ENHANCING DISCOVERABILITY of BOOK CONTENT

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About Scope eKnowledge Center

Company Snapshot
- Over 24 years in the research and knowledge services industry
- Strong footprint in the publishing and content industries with global blue chip clients
- Over 600 professionals comprising Engineers, Doctors, Chemists, other Life and Physical Science professionals, and MBAs/CPA
- Global benchmarks in quality and delivery

Scope’s Content Enhancement Services
- Largely focused on STM and scholarly information providers
- Capabilities such as:
  - Abstraction & Indexing (A&I)
  - Controlled vocabularies development and maintenance
  - Content development and mining
  - MARC cataloging
  - Author data enhancement
- Different from software companies – uses assisted-automation approach that blends technology with domain expertise

Service Capabilities
- Rich experience in content enhancement and knowledge services
- Working as a preferred vendor for A&I services to some of the leading STM publishers worldwide
- Proven capabilities in multiple domains
- Ability to handle large volumes of data at a rapid turnaround time
Changing Ecosystem of Book Content

- Increased availability of books online through transition from print to digital, proliferation of tablets, eReaders and mobile devices
- More scholarly book content made available by digitizing archives – even content dating back to 18th century
- Demand driven acquisitions – Patron driven acquisition by libraries through publisher catalogues
- “Collections” offered by publishers
- Push for better monetization of book content
- Authors, Contributors seeking more recognition

Great progress, but significant challenges remain
The Problem is Discoverability

- Books largely still packaged as a whole with little or no visibility for chapter level content

- Poor visibility of book chapters hampers discoverability in search platforms

- Lack of discoverability results in poor citations, lack of recognition, and frustrated authors

Impacts research, scholarship, and business
“Quite simply, if you write a chapter for an edited book, you might as well write the paper and then bury it in a hole in the ground.”

– recent blog post by Dorothy Bishop, Professor of Developmental Neuropsychology, Oxford University
“Journals long ago moved into the ‘article economy,’ shedding the volume/issue shell for searchable articles… Books remain in a packaging shell, with chapters trapped therein. There is no “chapter economy.” This limits book metadata and searchability to often the shell components and not the muscle and sinew — aka, the chapters.”

- Kent Anderson, Scholarly Kitchen blog posting of 28 August 2012
Solutions for Discovery and Monetization

- Provide access to book content at the chapter level
- Assign CrossRef DOIs to the chapters
- Create more search engine-friendly metadata for book chapters
- Provide more comprehensive, accurate and easy-to-read abstracts that support end-user with buying decisions
- More coverage in A&I databases at chapter level
- Targeted marketing of book content offering chapter level purchase

Effective Metadata at the Chapter Level is Critical to Discoverability
Abstracts and Keywords at Chapter Level

- Simply—metadata similar to the basic journal article metadata
  - Available for search engines and A&I services/aggregators
- Abstracts with good readability serve as an effective marketing tool by generating more buyers for book content and increased ROI
- SEO friendly keywords improve the search engine rankings of book content for better discoverability
- Benefits to authors with more visibility and citations
- Making book content more discoverable benefits author, publisher and the user. It’s a win all around!

How to execute this economically, efficiently, consistently?
ConSCIse™ – Scope’s Content Abstraction Solution

- A unique content abstraction and keyword generating platform
- Improves discoverability of content through keyword-rich abstracts or summaries
- Technology driven - Extracts core themes and concepts from text files via pre-set algorithms
- Domain experts frame the logic and business rules for extracting concepts
- Machine learning algorithms enhance the accuracy of the automatically generated output
- Pre-abstract summaries are then reviewed, enhanced and enriched to ensure high quality
Benefits of ConSCIse™

- Faster turn around, lower cost than traditional abstraction methods
- Multi-format input support to minimize the pre-processing time
- Ability to handle structured and unstructured STM documents
- High volume handling resulting in scale up of production
- High-quality output with rules-based automation, SME curation and editorial checks
- Keyword-rich abstracts to enable greater discoverability of content
This chapter begins by describing the 19th-century origins of some of the basic ideas that underlie the book's approach: the first metaphorical application of the terms "consonance" and "dissonance" to rhythmic structures (in the writings of Hector Berlioz); and early examples of the recognition of two basic categories of metrical conflict, based, respectively, on incongruent groupings, and on non-aligned presentation of congruent groupings (in writings of François-Joseph Fétis and Hugo Riemann).

The second part of the chapter traces these ideas through the 20th century, referring to writings by Henry Cowell, Charles Seeger, Joseph Schillinger, Wallace Berry, Maury Yeston, and Carl Schachter, among others, and to various earlier discussions of the music of Robert Schumann.

Keywords: Hector Berlioz; François-Joseph Fétis; Hugo Riemann; Henry Cowell; Charles Seeger; Joseph Schillinger; Wallace Berry; Schumann; metrical conflict; syncopation;

Book chapter. 8377 words. (2) illustrations.

Subjects: theory of music and musicology; Western classical music; individual composers and musicians;

Index terms: ....
Thank You

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