in the 2017 survey compared with 2015 (where respondents had a shorter list of 22 attributes to choose from).

LEAST ASSOCIATED ORCID ATTRIBUTES – COMPARING 2017 WITH 2015

ATTRIBUTE	2017 (n= 1,921)	2015 (n= 3,938)
Complicated	22 (6.1%)	18 (7.2%)
Hard to work with	23 (5.9%)	21 (5.2%)
Awkward	24 (5.4%)	20 (6.3%)
Unknown	25 (5.4%)	9 (19.6%)
Unnecessary	26 (2.3%)	22 (5.1%)

Recognition for ORCID has increased significantly in two years as indicated by the change in rank of the characteristic "Unknown" from 9 to 25. with the increased perception of ORCID as essential and beneficial to the community, the rank of "Unnecessary" was, once again, the least popular attribute.

5.0 ADDITIONAL INFORMATION

Aside from the scale of responses, there were some key differences in respondent demographics between the 2015 and 2017 surveys. The 2015 survey was actively promoted by the American Geophysical Union, resulting in a large number of responses from their members, many of whom did not have an ORCID iD at the time.

The table below illustrates the effect that controlling for AGU responses to the 2015 survey has on the data; when these respondents are filtered out, the proportion of ORCID iD holders is fairly similar between the 2015 and 2017 surveys.

DO YOU HOLD AN ORCID iD?	2017 (n= 2,463)	2015 ALL RESPONDENTS (n= 4,698)	2015 EXCLUDING AGU RESPONSES (n= 3,150)
Yes	83.7%	70.1%	80.1%
No	9.7%	22.9%	12.9%
Not sure	6.6%	7.0%	7.0%

6.0 SUMMARY

This survey shows that awareness of ORCID and key messages about the organization have increased across the board since the 2015 survey was conducted, which is pleasing given our focus on improving communications in the past two years. The survey also shows the importance of publishers and institutions in helping users discover and understand the value of ORCID iDs. However, there is still work to do in terms of awareness in specific disciplines (such as Mathematics/ Statistics) and regions (such as Eastern Europe).

When asked how they go about updating their ORCID records, several respondents used the free-text response option to highlight difficulties in populating ORCID records – something that we are already working to address, with further improvements planned for 2018.

The inclusion of a Net Promoter Score benchmarking question in the 2017 survey will help us benchmark performance in future. An overall NPS score of 35.5 shows that ORCID has considerably more supporters than detractors, however, we would like to see this score improve further. The overall goodwill toward ORCID in the community is also reflected by the growth in support for mandated use of ORCID iDs since 2015.

While the vast majority of respondents to the 2017 survey were positive about ORCID, there were a number of free text responses expressing concerns about our purpose and functionality. Many of these were the result of misunderstandings, which we will be addressing through better education and outreach resources for researchers ([launched in October 2017](#)), as well as continued improvements to our user interface (ongoing).

All data, including free text comments, are available in the [ORCID repository](#).

APPENDIX 1: SURVEY INSTRUMENT

PLEASE TELL US YOUR IMPRESSIONS OF ORCID

ABOUT THIS SURVEY

We invite your feedback to help us better understand and meet the needs of current and future ORCID iD users.

This survey asks you to share what you may know about ORCID, even if you don't have an ORCID iD.

If you do have an ORCID iD, we would like to know more about your experience.

We estimate that the survey will take less than 15 minutes to complete. To thank you for your time and input, you'll also have the option to enter into a prize draw to win one of ten gift vouchers worth \$50 (or your local equivalent) for an online store of your choice. We'll ask for your details at the end of the survey.

Please click 'Next' to continue.

Q1. Where do you primarily work?

Please choose the best option.

- University or other academic institution
- Government
- Commercial organization
- Not for profit organization
- Unaffiliated/Retired
- Other

Q2. What best describes your primary role?

Please choose up to two.

- Student
- Professor/Lecturer
- Researcher
- Librarian
- Research Manager/Administrator
- Program Manager
- Publisher
- Other

Q3. (FOR THOSE WHO ANSWER STUDENT, PROF/LECTURER, RESEARCHER ONLY)

Please select your primary discipline you work in:

- Arts & humanities
- Business/Management
- Chemistry & materials science
- Education
- Engineering/technology
- Life sciences
- Mathematics/statistics
- Medical sciences & allied health
- Physical sciences (including earth & planetary sciences)
- Social sciences (including economics)

Q4. Which of the following best describes your career stage?

- Student
- Graduate student
- Early career (1-10 years experience)
- Mid-career (11-20 years experience)
- Senior (21+ years experience)

Q5: In which region are you based?

- North America
- Central and South America and Caribbean
- Western Europe
- Eastern Europe
- Middle East
- Africa
- Asia
- Oceania

Q6. Do you have an ORCID iD?

- Yes
- No
- I'm not sure

Q7. Prior to this survey, to what degree were you aware of the following statements about ORCID as an organization?

<Rating: "Very Aware", "Somewhat aware", "Unaware">

- ORCID provides a free service where researchers may register for a unique persistent identifier (ORCID iDs)
- ORCID is a not-for-profit organization run by and for the community
- ORCID is an open organization, providing a public data feed (API)
- Controlling your own ORCID record is a key ORCID principle
- ORCID is primarily funded by research institutions, funders, publishers, and other organizations in the research community via annual dues

Q8. Prior to this survey, to what degree were you aware of the following statements about ORCID iDs?

<Rating: "Very Aware", "Somewhat aware", "Unaware">

- Registering for an ORCID iDs is free
- Over 3 million individuals have registered for an ORCID iD
- ORCID iDs are used by researchers in every region of the world
- ORCID iDs are used by researchers in all disciplines
- ORCID iDs are open and non-proprietary, meaning they can be used in any system that collects them
- ORCID iDs can be connected to many types of research activities including journal articles, datasets, books, theses, patents, and more
- ORCID iDs can be connected to employment, education, society membership, and funding information
- Many funders, publishers, and institutions collect (and in some cases require) ORCID iDs in their workflows
- You can give Crossref and DataCite permission to automatically update your ORCID record when you publish an article or dataset

Q9. (For those with an ORCID iD) How long have you had your ORCID iD?

Please choose one.

- Up to five years (since 2012)
- Three to four years (since 2013-14)
- One to two years (since 2015-16)
- Less than a year
- I'm not sure

Q10. How did you find out about ORCID iDs?*Please check all that apply.*

- A colleague
- A co-author
- My supervisor
- My institution
- My research funder
- My professional association
- A publisher
- At a conference
- A journal article, blog post, or other publication
- Social media (Facebook, Twitter, LinkedIn, etc.)
- I don't remember

Q10a. Did you register for an ORCID iD because it was required in order for you to submit a paper, manuscript, or grant application, or required by your institution?*Please select any that apply.*

- Yes, my research funder required me to have an ORCID iD
- Yes, my institution required me to have an ORCID iD
- Yes, a publisher required me to have an ORCID iD
- No

Q11. Why did you register for an ORCID iD?*Please rate the importance of each of these reasons.**<Most Important to Not Important, with a "Does not apply" column>*

- I want to be able to easily connect my publications with my name
- I want to make sure my research is not mistakenly attributed to someone else with a similar name
- I want to make it easier for people to find and share my work
- ORCID iDs are, and always will be, free for researchers
- I want a unique identifier that can be used throughout my entire career
- A colleague recommended that I register
- A publisher asked for my ORCID iD when I was submitting a journal article or book/chapter
- I want to support the ORCID community
- I want the Internet to work better, and persistent identifiers are the way to go
- Other (describe)

Q12. When do you use your ORCID iD?*Please check all that apply.*

I use my ORCID iD:

- When publishing a journal article
- When reviewing a journal article
- When publishing a book/chapter
- When publishing my blog
- When publishing my datasets
- When applying for grants
- When filing an invention
- When renewing my association membership
- When submitting a meeting presentation proposal
- When submitting a proposal for use of a research facility
- At my institution
- In my email signature block
- I don't currently use my ORCID iD
- Other (please specify)

Q13. What information have you added to your ORCID record?*Please check all that apply.*

- My education information
- My employment information
- My funding information
- My existing journal articles, books, data sets, or other research activities
- My other researcher identifiers
- My web/social media presence (please provide specifics below)
- I have not added any information to my ORCID record

Q14. *(Only displayed if "I have not added any information to my ORCID record" is NOT selected)***Which of the following statements best describes how you add information to your ORCID record?**

- I have added most/all information to my record manually
- I have imported most/all information to my record from other systems such as Crossref, Europe PubMed Central, or Scopus
- I have authorized Crossref and/or DataCite to automatically update my record when I publish an article or dataset
- I have given a trusted individual (e.g., a librarian) access to update my record on my behalf
- Other (please describe how else you add information to your ORCID record)

Q15. Please indicate how you strongly agree or disagree with each of the following statements.

<Score each of the following from "Strongly agree" to "Strongly disagree", plus "I'm not sure" column>

- An ORCID iD is essential for researchers
- ORCID helps advance my career by helping me ensure my work is properly attributed
- ORCID values and protects my privacy
- ORCID saves me time

Q16. Where do you go to seek help if you have a query or a problem with your ORCID Record?

- I ask another researcher at my organization
- I ask a librarian or other support staff at my organization
- I search the Internet for a video or other support documentation
- I use the Contact Us form on the ORCID website
- I use the information on the ORCID website
- I contact support@orcid.org
- I contact ORCID via Twitter or Facebook
- Other (please specify)

Q17. On a scale of 0-10, how likely are you to recommend ORCID to a friend or colleague?

Q18. (Only displayed if respondent indicated they do not have an ORCID iD in Q6)
ORCID is an open, non-profit effort to create and maintain a registry of unique researcher identifiers and a transparent method of linking research activities and outputs to these identifiers.

You can find out more about ORCID and ORCID iDs on the ORCID website
(this link will open in a new browser tab).

Please click 'Next' to continue.

Q19. What would you expect to be able to associate with an ORCID iD?

Please select all that apply.

- Journal articles
- Books (as sole author, co-author, or editor)
- Book contributions (as author of a chapter or entry in major reference work or other type of book)
- Data sets
- Figures
- Audio/video recordings
- Theses or dissertations

- Presentations
- Meeting attendance
- Course completion/certification
- Professional association affiliations
- Professional awards
- My current affiliation
- Past affiliations
- Grant awards
- Other awards, eg, laboratory/user facility time
- Versions of my name
- Other researcher identifiers
- Peer review
- Patents
- Software/code
- Musical compositions
- Performances
- Artworks
- Legal briefs
- Anything I make public with my name associated
- Other <Free text>

Q20. Please select up to five of the following attributes that you feel best describe ORCID.

- Approachable
- Awkward
- Community-driven
- Complicated
- Easy to work with
- Efficient
- Essential
- Established
- Global
- Hard to work with
- Inclusive
- Innovative
- Interdisciplinary
- New

- Open
- Respectful
- Responsive
- Secure
- Standard
- Technical
- Transparent
- Trustworthy
- Unknown
- Unnecessary
- Well regarded
- Widely used

Q21. Since our last community survey in 2015, many more organizations are requiring ORCID iDs for their researchers. How strongly do you agree or disagree with the following statement:

Requiring the use unique personal identifiers, specifically ORCID iDs, is beneficial to the global research community.

<Strongly agree/Agree/Neither agree nor disagree/Disagree/Strongly disagree>

Q22. Have you used any systems in which an ORCID iD has either been *requested* or *required*?

- Research management system
- Grant application
- Journal article submission system
- Book manuscript submission system
- Scholarly collaboration network
- Other (please specify)

Q23. Do you have any other feedback you would like to provide to ORCID?

If so, please enter it below.

<Free-text entry>

Q24. Would you like to participate in future market research for ORCID, such as questions about the usability our Website or opportunities to test new features?

- Yes
- No

Q25. *(Only displayed if respondent answers 'Yes' to Q24)*

Please provide your contact details below. You may be contacted about market research projects in the future. Your information will not be added to any other mailing lists. Your responses to this survey will remain anonymous.

- Name
- Country
- Email address
- Telephone number

Q26. Would you like to participate in our prize draw?

- Yes
- No

The prize will consist of one of ten gift cards worth \$50 - or your local equivalent - to the online store of your choice, such as Amazon or iTunes.

If you are selected in the prize draw, we will contact you to confirm your local currency and store preference. While we will endeavour to supply a voucher for your preferred outlet, we cannot guarantee that we will be able to supply your first preference, or that the gift card will be in your local currency.

Please note that all entrants must be 18 years of age or older.

Q27. *(Only displayed if respondent answers 'yes' to Q26)*

Please provide a contact email address below. We will only use this information to contact you if you are a prize winner; your data will not be used for any other purpose and your personal contact details will not be associated with your survey response.

- Name
- Email address

Exit text

Thank you for completing our survey – we value your input.

Please click 'Next' below to submit your responses.

If you have an idea for ORCID, please go to our iDeas forum. <link to <http://support.orcid.org/forums/175591-orcid-ideas-forum>>

If you would like to create or update your ORCID record, visit the ORCID Registry now <link to <https://orcid.org/signin>> <Exit to ORCID main page>