The reverse side also has a reverse side.

Japanese proverb

The best practice for metadata...
...is to PRACTICE metadata...

...is to DISAMBIGUATE how we describe things & search for things...

...is to improve FINDABILITY...
...is to enhance our WAYFINDING through ever increasing content and information...

...is to SHARE either our metadata or the things they describe...

...is to recognize that metadata always is applied within some CONTEXT.
...is to recognize that metadata is bound by an organization’s WORKFLOWS & RULES.

...is to convince you that you never met-a-data you didn’t like...

...ultimately to recognize that metadata is an ENABLER.
...and appreciate that one can never have too many visual metaphors in a single presentation.

Pablo's proverb
Is created & exists in some form...

Can be shared...

Wants to be needed & experienced...

Enriches & empowers...

Answers a question...

Tests for competency...

Furthers a thought process...

Checks for understanding...

Solves a problem or challenge...

WHAT CONSTITUTES CONTENT?

Friday, June 9, 2006
COURSE

HOW DO WE INTERACT WITH CONTENT?

CONTENT

Review → Choose

Discover

Retrieve

Share

Repurpose

Friday, June 9, 2006
Technology is freeing audiences to choose their own media experiences based on their needs, not the best laid plans of public broadcasters. Stations should focus on customer interests, not just leveraging their self-defined assets.

David Liroff
VP & CTO
WGBH Educational Foundation

“Technology is freeing audiences to choose their own media experiences based on their needs, not the best laid plans of public broadcasters. Stations should focus on customer interests, not just leveraging their self-defined assets.”

David Liroff
VP & CTO
WGBH Educational Foundation

Content = “the What”
Delivery = “the How”
What + How = CONTEXT...
SOMETHING WONDERFUL...

New Media Ecosystem Directly Ahead!

Classic Media vs New Media

Broadcast

Landline

Packaged Media

Snail Mail
Media Convergence

An integration or intersection of various content and delivery systems.
“Forget squeezing millions from megahits at the tops of the charts. The future of entertainment is in the millions of niche markets at the shallow end of the bitstream.”

Chris Anderson
Editor in Chief
Wired Magazine

http://www.wired.com/wired/archive/12.10/tail.html
The ability to find relevant information fast.

FINDABILITY
The Blind Men and the Elephant
Hindu Fable as told by Persian poet Jalâl al-Din Rûmî
with derivative by American poet John Godfrey Saxe

4th Beggar: “It’s a Fan.”

6th Beggar: “It’s a Bed.”

3rd Beggar: “It’s a Sword.”

2nd Beggar: “It’s a Rope.”

5th Beggar: “It’s a Snake.”

1st Beggar: “It’s a Pillar.”
The Blind Men and the Elephant
Hindu Fable as told by Persian poet Jalâl al-Din Rûmî
with derivative by American poet John Godfrey Saxe

4th Public Broadcaster:
“‘It’s an Episode Title.’”

3rd Public Broadcaster:
“‘It’s a Docu-Drama-Newsy-Interview Type Thing.’”

5th Public Broadcaster:
“‘It’s a Children’s Program.’”

1st Public Broadcaster:
“‘It’s a Local NOLA Code.’”

6th Public Broadcaster:
“‘It’s a Series Title.’”

---

FINDABILITY

Provides a structured and organized way to describe things...standardization.
How important is that?

---

FINDABILITY

= An Asset (Has Meaning & Value)

IPR & DRM
(Intellectual Property Rights & Digital Rights Management)

Friday, June 9, 2006
What benefits are possible through standardization?

- Findability
- Flexibility
- Agility
- Accessibility
- Portability
- Reusability
- Exchangeability
- Interoperability
- Reliability
- Sustainability
- Shareability

What types of standardization are there?

- Academic & Curriculum Standards
- Cataloguing & Metadata Standards
- Technical, Delivery & Instantiation Standards

Attributes of Metadata Elements
(defining descriptions, data models, dictionaries)

(modified ISO 11179 format)

- element name
- version
- element label
- definition
- namespace identifier
- registration authority
- language of element
- obligation/mandatory
- datatype
- maximum occurrence
- encoding schemes
- restricted values
- examples
- usage guidelines
## Attributes of Metadata Elements

(defining descriptions, data models, dictionaries)

(modified ISO 11179 format)

<table>
<thead>
<tr>
<th>Element</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>element name</td>
<td>&gt; obligation/mandatory</td>
</tr>
<tr>
<td>version</td>
<td>&gt; datatype</td>
</tr>
<tr>
<td>element label</td>
<td>&gt; maximum occurrence</td>
</tr>
<tr>
<td>definition</td>
<td>&gt; encoding schemes</td>
</tr>
<tr>
<td>namespace identifier</td>
<td>&gt; restricted values</td>
</tr>
<tr>
<td>registration authority</td>
<td>&gt; examples</td>
</tr>
<tr>
<td>language of element</td>
<td>&gt; usage guidelines</td>
</tr>
</tbody>
</table>

**Registration Authority**

Maintains and sustains the integrity, meaning, and application of a metadata element over its life span. Critical for the sustainability of a metadata scheme or D.A.M. System.

---

**FINDABILITY**

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**FINDABILITY**

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**FINDABILITY**

Friday, June 9, 2006
The PBCore (Public Broadcasting Metadata Dictionary) was created by the public broadcasting community in the United States of America for use by public broadcasters and related communities. Initial development funding for PBCore was provided by the Corporation for Public Broadcasting. The PBCore is built on the foundation of the Dublin Core (ISO 15836), an international standard for resource discovery (http://dublincore.org), and has been reviewed by the Dublin Core Metadata Initiative Usage Board.
The intent of the Public Broadcasting Metadata Dictionary Project is to first spawn a core set of metadata descriptors that are applicable to most venues and scenarios.

The PBMD Project is focused on the ability to exchange metadata between parties rather than trying to build a completely comprehensive, all encompassing, über metadata system that satisfies all user requirements.

As extensions are evaluated and experts help the PBMD Project incorporate their metadata, the PBCore becomes more robust, but simple enough to be understood and usable by most of us.

Participants

- PBS, APTVS, NETA
- NPR, PRI
- Public Interactive, PBS.org, NPR Online
- National producers (WGBH, MPR, WNET, Grubin)
- Community radio and TV licensees (KCTS, WGBH, WHRO)
- State Networks
- University radio and TV licensees (KWSU, WPT, WPSX, KUED, WMVS)
- Educators & their Evangelists (WPT, OnCourse, WHRO)
- Subject Matter Experts (AMIA/Rutgers, Academic CoLab, University of Washington Information School)

Snapshots

The people in the Working Group all had a passion for this work - an “inner librarian.”
We need to ensure success across the system, where increasingly we are all in what are almost forced collaborations, triggered by the growing urgency of our asset management needs and our resource constraints.

What we do is ultimately all about access by others within and outside of the public broadcasting system - to the extent that the dictionary we develop allows access to the metadata, but not the appropriation of content.

There is a great deal of existing work in the field to build on; the metadata dictionary project does not have to start from scratch.
Based on its review and evaluation work, the Working Group should then be in a position to “pick the best and leave the rest” -- an application profile --
We must think about “life after the metadata dictionary is published,” focusing on how to ensure compliance, provide incentives, practice enforcement, and anticipate the need for a long-term infrastructure and authority capable of carrying out these and other implementation functions.

PBCore’s home is a website and is the main vehicle for users to access information, fulfilling Public Broadcasting’s mission to provide non-commercial information and universal access to the public.

http://www.pbcore.org
PBCore is to be made useful, ubiquitous, and a permanent part of our creation, generation, and management of content.

A PBCore authority will conduct advocacy, communication, training, technical assistance, and maintenance and change orders for updates to the dictionary.

The creative/operational challenge that PBCore will address is, “You can’t use it if you can’t find it.” If we can’t sensibly organize, re-use and re-purpose our assets, we will find ourselves delivering less and less product, and having less and less relevance to our audiences.
PBCore is not a single, shrink-wrapped product that is installed and applied. It is a building block that can be inserted into many different applications and many different models, all depending on individual station infrastructures, capabilities, and needs.
Snapshots

Mapping & Crosswalking Element Relationships

KPUB-TV

Archiving
Production
Post-Production
Scheduling
Digital Asset Management
Stock Footage
Education Connections
Programming

Rights & Usage Management
Development, Fundraising & Sponsorship

Program Guides
Advertising & Promotion
Internet Services & Distribution Options
Advertising, Fundraising & Sponsorship

National Program Distribution
Local Broadcast Playout & Autos (NGIS, PODS, BroadView, Scout, etc.)

Friday, June 9, 2006
Snapshots
Mapping & Crosswalking Element Relationships

Archiving
Production
Post-Production
Financing
Scheduling
Digital Asset Management
Stock Footage
Education Connections
Programming

NEUTRAL SEMANTIC UNITS

National Program Distribution
Local Broadcast Playout
& Traffic (NGIS, PODS, BroadView, Scout, etc.)
Program Guides
Advertising & Promotion
Internal Services 
& Distribution Options
Development, Fundraising 
& Sponsorship
Rights & Usage Management

Programming

Stock Footage
Education Connections
National Program Distribution
Local Broadcast Playout 
& Traffic (NGIS, PODS, BroadView, Scout, etc.)
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Internal Services 
& Distribution Options
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& Sponsorship
Rights & Usage Management

Development, Fundraising 
& Sponsorship
Rights & Usage Management

Rights & Usage Management
Development, Fundraising 
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Internal Services 
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& Traffic (NGIS, PODS, BroadView, Scout, etc.)
National Program Distribution

Archiving
Production
Post-Production
Scheduling
Digital Asset Management

Rights & Usage Management
Development, Fundraising 
& Sponsorship
Internal Services 
& Distribution Options
Advertising & Promotion
Program Guides
Local Broadcast Playout 
& Traffic (NGIS, PODS, BroadView, Scout, etc.)
National Program Distribution

Programming

Saturday, June 10, 2006
PBCore has 48 metadata elements.

> It is a core set of terms and descriptors (elements)...
> Used to create information (metadata)...
> That categorizes or describes...
> Media items (sometimes called assets or resources).

**Snapshots**

INTELLECTUAL CONTENT (descriptive, subjective)...
13 elements describing the actual intellectual content of a media asset or resource.

INTELLECTUAL PROPERTY (rights & usage)...
7 elements related to the creation, creators and usage of a media asset or resource.

INSTANTIATION (structural, objective metadata)...
28 elements that identify the nature of the media asset as it exists in some form or format in the physical world or digitally.

**Snapshots**

KEEP PBCore SIMPLE!

Remember, PBCore is to be a real-world tool, not an arcane philosophical model.
-- That is indeed a best practice --
**WHAT IS UMAP?**

The Utah Metadata Application Profile, otherwise known as UMAP, is a collection of descriptors used to identify and describe media items. These fields are made available for search, review, and download from the UEDT Education Network Digital Media Service. Assets in the UEDT Digital Media collections include video, audio, text (HTML), and image files. The service provides digital media assets for Utah’s K-12 educations and students through its UEDT gateway. As well, the Utah Collections Multimedia Encyclopedia (UCME) and the University of Utah’s public broadcasting television station, KUED-TV, offer numerous media assets to their respective communities, both public and educational.

---

**UMAP USER GUIDES**

**Main Menu of Viewing Options for the UMAP Metadata Elements**

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
</tr>
</thead>
</table>
| 1.     | Common Names (128) (definitions and guidelines for individual elements alphabetically listed by their Common Names – “Administrative Overview”)
| 2.     | Database Column Names (138) (definitions and guidelines for individual elements alphabetically listed by their Oracle Database Column Names)
| 3.     | Logical Groupings (Content Classes) (13) (definitions and guidelines for individual elements listed by logical groupings – “Content Class”)
| 4.     | Published Metadata for End Users (39) (in the same order as used by our catalogers for describing and reviewing)
| 5.     | Indexing Metadata for Catalogers (112) (in the same order as used by our catalogers for entering descriptions and data – “Administrative Overview”)

---

**UMAP ELEMENTS USER GUIDES**

**Option 1: Common Names (128)**

*Definitions and guidelines for individual elements listed alphabetically by their Common Names – “Administrative Overview”*

<table>
<thead>
<tr>
<th>Common Name</th>
<th>“Administrative Overview” (as seen by catalogers)</th>
<th>Oracle Database Column Name</th>
<th>Published “Administrative Overview” (as Media)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Activity represented</td>
<td>lw_activity_represented</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Affiliates represented</td>
<td>lw_affiliates_represented</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alternative modes</td>
<td>unw_alternative_modes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alternative title</td>
<td>unw_title_alternative</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Audience level</td>
<td>unw_audience_level</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Body of water</td>
<td>lw_spatial_body_of_water</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Citation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CitationCreator</td>
<td>citation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CitationCreatorRole</td>
<td>citation_creator_role</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CitationCreatorOther</td>
<td>citation_creator_other</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

*COMMON NAMES ARE LISTED ALPHABETICALLY*
The Goal is to “Disambiguate”

When entering and sharing metadata, control...

- For ambiguities in terms used (clear definitions)
- The meanings behind data categories (semantics)
- How descriptions are selected and entered by using agreed upon vocabularies and values (picklists, type of data, examples)
- For idiosyncratic and “creative” applications of descriptions (guidelines for usage)
- The “rules of the road”
The Goal is to “Disambiguate”

Strive for...

• Data accuracy
• Data Timeliness
• Automating data entry
• Automating the sharing of data (mapping to other databases & devices)

Metadata Always is Applied Within a Context

• Creation / Production / Editorial Processes
• Ingestion / Digitization of Essence
• Cataloging / Logging / Descriptions
• Exploitation Processes (search, retrieval, playout, repurpose)
• Bound by IPR & DRM
• Archival Purposes

When Metadata Goes Bad

Story #1

Listing Service Insanity

Friday, June 9, 2006
When Metadata Goes Bad

Listing Service

Insanity

Friday, June 9, 2006
At one time in the dark reaches of American mining history, determined forces were locked in battle for the very soul of the nation. It was a time when the fuse was lit, the blast was imminent, and the warning cry was offered: "fire in the hole."

KUED presents Fire in the Hole, an examination of the mining labor conflicts that shaped the West during the early 1900s.
When Metadata Goes Bad

Synopsis: Amber Lynn is one of the Golden Age's most fondly remembered dream girls. She set many a young man's erotic imagination alight with her combination of high-powered debauchery and low-key penchant for the truly, minutely erotic and her sublime sensuality.

METADATA BEST PRACTICES

The Quest is to Exchange & Share Information

Because there are numerous data models and dictionaries upon which different metadata schemes and implementations are based...

...there is considerable overhead and effort to exchange descriptions between disparate systems (MAM, DAM, CMS, etc).
A common data model does not guarantee that two entities attempting to exchange metadata...

...have a common INTERPRETATION of the metadata elements themselves, their meanings, attributes, and their acceptable values (structured and vocabulary terms).

When two entities attempt to transmit metadata between each other...

...a standardized protocol, wrapper, or container should be employed.

> **MXF**: Materials Exchange Format that packages both essence & metadata (descriptive & structural)
> **XML**: Extensible Markup Language (define models by DTD, XSD)
> **MOS**: Media Object Server Protocol (news operations)
> **SOAP**: Simple Object Access Protocol (lightweight info exchange)
> **AAF**: Advanced Authoring Format (content creation)

By using an *über database*  
By using *mapping & crosswalks*

With all features, workflows, & business rules for all communities and users!  
[SMEF, P/META, SMPTE MPEG-7, MPEG-21]

Building custom data bridges between systems!

Friday, June 9, 2006
**METADATA BEST PRACTICES**

The Quest is to Exchange & Share Information

By using *harvesters & search engines*...

**AGGREGATORS**
Harvest from multiple databases and create a single, searchable “Control Index”

**FEDERATED SEARCHES**
Uses multiple crosswalks to multiple databases to create an ephemeral “Results Page”

---

**METADATA BEST PRACTICES**

The Quest is to Exchange & Share Information

By using *search engines*...

**AGGREGATORS**
Harvest from multiple compliant databases and create a single, searchable “Control Index”

Open Archives Initiative

---

**META-CHASMS**

DISCONNECTS THAT COMPROMISE CONTENT’S DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

**WARNING**

Personal Observations

---

Friday, June 9, 2006
META-CHASMS
DISCONNECTS THAT COMPROMISE CONTENT’S
DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

QUALITY OF METADATA SCHEMA

standards-based

ad hoc & parochial

QUALITY OF METADATA SCHEMA

registration authority
deregimented

QUALITY OF METADATA SCHEMA

Friday, June 9, 2006
META-CHASMS
DISCONNECTS THAT COMPROMISE CONTENT'S
DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

Quality of Metadata Schema

- controlled vocabularies & taxonomies
- folksonomies & meta-noise

Friday, June 9, 2006
META-CHASMS
DISCONNECTS THAT COMPROMISE CONTENT'S
DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

QUALITY OF METADATA SCHEMA

flexibility &
extensibility

options ignored & unused

META-CHASMS
DISCONNECTS THAT COMPROMISE CONTENT'S
DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

SUFFICIENCY OF METADATA SCHEMA

too much metadata

enough metadata for the task

META-CHASMS
DISCONNECTS THAT COMPROMISE CONTENT'S
DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

SUFFICIENCY OF METADATA SCHEMA

Friday, June 9, 2006
META-CHASMS

DISCONNECTIONS THAT COMPROMISE CONTENT'S DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

SUFFICIENCY OF METADATA SCHEMA

too little metadata

escalating expectations

satisfying business rules

satisfying basic findability

satisfying internal needs

satisfying interoperability & metadata crosswalks

Friday, June 9, 2006
META-CHASMS
DISCONNECTS THAT COMPROMISE CONTENT’S
DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

including ought-to-have metadata
limiting to must-have metadata

SUFFICIENCY OF METADATA SCHEMA

META-CHASMS
DISCONNECTS THAT COMPROMISE CONTENT’S
DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

the promise of a particular schema
the customization required to be functional

SUFFICIENCY OF METADATA SCHEMA

META-CHASMS
DISCONNECTS THAT COMPROMISE CONTENT’S
DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

established change order process in place
ad hoc change-as-you-go process

SUFFICIENCY OF METADATA SCHEMA

Friday, June 9, 2006
META-CHASMS

DISCONNECTS THAT COMPROMISE CONTENT’S
DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

QUALITY OF METADATA ENTRY

follow thoroughly documented procedures

idiosyncratic cataloging & “winging it”

QUALITY OF METADATA ENTRY

bullet-proofing data entry options for any cataloger

reliance on trained, competent, consistent, professional catalogers

QUALITY OF METADATA ENTRY

Friday, June 9, 2006
META-CHASMS
DISCONNECTS THAT COMPROMISE CONTENT'S
DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

employing anal retentives
employing laissez faires

QUALITY OF METADATA ENTRY

META-CHASMS
DISCONNECTS THAT COMPROMISE CONTENT'S
DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

disambiguous descriptions
meta-noise, vague, indefinite, understood only by a specific community

QUALITY OF METADATA ENTRY

META-CHASMS
DISCONNECTS THAT COMPROMISE CONTENT'S
DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

INTEROPERABILITY

Friday, June 9, 2006
META-CHASMS

DISCONNECTS THAT COMPROMISE CONTENT'S
DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

open (xml capable)

proprietary

INTEROPERABILITY

crosswalks to other schemas

data islands, insular

INTEROPERABILITY

SCORM compliant for learning objects to be shared with LMS/CMS

bound to local objectives and curricula

INTEROPERABILITY
META-CHASMS
DISCONNECTS THAT COMPROMISE CONTENT’S
DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

shareable & repurposeable by specified permissions, constraints & requirements

DRM & IPR inhibit sharing and repurposing

INTEROPERABILITY

META-CHASMS
DISCONNECTS THAT COMPROMISE CONTENT’S
DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

open to Aggregator search engines harvesting from multiple databases, creating a single, searchable “Control Index”

open to Federated search engines using multiple crosswalks to multiple databases, creating an ephemeral “Results Page”

INTEROPERABILITY

META-CHASMS
DISCONNECTS THAT COMPROMISE CONTENT’S
DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

compliant with Open Archives Initiative prescriptions (OAI)

incompatible with Open Archives Initiative prescriptions

INTEROPERABILITY
META-CHASMS
DISCONNECTS THAT COMPROMISE CONTENT'S
DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

MAM DAM CMS INTEGRATION

desktop or workgroup capable
enterprise caliber

MAM DAM CMS INTEGRATION

open architecture closed architecture

MAM DAM CMS INTEGRATION

Friday, June 9, 2006
META-CHASMS
DISCONNECTS THAT COMPROMISE CONTENT’S DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

open access

META-CHASMS
MAM DAM CMS INTEGRATION

requires authentication & authorization via users and groups

META-CHASMS
MAM DAM CMS INTEGRATION

uses metadata schema in its pure form and structure

forces customization (conformance bastardization) of the pure metadata schema

META-CHASMS
MAM DAM CMS INTEGRATION

facilitates implementing a metadata schema through user interfaces & functionalities

requires database programmers, sys ops, and managers

Friday, June 9, 2006
META-CHASMS
DISCONNECTS THAT COMPROMISE CONTENT'S
DISAMBIGUIty, FINDABILITY, WAYFINDING & SHAREABILITY

facilitates triggers and functions to extend functionality

triggers and functions reduce server responses and quality of service

MAM DAM CMS INTEGRATION

WILLING AND ABLE

tribal, insular mentalities
collaborative, cooperative, worldly perspective (flat earth friendly)

Friday, June 9, 2006
META-CHASMS
DISCONNECTS THAT COMPROMISE CONTENT'S
DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

political, legal, social, economic inhibitors
altruistic, academic, beneficient, philanthropic openness

WILLING AND ABLE

restricted to “pushing” content according to pre-determined missions, rules, economics
encourages and accommodates “push & pull” of content based on needs, wants, and preferred experiences

WILLING AND ABLE

traditional, conventional, habitual, institutional behaviors and practices
needs driven, opportunistic, innovative novel upstarts

WILLING AND ABLE

Friday, June 9, 2006
META-CHASMS
DISCONNECTS THAT COMPROMISE CONTENT'S
DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

flexible, exhaustive, comprehensive cataloging

difficult, advanced, layers-deep wayfinding and findability

simple, permissive, effortless cataloging

simplistic, single field searchability

Friday, June 9, 2006
META-CHASMS
DISCONNECTS THAT COMPROMISE CONTENT'S DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

quality of metadata descriptions

quality of search results

EXPECTATIONS

if you actually build a system...

...someone will come unglued

EXPECTATIONS

META-CHASMS
DISCONNECTS THAT COMPROMISE CONTENT'S DISAMBIGUITY, FINDABILITY, WAYFINDING & SHAREABILITY

METADATA AS AN ENABLER

New Media Ecosystem Directly Ahead!

PBCore
Public Broadcasting Metadata Dictionary Project

Friday, June 9, 2006