

AUTHOR AMBIGUITY AND RESEARCHER'S BRAND

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WHAT IS AUTHOR AMBIGUITY?

When multiple researchers in the same or different fields have the same names it leads to author ambiguity. E.g. Naidoo, Govender, Botha, Pillay, Smith

Author name ambiguity means that the author name can't be used to identify all authors, making it impossible to link scholarly works with their authors.

The inadequacy of author names as unique identifiers becomes obvious with common names (Wilson, B and Fenner M, 2012)

HOW CAN THIS BE ADDRESSED: By issuing unique identifiers for authors. Several author identifier initiatives have been started in the past ten years, and some of them are widely used in a particular discipline or geographic region.



ADVANTAGES IN SOLVING AUTHOR AMBIGUITY

The idea of a centralised admin system to identify authors of scientific papers has been around since the 1940s, but has received renewed attention with the growth of online journals, databases, and publication archives [Cave, R., Unique Author Identification, The official PLoS blog, Posted: November 10, 2006](#)).

Advantages:

- Less confusion as to who has published a paper when different variations of an author's name have been used; MC Kew, Michael C Kew
- Ability to accurately measure citations of individual papers or authors
- Easier evaluation of an author's productivity and impact in his/her field
- Simplified data handling and storage; author identification only has to be stored in one place
- Richer cross-referencing possible, e.g., search engines, browsers, and other applications can create links between an author's biographical information and his/her published works



BUILDING A STRONG RESEARCHER BRAND

By disambiguating research:

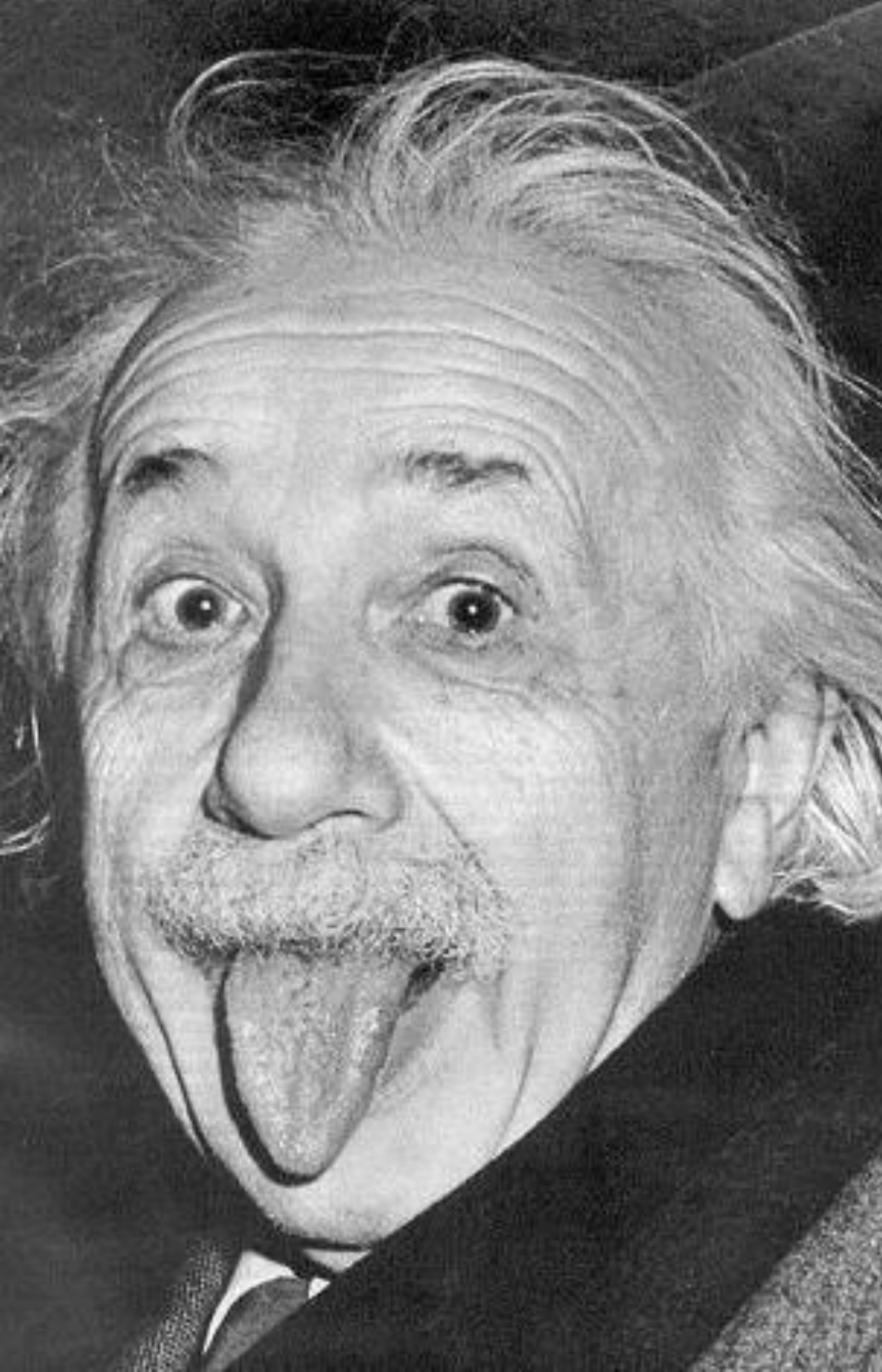
- You can easily identify leaders in each subject area
- Every researcher is creating his own brand
- Your research is the basis of your personal brand

HOW IS THIS ACHIEVED?

- Pay attention to formatting:
 - Descriptive title
 - Structured abstract
 - Relevant keywords >Indexing
 - **Your name and co-authors names – this is part of your brand!**

(Owango, J; 2015; Thomson Reuters)





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A good paper is defined by...

references to recent
results and publications

convincing arguments

content in demand

QUALITY

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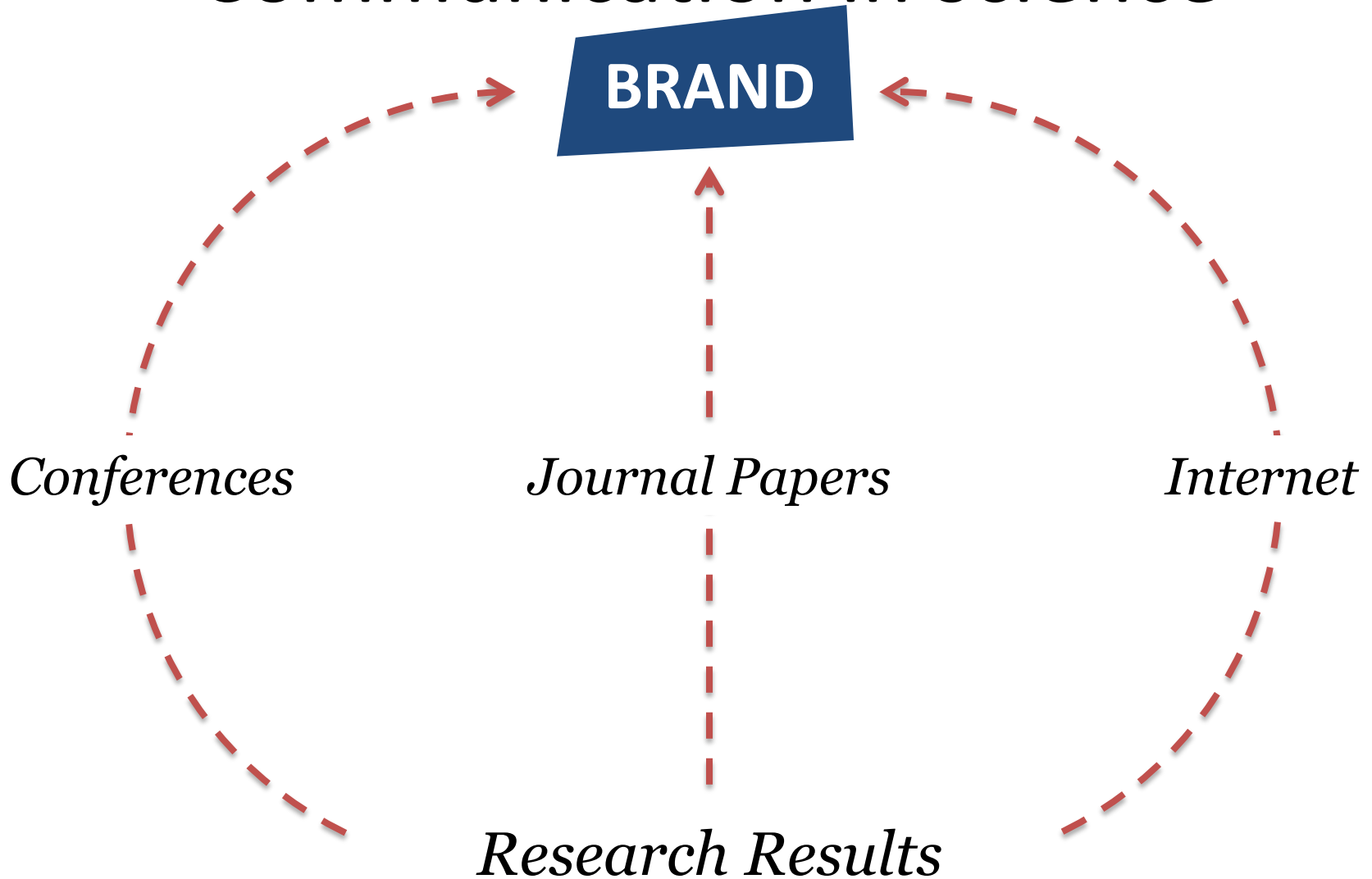
reference list
formatted correctly

logic and structure



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Communication in science



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2012 Brian Wilson and Martin Fenner. The text of this article is licensed under the Creative Commons Attribution 3.0 License. EDUCAUSE Review, vol. 47, no. 3 (May/June 2012)

[Cave, R., Unique Author Identification, *The official PLoS blog*, Posted: November 10, 2006](#)).

