# ORCID – Your personal researcher ID

”The importance of making your research visible cannot be overstated… Whether you use social media or publish your research on an open access platform is your choice. It is important to consider how to boost the visibility of your research outside the academic world.

When working on your visibility, it is easier to develop your research field if you attract collaborative partners and thus expand your network.

Ask yourself the following: To whom should my research be visible? How far afield do I want to disseminate my work? Do I want to be visible in both the academic community and the real world?”

(Source: startpublicering.nu – How do I become visible?)

In mid-October 2012, the **O**pen **R**esearcher & **C**ontributor **ID** (http://orcid.org) – ORCID – was launched in Denmark. As such, Danish universities (AU, DTU, RUC, AAU, SDU, CBS, UCViden, institutions under the Ministry of Culture/KB) are now presenting researchers with the unique opportunity of creating a personal researcher ID. Creating an ORCID is optional, and you can read more about it in the text below.

**The advantages of ORCID – What’s in it for me?**

The advantage of ORCID is that you get a persistent ID. That is, you will keep your ID if you move between departments at your university, or move from one university to another. ORCID makes it easier for journals, publishers, research foundations and their users to distinguish authors from each other. – And you will be sure to be affiliated correctly whenever your research, publications, projects etc. are mentioned.

ORCID makes it possible – for the first time – to implement an independent, non-profit researcher ID that benefits all stakeholders and, as such, can be used locally, globally and on a long-term basis.

Using ORCID is an advantage to both researchers and the university’s administrative units. Data from ORCID is fully capable of integration with research registration systems (e.g. Pure), and makes it much easier to import publication records from other systems to e.g. Pure.

**Create your ORCID in Pure**

Creation of ORCIDs is a new feature in Pure. It is very simple; click on *edit profile* in Pure, and then move on to click the button *Add existing ORCID ID*. Then you will get to orcid.org, where you can create an ORCID researcher ID.

If you have any questions regarding ORCID, or the Danish implementation project, please contact [insert relevant contact information]



