

ORCID Survey Results

November 2010

Background and objectives

- **Objectives:** to gather feedback on current level of understanding and expectations of what ORCID will or should deliver
- **Method:** an online survey (administered by the Wellcome Trust)
- **Fieldwork:** from Thursday 7th October till Friday 29th October 2010
- The results are representative of those who completed the survey only, not the whole survey universe

n=223

n=94
ORCID stakeholders
(personalised link)

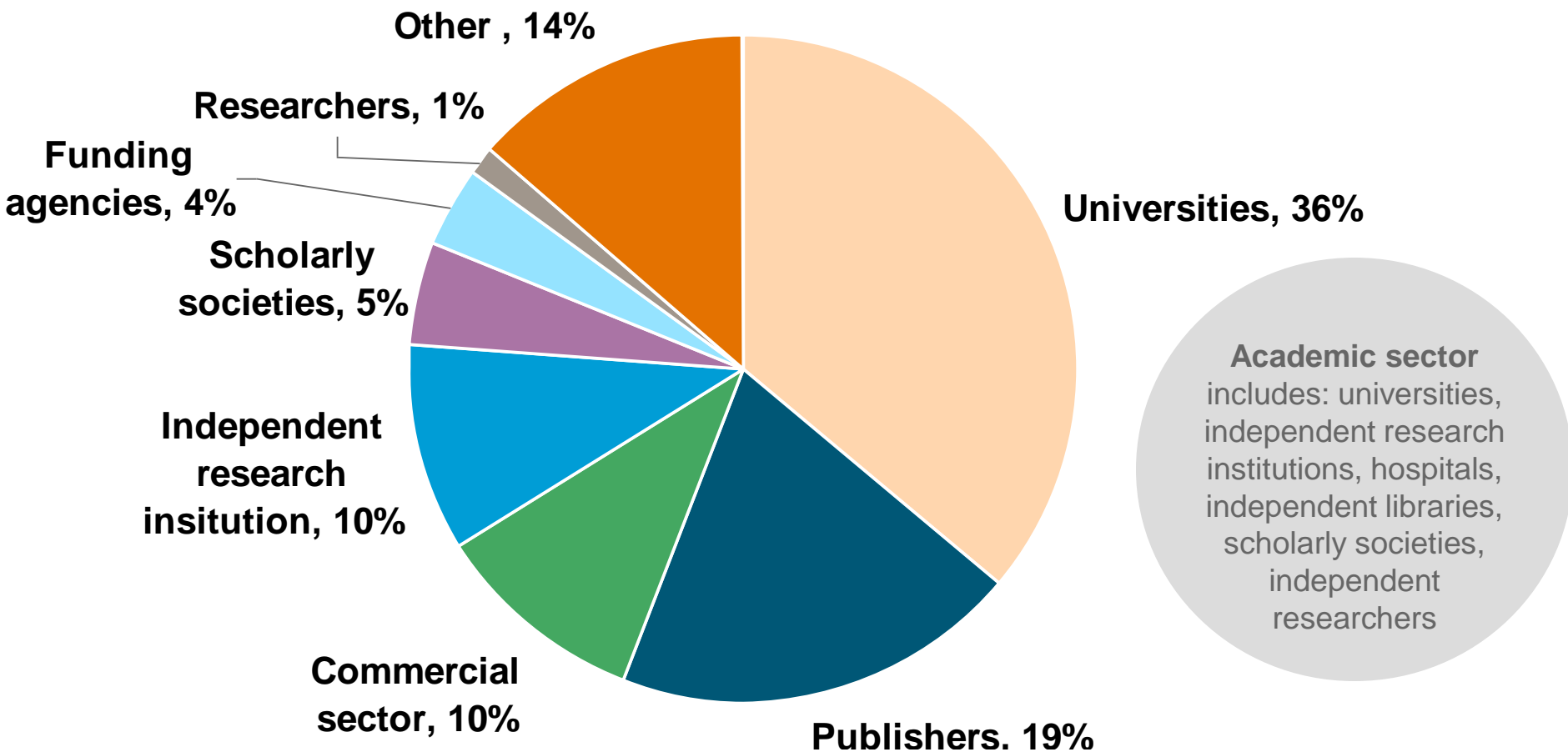
n=129
interested parties
(open link)

- Directed at those who already registered their interest in ORCID
- Survey link sent via a personalised email
- 49% response rate

- Open survey posted onto the ORCID.org website and also circulated to potential interested parties
- 129 complete questionnaires

Who participated in the survey?

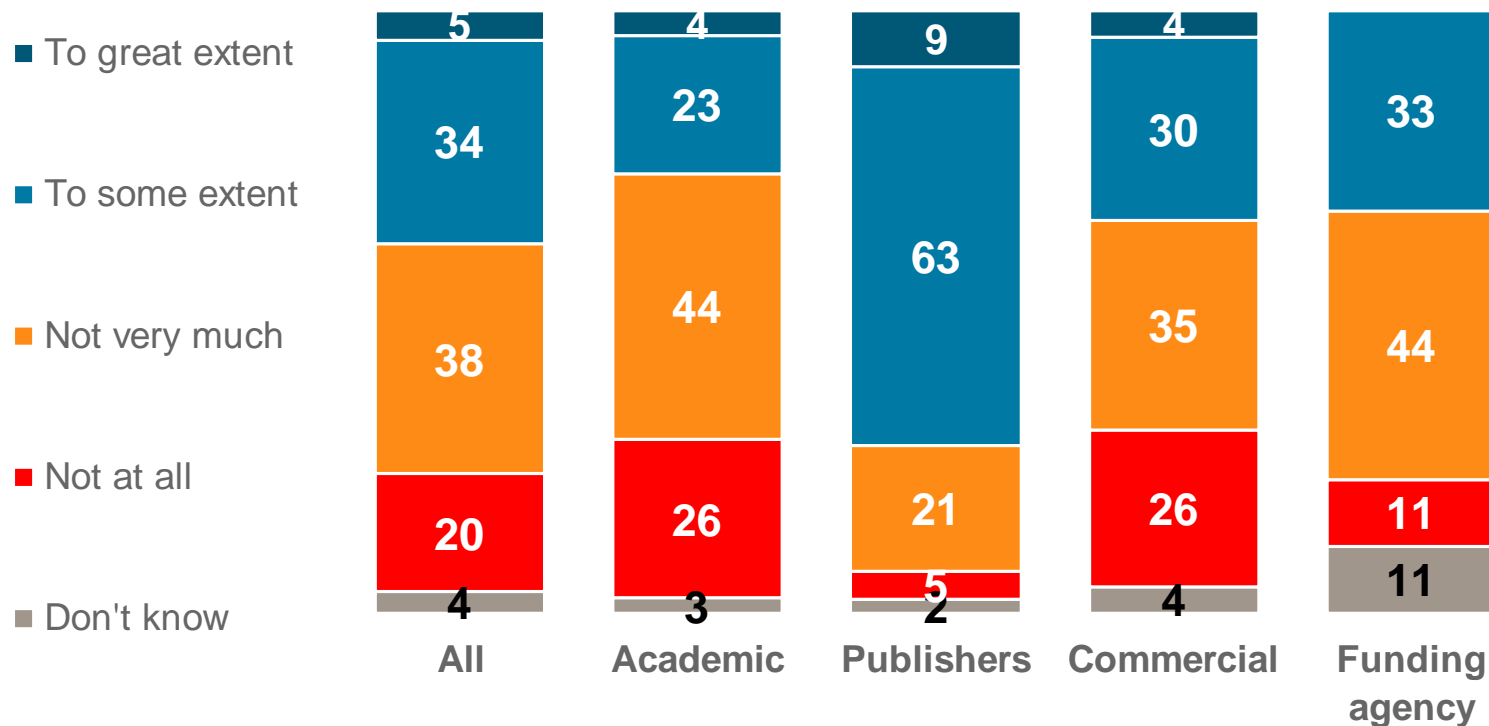
Who participated in the survey?



Base: All respondents n=223

Q: Which sector do you primarily represent/work in?

Awareness of the ORCID initiative in your community - Organisation type (%)



*Funding agency small sample size n=9

Base: All respondents (n=223), Academic (n=118), Publishers (n=43), Commercial institutions (n=23), Funding agency (n=9)

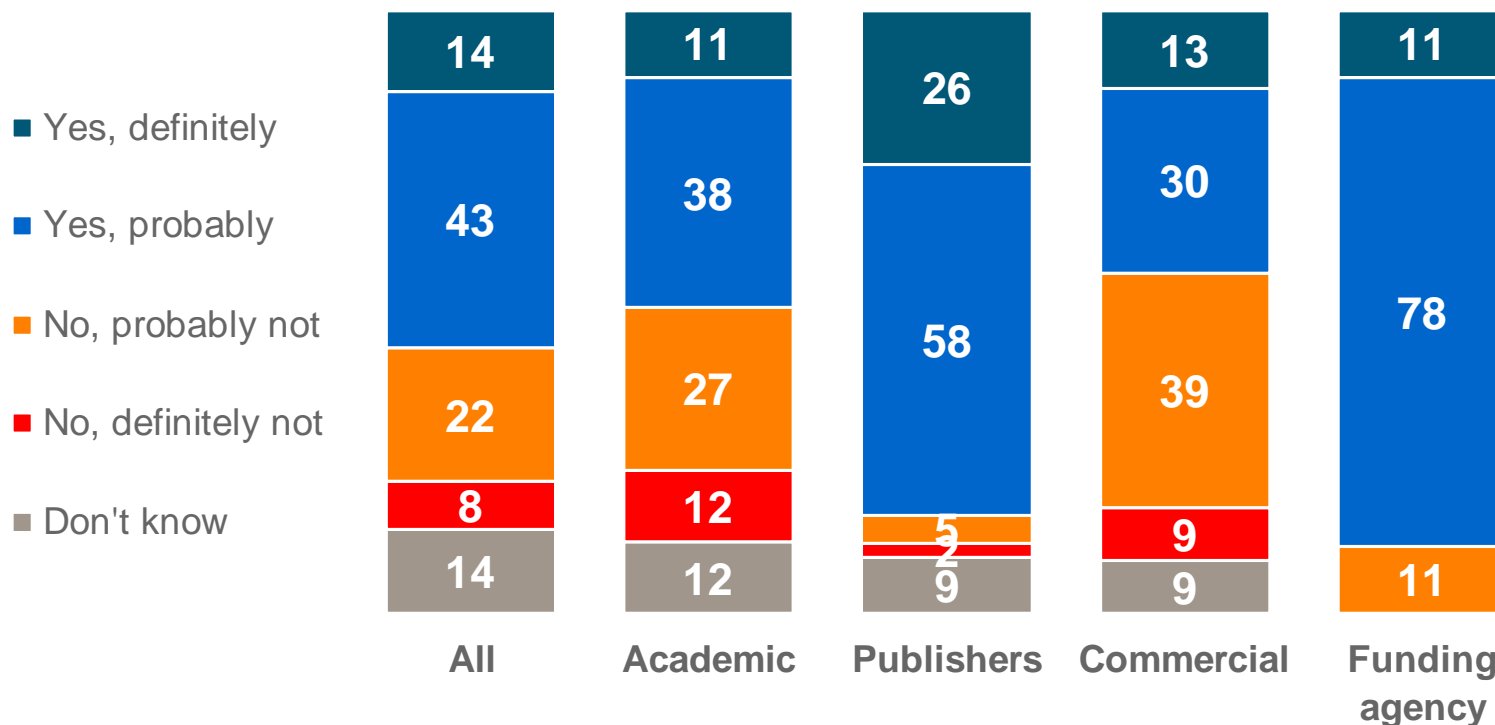
Q. Would you say that the ORCID initiative is currently well known in your community?

Willingness to pay for ORCID services

“Don't go for the pay model. Don't go for the pay model. Don't go for the pay model(...).”

“Yes, I believe one should pay for valuable information.”

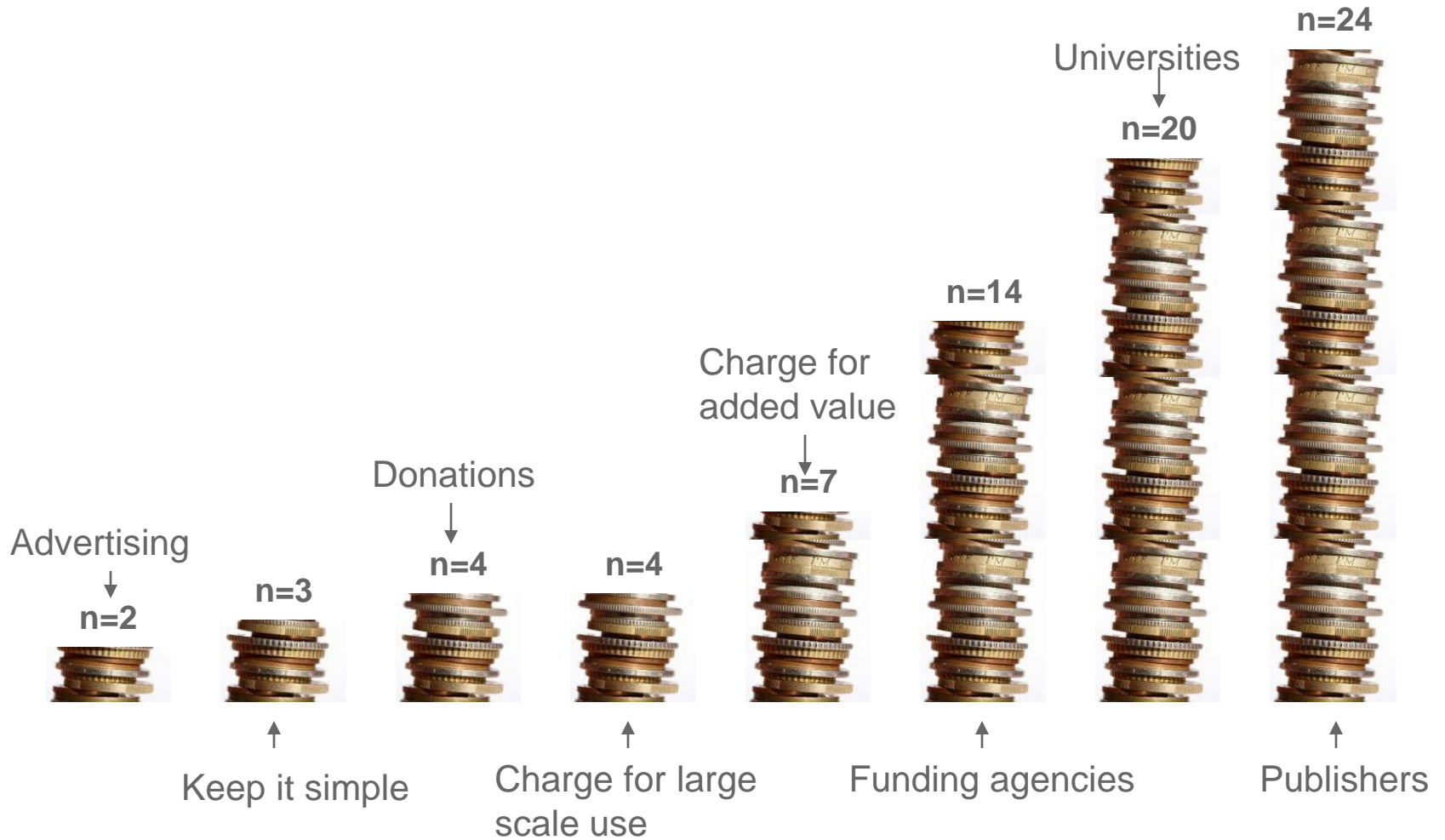
Willingness to pay for ORCID services – Organisation type (%)



*Funding agency small sample size n=9

Base: All respondents (n=223), Academic (n=118), Publishers (n=43), Commercial institutions (n=23), Funding agency (n=9)
Q. If the services you require were available, would you consider paying for some/all of its services e.g. via a membership fee or a fee-for service system?

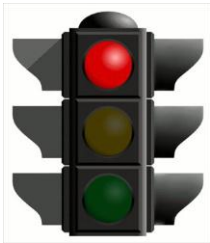
Alternative ways of funding ORCID – Main themes



Base: All who are not likely to pay for ORCID services and answered open ended question Q9 n=57
Q. Can you suggest alternative ways in which ORCID initiative can be funded in longer terms?

ORCID free and open access?

Would ORCID profile information be valuable if not free and open?



n=120
circa

NO



n=119
circa

POSSIBLY



n=45
circa

YES

Base: All respondents who answered open ended question Q10 (n=198)

Q. If ORCID profile data for researchers were not freely and openly accessible, would it still be valuable for your purposes?

Would ORCID profile information be valuable if not free and open? 'No' (top 5 themes)



n=120
circa

Open system is better / better quality data / must be open for everyone to use

n=32

Free / cheap / open service means more people will use / subscription model will limit uptake

n=30

Would be of no value

n=29

Should be free / no subscription / won't use if I have to pay

n=9

Closed / subscription system contradicts the idea of ORCID / science

n=8

Other answers: Closed system / data is useless / inhibits search / data linking n=7, Doubt our organisation would fund it, Closed / subscription model would hamper our own projects n=3, Closed system invites legal / licensing issues / confusion n=2

Base: All respondents who answered open ended question Q10 (n=198)

Q. If ORCID profile data for researchers were not freely and openly accessible, would it still be valuable for your purposes?

Would ORCID profile information be valuable if not free and open? 'Possibly' (top 6 themes)



n=119
circa

Only of value if it was the universal standard / had critical mass **n=31**

Would be of limited value / less useful / restrictive **n=24**

Would depend on the charge / only if inexpensive / non-profit basis **n=16**

Disambiguation is the primary issue – not interested in profile information / other features **n=13**

Free disambiguation service / pay for more advanced features **n=9**

Publishers / institutions could pay subscription **n=9**

Other answers: Author should have control over data =7, Doubt our institution / organisation would fund it n=4, If paying for data, no limits should be placed on its use n=3, Depends n=3

Base: All respondents who answered open ended question Q10 (n=198)

Q. If ORCID profile data for researchers were not freely and openly accessible, would it still be valuable for your purposes?

Would ORCID profile information be valuable if not free and open? 'Yes'



n=45
circa

Yes, would still be of value

n=38

My institution / organisation would subscribe / I would ask them to subscribe

n=6

Closed system ensures privacy

n=1

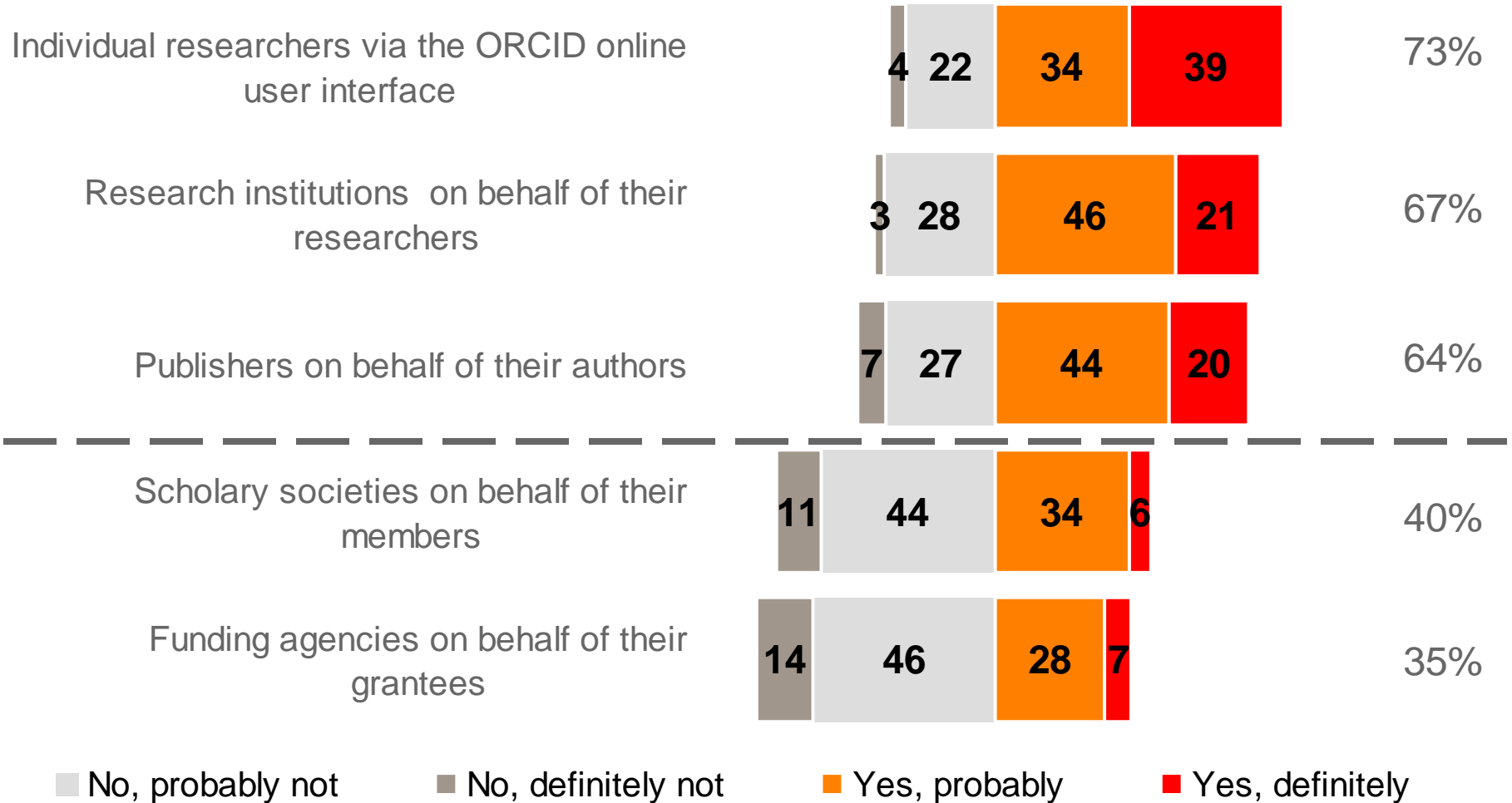
Base: All respondents who answered open ended question Q10 (n=198)

Q. If ORCID profile data for researchers were not freely and openly accessible, would it still be valuable for your purposes?

Key use/rationale for ORCID

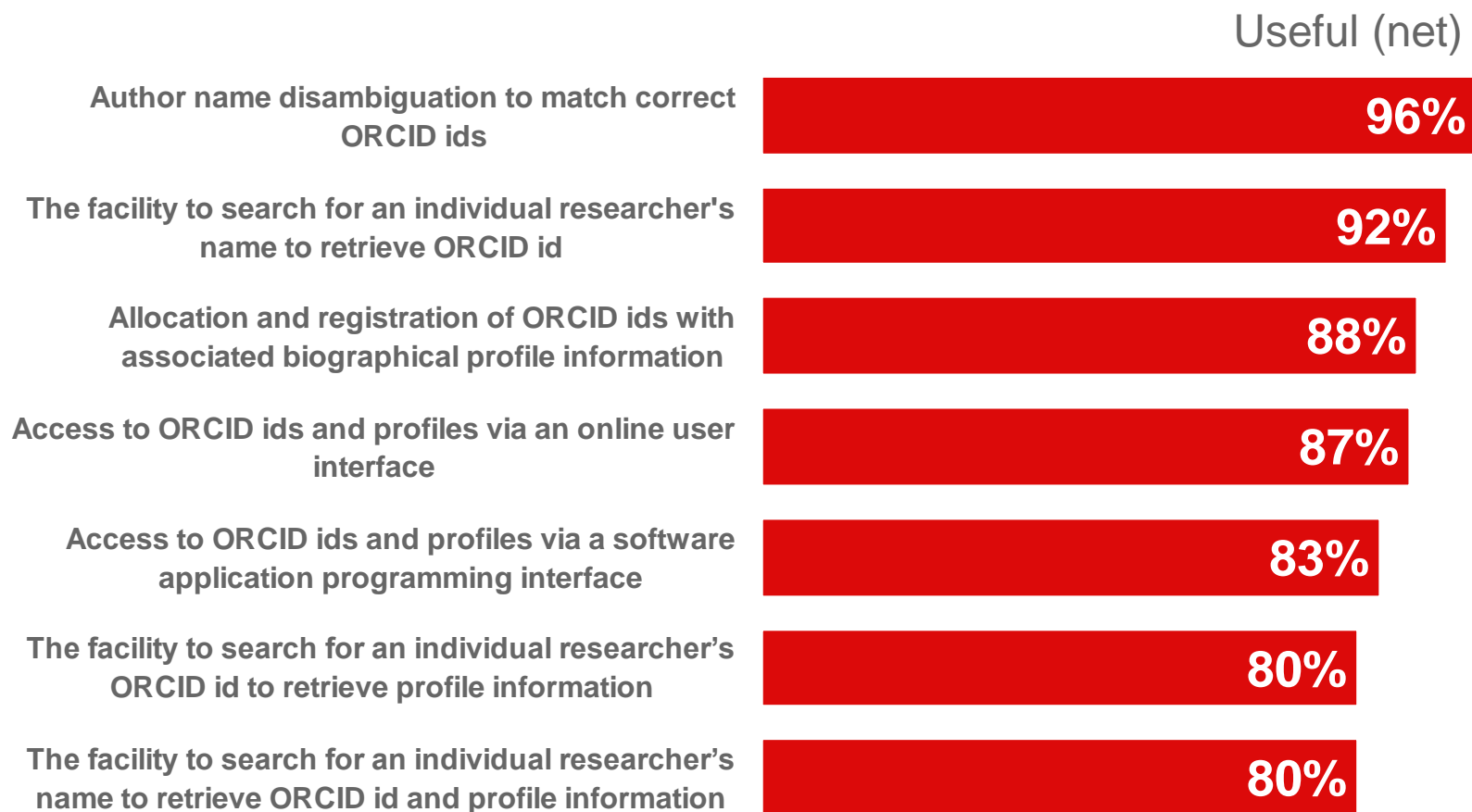
Maintaining ORCID profiles: Who? (%)

YES (net)



Base: All respondents who are not individual researchers (n=220)
 Q Thinking about the ORCID profile information of individual researchers, who do you believe will create and/or maintain this information in the future? Don't know answers are not shown

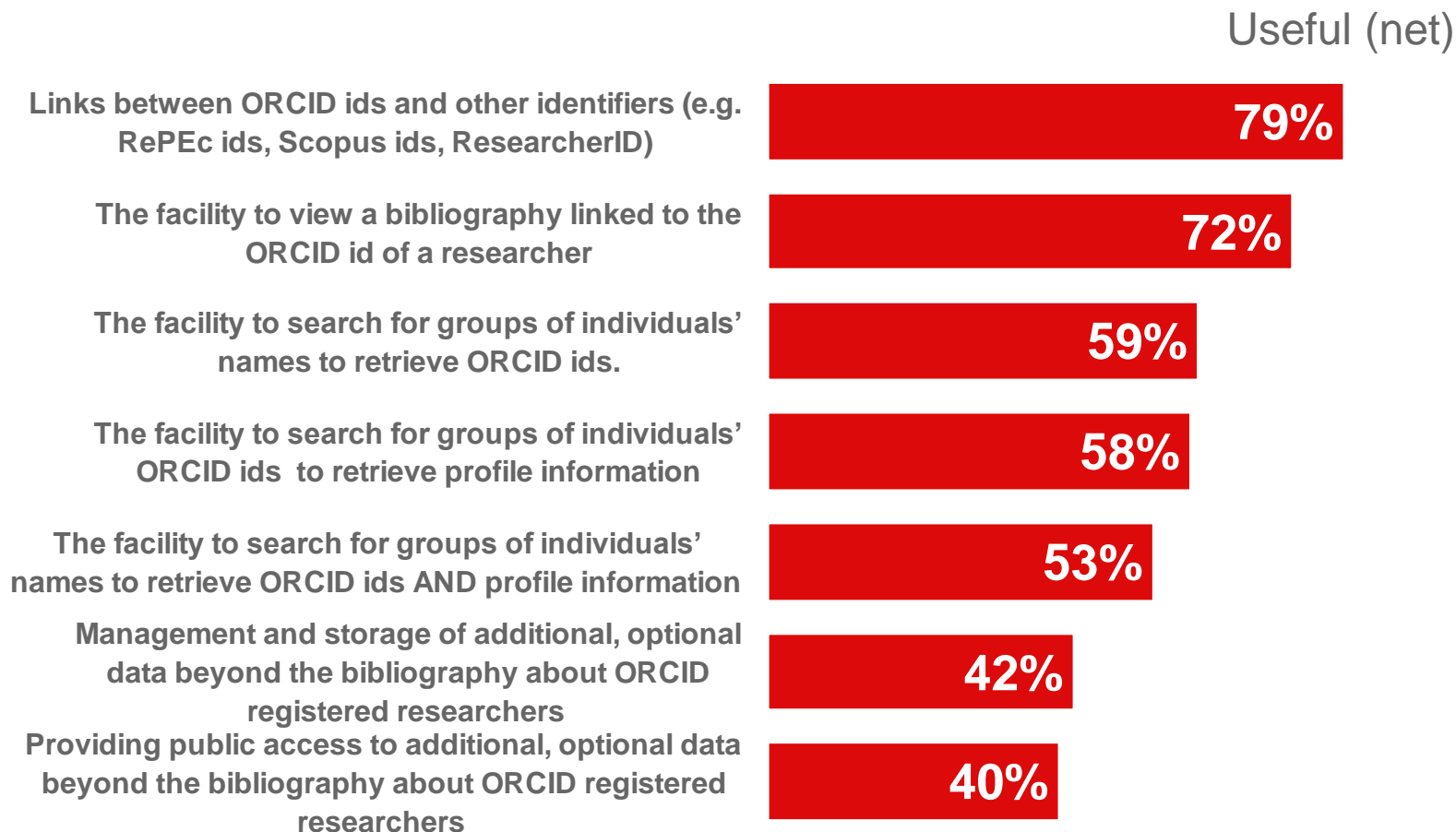
How useful or not useful you consider the following ORCID services to be? All (Top 7)



Base: All respondents n=223

Q: How useful to you/your organization do you consider the following potential ORCID services to be?

How useful or not useful you consider the following ORCID services to be? All (8-14)



Base: All respondents n=223

Q: How useful to you/your organization do you consider the following potential ORCID services to be?