

## 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 top screenshot shows a search interface for the University of Chicago Library. The search term "david foster wallace" is entered. The results section shows "34 titles matched: 'david foster wallace'".

The bottom screenshot shows the same search term in an enhanced search interface. The results section shows "Results 1 - 25 of 1,459 for david foster wallace, sorted by: relevance". The results list includes:

- 1. **Understanding David Foster Wallace / Marshall Boswell.**  
Boswell, Marshall, 1965-  
Columbia, S.C. : University of South Carolina Press, c2003.  
Understanding contemporary American literature  
Found: wallace (4) david (3) foster (3)  
Regenstein, Bookstacks PS3573.A425635 Z53 2003
- 2. **CONSIDER DAVID FOSTER WALLACE : CRITICAL ESSAYS**  
LOS ANGELES SIDESHOW MEDIA GROUP 2010  
Found: david (1) foster (1) wallace (1)  
On order

A "Refine" sidebar on the right of the bottom screenshot shows filters for Format (Library Website (1,364), Book (34), Archives / Manuscripts (9), Ebook (9), E-Resource (9), Music score (2)) and Author / Creator (Wallace, David Foster (13), Poore, Benjamin Perley, 1820-1887 (3), Herold, David E., 1844-1865 (3), United States. Army. Military Commission (Lincoln's assassins : 1865) (3)).

**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 University of Chicago Library. The main title is 'Climate Change and Sustainable Development' with the subtitle 'New Challenges for Poverty Reduction'. The author is M.A. McInerney Salt. The interface includes a search bar, navigation links, and a detailed metadata section. The metadata section lists various fields such as Title, Editor, Foreword by, Preface by, Publication Date, Copyright Date, Publisher, Publisher Country, Market, ISBN-10, ISBN-13, EAN, Item status, Format, Pages, Edition Information, Price, Language, Grade, and Series Subjects. It also includes General Subjects (BISAC) and Bowker Subjects.

### 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

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