Amazon Book Sleuth

Comprehensive Book History Referral and Comparison App

Yang Guo, Crystal Yang, Yaqi Zhang
Overview

» Amazon books poor data quality

» Books with multiple editions

» Amazon extension: Amazon book sleuth
Problems of Current System

» Amazon and 3rd party sellers creates listings

» Only the original maker of the listing can make changes to a page

» Resulting in extremely static listings that may not reflect accurate information
A Fail Case

Product Details

Series: Routledge Classics
Paperback: 240 pages
Publisher: Routledge; 2 edition (November 11, 2005)
Language: English
ISBN-10: 0415345404
Product Dimensions: 5.1 x 0.5 x 7.8 inches
Shipping Weight: 11 ounces (View shipping rates and policies)
Average Customer Review: ★★★★★ (12 customer reviews)
Amazon Best Sellers Rank: #69,494 in Books (See Top 100 in Books)
#34 in Books > Medical Books > Psychology > Developmental Psychology
#53 in Books > Health, Fitness & Dieting > Psychology & Counseling > Developmental Psychology
#56 in Books > Textbooks > Social Sciences > Psychology > Developmental Psychology
Solution

» Amazon Book Sleuth: A comprehensive application for Amazon that serves as a history for book editions, comparison tool, and referral guide.
Data Source

» ISBN
- A unique ISBN is assigned to each edition and variation (except reprints) of a book; ebooks and hardcovers do have unique ISBNs
- An ISBN can identify country, publisher, and edition

» Library Catalogs

» Publisher (Penguin, Pearson)

» Amazon

» Retailers (Barnes and Noble)

» User Submission
Data Quality

- Structured Data via Dublin Core
- Controlled vocabulary for Dublin Core Fields such as Language
- User voting and submission system
### Data Model

<table>
<thead>
<tr>
<th>Dublin Core</th>
<th>Data Model Mockup</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Harry Potter and the sorcerer's stone</td>
</tr>
<tr>
<td>Creator</td>
<td>Story by J.K. Rowling</td>
</tr>
<tr>
<td>Subject</td>
<td>Illustrations by Mary GrandPré.</td>
</tr>
<tr>
<td>Description</td>
<td>Fiction</td>
</tr>
<tr>
<td>Publisher</td>
<td>First edition published in United States to use the moniker &quot;Sorcerer's Stone&quot; and not the original &quot;Philosopher's Stone&quot;</td>
</tr>
<tr>
<td>Date</td>
<td>Scholastic</td>
</tr>
<tr>
<td>Type</td>
<td>Admin</td>
</tr>
<tr>
<td>Format</td>
<td>September 8, 1998</td>
</tr>
<tr>
<td>Identifier</td>
<td>Product Dimensions: 0.8 x 5.2 x 7.8 inches</td>
</tr>
<tr>
<td>Identifier</td>
<td>Shipping Weight: 9.9 ounce</td>
</tr>
<tr>
<td>Identifier</td>
<td>Paperback</td>
</tr>
<tr>
<td>Identifier</td>
<td>ISBN-10: 0439708184</td>
</tr>
<tr>
<td>Identifier</td>
<td>ASIN: 059035342X</td>
</tr>
<tr>
<td>Identifier</td>
<td>Harry Potter Series (Book 1)</td>
</tr>
<tr>
<td>Language</td>
<td>English</td>
</tr>
<tr>
<td>Relation</td>
<td>Harry Potter and the Philosopher's Stone 1st Edition</td>
</tr>
<tr>
<td>Relation</td>
<td>Harry Potter and the Sorcerer's Stone 2nd Edition</td>
</tr>
<tr>
<td>Coverage</td>
<td>First U.S. Edition</td>
</tr>
<tr>
<td>Rights</td>
<td>Printed in the United States</td>
</tr>
<tr>
<td>Rights</td>
<td>Copyright © J.K. Rowling</td>
</tr>
</tbody>
</table>
Data Model
Mockup
User Experience
User Experience

Search for books on Amazon Book Sleuth

Advanced search
User Experience

![Advanced Search Form](https://www.amazonbooksluth.com)

**Advanced Search**

Enter search terms in at least one of the fields below

- **Keyword**
- **Edition**
- **Language**
- **Format**

- Papercover

**Search**
<table>
<thead>
<tr>
<th>Edition</th>
<th>Language</th>
<th>Format</th>
<th>Condition</th>
</tr>
</thead>
</table>
Harry Potter and the Sorcerer’s Stone, First Edition, U.S.

September 8, 1998
By Rowling J.K.
English
Paperback

Price | Delivery | Seller Information
--- | --- | ---
10.51 & FREE Shipping + $0.60 estimated tax | Arrives between Mar. 17 - Apr. 3. Ships from MN, United States. | Amazon US
12.00 + $3.89 shipping + $0.00 estimated tax | Arrives between Mar. 13 - Mar. 14. Ships from CT, United States. | Powell’s
11.00 + $4.99 shipping + $0.00 estimated tax | Arrives between Mar. 20 - Mar. 24. Ships from the United Kingdom | Amazon UK

Age Range: 9 - 12 years
Grade Level: 4 - 7
Lexile Measure: 880L (What's this?)
Series: Harry Potter (Book 1)
Paperback: 300 pages
Publisher: Scholastic
Language: English
ISBN-10: 0437008104
Why should Amazon care?

- Brand Identity allowing for more efficient marketing of products
- Better Customer shopping experience
- Sales information on book editions
- Referral app
THANKS!

Any questions?