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
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

WG: Social Metadata OCLC Research

All Messages

Most active discussions

Crowdsourcing articles
- Crowdsourcing articles [Latest comment 14 Jul] by Rose Holley
  - 2 comments posted

FYI
- FYI [Latest comment 30 Jun] by Karen Smith-Yoshimura
  - 1 comment posted

BNF and Wikimedia - text correction on books
- 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:
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
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
“...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/
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.

AUSTRALIAN NEWSPAPERS

FIND AN ARTICLE
Advanced Search

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 Date
1803

by State
NT
WA
SA
TAS
QLD
NSW
ACT
VIC

ON THIS DAY
THE SYDNEY MORNING HERALD (NSW : 1842-1945) 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.

Read this article

USER LOGIN
username: 
password: 
Login

TOP TEXT-CORRECTORS
1. jheggenstall (910000)
2. John T. Hall (698757)
3. annamley (663126)
4. twalker13 (358087)
5. maumehn (125509)

RECENT COMMENTS
found in Sydney
created 2010-05-09 09:43:17.0 by IanSyson
A Number of creases in the page.
created 2010-05-09 23:12:56.0 by A.Cain

RECENT TAGS
Elizabeth Nevin Thomas J Nevin
Armadale Cricket Club
Campbells Creek Cricket Club Guildford
>> All tags
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)

<table>
<thead>
<tr>
<th>Objective</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build user community</td>
<td>34</td>
<td>81%</td>
</tr>
<tr>
<td>Increase traffic and access to our content</td>
<td>33</td>
<td>79%</td>
</tr>
<tr>
<td>Enhance description</td>
<td>25</td>
<td>60%</td>
</tr>
<tr>
<td>Build collection</td>
<td>11</td>
<td>26%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>4</td>
<td>10%</td>
</tr>
</tbody>
</table>
### What do you track or require users to do before they can add content to your site? (multiple responses allowed) n =36

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>User must login/register</td>
<td>19</td>
<td>53%</td>
</tr>
<tr>
<td>Users’ names are publicly visible in association with their contribution</td>
<td>17</td>
<td>47%</td>
</tr>
<tr>
<td>User must enter CAPTCHA phrase to add content</td>
<td>13</td>
<td>36%</td>
</tr>
<tr>
<td>User must provide valid email address</td>
<td>13</td>
<td>36%</td>
</tr>
<tr>
<td>User name may be different from true identity to protect user’s privacy</td>
<td>13</td>
<td>36%</td>
</tr>
<tr>
<td>Our site tracks the IP addresses of all contributors</td>
<td>11</td>
<td>31%</td>
</tr>
<tr>
<td>No login or registration required - users are allowed complete anonymity</td>
<td>11</td>
<td>31%</td>
</tr>
</tbody>
</table>
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?
...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
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