Murtha Baca Joe Shubitowski

GRI Presentations on Social Tagging and Controlled Vocabularies for Enhanced Access to Online Collections

1 April 2009





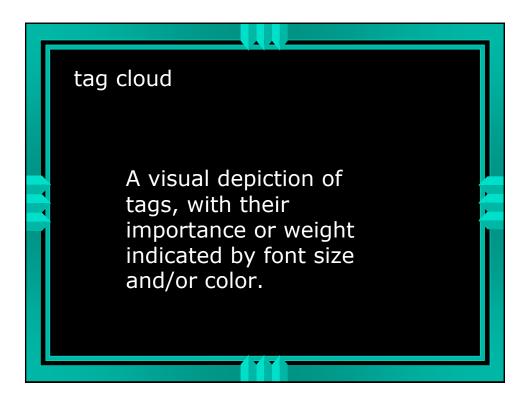
tagging

In the context of the Web, tagging is the act of associating terms (called "tags") with an information object (e.g. a Web page, an image, a streaming video clip), thus describing the item and enabling keyword-based classification and retrieval. Tags – a form of user-generated metadata – from communities of users can be aggregated and analyzed, providing useful information about the collection of objects with which the tags have been associated.

(definition from *Introduction to Metadata*, 2008)

social tagging

The decentralized practice and method by which individuals and groups create, manage, and share terms, names, etc. (called "tags") to annotate and categorize digital resources in an online "social" environment. A folksonomy is the result of social tagging. Also referred to as collaborative tagging, social classification, social indexing, mob indexing, folk categorization.



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Aggregators Folksonomy Wikis
Blogs Participation SIX Degrees Usability Widgets
Recommendation Social SoftwareFOAF
Videocasting Podcasting Collaboration Perpetual Beta Simplicity AJAX

Audio IM Video Web 2.0 Design
Convergence Web 2.0 CSS Pay Per Click

UMITS Mobility Atom XHTML SVG Ruby on Rails VC Trust Affiliation
OpenAPIs RSS Semantic Web Standards Economy
OpenID Remixability REST StandardizationThe Long Tail
DataDriven Accessibility
Modularity SOAP Microformats Syndication
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Tagging # cataloging, but it can be used instead of, or to enhance more formal cataloging.

taxonomy

An orderly classification that explicitly expresses the relationships, usually hierarchical (e.g., genus/species, whole/part, class/instance), between and among the things being classified. A taxonomy is a kind of controlled vocabulary.

folksonomy

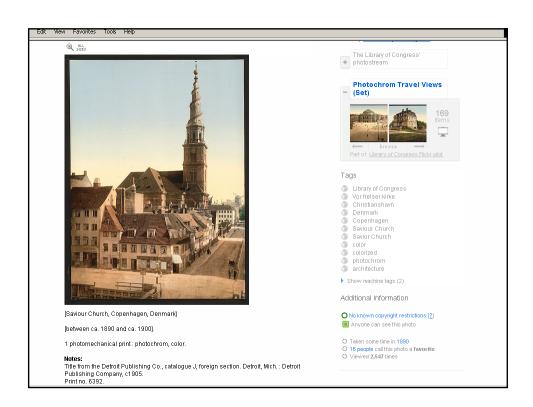
An assemblage of concepts, represented by terms and names (called "tags"), the result of social tagging. A folksonomy is <u>not</u> a taxonomy.

social bookmarking

The decentralized practice and method by which individuals and groups create, classify, store, discover, and share Web bookmarks or "favorites" in an online "social" environment.

Example: del.icio.us: http://del.icio.us/

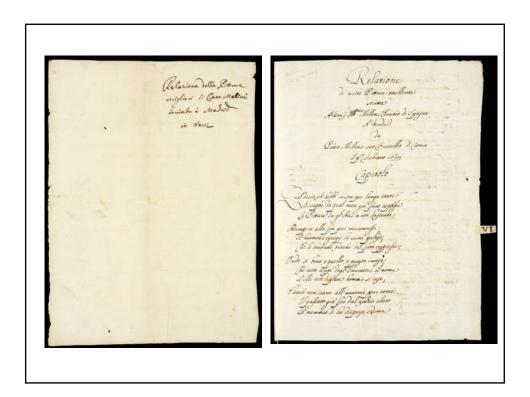




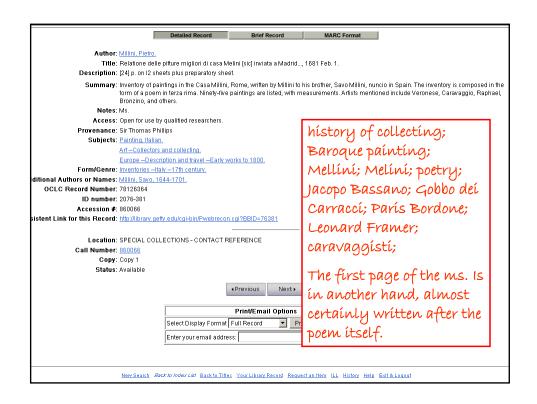
Issues

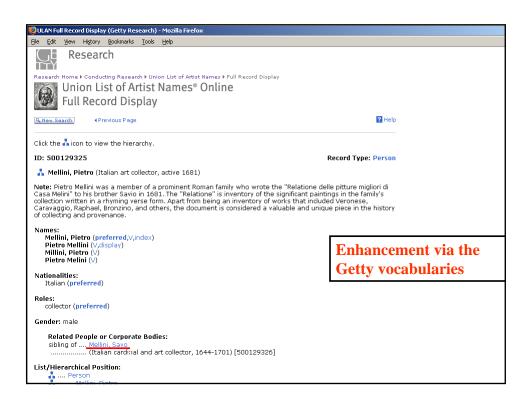
- □ Cataloging is expensive and labor-intensive, and cataloging resources in libraries, archives and museums are not copious.
- ☐ Many library records for Special Collections Materials are at the group, collection, or "larger entity" level, and have limited if any subject headings or form/genre access points.
- □ Titles determined according to Anglo-American Cataloging Rules (AACR), which are optimized for bibliographic items, are often problematic for visual works and other special collections materials.
- ☐ Much of what scholars do in the course of their research constitutes describing the materials that they are examining—tagging could enable us to "capture" this research and exploit it for enhanced access.

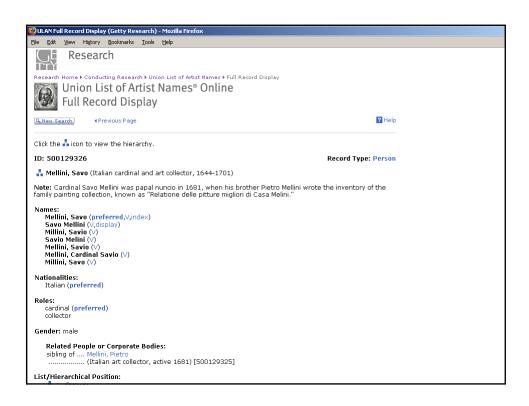
Examples of social tagging possibilities with GRI Special Collections materials

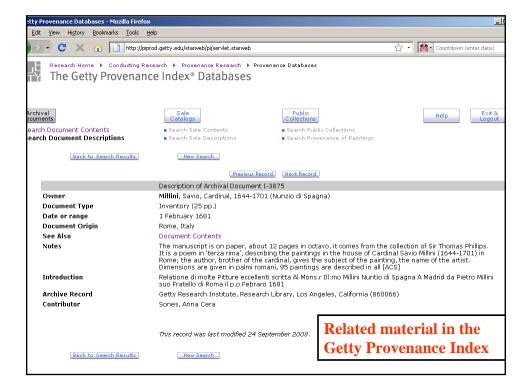


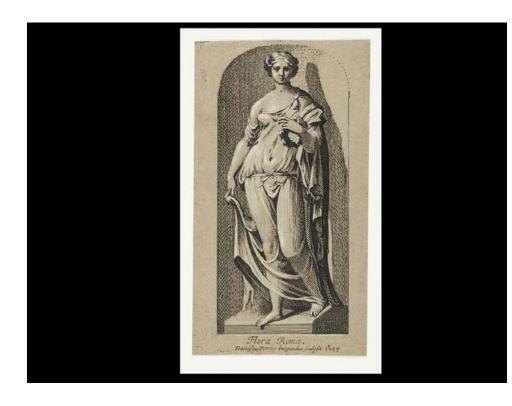
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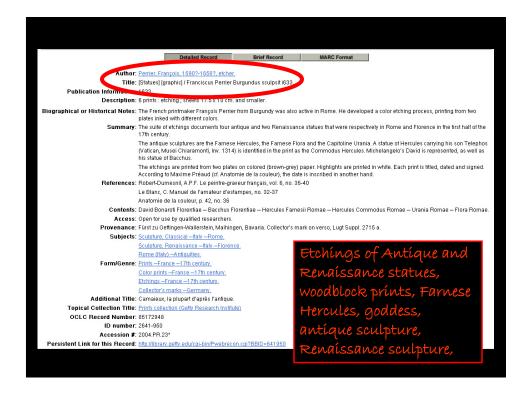




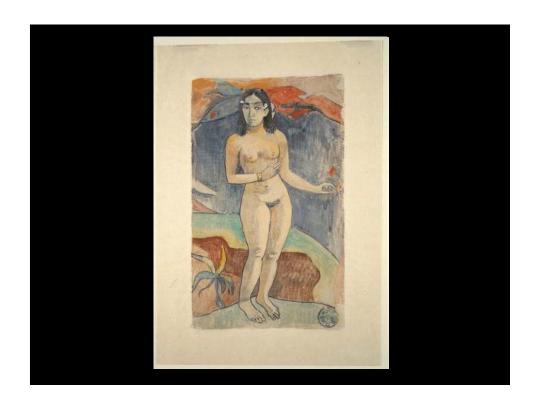


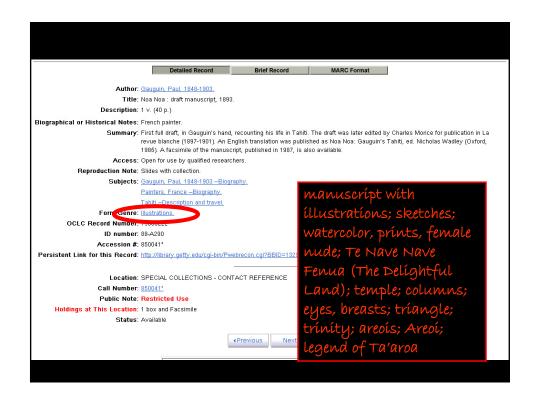












Art & Architecture Thesaurus* Online
Full Record Display

Art & Architecture Thesaurus* Online
Full Record Display

Previous Page

Representative Images: 1 2 3

Click the Licon to view the hierarchy.

ID: 300078925

Record Type: concept

watercolors (paintings) (<paintings by material or technique>, paintings (visual works), ... Visual and Verbal Communication)

Note: Refers to two-dimensional works of art, usually on a paper support, to which pigment suspended in water is applied with a brush to create an image or design.

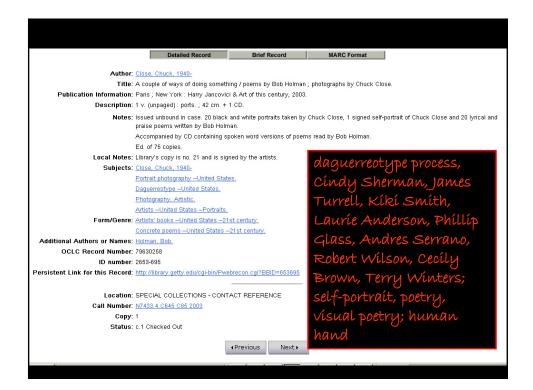
Terms:

watercolors (paintings) (preferred, C, D, U, American English)
watercolor (painting) (C, AD, U, American English)
watercolor drawings (C, UF, U, American English)
water-colours (C, D, U, British English-P)
water-colour (paintings) (C, UF, U, American English)
water-colour (paintings) (C, UF, U, British English)
water-colour (C, UF, U, British English)
watercolour paintings (C, UF, U, British English)
watercolour paintings (C, UF, U, British English)
watercolours (C, UF, U, British English)
aquarelles (paintings) (C, AD, U, French-P)
acquerelle (paintings) (C, AD, U, French)
acquerelle (paintings) (C, AD, U, French)
acquerelle (paintings) (C, AD, U, Spanish-P)



∢Previous Next▶ Detailed Record Brief Record MARC Format Author: Kincaid, Jamaica. Title: Annie, Gwen, Lilly, Pam and Tulip / Jamaica Kincaid and Eric Fischl. Publication Information: New York: Library Fellows of the Whitney Museum of American Art, 1986. $\textbf{Description:} \ [26] \ p. \ (\text{some folded}): ill. \ (\text{some col.}) \ ; \ 62 \ cm.$ Series: Artists and writers series ; 4 Notes: In case. "Lithographs printed by John Hutchenson and Kate Notman at the Palisades Press." ${\sf Text} \ {\sf by} \ {\sf Jamaica} \ {\sf Kincaid} \ ; \ {\sf illustrations} \ {\sf by} \ {\sf Eric} \ {\sf Fischl}, \ {\sf designed} \ {\sf by} \ {\sf Eleanor} \ {\sf Caponigro}.$ Bound by George and Catherine Wieck. 146 copies printed, signed by the author and artist. Form/Genre: Lithographs. Additional Authors or Names: Caponigro, Eleanor. Fischl, Eric, 1948-Whitney Museum of American Art. Library Fellows. OCLC Record Number: 15665529 ID number: 87-B4318 Persistent Link for this Record: http://library.getty.edu/cgi-bin/Pwebrecon.cgi?BBID=1250 Location: SPECIAL COLLECTIONS - CONTACT REFERENCE Call Number: <u>Z232.W617 A1 1986</u> Copy: Copy 1 Status: c.1 Checked Out ∢Previous Next▶





Possible next steps

User-generated tags (expert and/or nonexpert) combined with expert controlled vocabularies:

The spontaneity and currency of social tagging combined with the structure and precision of controlled vocabularies and thesauri could yield powerful results, enhancing both precision and recall in online searches.

Some Social Tagging Tools for libraries & museums

Library Thing: http://www.librarything.com/

PennTags: http://tags.library.upenn.edu/

steve: http://www.steve.museum/

Moving toward a collaborative, "cross-community" model for metadata creation and enhanced access to collections!

- Catalogers/indexers: expertise in formal cataloguing
- Art historians/researchers: subject expertise
- Vocabulary builders: expertise in thesaurus construction, language equivalents; subject expertise
- Systems builders: ability to provde technical infrastructure
 tools for shared metadata creation and "discovery"

Social Tagging: Technical Implications and Use in Libraries Joseph Shubitowski GRI Brown Bag presentation April 1, 2009

Social Networking and Social Tagging

- Internet is no longer a bunch of loosely linked sites/places
- People are resources on the internet
 - your "wall" as a place
- People are entry points

Social Tagging Infrastructure How does it work?

- Bookmarks
 - personal, local
 - flat list of sites without other descriptors
 - unmanageable once it gets large

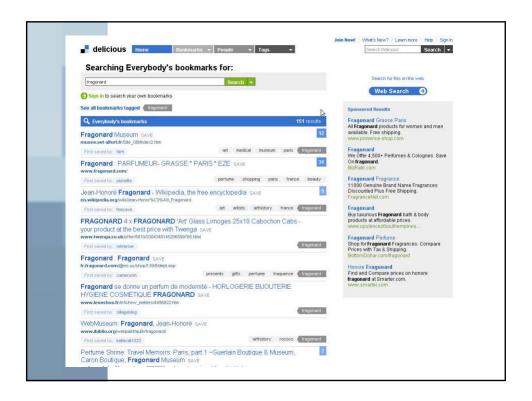
CAA 2009, February 27, 2009

Social Tagging Infrastructure How does it work?

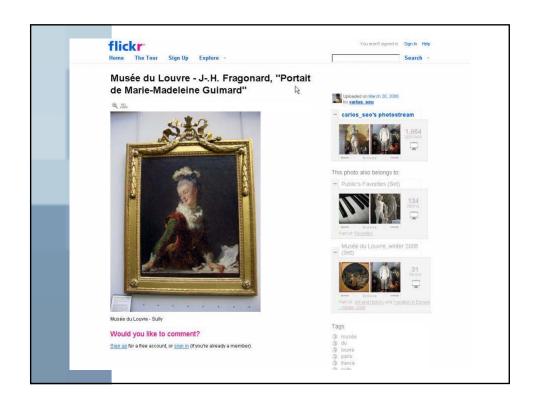
- Bookmarking/tagging
 - hosted/public site
 - site + descriptors/tags
 - search engine friendly
- Application-based tagging
 - tagging integrated with description and access functions
 - better management and analysis
- Both
 - shared
 - aggregate by tag, by author, by users, by item/object

Social Tagging - Examples

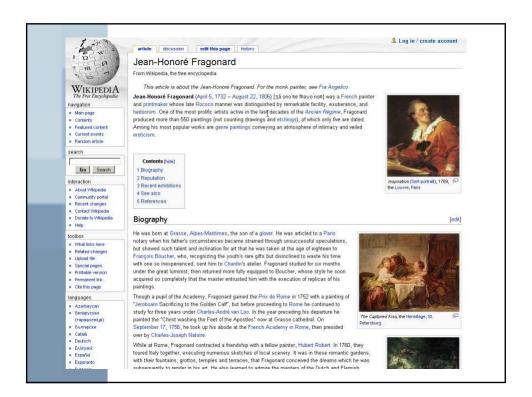
- del.icio.us (tagging)
- Connotea (citations)
- Flickr (images)
- Wikipedia (everything!)
- LibraryThing ("cataloging")
- "Next-gen" library catalogs
 - WorldCat Local
 - Primo
 - VuFind

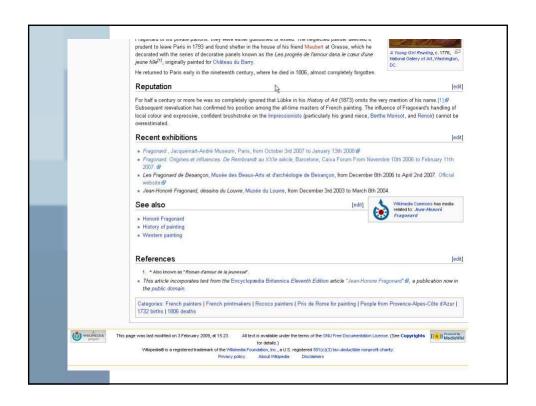




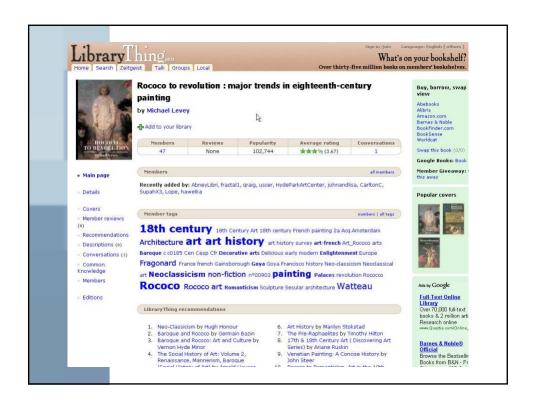




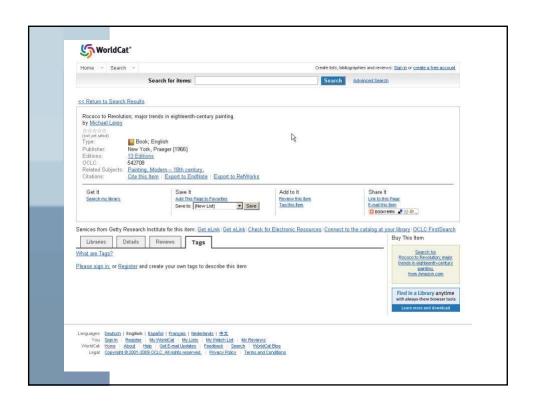


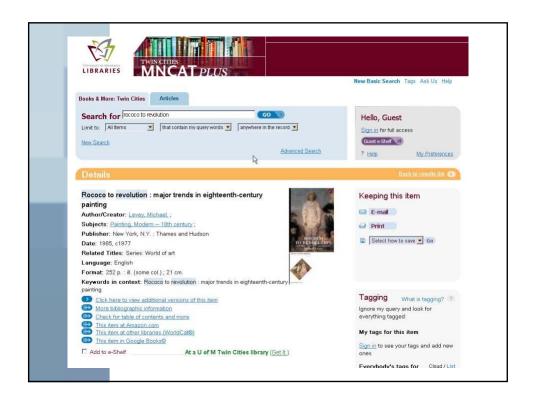


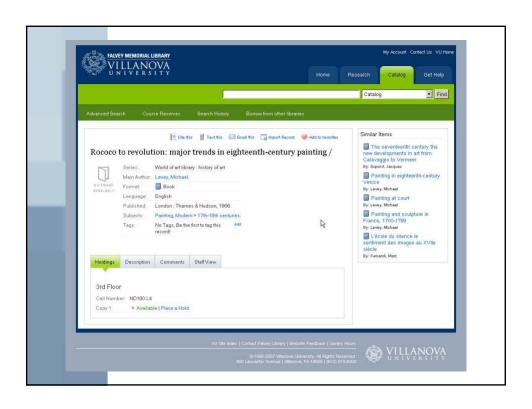


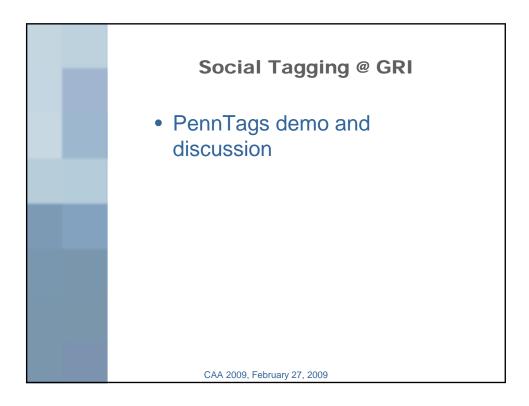


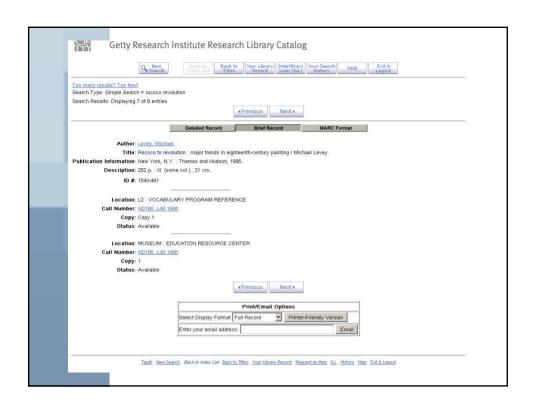


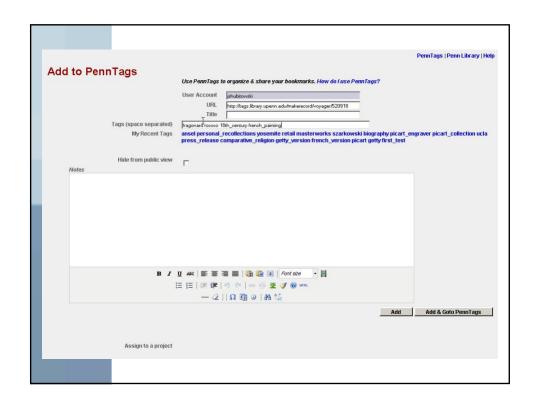




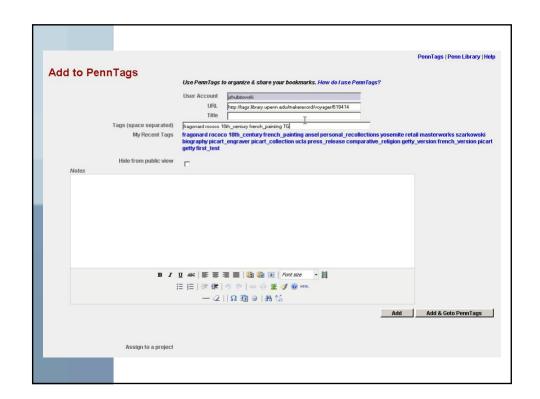


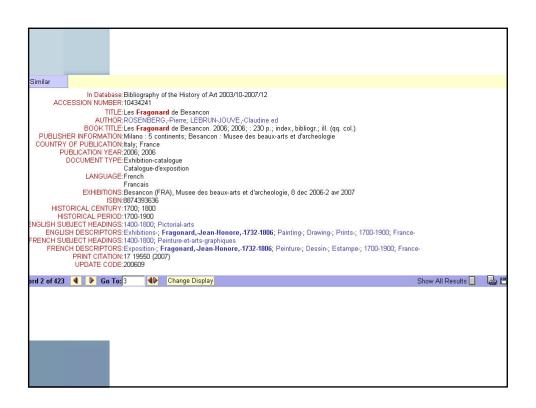


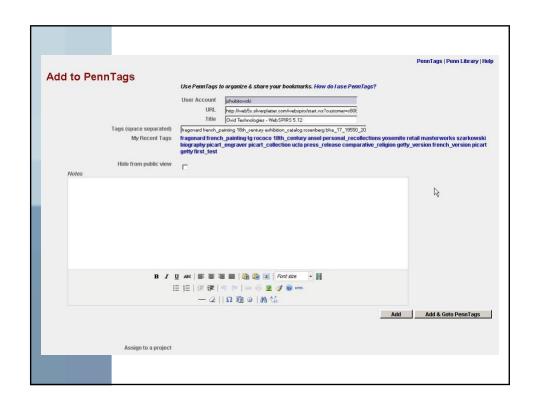


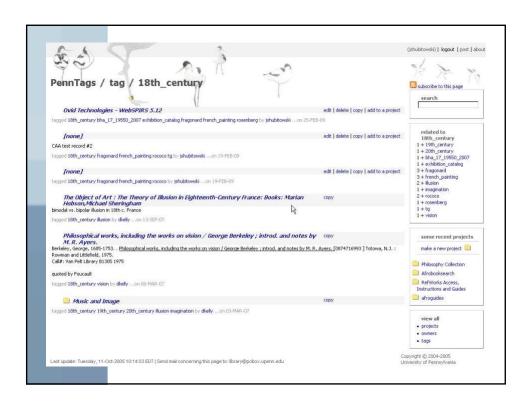














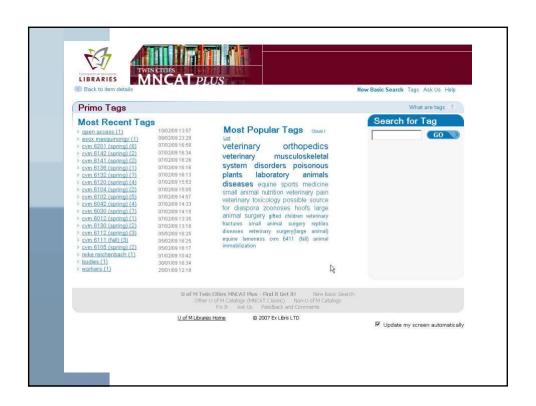
Social Tagging as Sanctioned Metadata

- Workflow implications
 - who tags?
 - structured approach or "whatever/whenever"?
 - item related or context specific?

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Social Tagging as Sanctioned Metadata

- Social implications
 - Temporal
 - Task based tagging
 - Free form or semicontrolled?



Technology in 21st Century Libraries and Cultural Institutions

- Days of the standalone "catalog" or "collection management system" are gone
- User expectations
- Collaboration

