

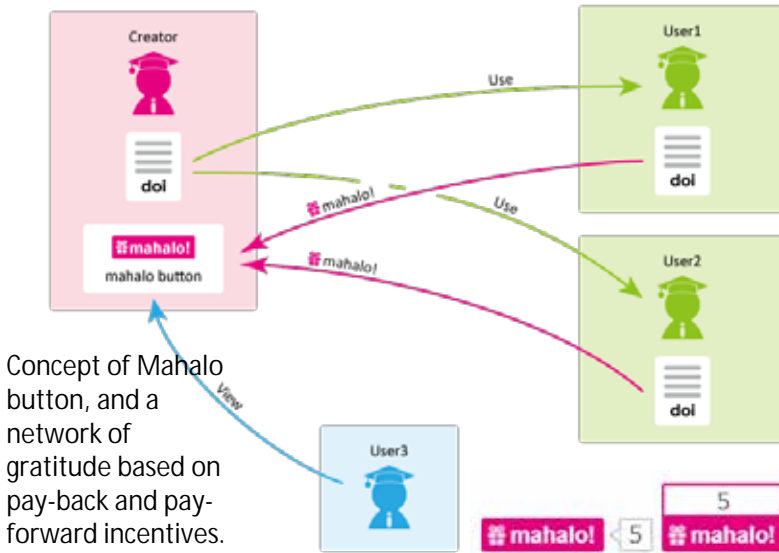


## [MGI23-P06] Return on publication (RoP): “DOI return button” for networking data creators and users with pay-back and pay-forward incentives

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**DOI as a gift:** The concept of ‘mahalo!’ is for data users to give DOI as a gift for data creators, making a new connection at the button.

**Pay-back incentive:** Data users can express gratitude by a button push, which is a popular action on today’s Internet (e.g. Like button).

**Pay-forward incentive:** Data creators’ landing page becomes a **hub of information**, and data users can contribute to future generations by **sharing methods and results of the same data**.

**Why DOI?:** DOI is expected to be less vulnerable to spam (at least for the moment), and it is more sustainable than URI to keep accessibility.

**Impact of the data:** The number of DOI returned, which has similar meaning with **data citation**.

**What is mahalo?:** A Hawaiian word for ‘thank you,’ but it has a broader meaning such as admiration, praise, esteem, regards and respects (Mary Kawena Pukui et al., Hawaiian Dictionary, 1986).

**Problem:** Data creators should be rewarded by credit, such as data citation, but the current reward system is **heavy-weight**.

**Solution:** A **light-weight** system called ‘Mahalo button’ (DOI return button) for data users to express gratitude directly to data creators. ‘**A network of gratitude**’ grows by (voluntary) actions of data users.

**System development:** A prototype may be available in June, 2018. **Detail at Japan Open Science Summit on June 18.**

**Installation:** Include one JavaScript library on the **landing page of data creators**.

**Collaboration:** To solve a problem of cold-start, we need good collaboration with stakeholders.