How metadata can help children’s publishers avoid harmful gender stereotyping

By Anna Howorth and Isabella Harcourt, Usborne Publishing
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We know that our role as publishers is more than a commercial one: books are cultural objects. What we publish, and how we promote it, can change attitudes and opinions. And as children’s publishers, we have a moral responsibility to ‘do no harm’ to children.

The Fawcett Society, as part of its campaign to Smash Stereotypes, has published the report ‘Unlimited potential: report of the Commissions on Gender Stereotypes in Early Childhood’ which outlines the harm that traditional gender stereotypes can do to all children, and how they can go on to influence outcomes into adulthood.

The commission, which included staff from Usborne and Pearson as representatives from the publishing industry, covered three sectors: education practitioners, the commercial sector, and parenting.

Subject category codes are one of the keys to improving discoverability across the book trade (including school and library supply), and correct use of codes from various schemes can help to highlight books that expressly avoid stereotyping. The following notes are written to help anyone who applies subject codes to children’s books, or who needs/is interested to understand how those codes work to make books discoverable.

Contents:

1. Know your subject categories (Thema)
2. Know your qualifiers (Thema)
3. Know your keywords
4. Know your BIC and BISAC codes

1. Know your subject categories (Thema)

In Thema, codes beginning with a letter (A–Y) are called subject category codes. All ‘Children’s, Teenage and Educational’ codes start with the letter Y.

‘General interest’ categories

The first two Y codes which relate specifically to gender are both under the code YNM:

- YNMF – children’s & teenage general interest: girls and women
- YNMH – children’s & teenage general interest: boys and men
Thema provides guidance notes on how to use these codes, essentially that they should be used:

- Where girlhood/womanhood, or boyhood/manhood is a central theme
- Note that these are subject codes so relate to what the book is about, not who it's for

Note also that a book about girlhood or boyhood as it pertains to a teacher or social worker would NOT use a YNM code.

For those using Virtusales' Biblio, the first code in the list is your primary code – in ONIX parlance, the ‘MainSubject’. Other systems have equivalent methods of indicating the main subject. Unless the book is only about boyhood/girlhood, we would recommend that you use a YNM code – if appropriate for your book – as a secondary code (i.e. not the first in the list).

### ‘Personal and social topic’ categories

The third Y code which relates specifically to gender is YXC:

- **Children's / Teenage personal and social topics: Gender identity**

Thema provides guidance notes on how to use this code, essentially that it is for books about:

- ‘What it means to be a girl or boy or questions about identity’.

Click on the image above to see the YNM codes on the EDItEUR website.

### ‘Personal and social topic’ categories

Click on the image above to see the YXC code on the EDItEUR website.
Good to know...

EDItEUR currently has an international working group looking at updates to Thema, and following up on the Fawcett Society recommendations it will be discussing if a subject code or qualifier could be added to Thema to make it easier to categorise titles which ‘actively challenge traditional gender stereotypes’.

2. Know your qualifiers (Thema)

In Thema, codes beginning with a number (1–6) are called qualifier codes. These must always be used in conjunction with subject categories. In relation to gender, we’re looking at the codes beginning with 5, which are ‘interest qualifiers’.

‘Intended for specific groups’ codes

The first Thema code which relates specifically to gender is the code 5J which denotes books ‘intended for specific groups’, and it’s broken down as:

- 5JA – intended primarily or specifically for women and/or girls
- 5JB – intended primarily or specifically for men and/or boys

Thema provides guidance notes on how to use these codes, essentially that they should be used:

- In exceptional circumstances only (ie. we’d expect very few books to fall into this category)
- For books written specifically and purposefully for women/girls or men/boys

Other than those limited few exceptions, publishers should question whether they should categorise books by an intentionally-gendered audience.

Do familiarise yourself with the intended use for these codes, so that they are applied accurately and consistently, enabling customers to discover only relevant/appropriate books in this category.

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| 5JA      | Intended primarily or specifically for women and/or girls
Use for: 5JA in exceptional circumstances for material that is intended to be read by women and/or girls, in that the material was written specifically and purposefully for this audience. The material does not necessarily have to be specifically about women or girls | ✗ |
| 5JB      | Intended primarily or specifically for men and/or boys
Use for: 5JB in exceptional circumstances for material that is intended to be read by men and/or boys, in that the material was written specifically and purposefully for this audience. The material does not necessarily have to be specifically about men or boys | ✗ |

Click on the image above to see the 5J codes on the EDItEUR website.
‘Relating to specific groups and cultures or social and cultural interests’
codes

The second Thema code which relates specifically to gender is the code 5P which denotes books
‘intended for specific groups’, and is described as:

- 5P – relating to Trans / Transgender people or gender minorities

Thema provides guidance notes on how to use this code, essentially that it’s for books:

- Relating to transsexual, transgender, gender non-conforming, non-binary, genderqueer, gender
  minority, two spirit, or third gender people.
- Of interest to, OR has themes relating to, OR is about, those whose gender is different (wholly or
  partially) from that assigned to them at birth, or gender variance in cultures who have established
  more than two genders.

Note that this is slightly unusual as a qualifier as it relates to subject matter but there is an obvious
overlap with intended audience.

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<td>5P</td>
<td>Relating to specific groups and cultures or social and cultural interests…</td>
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| 5PT      | Relating to Trans / Transgender people or gender minorities

Class here: transsexual, transgender, gender non-conforming, non-binary, genderqueer, gender
minority, two spirit, third gender etc. Use for: material that is of interest to, or has themes
relating to, or is about, those whose gender is different (wholly or partially) from that assigned
to them at birth, or gender variance in cultures who have established more than two
genders. Use with: other subjects as appropriate, such as JBSF3, YXB, F+ codes etc.

Click on the image above to see the 5P codes on the EDItEUR website

3. Know your keywords

Here is some keyword guidance that applies in general, not just in relation to gender:

- First, people will tell you that ‘more is better’. It is – up to a point. But there is no value in including
  hundreds of keywords, or even one hundred. Only the first 30 or so make any difference
  (Amazon, for example, ignores anything beyond about 210 characters, and it appears that other
  retailers have similar limits).
- Secondly, do put your keywords in a specific order as, no matter how many you have, the
  ones at the end are more likely to be ignored than the ones at the beginning of your list.
- This article from the Book Industry Study Group is recommended if you’re interested in reading
  more.

In relation to gender, please consider your editorial stance and/or ask about your company policy on this.
Any publishers who are keen to make a change in this area, and work together to stop perpetuating
harmful gender stereotypes, will want to make sure that keywords do not include phrases such as ‘for
girls’ or ‘for boys’, in the same way that they would wish to eliminate these from book titles and from
the book’s descriptive text (short and long descriptions).
4. Know your BIC and BISAC codes

It's worth noting that Thema is Amazon's preferred subject scheme (outside North America) so all UK publishers should be using Thema. BIC (the subject scheme) hasn't been updated since 2010, and it won't be updated in the future (although it is still used by c.50% of UK booksellers, its use is diminishing). BIC (the organization) recommends that all publishers switch to Thema, and Thema is mandatory at all levels in BIC's Product Data Excellence accreditation scheme.

**BIC codes (UK)**

The BIC subject scheme doesn't include any of the codes above, or any other codes relating to gender.

See all the BIC categories on the EDItEUR website.

**BISAC codes (USA and anglophone Canada)**

BISAC Codes include the following codes relating to gender.

- JUV005000  JUVENILE FICTION / Boys & Men
- JUV014000  JUVENILE FICTION / Girls & Women
- JNF009000  JUVENILE NONFICTION / Boys & Men
- JNF023000  JUVENILE NONFICTION / Girls & Women
- YAF007000  YOUNG ADULT FICTION / Boys & Men
- YAF022000  YOUNG ADULT FICTION / Girls & Women
- YAN009000  YOUNG ADULT NONFICTION / Boys & Men
- YAN023000  YOUNG ADULT NONFICTION / Girls & Women

There are no guidance notes in relation to any of the codes above, so their intended use is unclear. Relevant industry bodies believe that these codes could/possibly are being used to indicate the target market by gender. That is something that we as children's publishers should be giving serious consideration to, since it may contradict our aims or stated company policies.

See all the BISAC categories on the Book Industry Study Group website.

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