What's in a Name?
Identifiers for Institutions, Public Identities, and Researchers

• Introduction
  – Helen Henderson, Managing Director, Ringgold, Ltd.

• Institutional Identifiers
  – Grace Agnew, Associate University Librarian for Digital Library Systems, Rutgers University Libraries, & Co-chair, NISO Institutional Identifiers Working Group
  – Tina Feick, Director of Sales and Marketing, North America, Harrassowitz, & Co-chair, NISO Institutional Identifiers Working Group

• Researcher ID
  – Reynold Guida, Director, Product Development, Thomson Reuters
  – Ellen Rotenberg, Manager, Product Development, Thomson Reuters

• The International Standard Name Identifier (ISNI)
  – Angela D’Agostino, Senior Vice President, Business Development, R.R. Bowker
  – Andy Weissberg, GM, Identifier Services, R.R. Bowker

Introduction to Identifiers for Institutions, Public Identities, and Researchers
Helen Henderson
Ringgold

Institutional Identifiers - the story to date

- Location definitions
  - Interlibrary loan
- Financial/business information
  - Credit rating
- Library registries
  - Interlibrary transactions
- Ringgold Identifier
  - Multipurpose index

Existing Standards Overview

- MARC Organization Code (MARC21)
- OCLC Symbol (Contribute to WorldCat)
- SAN (Standard Address Number)
- DUNS (D&B Proprietary)
- ISIL (International Standard Identifier for Libraries and Related Organisations)
- ISDIAH (International Standard for Describing Institutions with Archival Holdings Information)
- ISNI (International Standard Name Identifier)
- OCLC WorldCat Registry
- GLN (Global Locator Number)
Author Registries

- CrossReg
- ResearcherID
  - www.researcherid.com
- OCLC Identities Project
  - orlabs.oclc.org/identities/
- MIMAS Names Project
  - names.mimas.ac.uk
- WikiGenes
  - www.wikigenes.org

Why do we need these identifiers?

- Supply chain transactions
- Authentication
- Usage statistics
- Licensing
- Collaboration
- Disambiguation
- Research evaluation

I2 Approach

- Stakeholders
- Scenarios
- Work plan
- Timescale
I2 - Scenarios

- A - Electronic Resources Supply Chain
- B - E-learning/courseware
- C - Institutional Repositories
- D - Library Resource Management

I2 Scenarios Leadership

<table>
<thead>
<tr>
<th>Scenarios</th>
<th>Co-Chairs</th>
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<tbody>
<tr>
<td>A (E-Resources)</td>
<td>Tina Feick, HARRASSOWITZ Helen Henderson, Ringgold</td>
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<tr>
<td>B (E-Learning)</td>
<td>Lisa Macklin, Emory University Brendan Bellina, University of Southern California</td>
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<td>C (IR)</td>
<td>To Be Determined</td>
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<tr>
<td>D (Lib. Res. Mgmt.)</td>
<td>John McDonald, Claremont Colleges Mark Needleman, FCLA (Florida)</td>
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I2 Work Plan

- Scenario Development
- Review current identifier standards and usage
- Determine metadata fields
- Working draft
- Trial use plan
- Test against scenarios
- Review by committees and advisory groups
- Identify maintenance organizations
- Determine tools for adoption
- Release for ballot

I2 Timeline

- Final appointment of Work Group (Jun 08)
- Data gathering (Jun-Dec 08)
- Test & finalize direction of identifier (Jan-Feb 09)
- Working draft (Mar-Oct 09)
- Submit for Public Review (Aug 09)
- Draft standard for trial Oct 09-Mar 10
- Start trial use (Nov 09)
- Ballot released (Mar-May 10)
**I² Common Issues**

<table>
<thead>
<tr>
<th>Scenario</th>
<th>A: Electronic resources</th>
<th>B: E-Learning</th>
<th>C: Institutional Repositories</th>
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**Scenario A**

- **E-resource Supply Chain**
  - Co-Chairs: Helen Henderson, Ringgold
    Tina Feick, HARRASSOWITZ
  - Stakeholders
    - Libraries
    - Publishers
    - Subscription Agents
    - Bookdealers
    - Online Hosts
    - Aggregators
    - Fulfillment Centers
    - Consortia
    - Other Service Entities

**Institutional Identifiers**

Tina Feick  
Director of Sales and Marketing  
HARRASSOWITZ  
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NISO Webinar  
October 29, 2008

**Scenario A - Sections**

<table>
<thead>
<tr>
<th>Section</th>
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<tbody>
<tr>
<td>Systems</td>
<td>Peter McCracken, Serials Solutions</td>
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<td>Libraries</td>
<td>Cindy Hepfer, SUNY Buffalo</td>
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<td>Publishers</td>
<td>Andrea Lopez, Annual Reviews Greg Malar, Rockefeller University Press</td>
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</table>
| Intermediaries | Helen Henderson, Ringgold  
Tina Feick, HARRASSOWITZ |
| Research    | Janifer Gatenby, OCLC                                     |
Scenario A – Process So Far

- List all transactions that utilize an institutional identifier – in exchange with other parties
- Note if a standard was used
- Look at the common uses
- Look at the differing uses
- Define the metadata behind the identifier

Issues

- Lots of transactions – lots of detail
- Legacy systems
- International concerns
- Consortia – especially differing deals
- Do we go beyond institutions and look at defining publishers, vendors, hosts, etc.
- Making sure all views are recorded!!

Questions?

WWW.NISO.ORG/WORKROOMS/I2

ResearcherID

NISO Identifier Webinar, Oct. 29th
Reynold Guida
Ellen Rotenberg
THE NAME GAME

Is it easy to find your publications?

Name ambiguity affects
- Research accuracy & quality
- Career advancement & tenure
- Funding of work
- Global collaboration

215, 635 Occurrences of surname Li
36,828 Occurrences of surname Li, first initial X
6,171 Occurrences in Web of Science (2008)

Tools to Assist in Finding the Correct Author in Web of Science

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</table>

Author Finder

Distinct Author Sets
Many Organizations Investigating Author Authorities

- Thomson Reuters -- ResearcherID
- Individual publishers
- CrossRef – CrossReg initiative
- OCLC Identities Project
- MIMAS Names Project
- Surf Foundation Digital Author Identifier (Netherlands)
- Government Registries of Scientific Researchers
  - A*STAR
  - READ

What is ResearcherID?

A free, online community where authors receive a unique identifier to eliminate author misidentification, increase recognition of one’s work (e.g., H-index) and facilitate global collaboration among researchers.

Who uses ResearcherID?

Authors/researchers –
- Present publications for others to find and view
- Discover new collaborators
- Publicize research for career advancement

Institutions –
- Track research contributions of faculty and staff
- Review job candidates’ citation reports

Students –
- Gain exposure for academic advancement

Publishers/societies – locate experts in a field
- Conference speakers and presenters
- Peer reviewers

Advantages for Publishers / Societies / Associations and their Members

- Unique identification
- Article match to citation indexes
- Automatically updated citation counts
- Community and collaboration around role and research
- Control of information
- Unique match to member profile
- Updated publication list
- Updated citation counts
- Badge link to unique ResearcherID record - metrics
ResearcherID Services

- ResearcherID Search API
  • Search ResearcherID by keyword, institution, name or ResearcherID number.
- ResearcherID Upload Service
  • Create ResearcherID accounts and/or upload publications to ResearcherID through a batch process.
- ResearcherID Download Service (coming soon)
  • Search ResearcherID by institution, and retrieve publication data for researchers associated with institution.

Questions?

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International Standard Name Identifier (ISNI)

Overview and Use Cases
October 29, 2008

Bowker

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The Challenge

- Persons, corporate bodies, works/expressions are viewed differently in different communities and parts of the world.
- They can be given many names, and names often change over time and vary in different languages and scripts.
- MARC format often requires the text string for communicating and sharing bibliographic records, so systems had to supply the text string in lieu of the number when exporting records for data exchange.
- Duplication – need a language independent solution to avoid it.
- Just pinpointing what is to be considered the thing to be numbered will vary from one community to another, based on the business need.
ISNI – A Potential Solution

- Aims to provide an efficient means to disambiguate such public identities in the digital environment
- Accurately recognizes the roles participants play in creation, production, management, and content distribution chains and the content they are involved in creating can be managed effectively.
- Can be used to identify public identities of parties in databases and they can support the exchange of information in the management of media content.

It is the goal of the ISNI as an ISO standard to become the common method to identify Public Identities of Parties.

ISNI Use Cases

- A “controlled vocabulary” improving the precision and recall of searches
- Archives, museums, publishing agencies, rights management agencies, etc. can provide same, local displays of the locally preferred form of name (language and script).
- Indexing by librarians and archivists
- Direct licensing of content by creators without the need for collective licensing arrangements
- Provision of resource discovery services such as search engines.

A “Bridge” Identifier

- Allows various industry partners to exchange information relating to a Party without the need to disclose confidential information.
- To that extent the ISNI only maintains the minimum metadata set needed to differentiate (disambiguate) two Public Identities.
- All other relevant information remains in proprietary databases secured by conditional access.

ISNI Use Cases (continued)

- A single “authorized” or default form of name to uniquely identify the entity—i.e., an authorized heading, a unique text string (traditional library approach)
- A unique number assigned to the entity to serve as a placeholder in various forms (citations, bibliographic records, authority records, etc.) and/or as a link to variant forms found in a control record for the entity to enable display in the user
- A system-preferred language/script/format for guided or clustered searching offer the possibility of presenting the user (the cataloger, the reference librarian, the end user, etc.) with the names found in the authority systems to cluster variant forms of names
- To provide links to sources locating where the variant name was found, plus other identifying data and links to related entities that together provide a set of information elements to uniquely identify an entity

Number could be used in any system or application without the system having to know any rules or standards. System would only have to know what to do with a number and how to resolve it to a display that a human could understand [rather than the numeric code]
ISNI Composition

- **Public Identity**: The identity with which a Party wishes to be associated in one or many fields of creative activity.

- **Party**: An entity that is or was either a natural person, a legal person, a fictional character or a group of such entities, whether or not incorporated.

- **Name**: The lexical string used as the label for Parties or Public Identities, which is the way in which the Party or Public Identity is or was commonly referenced (e.g., “John Doe”, “Acme Inc.”, etc.).

- **Registrant**: An entity that requests an ISNI number from a Registration Agency on its own behalf as a Party, or on behalf of a Party that it represents.

ISNI Structure & Syntax

- An ISNI is made up of two components:
  - 15 decimal digits
  - check character

- ISNI is a "dumb" number - No meaning shall be embedded in, conveyed by or imputed to any part or subset of the number.

- When an ISNI is written, printed, or otherwise presented in a human-readable format:
  - It shall be preceded by the letters ISNI separated from the identifier by a space;
  - **EXAMPLE**: ISNI 1634 9375 8346 843X

ISNI Registrant Meta-Data

- **Name of Public Identity**: A group of data elements that comprises the different components of a Name and that supports all types of Name representations.

- **Type of Party**: Allowed values (e.g., natural person, legal person, etc.) describing the nature of the Party, from an allowed value list published by the ISNI International Agency.

- **URI**: Machine-readable link in the form of a Uniform Resource Identifier to an external set of data relating to activities in the Creation Class / Role defined below.

- **Creation Class**: A known type of creation the Party has played from an allowed value list published by the ISNI International Agency (e.g., Musical Work / Author; Literary Work / Publisher; Audio-Visual Work / Director).

- **Role**: Role the Party has played in a the creation class from an allowed value list for published by the ISNI International Agency (e.g., Author, Publisher, Director, etc.).

To allow disambiguation

- **Date / Type of Date**: A group of data elements comprising the date itself as may be expressed in different calendars and by the type of date, such as date of birth or of incorporation, from an allowed value list published by the ISNI International Agency.

- **Place / Type of Place**: A group of data elements comprising place, type of place (such as country of birth or country of incorporation) from an allowed value list published by the ISNI International Agency.
ISNI Status

- ISO/CD 27729 (ISO/TC 46 / SC 9)
- The draft ISNI standard is currently at Draft International Standard (DIS) stage awaiting promotion to Final Draft International Standard (FDIS).
- Anticipated completion date for the ISO 27729 standard early 2010.
- Developed within TC 46/SC 9/WG 6 under the project leadership of the International Confederation of Societies of Authors and Composers (CISAC).
- The Registration Authority for this International Standard shall be the ISNI International Agency, responsible for defining the system architecture supporting the ISNI.
- The ISNI system shall be composed of the ISNI International Agency together with, if necessary, ISNI Registration Agencies appointed and coordinated by the ISNI International Agency.

For More Information:

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Questions?

All questions will be posted with presenter answers on the NISO website following the webinar:

www.niso.org/news/events/2008/webinars/identifiers

Thank You!

Thank you for joining us today. Please take a moment to fill out the brief online survey.

We look forward to hearing from you!
NISO Webinar: Performance Measures
Friday, November 14th, 1-2:30 p.m.
Speakers:
• Johan Bollen
  Staff Researcher
  Los Alamos National Laboratory, Research Library
• Dianne L. Carty
  Head of State Aid & Data Coordination
  Massachusetts Board of Library Commissioners

NISO Webinar: ONIX for Serials: Case Studies of Use
Thursday, December 11th, 1-2:30 p.m.