

# Striking a Balance:

## Metadata Creation in Digital Library Projects

Title
Alternative Title
Alternative Title
Creator
Subject
Subject
Subject
Description
Description
Date

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University of Kansas  
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Brick and Click Libraries

# Striking a Balance:

Metadata Creation in Digital Library Projects

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- Digital library environment
- Metadata
- Strategies
- Library's role

# What are Digital Libraries?

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- Networked resources
- Related files with a structure & user interface
- Services
- Institutional Repositories
- Licensed electronic resources
- Archival/manuscript collections
- Departmental/research center collections

# Digital Library Growth

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- Desire for digital
- Everything can be located with a single query
- Changing publishing models
- Access to hidden resources
- MANY emerging standards

# What is metadata?

"Metadata describes various attributes of information objects and gives them meaning, context, and organization."

Moving Theory into Practice

Digital Imaging Tutorial

<http://www.library.cornell.edu/preservation/tutorial/>

# Types of Metadata

- Administrative
  - Preservation
  - Technical
  - Rights Management
- Structural
- Descriptive

# Descriptive Metadata

- Discovery
- Identification
- Selection
- Collocation
- Acquisition
- Surrogate
- Evaluation
- Linkage
- Usability
- Organization & structure
- Context

# Quality Metadata

- Complete
- Accurate
- Meaningful to the user

Tozer (1999)

# Quality Assurance

- Metadata schemes
- Encoding schemes
- Controlled vocabularies
- Subject analysis



# Metadata Soup

- MARC
- Dublin Core
- VRA Core
- EAD
- FGDC CSDGM
- IMS / IEEE LOM
- DDI
- OLAC
- Darwin Core
- Local schemes/  
application  
profiles

Who is going to do all  
that?

Not you.

Not without **help!**

# Greenberg's classes of metadata creators



# Reasons NOT to Create Metadata

- No buy-in from content creators
- Perceived increased workload
- Poor understanding of the purpose of descriptive metadata
- Subject analysis, authority control issues
- Comfortable with libraries doing it

# Author-generated metadata

- Many authors are already creating metadata.
- Authors may not know they are creating it!

# Greenberg's Findings

- Authors see value of metadata.
- They want some assistance.
- Feel they can create quality metadata.
- They want notification if metadata is altered.
- Overall, author created metadata is as good as expert created metadata, and is better for some elements

# Barton's Findings

- Author-generated metadata lacks consistency.
- Non-experts lack an understanding of element definitions and misuse them.
- There's a need for collaboration between experts (librarians) and other metadata creators.



Collaborative  
Metadata  
Generation

# Roles in Stanford GSB Content Management System

Producers	Template design & site publishing
Web Authors	Metadata & content creation
Indexers	Thesaurus construction, subject assignment & spot checking

# Strategies for Success

- Develop good, working definition of metadata.
- Then never refer to it again! (Avoid library lingo.)
- Be optimistic - authors and technical creators **can** (and usually **do**) produce quality metadata...

# More Strategies

- Not too optimistic - Expect delays, false starts, etc.
- Quality over quantity
- Project management experience
- Auto-generated metadata whenever possible
- Tools and training

# Librarian as consultant: Train

- Assess level of proficiency
- Training may take different forms for different stakeholders
- Keep technical information behind the scenes as much as possible
- Simple user interface(s)
- Lightweight documentation/ user guides

# Librarian as Consultant: Coordinate

- Act as "glue" - federate repositories, provide a single interface for end users
- Advocate for content and metadata standards
- Standards for digitization:  
Preservation, migration, long-term access
- Provide the technical infrastructure to accomplish

# Librarian as consultant: Lead

- Give direction, experience to institutional digital library initiatives (metadata best practices)
- Project management
- Resident expert - digital library developments, metadata standards, etc.

# Librarian as consultant: coordinate

- Value-added services
  - Spot checking
  - Record enhancement
  - Federating distributed repositories
- *Get on board!*