

Leveraging Standards to Improve Book Workflows & Downstream Discovery

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Purpose & Objectives

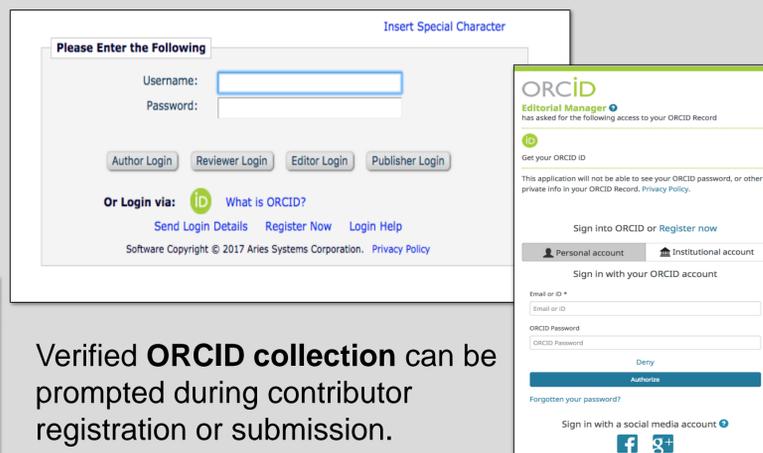
To illustrate how users can leverage Editorial Manager for Books to capture standardized metadata and drive downstream discovery.

- Clarify the nuances of collecting and storing metadata within books workflows.
- Demonstrate reliable export of publication metadata to third parties, online hosts, and production vendors.
- Drive discovery and usage downstream.

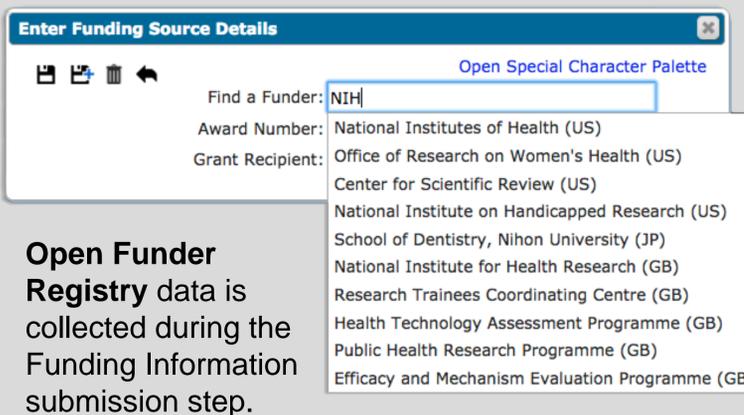
Standards-Based Metadata

The importance of collecting verified, standardized information throughout the workflow is recognized by many scholarly book publishers. EM for Books collects and validates the below standards and provides reliable export of collected data via BITS. Standards collection may take place at various points in the workflow, based on configuration choices.

Identifier	What is it?	Purpose
ORCID iD (Open Researcher and Contributor ID)	A unique, validated identifier for researchers and individuals	Provide individuals with a persistent identifier tied to their name for verified use
CRedit (Contributor Roles Taxonomy)	A taxonomy for identifying contributor roles and degree of contribution	Identify contributor roles on a more granular level to improve recognition, transparency, and data quality
Open Funder Registry	A taxonomy of grant-giving organizations and their unique identifiers	Provide funder transparency and accurately track grant results
Ringgold ID	A unique numerical identifier for organizations (such as universities)	Avoid confusion caused by hand-keying institution names (i.e. MIT could also be referred to as the Massachusetts Institute of Technology) and duplicated names
BITS (Book Interchange Tag Suite)	An eXtensible Markup Language (XML) standard for Scientific, Technical, and Medical (STM) books, based on the Journal Article Tag Suite (JATS)	Provide a common format for exchanging book content between publishers



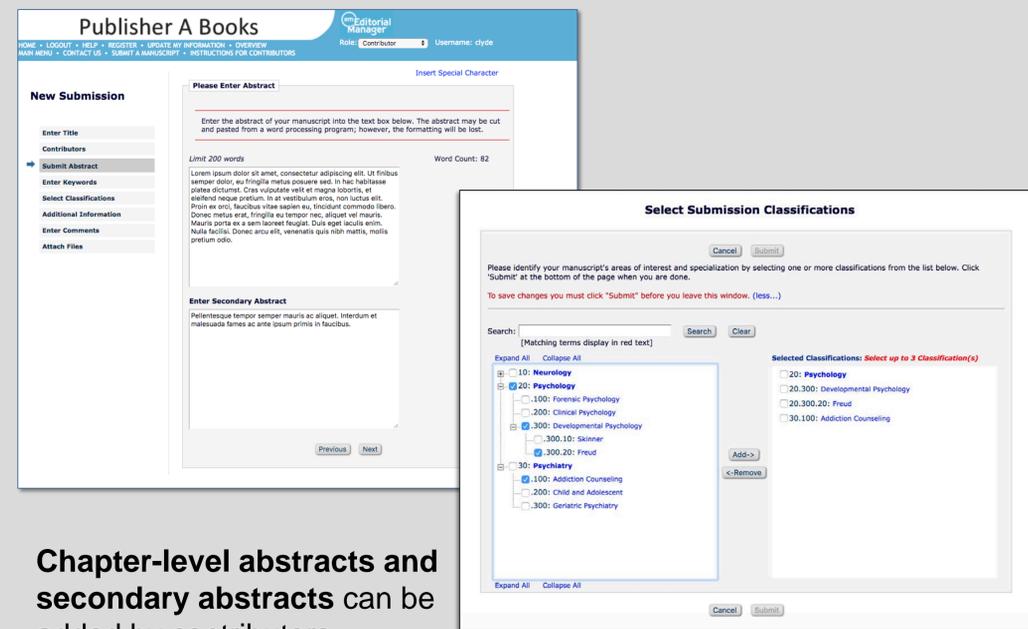
Verified **ORCID collection** can be prompted during contributor registration or submission.



Open Funder Registry data is collected during the Funding Information submission step.

Publication-Based Metadata

Publication-driven metadata is also collected and stored for export.



Chapter-level abstracts and secondary abstracts can be added by contributors.

Chapter-level classifications can be selected from a publisher-controlled list.

How Metadata is Exported

- BITS export option in EM for Books allows publishers to export clean XML that includes collected metadata.

```
<contrib-id contrib-id-type="orcid" specific-use="authenticated">0000-0002-8485-0023</contrib-id>
```

```
<abstract>
  <p>Chapter Abstract goes here</p>
</abstract>
```

```
<subj-group subj-group-type="Classification">
  <subject>Proposal Classification goes here</subject>
  <subject>Proposal Classification goes here</subject>
  <subject>Proposal Classification goes here</subject>
```

Conclusion

EM for Books supports the creation and distribution of rich, standards-based metadata. This type of industry-compliant metadata is key to driving visibility of scholarly books. As described by the Publisher's Communication Group in the White Paper "Increasing the Value of Scholarly Books,"¹ enhanced metadata at the chapter-level has the ability to benefit contributors, publishers, and potential purchasers.

References
 1. Publisher's Communication Group. *Increasing the Value of Scholarly Book Publishing*. White paper. Boston, MA, USA: Publisher's Communication Group. Accessed June 25, 2017. <http://www.pcpplus.com/wp-content/uploads/2016/11/Increasing-the-value-of-scholarly-books.pdf>

*Potential conflict of interest: Aries employees have created this poster based on an Aries product.

