Metadata @ MIT Press

Terry Ehling

03 November 2017

In the past

- Hired a FTE metadata specialist in early 2016 (one of the first university presses to do so)

- Created our own taxonomy rather than relying on BISAC or Thema

  - Better reflects our current list and trends in each discipline

  - More closely aligned with MIT's research areas

  - Implemented in our catalogue site; facilitating discoverability of interdisciplinary works

In the present

- New catalogue site to launch by end of year; data driven from Allbooks DB

- Created our own taxonomy rather than relying on BISAC or Thema

  - Better reflects our current list and trends in each discipline

  - More closely aligned with MIT's research areas

  - Implemented in our catalogue site; facilitating discoverability of interdisciplinary works

In the future

- DOIs for books down to the chapter level

- Enhanced Rolodex metadata

  - Author affiliations; ORCiD and ISNI

- Chapterization

  - Requires a LOT of metadata

- Metadata available in non-English languages, e.g. Chinese

What we learned

- Best practices proliferate ("The great thing about standards is that there are so many to choose from.")

- Our databases (e.g. Allbooks) can't accommodate additional, still novel metadata elements, e.g. IDs of various kinds, chapter abstracts, funding/grant data, &c.)

- Nielsen white paper, "The Link Between Metadata and Sales," (2012) was an important influence . . . We can confirm there is a strong positive correlation between availability of keywords and sales in our retail channels.

  - We follow BISG best practices for utilizing keywords; keywords are supplied by the author or the acquisitions editor

- We foresee a need for metadata standards that support machine learning (metadata for machines as well as people)

Metadata 2020

- Launched 2 months ago

- A community-led initiative: Crossref, DataCite, ORCID, OpenAIRE, California Digital Library, Wikimedia, OCLC

- "Richer metadata fuels discovery and innovation. Connected metadata bridges the gaps between systems and communities. Reusable, open metadata eliminates duplication of effort."