

CILIP recognised course on **DATA-DRIVEN LIBRARIANSHIP** Powered by Nielsen Book

SESSION 2: DISCOVERY PART 2

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#DataDrivenLibrarians

DATA-DRIVEN LIBRARIANSHIP SESSION TWO: DISCOVERY PART 2

What you will take away from this session

1. An understanding of Linked Editions
2. An understanding of Thema and how it can be used for discovery and creating collections

A multiple choice task will be made available after the session for you to complete as part of your Self-Assessment.

First let's begin with a poll...

LINKED EDITIONS

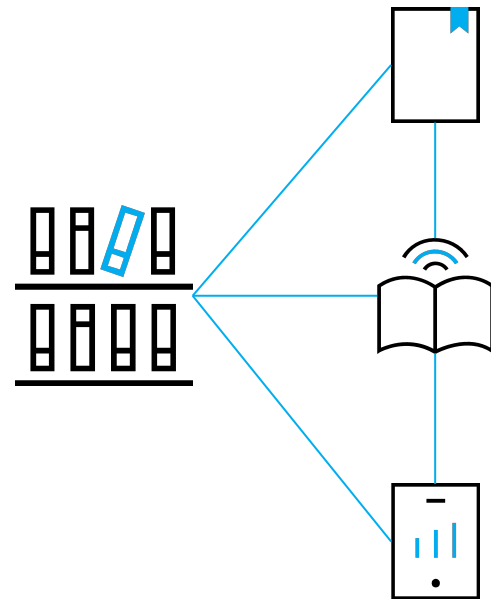
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LINKED EDITIONS - BACKGROUND

Challenges

- Unique identifier for each different format using ISBN
- Hard to identify correlation between two or more different formats of a title
- Consistency of data
 - For example Author Name and Classification
- What if a specific format is not available?
 - Find a way to present all the available options. For example find one, find them all



How is this done?

RELEASES & LINKED EDITIONS

- Incoming product records are matched by key details – and linked together through Release records
- Release record contains core 'Work' level data that is shared across products
 - For example: Title, Contributors, Classification – which greatly improves consistency
- New records joining the Release immediately benefit
- Release creates 'cluster' of related products
 - Supports increased links between products, alternative formats, etc. For example: digital & physical
- Provides consumers with greater choice
- Works invisibly, but explicit Release ID can be provided i.e. used in LMS

SEARCH ISBN

☐ **Awful Auntie**
David Walliams (Author)

Series:
Imprint: HarperCollins
Publisher: HarperCollins Publishers
Pub Date: 11 Feb 2016

Edition: edition
All Formats of this Edition: All formats (5)
Publishing Status: Active
BookScan UK Chart Position: 109

Published in: United Kingdom

UK Market Rights: For sale with exclusive rights

Paperback Unsewn / adhesive bound 416pp h198mm x w129mm x s31mm 390g

ISBN13: 9780007453627 **ISBN13:** 978-0-00-745362-7 **ISBN10:** 0007453620 **EAN:** 9780007453627



[Click here to look inside](#)

book2look

	Price	Price Type	Last Changed	Availability	Expected Date	Last Changed
GB	GBP 6.99	RRP including tax		Available		6 Nov 2017

RESULTS

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All Formats of this Edition: "Release ID Match"

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☐		Title: Awful Auntie Main Contributor: David Walliams Imprint: HarperCollins Format: Paperback Distributor: HarperCollins Distribution Services Wholesaler: ARGOSY BERT GARD UK Market Rights For sale with exclusive rights	Look Inside:  ISBN13: 9780007453627 Date Published: 11 Feb 2016 Price: £ 6.99 Availability: Available BookScan UK Posn: 109
☐		Title: Awful Auntie Main Contributor: David Walliams Imprint: HarperCollins Children's Books Format: Electronic book text Distributor: HarperCollins Distribution Services UK Market Rights For sale with exclusive rights	Look Inside:  ISBN13: 9780007453634 Date Published: 25 Sep 2014 Price: £ 2.99 Availability: In stock
☐		Title: Awful Auntie Main Contributor: David Walliams Imprint: HarperCollins	ISBN13: 9780008114947 Date Published: 25 Sep 2014

***THEMA* FOR DISCOVERY AND CREATING COLLECTIONS**

THEMA IS...

The single unified
subject classification scheme
for the global book trade

BACKGROUND AND CONTEXT

Global trade and exchange of data - national subject schemes persist

Breakdown in communication

Need for mappings - loss of precision

Single scheme retains control, aids discovery, helps sell books

Thema draws on, and is intended to replace, legacy national schemes. For example BIC (UK & elsewhere), BISAC (USA, Can), WGS (Germany) etc.

HISTORY AND PROGRESS

Initial *Thema* v1 released in late 2013

Interest worldwide - every continent

Already adopted in Germany and Scandinavia as sole standard

Current version 1.4, released April 2020

Reviewed & updated every 18-24 months

Version 1.5 review underway (due Q4 2021)

STRUCTURE OF *THEMA*

General purpose book trade scheme, primarily based on BIC

c2700 **Subject Categories** – in 20 subject sections (Arts, Fiction, Law, etc)

c5500 **Qualifiers** – in 6 sections (facets such as Place, Language, Time Period, etc) of which c3000 are **National Extensions**

A book *must* have a Subject Category; it *may* have Qualifiers

Thema retains the core BIC concept of Post-Coordination: codes are combined to express topics and facets (rather than pre-assembled strings): makes it enormously flexible

THEMA SUBJECTS

Hierarchical codes & headings ranging from broad to very specific topics across major subject areas (eg F = Fiction, Q = Philosophy & Religion, P = Maths & Science, W = Lifestyle, Hobbies & Leisure, Y = Children's, Teenage & Educational, etc.)

QR	<i>Religion and beliefs</i>
QRMB34	<i>Lutheran Churches</i>
FFC	<i>Classic crime fiction</i>
PSAN1	<i>Cellular and molecular neuroscience</i>
WBF	<i>Quick and easy cooking</i>
YBCS	<i>Picture storybooks</i>

THEMA QUALIFIERS

Hierarchical codes indicating specific facets (Place, Language, Time Period, Educational Purpose, Interest, Style) for combining with Subject codes

1HFDF	<i>Burkina Faso</i>
2ADP	<i>Portuguese</i>
3MLBL	<i>c 1740 to c 1749</i>
4TM	<i>Revision & study guide</i>
5AL	<i>Interest age: from c 10 years</i>
6GA	<i>Gothic</i>

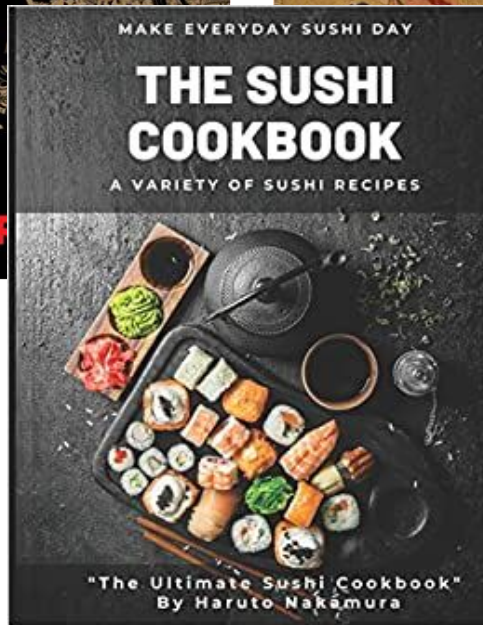
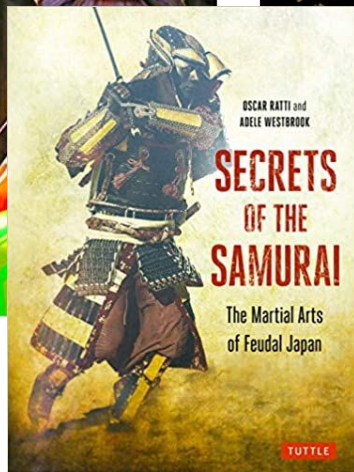
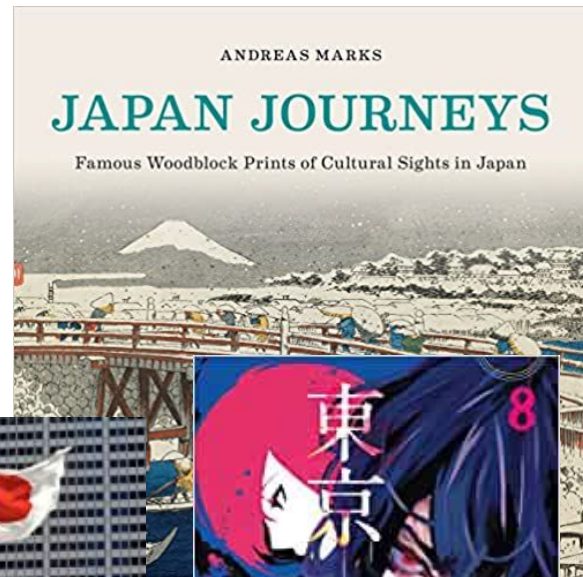
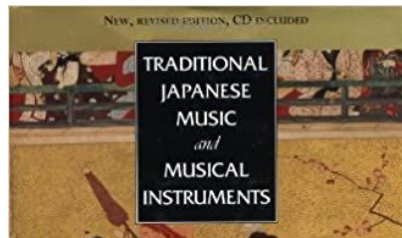
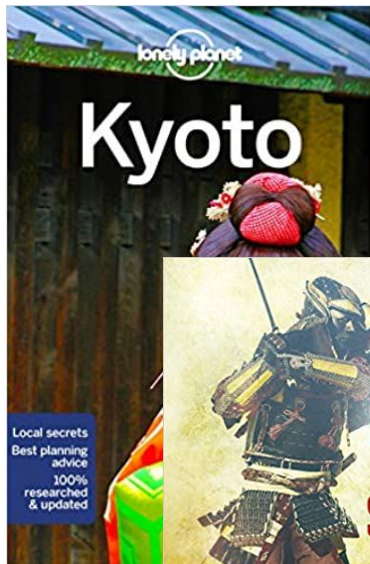
THEMA NATIONAL EXTENSIONS

National Extensions within the Qualifiers – providing fine details that are important to specific markets but can be ignored elsewhere

Enable *Thema* to ‘look local, act global’

1KBC-CA-KQT	<i>Nunavut: Qikiqtaaluk Region: Iqaluit</i>
1KBC	<i>Canada</i>
3MD-GB-G	<i>Tudor period (1485–1603)</i>
3MD	<i>16th century, c 1500 to c 1599</i>

QUALIFIERS LINK ACROSS SUBJECTS

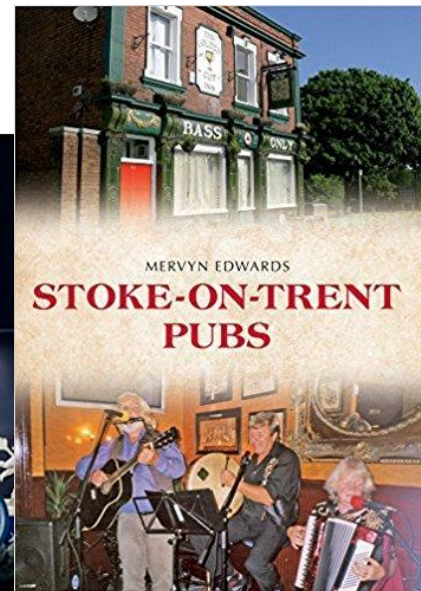
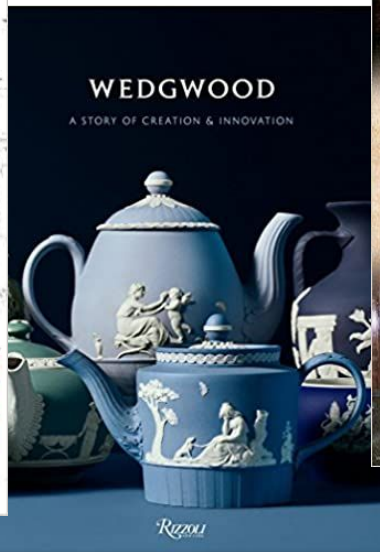
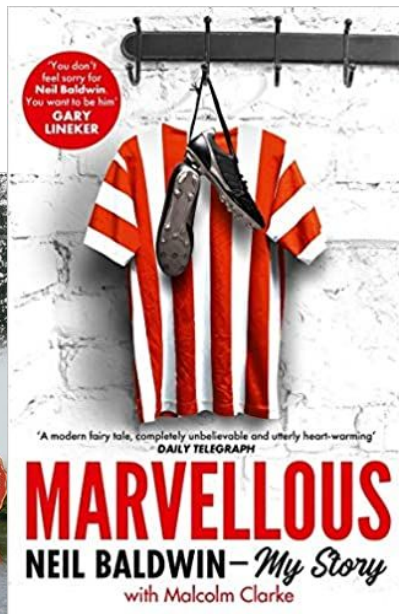
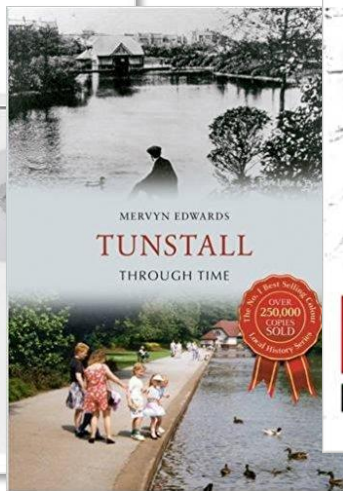


1FPJ *Japan*

NARRATIVE THEMES ALLOW EXPRESSION OF TOPICS ACROSS FICTION GENRES

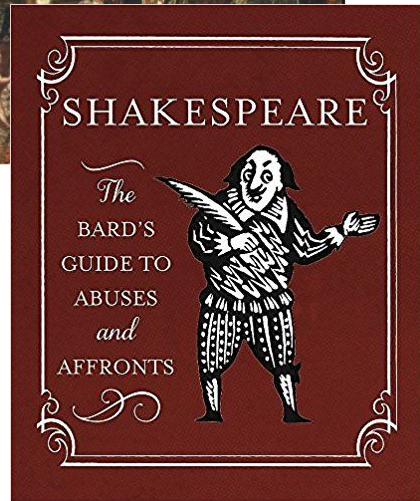
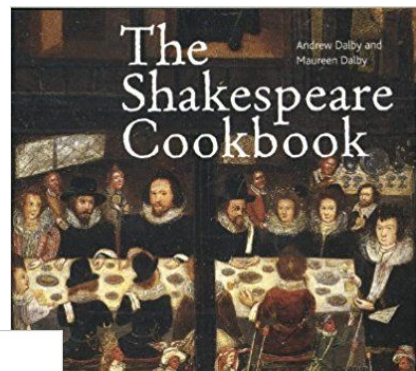
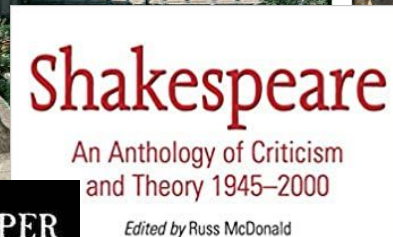
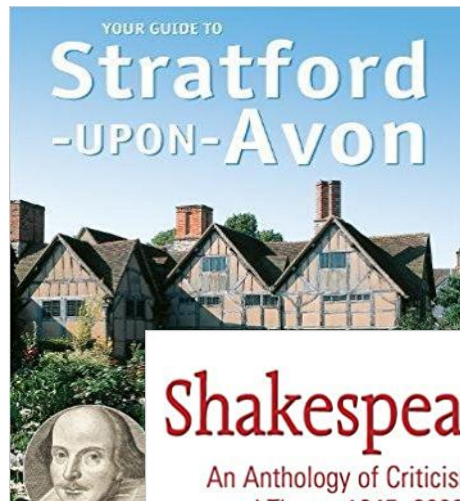
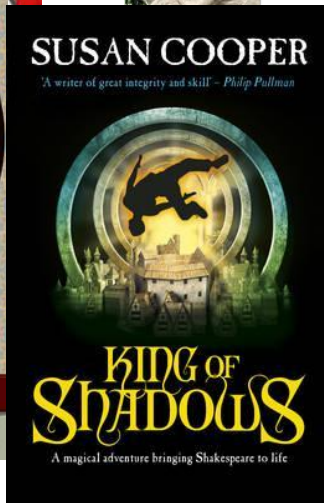
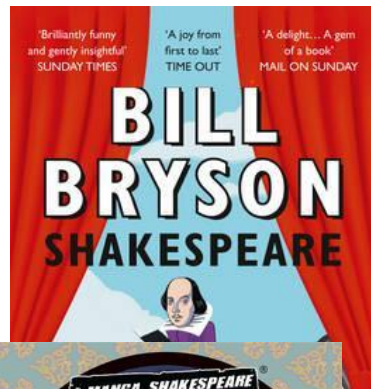
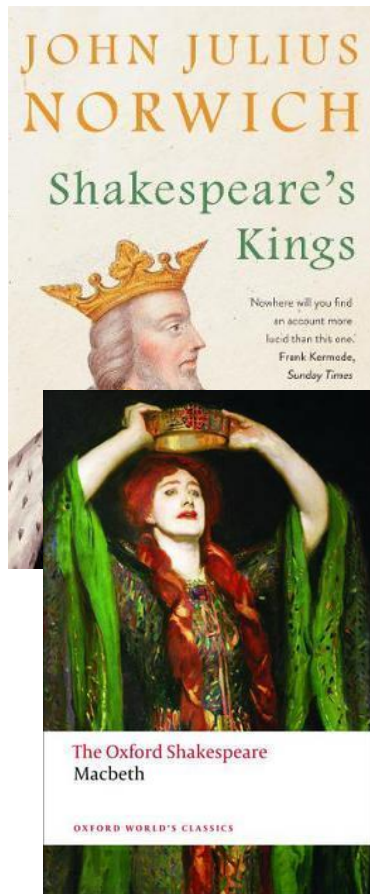


NATIONAL EXTENSIONS LINK ITEMS WITH LOCAL RELEVANCE...



1DDU-GB-EMSP *Stoke-on-Trent and The Potteries*

...OR COMMON THEME



5PX-GB-S Shakespeare

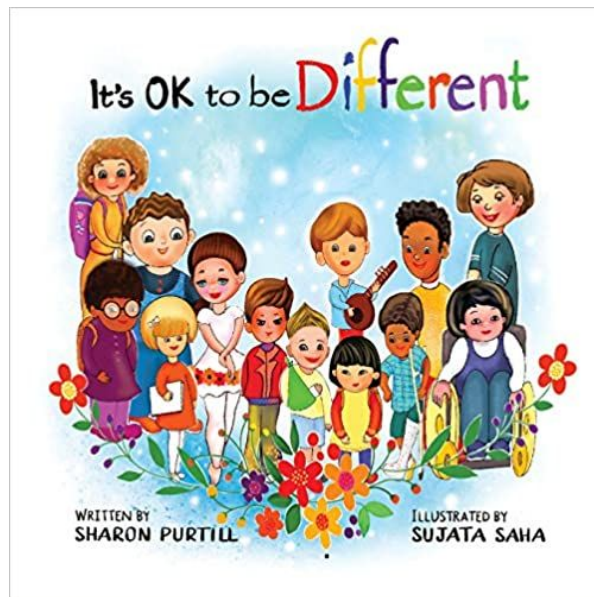
DIVERSITY AND INCLUSION

Thema has a significant, and growing, set of Subjects and Qualifiers that can be used to indicate diversity and inclusion aspects of books

May or may not be clearly indicated on the book, or in other metadata

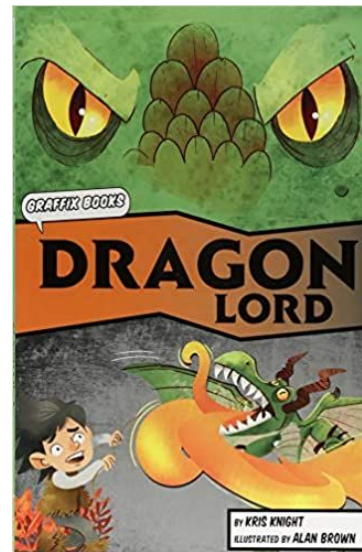
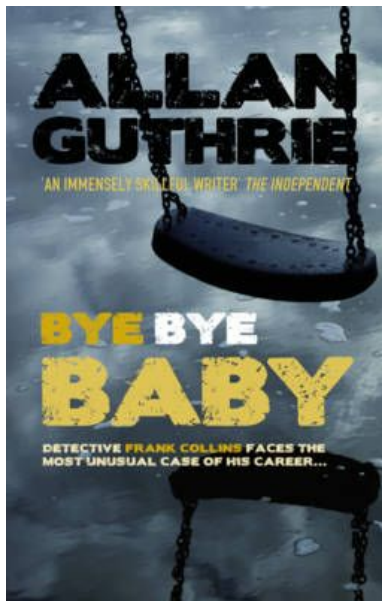
Aspects include

- Accessibility
- Ethnicity & multiculturalism
- Sexuality & gender
- Visible & hidden disabilities



ACCESSIBILITY

Codes used to flag titles that are suitable for readers who may otherwise feel excluded from reading



5AR *For reluctant or struggling readers (child/teen)*

5AX *For adult emergent readers*

5AZ *For people with learning/communication difficulties*

ETHNIC MINORITIES & MULTICULTURALISM

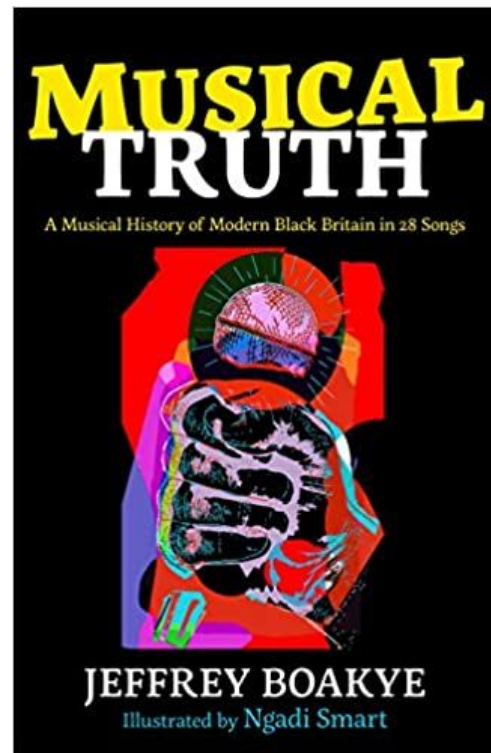
In addition to Ethnic Studies (social science) codes,
Qualifiers to flag items on any subject with particular
relevance to specific groups

5P *Relating to specific groups and cultures or social and
cultural interests*

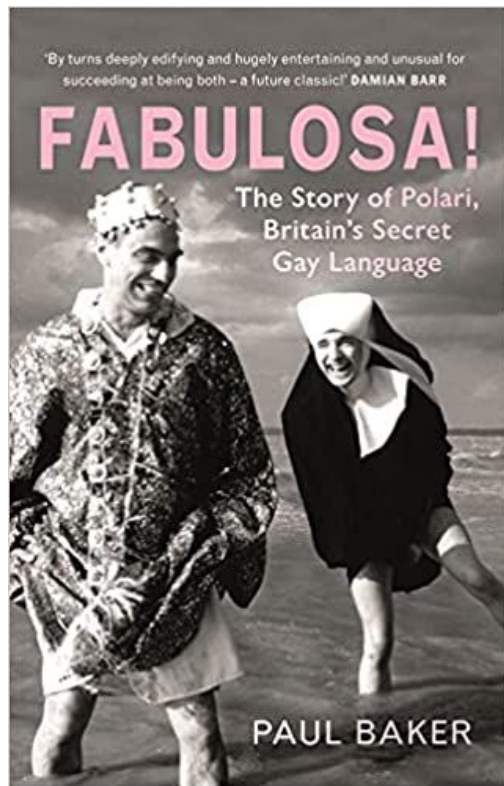
Specific codes for material relating to

- *British Asian people*
- *Black British people*
- *Romani people and Travellers*

etc.



LGBTQ+ AND GENDER VARIANCE



Similarly a wide range of Subject and Qualifier codes relating to all aspects of sexuality and gender

5PS *Relating to LGBTQ+ people*

5PSB *Relating to bisexuals or pansexuals*

5PSG *Relating to gay people*

5PSL *Relating to lesbians*

5PT *Relating to Trans/Transgender people or gender minorities*

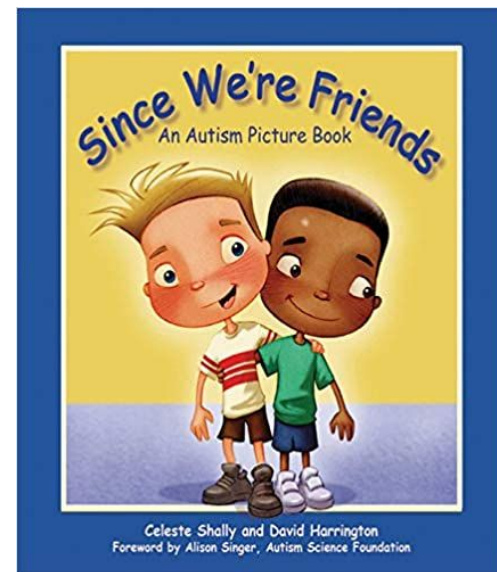
5PV *Relating to asexual or aromantic people*

DISABILITY

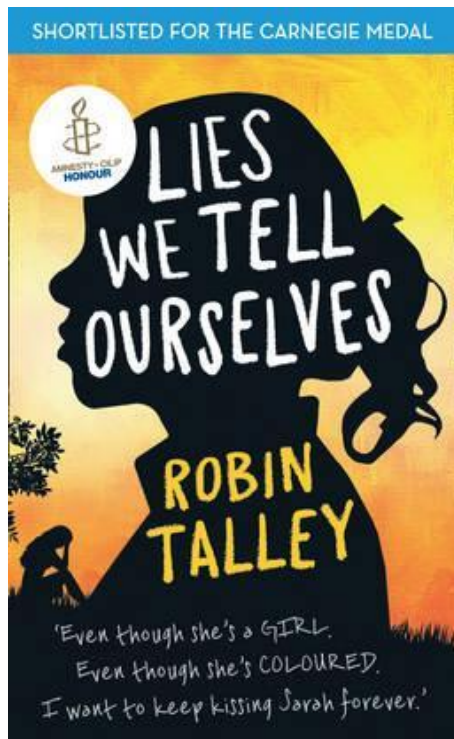
5PM Relating to people with visible or hidden disabilities, impairments or conditions

Has specific codes relating to people

- *with mobility or physical disabilities or impairments*
- *with visual disabilities or impairments*
- *with hearing disabilities or impairments*
- *on the autism spectrum*
- *with learning disorders, difficulties or disabilities*
- *with degenerative conditions*
- *with hidden or invisible disabilities*



THEMA ALLOWS MULTIPLE FACETS TO BE EXPRESSED



YFM *Child/Teen fiction: Romance, love & relationships stories*

YFS *Child/Teen fiction: School stories*

YXN *Child/Teen personal & social issues: Racism & multiculturalism*

YXHL *Child/Teen personal & social issues: Sexuality & relationships*

YXQ *Child/Teen personal & social issues: Bullying, violence, abuse & peer pressure*

1KBB-US-SEV *Virginia*

3MPQS-US-P *USA: Era of Civil Rights Movement (c 1954 to c 1968)*

5AQ *Interest age: from c 14 years*

5LF *Relating to adolescence/teenage years*

5PSL *Relating to Lesbians*

5PB-US-C *Relating to African American people*

DISCOVERY

Thema can be used to find:

- Hard-boiled crime with women sleuths set in 1960s Stockholm
- Adult colouring books based on Amish quilt patterns
- Romance novels that are suitable for Christian readers
- Afrofuturist Steampunk
- Vegetarian cook books featuring Creole or Cajun cuisines
- Kodomo manga animal stories
- Revision guides for AQA GCSE History: Inter-war years 1918-39
- Self-help books for coping with loneliness in later life
- Art books on the Camden Town Group

And many more...

THEMA BROWSE TOOL

<https://ns.editeur.org/thema/en>

FR	Romance...
FRD	Contemporary romance
FRF	Romance: wholesome
FRH	Historical romance
FRJ	Romance: 'western', rural or 'outback'
FRM	Romantic suspense
FRP	Romance in uniform
FRQ	Romance: medical
FRT	Romance: fantasy & paranormal
FRU	Romance: time travel
FRV	Dark romance
FRX	Erotic romance

Thema Subject Categories 1.4

Previous versions of *Thema* are still available [1.3](#) [1.2](#).

Browse the [Thema](#) subject categories hierarchy, or search for a specific term within the hierarchy.

See the [search hints](#) below.

Notation	Category heading	?
F	Fiction and Related items...	*
FB	Fiction: general and literary...	*
FC	Biographical fiction	*
FD	Speculative fiction...	
FF	Crime and mystery fiction...	
FG	Sports fiction	*
FH	Thriller / suspense fiction...	
FJ	Adventure fiction...	*
FK	Horror and supernatural fiction...	
FL	Science fiction...	
FM	Fantasy...	
FN	Traditional stories, myths and fairy tales...	*
FP	Erotic fiction	*
FQ	Contemporary lifestyle fiction	*
FR	Romance...	
FS	Family life fiction	*
FT	Generational sagas	*
FU	Humorous fiction...	*
FV	Historical fiction	*
FW	Religious and spiritual fiction	*
FX	Fiction: narrative themes...	*
FY	Fiction: special features...	*
FZ	Fiction companions	*

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Browse the [Thema](#) subject categories hierarchy, or search for a specific term within the hierarchy.

See the [search hints](#) below.

Notation	Category heading	?
1	Place qualifiers...	*
1K	The Americas...	
1KB	North America (USA and Canada)...	*
1KBB	United States of America, USA...	
1KBB-US-N	US Northeast...	
1KBB-US-NA	US Northeast: Mid-Atlantic States...	
1KBB-US-NAK	New York...	
1KBB-US-NAKC	New York City...	
1KBB-US-NAKCM	Manhattan...	
1KBB-US-NAKCMG	Greenwich Village	
1KBB-US-NAKCMH	Harlem	

version detail

BROWSER SEARCHES

Thema Subject Categories 1.4

Previous versions of *Thema* are still available [1.3](#) [1.2](#).

Browse the [Thema](#) subject categories hierarchy, or search for a specific term within the hierarchy.

See the [search hints](#) below.

Notation	Category heading	?
FRT	Romance: fantasy and paranormal Class here: vampire romance, were / shifter romance. Use for: a romance story which blends elements from the fantasy genre or features mythical creatures or supernatural elements but remain primarily and recognisably a romance story. Use with: FM* codes as appropriate	*

version detail

Thema Subject Categories 1.4

Previous versions of *Thema* are still available [1.3](#) [1.2](#).

Browse the [Thema](#) subject categories hierarchy, or search for a specific term within the hierarchy.

See the [search hints](#) below.

Notation	Category heading	?
AGNA	Animals in art	*
MZC	Veterinary medicine: small animals	*
PSVJ	Zoology: birds (ornithology)	*
SVB	Falconry and hawking	*
WNCB	Wildlife: birds and birdwatching: general interest	*
WNGK	Birds, including cage birds, as pets	*
YNNH5	Children's / Teenage general interest: Pets and pet care: Birds	*
YNNK	Children's / Teenage general interest: Birds	

version detail

THEMA SEARCH STRATEGIES

Primary code:

First *Thema* is the most significant; adult fiction must lead with F* code, then non-fiction can be added

Hierarchical codes:

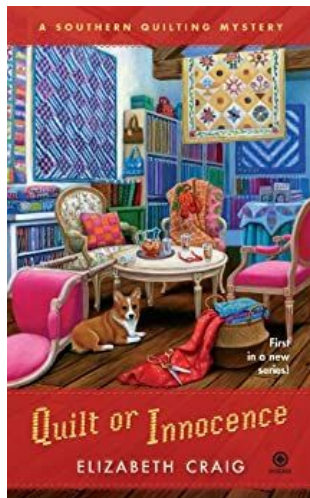
Note difference between search for 'A' precisely (only titles classified with A *The Arts*) and 'A*' wildcard (all titles with any code beginning A...)

Context:

Always consider the context/section of *Thema* values: similar terms can be found in headings for significantly different codes

THEMA SELF-ASSESSMENT TASK

Which is the best Primary *Thema* Subject code for these books?



- a) WFBQ Quiltmaking, patchwork & appliqué
- b) FFJ Crime and mystery: cosy mystery
- c) 1KBB-US-S US South

- a) 2ACB English
- b) VSL Adult literacy guides/handbooks
- c) YPCA1 Educational: First native language: Basic literacy



- a) DBS Ancient Sagas & epics
- b) FT Generational sagas
- c) 1FPJ-JP-HB Saga

IN SUMMARY

We have looked at:

- Linked Editions
- *Thema* and how it can be used for discovery and creating collections.

Don't forget to complete your multiple choice task as part of your Self-Assessment.

Now let's re-run the poll...

Q&A SESSION



NEXT SESSION: RESEARCH

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