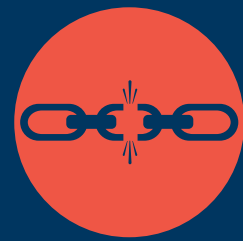


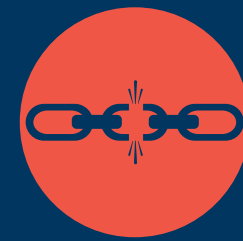
Persistent Identifiers Explained

Do you know that the average URL lifespan is 100 days and most of them become non-resolving links?

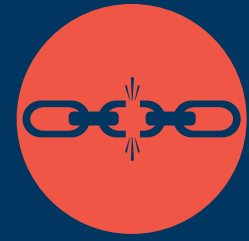
What is wrong with URLs?



Domains change



Resources relocate



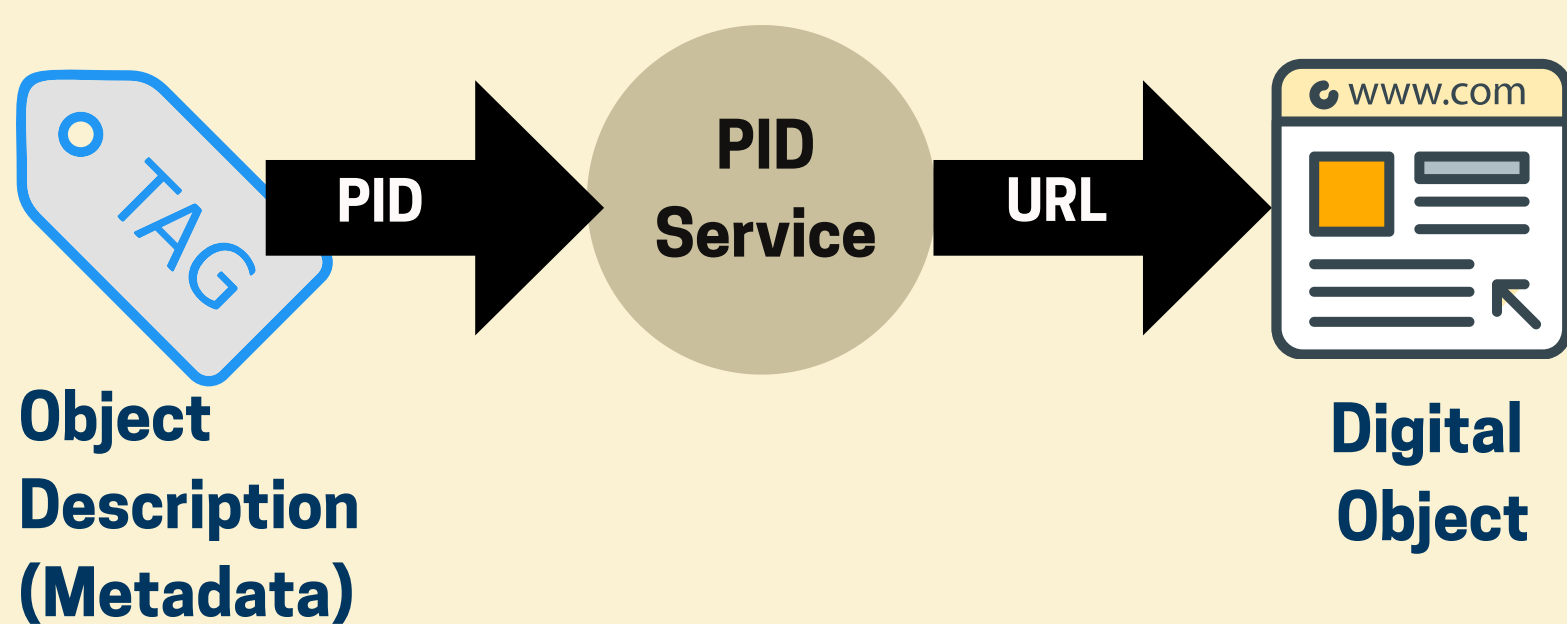
Links modify

404 ERROR
PAGE NOT FOUND

Avoid broken URLs, use PIDs!

“Persistent Identifiers (PIDs) are unique and permanent digital references that make it possible to find, access, reuse, and cite digital information objects of any type on the web.”

How do PIDs work?



Users are redirected to the URL that is associated with the identifier. If the physical location of the object changes, the URL is the only modification required; the PID itself does not change

At UCSB, we support two PID systems, at no cost to affiliates:



Digital Object Identifier

ARK

Archival Resource Key

UC SANTA BARBARA
Library

Need to assign DOIs or ARKs to your digital resources? We can help you!

rds@library.ucsb.edu