

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

SESSION 1: DISCOVERY PART 1

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#DataDrivenLibrarians

DATA-DRIVEN LIBRARIANSHIP SESSION ONE: DISCOVERY PART 1

Session One will cover:

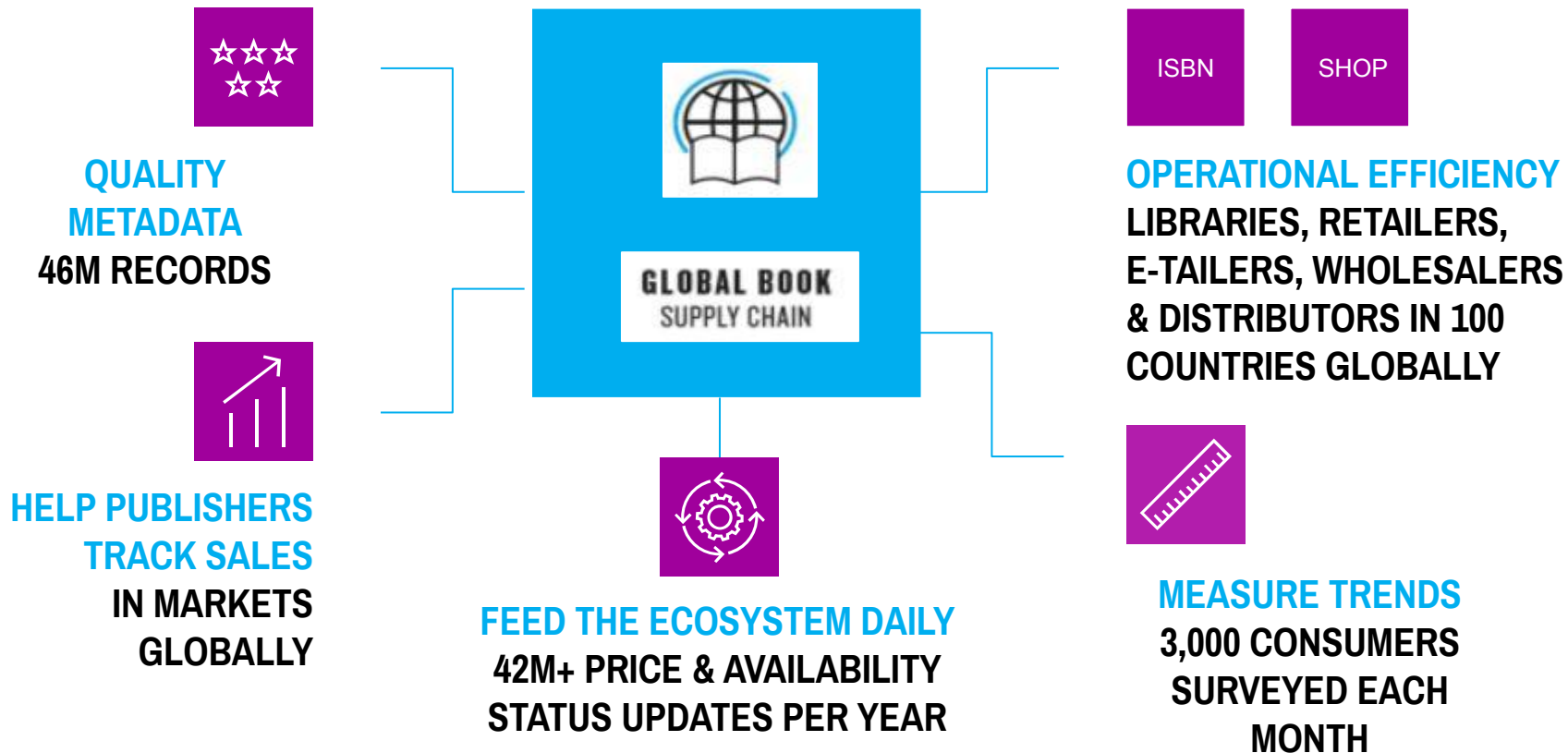
- Metadata in the wider book supply chain & how it works
- How a bibliographic record is created & maintained
- Data elements for libraries for stock selection & library catalogues

There will be a multiple choice quiz made available after the session for you to complete as part of your self assessment.

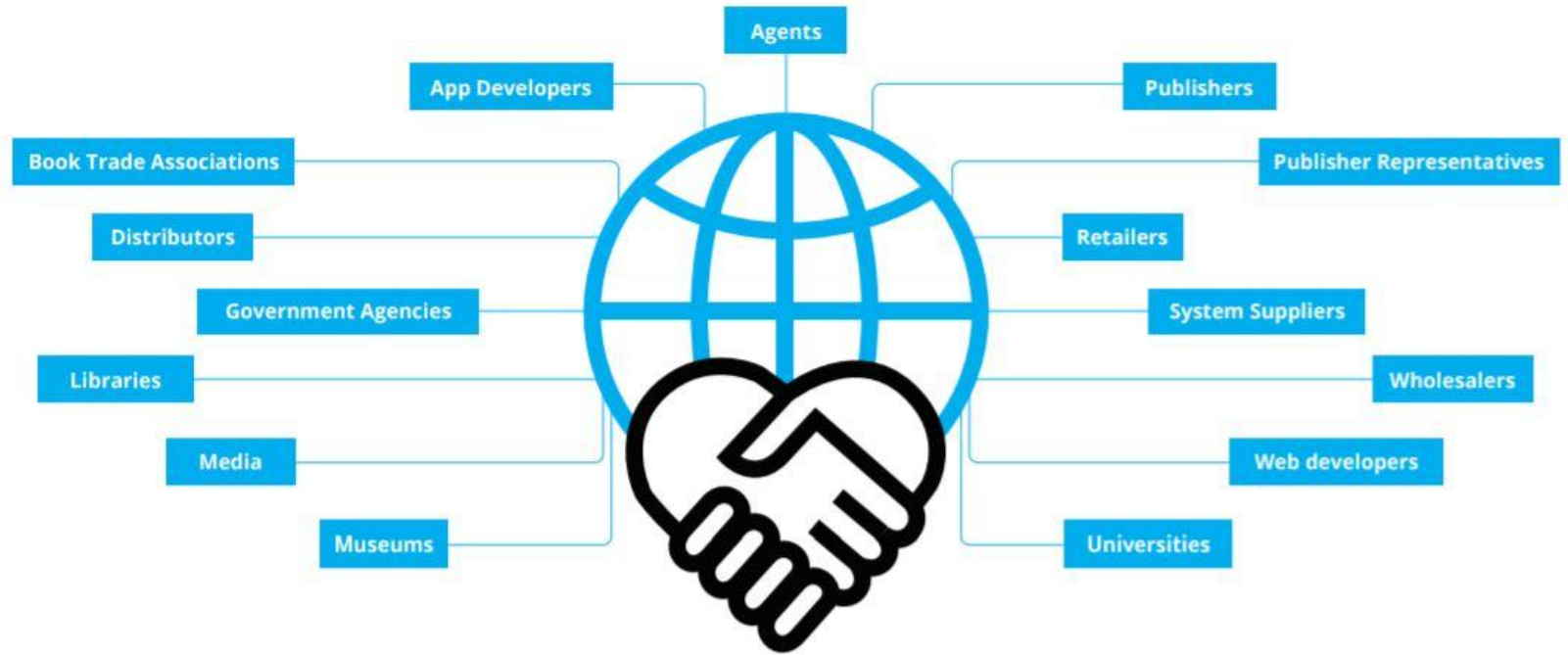
First let's begin with a poll...

THE WIDER BOOK SUPPLY CHAIN AND HOW IT WORKS

OUR ROLE IN THE BOOK ECOSYSTEM



THE WIDER BOOK SUPPLY CHAIN



HOW WE GATHER BIBLIOGRAPHIC DATA



WHY DOES GOOD METADATA MATTER?

Metadata does two key things:

- It aids the discovery of books leading to increased lendings or sales
- For librarians it helps you find books for your patrons

The better the quality of the data provided by a publisher (accurate, timely and complete), the more information you have to help find the right books.

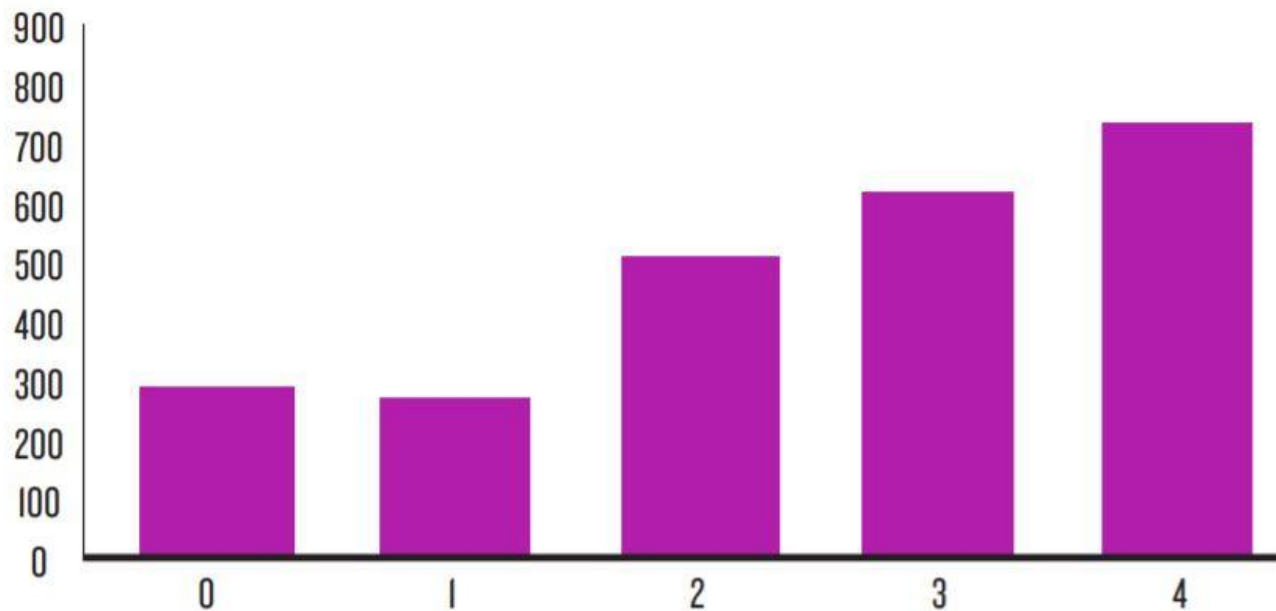
GROUPS OF METADATA

There are three groups of metadata:

- Basic elements
- Descriptive/rich data elements
- Dynamic, active data elements

HOW A BIBLIOGRAPHIC RECORD IS CREATED AND MAINTAINED

THE IMPORTANCE OF COMPREHENSIVE METADATA FOR THE LIBRARY BORROWING EXPERIENCE



Average library borrowings per ISBN for records holding zero to four descriptive data elements: short description, long description, author biography and review

THE IMPORTANCE OF METADATA STANDARDS



UK product data & supply chain standards



The International Standards Group for the Book and Serials Sectors

ONIX and Thema classification

METADATA BASICS

Core data to describe and differentiate:

- ISBN – key book trade identifier, publisher name or recognised brand
- Title
- Contributor – consistent presentation of authors, editors, readers, illustrators
- Classification (category) BIC/Thema - first code importance
- Cover image – key for sales & lending
- Format – paperbacks, hardbacks, mixed packs and digital formats
- Edition & Series – second and revised editions, consistent style
- Market rights – for a global industry
- Weights & Dimensions – accuracy valued by suppliers

HOW IS AN ISBN FORMULATED?



METADATA ADVANCED

Data to increase discoverability and sales:

- Short description – up to 350 characters
- Long/main description
- Table of contents (where applicable)
- Author biography
- Keywords

What do we recommend publishers avoid?

- Excessive hype or unsubstantiated claims
- Statements that will date – “current”, “latest”, “most recent” etc.
- Website URLs

DYNAMIC METADATA

Keeping the data accurate:

- Fields that are expected to be updated
 - Price changes throughout the life of the product
 - Availability status – reprinting, temporarily out of stock
 - Out of print and unavailable at the end of the lifecycle of the book
- Books are not static products!
 - Over time books can be reissued and re-jacketed, launched into new formats and published in new markets.
 - Related product links to other format types – paper, e-book, digital audio
 - Links between current & previous editions – typically “replaces” or “replaced by”
 - Market rights statements - update where circumstances change

HOW DATA ELEMENTS CAN SUPPORT STOCK SELECTION AND POPULATE LIBRARY CATALOGUES

SPECIALIST DATA ELEMENTS & FORMATS FOR LIBRARIES

- UKSLC Classification scheme upgrade to version 1.2
- Sales restriction Not for sale to libraries
- Catalogue enrichment (MARC RDA records) in UKMARC & MARC21 formats
- Classifications and subject headings: Dewey Decimal Classification, LOC, Thema, BIC, BISAC Subject
 - Thema giving richer understanding of time, place, other nuances
- Categories and U.K. Standard Library Categories (UKSLC)
- Multimedia MARC records
- MARC RDA compatibility upgrade

SUPPORTING SELECTION

- Product metadata has a commercial value to your library
- Metadata is dynamic and needs to be kept updated
- Focus on backlist not just frontlist selection
- Reduce stock whilst increasing issues - keeping pace with trends, linked format information
- Multiple formats to appeal to changing demands from patrons
- Cover images to create eye-catching displays
- Non English-language breadth, translated information
- Case Study: Surrey Libraries

CASE STUDY: SURREY LIBRARIES

A Case Study with Surrey Libraries : Revitalising Junior Non-Fiction Borrowing with Nielsen Data

“The challenge for libraries is that when you purchase 100 titles they keep coming back. In a bookshop, once those titles are sold you can make new selections. In a library you need to make your purchases count!”

Nielsen Book’s suite of metadata tools has helped Surrey Libraries to

- Make informed investment decisions for stock that is balanced between frontlist and backlist purchasing not just frontlist alone.
- Rebuild range and relevance for a target audience of 5 to 11 year olds for whom the world moves very quickly and their time and interests are dominated by online resources.
- Make the stock in Junior Non-Fiction self-sustaining.
“Reduced the stock we hold but increased the number of issues.
This means we can refresh stock much more quickly and compete with the other mediums taking up young people’s attention such as surfing the internet, computer games and social media.”



“When I began working at Surrey, children were borrowing just over 200,000 non fiction books a year. A decade on and this has risen dramatically, to over 315,000 issues in 2018. That’s a 57.5% increase in use – impressive at any time, but doubly so in a time of decline. Generating 315,000 issues from a collection of 54,000 items means Surrey’s stock turn has also increased significantly, doubling from an average of 3 issues per book in 2008 to nearly 6 issues per book in 2018.”

“Surrey’s continued use of Nielsen Book’s Library Services, as part of our Junior Non-Fiction stock offer, makes our stock work twice as hard, doubling our return on investment, and ensuring we provide a far better experience for Surrey residents.”

SUPPORTING CATALOGUING

- Unique, timely information from any publisher or self published author who has registered for an ISBN in the UK & Ireland
 - Many publishers we work with publish under 5 titles and consider themselves local authors/regional publishers
 - Comprehensive coverage of academic publishers however niche with latest editions sourced easily
- Key publication information, dynamic
- Case Study: British Library

CASE STUDY: BRITISH LIBRARY

A Case Study with The British Library: Building the National Collection with Nielsen BookData Metadata

The British Library uses Nielsen Book product and organisational datasets together with the ISBNs assigned by the UK ISBN Agency, run by Nielsen Book, to ensure that it manages its legal deposit workflows accurately and efficiently.

Nielsen Book's metadata supports three key activities:

- Identifying new candidate UK-published titles and their publication dates to enable The British Library to claim items from publishers to build the collection.
- Ensuring that the Library claims only one version of a publication that a publisher might issue in multiple print and digital formats.
- Enabling The British Library to identify new UK publishers and send its claims to their correct addresses.

In addition, The British Library uses selected Nielsen Book MARC21 records as the basis for its own catalogue entries for new UK publications and also uses Nielsen Book datasets as part of its reading room reference services to users.



"Nielsen Book metadata helps to provide The British Library with an accurate and comprehensive picture of the UK book trade so that it can target its resources accordingly and respond appropriately to a rapidly evolving marketplace. The British Library greatly values the coverage, detail and timeliness of Nielsen Book's metadata and the assistance it provides in developing the national collection for future generations to enjoy." (The British Library)

SUPPORTING DIGITAL

Digital content is becoming increasingly important:

- Access rich content including 'Look Inside', audio and video clips, reviews, blogs, etc. to help inform your stock selection
- Easily share your title selections with library users and other librarians
- Support local events and video content promoting titles via your website and social media accounts



IN SUMMARY

We have looked at:

- Metadata in the wider book supply chain & how it works
- How a bibliographic record is created & maintained
- Data elements for libraries for stock selection & library catalogues

There will be a multiple choice quiz made available after the session for you to complete as part of your self assessment.

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

Q&A



NEXT SESSION: DISCOVERY PART 2

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