



*persistent*

*orcid*



**identifiers**

**and doi**



# TIP

Try a DOI shortener:  
<http://shortdoi.org>



# DEFINITION

An *identifier* is any label used to name some thing uniquely (whether online or offline). URLs are an example of an identifier. So are serial numbers, and personal names. A *persistent* identifier is guaranteed to be managed and kept up to date over a defined time period.