Crossmark

The Crossmark button lets readers see the status of a work by displaying any corrections, retractions, or updates to that record.

Research doesn't stand still; even after publication articles can be updated with supplementary data or corrections. It's important to if know the content being cited has been updated, corrected or retracted—and that's the assurance that publishers can offer readers by using Crossmark. It's a standardized button, consistent across platforms, revealing the status of an item of content, and can display any other metadata the member chooses, such as funding, peer review, or license information.

Crucially, the Crossmark button can also be embedded in PDFs, which means that members have a way of alerting readers to changes months or even years after it's been downloaded.

How Crossmark is used

Publishers place the Crossmark button close to the title of their online articles and in PDFs, and commit to informing us when/if there is an important update such as a correction or a notice of retraction. They can also customize the popup box to include other signs of editorial rigour, such as the type of peer-review used, whether the document was screened for originality using Similarity Check, and more.

Evidence of trust

Crossmark is recognizable across all content, and gives members a way to provide evidence to readers of why they should trust the content; so they can use it and cite it with confidence.

Anyone can access the Crossmark metadata through our public REST API, providing a myriad of opportunities for integration with other systems, and analysis of changes to the scholarly record.

Getting started - how to use Crossmark

Members can participate in Crossmark by registering and assigning a DOI to a Crossmark policy statement. They then add a snippet of code to their landing pages and PDFs. This generates the Crossmark button and popup. The policy statement is a page on their website, which explains their participation in the service, their commitment to maintaining versions of any record that displays the Crossmark icon, and their policies on corrections, retractions, withdrawals, and other updates.

The minimum requirement for Crossmark metadata is:

– the DOI for the publisher's Crossmark policy page,

– the DOI for the content it is being applied to, and

– the DOI of any notice of correction or retraction.

Best practice

Members participating in Crossmark must maintain their content, promptly register any updates and include the Crossmark button on all digital formats (HTML, PDF, ePub).

Crossmark: how it works
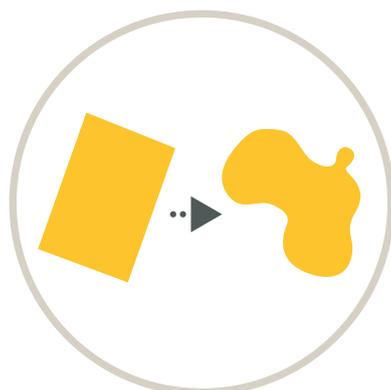
Research doesn't stand still, it changes and evolves over time.
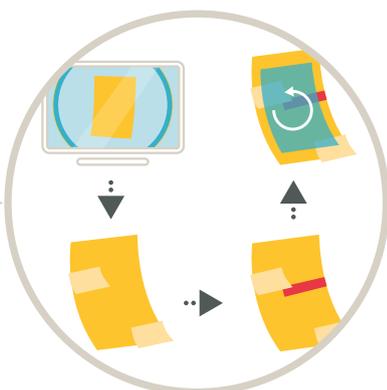
Even after publication, articles can be updated with supplementary data, corrections, or a notice of retraction.
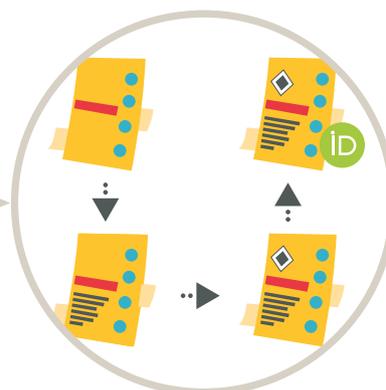
Additional information—including funding data, license details, clinical trial information, ORCID iDs, peer review, etc., can give publications context.
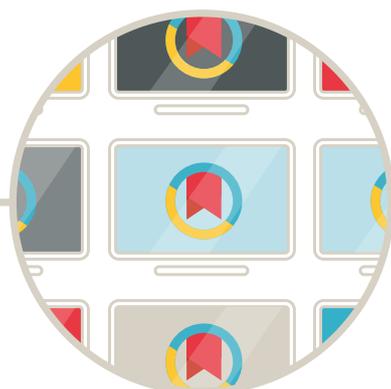
The Crossmark button is used across all publishers and platforms.

This information is viewable by clicking on the Crossmark button, online or in a PDF.
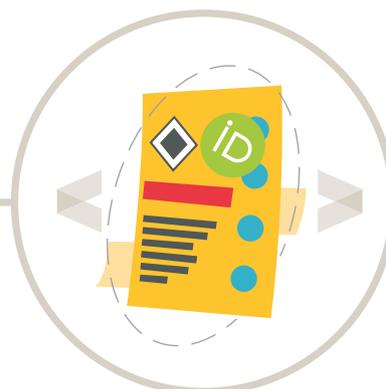
This is important to know if you want to trust the research. Publishers tell us about these things in the metadata they provide.
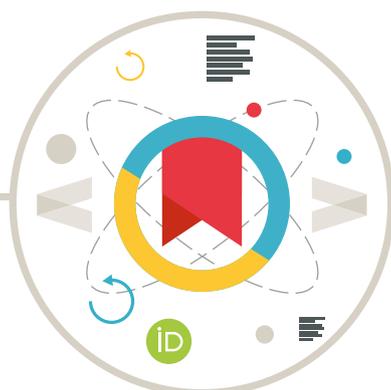
It provides a standard way to communicate this information to readers and shows the publisher's on-going commitment to stewarding the content.
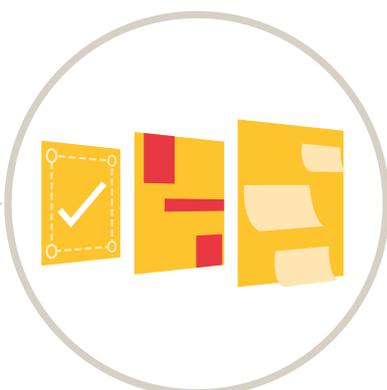
We make the information freely available so that other systems can use it, and researchers can interpret and credit the work properly, see important updates to the content, and easily find useful additional information.