This presentation is part of a curriculum developed collaboratively by the following partners through a grant from the Bill and Melinda Gates Foundation:

DPLA
DIGITAL PUBLIC LIBRARY OF AMERICA

Digital Commonwealth
Massachusetts Collections Online

DIGITAL LIBRARY of GEORGIA
SHARING GEORGIA'S HISTORY AND CULTURE ONLINE

MDL MINNESOTA DIGITAL LIBRARY

MWDL Mountain West Digital Library

MONTANA MEMORY PROJECT
WHERE MONTANA'S RICH PAST MEETS ITS PEOPLE

Please share, reuse, and adapt!

Using metadata to describe digital content

Public Library Partnerships Project

Greer Martin, Digital Library of Georgia
Anna Neatrour, Mountain West Digital Library

September 2015

What we will cover today

Metadata basics

Metadata fields

Context

Using spreadsheets

Next steps

National Archives and Records Administration

What is Metadata?

- Descriptive information!

- Description and context for a resource like an image, document, book, audio file, etc.

- Makes the item you are describing discoverable by people.

What is Metadata?

Audio file:

Song name

Artist

Album

Run time

Genre

Name	Time	Artist	Album
Serenata notturna D-dur, K. 239	4:25	Wolfgang Amadeus Mozart	Mozart Eine Kleine Nachtmusik (Disc 1)
Serenata notturna D-dur, K. 239	3:57	Wolfgang Amadeus Mozart	Mozart Eine Kleine Nachtmusik (Disc 1)
Serenata notturna D-dur, K. 239	3:57	Wolfgang Amadeus Mozart	Mozart Eine Kleine Nachtmusik (Disc 1)
Serenata notturna D-dur, K. 239	4:19	Wolfgang Amadeus Mozart	Mozart Eine Kleine Nachtmusik (Disc 1)
Rondo: Allegro	5:04	Wolfgang Amadeus Mozart	Mozart: Eine Kleine Nachtmusik - Serenata N...
Rondo: Allegro	5:04	Wolfgang Amadeus Mozart	Mozart: Eine Kleine Nachtmusik - Serenata N...
Rondeau: Allegro Ma Non Troppo	6:12	Wolfgang Amadeus Mozart	Mozart: Eine Kleine Nachtmusik - Serenata N...

Metadata enables Discovery

Is there anything here about the history of the textile industry in Georgia?

Location, Subject: Georgia, Textile industry

Is there video of Civil Rights events from 1968 that I can show my class?

Subject, Type, Date: Civil rights movements, Video, 1968

Metadata and Context - where is Springfield?

Springfield, IL

Springfield, South Australia
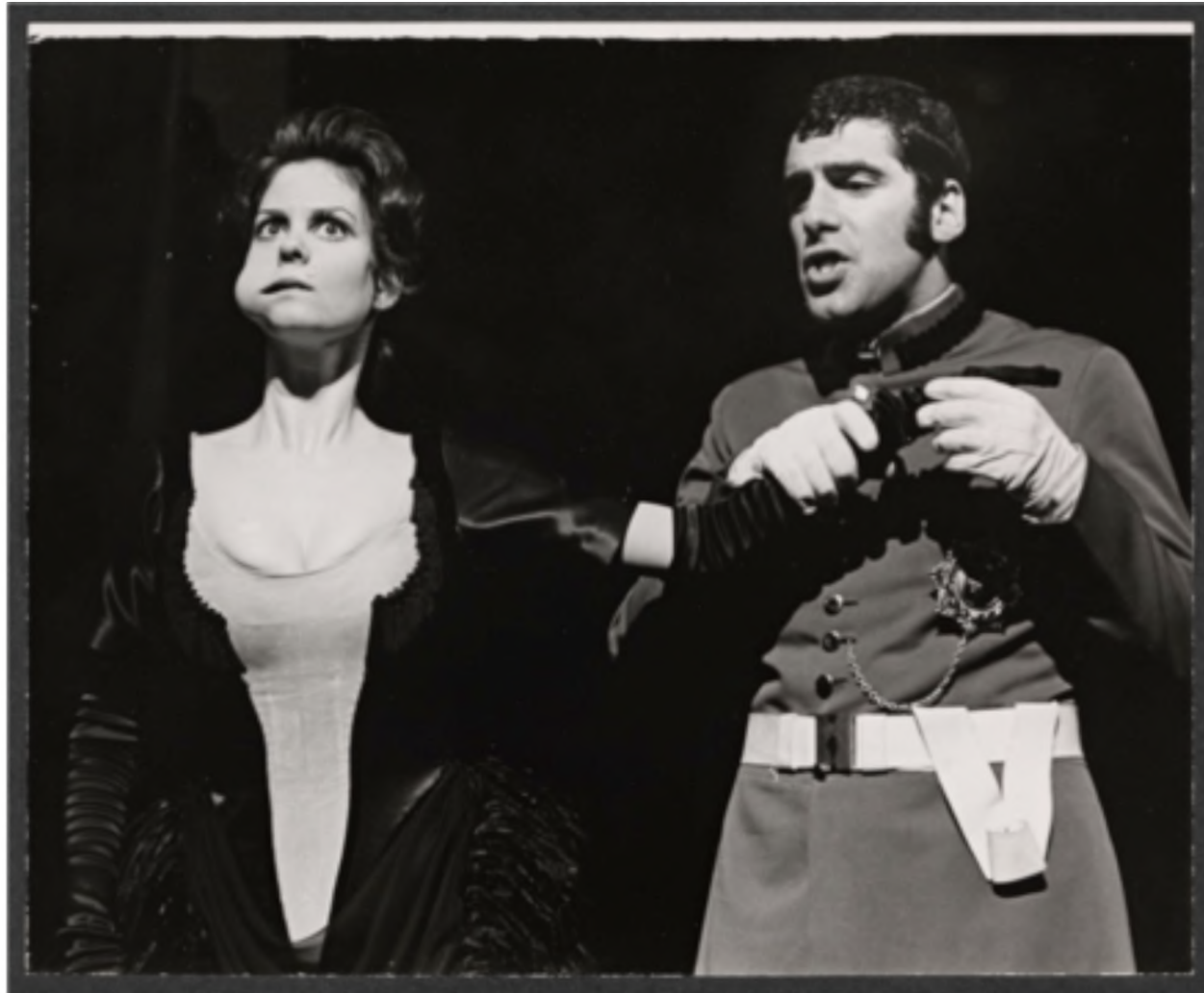
Springfield, Ontario

Springfield, MA

Springfield, VA

Springfield, OR

Springfield, FL

Let's create some metadata!

How could metadata for this photo be improved?

Drat! The cat! [1965], production

Partner	The New York Public Library
Contributing Institution	Billy Rose Theatre Division. The New York Public Library

View Object

Description

This image from the Friedman-Abeles Collection has been preserved, cataloged, and digitized through the generosity of Nancy Abeles Marks and the Joseph S. and Diane H. Steinberg Charitable Trust.

Type	image
Subject	Schafer, Milton. Drat! the cat! Photographs
Rights	The New York Public Library is interested in learning more about items you've seen on our websites or elsewhere online. If you have any more information about an item or its copyright status, we want to hear from you. Please contact DigitalCollections@nypl.org with your contact information and a link to the relevant content.
URL	http://digitalcollections.nypl.org/items/b862530b-d434-a155-e040-e00a18064d38

How could metadata for this photo be improved?

Who are the actors?

What play were they in?

Who wrote the play?

When was the photo taken?

Can I reuse the photo?

Adding more metadata: Title

Drat! The cat! [1965], production

Elliott Gould and Lesley Ann Warren in a production photo from Drat! The Cat!

Adding more metadata: Description

This image from the Friedman-Abeles Collection has been preserved, cataloged, and digitized through the generosity of Nancy Abeles Marks and the Joseph S. and Diane H. Steinberg Charitable Trust.

Elliot Gould and Lesley Ann Warren perform in the musical Drat! The Cat! at the Martin Beck Theater in New York City.

Adding more metadata: Subject

Schafer, Milton. Drat! the
  cat!
Photographs

Schafer, Milton. Drat! the
  cat!
Musicals

Adding more metadata: Date

Title: Drat! The cat! [1965], production

Date: 1965

Adding more metadata: Rights

If you have any more information about an item or its copyright status, we want to hear from you. Please contact DigitalCollections@nypl.org with your contact information and a link to the relevant content.

Fields and Examples

Common fields used to describe items:

Title

Subject

Description

Creator

Date

Format

Type

Location

Title

Not very specific:

At Big Ben Ranch

Just right!

Photograph of a group posing with a horse at Big Ben Ranch, Malad, Idaho, 1899-1902

Too Much!

At Big Ben Ranch, Malad, Idaho. Owned by Dr. Stephen Stayner, Arthur Stayner, Horace Stayner, and David R. Allen, 1899-1902. On horse - Sarah Stayner, Clarence Allen, and Grace, Uncle Arthur (standing). Center - Allen Boys, Willard, and Ruhl Stayner. Front - Irene, Steve, mother, father, Gill, Aunt Katie, Uncle Horace, Mrs. Allen, Aunt Lizzie, Claude, and Alice. Steve and Irene spent the first two years of the married life taking care of the Ranch in summer and Steve teaching school in Malad in winter.

Description

Title: Photograph of a group posing with a horse at Big Ben Ranch, Malad, Idaho, 1899-1902

Description: Owned by Dr. Stephen Stayner, Arthur Stayner, Horace Stayner, and David R. Allen, 1899-1902. On horse - Sarah Stayner, Clarence Allen, and Grace, Uncle Arthur (standing). Center - Allen Boys, Willard, and Ruhl Stayner. Front - Irene, Steve, mother, father, Gill, Aunt Katie, Uncle Horace, Mrs. Allen, Aunt Lizzie, Claude, and Alice. Steve and Irene spent the first two years of the married life taking care of the Ranch in summer and Steve teaching school in Malad in winter.

Description – include names of people

Description: From left to right: Johnny Guthrie, Tommy Norwood, Ray Thomas, Bobby Nance, Bobby Sexton, Morris Mitchell, Bill Stewart, Billy Parker, Jimbo Hartlage, Darrell Whitford, Jay Rowland, Joe Carter

Description - provide context

Cotton Field, near Canon, Ga., Hubert B. Owens Collection, Owens Library, School of Environment and Design, The University of Georgia

Description: Canon, Georgia cotton field with new growth. Slide annotated: "Cotton Field, near Canon, Ga." For many years cotton was the main crop of Franklin County.

Subject

Use a controlled vocabulary like the
Library of Congress Subject Headings!

http://authorities.loc.gov

LC Control no: sh 85021262

Heading: **Cats**

LC control no: sh 85077905

Heading: **Lobsters**

Courtesy Boston Public Library

Date

Date or date range of the original resource

Drop the "circa"

You can use the ISO 8601b standard (YYYY-MM-DD)

Examples:

1904

1904-06-20

1860-1869

Creator

Use Library of Congress Name Authorities, if applicable.
Otherwise, Last name, First Name, Middle initial., year of birth and/or death if known.

Examples:

Anderson, George Edward, 1860-1928

Lee, Stan, 1922-

Marvel Comics Group

Location

Describes the location(s) covered by the item

Use a controlled vocabulary: Library of Congress Name Authorities, Getty Thesaurus of Geographic Names, GeoNames

Be as specific as possible

Examples from Library of Congress:

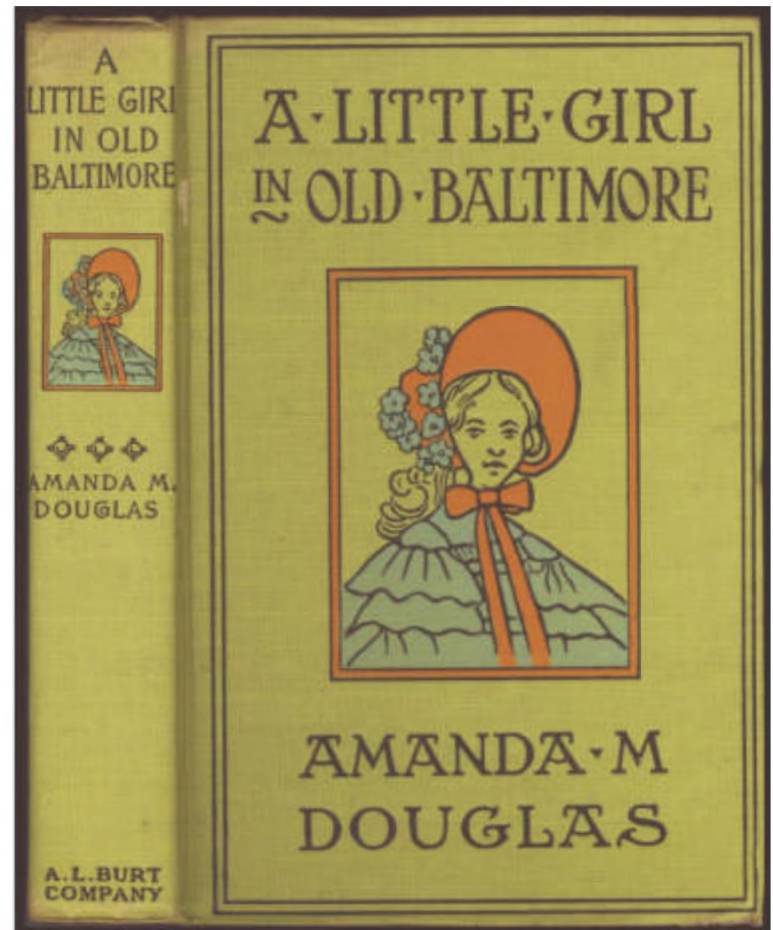Springfield (Ill.); Sangamon County (Ill.)

Examples from GeoNames:

Oglethorpe County, Georgia, United States

Oregon, United States

What is the location?

Original item from
University of North
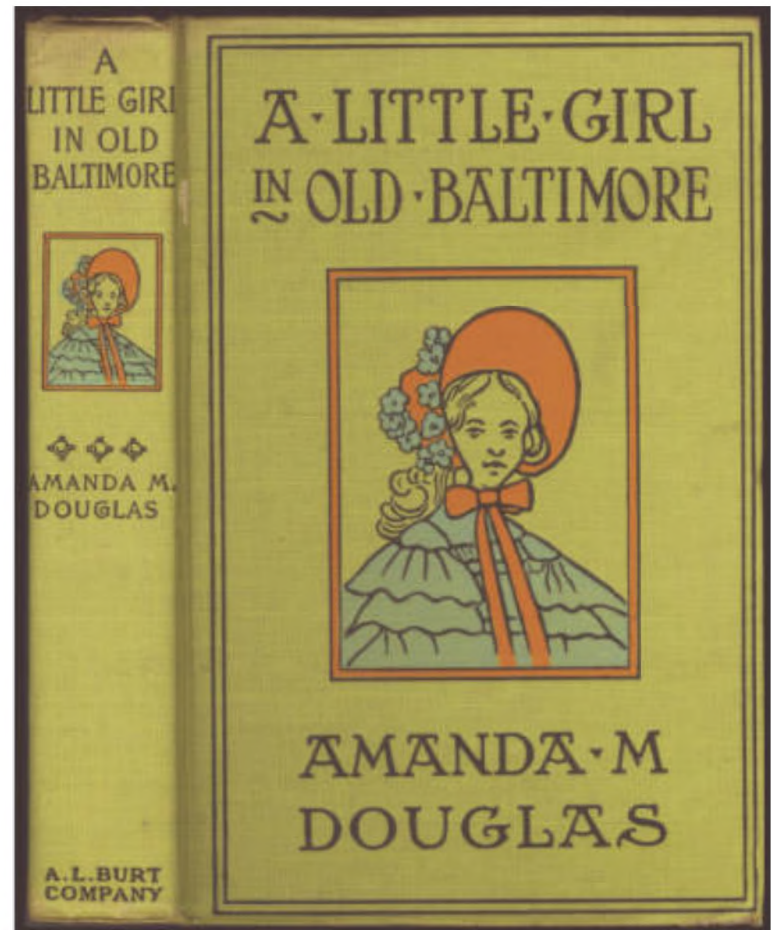Carolina at Greensboro

Area covered by item is
Baltimore, Maryland

Courtesy University of North Carolina at Greensboro

What is the location?

Location: Baltimore (Md.)

Type

Type describes the nature or genre of the content of the resource

Use a controlled vocaublary (Getty Art and Architecture Thesaurus, Dublin Core Metadata Initiative (DCMI) Type Vocabulary)

- Black-and-white photographs, Pamphlets, Diaries

- Still image, Sound, Text

Type: Text, Fliers (printed matter)

Format

Format describes the digital manifestation
of the resource (jpeg, pdf)

Use a controlled vocabulary (MIME types)

- application/pdf

- image/jpeg

- video/mp4

Format: image/png

How to gather descriptive metadata

• Captions, photo backs

• From the item: names, dates, and places, visual cues from photograph like clothing styles and architecture

• Informal or formal inventory

• Background information like local newspaper articles, encyclopedia articles

Congressman Prince Preston

1988

5991
North side of Courthouse

5991
Gov. M.E. Thompson arriving at side door of Courthouse accompanied by Mayor Willard Lanier

Spreadsheets and Metadata

dc:identifier	dc:title	dc:description	dc:subject	dc:coverage.spatial	dc:type	dc:source
gac-dix-001	Photograph of Bruce G. Pope posing by a Dixie Highway marker, Bibb County, Georgia	Photograph of Bruce G. Pope, Jr. posing by a Dixie Highway historical marker in Bibb County, Georgia.	Historical markers--Georgia--Bibb County; Men--Georgia--Bibb County; Dixie Highway; Roads--Georgia	Bibb County (Ga.)	StillImage	Middle Georgia Regional Library System, Macon, Georgia
gac-dix-002	Remembrance road of Bibb County, Georgia	Brochure titled "Remembrance Road of Bibb County." Document suggests ways to beautify Bibb County roads and memorialize war veterans.	Roads--Georgia--Bibb County; Trees--Georgia--Bibb County; Roadside improvement--Georgia--Bibb County	Bibb County (Ga.)	Text	Middle Georgia Regional Library System, Macon, Georgia
gac-dix-003	Receipt for the Dixie Highway Auxiliary, Macon, Georgia, 1923 October 22	Business receipt for the Dixie Highway Auxiliary, Macon, Georgia.	Receipts (Acknowledgments)--Georgia--Macon; Dixie Highway	Macon (Ga.); Bibb County (Ga.)	Text	Middle Georgia Regional Library System, Macon, Georgia
gac-dix-004	Receipt for the Dixie Highway Auxiliary, Macon, Georgia, 1926 March	Business receipt for the Dixie Highway Auxiliary, Macon, Georgia.	Receipts (Acknowledgments)--Georgia--Macon; Dixie Highway	Macon (Ga.); Bibb County (Ga.)	Text	Middle Georgia Regional Library System, Macon, Georgia

Reinforcement: Creating a metadata record

Assess your collection of items for descriptive information like
Title, Creator, Subject, Date

Use controlled vocabularies when practical

Create metadata in batches, with similar things grouped
together.

Take advantage of spreadsheets and fill down tricks so you don't
need to type everything

Try it!

Information about the photo

This is a picture of the Marx Brothers on a Ford that was taken on April 17th 1935. It is part of a larger archival collection called the Clifford Bray Photograph Collection. The photos in the collection were taken when Clifford Bray worked as a commercial photographer between 1933 and 1938. The digital version of the 8x 10 black and white negative is a jpg. The Utah State Historical Society holds this collection.

Title?

Title:

Marx Brothers pose on Ford automobile near the Orpheum Theater stage entrance in Salt Lake City, Utah on April 17, 1935.

Description?

Description

Groucho, Harpo, and Zeppo Marx pose on a Ford automobile in a publicity photo.

Date?

Date

April 17, 1935

becomes

1935-04-17 in a standard
format

Creator?

Creator

Clifford Bray

Last name followed by first
name, birth and death dates if
known

Bray, Clifford

Location?

Location

Salt Lake City, Salt Lake County, Utah, United States

Or

Salt Lake City (Utah);
Salt Lake County (Utah)

Subject?

Subject

Marx Brothers; Marx,
Groucho, 1890-1977; Marx,
Chico, 1887-1961; Marx,
Harpo, 1888-1964;
Advertising--Automobiles;
Ford automobile--History;
Commercial photography;

Summary - what you've learned

- Metadata is "data about data"

- Enables discovery and access

- Use standards for location, creator, subject

- Strive for "just right" level of description

- Spreadsheet and proofreading

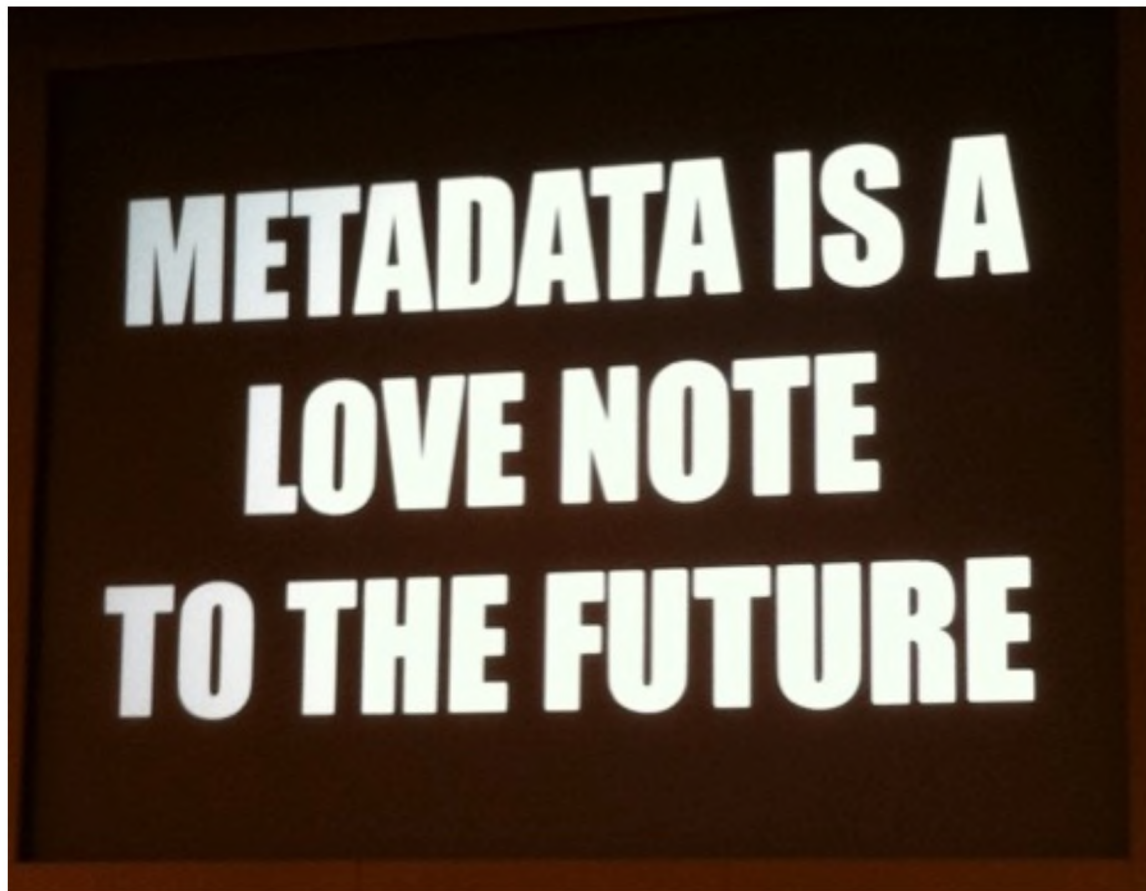# Next steps and resources

DPLA Metadata Application Profile: http://dp.la/info/developers/map/

Dublin Core: http://dublincore.org/metadata-basics/

GeoNames: http://www.geonames.org/

Getty Art & Architecture Thesaurus: http://www.getty.edu/research/tools/vocabularies/aat/

Library of Congress Authorities: http://authorities.loc.gov/

MIME type vocabulary:
http://www.iana.org/assignments/media-types/media-types.xhtml

Thank you!

quote from Jason Scott, @texfiles

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