

Mechanics of Search

Metadata has been a key focus of the book industry for the past couple of years. Most conferences have sessions on the topic, and webinars are offered regularly. Bowker has recently studied the mechanics of search and how increased amounts of metadata affect outcomes. This research compares search results using basic metadata (fields such as author, title, and subject) and enhanced metadata (fields such as description, author biography, and table of contents). The results are significant, as indicated in the illustrations below:

The image displays two screenshots of a library search interface. The top screenshot shows a search for "david foster wallace" on the University of Chicago Library website. The search results section is circled in red and shows "34 titles matched: 'david foster wallace'". The bottom screenshot shows the same search on the University of Chicago Library website, but with enhanced metadata. The search results section is circled in red and shows "Results 1 - 25 of 1,459 for david foster wallace, sorted by: relevance". The results list includes titles like "Understanding David Foster Wallace / Marshall Boswell" and "CONSIDER DAVID FOSTER WALLACE: CRITICAL ESSAYS".

Basic metadata search shows 34 results. Enhanced metadata search retrieves 1,459 results.

Machine Indexing Creates Even More Metadata

Bowker has developed a method of machine indexing, which allows substantially more metadata to be created than can be done by hand. Our program extracts keywords and word phrases from an electronic version of a book's full text. It also stores the contextual use of the keyword and the frequency which it appears within the text. By looking at other words within the document and within our lexicon, it assigns a relevancy score to each keyword. This metadata can then be used to enhance the publisher-supplied record and improve search rankings for the indexed title. It also suggests similar works. Machine indexing works for many types of titles (i.e. in print, out of print, ebook) and aids discoverability for publishers of all sizes.

Essentially Bowker creates additional metadata for your titles, which translates to:

- Every title being equally discoverable - Marketing expenditures, bestseller mentions, reviews, and media attention are no longer a requirement for a high search rank.
- More relevant search results - Tables of contents and indexes are now tools for users to understand the complete content of a work during the keyword search.
- Quicker results - Dedicated book buyers and readers quickly find title information within their search that matches their interests.

Besides improving search results, machine indexing means more (and smarter) metadata for our users to view on screen.

Audience for Indexed Content

Bowker's goal is to embed this indexing into our products, Bowker Syndetic Solutions, and Bowker Books In Print. Bowker's customer base for indexed metadata includes:

- Library online catalogs
- Ebook retailers
- Librarians purchasing ebook subscriptions
- Library platforms for ebooks
- Textbook retailers, wholesalers, and rental companies
- Service providers for college bookstores
- 2-year and 4-year institutional libraries
- 4-year private and public universities
- Online education software providers

The screenshot shows the 'lens' interface for the book 'Climate Change and Sustainable Development: New Challenges for Poverty Reduction'. The metadata includes:

- Title:** Climate Change and Sustainable Development New Challenges for Poverty Reduction
- Editor:** M.A. McKee-Saleh
- Foreword by:** Jacqueline Cramer
- Preface by:** Louk Bowker
- Publication Date:** UNITED STATES: 1 Jul 2009
- Copyright Date:** 2009
- Publisher:** Edward Elgar Publishing, Incorporated
- Publisher Country:** UNITED STATES
- Market:** UNITED STATES
- ISBN-10:** 1-84844-409-5
- ISBN-13:** 978-1-84844-409-6
- EAN:** 9781848444096
- Item status:** UNITED STATES: Active Record
- Format:** Book: B, EB, Hardcover
- Pages:** 336
- Edition Information:** Illustrated
- Price:** UNITED STATES: \$125.00 (USD Retail Price, Active Record)
- Language:** English
- Grade:** UNITED STATES: unknown
- Series Subjects:** Climate changes; Poverty
- General Subjects (BISAC):** Sustainable development; Business & Economics / Development / Sustainable Development; Social Science / Poverty & Homelessness; Science / Global Warming & Climate Change; Climate Change
- Bowker Subjects:** Poverty; Sustainable Development
- LCN:** 2
- LC Classification #:** HC79 E5
- Dewey #:** 333.927
- Date Last Updated:** 02-03-2011
- Item Record Number:** 25929376

Keywords

Location: Kathmandu, New York, Netherlands, Scientific Director, London, VT, US, East Asia South Asia, China, Uzbekistan, Kievit, Zhejiang, Africa, Amsterdam, UK, Gabel, Rural Livelihoods, Banuri

Nationality: Ottoman, Bangladeshis, Canadians

Number: 1776, 2007, 2008, 2003, 2006, 2000, 2001, 1995, 2005, 2002, 1987, 1989, 2025, ICE, ICT

Organization: Global Politics of Population Control, World Bank, National Communications, United Nations, Designated Operational Entity, National Institute of Public Health, Issues in International Climate Policy, Private Environmental Governance, Worldwatch Institute, Rector of the Institute, DISINCENTIVES TO AGRICULTURE Taxation, Principles of Environmental and Resource Economics, Netherlands Minister for Spatial Planning, Hague Legal Capital, University of Utrecht, CIA, IMSA, Amsterdam
Utrecht University, National Climate Change Programme of China, Environmental Action Programme Where Needs Meet Rights, NEW ORLEANS When Hurricane Katrina, Gomanee, Kenyatta University OR, COMING, PhD Columbia University, DHS, London School of Economics and Political Science, Urban Rural, World Wide Fund for Nature, National Research School for Resource Studies for Development, Urban Water Management, Research Institute

To participate in the full content indexing program, contact:

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