

# 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?

- Its 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

# Lets 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



[> Advanced search](#)

## 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](#) [2](#) [3](#) [4](#) [5](#) [Next >](#)

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/ctaxhowdoipay.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

[> A to Z of local government](#)

## Adobe Acrobat Reader

You may need Adobe Acrobat Reader to view some documents. Download a free copy by clicking the logo.



Search

council tax lambeth



> [Advanced search](#)

## 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 lambeth**

Displaying: 1 - 20 of 100 matches

[1](#) [2](#) [3](#) [4](#) [5](#) [Next >](#)

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.vo.a.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](http://www.lambeth.gov.uk/visiting/movingtolambeth_text.htm) 06 Jun 01

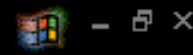
4 > [Lambeth -Council Services](#) 68%

The [Lambeth Council](#) Web Site is an exercise in open government, brought to you by the London Borough of [Lambeth](#).

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[15 > Revenues & Benefits - exc. Council Tax & Business Rates - Lambeth](#) 57%

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/291c37e558d2c6298025690000632321> 06 May 02

[16 > Fees, Charges & Income Collection - Rent Collection/Arrears & Former Tenant Arrears, ...](#) 56%

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/66b5e81ad4650424802568ea006e9153> 07 May 02

[17 > 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/ctaxlinks.htm> 08 Apr 02

[18 > 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.vo.a.gov.uk/dv\\_services/index.htm](http://www.vo.a.gov.uk/dv_services/index.htm) 04 Apr 02

[19 > 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 ....

<http://www.lambeth.gov.uk/intradoc/groups/public/documents/notes/010321.pdf> 08 Oct 01

[20 > 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**

**MWG Minutes 2001-05-16.doc Properties**

General Summary Statistics Contents Custom

Title: MWG minutes 2001-02-14

Subject: Metadata Working Group

Author: Maewyn Cumming, Office of the e-Envoy

Manager: John Borrás, Office of the e-envoy

Company: Cabinet Office

Category: Minutes

Keywords: Metadata minutes February

Comments:

Hyperlink base:

Template: Normal.dot

Save preview picture

OK Cancel

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0 Frameset//EN"
"http://www.w3.org/TR/REC-html40/frameset.dtd">
<HTML>
<HEAD>
<TITLE>Office of the e-Envoy</TITLE>
<!-- START Dublin Code Meta-Tags -->
<meta http-equiv="pics-label" content="(pics-1.1 "http://www.icra.org/ratingsv02.html"
l gen true for "http://ww
<meta name="DC.Identifier" scheme="URI" content="http://www.e-envoy.gov.uk/">
<meta name="DC.Format" scheme="IMT" content="text/html">
<meta name="DC.Type.category" lang="en" content="document">
<meta name="DC.language" scheme="RFC1766" content="en">
<meta name="DC.Rights" lang="en" content="Crown Copyright">
<meta name="DC.Creator" lang="en" content="UK government cabinet office">
<meta name="DC.Publisher" lang="en" content="e-Envoy Media">
<meta name="DC.Subject" lang="en" content="Government">
<meta name="DC.Description" lang="en" content="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

<b>Titles</b>	<b>Subject category</b>	<b>Date created</b>
Policy on the	Central Govt	2001-09-02
Project about a	Civil Service	2001-09-02
Letter to Ms Jon	Constitution	2001-09-03
Leaflet about ou	Devolved administrations	2001-09-03
Background to t	Electoral system	2001-09-03
Final report of th	Honours system	2001-09-04
	Local government	2001-09-04
	Modernising government	2001-09-05

# 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

```
<HTML>
```

```
<HEAD>
```

```
  <title>Lambeth - Lambeth Council</title>
```

```
</head>
```

```
  <frameset cols="*,717,*" frameborder=0  
  framemargin=0 border=0 margin=0>
```

# 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 Acquaculture
- Companies House

### Restrict your search by Title:

### Restrict your search by Subject:

### Restrict your search by Geographical area:

# 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.

★  
[Home](#)

★  
[Directories](#)

★  
[Gov't Offices](#)

★  
[Feedback](#)

★  
[Search](#)

Search:

Go!

[Help](#)

[Advanced](#)

Search by  
Inktomi



*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.

★  
[Home](#)

★  
[Directories](#)

★  
[Gov't Offices](#)

★  
[Feedback](#)

★  
[Search](#)


[Start new search](#)   Search these results

## Search Technology:

Go!

[Help](#)

[Advanced](#)

Search by  
**l n k t o m i** 

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

**Example:** SPARCstation

**Topic:** [Home](#) > [Technology](#)

## Subtopics:

### [Computers](#)

[Computer Graphics@. Year  
2000 \(Y2K\)](#)

### [Information Technology](#) [Metadata](#)

[Webmasters](#)

[Telecommuting](#)

### [Environmental](#)

[Technology@](#)

### [Internet](#)

[World Wide Web](#)

[Fiber-Optic Network](#)

[\(Connecting Minnesota\)](#)

1523 results found.

# North Star Search

Search State of Minnesota government web sites.

★  
Home

★  
Directories

★  
Gov't Offices


★  
Feedback

★  
Search

[Start new search](#) Search these results

## Search Metadata:

[Help](#)[Advanced](#)

Search by  
**l n k t o m i** 


*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

[sort by date](#) [hide summaries](#)

1-25 

★ [Metadata Home Page](#)

29 Apr 02

This is the Metadata home page for the Minnesota State Archives, providing pointers to other metadata-related sites and resources.

[Find Similar](#)

<http://www.mnhs.org/preserve/records/metadata.html> - 11.4KB

[Bridges: Minnesota's environmental information search](#)

09 Apr 02

Search interface to Minnesota state agency online environmental

[Find Similar](#)



In topic: [Home](#) > [Technology](#) > [Metadata](#)

Results for: coverage

87 results found,  
sorted by relevance

[sort by date](#) [hide summaries](#)

1-25

[MMG-DCUserGuide.PDF](#)

73%

Version 8/8/1999 Located in PDF at: <http://bridges.state.mn.us/MMG-DCUserGuide.pdf> Adapted from A User Guide for Simple Dublin Core, draft version 6b [http://128.253.121.110/...](http://128.253.121.110/)  
<http://bridges.state.mn.us/MMG-DCUserGuide.PDF> - 1958.6KB

09 Aug 99

[Find Similar](#)

[Minnesota Recordkeeping Metadata Standard: Coverage Element.](#)

72%

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

25 Apr 02

[Find Similar](#)

[15 Dublin Core Element Attributes](#)

72%

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

07 Jun 01

[Find Similar](#)

[Land Management Information Center: Land Use and Cover Map and Statistics](#)

70%

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/about/landuse.html> - 14.7KB

07 Mar 02

[Find Similar](#)

[Land Management Information Center: Adding MUIR soil](#)

70%

# Why browse?

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

BT Laboratories research

# Dublin Core

- [dublincore.org](http://dublincore.org)
- Internationally recognised model for metadata for resource discovery
- Basis of most developments elsewhere
- 16 core elements



# Simple Dublin Core

|             |           |             |
|-------------|-----------|-------------|
| Title       | Creator   | Subject     |
| Description | Publisher | Contributor |
| Date        | Type      | Format      |
| Identifier  | Language  | Relation    |
| Source      | Coverage  | Rights      |

# 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!*