

# Playing with metadata

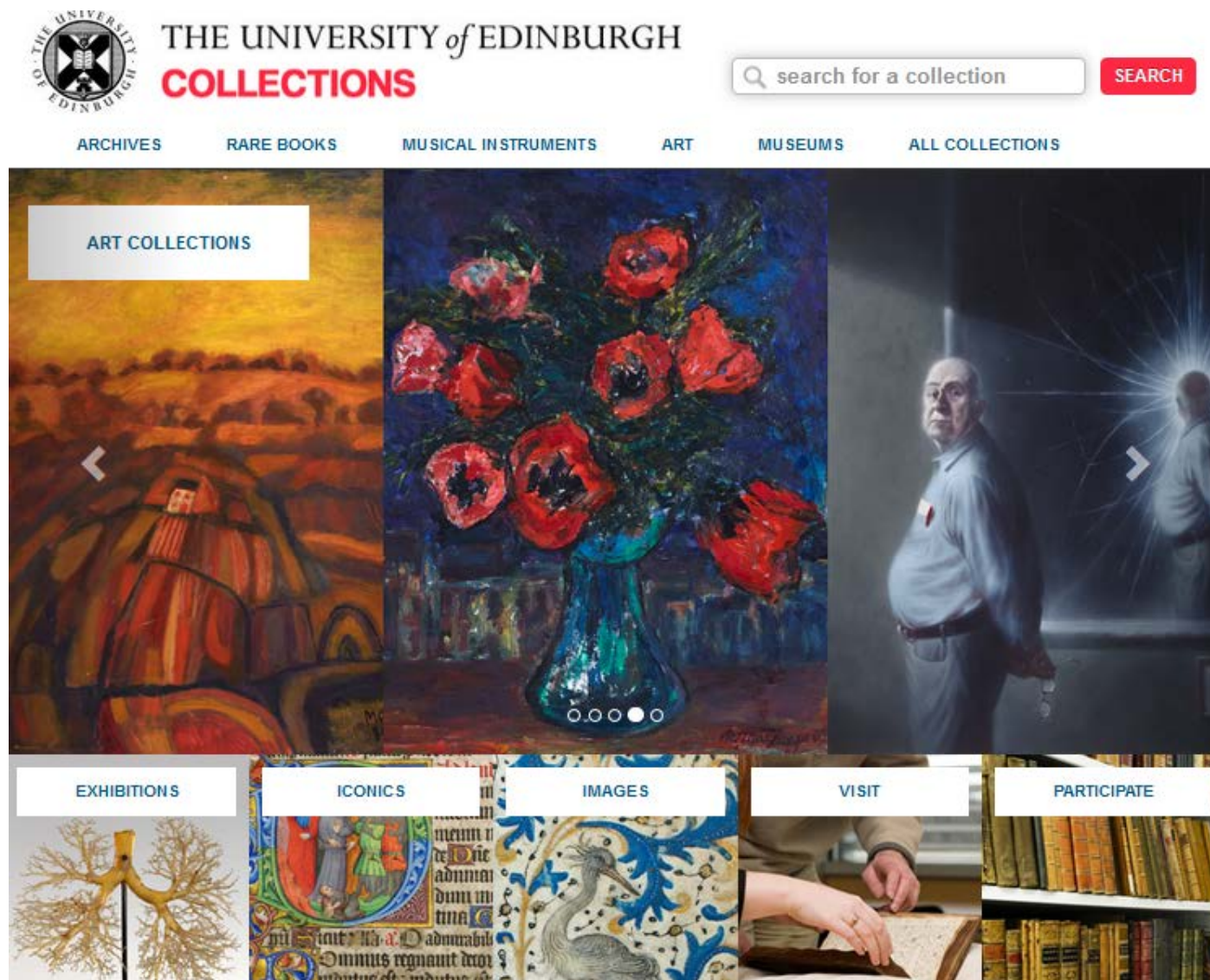
Gavin Willshaw, Digital  
Curator

Scott Renton, Digital  
Developer

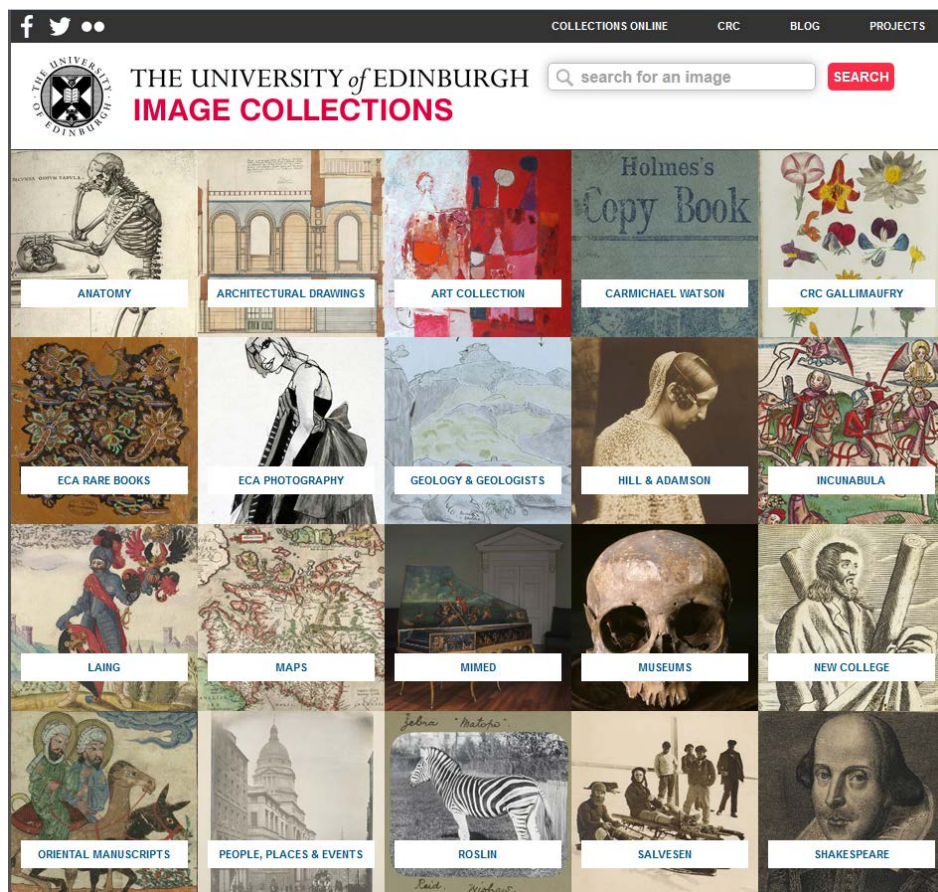


# Digitisation

- Increasing digitisation = more digital content
- [collections.ed.ac.uk](http://collections.ed.ac.uk) - collections portal
- How can this be made more discoverable and usable?

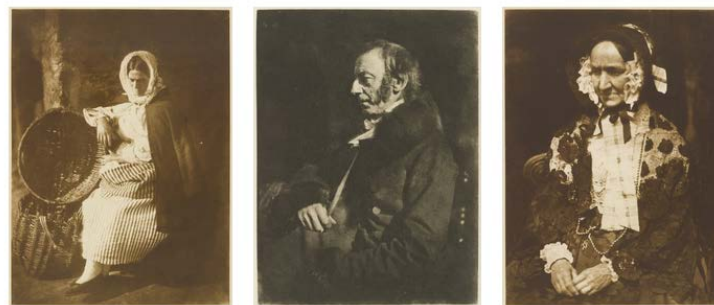


# University image collection



- Large collection of digital images
- <http://images.is.ed.ac.uk>
- Images mostly available CC BY at high resolution

University of Edinburgh Collections  
**Hill and Adamson**



BROWSE ALL

BROWSE CATEGORIES

In the mid-1840s, the Scottish painter-photographer team of Hill and Adamson produced the first substantial body of self-consciously artistic work using the newly invented medium of photography, one which ranks among the highest achievements of photographic portraiture. A substantial quantity of their work is held by the University Library. During their four year collaboration, which only ended with the death of Adamson, they produced around 3,000 images, around 700 of which are available in this collection. It includes photographs of local characters and famous figures of the era, as well as landscape and urban scenes.

[Creative Commons Info](#)





[Our Takedown Policy](#)

# Image metadata

- Good “volume level” metadata
- Data often says very little about what is in the image
- Makes it very difficult for user to locate!

**MEDIA INFORMATION** X >

**Natural History of Carolina, Florida and the Bahama Islands, pl.38** ☐ Thumbnails EXPORT  

**COLLECTION NAME:**  
CRC Gallimaufry (Miscellaneous Images)

**Record** ▾

**Work Record ID:**  
0025655

**Shelfmark:**  
JZ 110

**Holding Institution:**  
University of Edinburgh

**Title:**  
Natural History of Carolina, Florida and the Bahama Islands

**Subset Index:**  
pl.38

**Creator:**  
Catesby, Mark

**Creator Role:**  
Author

**Location:**  
Centre for Research Collections/Main Library

**Subject Category:**  
Archives

**Subject Category:**  
Biology

**Subject Category:**  
Science & Natural History



Tefudo. An.

# How did we get here?

- No dedicated image cataloguer
- Size of collection
- Legacy content
- Initial intention to improve description of collections items



# The Game

- Retro theme
- Simple interface
- “Say what you see”
- Open to all



# Stage 1: tag

- Harvest initial tags
- Open text box
- No quality review
- Points for tags entered

**METADATA GAMES**

HELP US DESCRIBE OUR IMAGES

Hello Gavin, you currently have 0 points!

Glass-plate Slides Collected by Stanley Cavaye (1915-2004): Unknown



Enter tags here- e.g. flag; tiger; hat

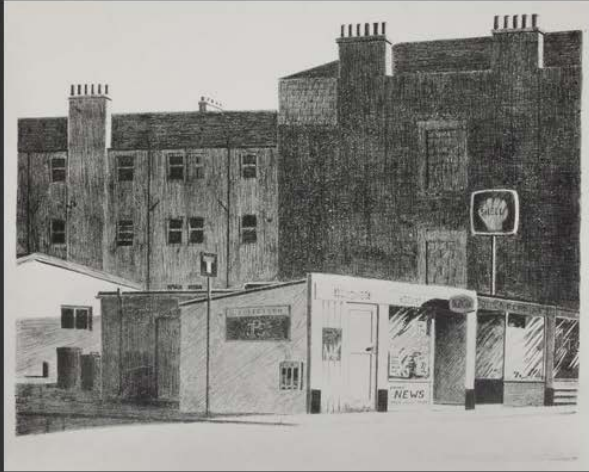
[Submit tags and get new image](#)

If you enter more than one person, object or place, please separate with a semi-colon. Points only awarded for correctly spelled words.

# Stage 2: vote

- Vote on quality of others' tags
- Closed system – good / bad / don't know
- Gain points for good tags; lose points for bad tags
- Important quality review stage

Unknown



Pending Information: Image 0019779

Select the relevant radio button.

Cataloguer	Type	Value	Good	?	Bad
Jill Forrest	Object	DEAD-END	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jill Forrest	Object	SHELL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lu Gao	Object	STREET	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lu Gao	Object	HOUSE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ozhan Saglik	Object	OIL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ozhan Saglik	Object	SHELL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ozhan Saglik	Object	NEWSPAPER	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ozhan Saglik	Object	SHOPS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ozhan Saglik	Object	SHOE SELLER	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Submit votes and get new image



- Tags QA-ed and imported into image management system
- Distinction made between formal metadata and crowdsourced tags
- Link included to add more tags



## Aberdeen Breviary (1635)



Scotland's first substantial printed book.

This is the finest surviving copy of this book. It was commissioned by William Elphinstone, Bishop of Aberdeen, in order to give Scotland its own distinctive liturgy, including prayers to Scottish saints such as St. Kentigern and St. Ninian. Elphinstone had it printed in what is now Edinburgh's Cowgate. Printed in red and black, with handsome woodcuts, it was meant to signal a great cultural and religious renaissance. The Battle of Flodden in 1513 and the troubled years which followed ensured that Elphinstone's vision was never fulfilled, and the Breviary rapidly fell into disuse. This copy was acquired through student contributions in 1635.

Author	Elphinstone, William
Date	1635
Type	<a href="#">Rare Book</a>
Subject	<a href="#">Religion</a>
Shelfmark	De. 1/1.53-54
Identifier	title page of vol. 1,



This collection is IIF-compliant. [See more.](#)

Tags: Marginalia Library Stamp page margin notes gothic latin notes  
paper margin manuscript

Add more tags at [Library Labs Games](#) (Create a login at [Edinburgh Friend Account](#))

# What we mean by crowdsourcing

“--crowdsourcing **not as extracting labor from a crowd**, but as a way for us to invite the participation of amateurs (in the non-derogatory sense of the word)—those with every bit of the potential to be a Darwin or Mendel—in the **creation, development, and further refinement of public good.**”

Owens, T. (2013) [Digital Cultural Heritage and the Crowd](#). Curator: The Museum Journal, Vol. 56. Iss. 1.

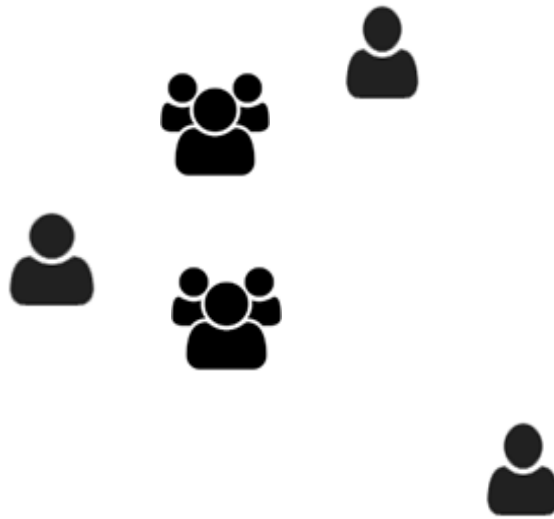
# What we mean by “the crowd”

- Crowd: large, anonymous masses of people
- Sourcing: outsourcing work and labour
- “Knowledge Communities” - volunteers, engaged citizens, peers
- Participation: production, development, refinement



# What communities exist?

- Academic researchers
- Hobbyists
- Students
- Public
- Educationalists
- Self forming groups
- many more . . .



# Why engage communities?

- Increased users
- Widening participation
- Feedback for improvements
- Frees staff to focus on other tasks
- Access to expertise



# Metadata games for engagement



- Metadata Games “on tour”
- Integrated into other events on campus
- Ran events which coincided with exhibitions
- Events necessary for success



# Motivation



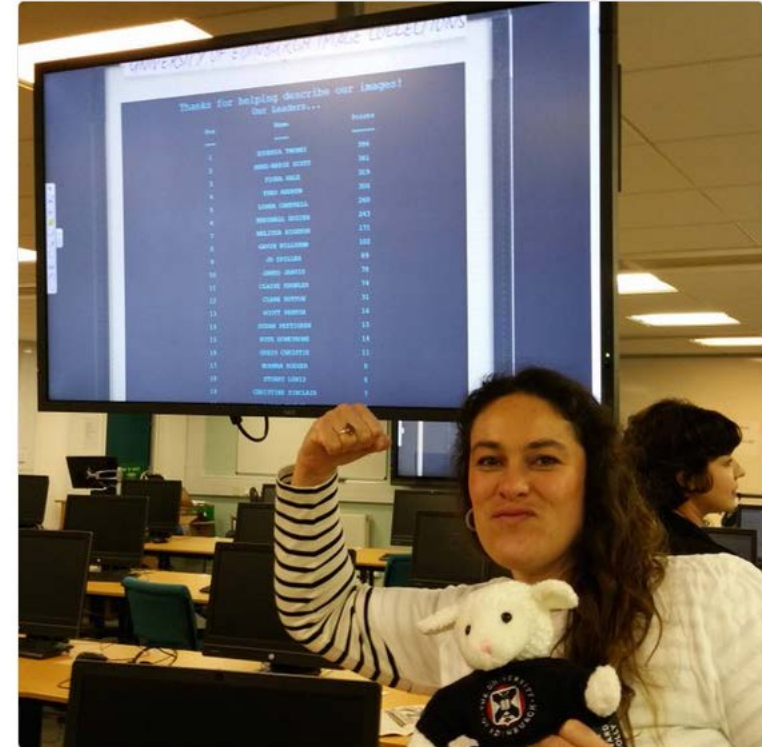
- Altruism
- Display your skills/knowledge
- Entertainment
- Compound motivations



Fiona Hale  
@fionamahale

Following

@UoE\_LTW @ammienoot @HoneybHighton  
@mafrado \*someone\* is a happy winner of the  
library metadata game! #ALD15EdUni



RETWEETS 3  
LIKES 10



6:19 AM - 13 Oct 2015

2 3 10


# Information Services culture of play





# Tiltfactor: metadatagames


### Zen Tag



A zen-like one player tagging activity — be as specific and accurate as you can to earn high scores. Ohm!

[PLAY](#)


### Nextag



In the "next evolution" of Zen Tag, you can tag audio and video clips, too. Plug in your headphones and get ready!

[PLAY](#)

### Guess What!

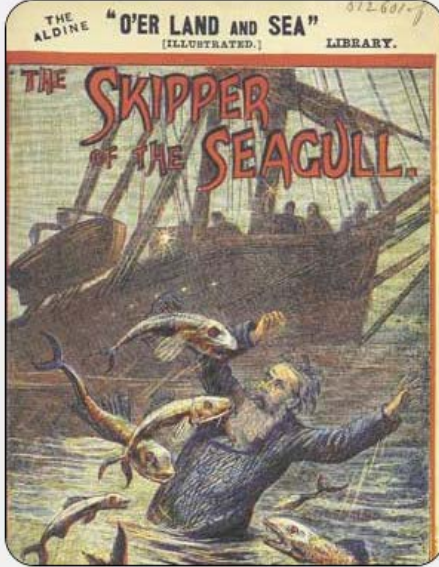


Work together with a stranger to identify images in this fast-paced guessing game. Give great hints and you'll both score big!

[PLAY](#)

[www.metadatagames.org](http://www.metadatagames.org)

### Book Tag



Wished there was a fun way to organize and understand the world's archived books? Check out Book Tag!

[PLAY](#)

# ZOONIVERSE

The screenshot shows a digital interface for viewing a handwritten manuscript. On the left, a page of cursive text is visible, with a search bar at the top. On the right, a search results overlay is displayed, featuring a question and a list of options. The text in the manuscript includes: "without the Lords & when they had opened the flames unperceived my bed to give me air & perceived it being clear Moon light that I was a little piece from the Window of the Man on whose bed I still was and was a Boy of great beauty, who had three six or seven horses & men with them who said these were all his servants, though I had no name of them to be my Lords, they were they gave them was Peter Erskine who I believe to be my Lords Page - he came along with me yet I did not go with him - he had a horse that called the horse, the horse was a horse of all colors & they told me that with a cloth to the window & there were three of my Lords servants ride along one was called the Treasurer the other some Treasurer of his groom whose name I know not, the names of the names they gave them but whether these their proper names I know not another that rode along was the Fishman tenant in Wester Broom which belonged to my Lords & I had been tenant there & I saw a second another of the horses was a young gentleman my Lords friend, I heard so but did not see him for he kept out of my sight before they were on horseback I showed them my sinning & was a little sore & fore out some of my hair and the blind fold by the fogging of the horse having shuffled the cloth up I easily saw what way they were to go by the long Dikes & plainly saw James at the back of the party they took the straight way to Liffgow being a very frosty bitter night Hook & I had on my sides sitting in a furnished posture & begged the ladies to allow me to light a little pipe as was easy of my pains the ladies could not resist I was to stop my mouth again for that that stopped my mouth when on my horse called me a Tomard B. that he could break my neck if I did not my horse was have starting as I felt some he took me a little beyond Liffgow when he saw the day approached, he carried me to a house belonging to John Erskine who is an Advocate his servants had my sinning & mittens with candles in their hands at the far end of the Entry and brought me into a very good Room I saw servants in the house but two men & a woman & told them I was wife & was that I was stolen, he presently took me up to a very good bed

Who is mentioned on this page?

- Lady Grange (Rachel Erskine)
- Lord Grange (James Erskine)
- Charles Erskine
- Thomas Hope
- Other?

Back Next

## Say what you see

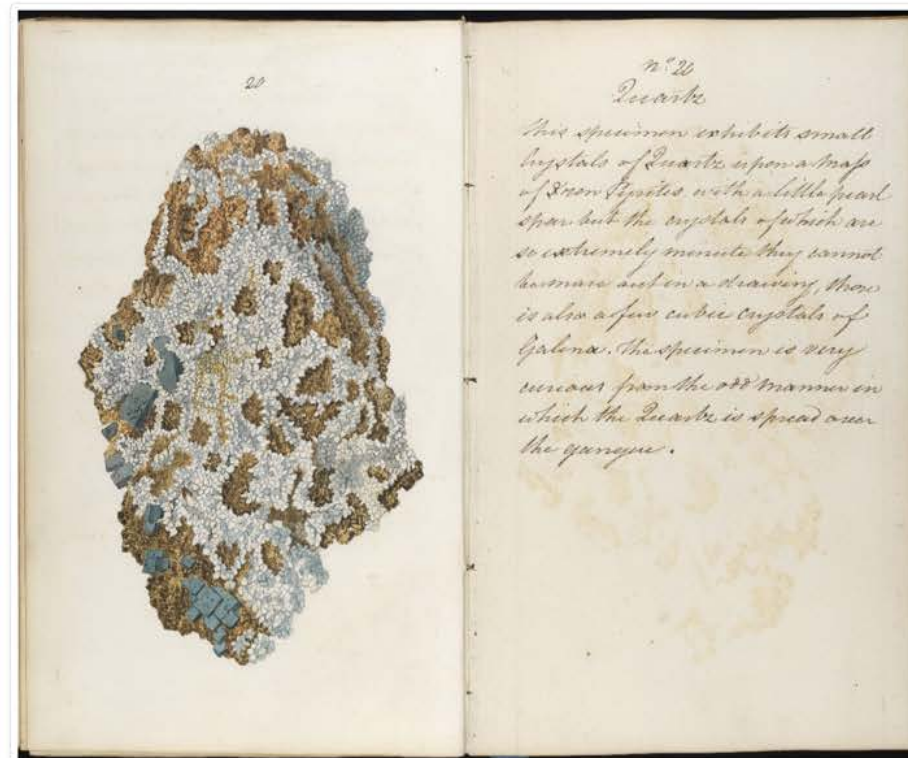
## Can you classify this image

Animal Vegetable Mineral Mixture Text None

You are working now on task: 1104805

You have completed: 0 tasks from 116

Show comments:



# Pros and Cons

- Pros:

- Hosted service
- Easy to create an account
- Easy to set up and play
- Range of options – not just tagging
- Easy to load images in from dropbox / Flickr

- Cons

- Limited functionality for more advanced options e.g. translation / transcription
- Crowdcrafting requires technical expertise for modifications

# What we have learned

- Difficult to create engaging platform
- Combine with events / activities – target theme and collections
- Incentives / prizes help
- Considerable staff time needed
- Crowdsourced tags a compliment rather than substitute for formal metadata



<http://libraryblogs.is.ed.ac.uk/librarylabs/>