

**It can feel like diverse voices are given
only the slimmest chance of being heard
– they're not easily discovered.
How can metadata help?**

*“if only there was an easy way
for publishers to send us
this information”*

— a London children’s bookseller

Diversity and inclusion: can metadata help discover diverse voices?

Chris Saynor
EDItEUR

London, March 14th 2019

Diversity and Inclusion

- *“Diversity is the mix. Inclusion is making the mix work.”*
— Andres Tapia
- *“Diversity is being asked to the party. Inclusion is being asked to dance.”*
— Vernā Myers

*“ the independent bookstore is by far
our best friend, and underused. It’s about
getting the book to the bookseller, putting it
on the staff recommended shelf ”*

*— Kima Jones of Jack Jones Literary Arts publicity company,
in an NPR interview titled ‘Diversity in book publishing isn’t just
about writers—marketing matters, too’*

“our choice of books includes many unusual and imported titles, and has developed from our long association with northwest London – one of the most ethnically diverse areas of the city – and we strive to provide books which reflect and celebrate the rich cultures and languages of this community ”

— *The Willesden Bookshop*

**It's about giving booksellers, librarians,
educators, readers enough information
so they can make an informed choice**

What metadata?

- subject codes – *Thema*
- edition type – large print, Braille, bilingual
- contributors (and associated places)
- language (especially original language of translated works)
- accessibility metadata (ONIX list 196) – is the format ‘born accessible’? Are you excluding print-impaired readers?
- related products – what other formats exist? Is there an audio?
- supply information – can I order this title in my country? From which supplier?

Subject categorisation

- **subject classification of books, audio books and e-books is one of the keys to improved merchandising, discoverability, sales and market intelligence**
 - informs purchasing
 - a key access point for search and discovery (alongside title and author)
 - aims to increase sales by highlighting books most appropriate to what a customer seeks

Thema v1.3

Thema - the subject category scheme for a global book trade

Thema is a relatively new global subject classification system for books, which has wide international participation and adoption.

'Thema is a multilingual subject category scheme designed to meet the needs of publishers, trade intermediaries in all sectors of the global book publishing business. It is managed by an international group of stakeholders, and is free to use. Thema aims to enhance the discoverability and potential sales of books by simplifying the communication of subject information across international markets and reducing the need to maintain multiple subject schemes.'

Thema is intended for use by all parts of the book business, from publishers to public libraries. Unlike other book trade subject classifications, it aims to be in contrast to various academic library classifications that are used internationally for commercial use within the trade. It is a flexible standard that allows each market to have its own cultural voice while still presenting a unified subject hierarchy that rationalises the goals of the scheme are to reduce the duplication of effort required by the various schemes, and to eliminate the need for scheme-to-scheme mapping that is often required of classification, by providing a single scheme for broad international use. Existing national schemes like BIC, BISAC, NUR or CLIL, and although this is a potential to eventually replace them.

Thema version 1.3 NEW

Thema version 1.3 was released at the end of April 2018. This version of the scheme includes 85 new categories and 150 new qualifiers (of which around 85 are national extensions). It includes improvements to the wording of headings and notes, but it retains full compatibility with version 1.2 (no existing data needs to be modified or updated, with the exception of the new qualifiers introduced in Nov 2017).

Upon initial release of 1.3, most language versions incorporate the new categories and qualifiers, plus English text for new category headings, and it will take some time to bring them fully up to date with the new categories. Not all resources are available in all languages, translations, mappings and other material will be made available over time.

- [Executive briefing](#) - a high-level overview of Thema (PDF)
- [Basic Instructions](#) for use of version 1.3 (PDF)
- [Using Thema and ONIX together](#), questions and answers (PDF)
- [Diversity and inclusivity briefing](#) (PDF) NEW
- [Thema worked examples](#), - illustrated use cases for Thema
- [Interactive Thema category browser](#) - includes the latest version of the scheme in Hungarian, Italian, Lithuanian, Norwegian, Polish, Portuguese, Romanian, Russian, Spanish, Swedish, and Vietnamese. The interactive browser shows the English term is shown instead. The interactive browser is available automatically, according to preferences set in the browser. Chinese, Korean, and Japanese are available manually.

Thema Subject Categories 1.3

Previous versions of *Thema* are still available [1.2](#) [1.1](#) [1.0](#).

Browse the [Thema](#) subject categories hierarchy, or search for a specific term within the hierarchy.

See the [search hints](#) below.

Notation	Category heading	?
A	The Arts...	
C	Language & Linguistics...	
D	Biography, Literature & Literary studies...	
F	Fiction & Related items...	*
G	Reference, Information & Interdisciplinary subjects...	
J	Society & Social Sciences...	
K	Economics, Finance, Business & Management...	
L	Law...	
M	Medicine & Nursing...	
N	History & Archaeology...	
P	Mathematics & Science...	
Q	Philosophy & Religion...	
R	Earth Sciences, Geography, Environment, Planning...	
S	Sports & Active outdoor recreation...	
T	Technology, Engineering, Agriculture, Industrial processes...	*
U	Computing & Information Technology...	
V	Health, Relationships & Personal development...	
W	Lifestyle, Hobbies & Leisure...	*
X	Graphic novels, Comic books, Cartoons...	*
Y	Children's, Teenage & Educational...	*
1	Place qualifiers...	*
2	Language qualifiers...	*
3	Time period qualifiers...	*
4	Educational purpose qualifiers...	*
5	Interest qualifiers...	*
6	Style qualifiers...	*

version detail

EDITEUR

Diversity and Inclusivity in Thema v1.3

Published books available to the reading and listening public, subject to the vital to help guide searches, allowing publishers, booksellers, and librarians to select titles around similar topics, as well as helping with the discovery of new titles. Two aspects of book discoverability may be a desire to increase awareness of diversity and inclusivity, and books which promote diversity and inclusion.

and teenagers, one important aim is to help young people understand their own situation and life. For adult readers, books that they can identify with, or that help them expand their horizons.

Thema 1 has always included certain elements that help publishers and librarians to version (*Thema* v1.3) has strengthened these 2. The most significant is its range of qualifiers. Qualifiers are used to add information to the title - for example, a location, setting or milieu the book is about, a group of people who feature in the book, or a particular aspect of the book. The qualifiers are particularly interested in reading it. The qualifiers are used to identify a book, but also a bridge to related titles across a range of subjects.

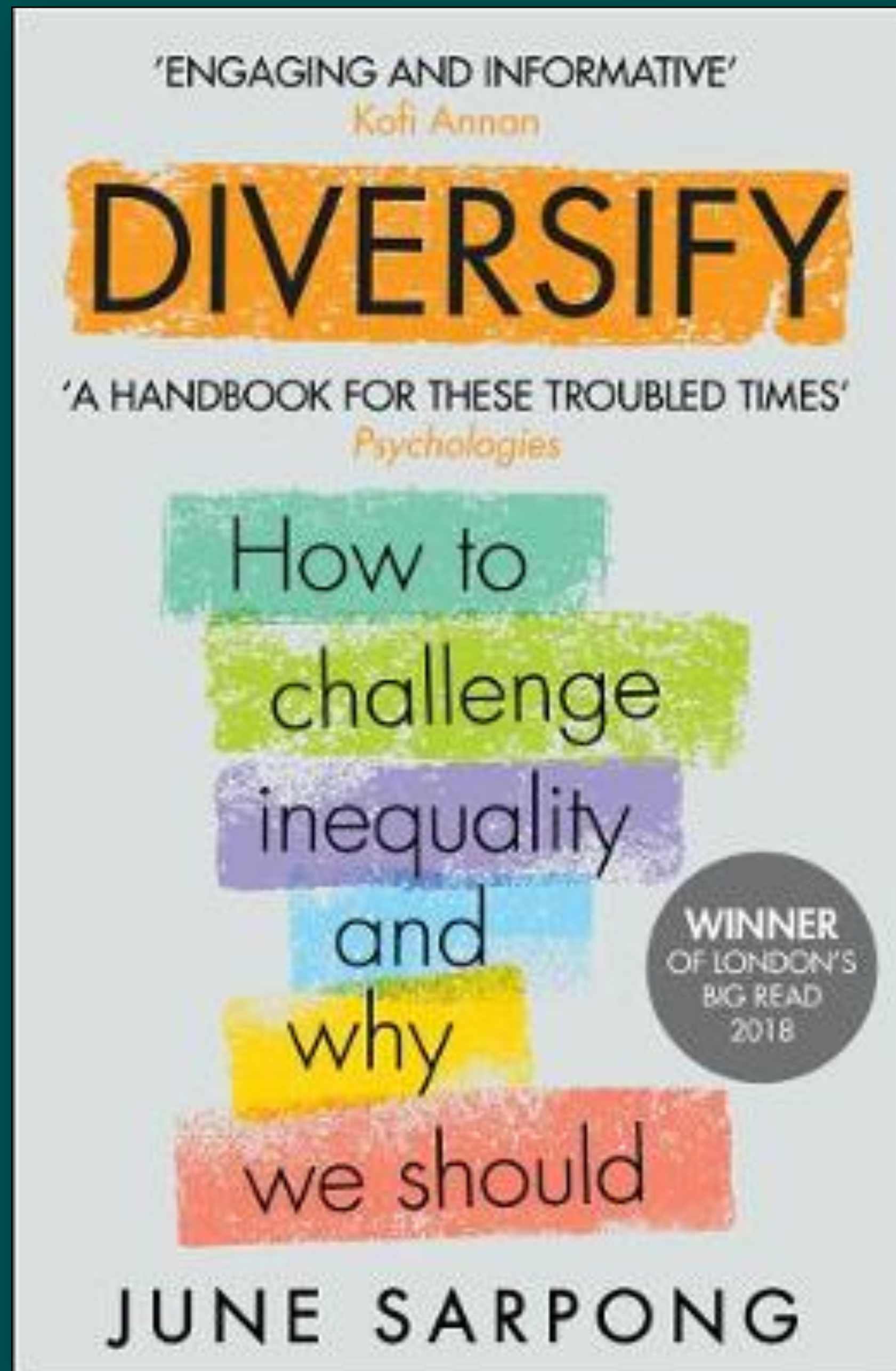
Thema, but always alongside more conventional subject categories. For example, a list of history books, or a list of novels of potential interest to an educator with a particular interest in understanding their own identity.

Aspects of diversity and inclusivity. There are codes that can be used to identify books that are particularly relevant for readers who may otherwise feel excluded.

Qualifiers (children / teenagers) These are usually used to identify books that are suitable for lower reading age. These titles are important for children who are trying to make sure children do not feel excluded.

Another important flag. This allows publishers to identify books that are particularly relevant for readers who have difficulty reading or who are 'newly' identified.

<https://ns.editeur.org/thema/>

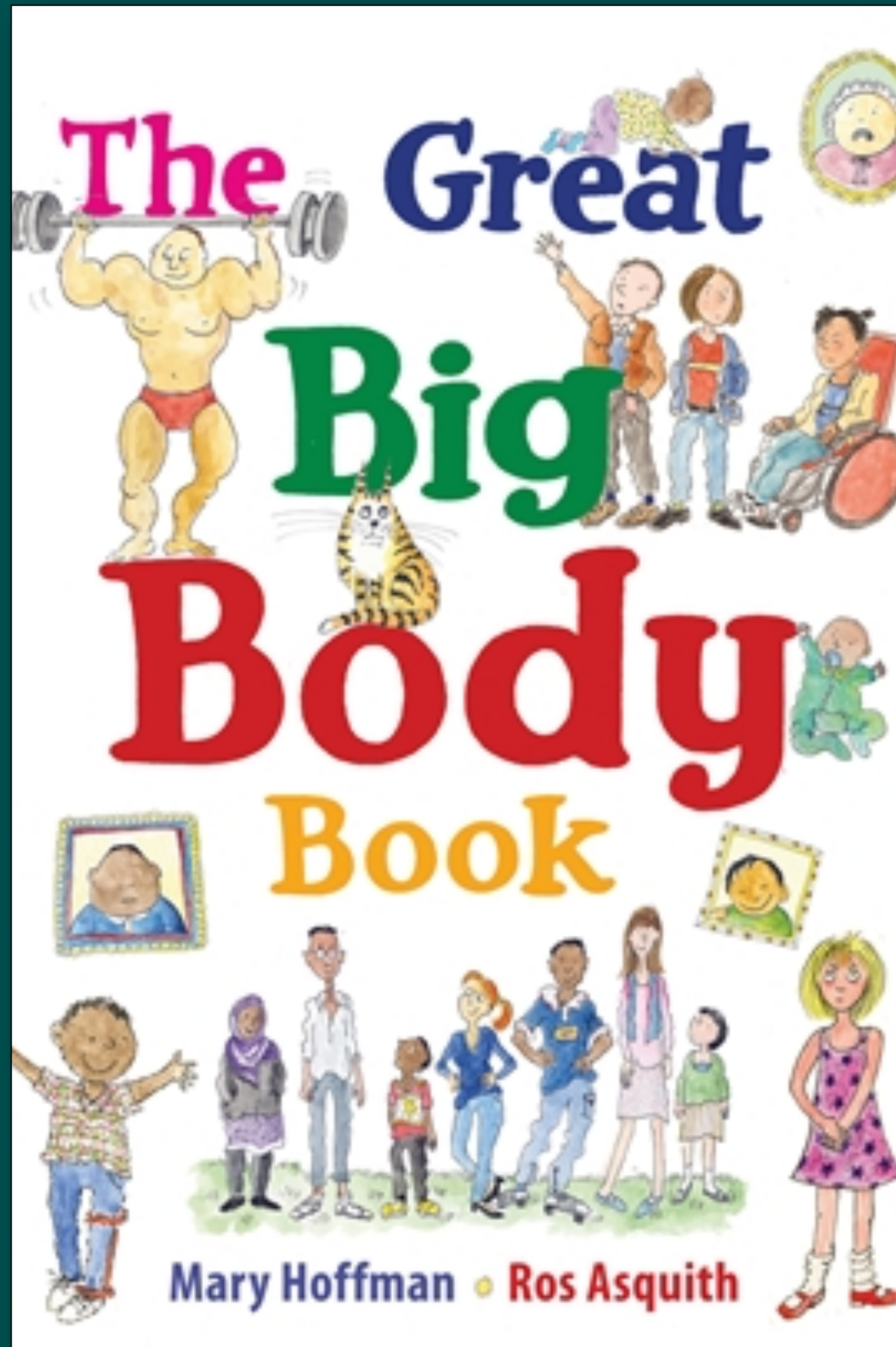


JBFA – Social discrimination & equal treatment

JBFB – Social integration & assimilation

JBSL1 – Ethnic groups & multicultural studies

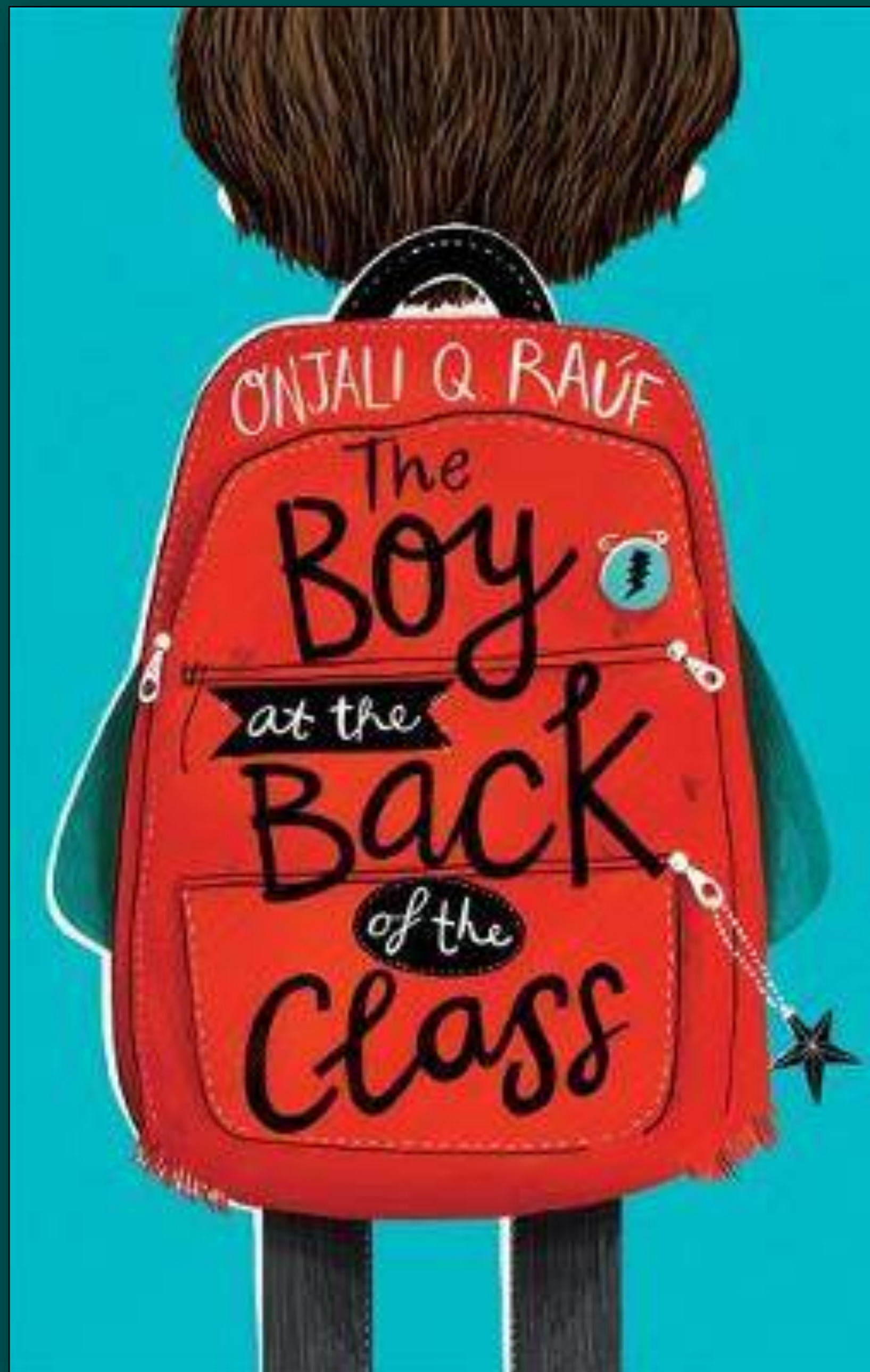
KJMV22 – Diversity, inclusivity in the workplace



YXA – Children's / Teenage personal & social topics: body & health

YXP – Children's / Teenage personal & social topics: diversity / inclusivity

5AG – Interest age: from c 6 years



YFS – Children's / Teenage fiction: School stories

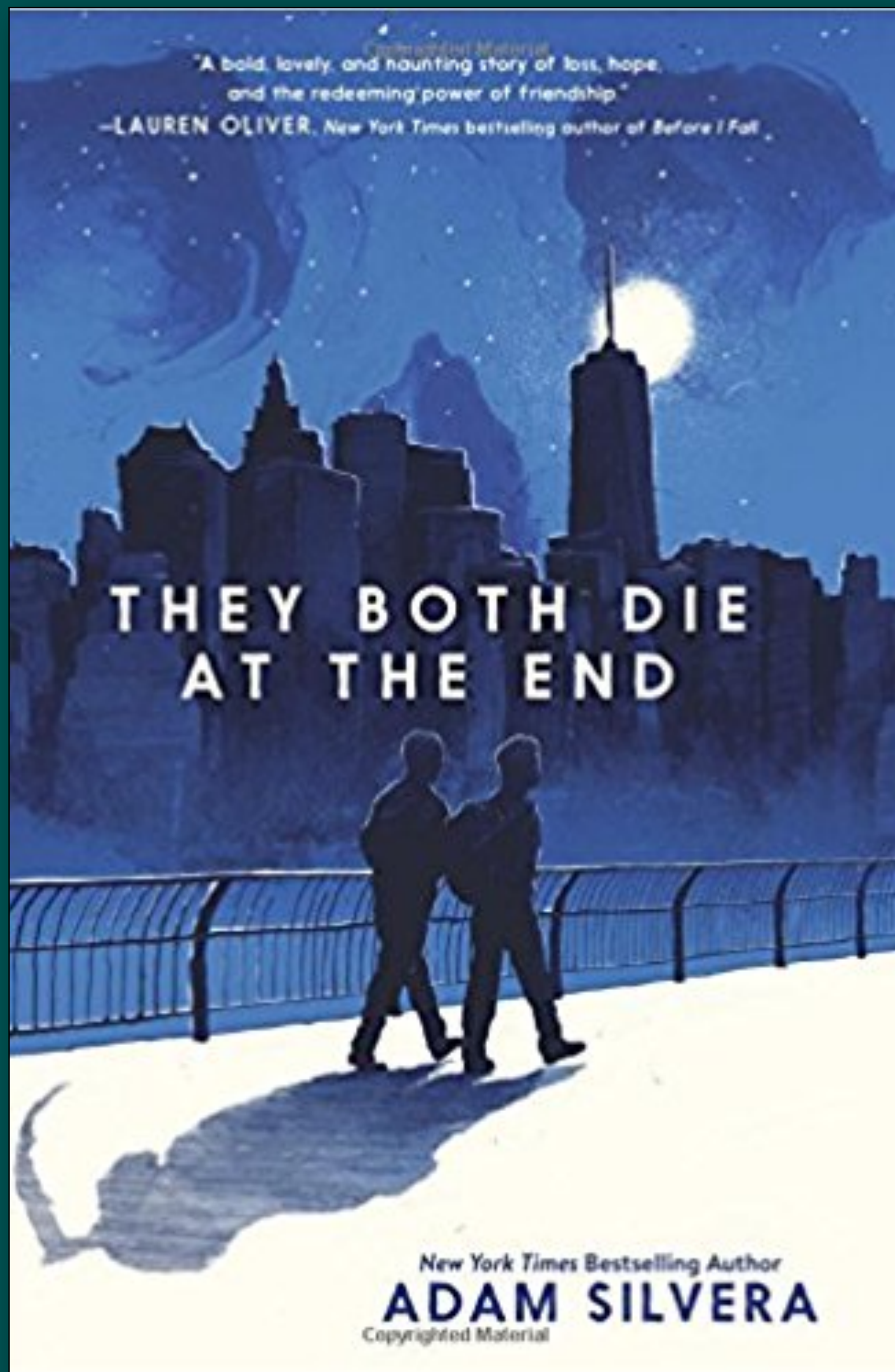
YXZM – Children's / Teenage personal & social issues: Migration & refugees

YXHB – Children's / Teenage personal & social topics: friends & friendship issues

YXP – Children's / Teenage personal & social issues: Diversity & inclusivity

1DDU-GB-ESL – London, Greater London

5AH – Interest age: from c 7 years



YFM – Children's / Teenage fiction:
Romance, love & relationships stories

YXB – Children's / Teenage personal &
social issues: LGBT

YXG – Children's / Teenage personal &
social issues: death & bereavement

YXHB – Children's / Teenage personal &
social topics: friends & friendship issues

5AQ – Interest age: from c 14 years

5PS – Relating to gay, lesbian & bisexual
people

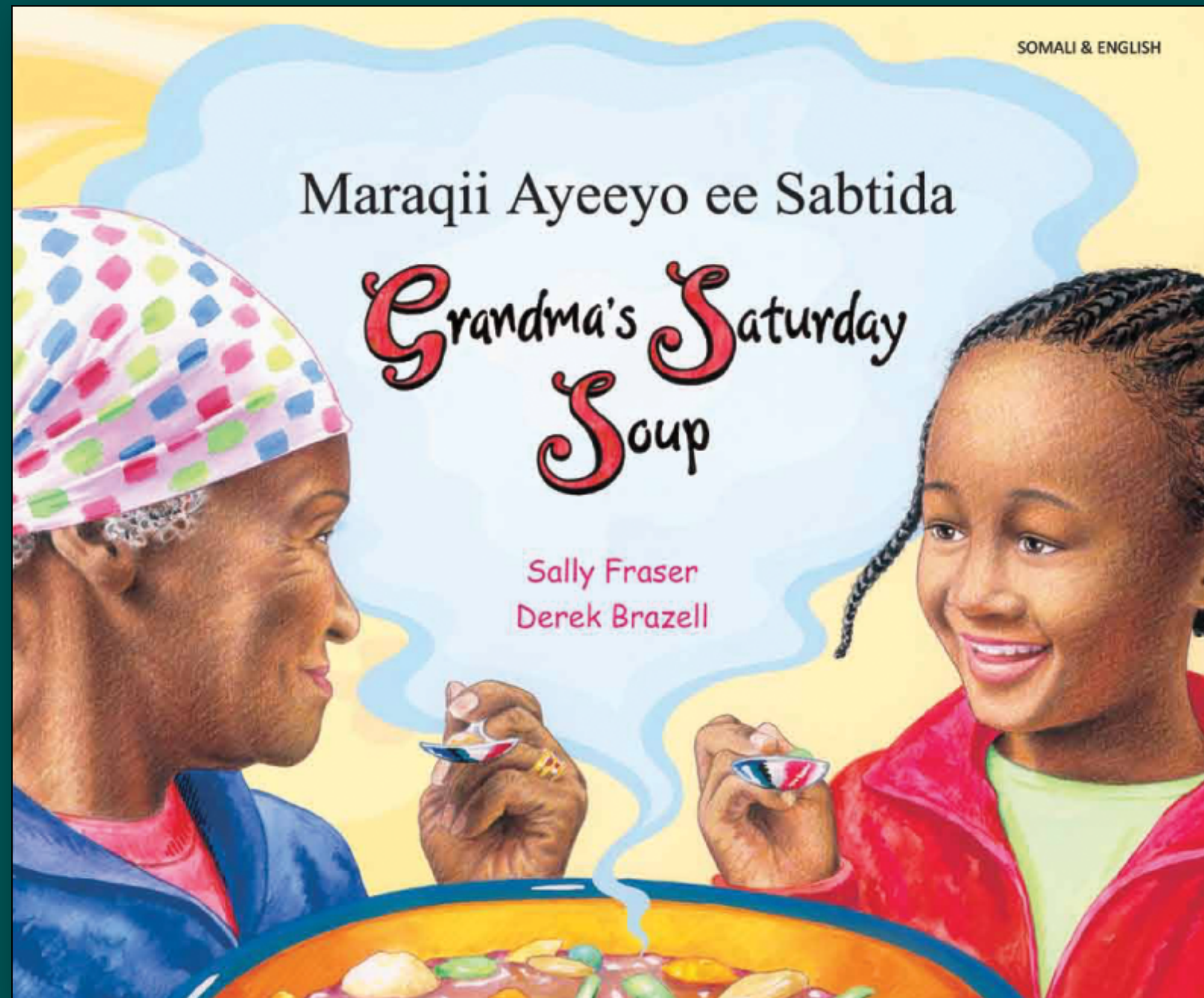
5PB-US-C – Relating to Latin / Hispanic
American people

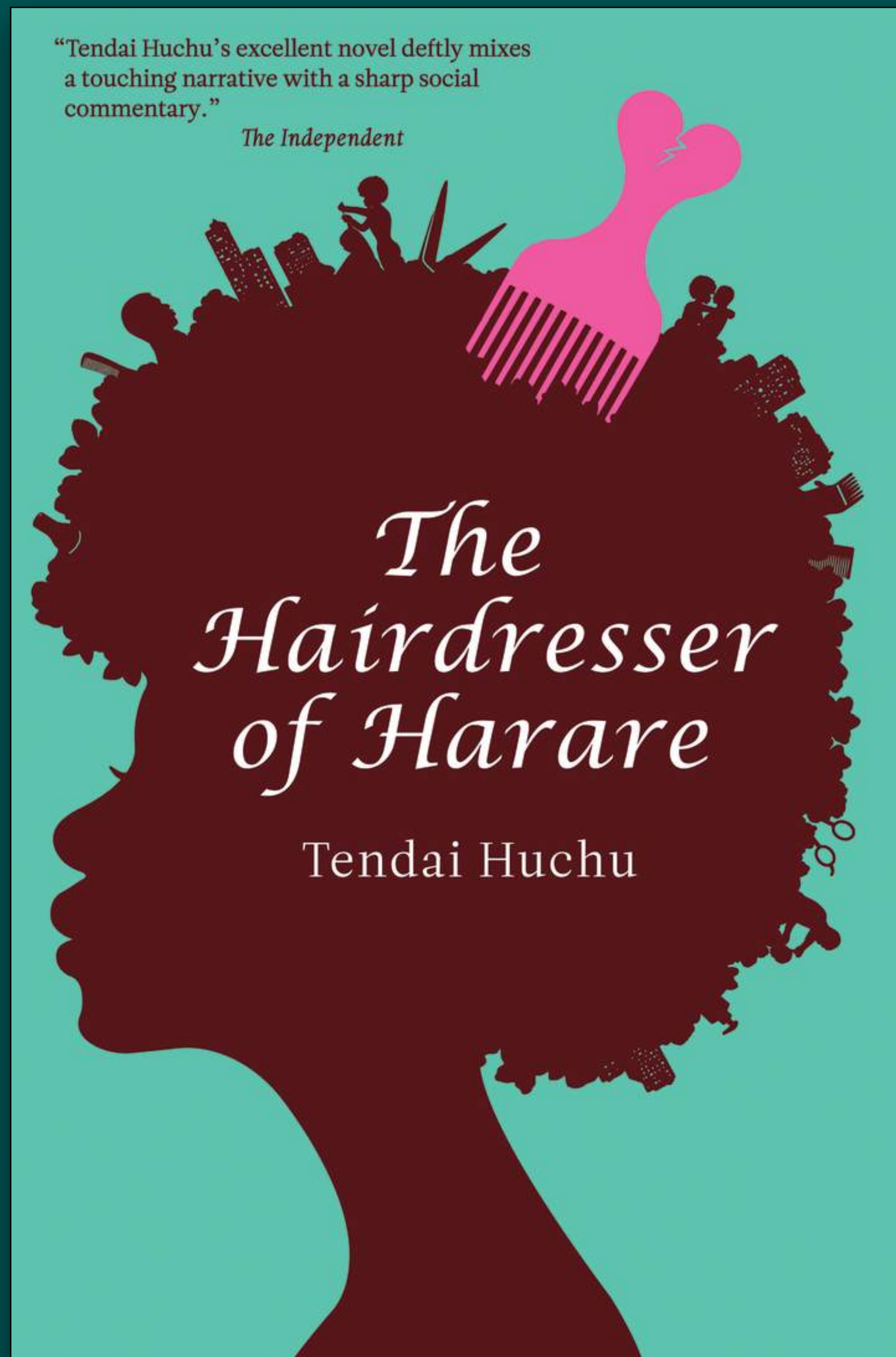
YBCS – Picture storybooks

YNMC – Children's / Teenage
general interest: Countries, cultures
& national identity

1KJWJ – Jamaica

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  <LanguageCode>eng</LanguageCode> <!-- English -->
</Language>
<Language>
  <LanguageRole>o1</LanguageRole> <!-- Somali -->
  <LanguageCode>som</LanguageCode>
</Language>
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FBA – Modern and contemporary fiction

1HFMW-ZW-A – Harare

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    Tendai</PersonNameInverted>
  <ContributorPlace>
    <!-- Citizen of -->
    <ContributorPlaceRelator>o8<ContributorPlaceRelator>
    <!-- Zimbabwe -->
    <CountryCode>ZW<CountryCode>
  </ContributorPlace>
</Contributor>
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FBA – Modern & contemporary fiction

FYB – Short stories

<Prize>

**<PrizeName>OCM Bocas Prize for
Caribbean Literature</PrizeName>**

<PrizeYear>2016</PrizeYear>

<PrizeCode>01</PrizeCode> <!-- Winner -->

</Prize>

John Llewellyn Rhys Prize

Schneider Family Book Award

Stonewall Book Award

SI Leeds Literary Prize

Dayne Ogilvie Prize

Blue Metropolis Violet Prize

Arab American Book Award

Children's Africana Book Awards

New Voices Award

Coretta Scott King Award

Caine Prize for African Writing

Lambda Literary Award

Ferro-Grumley Award

Pura Belpré Award

OCM Bocas Prize for Caribbean Literature

International Prize for Arabic Fiction

The Tomás Rivera Mexican American Children's Book Award

9mobile Prize for Literature

European Union Prize for Literature

EBRD Literature Prize



YBLC –Early years: numbers & counting

5AC – Interest age: from c 3 years

<EditionType>**BRL**</EditionType> <!-- Braille -->





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Contributing towards diversity & inclusivity in Thema 1.4



Penguin Random House UK
Inclusion Working Group, Metadata Workstream

Penguin Random House's Diversity Pillars



Penguin
Random House
UK

Ethnicity

Gender

Sexuality

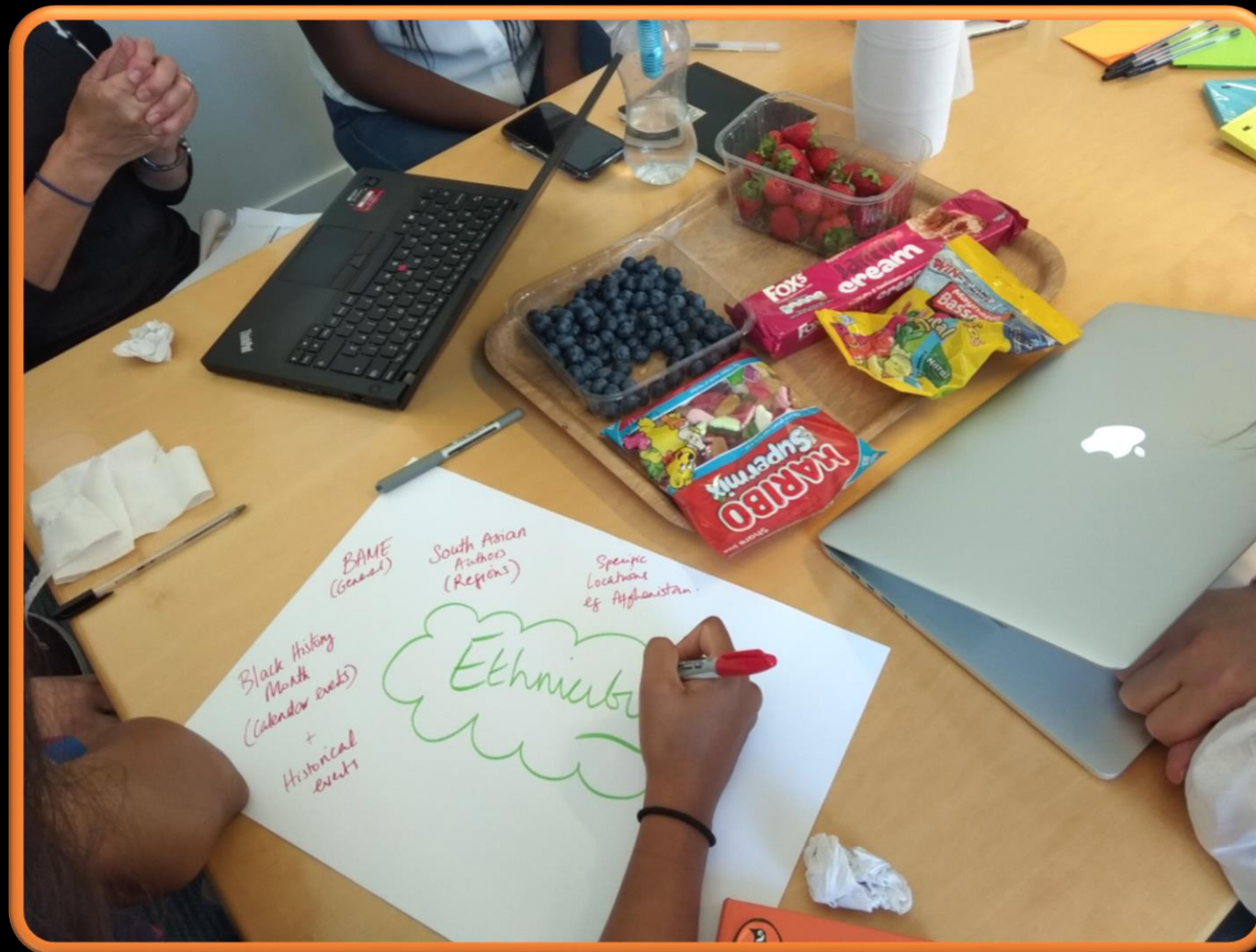
**Social
Mobility**

Disability

Generating new ideas for Thema categories



Penguin
Random House
UK



Brainstorming Workshop, August 2018

Our Thema suggestions

Ethnicity

- African Philosophy
- Traditional African mythologies and folklore
- Afrofuturism
- Pan-nationalism
- Relating to Black, Asian and Minority Ethnic (BAME) people

Disability

- Mobility impairment
- Sensory impairment
- Relating to people with disabilities

Gender

- Sexism

Social Mobility

- Classism

Other areas

- Narrative theme: displacement and relocation
- Body Image and attitudes
- Ageism