Integrating Research Data in the Article of the Future

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Driven by requests from institutions and funding bodies, the scientific community increasingly makes its research data available on the public internet. However, the awareness of that data, of its exact location, and of its relation to the enveloping research is still lagging behind – especially when compared to the amount of data being produced and already available. This is a problem that all parties that are responsible for research data and the communication of research are aware of and trying to address. For instance, research data repositories improve the visibility of and accessibility to their data, and research data organizations like DataCite support the process of data registration and persistent linking through the assignment of DOI's.

As the scientific research article is a well-established and highly visible form of communication between researchers, the scientific publisher Elsevier is contributing to a solution to the data awareness problem through offering a variety of connections between the online scholarly article and the associated research data. In Elsevier's Article of the Future format, these connections help to increase the visibility of research data and add valuable context to the data to facilitate interpretation and re-use. Depending on the linking capabilities of the data repository hosting the research data, Elsevier's journal articles can link to data sets, entities in those articles can deep link to data elements, and data can even be integrated in research articles using discipline- and data-specific tools and applications.