Leveraging Social Metadata

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Los Angeles, CA
September 16-17, 2009
Metadata...

... helps us find data.

... helps us understand the data we find.

... helps us evaluate what we should spend our time evaluating.
Examples of “social metadata”

Francis Joseph Glacier, 1906

Comments

Brenda Anderson   pro says:
My photo from ninety years later (taken 1996), from about the same point. You can see how the glacier has receded over that time.

Posted 5 months ago. (permalink)

Photographer: James Ring; Photographic Archive, Alexander Turnbull Library, National Library of New Zealand

Leveraging Social Metadata, Karen Smith-Yoshimura
2009 OCLC Digital Forum West, 2009-09
Ankle strap shoes for Prince Albert Victor made by Joseph Box, 1842 - 1892

Leveraging Social Metadata, Karen Smith-Yoshimura
2009 OCLC Digital Forum West, 2009-09
Examples of “social metadata”

Leveraging Social Metadata, Karen Smith-Yoshimura
2009 OCLC Digital Forum West, 2009-09
Leveraging Social Metadata, Karen Smith-Yoshimura

Research Guide: British Army Soldiers' Papers: First World War, 1914-1918

South African War (Boer) 1899-1902

The following article was available only on paper in The National Archives' reading rooms. It was designed to act as a signpost to records of interest on a particular historical subject. It is not comprehensive, but may provide the basis for research among the records. It may have been compiled many years ago and could be out of date so feel free to edit this page to improve the information.

West Indian Immigration and Labour

Please note that the terms used in historical records reflect people's attitudes and language at the time and may now be considered derogatory or offensive. (Discuss)
The collections represented here have been chosen and curated by tribal consultants working in collaboration with University and Museum staff.
Firgurine/pendant fragment, head broken. Triangular body, horizontal rounded shoulders bit like a 40ties dress styre. Arms end in triangular points suggesting that they were folded in front of the chest or under the breasts. Incised 3 stand girdle. Public tr
Steve Museum Project

Museum professionals found 88% of user tags “useful”.

If you found this work using this term would you be surprised?

86% of user tags not found in museum label copy.

Steve in Action: Social Tagging Tools and Methods Applied
Susan Chun, Tiffany Leason, Rob Stein, Bruce Wyman, and Beth Harris. A Workshop at the Museums and the Web Conference, Indianapolis, April, 2009
Leveraging Social Metadata, Karen Smith-Yoshimura

The city lies on the southern edge of Gdańsk Bay (of the Baltic Sea), in a conurbation with the spa town of Sopot, the city of Gdynia and suburban ...

History of Gdańsk - Wikipedia, the free encyclopedia

Apr 6, 2009 ... The official year of foundation of Gdańsk (Gydanyzc) was 997, which was the year St. Adalbert of Prague passed through the area as part of...
Gdańsk

From Wikipedia, the free encyclopedia

(Redirected from Gdańsk)

For alternative meanings of Gdańsk and Danzig, see Gdańsk (disambiguation) and Danzig (disambiguation)

Gdańsk (pronounced /ɡəˈdɔnʃ/; Polish: [ɡˈdɔnsh] (listen); German: Danzig ['dantsɪç] (listen); Kashubian: Gdansq; Latin: Gedaniæ) is the city at the centre of the fourth-largest metropolitan area in Poland. It is Poland's principal seaport as well as the capital of the Pomeranian Voivodeship. It is also historically the largest city of the Kashubian region. The city is close to the former boundary between West Slavic and Germanic lands and it has a complex political history with long spells of Polish rule interspersed with periods of Germanic control and two spells as a free city. For much of its history the majority of its inhabitants were German-speakers who referred to their city as Danzig, but after World War II it became firmly Polish.

The city lies on the southern edge of Gdańsk Bay (of the Baltic Sea), in a conurbation with the spa town of Sopot, the city of Gdynia and suburban communities, which together form a metropolitan area called the Tricity (Trójmiasto) with a population of over 800,000. Gdańsk itself has a population of 458,053 (2006), making it the largest city in the Pomerania region of Northern Poland.

Gdańsk is situated at the mouth of the Motława River, connected to the Leniwka, a branch in the delta of the nearby Vistula River, whose waterway system waters 60% of the area of Poland and connects Gdańsk to the national capital in Warsaw. This gives the city a unique advantage as the center of Poland's sea trade. Together with the nearby port of Gdynia, Gdańsk is also an important industrial center. Historically an important seaport and shipbuilding center, Gdańsk was a member of the Hanseatic League.

The city was the birthplace of the Solidarity movement which, under the leadership of Gdańsk political activist Lech Wałęsa, played a major role in bringing an end to communist rule across Central Europe. It is also the home and birthplace of Polish Prime Minister Donald Tusk, who is of Kashubian origin.
This page is a vote to decide the usage of the name of Gdansk/Danzig. This is a city on Wikipedia. There is a lengthy discussion on Talk:Gdansk and its archives, listing attempts to reach a consensus have been unsuccessful, hence requiring a vote to end the problem, there are six periods to vote for, plus three additional clauses. To avoid allowing the revert of edits that violate the guidelines determined by this vote.

**Results on VOTE: Period from 1466 to 1793**
- Votes for Danzig: 46 votes (excluding 1 vote due to low edit count of the voter)
- Votes for Gdansk: 36 votes (excluding 12 votes due to low edit count of the voters or anonymous voting)

The closest vote
RLG Partners Social Metadata Working Group

22 RLG Partner staff from five countries

- Drew Bourn, Stanford
- Douglas Campbell, National Library of New Zealand
- Kevin Clair, Penn State
- Chris Cronin, U. Chicago
- Christine DeZelar-Tiedman, U. Minnesota
- Mary Elings, UC Berkeley
- Steve Galbraith, Folger
- Rose Holley, National Library of Australia
- Rebekah Irwin, Yale
- Lesley Kadish, Minnesota Historical Society
- Helice Koffler, U. Washington
- Daniel Lovins, Yale
- John Lowery, British Library
- Mark Matienzo, NYPL
- Marja Musson, International Institute of Social History
- Henry Raine, New-York Historical Society
- Cyndi Shein, Getty
- Ken Varnum, U. Michigan
- Melanie Wacker, Columbia
- Kayla Willey, Brigham Young
- Beth Yakel, U. Michigan, School of Information

Staffed by John MacColl, Karen Smith-Yoshimura
Social Metadata Working Group

Focus:

- User contributions that can enrich the descriptive metadata created by libraries, archives, and museums.

- Issues that need to be resolved to communicate and share user contributions on the network level.
20 questions, 7 subgroups

- **Assessment:** Objectives? Success metrics?
- **Content:**
  - What user contributions would most enrich LAM resources?
  - What are exemplars of good social media sites?
- **Policy:**
  - To what extent is moderation necessary?
  - How do we encourage contributions?
  - How do we gauge authenticity?
- **Technical and vocabularies:** How do we enable users? Issues around vocabularies/folksonomies?
### Social metadata site reviews

71 reviews of 35 sites, sites characterized

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Some observations

- Great variety of sites - many new
- Success tied to objective and audience, not necessarily traffic
- Value in leveraging “sense of community”
- Some sites heavily moderated, others not at all
- Strict credentialing limits effectiveness
- Lots of features of little value if not used and require more documentation, overhead
Some observations - cont.

- Few sites use ranking, filtering mechanisms, use patterns to guide visitors
- Institution-specific sites have fewer contributions than aggregate sites
- Tags contributed on network-level of more value
- Tagging is most useful when there is no existing metadata (e.g., photos, videos, audio)
- Need “critical mass” and “sense of community” (existing or created)
Why contribute? (Prelim)

• Tie-in to community of fellow enthusiasts
• Ongoing conversation from own lives
• Pragmatic
• Feeling of contributing to the “brand” of the institution or community
• Enhance own reputation
Some promising areas

• Sites like Flickr to identify “mystery photos” and provide context

• CommentPress (from Future of the Book) for translating, transcribing digitized documents in different languages and scripts

• Integration of user corrections (Flickr commons, WOTR, YourArchive, Historic Australian Newspapers - 5 million lines of OCR’d text corrected)
Leverage the enthusiasm

“It's fun, interesting, educational, a ‘trip’.”

“Makes me feel I have a stake in the collections.”

“Delightfully self-aggrandizing.”

Some Steve museum tag contributor comments,
Explore social metadata sites...

... or if you know of others the RLG Partners Social Metadata Working Group should review, go to:

oclcresearch.webjunction.org/social_metadata