

PARSEC



AGU
ADVANCING EARTH
AND SPACE SCIENCE

Your Digital Presence – Increasing Your Impact with Citations and Collaborations

Shelley Stall, AGU Sr. Director, Data Leadership

ssall@agu.org @ShelleyStall

<https://orcid.org/0000-0003-2926-8353>

Chris Erdmann, AGU Assistant Director, Data Stewardship

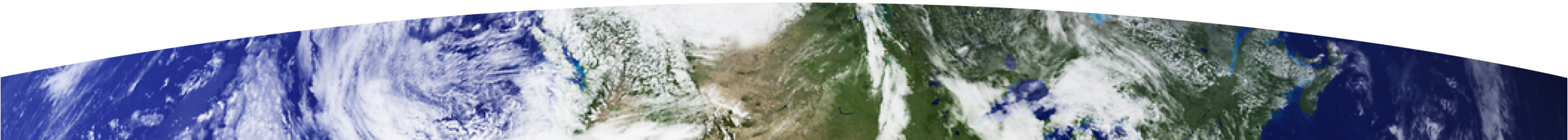
cerdmann@agu.org @LibCCE

<https://orcid.org/0000-0003-2554-180X>



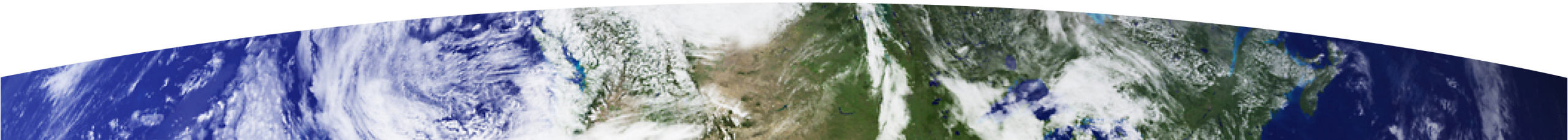
What is your Digital Presence?

1. How **you and your research** appear in online content.
2. How well **your work is integrated and connected** in the scientific record through your publications, datasets, software, and other digital objects and content.



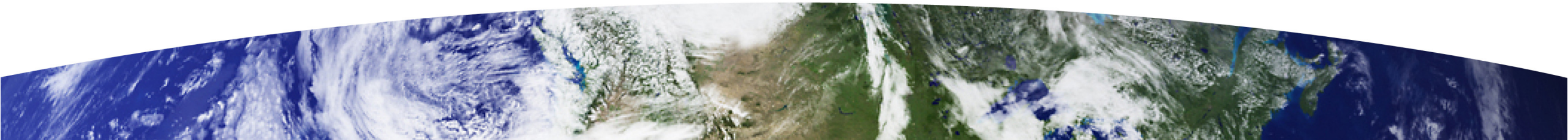
Who searches your Digital Presence?

- ✓ Researchers doing background or literature review
- ✓ Possible collaborators
- ✓ Your institution
- ✓ Your funder
- ✓ Your society and associations
- ✓ Community Groups, Local Government Decision Makers, and on...



Why Do I Care?

- Help others **discover you and your research!**
 - Increase **Citations** of your work
 - Connect with possible **Collaborators**
 - Connect to researchers in **Other Disciplines**
- Improve your **Open Science** practices by linking to your research

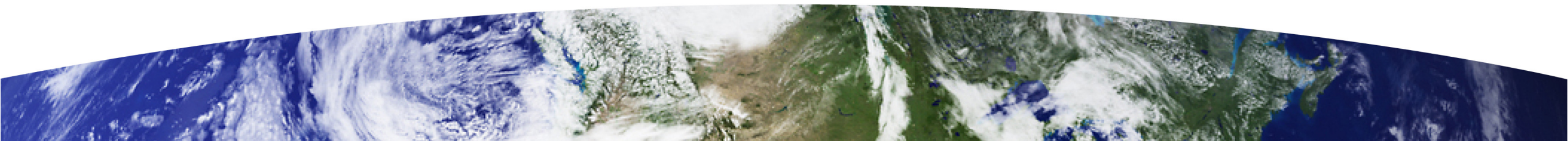


First step. You.

The most important element of your work is YOU.

How do others find you?

You, the
researcher





About 43,400,000 results (0.53 seconds)

https://en.wikipedia.org/wiki/Mark_Parsons

Ma Head Coach of the Portland Thorns
Ma Head Coach of the Portland Thorns manager and currently
the
Managerial career · Washington Spirit · Portland Thorns · Managerial statistics

https://twitter.com/mparsons_1

Ma Head Coach of @ThornsFC
The
Portland, OR.

Mark Parsons  

American soccer manager

Mark Parsons is an English-American soccer manager and currently the head coach of the Portland Thorns in the National Women's Soccer League. [Wikipedia](#)

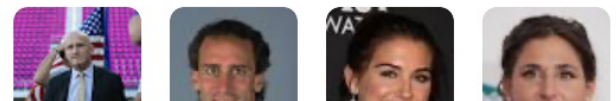
n: August 8, 1986 (age 34 years), [England](#), [United Kingdom](#)
Teams coached: [Portland Thorns FC](#) (Association ball manager, since 2015), [MORE](#)

Manage: [Portland Thorns FC](#)

Profiles



People also search for [View 1+ more](#)



Animation of a chimp and a character named "Chutney" YouTube Channel

Videos

 WATCH | Mark Parsons takes questions from the media ahead ...
Portland Timbers
4 days ago

 TRAINING | Mark Parsons talks preseason progress ...
Portland Timbers
1 week ago

🔍

- [ABOUT](#)
- [FOR RESEARCHERS](#)
- [MEMBERSHIP](#)
- [DOCUMENTATION](#)
- [RESOURCES](#)
- [NEWS & EVENTS](#)

[ADVANCED SEARCH](#) ▼

Showing **50** of **24511** results.

Items per page: 50 ▼ 1 – 50 of 24511 < >

ORCID ID	First Name	Last Name	Other Names	Affiliations
0000-0002-3474-1830	Mark	Parsons		
0000-0001-5613-0507	Mark	Parsons		Reed Eye Associates, Saint John Fisher College, Salus University Pennsylvania College of Optometry, Wilmington VA Medical Center
0000-0001-8874-2487	Mark	Parsons		University of Melbourne
0000-0003-4097-7468	Mark	Parsons		University of Edinburgh
0000-0002-7723-0950	Mark	Parsons	Mark Parsons, MA Parsons, M. A. Parsons, Mark Alan Parsons	ASCI Corporation, Coe-Truman Technologies, Cornell University, Data Science Journal, National Snow and Ice Data Center, Rensselaer Polytechnic Institute, The University of Alabama in Huntsville, University of Colorado Boulder, University of Edinburgh
0000-0002-7446-0638	Bobby	Parsons		

About 27,800 results (0.43 seconds)

<https://orcid.org> › 0000-0002-7723-0950 ⋮

[Mark A. Parsons \(0000-0002-7723-0950\) - ORCID ...](#)

Mark A. Parsons. ORCID iD. <https://orcid.org/0000-0002-7723-0950>.

<https://rd-alliance.org> › group › data-citation-wg › post ⋮

[Fwd: Invitation - April 8 - Data Citation Community of Practice ...](#)

Mar 25, 2021 — University of Alabama in Huntsville +1 303 941 9986. Mail: 1550 Linden Ave, Boulder, CO 80304, USA <https://orcid.org/0000-0002-7723-0950>.

<https://www.force11.org> › users › mark-parsons ⋮

[Mark Parsons | FORCE11](#)

Organization/Institution: Data Science Journal; ORCID ID: **0000-0002-7723-0950** . Edit.
Badges. Help support the FORCE11 community with a donation ...

<http://tw.rpi.edu> › media › 2016/12/15 PPT ⋮

[PowerPoint Presentation - Tetherless World Constellation](#)

orcid.org/0000-0002-7723-0950 & orcid.org/0000-0002-1009-7163, xsd:2012,
[http://dx.rpi.edu/10833/4199-5811-3221-0002-CC/?dc:title,jns:10.2481, ...](http://dx.rpi.edu/10833/4199-5811-3221-0002-CC/?dc:title,jns:10.2481,...)

<http://www.copdess.org> › enabling-fair-data-project › ena... ⋮

[Enabling FAIR Leadership – COPDESS](#)

Mark A. Parsons, Rensselaer Polytechnic Institute, <https://orcid.org/0000-0002-7723-0950>.
Lesley Wyborn, National Computational Infrastructure ...

Mark A. Parsons

ORCID iD

<https://orcid.org/0000-0002-7723-0950>

[Print view](#)

Also known as

Mark Parsons, MA Parsons, M. A. Parsons, Mark Alan Parsons

Websites & Social Links

[LinkedIn](#)

Country

United States

Keywords

Arctic, data management , data sharing, informatics, international collaboration, research data, geography, data curation, persistent identifiers

Other IDs

[Scopus Author ID: 7202453217](#)

[ResearcherID: C-3037-2013](#)

Biography

Mark A. Parsons is a Research Scientist and geographer at the University of Alabama in Huntsville working to help align data, software, and information standards and processes across NASA's science divisions. Mark has more than 25 years of experience in researching and developing data stewardship policies, practices, and systems. He has repeatedly and effectively built dynamic, functional collaborations across all sorts of differences in language and professional cultures. Mark was the first Secretary General of the Research Data Alliance. He has helped coordinated stewardship of a broad range of data from satellite remote sensing to Indigenous knowledge of Arctic change. He led the data management effort for the International Polar Year and helped establish the Exchange for Local Observations and Knowledge of the Arctic (ELOKA). His published work has guided national data policies and practice and has contributed to educational programs. Mark lives in Colorado and likes to ride bicycles, bake bread, and play outside.



▼ Employment (8)

↑↓ Sort



The University of Alabama in Huntsville: Boulder, CO, US



2020-12 to present | Research Scientist
Employment



Source: Mark A. Parsons

★ Preferred source



Data Science Journal: Boulder, Colorado, US



2019-05 to present | Editor-in-Chief
Employment

Source: Mark A. Parsons

★ Preferred source



Rensselaer Polytechnic Institute: Troy, New York, US



2017-08 to 2020-07-31 | Senior Research Scientist (Tetherless World Constellation)
Employment

Source: Mark A. Parsons

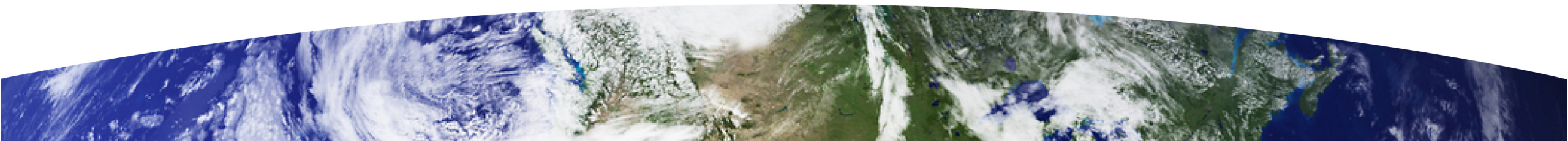
★ Preferred source

First step. You.

Your ORCID

ORCID provides a persistent digital identifier that distinguishes you from other researchers and supports automated linkages between you and your research activities.

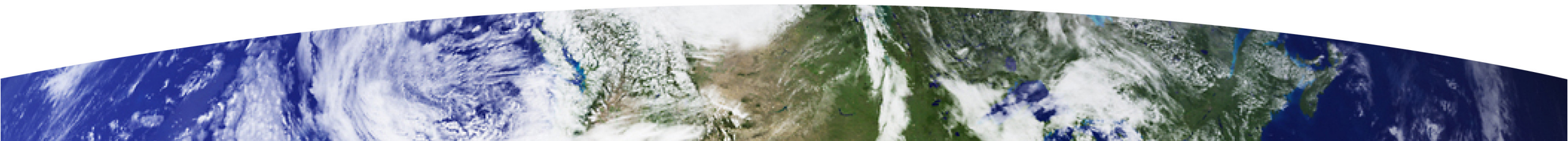
You, the
researcher –
uniquely
identified by
ORCID



Second step. Your publications.

Your publications are paramount for your career.

They **MUST** be associated with you and your co-authors to receive the necessary credit.





Quarterly

Founded: 2018

E-ISSN: 2641-435X

More About *Data Intelligence* 

Journal Resources

Editorial Info

Abstracting and Indexing

Growing the FAIR Community at the Intersection of the Geosciences and Pure and Applied Chemistry

Shelley Stall , Lesley McEwen , Lesley Wyborn, Nancy Hoebelheinrich and Ian Bruno

Posted Online November 01, 2019

https://doi.org/10.1162/dint_a_00036

© 2019 Chinese Academy of Sciences Published under a Creative Commons Attribution 4.0 International (CC BY 4.0) license

ORCID

Crossref DOI

COMBINE DELETE   

Growing the FAIR Community at the Intersection of the Geosciences and Pure and Applied Chemistry

Data Intelligence

2019-11-01 | journal-article

DOI: [10.1162/dint_a_00036](https://doi.org/10.1162/dint_a_00036)

Source: Crossref

★ Preferred source



Make scientific data FAIR

Nature

2019-06 | journal-article

DOI: [10.1038/d41586-019-01720-7](https://doi.org/10.1038/d41586-019-01720-7)

Part of ISSN: [0028-0836](#)

Part of ISSN: [1476-4687](#)

Source: Shelley Stall

★ Preferred source



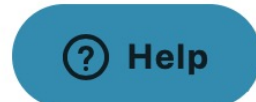
Connecting Researchers to Data Repositories in the Earth, Space, and Environmental Sciences

2019 | book-chapter

DOI: [10.1007/978-3-030-11226-4_7](https://doi.org/10.1007/978-3-030-11226-4_7)

Source: Crossref

★ Preferred source



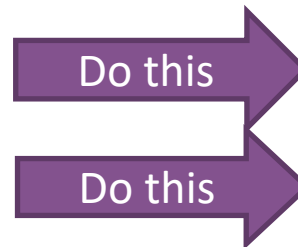
Just published a paper, data, or software?

Create a trust relationship and allow Crossref, DataCite to update your ORCID automatically!

Establish a trust relationship between your ORCID profile and two of the primary DOI registry agencies.

Use this link for detailed steps:

<https://data.agu.org/2021/09/21/digital-presence-orcid.html>



ORCID > Building your ORCID record & connecting your iD > Auto-updates: time-saving and trust-building

Search

Articles in this section

Auto-updates: time-saving and trust-building

Auto-updates in your institution's system

Auto-updates in third-party systems: Publons

Auto-updates in third-party systems: DataCite

Auto-updates in third-party systems: Crossref

Auto-updates: time-saving and trust-building



ORCID Support
1 year ago · Updated

Follow

When you provide your iD and grant permissions to a trusted organization to add data to your record, part of the expectation is that the organization you are connecting to will continuously update your record with information that it can validate and share.

ORCID supports long-lasting permissions, allowing you to [grant trusted organizations access](#) to read and update your ORCID record for up to 20 years, or until you [revoke permission from your account settings](#). The trusted organization uses these long-lasting permissions to continuously update your ORCID record with new information in its system. We call this **auto-update**.

Auto-updates are key to achieving the ORCID mantra of **enter once, re-use often**. They save you time and can increase trust in data by enabling the automatic exchange of information between research systems and ORCID records.

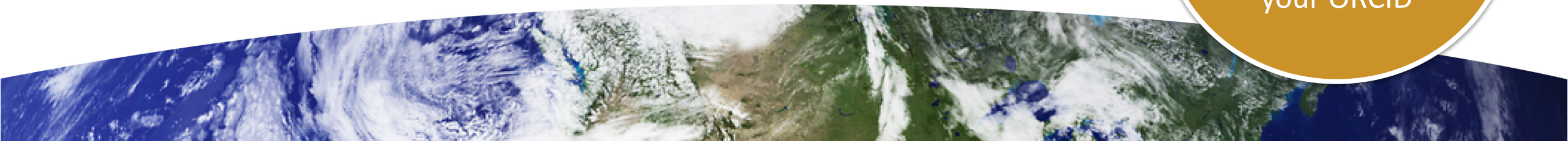
Auto-updates are not required. Just as you are in control of your ORCID record, you are also in control of whether you grant an organization permission to read or update your ORCID record, and for how long they can have that permission. You can also choose to revoke any permission that you already have granted. We strongly encourage you to grant long-lasting

Second step. Your publications.

Your publication's Digital Object Identifier (DOI) is most likely registered through **Crossref** by your journal when you publish.

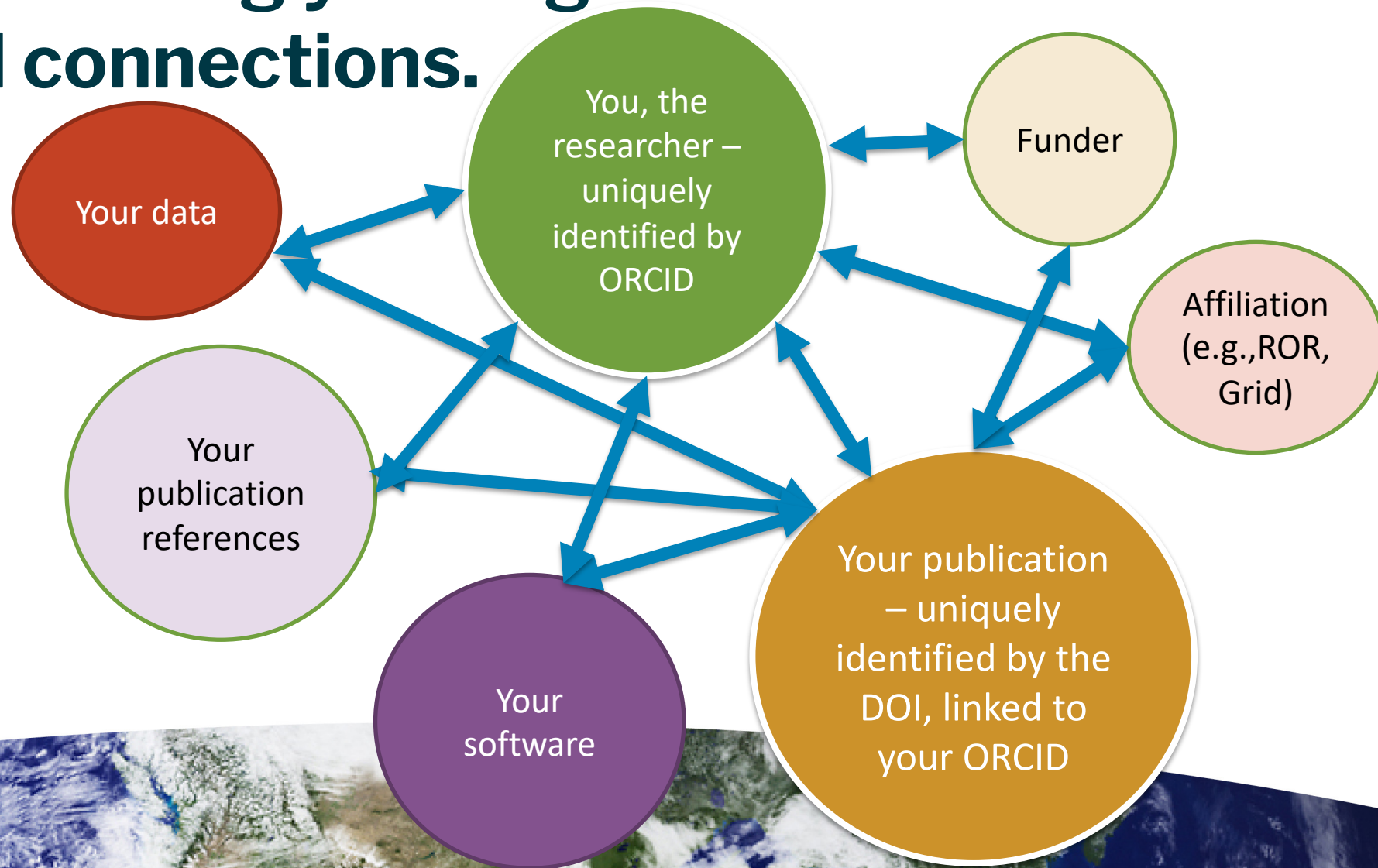
You, the researcher – uniquely identified by ORCID

Your publication – uniquely identified by the DOI, linked to your ORCID



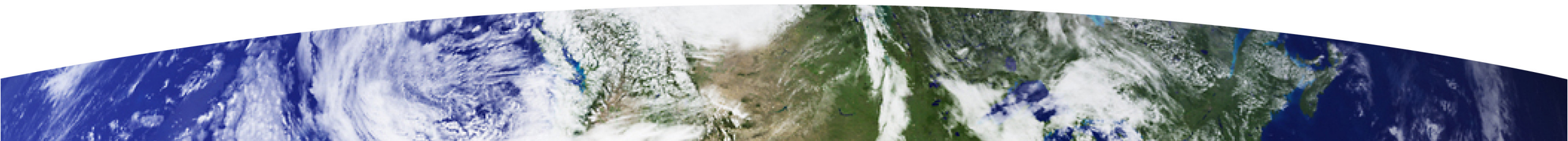
Third step. Building your digital content and connections.

Your publication needs to include **citations with the persistent identifier** to all related research objects. Shown here are a few examples: data, software, other publication references.



How can I work towards the best digital presence for my papers and research objects?

1. Optimize linking and discovery
2. Optimize understanding.
3. Optimize reuse.



Optimize linking and discovery

Every research object you link...

1. ...has your **ORCID**
2. ...is **preserved** in an open, trusted repository that supports discovery
 - ✓ persistent identifier
 - ✓ machine readable
3. ...includes **links to other related research objects**

Optimize understanding

Every research object you link...

1. ...is **well-documented** using metadata appropriate for the research object and community.
 - ✓ Include a README file (when using general repositories)
2. ...uses **vocabulary** acceptable to your community. (don't make up your own term without investigating if it exists already)
 - ✓ Use a registry to locate existing vocabularies (e.g., ARDC)

Readme File Template: <https://data.research.cornell.edu/content/readme>

Information on Vocabularies: <https://www.ands.org.au/guides/vocabularies-and-research-data>

Getting started with using vocabularies: <https://documentation.ardc.edu.au/pages/viewpage.action?pageId=19529970>

Optimize reuse and credit

Every research object you link...

1. ...should have a **clear usage license**.
2. ...should have a **recommended citation**.

Make sure your ORCID has trusted relationships with...

- CrossRef
- DataCite

...using the guidance found here:

<https://data.agu.org/2021/09/21/digital-presence-orcid.html>

Other Scholarly Work to be Recognized, Linked, and Promoted in your ORCID profile



Oral Presentation



Poster



Pre-Print



Webinar/Workshop



Society Volunteer Work



Local Community Support



International Standards
Development

Digital Presence Checklist

<http://doi.org/10.5281/zenodo.4706118>

This work is part of the **Building New Tools for Data Sharing and Re-use through a Transnational Investigation of the Socioeconomic Impacts of Protected Areas (PARSEC)** project with funding provided by the Belmont Forum through the National Science Foundation, Grant 1929464 as well as the **Accelerating Open and FAIR Data Practices Across the Earth, Space, and Environmental Sciences: A Pilot with the NSF to Support Public Access to Research Data** project funded by the National Science Foundation, Grant 2025364.

DIGITAL PRESENCE CHECKLIST



Connect your research to your data, software, institution, and more. Use this checklist to optimize your digital presence, increase discovery of your work to potential collaborators and partners, and receive credit when others use your work.

You. YOUR ORCID.

- Have your own ORCID.** It provides a persistent digital identifier that distinguishes you from other researchers and supports automated linkages between you and your research activities. Go here to register: <https://orcid.org>, and select “For Researchers”.
- Include your ORCID on all scholarly work.** This includes your publications, datasets, software, presentations, posters, signature block of your emails. Everything. This helps with linking to your ORCID profile.
- Keep your ORCID profile current.**
 - Enable automatic updates from Crossref and DataCite. [AGU Digital Presence blog post](#) has the detailed steps.
 - Set a reminder every three months to ensure all your work is connected and current in your ORCID profile. Make sure your current affiliation and email are included and public for viewing. Add a second email (which can be private) to ensure account access should one become locked.

YOUR PUBLICATIONS. THE DIGITAL OBJECT IDENTIFIER (DOI) + YOUR ORCID.

- Include your ORCID as well as your co-authors ORCID on your publications.**
 - When given a choice, use journals that require your ORCID as well as your co-authors. In this way your paper will be registered along with your ORCID and automatically linked.
 - If your selected journal does not require ORCIDs, include it anyway. Place your ORCID as close to your name as possible. Also include the ORCIDs of your co-authors.

YOUR DATASETS. DOIs / PERSISTENT IDENTIFIERS (PIDs) + YOUR ORCID.

- Select a repository that supports discovery and preferably is specific to your data type** (e.g., Domain /Discipline Repository).
- Include your ORCID when you deposit your datasets.** And the ORCIDs of others who contributed to the dataset.
 - If your selected repository does not require ORCIDs, include them anyway. Place ORCIDs as close to each contributor name as possible.
- Ensure the PIDs for related work are included – or added later.** This includes the DOI of your paper that cites this data, the PID of the software used to analyze this data, the PIDs of original datasets used to create aggregated data.
- Include documentation (i.e., metadata) with your dataset** in a README file or community recommended format.
- Include a license** that is as open as possible. <https://creativecommons.org/choose/>
- Cite your data in your publications.**

<http://doi.org/10.5281/zenodo.4706118> (English)

Thank you.



Shelley Stall, AGU Senior Director, Data Leadership
sstall@agu.org @ShelleyStall
<https://orcid.org/0000-0003-2926-8353>



Chris Erdmann, AGU Assistant Director, Data Stewardship
cerdmann@agu.org @LibCCE
<https://orcid.org/0000-0003-2554-180X>

