ISNI – A Question of Identity

BIC LBF Seminar on Building a Better Business

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ISNI – identifying public personas

- International Standard Name Identifier

- ISO standard 27729

- Identifying 'parties', or more generally, the public 'personas' of persons or organizational units

- Target: contributors to creative works and those active in their distribution or exploitation very broadly defined

- Thus:
  - Natural persons, pseudonyms, noms de plume, …
  - Organizations, units thereof, brand names like imprints, music labels, film studios, …

What are ISNIs for?!

- Resolving problems of name ambiguity in search & discovery

- Attributing published works accurately to their creators

- Acting as a robust bridge identifier across multiple schemes and domains

- Thus becoming a critical component in linked data and semantic web applications

Yes, but practical uses .. ?

- Identify rights-holders

- Protect rights and their management

- Assist in royalty collection and distribution

- Support scholarship

- Help clarify questions of attribution

- Aid cleanup & enhancement of databases

- Act as bridge ID to facilitate cross-walks

Features of an ISNI ID

- The ISNI assigned to a particular persona should be:
  - Unique
  - Persistent
  - Expressed in a standard format

    0000 0001 2037 0023 – Brian O'Nolan
  - Accompanied by a minimum basic set of metadata to enable disambiguation

- Additionally, it should:
  - Have its sources of provenance clearly defined
  - Be capable of enrichment with further, extended metadata
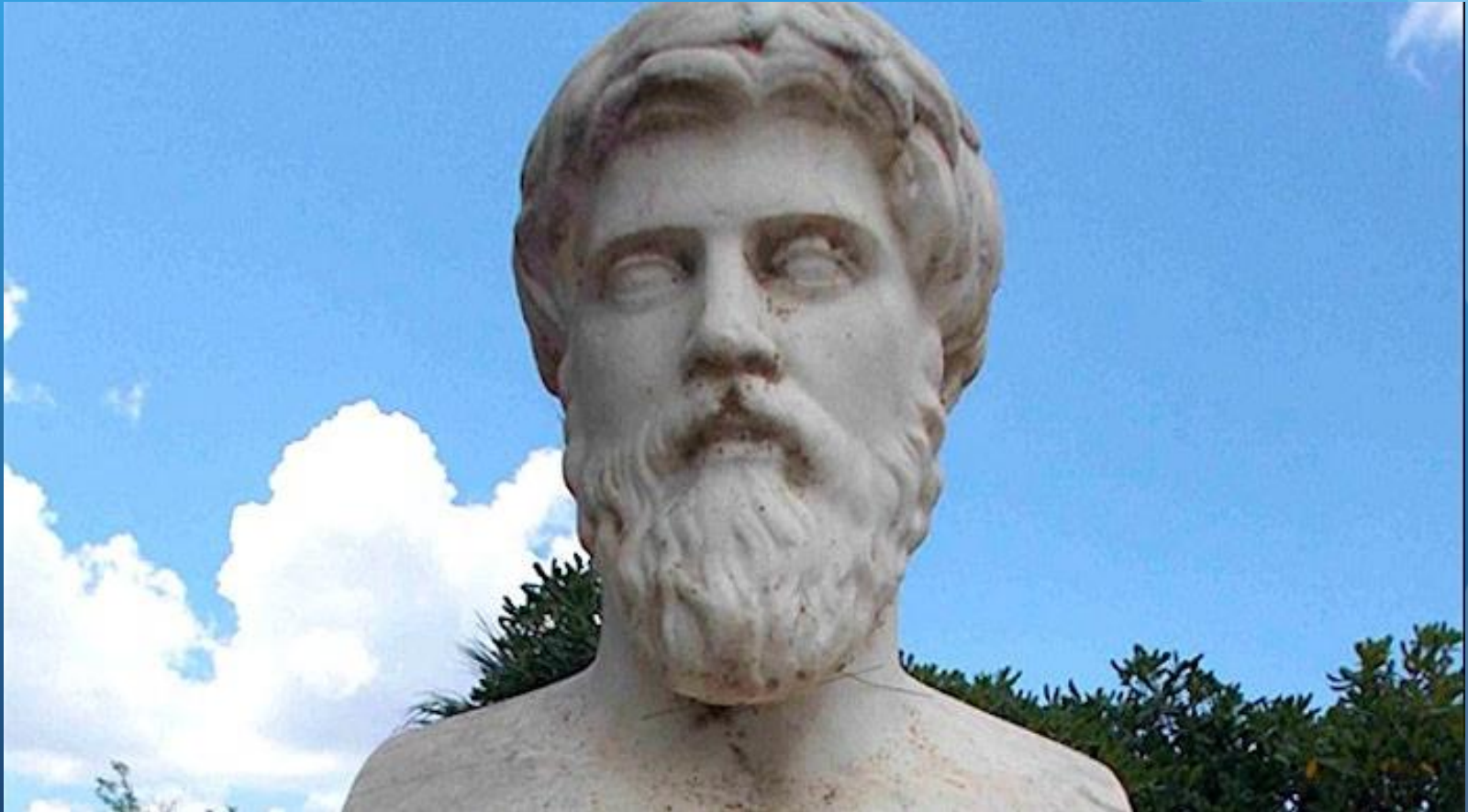
ISNI in context

ISNI exists alongside other familiar ISO identifiers:

- ISBN (books)

- ISSN (serials)

- DOI (digital objectives, journal articles, etc.)

- ISMN (music)

- ISLI (links)

- ISAN (films, audiovisual works)

Scale of ISNI assignments to date

- Over 9 million identities have ISNIs assigned

- Of which:
  - \> 8.6 million relate to individuals
  - \> 600,000 relate to organizations

- Both totals are likely rapidly to increase, as additional Registration Agencies, from both existing and new domains, come on stream

ISNI 0000 0004 4922 7580

ISNI 0000 0001 2028 2680

ISNI 0000 0000 3916 4417

ISNI 0000 0001 2133 1026

ISNI 0000 0001 0898 6765

Returning to the Man Who Was Not Just a Number ...

- Closer inspection of The Prisoner 'Number 6' reveals that he was in fact played by the actor
  - Patrick MacGoohan ISNI 0000 0001 0814 7945
  - Or should I say Paddy Fitz? Or Joseph Serf?
  - All of whom turn out to have been the same real person!
  - But different ISNIs have been assigned to each persona

ISNI:	0000 0001 0814 7945
Name:	Mac Goohan, **Patrick**
	MacGoohan, **Patrick**
	Mc Goohan, **Patrick**
	Mcgoohan, **Patrick**
	McGoohan, **Patrick** Joseph
Dates:	1928-2009

⊞ **Creation class**

Creation role:	actor
	contributor
	director
	narrator
	originator
	performer
	screenwriter
Related identities:	Fitz, Paddy (other identity, same person)
	Serf, Joseph (other identity, same person)

⊞ **Related names**

⊞ **Titles**

Notes:	
Sources:	VIAF BNE DNB LC NKC SUDOC
	ALCS
	BNF
	BOWKER
	IPDA

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david mitchell

search more

Examples: Prince; Princeton University; Ken Follett; Follett,Ken; Follet,

esults search [and] (Any Phrase (APH:)) david mitchell | 36 hits

ide hints

filter

⊟ **Type of identity**
   Person (36)

⊞ **Creation class**

⊞ **Creation role**

1. Mitchell, David (f. 1965-11-08)
   derive mortelle images animees

2. Mitchell, David (MA)
   25 years : an interim history of the Royal College of Physicians of Ireland 1963-1988

3. Mitchell, David Michael
   A 'peculiar' place : the Adelaide Hospital, Dublin : its t imes, places and personalities, 1839 to 1989

4. Mitchell, David (Australian soccer player)
   Application of mass spectrometry to the analysis of mixtures, 1989:

5. Mitchell, David Brian (1948 July 6-)
   The art & language group 1966 to 1973

6. Mitchell, David (1959-)
   Rhododendrons of subgenus Vireya, 2006:

7. Mitchell, David C. (1959-)
   The message of the Psalter : an eschatological programme in the Book of psalms

8. Mitchell, David (1951-)
   Classification by neural network and statistical models in tandem ; does integration enhance performance?

9. David Mitchell, (comedian and journalist from the United Kingdom)
   This Mitchell and Webb book

10. Mitchell, David (1914-)
    Seventh-Day Adventists, faith in action.

david mitchell [36]

ISNIs for organizations, too

BIC Discount Code	Organization	ISNI
BLDP	Black Dog Publishing	0000 0004 5376 1567
CABI	CABI	0000 0001 1088 0206
GOWE	Gower Publishing	0000 0004 4906 4099
HRCH	Harper Collins	0000 0004 0422 2532
	BIC	0000 0004 0477 1742
	PLS	0000 0004 1758 3724
	EDItEUR Ltd	0000 0004 4914 9201

Sources of information

- ISNI assignments based on hundreds of authority files and databases worldwide

- Assertions of identities are matched and rated algorithmically

- Primary role played by ISNI Member organizations and ISNI Registration Agencies

- Smaller proportions start with self-registration by individuals and small independent players

ISNI Members & RAGs

- Currently 34 member organizations, and growing

- 22 regular Members

- 12 Registrations Agencies or 'RAGs'

- Based so far in 18 countries

- But coverage is world-wide

- Here are some of them …

Roles within ISNI's infrastructure

- ISNI Membership & RAGs

- ISNI-IA

  Central coordination, management and direction. Ltd company, not for profit, with independent Board. Operated by EDItEUR day-to-day on behalf of ISNI

- ISNI-AA

  Hosting and development of the ISNI database, interfaces & data input/output. Service provided by OCLC on behalf of ISNI

- ISNI Quality Team

  Crucial QA component. Dedicated staff at BnF and BL

Current activities

- Ringgold has created an API to obtain & resolve existing ISNIs (for organizations) mapped to its database

- High-level review underway of relationship VIAF <> ISNI

- PLS, British Library and other collaborating on a project to assign ISNIs to publishers & imprints

- Making available linked data exports from ISNI's database – planned for later in 2017

- isni.org website refresh and plans for ISNI e-Newsletter

To find out more …

- Check out the ISNI website: www.isni.org

- Contact the ISNI International Agency: tim@editeur.org

- Watch out for features in the EDItEUR Newsletter

- Sign up for the forthcoming ISNI e-Newsletter

Thanks for your attention!

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