

# UNDERSTANDING METADATA

## WHAT IT IS, WHY WE NEED IT, & HOW WE USE IT

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# OUTLINE

## I. What is metadata?

- A. What's always been there
- B. Structure made clear
- C. An architecture of language

## II. Why do we need metadata?

- A. Discoverability
- B. Interoperability
- C. Improved data management

## III. How do we use and create metadata?

- A. Systems and tools
- B. Collection needs
- C. Data dictionaries

## IV. Summary

# WHAT IS METADATA?

What's Always Been There

Structure Made Clear

An Architecture of Language

# METADATA: WHAT'S ALWAYS BEEN THERE!

- ▶ **Metadata = Underlying structure** of bibliographic resource description
  - ▶ We know the typical information we use to find a resource
  - ▶ We know what these values are/how they're organized intuitively
  - ▶ But computers don't!
- ▶ **Metadata = “Data about data” for machine readability**

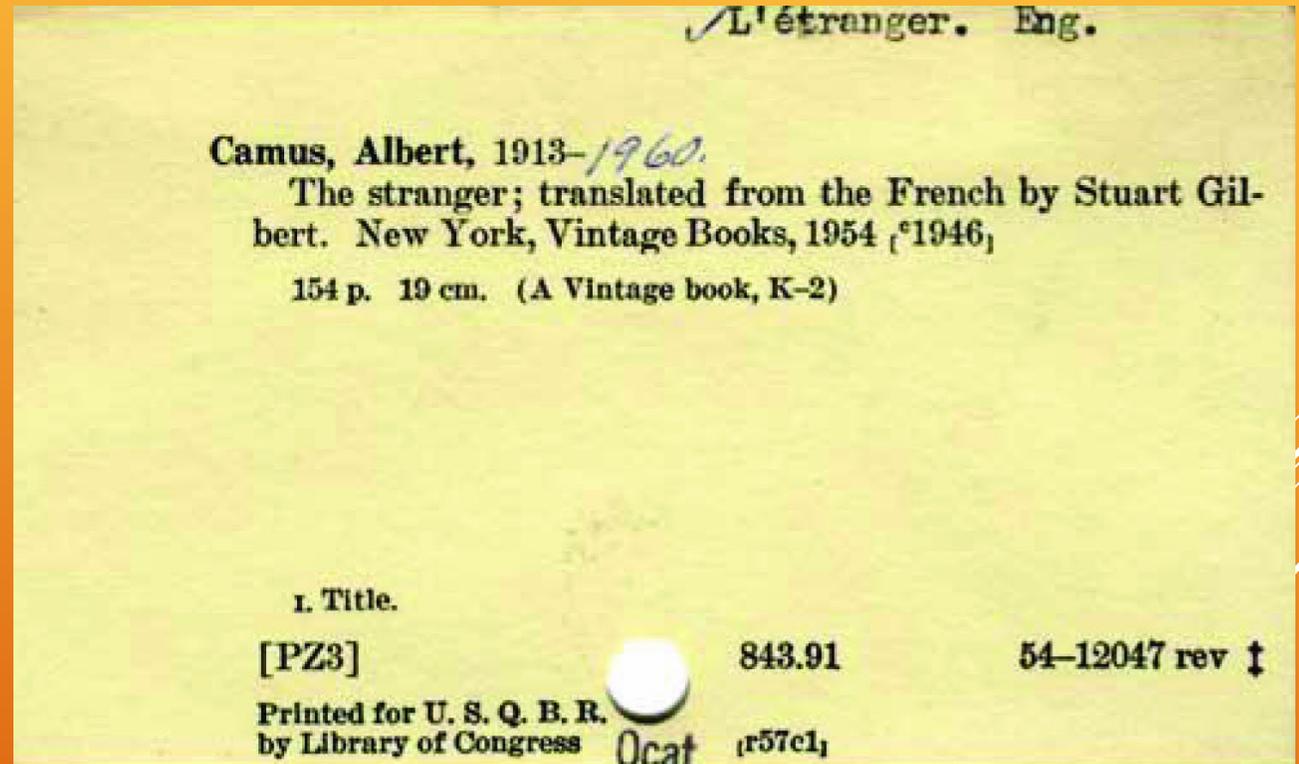


Image retrieved from:

Chronical Books (2013, Oct.) Card Catalog: 30 Notecards from the Library of Congress. Amazon. 1 Aug. 2019. Retrieved from: <https://www.amazon.in/Card-Catalog-Notecards-Library-Congress/dp/1452114323>.

**Metadata is bibliographic description digitized!**

# METADATA: STRUCTURE MADE CLEAR

- ▶ **Metadata = bibliographic description for digital discoverability**
  - ▶ How you **organize** resource description
  - ▶ How you **label** aspects of resource description
  - ▶ How you **format** values for resource description
- ▶ **Clearly labeled data = increased resource retrieval**
  - ▶ Search queries matched with labeled data values
  - ▶ Most relevant resources turn up

```
<?xml version="1.0" encoding="utf-8"?>
<rdf:RDF xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
xmlns:dc="http://purl.org/dc/elements/1.1/">
  <rdf:Description>
    <dc:title>Homage to Catalonia,</dc:title>
    <dc:creator>Orwell, George,1903-1950.</dc:creator>
    <dc:type>text</dc:type>
    <dc:publisher>London, Secker and Warburg</dc:publisher>
    <dc:date>[1938]</dc:date>
    <dc:language>eng</dc:language>
  </rdf:Description>
</rdf:RDF>
```

**Image retrieved from:**

Wikimedia Commons (n.d.) File:Dublin core.jpg. *Wikimedia Commons*. 4 Aug. 2019. Retrieved from: [https://commons.wikimedia.org/wiki/File:Dublin\\_core.jpg](https://commons.wikimedia.org/wiki/File:Dublin_core.jpg).

**Goal: Resource discoverability and user access**

# METADATA: AN ARCHITECTURE OF LANGUAGE

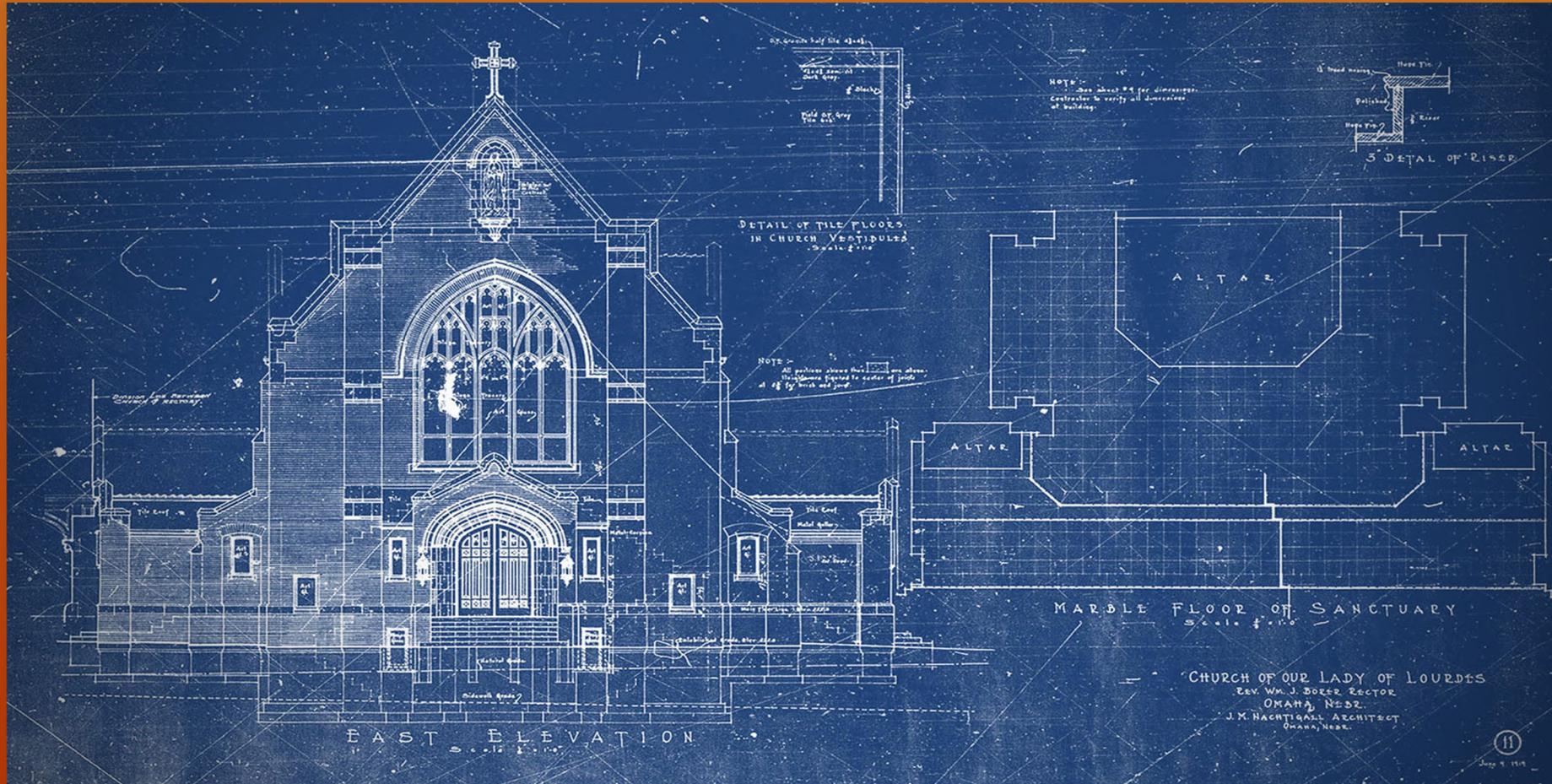


Image  
retrieved from:  
Hightower, B.  
(2016.) Just Don't  
Call Them  
Blueprints.  
*HiWorks*. 12 Nov.  
2018. Retrieved  
from:  
<https://www.hiworks.com/blog/2016/2/15/just-dont-call-them-blueprints>.

Every blueprint needs doors & windows...

# WHY DO WE NEED METADATA?

Discoverability

Interoperability

Improved Data Management

# DISCOVERABILITY: PRECISE LANGUAGE

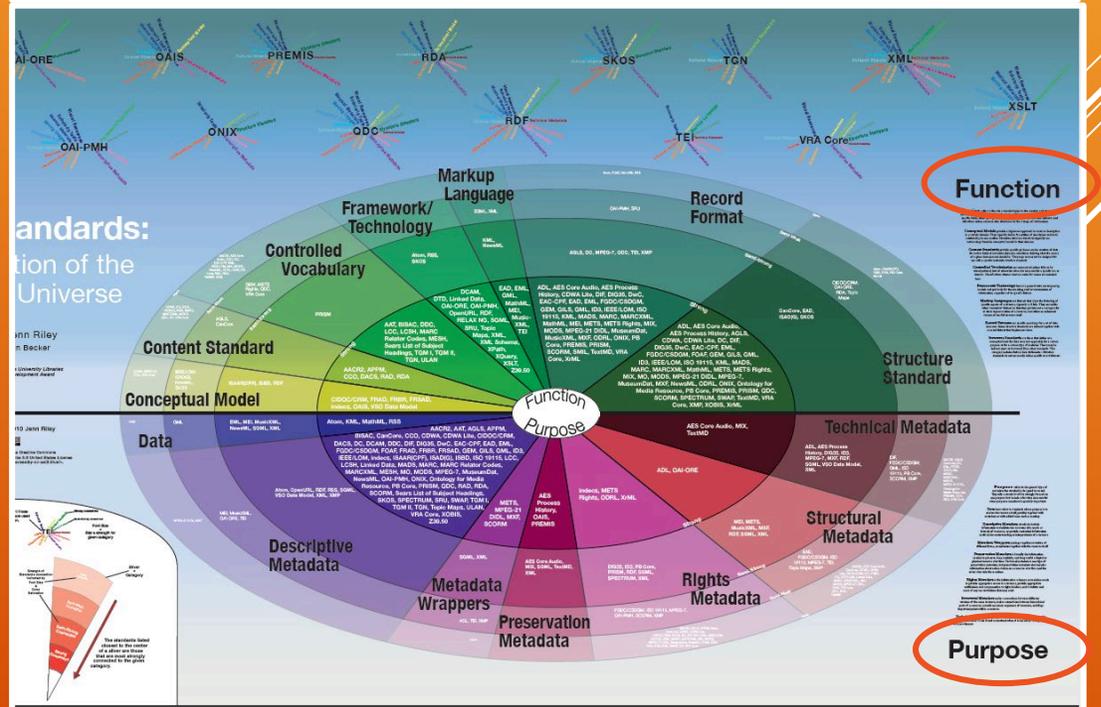
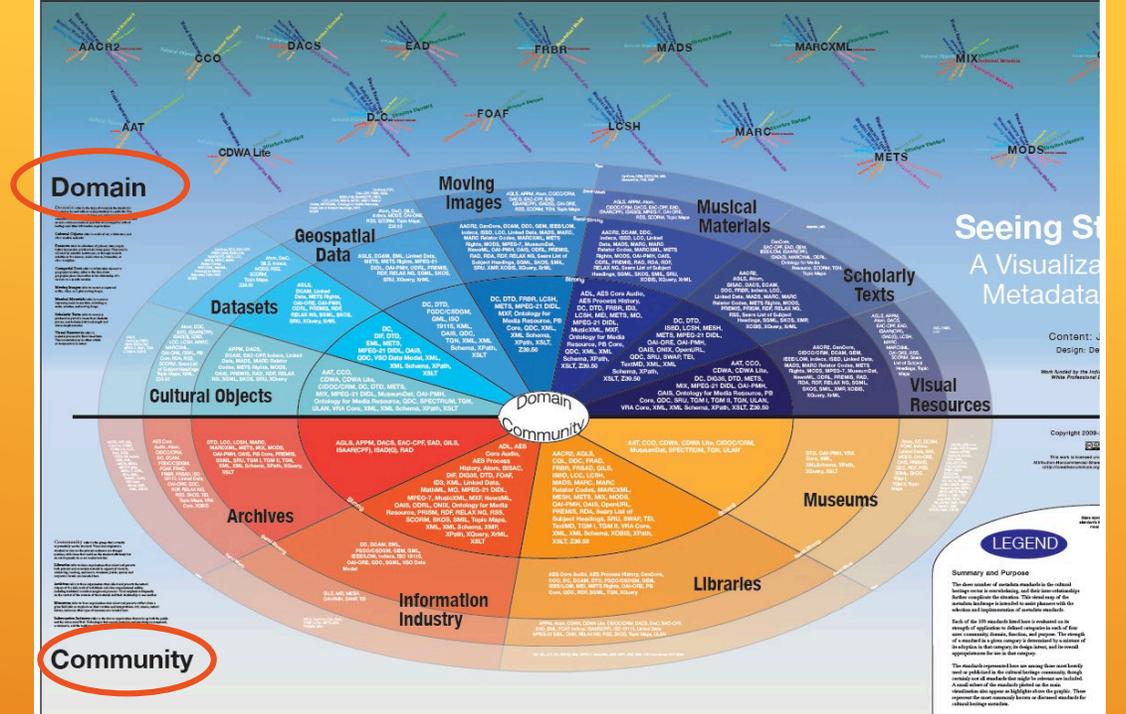
- ▶ Words/descriptors become access points
- ▶ What details enable user access?
  - ▶ Content
    - ▶ What is a resource/collection **about**?
    - ▶ What resources does a collection **contain**?
    - ▶ Who created/contributed to a collection?
  - ▶ Context
    - ▶ How did this resource/collection come to be?
    - ▶ When were contents created?
    - ▶ Why is this resource/collection important?
    - ▶ What other materials may be relevant?
- ▶ What schemas/vocabularies best capture this description?

**More description = greater discoverability**

# INTEROPERABILITY: UNIVERSAL LANGUAGE

- ▶ Goal: comprehensible, exchangeable metadata
- ▶ Open metadata standards
  - ▶ Non-proprietary
  - ▶ Widely adopted
  - ▶ Committed, knowledgeable development teams
- ▶ Controlled vocabularies
  - ▶ Consistent terminology
  - ▶ Authority terms

Riley, J. (2010.) Seeing Standards: A Visualization of the Metadata Universe. Indiana University Libraries.



# EFFICIENT DATA MANAGEMENT: CONSISTENT LANGUAGE

## ▶ Expanded & Improved Metadata

- ▶ Greater resource description
- ▶ Improved resource maintenance
- ▶ Accountability
- ▶ Includes:
  - ▶ Preservation Metadata
  - ▶ Technical Metadata
  - ▶ Administrative Metadata
  - ▶ Structural Metadata
  - ▶ Contextual Metadata
    - ▶ Historical context
    - ▶ Research context

## ▶ Repositories

- ▶ Safe, controlled environments
- ▶ Established authorities & metadata protocols
- ▶ Batch processing & automated workflows
  - ▶ Efficient management
  - ▶ Uniform practices

## ▶ Data Manipulation & Analysis Tools

- ▶ Conform huge quantities of metadata
- ▶ Consistent metadata = accurate data

**Good metadata improves digital management practices.**

# HOW DO WE USE & CREATE METADATA AT OSU?

Systems and Tools

Collection Needs

Data Dictionaries

# SYSTEMS & TOOLS: WHAT RESOURCES DO WE HAVE?

- ▶ Our team works with 2 content management systems:
  - ▶ CONTENTdm (OSU Digital Collections)
  - ▶ DSpace (ShareOK)
- ▶ Both use Qualified Dublin Core (DC Terms)
  - ▶ 15 fields
  - ▶ DC: The “Founding Father” of metadata schemas!
  - ▶ Can supplement with local customized metadata as needed
- ▶ Each system has specific rules for element usage and value formats



Dublin Core Elements		
Rights	Contributor	Creator
Subject	Coverage	Title
Publisher	Identifier	Description
Type	Date	Source
Relation	Format	Language

Image retrieved from:

SERP GO. (6 March 2019). Dublin Core Metadata Element Set and Schema [Blog post]. <https://www.serpgo.com/dublin-core-metadata-element-set-and-schema/>.

What metadata parameters are there?  
How can we use them to meet our needs?

# COLLECTION NEEDS: WHAT MATERIAL DO WE HAVE TO DESCRIBE?

- ▶ **Collection contents vary**
  - ▶ Text-based research papers will be treated differently from images
  - ▶ Even similar types of material will be treated differently
    - ▶ Student theses vs. faculty publications
    - ▶ Photographs vs. posters
- ▶ **Systems have established rules**
  - ▶ Precise elements available
  - ▶ Acceptable value formats (punctuation)
- ▶ **We have to analyze and determine what available elements best answer our resource description needs**

**What guidelines do we need to set up for metadata creation?  
What will cover collection needs while respecting system setup?**

# DATA DICTIONARIES: OUR GUIDELINES TO METADATA CREATION

- ▶ **Data dictionary = set of guidelines on how to create metadata for a particular collection**
  - ▶ **Lists fields/elements to use**
  - ▶ **Stipulates value formats and/or standard values**
    - ▶ **Dates**
    - ▶ **Language**
    - ▶ **Contributor names**
  - ▶ **Points to resources/registries for additional values/information on the field**
    - ▶ **Type values**
    - ▶ **Name standardization**
  - ▶ **Illustrates other formatting rules affiliated with DSpace and CONTENTdm**
- ▶ **Each collection will have a data dictionary**

**You have help! When in doubt, feel free to ask!**

# YOUR GUIDEBOOK

DataDictionary\_ETD\_scanned - Excel

File Home Insert Page Layout Formulas Data Review View Acrobat Tell me what you want to do... Madison Chartier Share

Clipboard Font Alignment Number Styles Cells Editing

E17

	A	B	C	D	E	F	G	H
1	Field Name	Value	Schema	Comments	Registry	Examples		
2	filename			should match file and osu.filename				
	dc.contributor.advisor			Enter last name, first name middle name, suffix. Use a space between initials.		Ghemjar, A. J.		
3								
	dc.contributor.author			Enter last name, first name middle name, suffix. Use a space between initials.		Acay, Lemi Daghan		
4								
	dc.contributor.committeeMember			Enter last name, first name middle name, suffix. For multiple authors enter all in one field. In DSpace the names will be separated by double pipelines (  ) and no space. Use form of the name for OSU authors, if found, from the OSU Graduate Faculty Database. Use a space between initials. <a href="http://graduatefaculty.okstate.edu/">http://graduatefaculty.okstate.edu/</a>				
5								
	dc.date.issued		W3C-DTF	yyyy-mm-01. Unless other day is specified, then enter as YYYY-MM-DD use abstract supplied by author		Chandler, J. P.    Leslie, David, Jr. 2004-05-01		
6								
	dc.description.abstract							
7	dc.format	application/pdf	IMT					
8	dc.rights	Copyright is held by the author who has granted the Oklahoma State University Library the non-exclusive right to share this material in its institutional repository. Contact Digital						

Sheet1

Ready

# FROM DICTIONARY TO METADATA

## Data Dictionary

Field Name	Value	Schema	Comments	Registry	Examples
dc.contributor.advisor			should match file and osu filename. Enter last name, first name middle name, suffix. Use a space between initials.		Ghemjar, A. J.
dc.contributor.author			Enter last name, first name middle name, suffix. Use a space between initials.		Acay, Lemli Daghan
dc.contributor.committeeMember			Enter last name, first name middle name, suffix. Use a space between initials.		
dc.date.issued		W3C-DTF	Use a space between initials. from the OSU Graduate Faculty Database. Use a space between initials. http://graduatefaculty.okstate.edu/yyyy-mm-01. Unless other day is specified, then enter as YYYY-MM-DD use abstract supplied by author		Chandler, J. P.   Leslie, David, Jr. 2004-05-01
dc.description.abstract					
dc.format	application/pdf	IMT			
dc.rights	Copyright is held by the author who has granted the Oklahoma State University library the non-exclusive right to share this material in its institutional repository. Contact Digital				

- Excel Workbook
- Elements on the left
- Instructions on formatting
- Examples of possible/expected values
- Links to additional resources

## Metadata file

id	dc.contributor	dc.date	dc.description	dc.format	dc.identifier	dc.language	dc.publisher	dc.relation	dc.rights	dc.subject	dc.subject.term
0004723	Ferrill, M. Palmer Willard, Edward Pay; Shamblin, James E.	5/1/1970		application/pdf	http://hdl.handle.net/en_US		Oklahoma State University	Copying		Engineering	
00046672	Ewing, Larry L. Venkataesulu, Ganji Desjardins, Claude	5/1/1970		application/pdf	http://hdl.handle.net/en_US		Oklahoma State University	Copying		Physiology	
0010c3da	Scroggs, M. Marguerie Bierbower, Ruth Ann; Jorgenson, O. Elaine	5/1/1997		application/pdf	http://hdl.handle.net/en_US		Oklahoma State University	Copying		Home Economics	
001595e8	Mapp, Harry P. Lehr, John A.; 47a33k; Eppin, Francis M.	5/1/1997		application/pdf	http://hdl.handle.net/en_US		Oklahoma State University	Copying		Agricultural Economics	
0018c8ba	Wiebelt, John A. Williams, Roger Alle Norton, Joseph R.	5/1/1967		application/pdf	http://hdl.handle.net/en_US		Oklahoma State University	Copying		Mechanical Engineering	
001c683	Hansen, Don R. Wichtanswong, Tha Mekh, Gary K.     Nab	7/1/2007	This study examines	application/pdf	http://hdl.handle.net/en_US		Oklahoma State University	Copying		Accounting	
002d4718	Brown, Pamela U. Modenbach, Joy Lynn Davis, Charles Robert	5/1/1997	This qualitative stud	application/pdf	http://hdl.handle.net/en_US		Oklahoma State University	Copying		Education	
0033c4f6	Key, James P. Quarles, Thomas Adi Terry, Howard Robert	5/1/1997		application/pdf	http://hdl.handle.net/en_US		Oklahoma State University	Copying		Agricultural Education	
003718e1	Powell, Richard C. Hashmi, Faqir Mian; Bandy, Donna K.     W	7/1/1992		application/pdf	http://hdl.handle.net/en_US		Oklahoma State University	Copying		Physics	
0044f042	Johannes, Arland H. Yoo, Hong Jim; 7d79 Robinson, Robert Lo	5/1/1993		application/pdf	http://hdl.handle.net/en_US		Oklahoma State University	Copying		Chemical Engineering	
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005e9f5c	Kavanaugh, Raphael Martin, Lynda; a5a4 Leong, Jerrold K.     W	5/1/1996		application/pdf	http://hdl.handle.net/en_US		Oklahoma State University	Copying		Human Environmental Science	
005f1b39	Omtvedt, Irvin T. Cunningham, Peter J; Whiteman, Joe     Bee	5/1/1969		application/pdf	http://hdl.handle.net/en_US		Oklahoma State University	Copying		Animal Breeding	
0062e723	Wilson, Rick L. Hardgrave, Billy Chai Eastman, Kenneth K. 7/1/1993			application/pdf	http://hdl.handle.net/en_US		Oklahoma State University	Copying		Business Administration	
00696426	Jorgenson, D. Elaine Miller, Karen Payne; Sisker, Orvalyn     P	5/1/1993		application/pdf	http://hdl.handle.net/en_US		Oklahoma State University	Copying		Home Economics	
006a9e0f	Beames, Calvin G., Jr Noble, Donald James Newcomer, W. Stan	5/1/1993		application/pdf	http://hdl.handle.net/en_US		Oklahoma State University	Copying		Physiological Sciences	
006b2e3b	Murphy, Phillip J. McSwain, Nancy Hall Sandvold, Kenneth C 7/1/1978			application/pdf	http://hdl.handle.net/en_US		Oklahoma State University	Copying		Psychology	
007cc7e	Jungers, Richard P. Tontz, Len Elmer; f0: St. Clair, James Kenr 7/1/1976			application/pdf	http://hdl.handle.net/en_US		Oklahoma State University	Copying		Educational Administration	
0080504b	Crow, Frank R. Manges, Harry Leo; Schroeder, E. W.     S 8/1/1969			application/pdf	http://hdl.handle.net/en_US		Oklahoma State University	Copying		Engineering	
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00b125ad	44fa-4630-a13a-eeb Simpson, Michael L.; 12cd452-2e4e-dfff	5/1/2012	Qualitative research Teaching and Curriculum Leads	application/pdf	http://hdl.handle.net/en_US		Oklahoma State University	Copying		Teaching and Curriculum Leads	
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00c0597d3	Marsden, W. Ware Christensen, Roland Berg; Milton E.     Got 3/1/1967		Higher Education	application/pdf	http://hdl.handle.net/en_US		Oklahoma State University	Copying		Higher Education	
00c0e2a2	Ghanda, Ramana Gupta, Ashish; 2881 Wilson, Rick L.     Het 5/1/2007		While emails have i	application/pdf	http://hdl.handle.net/en_US		Oklahoma State University	Copying		Management Science and Information Systems	
00c544de	West, John B. Waite, David Alan; Norton, Joseph R.       5/1/1972			application/pdf	http://hdl.handle.net/en_US		Oklahoma State University	Copying		Electrical Engineering	
00cc38be	Yen, Gary G. Lee, Seok-Beom; 32: Whiteley, James Rot 5/1/2002			application/pdf	http://hdl.handle.net/en_US		Oklahoma State University	Copying		Business Administration	
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00e72010	Eisenberg, Margaret Sun, Taeh Julia; 217d Metchev, Ulrich     Gh 7/1/1987		This thesis is divid	application/pdf	http://hdl.handle.net/en_US		Oklahoma State University	Copying		Biochemistry	
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- Comma-separated values file (.CSV)
- Elements are header row
- Each row will be a record
- Each cell contains appropriate metadata following DD guidelines

# WHAT YOU CREATE!

remed\_preppedForStudents - Excel

File Home Insert Page Layout Formulas Data Review View Acrobat Tell me what you want to do... Madison Chartier Share

Clipboard Font Alignment Number Styles Cells Editing

Calibri 11 A A B I U Conditional Formatting Styles Insert Delete Format AutoSum Fill Sort & Find & Filter Select

A1 id

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# SUMMARY

- ▶ **Metadata makes a huge impact!**
  - ▶ **Enables resource discoverability**
    - ▶ **Open metadata standards like DC**
    - ▶ **Controlled vocab. & authority terms**
  - ▶ **Improves data management**
    - ▶ **Consistent standardized values = better collection assessment**
    - ▶ **Self-evaluation = continued development**
  - ▶ **Broadens user access**
    - ▶ **OSU and beyond!**
    - ▶ **Digital access = universal access**
- ▶ **We're a key part of that!**

**Metadata is what drives modern academic libraries!**

**THANK YOU!**

**QUESTIONS?**

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