

CILIP recognised course on
DATA DRIVEN LIBRARIANSHIP

Powered by Nielsen Book



Session 2: Discovery Part 2

Unanswered Q&A from the Session:

Question: Can libraries use Thema for non-fiction specifications with library suppliers?

You would need to check with your library supplier which classification schemes they use and what selection options they offer. If your library supplier takes a data feed from Nielsen Book, they will have access to *Thema* data as we supply *Thema* for any classified record as standard.

Question: As qualifiers develop do you have to retrofit to existing entries?

In our answer below we have addressed both the development of the *Thema* scheme itself, and reviewing previously classified records when new more specific values become available in *Thema*.

With regard to updating the scheme, so far all reviews have been restricted to adding new values or modifying existing headings and notes. Thus all values included in *Thema* v1.0 are valid in *Thema* v1.4 - but not obviously the other way round. Because of the hierarchical nature of the scheme, new codes are able to be created and inserted simply by adding extra characters to existing codes to create new sub-categories; no existing codes have had to be changed, deprecated or relocated in order to accommodate new more specific codes.

With regard to reclassifying existing records, Nielsen Book does not have the resources to do this - our Classifier team has to focus on the ceaseless supply of records for new and forthcoming titles. However, if a publisher wishes to invest in the effort of upgrading their own key or bestselling backlist titles, we would work closely with them to let the upgraded *Thema* data flow through to our own records for those titles.

NB in either case the query could apply to Subject Categories as well as to Qualifiers (or National Extensions).

Question: How do librarians access the Nielsen data, Thema classifications etc?

We provide a few different options to access our data:

- A simple to use online discovery platform called BookData Online which is a per user/annual subscription service. It enables access to over 46m titles, of which 42.2m are *Thema* classified, plus Linked Editions and other classification information. It enables you to search, and select and download bibliographic records in MARC format. We aim to provide a low cost entry point for the service and regularly run introductory offers for

library professionals. *Top tip, keep an eye out for a very special offer during Library Week next month!*

- The data is also available via API or a regular daily feed, and we work closely with LMS providers to power the bibliographic data in their systems. If you cannot see *Thema* in their records then do ask your LMS to get in touch with us at Nielsen Book.

Question: Can we get access to Thema for searching for books?

Yes, please see the previous question about how to access bibliographic records with *Thema* classification. If you already use Nielsen Book data and need more confirmation on where to locate *Thema* information in your service please email our Library & Academic Specialist: shrenik.singhavi@nielseniq.com who will be happy to answer your questions.