**Metadata Reconciliation for Enhanced Visibility of Archival Collections**

**COLLEEN FARRY, DIGITAL SERVICES LIBRARIAN**  
Assistant Professor, Weinberg Memorial Library, The University of Scranton  
digitalservices.scranton.edu

### Introduction

This poster presents a metadata reconciliation and enhancement project for a collection of archival photographs. The goal of the remediation work was to generate descriptive metadata to enhance discoverability of an otherwise hidden collection of images.

### Background on the Collection

The Terry and Paula Connors Photograph Collection, part of the University of Scranton’s Archives, documents the work of Scranton freelance photographer Terry Connors from 1976-present. The collection includes photographic negatives of the events, places, and people of the University of Scranton community. The images were delivered to the Archives in envelopes with incomplete handwritten event information.

### Goals of Metadata Reconciliation

The first phase of this project involved remediation work by library staff in the Digital Services and Special Collections departments as well as student workers. Team members reviewed the existing data from the image negatives, reconciled that data against controlled vocabularies, and created readable, searchable data for the collection. This work involved research of proper names for people, places and events, as well as some natural language processing using OpenRefine.

### What motivates a volunteer user?

- Interest in the subject matter and collection  
- Being part of a community of users with similar interests  
- Sharing their expertise and knowledge  
- Contributing to a shared goal for a community  
- Receiving recognition for their contributions

### 3 factors underlying motivation based on the Fogg Behavior Model:

1. Motivation: interest, providing help, recognition, mission  
2. Ability: knowledge of material, technical expertise, time  
3. Trigger: reminders, signals, rewards, acknowledgment

### Strategies for Acknowledging Users

- Provide options for users to either create a user account or contribute anonymously  
- Be transparent about progress and share statistics regularly  
- Acknowledge volunteers by name  
- Promote the project through newsletters, blog posts, and social media  
- Reward high achievers in shared statistics

### Challenges and Considerations

- **The Collection**: Need to define a clear goal for users  
  - Should be a big challenge to encourage a large community of users  
  - Provide clear metrics for progress and results
- **The Platform**: Needs to be intuitive and reliable for users  
  - Provide simple instructions for contributing  
  - Responsive to mobile devices
- **The Crowd**: How do we reward users?  
  - Can we enable users to interact with each other?  
  - Are there offices on campus to team up with?
- **The Content**:  
  - Clearly communicate its historical significance to the campus community  
  - Continually add new images as more negatives are digitized  
  - Trigger users by drawing their attention to funny, interesting, significant, or unusual images within the collection through social media.

### Progress on Digitization

Over the past year, the Digital Services Department in the Library has been digitizing the Connors negatives to build a collection for crowdsourced descriptive metadata.

- **2018**: 26 Boxes of Photographic Negatives  
- **2019**: 28 Years of Photographs  
- **2020**: 6,087 University Events  
- **2020**: 100,000 Approximate count of individual photographs

### Sources

Selected readings that informed the development of this project include: