We are Crossref, a not-for-profit membership organization for scholarly publishing, working to make content easy to find, cite, link and assess. We do it in five ways: rallying the community; tagging metadata; running a shared infrastructure; playing with new technology; and making tools and services to improve research communications.

It’s as simple—and as complicated—as that.
Crossref Overview

• 15+ years old; non-profit
• 5500 publisher members: 1 member=1 vote
• Metadata store of 80 million scholarly content items
  • Persistent citation linking
  • Funder identifiers
  • Report and display corrections & retractions
  • Check manuscripts for similarities
  • Data about content activity e.g. social, dataset links
• Open Metadata API & Search
Development Process Overview

Community input in all phases

Phase 0:
- Identify concern
- Discuss options

Phase 1:
- Analysis
- Approvals
- Prototype

Phase 2:
- Project plan
- Project team
- Communication

Phase 3:
- Minimum Viable Product (MVP)
- Naming, testing, branding

Phase 4:
- Public Beta
- Terms of use
- Messaging

Phase 5:
- Release to Production
- Marketing & Outreach

Phase 6:
- Ongoing fixes, enhancements & outreach

Research into Idea

Approval

Development & Release
Development Process: Guiding Principles

One member, one vote: Broadly applicable

Smart alone, brilliant together: Collaborative

Here today, here tomorrow: Sustainable persistence
81,000,000 content items

- Journals
- Books
- Conference proceedings
- Standards
- Technical reports
- Working Papers
- Theses and dissertations
- Components (figures, tables)
- Datasets (supplementary data)
What is New & Forthcoming?

New

• Linked Clinical Trials
• CrossMark redesign
  • UX designer
• ORCID Auto-Update
• Rebranding

Soon

• DOIs for Preprints
• Early Content Registration
• Event Data
• Service Level Agreement (SLA)
• Metadata Quality Campaign
• Participation Reports
• Ambassador Program
Event Data

• For tracking publications outside of the formal literature

• For publishers, funders, institutions, media outlets, technology providers, etc. to enable research monitoring, discovery, and information management

• Formerly called ‘Event Tracking’
## Event Data: Initial Sources

<table>
<thead>
<tr>
<th>BLOGS &amp; REFERENCE WORKS</th>
<th>SOCIAL BOOKMARKS</th>
<th>SOCIAL SHARES &amp; DISCUSSIONS</th>
<th>LINKS TO RESEARCH ENTITIES</th>
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</thead>
<tbody>
<tr>
<td>Research Blogging</td>
<td>CiteULike</td>
<td>Facebook</td>
<td>ORCiD</td>
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<td>Mendeley</td>
<td>Reddit</td>
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<tr>
<td>Wikipedia</td>
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</table>
Event Data: Use Cases

• Surface qualitative stories about researcher work
• Report on the reach of research within specific communities & public at large
• Identify hot, new areas for journal development
• Inform editor and reviewer recruitment efforts
• Discover relevant research
• Discover new collaborators
• Track funding results
• Report on institutions and consortia outputs…
Event Data: Early Preview

http://eventdata.crossref.org/

Sources

Works with results

<table>
<thead>
<tr>
<th>Source</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>CrossRef (DataCite)</td>
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<tr>
<td>DataCite (Crossref)</td>
<td></td>
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<tr>
<td>Wikipedia</td>
<td>17,249</td>
</tr>
<tr>
<td>Mendeley</td>
<td>4,181</td>
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</tbody>
</table>
What else are we up to?

• We rebranded
• More in-person events
• Strengthening links with broader community
• Accelerating development
• Building new help website
• Investigating Institutional Identifiers
• Outreach & marketing teams established
We are a not-for-profit membership organization for scholarly publishing working to make content easy to find, link, cite, and assess.
Thank you!

http://www.crossref.org