Routledge Metadata

Please find below a list of frequently asked questions regarding the metadata survey you have been asked to complete. If you have any further questions then please do not hesitate to contact your commissioning editor or editorial assistant.

Is the completion of the metadata survey mandatory?
As you know your work better than anyone else, the quality of the metadata, and by short extension the discoverability of your content, is greatly improved if you complete the survey yourself. If you choose not to complete the metadata survey, we will make provision for an alternative and depending on your contract with Routledge, the charge for this service may be deducted from your royalties.

What is metadata?
Metadata is data that describes other data – for example, keywords used to describe what a chapter is about. The main purpose of metadata is to help the researcher more easily discover the most relevant content to them.

How are you planning to make use of the data I supply?
In January 2015 we launched Routledge Handbooks Online, which features a powerful search and browse function powered by chapter-level metadata. This is the first tangible example of how metadata is being put to use. Our aim is to have all of our content, not just handbooks, similarly discoverable at the chapter-level. This can only happen with the help of our authors. When institutions subscribe to access RHO then all library users at that institution will be able to browse all available content on a chapter by chapter basis. This will ensure that scholars who may otherwise have not discovered your work are able to discover it more easily, thus maximising its impact.

How will completing the survey benefit me and my publication?
Our research clearly shows that in the modern publishing context environment, metadata is crucial in making our content more discoverable, meaning that our books are more likely to be searched for, read, cited and purchased.

My book is edited, who should complete the survey?
Ensuring that all surveys are complete is ultimately the responsibility of the editor(s) of the volume. You should send the link to each of your contributors and ask them to take ten minutes to complete the survey for their chapter. We have an email template you can send to them if you would prefer (please ask your editor for details). Alternatively, you can complete the survey for each chapter on behalf of your contributors.

My book is single (or jointly) authored, do we need to complete one survey per chapter?
Yes, each chapter requires one completed survey. If a chapter is co-authored, one author must submit the survey on behalf of the writing team. However, when the chapter is made available for the user, the work will be correctly attributed to both authors.

Can I complete one survey for the whole book?
In order to maximise the discoverability of your content, it must be made available at a certain level of granularity – be it the chapter, encyclopaedic entry, or video. To allow users to easily discover the particular piece of content that is most relevant to them, we need the metadata to be both accurate and specific.

**How long does the survey take to complete?**
It should take no more than ten minutes to complete one survey. Since each chapter requires you to complete a separate survey, there is no requirement to complete all the chapter surveys at the same time (if you are responsible for more than one).

**Can I preview the questionnaire online before I complete it?**
We have a PDF which shows all the questions in the survey, please contact your editor/editorial assistant if you would like to see a copy of it.

**Do you have any tips for me when completing the survey?**
- Accuracy of classification is vital. Only select terms that represent the *primary focus* of the chapter. Applying terms that are not key to the content will reduce the effectiveness of the tagging, and even reduce discoverability.
- When providing an Abstract for the chapter consider which keywords a researcher would most likely search by, placing the most important words as close to the start of the Abstract as possible.
- When creating the Abstract, write naturally. Search engines are increasingly sophisticated, and simply including a string of context-free keywords will not only lead to lower search rankings but also the alienation of researchers.

**What is an eISBN and where do I find the eISBN for my book?**
This refers to the master electronic ISBN Routledge have assigned to your book. It will be supplied by your editorial contact at Routledge. Please only include the numbers, as hyphens are not needed and will bring up an error message.

**What is the deadline for completion?**
All surveys must be complete by the time the final book manuscript is submitted.

*Many thanks in advance for taking the time to complete the survey*