The Missing Link
[metadata and bookselling]

Kieron Smith
Digital Director
What I’m going to cover

• A little bit about Blackwell’s
• What’s the challenge?
• Hygiene Factor Metadata & richer information
• The missing link
• Concluding words
About Blackwell’s

Blackwell’s has been supplying academic books and specialist publications for over 130 years and is the leading academic bookseller in the UK. Blackwell’s includes 35 full time trading shops on the high street and university campuses. This rises to 80 at peak times via temporary ‘pop-up’ shops serving over 1.2 million students across 56 higher education institutions in the United Kingdom.

Blackwell’s booksellers are renowned for their expertise, depth of knowledge and love of books - a tradition which has been maintained since the first Blackwell’s shop opened its doors in 1879.
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Blackwells.co.uk
129,864,880
New books published in the US
Sixty-one percent of book purchases by frequent book buyers take place online, but only seven percent of those buyers said they discovered that book online.
Well duh.

Offline sales see an increase of 35% for titles which have all enhanced metadata elements present.

Online sales see a massive 178% increase for titles which have all metadata elements present in comparison to those with no enhanced metadata.

This is M. C. Beaton's 25th Agatha Raisin mystery. She is also the author of 30 Hamish Macbeth tales, a quartet of Edwardian mysteries and numerous Regency romances, also published by Constable. She lives in Paris and in a Cotswold village that is very much like Agatha’s beloved Carsely.
Bug list

5. Why when I click on an author name does it not disambiguate between two authors of the same name, e.g. Stephen King?

6. Why can't I see all the versions of the same book? (i.e., is there a new version of this OOP title? Graphic Novel Version, abridged, audio, etc.?)

7. Why can't I see other language versions of the same title? If you want to find the French edition of 'A Study in Scarlet,' then how will you know it's called 'Une étude en rouge'?

8. Even problematic in a global environment around books retitled in the same language UK, e.g., 'Love in Black and White.'
9. What age range/academic level is this book in the school system of the country I'm in now? BIC and BISAC codes include some school levels for the UK/US – more tenuous in other locations but Thema could help.

10. Can I search for a book in Latin and non-Latin character sets, a title may well have a dual existence – for example in Greek and Latin Alphabets

11. What inspired the book – what was inspired by the book?

12. Customers often know part of a book – 'it has a poem with daffodils in it'
...and we’ve not even talked about

• Look inside the book
• Additional images & back covers
• Professional reviews
• Video content
• Categorisation...
The Missing Link

- The ability to link all these drops of data into one big picture which can connect people to book information beyond each individual data bucket.
- Why when I click on an author name does it not disambiguate between two authors of the same name e.g. Stephen King
- Ways to use information in new and exciting ways of visualisation.
- Some of this is technical.
- Some is human.
Conclusions

• Metadata is exciting.

• Searching for and finding titles in such a large pool is challenging.

• How does your data help a customer in this context.

• The importance of getting the basics right can’t be underestimated.

• There is huge potential in additional partnerships over data and information linking that could add value for readers.
Thank You