Without standards, nothing else will work:

Metadata, identifiers and linking together content

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Don’t fear the angle brackets

<dc:title>Without standards, nothing else will work: Metadata, identifiers and linking together content</dc:title>

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Metadata

Todd Carpenter talk on Metadata during Fiesole Library Conference

National Information Standards Organization

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InteractiveResource

vnd.ms-powerpoint

en

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OK, I’ll stop talking in angle brackets, I promise!
About

- Non-profit industry trade association accredited by the American National Standards Institute
- Mission of developing and maintaining technical standards related to information, documentation, discovery and distribution of published materials and media
- Volunteer driven organization: 220+ members and 400+ contributors spread out across the world
- Responsible for standards like ISSN, DOI, Dublin Core metadata, DAISY digital talking books, OpenURL, MARC records, and ISBN
“Why should we care, it’s only metadata?”
“Why should we care, it’s only metadata?”

Because on the Internet, metadata can be more important than the actual thing it describes.
Vogt, Evon Z., 1918- joint ed.

Lessa, William Armand, ed.

viii, 488 p. : ill. ; 26 cm.
Includes index.

1. Religions—Addresses, essays, lectures. I. Vogt, Evon Zartman, 1918- joint ed. II. Title.

BL80.2.L44 1979 200'8 78-13409 MARC

Library of Congress 78
Photo: OSU Thompson Library Stacks” by Kristin Six
The main problem today is this:
The main problem today is this:
You can’t walk the stacks in a digital library or browse the shelves in an online bookstore
Does anyone know what this is?
This is how you browse bookBot "stacks"
Digitally, all you can browse or search is metadata
And for most books, this is the best we can give you?
Lesson #1:
If your metadata is inaccurate, incomplete, or poorly formatted, it is negatively affecting discovery, usage and sales.
Metadata, metadata everywhere
Seeing Standards:
A Visualization of the Metadata Universe

Content: Jenn Riley
Design: Devin Becker

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Domain

Geospatial Data
Moving Images
Musical Materials
Scholarly Texts
Visual Resources

Community

Archives
Libraries
Museums
Information Industry

Function

Controlled Vocabulary
Framework/Technology
Record Format
Structure Standard
Technical Metadata

Purpose

Descriptive Metadata
Metadata Wrappers
Preservation Metadata
Rights Metadata
Structural Metadata
Function
Purpose
Community

May 18, 2015

22
This landscape in full size
We all want our own
Do we really need all this complexity?
YES!
Metadata and vocabulary use is specific for a particular purpose and a particular community.
Granularity and specificity are critical at some levels and not others (& there are costs associated with each)
Lesson # 2: Embrace the complexity; digitally, we can handle it (if the costs/benefits align)
Some examples
Content form metadata

Metadata elements embedded in the content file
Such as PDF, JATS, Docbook, TEI, EPUB
Business exchange metadata

ONIX

v2.1 and v3.0 are not completely different
Upgrade if you haven’t!
Taxonomies/Subject Headings

LCSH, BISAC/BIC, Thema
Domain specific taxonomies

Should you be mapping taxonomies to your books, titles, chapters, within text?
Author identification

PLEASE, PLEASE ADOPT ORCID!

There is also ISNI in other contexts (institutions, deceased authors, etc.)
Lesson # 3:
Strings of text (i.e. names, titles, affiliations) are poor things to link together. Use identifiers!
Linked Open Data
Linked data and discovery
Linked data in the real world
The last lesson:
Managing identifiers and metadata well is difficult and expensive.
Managing identifiers and metadata poorly can be more expensive and probably in ways you can’t track.
Thank you!

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