Today

• First bit
  – Searching problems/background
  – What is metadata
  – Dublin Core, GILS etc
  – Examples of use in e-government
  – International scene

11:15 - Coffee
Why are we doing this?

- It's hard to find stuff
- Test searches on UKonline and other sites
- Approach to tests: answering questions
- Searching done mainly by govt officers
- Results comparable with other tests
Why are we doing this?

• Searching stinks!
• In our tests
  – only half of users got to the right answer!
  – 25% of searches were abandoned
  – 55% had to click through more screens
  – 10% had to click through 10 or more screens

*Results from govt wide searches
After metadata

• Right answers up from 67% to 81%
• For novice users, right answers up from 53% to 77%
• % of abandoned searches halved. For novice users down to two thirds
• Considerably less clicking needed

*Organisation specific searches
Let's try to.....

• Compare council tax in Wandsworth and Lambeth
Your search results are listed below. Click on "Advanced search" below to enter more search details.

Search council tax wandsworth

Quick links

» Selected links about tax available on Economics and finance page
» Selected links about taxes available on Economics and finance page

Your search: council tax wandsworth
Displaying: 1 - 20 of 100 matches

1 > Wandsworth Borough Council: Council Tax & Benefits - Payments on the web 75%
Council Tax Payments on the web Home page An introduction to The Council Tax How is the Council Tax calculated? How much is the Council Tax in Wandsworth ....
http://www.wandsworth.gov.uk/counciltaxandbenefits/ctaxwebpayments.htm 08 Apr 02

2 > Wandsworth Borough Council: Council Tax & Benefits - How do I pay? 75%
Council Tax How do I pay? Home page An introduction to The Council Tax How is the Council Tax calculated? How much is the Council Tax in Wandsworth? Who ....
http://www.wandsworth.gov.uk/counciltaxandbenefits/ctaxhowdopay.htm 08 Apr 02

3 > Wandsworth Borough Council: Council Tax & Benefits - Home 75%
Council Tax Home Benefits | Business Rates Home page An introduction to The Council Tax How is the Council Tax calculated? How much is the Council Tax in ....
http://www.wandsworth.gov.uk/counciltaxandbenefits/ctaxcounciltax.htm 21 Feb 02
Your search: council tax lambeth
Displaying: 1 - 20 of 100 matches

1 > Leader of the Council - Jim Dickson 74%
The Lambeth Council Web Site is an exercise in open government.
http://www.lambeth.gov.uk/council/overview.htm  16 Feb 01

2 > Where to find us - office location details within the Valuation Office Agency 70%
The VOA is an executive agency of the Inland Revenue and is responsible for business rates, council tax, valuations for Inheritance tax and Capital Gains Tax.
http://www.voa.gov.uk/where/index.htm  18 Apr 02

3 > Getting to Lambeth 69%
The Lambeth Council Web Site is an exercise in open government, brought to you by the London Borough of Lambeth.
http://www.lambeth.gov.uk/visiting/movingtolambeth_text.htm  06 Jun 01

4 > Lambeth -Council Services 68%
The Lambeth Council Web Site is an exercise in open government, brought to you by the London Borough of Lambeth.
Monday 6 May 2002 News Council About Brent A-Z Services Business Community Links Home Search Contact Us My Brent Sitemap FAQs Help
http://www.brent.gov.uk/bv1nsf.nsf/291c37e558d2e6298025690000632321 06 May 02

Tuesday 7 May 2002 News Council About Brent A-Z Services Business Community Links Home Search Contact Us My Brent ....
http://www.brent.gov.uk/bv1nsf.nsf/86b5e81ad46504248e02568ea006e9153 07 May 02

Wandsworth Borough Council: Council Tax & Benefits - Useful contacts and links 56%
Council Tax Useful contacts and links Home page An introduction to The Council Tax How is the Council Tax calculated? How much is the Council Tax ....
http://www.wandsworth.gov.uk/counciltaxandbenefits/taxlinks.htm 08 Apr 02

District Valuer Services 56%
The VOA is an executive agency of the Inland Revenue and is responsible for business rates, council tax, valuations for Inheritance tax and Capital Gains Tax.
http://www.voa.gov.uk/dv_services/index.htm 04 Apr 02

Microsoft Word - 010321.doc 52%
What Are We Voting For? In London we vote almost every year. There are a number of different elected bodies. General Elections This is a chance to vote for a Member of ....

List of Corporate Bodies with name beginning ST 52%
Kilmaveonaig Tayside (1) St Adamnan's Church, Duror, Duror Argyllshire (1) St Agatha's Abbey, Easby, Easby Yorkshire (2) St Agatha's parish charity, ....
http://www.hmc.gov.uk/nra/browser/corporate/page/corporateST.htm 26 Sep 01
Why is it so bad?

- Poor search skills and strategies
- Search engines badly configured
- Metadata missing or poor
- Navigation unclear
- Information not always clear

People can’t find the information or services they need
What is metadata?
You already know what metadata is
even if you don’t know that you know!
Where have I seen metadata?

- In any guide, listing or catalogue

- For instance, a TV guide has metadata about TV programmes: title, start time, description etc

- A shopping catalogue has metadata about its products: description, price, colour, size etc
Anywhere else?

- ‘Properties’ file of a Word or similar document
- HTML header
CABINET
OFFICE
Office of the e-Envoy

METADATA WORKING GROUP
MINUTES

Meeting Held
Time: 14.00 – 15.30
Date: 16 May 2001
Venue: Stockley House, 130 Wilton

Attendees
The Office of the e-Envoy is part of the UK government cabinet office, responsible for leading the drive to get the UK online and e-commerce, e-communications and e-government.
So metadata is a description of something

• Exactly. It can describe a document, spreadsheet, web page, database…….

• It needs to be structured so real value can be gained from it
Where is it?

• On the resource, e.g. in the html, waiting to be found

• In a ‘metadatabase’ with metadata from lots of other related resources

• In indexes
Metadatabases & Indexes

• On
  – Web sites
  – Web search engines
  – Intranets
  – Internal document management systems
  – Archives
  – Catalogues
# Indexes

<table>
<thead>
<tr>
<th>Titles</th>
<th>Subject category</th>
<th>Date created</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy on the Project about a</td>
<td>Central Govt</td>
<td>2001-09-02</td>
</tr>
<tr>
<td>Letter to Ms Jon</td>
<td>Civil Service</td>
<td>2001-09-02</td>
</tr>
<tr>
<td>Leaflet about ou</td>
<td>Constitution</td>
<td>2001-09-03</td>
</tr>
<tr>
<td>Background to t</td>
<td>Devolved administrations</td>
<td>2001-09-03</td>
</tr>
<tr>
<td>Final report of th</td>
<td>Electoral system</td>
<td>2001-09-03</td>
</tr>
<tr>
<td></td>
<td>Honours system</td>
<td>2001-09-04</td>
</tr>
<tr>
<td></td>
<td>Local government</td>
<td>2001-09-05</td>
</tr>
<tr>
<td></td>
<td>Modernising government</td>
<td></td>
</tr>
</tbody>
</table>
Indexes are used manually or by the search engine

- To gather search results in lists
- To allow you to scroll through the index yourself
  - to go to the original document or web page
  - to refine or narrow your search
Search engines use metadata

• Remember the Wandsworth and Lambeth council tax search?
<HTML>
<!-- #BeginTemplate "/Templates/wbcsidebarpage.dwt" -->

<HEAD>
<!-- #BeginEditable "doctitle" -->

<TITLE>Wandsworth Borough Council: Council Tax & Benefits - Payments on the web</TITLE>

<SCRIPT LANGUAGE="JavaScript">
<!-- Begin
Field searching

• To find things more accurately
• In the following example you can limit your search results to items from a named department, or in other ways
Further Search Options

Restrict your search by Organisation:
- Cabinet Office
- Central Science Laboratory
- Centre for Environment, Fisheries and Aquaculture
- Companies House

Restrict your search by Title:

Restrict your search by Subject:

Restrict your search by Geographical area:

Search  Clear
Browsing

• Browsing through a list of subjects is often easier than typing in a search term

• Clicking on a browse term brings up all pages that have that term in the Subject.Category element
Search State of Minnesota government web sites.

Search:

Tip: Use lowercase for case-insensitive match. Otherwise, an exact match is used.

Example: SPARCstation

Topics:

Arts and Humanities
- Communications, Customs and Folklore, History, Literature, ...

Business and Economics
- Audit Reports, Consumer Protection, Contracts, Economic Conditions, ...

Education
- Adult Education, Aviation Education, Continuing Education, Curricula, ...

Environment and Ecology
- Agriculture, Energy, Environmental Economics,

Government
- Demography, Elections and Voting, Executive Branch, Federal Government, ...

Health
- Aged, Diseases, Environmental Health, Family Health, ...

Human Services
- Children and Families, Demography, Employment, Housing, ...

Public Safety
- Consumer Protection, Corrections, Crime and Criminals, Criminal Justice, ...

Recreation
- All-Terrain Vehicles, Bicycling, Boating, Camping, ...

Technology
- Computers, Environmental Technology, Fiber-Optic Network (Connecting Minnesota), Information Technology, ...

Transportation
- Aeronautics, Bridges, Common Carriers, Commuting, ...
North Star Search
Search State of Minnesota government web sites.

Start new search  Search these results

Search Technology:

Go!  Help  Advanced

Tip: Use lowercase for case-insensitive match. Otherwise, an exact match is used.

Example: SPARCstation

Topic: Home > Technology

Subtopics:
Computers
Computer Graphics@, Year 2000 (Y2K)
Environmental Technology@
Fiber-Optic Network (Connecting Minnesota)

Information Technology
Webmasters

Internet
World Wide Web

Metadata
Telecommuting

1523 results found.
North Star Search

Search State of Minnesota government web sites.

Start new search  Search these results

Search Metadata:
coverage

Tip: You can get a list of all external URLs that point to any page.

Example: link:http://mysite/mypage.html -site:mysite

Topic: Home > Technology > Metadata

348 results found,
sorted by relevance

 Metadata Home Page
This is the Metadata home page for the Minnesota State Archives, providing pointers to other metadata-related sites and resources.
http://www.mnhs.org/preserve/records/metadata.html - 11.4KB

Bridges: Minnesota's environmental information search
Search interface to Minnesota state agency online environmental
Results for: coverage

87 results found, sorted by relevance

**MMG-DCUUserGuide.PDF**
http://bridges.state.mn.us/MMG-DCUUserGuide.PDF - 1958.6KB

**Minnesota Recordkeeping Metadata Standard: Coverage Element.**
This is the Minnesota Recordkeeping Metadata Standard.
http://www.mnhs.org/preserve/records/metacoverage.html - 19.2KB

**15 Dublin Core Element Attributes**
Descriptions of the 15 Dublin Core elements utilized in the Minnesota Metadata Guidelines-Dublin Core (M.M.G.-D.C.)
http://bridges.state.mn.us/dcore.html - 9.2KB

**Land Management Information Center: Land Use and Cover Map and Statistics**
Viewers can explore land use for the entire state and individual counties through an interactive mapping tool and statistical profiles of land use ...
http://www.lmic.state.mn.us/projects/aboutlanduse.html - 14.7KB

**Land Management Information Center: Adding MUIR soil...**
Why browse?

• “users are much happier searching for information from hierarchical categories than keywords”

   BT Laboratories research
Dublin Core

- dublincore.org
- Internationally recognised model for metadata for resource discovery
- Basis of most developments elsewhere
- 16 core elements
Simple Dublin Core

<table>
<thead>
<tr>
<th>Title</th>
<th>Creator</th>
<th>Subject</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Publisher</td>
<td>Contributor</td>
</tr>
<tr>
<td>Date</td>
<td>Type</td>
<td>Format</td>
</tr>
<tr>
<td>Identifier</td>
<td>Language</td>
<td>Relation</td>
</tr>
<tr>
<td>Source</td>
<td>Coverage</td>
<td>Rights</td>
</tr>
</tbody>
</table>
Refinements

- Elements lack detail / accuracy
- Refinements = sub-elements
- Date created / date issued / date valid
- Alternative title
- Is part of / Is version of
Encoding schemes

• Lists, controlled vocabularies, thesauri
  – MeSH, GCL, Types

• Format/notation control
  – Date format = ccyy-mm-dd

• International standards, or local
Other models

- AGLS
- NZGLS
- e-GMS
- OIO
- GILS
Technical terms

• **Metadata**: Data about data.

• **e-GIF**: The e-Government Interoperability Framework

• **e-GMS**: The e-Government Metadata Standard
Technical terms II

- **GCL**: Government Category List. A list of broad subject terms that forms part of the e-GMS.

- **CUPID**: Customer Unique Process Identifier. List of local authority processes with codes.
Technical terms III

• **Element**: A main category of metadata, such as Subject, Title, Date

• **Refinement**: A sub-category, such as Subject.Category, Subject.Keyword

• **Encoding scheme**: Limits what you put in an element e.g. all items in Subject.Category must come from the GCL
Metadata on UKonline

- Metadata needs to be added to:
  - UKonline itself
  - Public sector websites
e-Government

• Getting services online by 2005
• Making sure everyone has internet access
• Making the UK the best place to do e-commerce
• Big changes, many projects, right across the public sector
Some projects

- Seamless
- People’s network
- Countryside Agency
- Knowledge Network
- Driving Standards Agency
- Magic
- APLAWS
The international scene

• Part of internationalisation of information
• DC
• MIReG
• European interoperability initiative
• INSPIRE
Coffee time!