Title: Metadata Creation in Digital Library Projects

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Brick and Click Libraries

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Striking a Balance:

Metadata Creation in Digital Library Projects

- Digital library environment
- Metadata
- Strategies
- Library’s role
What are Digital Libraries?

- 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

• 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

- Experts
- Subject Enthusiasts
- Technical Creators
- Authors
- Auto-generation tools
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.
# Roles in Stanford GSB Content Management System

<table>
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<tr>
<th>Role</th>
<th>Tasks</th>
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<tbody>
<tr>
<td>Producers</td>
<td>Template design &amp; site publishing</td>
</tr>
<tr>
<td>Web Authors</td>
<td>Metadata &amp; content creation</td>
</tr>
<tr>
<td>Indexers</td>
<td>Thesaurus construction, subject assignment &amp; spot checking</td>
</tr>
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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!