

DISCOVERABILITY IN ACADEMIC PUBLISHING

DAVID COX, HEAD OF DIGITAL PUBLISHING & DEVELOPMENT
TAYLOR & FRANCIS
OXFORD, FEBRUARY 2014

AGENDA

- Brief introduction to Taylor & Francis
- What is discoverability?
- Taxonomies
- Backlist
- Frontlist
- Discoverability and success
- Questions

TAYLOR & FRANCIS BOOKS

- Largest global academic publisher by output
 - 100,000 books on the backlist by the end of the decade
- Offices in Abingdon, New York and Singapore
- Publish primarily in three areas:
 1. Textbooks
 2. Professional
 3. Research
- Acquisitive
- Digital revenues are 20% of total

DIGITAL EXPANSION AT T&F

- Electronic revenue up 60% on previous year
- Number of eBooks available up over 50% on previous year to over 50,000 titles
- Strength into weakness?

Example, on www.tandfebooks.com:

Searching for 'World History' finds 48,339 results

Searching for 'Strategic Management' finds 43,927 results

Searching for 'Global Politics' finds 33,590 results

DEFINITIONS

- **Findability:** the challenge of locating exactly what you're looking for
- **Discoverability:** the process by which a book appears in front of you when you were not looking for that specific title

DISCOVERABILITY

“The focus of the Digital Publishing team is on associating meaningful metadata with each piece of HSS Books content at the chapter level by the end of the decade.”



DISCOVERABILITY

- How is discoverability achieved?
 1. Re-create your content in granular chunks (e.g. chapter)
 2. Locate each chapter within an agreed taxonomy (e.g. History/World History/Imperialism/Africa)
 3. Associate each chapter with keywords beyond the taxonomic structure (e.g. Ghana; European rule)
 4. Include bespoke abstracts that can be indexed by search engines

WHERE TO START?

- Frontlist vs backlist
- Before that, taxonomies...



TAXONOMIES

- Organise topics in a discipline into a four-level hierarchy, e.g.
 - English Literature
 - Novels
 - 20th Century
 - Modernism
- Give each tag a unique alpha-numeric code to avoid ambiguity
- Agree with colleagues in Marketing and Journals

DISCOVERABILITY - BACKLIST

“To apply rich metadata to backlist content at the chapter level to greatly improve the discoverability of T&F content, ultimately driving eBooks usage and revenue.”

DISCOVERABILITY - BACKLIST

- Select sample of content
- Partner with vendor(s)
- 'Spiders' loaded with the taxonomy crawl the content
- Accuracy measured by human eye
- Abstracts created by humans

PROS	CONS
<ul style="list-style-type: none">• <i>Fast, reliable and consistent</i>	<ul style="list-style-type: none">• <i>Expensive</i>
<ul style="list-style-type: none">• <i>Threshold vs differentiator</i>	<ul style="list-style-type: none">• <i>Gated funding</i>

DISCOVERABILITY - FRONTLIST

1. Create online survey for authors to complete, based on taxonomy:

7. If your chapter is associated with Sport and Leisure Studies, indicate the mode(s) below.

Please tick all that apply:

- Disability Sport
- Economics of Sport
- Ethics and Philosophy of Sport
- Leisure Studies
- Olympics and Paralympics
- Sociology of Sport
- Sport and Gender
- Sport and Politics
- Sport and Social Theory
- Sport and the Media
- Sport, Race and Ethnicity
- Sports Geography
- Sports History
- The Body
- Women's Sport

DISCOVERABILITY - FRONTLIST

2. Agree all free text prompts

14. If your chapter is associated with a particular Sportsperson, indicate below. You may list more than one, if appropriate.

Please use the format *First name Last name* for each person, with new entries separated using the vertical bar (|) symbol (press \ + SHIFT key).

e.g. David Beckham | Tiger Woods

DISCOVERABILITY - FRONTLIST

- Collect chapter-level abstracts

*** 24. Please write a short abstract of no more than 200 words to describe your chapter.**

This should be a brief summary of your chapter's principle arguments and conclusions.

A large, empty light blue rectangular box intended for writing a chapter abstract. The box is positioned below the instructions and is currently blank, with small square handles at the top-right and bottom-right corners.

DISCOVERABILITY - FRONTLIST

- Enshrine expectations of authors within contract
- Make completed metadata surveys a condition of receipt and roll chasing into normal activity
- If authors do not deliver, default to copyeditor, who will complete the survey and advise on consistency of tags

DISCOVERABILITY AND SUCCESS

- 100,000 eBooks on TFE by the end of the decade – millions of chapters
- How should they be surfaced to maximise ROI?



TAYLOR & FRANCIS eBooks ONLINE


[Register](#) | [Sign In](#)
[Librarians](#)
[Authors & Editors](#)
[News & events](#)

[Browse](#)
[Purchase Options](#)
[Products](#)
[Redeem a voucher](#)
[Shortlist](#)

Humanities and Social Sciences eBooks from Taylor & Francis Group

an Informa Business



[Advanced Search](#)
 Full access only

Welcome to Taylor & Francis eBooks.

This site offers instant access to the world's premier Humanities, Social Sciences, Behavioural Sciences, Built Environment, STM and Law content — from renowned imprints such as Routledge, Psychology Press and Focal Press. We have more than 40,000 titles available for purchase by institutions via our eBook collections — from general subject areas to interdisciplinary selections hand-picked by our editorial teams. We can also assist you to tailor-make your own custom package.

Taylor & Francis are pleased to announce a new open access publishing model for research monographs through [Routledge Books Open Access](#).

Browse Content

[Area Studies](#)
[Arts](#)
[Behavioral Sciences](#)
[Bioscience](#)

OPEN ACCESS

Come and explore our Open Access titles

[CLICK HERE](#)

30 day FREE trials available for libraries and institutions

[Find out more](#)

BEST PRACTICE

Britain and America

Andrew Gamble

The Oxford Handbook of British Politics

Print Publication Date: Jul 2009

Subject: Political Science, U.K. Politics

Online Publication Date: Jan 2010

DOI: 10.1093/oxfordhb/9780199230952.003.0031

[→] Abstract and Keywords

This article argues that the impact of Anglo-America on Britain and British politics has been profound and persistent, and that it is best understood as a transnational political space. First, it reviews the historical development of Anglo-America and the different theoretical perspectives for understanding it. It then investigates the three key aspects of the relationship — strategic, economic, and ideological — and shows how they have come to define Anglo-America. Despite the ever deeper involvement of Britain in the process of European integration, a significant part of the British political class and British public opinion is increasingly Euro-sceptic. There is still a question as to whether in the long term Anglo-America can provide a serious alternative to Europe for Britain.

Keywords: Anglo-America, Britain, British politics, strategic relationship, economic relationship, ideological relationship

INTERMEDIARIES

- Electronic revenues are split 75% institutional/25% individual
- The individual retail channel is dominated by Amazon
- The institutional channel is fragmented
- Selling via intermediaries is less profitable
- We perceive the library market via intermediaries through a glass darkly
- Can improving discoverability allow us to own more direct institutional sales?

ANALYTICS

- Usage is crucial
- More usage of our platforms by direct customers means more and better data
- Analytics can be used to better understand:
 - If an institution is likely to re-subscribe
 - Gap analysis – if customer buys A, why not B?
 - Profiling – what are our customers trying to access to which they don't have access?
- Can we react quickly to trends and offer small, discrete collections of content to trigger a sales conversation?

PATRON-DRIVEN ACQUISITION

- The process by which content is permanently purchased by a library without the mediation of a Librarian
- Patrons trigger a purchase by performing an action, e.g.
 - Printing
 - Reading
 - Cutting and pasting
- A title with 20 chapters, abiding by the best principles of discoverability, is significantly more likely to trigger PDA

SUMMARY

- A post-volume strategy relies on three things:
 1. Granularity
 2. Discoverability
 3. Analytics
- Discoverability - how to make content appear in front of you when you weren't looking for that particular thing
- Getting subject taxonomies right is the first and most important step
- Collecting chapter-level metadata can be achieved in different ways, depending on whether the content is front- or backlist
- Direct sales to institutions gives you control over data
- Analytics will drive decisions in modern publishing

QUESTIONS?

david.cox@tandf.co.uk