

THE METADATA LANDSCAPE

State of Minnesota Viewpoint



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Today's Topics

- Metadata Overview
 - Standards
 - Some Definitions
- Web Metadata
 - Dublin Core Metadata Standard
 - Minnesota Web Metadata Standard
 - TagGen



Topics cont.

- Controlled Vocabularies / Thesauri
- A Look at Search Engines
 - North Star Search
 - Inktomi/Ultraseek Search Engine
- North Star Portal
 - Metadata application
 - Themes

Metadata Overview



What is Metadata?

- Structured data about data - the story
- Originally coined in the 1960s
- Library cataloging is one example
- Information on food packages is another
 - Vitamin content
 - Ingredients

Metadata Standards

- GIS: Geographical Information Service
- MARC: Machine Readable Cataloging, the library standard
- TEI: Text Encoding Initiative (SGML)
- Database fields
- Recordkeeping metadata
- Web metadata standards

What Does Metadata Do?

- Even good search engines need help
 - Better descriptions
 - Relevance ranking
 - Consistent terminology

What Else Does It Do?

- Meta-meta
 - Information about a resource adds value to resource discovery
 - Information about the metadata itself in the form of qualifiers
 - Fitness for use

Definitions



Some Definitions

- Metadata Standard
 - Standardized set of elements
 - Defined rules/options for use
- Metadata Registry
 - A registry of metadata standards
 - Defines elements within sets

More Definitions

- Metamodel
 - A formal model of metadata
 - Used in data warehousing
 - Also for db information exchange
- ISO 11179 Metadata Repository Standard
 - <http://www.iso.ch/liste/JTC1SC32.html>
 - Metamodel that describes the standard in a data structure that can be stored on a computer

"Doing research on the Web is like using a library assembled piecemeal by pack rats and vandalized nightly."



— Roger Ebert

Web Metadata

A stylized graphic of a light beam or spotlight shining from the right side of the frame, illuminating the text 'Web Metadata'. The beam is a gradient of light blue and white, tapering towards the left. The background is a dark blue gradient that transitions to black at the top.

Web Metadata Options

- Garden-variety metatags
 - no control, no consistency in application
 - spammable, often ignored by search engines
- GILS
 - Government Information Locator Service
 - Federal standard - no longer supported

Dublin Core Metadata

- DCMI - Dublin Core Metadata Initiative
- DCMES - Dublin Core Metadata Element Set
- Started in 1995
- Stu Weibel - godfather of metadata
- W3C, librarians, and techies working together

D.C. Metadata Elements

- Title
- Creator/Author
- Contributors
- Subject/Keywords
- Description
- Publisher
- Dates: creation; last modified
- Identifier
- Resource type
- Format
- Relation
- Source
- Language
- Coverage
- Rights

DC Metadata Example

```
<HTML>
<HEAD>
<TITLE>Foundations Project summary</TITLE>
<!-- Start Dublin Core - Do Not Modify Tags in This Block -->
<meta name="DC.Title" content="Foundations Project summary">
<meta name="DC.Subject" scheme="AACR2" content="Foundations Project
(Minn.)">
<meta name="DC.Subject" scheme="LIV-MN" content="Environmental
education">
<LINK REL=SCHEMA.DC
HREF="http://www.bridges.state.mn.us/servlet/lexico">
<meta name="DC.Description" content="Summary information about the State
of Minnesota's Foundations Project, including focus, purpose, design and
intended results.">
<meta name="DC.Creator.PersonalName" scheme="AACR2" content="Quam,
Eileen">
<meta name="DC.Publisher.CorporateName" scheme="AACR2"
content="Minnesota. Dept. of Natural Resources">
<meta name="DC.Date.Creation" scheme="ISO 8601" content="1999-10-15">
et cetera ...
```



TagGen Metatag Generator

- Simplifies addition of Dublin Core metadata
- Embeds tags directly into <head> portion of html doc
- Handles PDF files, or any others
- XML output capabilities
- Batch updating

What About XML?

- What is XML?
 - Separate content from presentation
 - XSL for the latter
- Content = title, author, date
Metadata!
- DTD: Document Type Definition
 - Links standardized metadata elements like Dublin Core to document

Controlled vocabulary / Thesauri





Controlled Vocabularies

- Controlled vocabulary
 - Unambiguous language
 - No synonyms or false hits
 - Advantages of natural language covered by keyword searching

Controlled vocab. cont.

- Gateway for retrieving more detailed information
- Provides comprehensive, targeted access to important concepts in the literature
- Highly requested



Vocabulary Control Options

- Classification systems
- Authority files
- Controlled term lists
- Uncontrolled term lists
- Thesauri

Classification Systems

- Follow an outline of knowledge
- Used to put an object in a specific place - in the traditional classification system each item has a single location
- Used to shelve books in a library, e.g. Library of Congress numbers; relates to primary subject heading in online catalog
- Not usually natural language



Authority Files

- Sometimes called naming conventions
- Lists of terms in the preferred format for use
- Frequently have cross references
- Typically used for corporate names, personal names, or for geographic names



THESAURI

- List of terms, cross-references, and scope notes
- Hierarchical nature
- Cross-references
 - Anticipate synonyms – “See” refs
 - Related concepts – “See also” refs
 - Broader, narrower, related terms

MN Thesaurus

- Legislative Indexing Vocabulary
 - Thesaurus used for MN web docs
 - Located at:
<http://bridges.state.mn.us/servlet/lexico>
- Simpler to use:
 - CCE topics
 - Located at: <http://search.state.mn.us>
- Choose appropriate terms and place in Dublin Core subject element in TagGen

Thesaurus Term - Example

Mineral industries

Scope note: Use for technical and economic works on mining, metallurgy, and minerals of economic value. For works dealing with mining, use Mining engineering. For descriptive and statistical works, use Mines and mineral resources. For works dealing with metallurgy, use Metallurgy.

Used for	Mines and mining Mining
Narrow term	Ceramic industries
Broader term	Industry
Related term	Mines and mineral resources

Software That Embeds Vocabulary

- TagGen Metatag Generator
 - TagGen Office comes with several vocabularies, including:
 - Subject Tree developed by Washington State
 - Illinois State subject tree - other states adopting
 - General vocabulary



New



Open



Save



Item



Sub Item



Delete



Rename



Exit



Help

+ Adult

+ Arts

+ Business

+ Computers

+ Games

- Health

+ Alternative

- Fitness

- Medicine

+ Mental Health

+ Home

+ Netscape

+ News

+ Recreation

+ Reference

+ Regional

+ Science

+ Shopping

+ Society

+ Sports

+ World

This screen is used to edit and create HSTF files. Use it to add, delete, sort, rename and move branches.

You can expand a branch with a [+] next to it by clicking the [+] sign, or collapse an expanded branch by clicking the [-] sign.



New



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Item



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Delete



Rename



Exit



Help

- [-] Business
 - [-] Accounting
 - Accounting Firms
 - [-] Advertising
 - Agencies
 - Associations
 - Design Services
 - Directories
 - History
 - Media Production
 - Opposing Views
 - Promotional Items
 - Radio Jingles
 - Resources
 - Television
 - + Associations
 - + Business Publications
 - [-] Business Services
 - Asset Management
 - AudioVisual
 - Communications
 - Distribution and Logistics
 - Office Services
 - Public Speaking
 - Quality Control and Tracking
 - Signage
 - Translation Services
 - Two Way Radio
 - + Consulting

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Search Engines

A stylized graphic of a search engine beam of light. The beam originates from a small, bright yellow and white point on the left, curves upwards and to the right, and then widens into a large, dark grey, jagged-edged shape on the right, resembling a search engine's search bar or a magnifying glass. The background is a gradient of blue, transitioning from a darker blue at the top to a lighter blue at the bottom.

A Look at Search Engines

- Relevance ranking
- Descriptions
- Browseable categories
 - Offers controlled vocabulary
 - Examples
 - Yahoo
 - North Star Search:
<http://search.state.mn.us>

North Star Search

<http://search.state.mn.us>

- Inktomi (formerly Ultraseek) is the State of Minnesota's search engine
- 285 web sites indexed
- Nearly 400,000 documents
- Customizable search interface available to agencies

Marrying Controlled Vocabulary
with Searching:



Inktomi's Content Classification
Engine

Content Classification Engine (CCE)

<http://search.state.mn.us>

- Yahoo-style directory
- Topic hierarchy
- Top-levels visible on North Star search
- Click on topic to see deeper levels
- Examples

Thesaurus and CCE

- North Star Search and Portal
 - LIV-MN is authority
 - CCE follows LIV-MN terminology, though less granular
 - WA-GILS subject tree spawned:
 - State of IL subject tree
 - These are similar to CCE topic layout

And Another Way to Embed Vocabulary

- Inktomi's Content Classification Engine
 - State of MN search engine example: [North Star Search](#)
 - Follows state thesaurus (LIV-MN) terminology though less granular
 - Subtopics on discrete search interfaces: [Bridges search](#)

Searching and CCE

- Search by keyword
 - brings up relevant CCE topics
 - e.g. “nonpoint source pollution”
 - can use topics or look at results list
- Search by topic
 - start from [North Star search](#)
 - search by subtopic -- deeper levels of CCE
- Search within topic, by keyword
 - default within CCE

North Star Portal



<http://www.northstar.state.mn.us>



North Star Portal

- Themes
 - Business
 - Environment
 - Government
 - Health & Safety
 - Learning & Education
 - Living & Working
 - Travel & Leisure

North Star Portal

- Themes
 - Results linked from CCE topics
- Metadata template
 - DC-based
 - CCE topics pulled in for dc.subject selection

Web Metadata Guidelines



Web Metadata Guidelines

<http://bridges.state.mn.us/bestprac/index.html>

- Introduction & Overview: Minnesota Metadata Guidelines
- Recommended Metadata Standards & Software
- Training Manual
 - User Guide for Dublin Core Metadata
 - TagGen Download Information
 - TagGen Basic Instruction Guide
 - Visual Help Sheets

Web Metadata Guidelines

(cont.)

- Bibliographies
- Appendices
 - Usability Studies
 - Dublin Core Metadata and Controlled Vocabulary on Bridges
 - Bridges User Interface
 - Needs Assessment

Web Metadata Guidelines

(cont.)

- Granularity
 - Add metadata to top page in folder (“index.html”)
 - Studies indicated effective metadata added to about top 50%

Web Metadata Guidelines

(cont.)

- Appendices cont.
 - Reports
 - Thesaurus
 - Dublin Core Metadata Report
 - GILS Report
 - RDF/XML Report
- Comprises the State of MN Web Metadata Standard
- Training available

Metadata Overview

- Standards used
 - Metadata – Dublin Core
 - Controlled vocabulary/subject terms – LIV-MN or CCE
 - Name authority – state standard?
 - Geographic areas – library usage
 - Dates – ISO 8601
 - Language – ISO 639-1 (or ISO-639-2)
 - More ... punctuation and capitalization

Metadata Overview (cont.)

- Software used
 - Search engine – Inktomi
 - Browsible categories – Inktomi's Content Classification Engine
 - Thesaurus – Lexico
 - Metatag generation – TagGen or metadata templates

Summary

- Metadata is the key to resource discovery.
- Dublin Core aids search engines in discovery of web information.
- Use of controlled vocabulary important for specific yet encompassing search results, a powerful tool to access online electronic information.
- Consistent application of metadata requires research and application of standards.

Thank You!!

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