

# Everyone A Curator:

## Evaluating the Impact of “Social Metadata” on Libraries, Archives and Museums

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# RLG Social Metadata Working Group Members

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

Staffed by Jean Godby, John MacColl,  
Karen Smith-Yoshimura

# RLG 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.

# Subgroups

- ▣ Assessment
- ▣ Content
- ▣ Policy
- ▣ Technical and vocabulary

# Questions We Considered

- ▣ Objectives of “social metadata”?
- ▣ How do we measure success?
- ▣ What is of most value?
- ▣ Good examples of sites?
- ▣ Best practice – policy, guidelines?
- ▣ Staffing?
- ▣ Moderation?
- ▣ Taxonomies and vocabularies?
- ▣ Integration/sharing of social metadata?
- ▣ Software, technology, functionality?

# Conference calls



# Basecamp

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**WG: Social Metadata** OCLC Research

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**[Messages](#)**

[To-Dos](#)

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**All Messages**

**Expanded view** | [List view](#)

**Most active discussions**

**Crowdsourcing articles**



[Latest comment 14 Jul](#) by Rose Holley

2 comments posted

**FYI**



[Latest comment 30 Jun](#) by Karen Smith-Yoshimura

1 comment posted

**BNF and Wikimedia - text correction on books**



[Latest comment 19 May](#) by Karen Smith-Yoshimura

1 comment posted



**Rose Holley** posted this message on 21 Sep.

**Social media guidelines - Trove**

Dear all

I have added another bit to the whiteboard as follows:



UNIVERSITY LIBRARIES

UNIVERSITY of WASHINGTON

# Our Method and Process

- ▣ Identify research questions
- ▣ Select and review “social metadata” websites (76 sites chosen)
- ▣ Develop survey questions to distribute to site managers
- ▣ Analyze survey results (42 institutions responded)
- ▣ Read, listen, interview, and share resources
- ▣ Discuss all findings and write up
- ▣ Develop recommendations



# Terminology Used in Reports

## **Social Media/Networking**

Ways for people to communicate with each other online.

## **User-Generated Content (UGC)**

Content added by users of the site.

## **Social Media Features**

Interactive features added to a site that enable virtual groups to build and communicate with each other and social metadata to be added.

## **Social Metadata**

Additional information about a resource contributed by users of the site.

## **User Interaction**

A form of online social engagement, with users communicating with each other, such as user groups or forums.

## **Web 2.0**

Online applications that facilitate interactive, rather than passive experiences.

# ...and LAMS



(= Libraries, Archives and Museums)

...and sometimes even GLAM



# Preview of the Reports

- ❖ **Report 1** – Environmental scan, use of third-party software/sites, and site reviews
- ❖ **Report 2** – Analysis of site manager survey results
- ❖ **Report 3** – Recommendations and bibliography

# Moderation

“...nobody thinks adding a wrong tag to a ceramic pot in a museum is fun.”

(LibraryThing developer, Tim Spalding, in a personal communication with Working Group member, Kayla Willey, 25 March 2009)

## Plateau Peoples' Web Portal

This portal is a gateway to the cultural materials of Plateau peoples that are held in Washington State University's Libraries, Manuscripts, Archives and Special Collections (MASC), the Museum of Anthropology and by national donors. The collections represented here have been chosen and curated by tribal consultants working in cooperation with University and Museum staff. Click on the "About" tab for more details.



**Explore**  
Main Archive



**Login**  
Existing User



**Register**  
New Account



**About**  
Learn More

### Coeur d'Alene



hu, ku ch-n'u'ukhw. The ancestral territory includes almost 5,000,000 acres of what is now north Idaho, eastern Washington and western Montana. Coeur d'Alene Indian villages were numerous and permanent, each village and the people there had a distinct name in the ancestral language. Collectively, members today call themselves, "Schitsu'umsh," meaning "Those Who Are Found Here."



**Listen**  
to Coeur d'Alene welcome



**Explore**  
Coeur d'Alene tribal path

### Umatilla



We are the Natitayt (The People). We exercise our national sovereignty and preserve our cultural lifeways. We live in balance with the land as dictated by our traditional teachings. We acknowledge the wisdom of our elders and spiritual leaders. We are accountable to the Creator. As long as the earth shall last, there will be life. Our life is the land. We are the Cayuse, Umatilla and Walla Walla.



**Listen**  
to Umatilla welcome



**Explore**  
Umatilla tribal path

### Yakama



Yakamas have lived in Central and South Central Washington since time imemorial. They are one segment of several tribes comprising the Plateau culture of Native Americans in the Northwestern United States. Yakamas continue spiritual practices like the sweat house cleansing in preparation for traditional life way activities like medicine food gathering and participating in seasonal first-food feasts of thanks and respect to other beings with whom we share Mother Earth. Yakamas continuously strive to keep these life-way laws handed down from the Creator.



**Listen**  
to Yakama welcome



**Explore**  
Yakama tribal path

Header photo used with permission from David Burton.

# User-contributed content

- ▣ Of the user-contributed content that would most enrich the metadata created by LAMS, more than half improve description. Almost half contribute content to the resources already offered by the site.

# <http://newspapers.nla.gov.au/ndp/del/home>

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Historic Australian Newspapers, 1803 to 1954

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## FIND AN ISSUE

### by Title

- [1. The Sydney Morning Herald](#)
- [2. The Argus](#)
- [3. The Mercury \(Hobart\)](#)
- [4. Northern Territory Times and Gazette](#)
- [5. Brisbane Courier](#)

Show all titles

### by State

NT QLD  
WA NSW  
SA ACT  
TAS VIC

### by Date

1803

|     |     |     |     |
|-----|-----|-----|-----|
| JAN | FEB | MAR | APR |
| MAY | JUN | JUL | AUG |
| SEP | OCT | NOV | DEC |

|   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
| S | M | T | W | T | F | S |
|   |   |   |   |   |   |   |
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|   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |

## ON THIS DAY THE SYDNEY MORNING HERALD (NSW : 1842-19..., FRIDAY 9 MAY 1952

Navigation tips for the example newspaper page below:

- Scroll with the scrollbars or your scrollwheel.
- Pan by clicking and dragging the image.
- Zoom with the zoom controls in the bottom right.



## USER LOGIN

username   
password

Login

## TOP TEXT-CORRECTORS

- [1. jhempenstall \(410008\)](#)
- [2. John.F.Hall \(400747\)](#)
- [3. annmanley \(368311\)](#)
- [4. fwalker13 \(339897\)](#)
- [5. maurielyn \(325505\)](#)

## RECENT COMMENTS

- [found in Sydney](#)  
created 2010-05-09 09:43:17.0 by [IanSyson](#)
- [A Number of creases in the page.](#)  
created 2010-05-08 23:12:56.0 by [A.Cain](#)

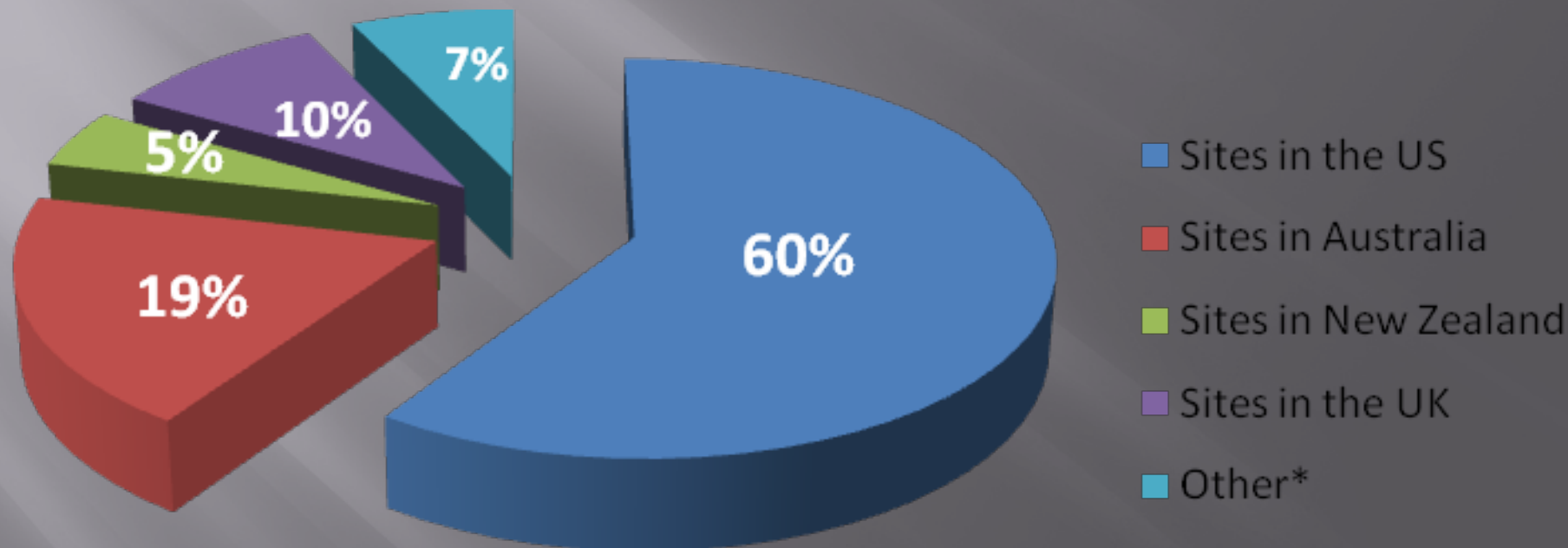
## RECENT TAGS

- [Elizabeth Nevin](#) [Thomas J Nevin](#)  
[Armadaale Cricket Club](#)  
[Campbells Creek Cricket Club](#) [Guildford](#)  
>> [All tags](#)



# Report II: Survey Analysis

*Figure 1: Countries represented in sites that responded to Social Metadata Survey. This includes Libraries, Archives, Museums, Community and Discipline sites.*



## Key objectives for offering social media (multiple responses allowed)

|  |    |     |
|--|----|-----|
| Build user community                       | 34 | 81% |
| Increase traffic and access to our content | 33 | 79% |
| Enhance description                        | 25 | 60% |
| Build collection                           | 11 | 26% |
| Other (please specify)                     | 4  | 10% |

**What do you track or require users to do before they can add content to your site?  
(multiple responses allowed) n =36**

|  |    |     |
|--|----|-----|
| User must login/register   | 19 | 53% |
| Users' names are publicly visible in association with their contribution | 17 | 47% |
| User must enter CAPTCHA phrase to add content                            | 13 | 36% |
| User must provide valid email address                                    | 13 | 36% |
| User name may be different from true identity to protect user's privacy  | 13 | 36% |
| Our site tracks the IP addresses of all contributors                     | 11 | 31% |
| No login or registration required - users are allowed complete anonymity | 11 | 31% |

# Report III: Recommendations

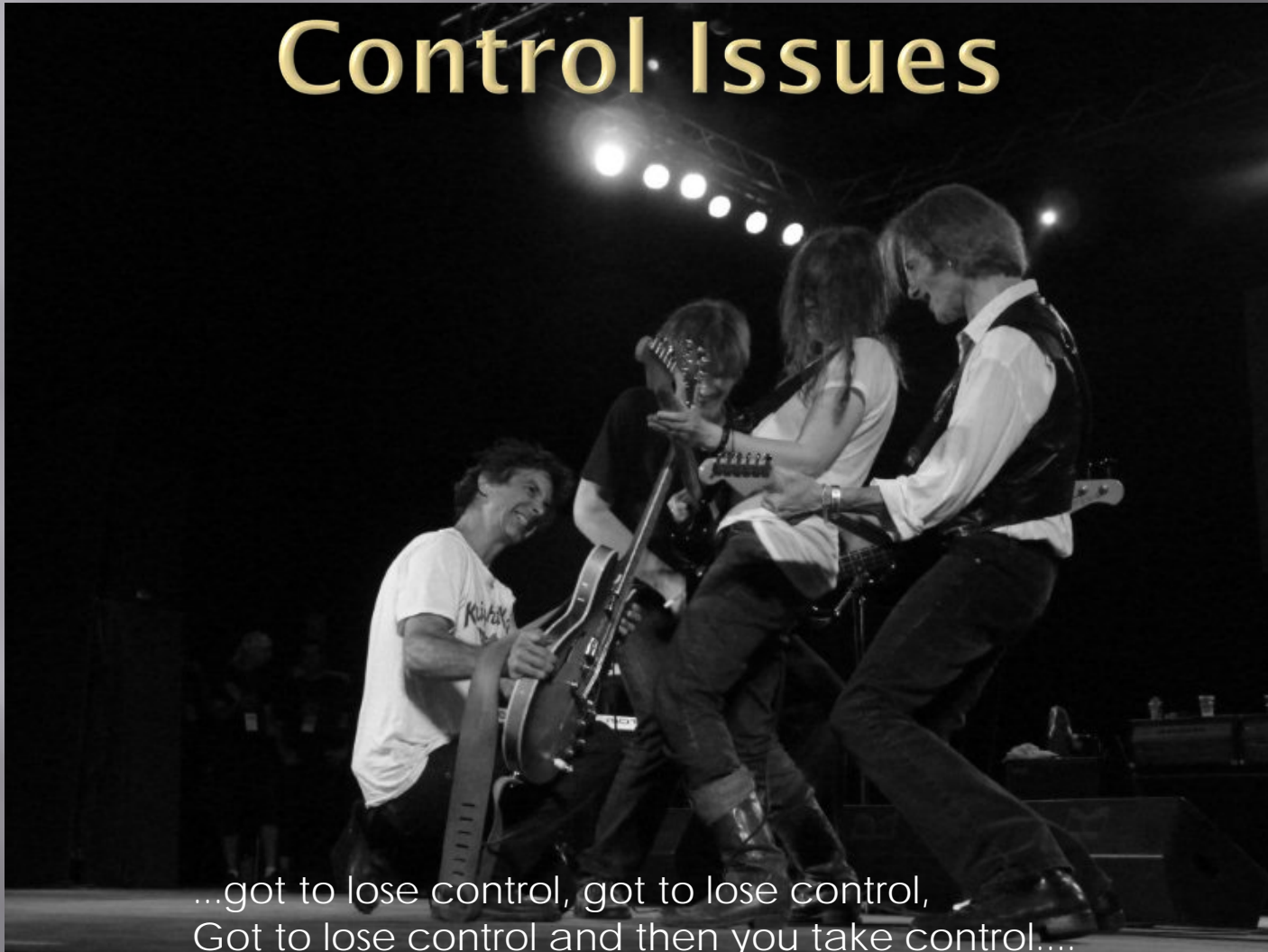
- ❖ **Go Ahead! Invite user contributions without worrying about spam or abuse of site.**

It was very little seen.

- ❖ **Consider how to integrate UGC back into your catalogs or descriptive metadata.**

Layers – user interface, layers behind, integrate?

# Control Issues



...got to lose control, got to lose control,  
Got to lose control and then you take control....

Patti Smith – *Land, Pt. 2: Land of a thousand dances*,  
from *Horses*



# Check back for the reports:

When they become available, there will be several links to each PDF report on the OCLC Research portion of the OCLC website:

- Under Publications:  
<http://www.oclc.org/research/publications/default.htm>
- Under Current Reports:  
<http://www.oclc.org/research/publications/reports.htm>
- And as an “Output” on the Sharing and Aggregating Social Metadata Project Description:  
<http://www.oclc.org/research/activities/aggregating/default.htm>