

**Society for Scholarly
Publishing Conference
Arlington, VA**

Zen and the Art of Metadata Maintenance

**John W. Warren
Head, Mason Publishing Group &
George Mason University Press
May 29, 2015**

The magnitudes of metadata



Library of Congress:
Eames

Metadata and the *Powers of Ten*

- In the 1968 film *Powers of Ten* by Charles and Ray Eames, we start with a picnic by the lakeside in Chicago, and are transported every ten seconds by a magnitude of ten to the outer edges of the universe. Returning to earth, we move into the hand of the sleeping picnicker—and with ten times more magnification every ten seconds we end inside a proton of a carbon atom within a DNA molecule in a white blood cell
- Metadata is like that: it is both a universe and DNA

**Metadata—“data about data”—is the
lifeblood of publishing in the digital
age and the key to discovery**

Metadata is a universe of standards across the information spectrum



From “Seeing Standards: A Visualization of the Metadata Universe”

Domain Community

Moving Images

Musical Materials

Scholarly Texts

Visual Resources

Museums

Libraries

Information Industry

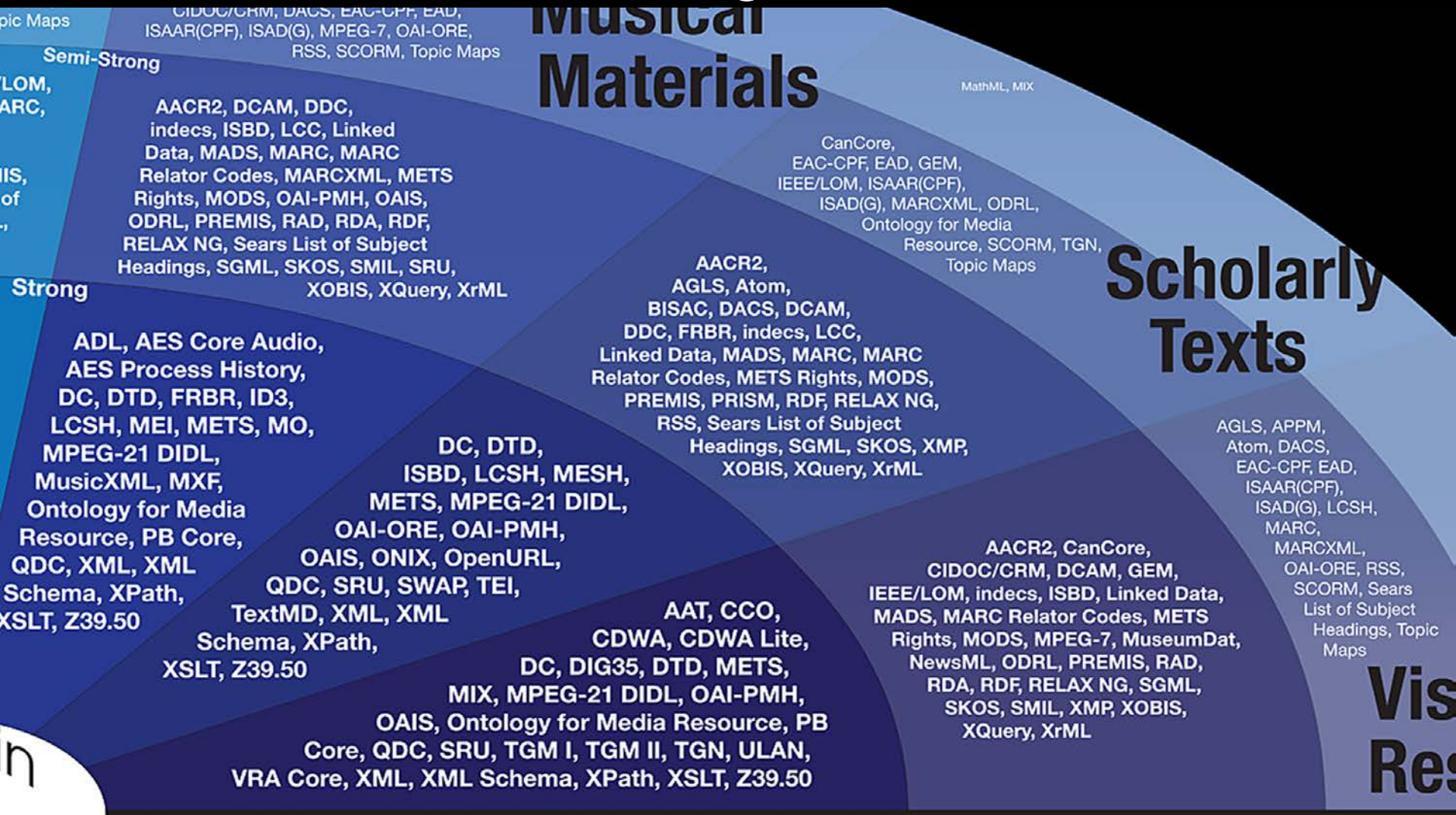
Archives

Cultural Objects

Datasets

Geospatial Data

Zooming into the domain of scholarly texts we find a plethora of standards, including ONIX



The goal of good book metadata is to make your book discoverable



The screenshot shows the Amazon product page for the book "Hezbollah: The Global Footprint of Lebanon's Party of God" by Matthew Levitt. The page layout includes the Amazon header with navigation links, a search bar, and a sidebar with category links. The main content area features the book's cover, title, author, and a description. The cover image shows a yellow banner with the word "HEZBOLLAH" and a photo of a destroyed building. The description states that the book is the first thorough examination of Hezbollah's covert activities beyond Lebanon's borders. The pricing section shows a pre-order price of \$22.95, a list price of \$32.95, and a 30% discount. A "Pre-order: Add to Cart" button is visible, along with a "Sign in to turn on 1-Click ordering" link and an "Add to Wish List" button.

amazon [Join Prime](#) John's Amazon.com Today's Deals Gift Cards Sell Help

Father's Day Lightning Deals [Shop now](#)
FREE Two-Day Shipping with Amazon Prime

Shop by Department [Books](#) Search [Books](#) Go Hello, **John** Your Account [Join Prime](#) [Cart](#) [Wish List](#)

[Books](#) [Advanced Search](#) [New Releases](#) [Best Sellers](#) [The New York Times® Best Sellers](#) [Children's Books](#) [Textbooks](#) [Sell Your Books](#) [Best Books of the Month](#)



Hezbollah: The Global Footprint of Lebanon's Party of God
by [Matthew Levitt](#) (Author)

Hardcover
\$22.95

[See all 2 formats and editions](#)

Hezbollah: The Global Footprint of Lebanon's Party of God is the first thorough examination of Hezbollah's covert activities beyond Lebanon's borders, including its financial and logistical support networks and its criminal and terrorist operations worldwide.

Hezbollah -- Lebanon's "Party of God" -- is a multifaceted organization: It is a powerful political party in Lebanon, a Shia Islam religious and social movement, Lebanon's largest militia, a close ally of Iran, and a terrorist organization. Drawing on a wide range of sources, including recently declassified government documents, court records, and personal interviews with intelligence and law enforcement officials around the world, Matthew Levitt examines Hezbollah's beginnings, its first violent forays in Lebanon, and then its terrorist activities and criminal enterprises abroad in Europe, the Middle East, South America, Southeast Asia, Africa, and finally in North America. Levitt also describes Hezbollah's

[Read more](#)

Pre-order **\$22.95**
List Price: ~~\$32.95~~
Save: \$10.00(30%)
[Pre-order Price Guarantee.](#)

[FREE Shipping](#) on orders over \$25.

This title has not yet been released.
Ships from and sold by Amazon.com
Gift-wrap available.

[Pre-order: Add to Cart](#)

or

[Sign in](#) to turn on 1-Click ordering.

[Add to Wish List](#)

...and ultimately to be purchased

Metadata begins with basic information

Product basics: Title, author, and jacket cover

Product description: Catalog copy, backcover copy

Product details: including identifiers (ISBN), page counts, price(s), carton quantity

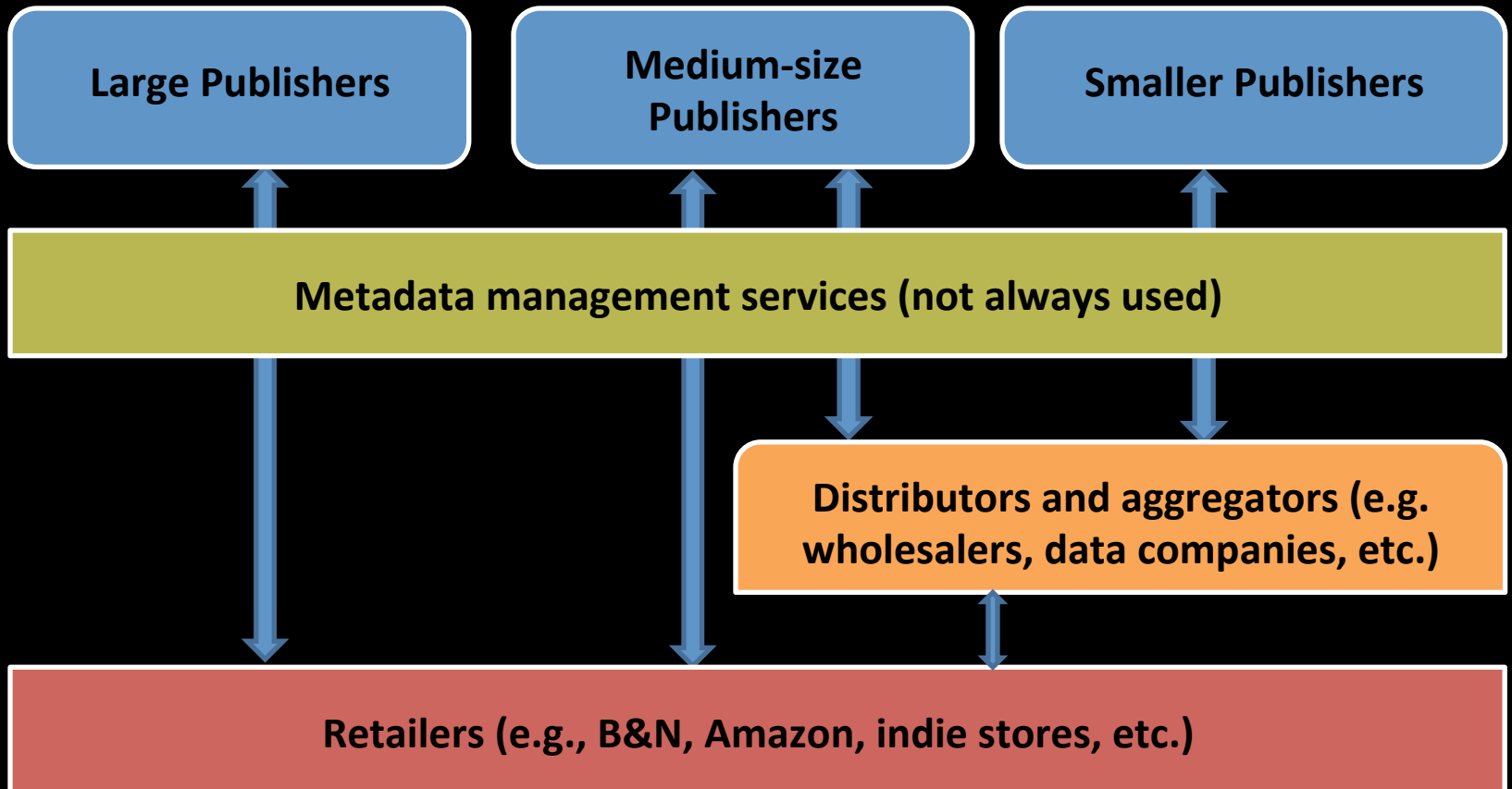
Additional information: author bios, blurbs, reviews, awards received, table of contents, keywords, audience code, rights information, other currencies

And even more information: book trailers, sample chapters, excerpts, tags, other books, regional info

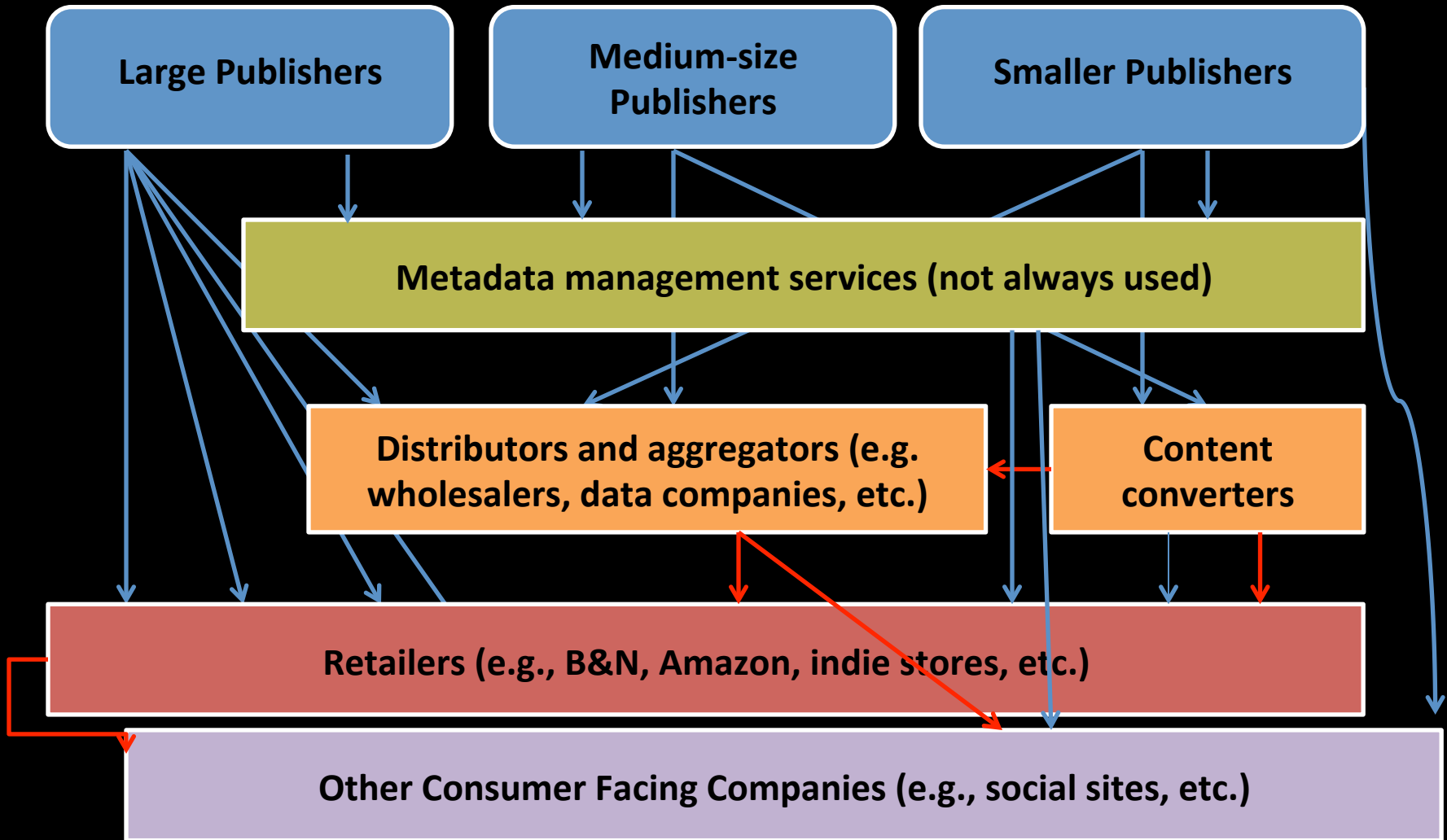
Metadata is integral to the entire publishing ecosystem

- Book metadata commonly thought of as descriptive data or product information (title, author, etc.)
- Can be defined broadly as information that describes content, or an item that describes another item
- In its broader sense, a book review becomes part of a book's metadata, while the book review itself is content with its own metadata
- A book becomes part of the metadata of each book or article it references, the author becomes part of the book's metadata and the book part of the author's metadata

Metadata is information flow



Metadata is messy



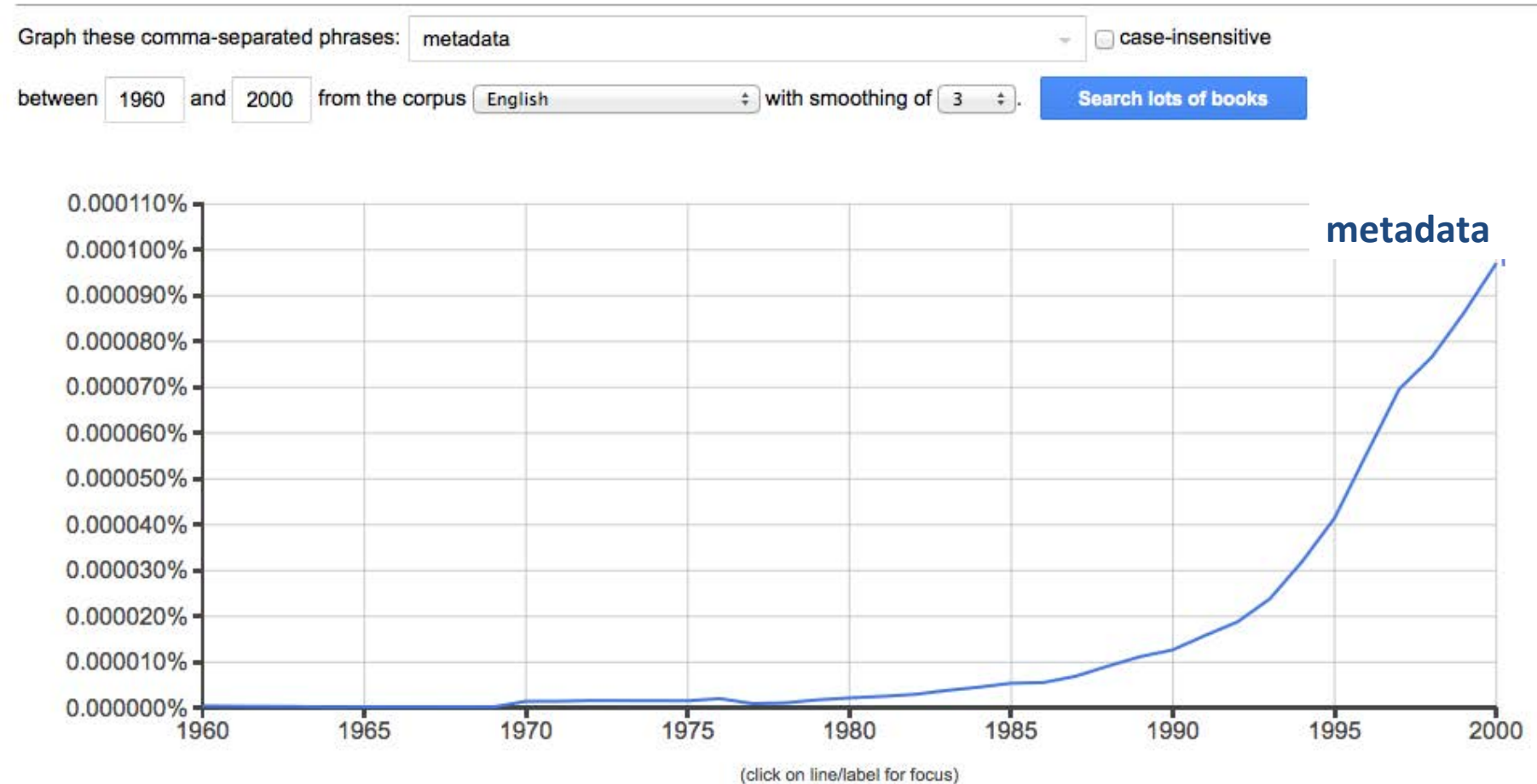
Metadata,
though not
called by that
name, has been
important to
booksellers,
libraries, and
collectors nearly
as long as the
book itself

Liber generationis ihesu xpi
 filij dauid: filij abraham.
 Abraham autem genuit ysaac.
 Ysaac autem genuit iacob.
 Iacob autem genuit iuda et fratres eius:
 iudam autem genuit phares et zara de
 thamar. Phares autem genuit esrom:
 esrom autem genuit aram. Aram autem
 genuit aminadab: aminadab autem ge-
 nuit naalon. Naalon autem genuit salo-
 mon: salomon autem genuit booz de raab.
 Booz autem genuit obeh et ruth: obeh
 autem genuit iesse. Iesse autem genuit da-
 uid regem: dauid autem rex genuit salo-
 monem et ea que sunt prius. Salomon autem
 genuit roboam: roboam autem genuit
 abiam. Abias autem genuit asa: asa
 autem genuit iosaphat. Iosaphat autem
 genuit ioram: ioram autem genuit ozi-
 am. Ozias autem genuit ioathan: ioa-
 than autem genuit achaz. Achaz autem
 genuit ezechiam: ezechias autem genuit
 manasses: manasses autem genuit
 ammon autem genuit ioseph et fratres eius.

usq; ad xpm. generati
decim. Xpi autem g
Cum esset despōsita
ria ioseph: atq; cō
i utero habēs de sp
autem vir ei? nūc
eam traducere: ut
re eam. hec autē
lus dñi apparui
rens. Ioseph fil
cipere mariā cō
ra natū est: be
re autē filiū: et
sum. Ipse m
a peccatis re
est: ut abin
mino p p
go in u
rabit ut
unpōnā
aut iose
ri dñi
Et m
ra h
unpōnā

Metadata is clearly on the rise

Google books Ngram Viewer



ONIX is a standard for representing book, serial and video product information in electronic form

<Product>

<RecordReference>1234567890**</RecordReference>**

<Notification Type>03**</NotificationType>**

<ISBN>9781626160132**</ISBN>**

<Product Form>BB**</ProductForm>**

<DistinctiveTitle>Hezbollah**</DistinctiveTitle>**

<Contributor>

<ContributorRole>A01**</ContributorRole>**

<PersonNameInverted>Levitt, Matthew**</**

PersonNameInverted>

<BiographicalNote>Matthew Levitt is a senior fellow and director of the Washington Institute for Near East Policy's Stein Program on Counterterrorism and Intelligence**</BiographicalNote>**

</Contributor>

<LanguageOfText>eng**</LanguageOfText>**

<NumberOfPages>368**<.NumberOfPages>**

<BISACMainSubject>POL012000**</BISACMainSubject>**

ONIX—ONline Information Exchange— has evolved and is evolving

- ONIX was developed and is maintained by EDItEUR, jointly with Book Industry Communication (UK) and Book Industry Study Group (US), in cooperation of industry stakeholders
 - ONIX 1.0 released January 2000
 - ONIX 2.1 released 2004
 - ONIX 3.0 released 2009
 - ONIX 3.01 released January 2012
- Many industry partners are still not accepting ONIX 3, although EDItEUR/BISG plan to sunset ONIX 2.1
- User groups in 13 different countries
- Best practices guides and code specifications available on BISG and EDItEUR websites

ONIX feeds are sent to book industry trading partners

- 32 “core” metadata elements; 27 of these required
- Enriched ONIX data can include hundreds of fields of data such as description, rights information, reviews
- Trading partners include:
 - **Wholesalers** (Ingram, Baker & Taylor)
 - **Online retailers** (Amazon, Powells)
 - **Retail chains** (Barnes and Noble)
 - **Databases** (Library of Congress, Bowker Books in Print, Serials Solutions, OCLC/WorldCat)

Using the ONIX code to indicate your audience is one example

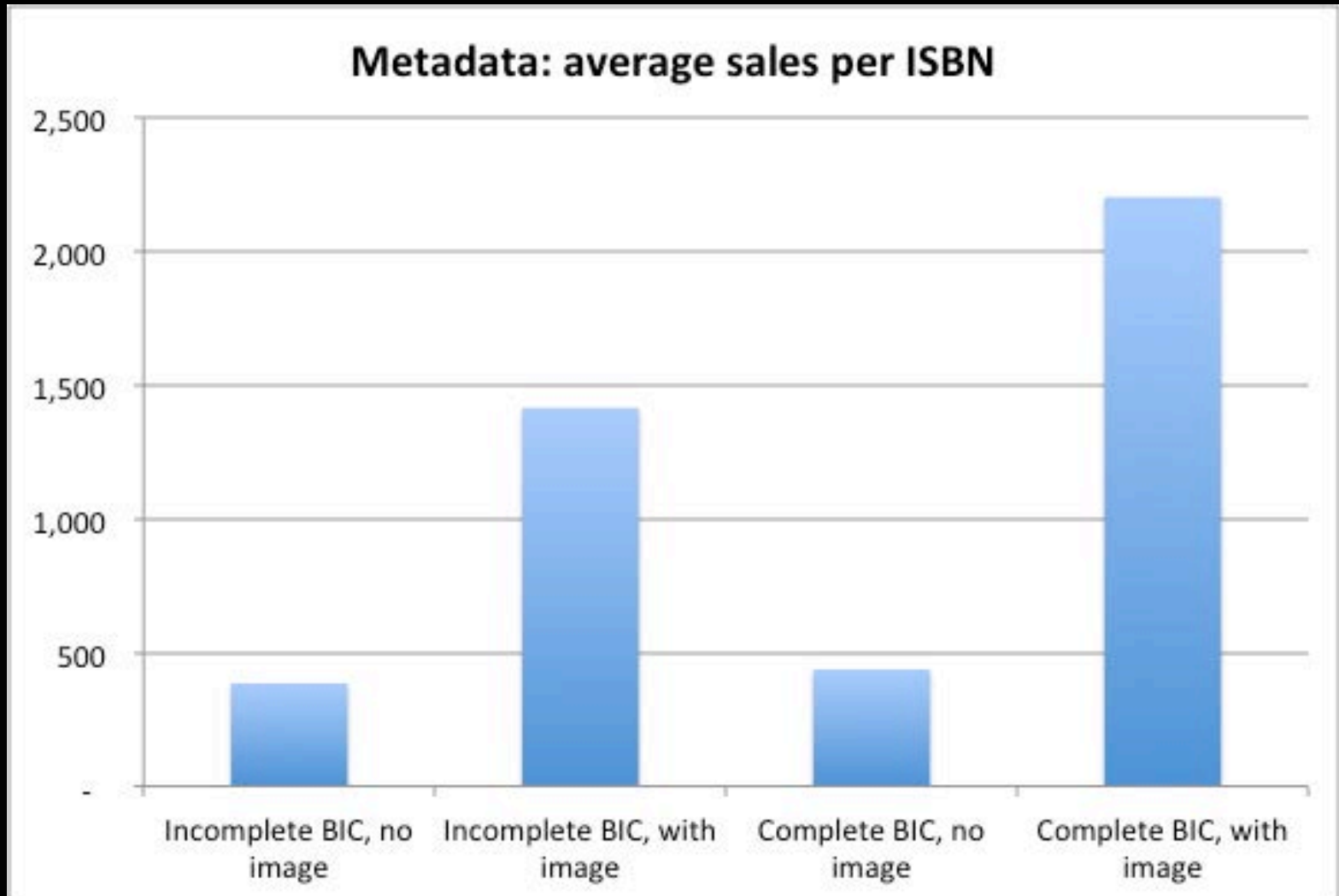
ONIX Code List 28 Audience Code List (Audience Code, Description)

- 01- General/Trade
- 02- Children/Juvenile
- 03- Young Adult
- 04- Primary & Secondary/Elementary & High School
- 05- College/Higher Education
- 06- Professional and Scholarly
- 07- English as a Second Language
- 08- Adult Education

ONIX is preferred, but most trading partners will take other methods

- Other common formats include excel or comma delimited file formats
- Some trading partners will NOT accept ONIX
- Some vendors have “special needs” —be prepared to accommodate important trading partners
- Cover files are also sent in a variety of formats/sizes
- According to BISG, subject code is the most common error in publisher metadata
- Publishers, for their part, also claim that BISAC subject headings are the most frequent element modified in the supply chain by recipients

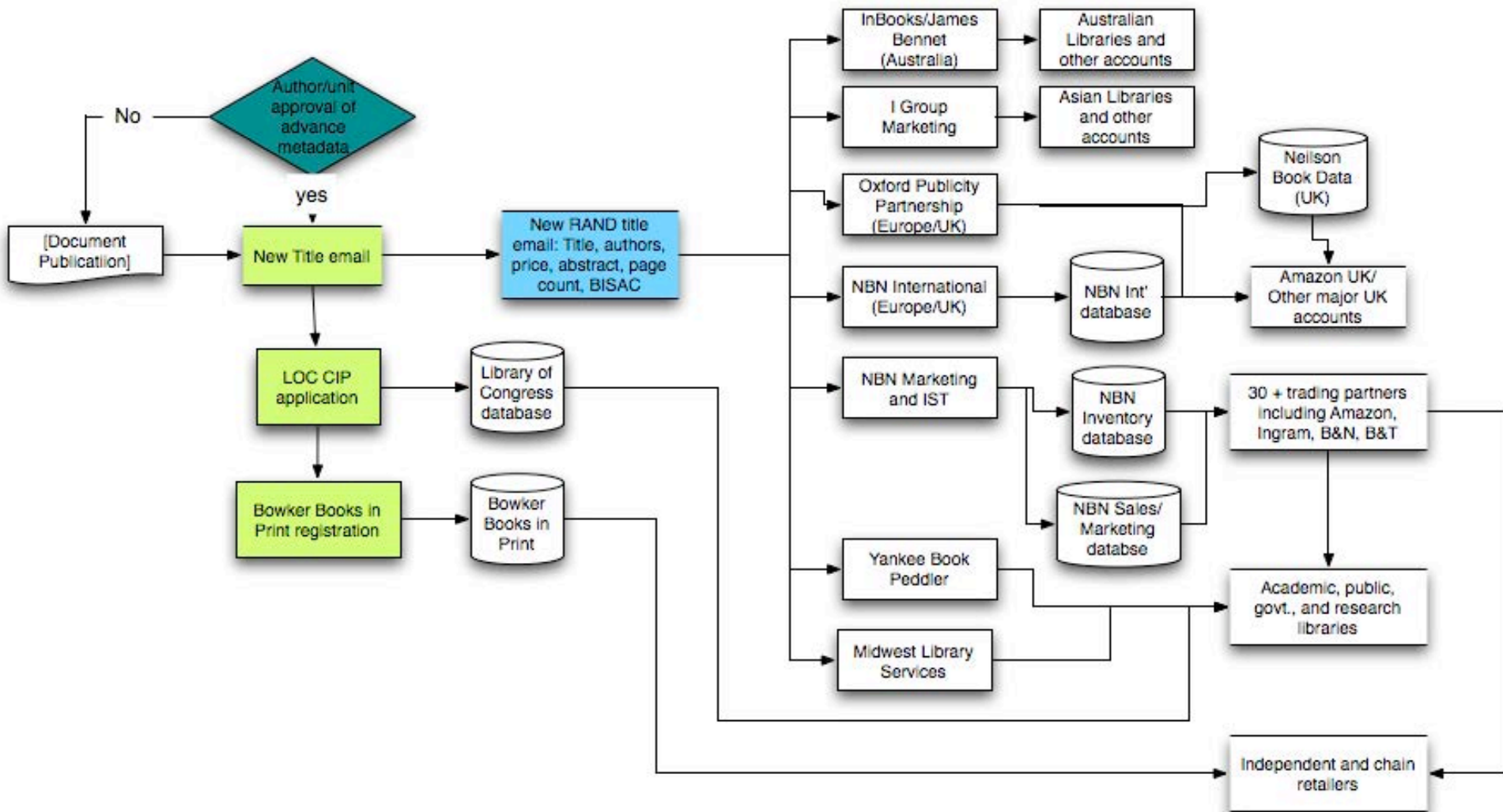
Metadata matters




Metadata is a process of continuous improvement


- Improvement efforts should include increasing the **quality** of metadata as well as the **quantity** of accounts to which you feed metadata directly in ONIX
- Effort never ends—there's always something to add, improve, clean up
- Data constantly changes; errors are introduced regularly
- Limit the number of different databases you store data
- Not everybody should be able to edit it, but everyone should be able to see it/access it
- Determine the “Goldilocks Zone” between control/dictatorship and anarchy/everybody does anything
- Mapping your metadata process is a good way to start

Metadata is sent to Library of Congress, Bowker, and direct trading partners...



... In order for your titles be discovered on retail sites and in various databases

[Try Prime](#)[John's Amazon.com](#)[Today's Deals](#)[Gift Cards](#)[Sell](#)[Help](#)

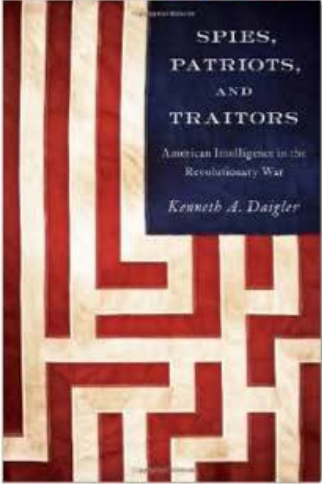

Over a million songs
Free with Amazon Prime 

Shop by Department - Search

Hello, John [Your Account](#) - [Try Prime](#) - [Cart](#) - [Wish List](#)

[Books](#) [Advanced Search](#) [New Releases](#) [Best Sellers](#) [The New York Times® Best Sellers](#) [Children's Books](#) [Textbooks](#) [Textbook Rentals](#) [Sell Us Your Books](#) [Best Books of the Month](#) [Deals in Books](#)

[Spies, Patriots, and Traitors](#) and over one million other books are available for [Amazon Kindle](#). [Learn more](#)

[Look inside](#) 

Spies, Patriots, and Traitors: American Intelligence in the Revolutionary War

Hardcover

by [Kenneth A. Daigler](#) (Author)

★★★★☆ 3 customer reviews

[See all 2 formats and editions](#)

Kindle \$16.49 Read with our free app	Hardcover \$22.19 9 Used from \$18.48 22 New from \$18.16
--------------------------------------------------------------------	----------------------------------------------------------------------------------





[Flip to back](#)

[See all 2 image\(s\)](#)

Students and enthusiasts of American history are familiar with the Revolutionary War spies Nathan Hale and Benedict Arnold, but few studies have closely examined the wider intelligence efforts that enabled the colonies to gain their independence. *Spies, Patriots, and Traitors* provides readers with a fascinating, well-documented, and highly readable account of American intelligence activities during the era of the Revolutionary War, from 1765 to 1783, while describing the intelligence sources and methods used and how our Founding Fathers learned and practiced their intelligence role.

The author, a retired CIA officer, provides insights into these events from an intelligence professional's perspective, highlighting the tradecraft of intelligence collection, counterintelligence, and covert actions and relating how many of the principles of the era's intelligence practice are still relevant today. [Daigler](#)

[Read more](#)

[Share](#)    

Buy New **\$22.19**

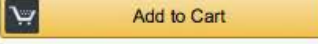
Qty: [List Price: \\$29.95](#)
Save: \$7.76 (26%)

FREE Shipping on orders over \$35.

In Stock.


Ships from and sold by Amazon.com.
Gift-wrap available.

☐ Yes, I want **FREE Two-Day Shipping** with [Amazon Prime](#)

 **Add to Cart**

[Sign in to turn on 1-click ordering](#)

Want it tomorrow, June 14? Order within **3 hrs 15 mins** and choose **One-Day Shipping** at checkout. [Details](#)

[Add to Wish List](#) 

Metadata holds a central role in the publishing organization

- **Administration**: rights and royalty information
- **Interoperability**: transmission of data between or within internal and external systems and standards
- **Production**: flow of products through creation to dissemination
- **Marketing** and **distribution**: data exchange with distribution, retail, and other vendors and partners
- **Repurposing**: chunking content into chapters or micro segments
- **Learning**: integration of content into learning management systems and databases, from Blackboard to SCORM
- **Preservation**: digital assets management, version control
- **Use**: sales tracking, search logs, and ebook usage

BISG certification validates your metadata's accuracy and timeliness

- Qualitative and quantitative look at publisher data
- Automatic validation of certain fields
- Panel of industry experts manually reviews other fields
- Score of 95 quantitative / 90 on qualitative gives Silver rating
 - Ingram gives preferential treatment to rated presses
- BISG working on retooling program to be scalable
- Feedback gives you clear idea of what to improve

PDCP: Currently Certified Companies

The following organizations have been successfully certified through BISG's Product Data Certification Program. [Click here to read about the different certification levels.](#)


GOLD CERTIFIED COMPANIES



Six publishers
are currently
certified gold
—four big
ones and two
University
Presses

To meta-infinity...
and beyond!

OCLC's WorldCat shows what libraries near the user hold your title in stock




Search

[Advanced Search](#) [Find a Library](#)


[<< Return to Search Results](#)

[Cite/Export](#) [Print](#) [E-mail](#) [Share](#) [Permalink](#)

[Add to list](#) [Add tags](#) [Write a review](#) Rate this item: ☆☆☆☆☆



Building a more resilient Haitian state

Author: [Keith Crane; Rand Corporation; Rand Corporation, National Security Research Division; et al](#)
Publisher: Santa Monica, CA : RAND, 2010.
Series: [Rand Corporation monograph series.](#)
Edition/Format:  Book : English [View all editions and formats](#)
Summary: Hope for a more prosperous and peaceful future for the Haitian people lies in building a more effective, resilient state. Haiti's state institutions are riddled with weaknesses in human resources, organization, procedures, and policies. State-building should be at the forefront of efforts to recover from the January 2010 earthquake. Devising lists of measures needed to repair the state's weaknesses is relatively [Read more...](#)
Rating: ☆☆☆☆☆ (not yet rated) [0 with reviews - Be the first](#)


More like this

Subjects

[Political planning -- Haiti.](#)
[Nation-building -- Haiti.](#)
[Haiti -- Politics and government -- 1986.](#)

[Similar Items](#)

[Borrow / obtain a copy](#) [Buy it](#)

 You are connected to the **RAND LIBR** network

[Hide local services for this item](#)
[ILLiad Document Delivery](#) [Check for full-text access](#) [Connect to the catalog at RAND Library](#) [OCLC FirstSearch](#)

Find a copy online

Links to this item

[Full text in: RAND](#)

Find a copy in the library

Enter your location: [Find libraries](#)

or select a location:


Displaying libraries 1-6 out of 405 for all 4 editions


[Show libraries holding just this edition](#)

Library

Held formats


Distance


1.  [University of Southern California](#)
Doheny Library
Los Angeles, CA 90089 United States

 [Book](#)

4 miles
[MAP IT](#)


[Library info](#)
[Ask a librarian](#)
[Add to favorites](#)

2.  [SOUTHWESTERN LAW SCHOOL](#)
LOS ANGELES, CA 90010 United States

 [Book](#)

7 miles
[MAP IT](#)

[Library info](#)
[Add to favorites](#)

3.  [Loyola Marymount University](#)

[Library info](#)

MARC Records are the library world's key metadata format

- MARC Records (library standard bibliographic data) can be sent directly to libraries, though most libraries get MARC Records from OCLC or other sources
- MARC Records help libraries catalog titles quickly and accurately
- OCLC has an initiative to merge ONIX and WorldCat/MARC Records
- Metadata “crosswalks” map and exchange data between two metadata schemas



Metadata is becoming increasingly interconnected

- Google Scholar, Web of Science, and Scopus: multidisciplinary knowledge databases
 - Focus on journals — also indexes books in database
- Serials Solutions Summon Service and EBSCO Discovery Service: popular discovery engines
- PubMed Central, LexisNexis, ERIC: specialized sites ubiquitous in certain subject areas
- These tools enable Linked Data Repositories, improving architecture of the semantic web

Metadata can be supplied to social sites such as Goodreads and LibraryThing

LibraryThing^{BETA}

[Home](#) [Search](#) [Zeitgeist](#) [Talk](#) [Groups](#) [Local](#)

Sign in/join Language: English [others]

What's on your bookshelf?
Over thirty million books on members' bookshelves.

America's role in nation-building : from Germany to Iraq

by [James Dobbins](#)

Members	Reviews	Popularity	Average rating	Conversations
18	None	234,226	★★★★☆ (4)	None

[+ Add to your library](#)

Members all members

Recently added by: [Haaland](#), [angelrose](#), [joshmendelsohn](#), [casambre_rood](#), [demtiger80](#), [lauranadam](#), [Philip_Cunliffe](#), [mrk](#), [SamaraAC](#), [dikaiousnh](#)

Member tags numbers | all tags

2004 (Amazon) [@home](#) American History April 3 [case studies](#) [foreign relations](#) [fr1](#) [germany](#) [globalization](#) government/national security historical [history](#) [Hollywood](#) International Relations Intervention (International law)--Case studies [iraq](#) [japan](#) location: [umd](#) nation-building Nationbuilding non-fiction Paperback [Peacekeeping](#) pko political [Political Science](#) [questia](#) read [reconstruction](#) state building strategic studies United States--Foreign relations--1945-1989--Case studies United States--Foreign relations--1989---Case studies United States--Military policy--Case studies war/conflict resolution

LibraryThing recommendations

1. The Sorrows of Empire: Militarism, Secrecy, and the End of the Republic by Chalmers Johnson

2. State-Building: Governance and World Order in the 21st Century by Francis Fukuyama

3. Sleeping with the Devil: How Washington Sold Our Soul for Saudi Crude by Robert Baer

4. At War in Nicaragua : the Reagan doctrine and the politics of nostalgia by E. Bradford Burns

5. Empire lite : nation-building in Bosnia, Kosovo, and Afghanistan by Michael Ignatieff

6. The Reformation and the Rise of the Early Modern State by Heinz Schilling

7. Independence on trial : foreign affairs and the making of the Constitution by Frederick W. Marks

8. Of Paradise and Power by Robert Kagan

9. Union in peril : the crisis over British intervention in the Civil War by Howard Jones

10. Thomas Jefferson : westward the course of empire by Lawrence S. Kaplan

Buy, borrow, swap or view

[Abebooks](#)
[Alibris](#)
[Amazon.com](#)
[Barnes & Noble](#)
[BookFinder.com](#)
[BookSense](#)
[Worldcat](#)

Swap this book (0/0)

Google Books: Partial view

Popular covers

Ads by Google

[Full-Text Online Library](#)
Over 70,000 full-text books & 2 million articles. Research online
[www.Questia.com/Online_Library](#)

[Masters in Diplomacy](#)
Earn a Masters in Diplomacy Online at Norwich University.
[www.Norwich.Edu/Diplomacy](#)

[Crisis Intervention](#)
Get the help you need NOW! Confidential. Call

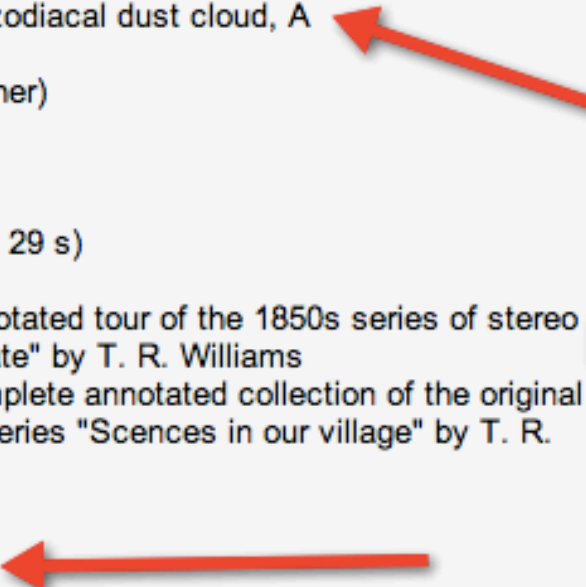
New standards emerge constantly, improving discovery and accuracy

What is the ISNI?

- ISO Standard, published in 2012
- *International Standard Name Identifier*
- Numerical representation of a name
 - Assigned to public figures, content contributors (i.e. researchers, authors, musicians, actors, publishers, research institutions) and subjects of that content (if they are people or institutions, i.e. Harry Potter)
 - 16 digits
 - Example: 0000 0004 1029 5439

ISNI is a tool for linking data sets and improving disambiguation

Show Must Go On, The
Sleeping on the Sidewalk
Slow down
Some Day One Day
Somebody to love . "Alguien a quien amar"
Son and Daughter
Star fleet
Star fleet (8 min)
Star fleet project
Star fleet project [SR] p1983:
Stars & guitars : the guitars that made 200 rock Gods famous
Strat pack live in concert, The
survey of radial velocities in the zodiacal dust cloud, A
Sweet Lady
Teo Torriatte (Let Us Cling Together)
Tie Your Mother Down
Too much love kill you
Too Much Love Will Kill You
Too much love will kill you (4 min 29 s)
Under Pressure
village lost and found, A : an annotated tour of the 1850s series of stereo
photographs "Scences in our villate" by T. R. Williams
village lost and found, A : an complete annotated collection of the original
1850s stereoscopic photograph series "Scences in our village" by T. R.
Williams
want to break free, I
We are the champions
We Will Rock You
We will rock you : recorded by Queen
We will rock you (3 min 39 s)live version



Brian May,
guitarist in
Queen, is an
astrophysicist,
AND is the
editor of an
obscure
photography
book

(yes, an interesting
fellow!)

Researchers (and organizations) can sign up for ORCID IDs

- ORCID provides a persistent digital identifier that distinguishes researchers from others (i.e. of the same or similar name)
- Integrated into key research workflows such as manuscript and grant submission
- Supports automated linkages between researchers and their professional activities, ensuring that their work is recognized

DOI can improve discovery, sales, and citation of scholarly content

- DOI—Digital Object Identifier—developed by the AAP in 1996 and approved as an ISO standard in 2010
- Few publishers have used DOI beyond realm of journals
- Can identify a work, product, component of a work such as a chapter, table, or chart
- DOI is **actionable**, links to whatever resource the publisher wants it to link to
- DOI itself is **permanent** but its metadata, as well as the link that it resolves to, can be changed by its owner at any time
- Can link to multiple resources: publisher website, content itself, book reviews or social media, and product on retail sites such as Amazon or Powells

Metadata is a work in progress

- Despite your best attempts at “clean” and robust metadata, vendors get metadata from many sources—some which have inaccurate data
- Ebook metadata is still the wild frontier
- Still difficult to link print and ebook metadata; YBP is good at this for library market
- Increasing complexities of multiple formats, multiple currencies, chapter-level sales, etc.

“95% of publishers have had the experience of creating their e-books with one set of metadata and seeing an altered set of metadata at the point of sale, online booksellers like Amazon, Barnes & Noble and Apple.”

— Jeremy Greenfield, Editorial Director,
Digital Book World

Keywords are a practical and still evolving application in ONIX

- Keywords are words and phrases that describe the content or theme of the work that are:
 - **Relevant** to the work
 - Used to **supplement** the title, subtitle, author name, description
- Keywords are not required but can be useful for discovery and Search Engine Optimization (SEO)
- Use of keywords is fluid; not all data recipients support use but many utilize at least some keywords
- Publishers should use much discretion before repeating information within multiple data points

Use of keywords can improve discoverability

- Useful when consumer's search term is jargon, new, distinctive, specific
- When consumer does not know exact title or author of book, or title differs from theme
- When many different and distinctive terms describe the topic
- When book includes topics that are outside the BISAC subjects used or consumer use terms outside metadata

Choosing set of effective keywords is an art and a science

- Be **specific**, but not so specific people won't use the term
- Choose **unique** and relevant keywords
- **Avoid** terms already in title or author fields
- Choose **consumer-oriented** keywords
- Single words and phrases of 2–5 words are acceptable
- Use as many synonyms as appropriate
- **Prioritize**—500 character max recommended, but not all vendors use the entire field
- Semicolons instead of commas are preferred, and best with no spaces

- Title: A Dance with Dragons
Author: George R. R. Martin
ISBN: 9780553801477
Series: A Song of Ice and Fire (Book 5) BISAC Subject
Headings: FIC009020; FIC002000; FIC028010

Keywords: Game of Thrones; kingdoms; kings; magic; dragons;
HBO series; medieval; saga; Targaryen

Description: In the aftermath of a colossal battle, the future of the Seven Kingdoms hangs in the balance—beset by newly emerging threats from every direction. In the east, Daenerys Targaryen, the last scion of House Targaryen, rules with her three dragons as queen of a city built on dust and death. But Daenerys has thousands of enemies, and many have set out to find her. As they gather, one young man embarks upon his own quest for the queen, with an entirely different goal in mind.

**Overheard at
Book Expo
America**

(a few years ago)

**“Metadata is the
content”**

Social metadata is on the rise

>>

III 👤 ⚙️

🔍

Conversations

Community

Inline: 2483

General: 15

+

New group

[OPEN] UTOPIA, THOMAS MORE

Book I

FIRST BOOK

OF THE DISCUSSION WHICH THE EXCEPTIONAL MAN
RAPHAEL HYTHLODAY HELD CONCERNING
THE BEST STATE OF A COMMONWEALTH,
BY WAY OF THE ILLUSTRIOUS MAN THOMAS MORE,
CITIZEN AND UNDERSHERIFF OF THE
GLORIOUS CITY OF LONDON IN BRITAIN

Henry VIII, the unconquered King of England, a prince adorned with all the virtues that become a great monarch, having some differences of no small consequence with Charles the most serene Prince of Castile, sent me into Flanders, as his ambassador, for treating and composing matters between them.¹ I was colleague and companion to that incomparable man Cuthbert Tunstall,² whom the King, with such universal applause, lately made Master of the Rolls; but of whom I will say nothing; not because I fear that the testimony of a friend will be suspected, but rather because his learning and virtues are too great for me to do them justice, and so well known, that they need not my commendations, unless I would, according to the proverb, "Show the sun with a lantern."³

Cuthbert Tunstall.


Adages.


Those that were appointed by the Prince to treat with us, met us at Bruges, according to agreement; they were all worthy men. The Margrave of Bruges⁴ was their head, and the chief man among them; but he that was esteemed the wisest, and that spoke for the rest, was George Temse, the Provost of Casselsee;⁵ both art and nature had concurred to make him eloquent: he was very learned in the law; and, as he had a great capacity, so, by a long practice in affairs, he was very dexterous at unraveling them. After we had several times met, without coming to an agreement, they went to Brussels for some days, to know the Prince's pleasure; and, since our business would admit it, I went to Antwerp.⁶


Peter Giles.


While I was there, among many that visited me, there was one that was more acceptable to me than any other, Peter Giles,⁷ born at Antwerp, who is a man of great honor, and of a good rank in his town, though less than he deserves; for I do not know if there be anywhere to be found a more learned and a better bred young man; for as he is both a very worthy and a very knowing person, so he is so civil to all men, so particularly kind to his friends, and so full of candor and affection, that there is not, perhaps, above one or two anywhere to be found, that is in all respects so perfect a friend: he is extraordinarily modest, there is no artifice in him, and yet no man has more of a prudent


All | comments and underlines | everyone | Inline | General


 Was it customary to start a piece of work by noting or dedicating the book to the King? Was it only so that he could maintain relations with him?


 like the concept of justice from The Republic


 Welcome to Utopian Imagination. If you have any questions on how to operate the application, consult <http://livemargin.com/socialbook/client/help.html>. Good luck!


 Off with his head


 It's funny how there seems to be an implicit class distinction between "exceptional" and "illustrious" in separating himself (More) from Hythloday, a commoner, and fictitious character.


 The only time he is named in the book, but he's everywhere implied.


 11/1/2013 - Please begin tonight's reading here.

 what does it mean by, "Show the sun with a lantern"?

 defining virtues: conformity of ones life and conduct to moral and ethical principles; uprightness; rectitude.

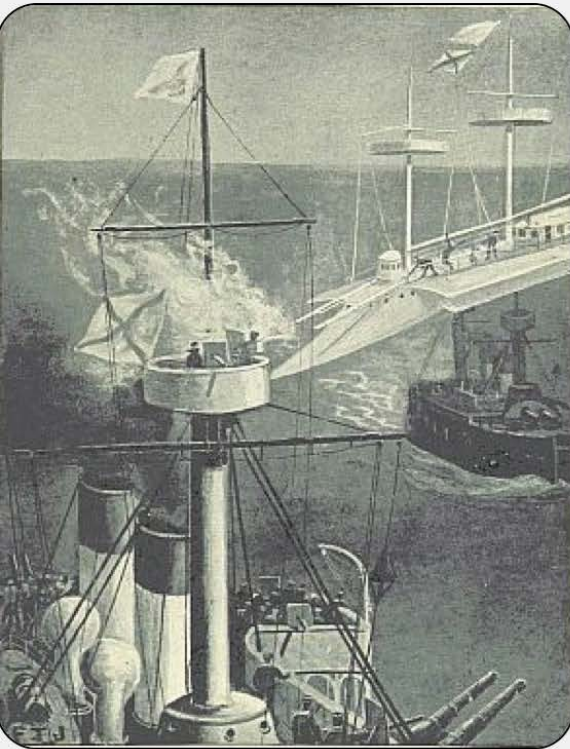
 defining Margrave: the hereditary title of some princes of the Holy Roman Empire.

 defining virtues: conformity of ones life and conduct to moral and ethical principles; uprightness; rectitude.

 what does "Show the sun with a lantern."

Next page with comments and underlines

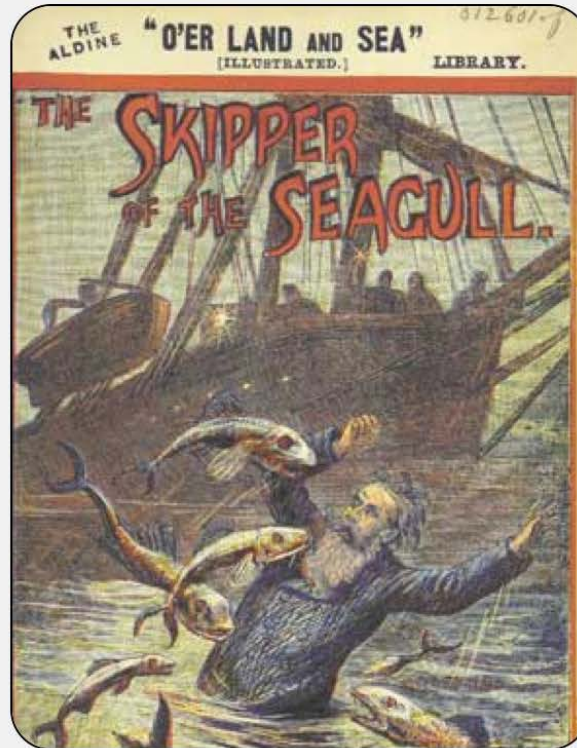
Ships Tag



In our first collaborative game with the British Library, tag naval images from the library's immense collections!

PLAY

Book Tag



Wished there was a fun way to organize and understand the world's archived books? Check out Book Tag!

PLAY

Metadata
can even
be a game
—fun!

Social reading is metadata's next frontier

- Shared and user-created bookmarks, tags, highlights, annotations, comments, notes
- **Social Book**, developed by Bob Stein at Institute for the Future of the Book, “turns each document into a conversation”
- **Hypothes.is** is an open, collaborative platform for critique and community peer-review of books, scientific articles, web pages, data, and other knowledge materials
- Publishers interested in receiving data on ebook reading habits and student interaction with etextbooks
 - Potential to increase quality of textbooks and perhaps improve learning
 - Privacy concerns are not insignificant



BOOKS

PEOPLE

PLACES

THINGS

COLLECTIONS

Search by title, product, place, etc.

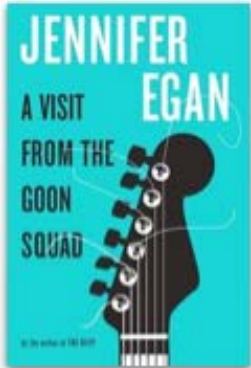


FEATURED

AWARDS

ALL THE BESTS

GENRES



A Visit From the Goon Squad

by Jennifer Egan (2011)



A Visit From the Goon Squad (2010) is a work of fiction by American author Jennifer Egan. It won the 2010 National Book Critics Circle Award for Fiction, and the 2011 Pulitzer Prize for Fiction. It is being adapted by HBO into a television series.

Most of the stories in A Visit from the Goon Squad concern Bennie Salazar, an aging rock music executive, his one-time assistant, Sasha, and their various friends and associates. The book follows a large cast of mostly self-destructive characters as they grow older and fate sends them in directions they did not intend to go.



BUY



ADD



SHARE

ABOUT:



THE BOOK
A Visit From the
Goon Squad



THE AUTHOR
Jennifer Egan

Music Mentioned In This Book

SEE ALL

Love the music you see
here?



Download on iTunes



Listen on Spotify



When
metadata
met
content

The novel becomes an API

- For *Landing Gear*, Kate Pullinger's new novel, Random House created an API (application programming interface) that allows programmers to get content in multiple ways
- Excerpt-length section of *Landing Gear* stored in a content management system is tagged to define characters, locations, events and times
- Programmers can access this data and build new products with it, such as plot locations on a map or events on a timeline, or even character locations during key events

In this example, the API shows you what happens to Yacub at the Karachi airport

Kate Pullinger
Landing Gear



Choose Character >

Yacub

Village

Dubai

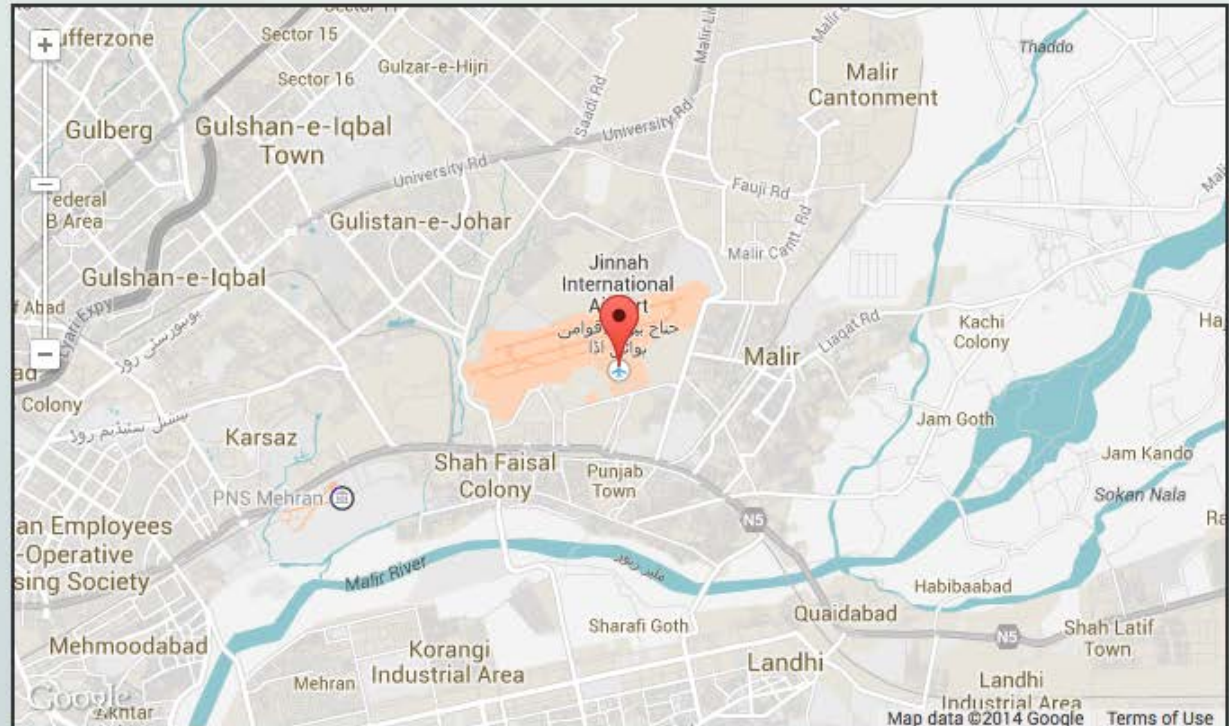
Work Camp

Karachi

Karachi Airport

Super Market

Corner Shop



Yacub - Karachi Airport

"At the airport, I followed the instructions Ameer had given me--for which I had paid the last of my Dubai money--and found the unlocked door that led outside to the planes. I had less than fifteen minutes after darkness fell to find the correct..."

"From the ground, the planes looked enormous, their lights blinking in the dusk. The air

Discussion/Questions

- Please contact me with any questions:
John W. Warren
Head, Mason Publishing Group/George Mason University
Press, George Mason University
Email: jwarrel3@gmu.edu
Twitter: [@john_w_warren](https://twitter.com/john_w_warren)
- Based on the article: “Zen and the Art of Metadata Maintenance,” John W. Warren, June 17, 2015, *Journal of Electronic Publishing*
<http://dx.doi.org/10.3998/3336451.0018.305>

Sources and Further Reading (1)

BISG: <https://www.bisg.org/publications>

Best Practices for Metadata: <https://www.bisg.org/product-metadata-best-practices>

ONIX: <https://www.bisg.org/onix-books>

Product Data Certification Program:

<https://www.bisg.org/product-data-certification-program-1>

Best Practices for Keywords for Metadata

<https://www.bisg.org/best-practices-keywords-metadata>

CrossRef: DOI for books: http://www.crossref.org/02publishers/doi_for_books.html

EDItEUR, Codelists Issue 28 for Release 2.1 and 3.0:

<http://www.editeur.org/14/Code-Lists>

Hypothes.is: <https://hypothes.is/>

ISNI database: <http://www.isni.org/search>

Linked Data: Evolving the Web into a Global Data Space, Heath, Tom and Christian Bizer,
Synthesis Lectures on the Semantic Web: Theory and Technology, Morgan &
Claypool, 2011: <http://linkeddatabook.com/editions/1.0/>

Sources and Further Reading (2)

Metadatagames: <http://www.metadatagames.org/>

ORCID: <http://orcid.org/>

Open Utopia on Social Book: <http://theopenutopia.org/social-book/>

Seeing Standards: A Visualization of the Metadata Universe, Riley, Jenn and Devin Becker.
2009–2010: <http://www.dlib.indiana.edu/~jenlrile/metadatamap/>

“Taxonomy of Social Reading: A Proposal,” Bob Stein, Institute for the Future of the Book,
2010: <http://futureofthebook.org/social-reading/>.

“Teacher Knows if You’ve Done the E-Reading,” David Streitfeld, *New York Times*, April 8
2013:
<http://www.nytimes.com/2013/04/09/technology/coursesmart-e-textbooks-track-students-progress-for-teachers.html>

Uncharted: Big Data as a Lens on Human Culture, Aiden, Erez and Jean-Baptiste Michel,
2013, New York: Riverhead

“White Paper: The Link Between Metadata and Sales,” Nielsen Book, Prepared by Andre
Breedt and David Walter, 2012:
<http://www.nielsenbookdata.co.uk/controller.php?page=1129>