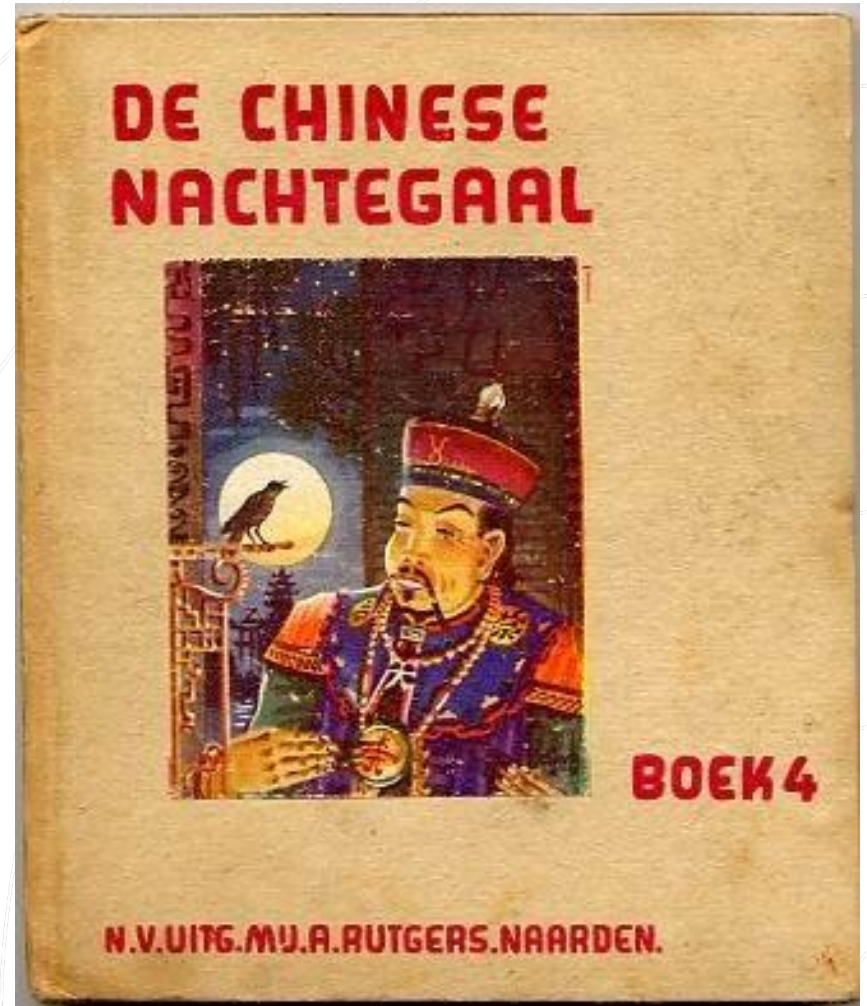


From Metadata Theory to Curatorial Practice

Sowing the Seeds of Innovative Storytelling

Maria Ralli (Postscriptum) | Sofie Taes (Photoconsortium)

Once upon
a time...



Subject Twentieth century ; Between the wars ; black and white ; monochrome ; 30s 30's 1930s 1930's thirties nineteen thirties ; europeana photography ; Planet News ; Press ; Press Photography ; 78483,Toddlers ; Child And Youth ; Carnivals ; Entertainment

Type of object Photography, Professional Photography

Provider Photoconsortium

Providing country United Kingdom

Rights statement for the media in this item (unless otherwise specified) <http://rightsstatements.org/vocab/InC/1.0/>

Place-Time 16/08/1930

Places China ; China ; People's Republic of China ; People's Republic of China

Elsa Brändström

From Wikipedia, the free encyclopedia

Elsa Brändström (26 March 1888 – 4 March 1948) was a [Swedish](#) nurse and philanthropist. She was known as the "Angel of Siberia" ([German](#): *Engel von Sibirien*).

Contents [hide]

- Life and commitment
 - World War I
 - Peacetime
 - World War II
- Death
- Honours and memory
 - In Memory of Elsa Brändström
- Work
- Literature
- References
- External links

Life and commitment [[edit](#)]



Elsa Brändström in 1929





Lapset kurkkaavat porttikongista

mustavalkoinen



Search

Aggregator: Photoconventum Installation: TopFoto.co.uk

Collection ▾ Type of media ▾ Can I use this? ▾ Providing country ▾ More filters -2 RESET

Results: 93



White porcelain cups or tea
thePictureKitchen / EUFD
TopFoto.co.uk



Home made uncooked
hamburgers flavoured
thePictureKitchen / EUFD
TopFoto.co.uk



Small porcelain cup of
chamomile
thePictureKitchen / EUFD
TopFoto.co.uk



Light refreshment of herbal
tea
thePictureKitchen / EUFD
TopFoto.co.uk



White porcelain cups or tea
thePictureKitchen / EUFD
TopFoto.co.uk



Small porcelain cup of
chamomile
thePictureKitchen / EUFD
TopFoto.co.uk



Light refreshment of herbal
tea
thePictureKitchen / EUFD
TopFoto.co.uk



Cute duckling ornament
with basket
thePictureKitchen / EUFD
TopFoto.co.uk



Tea & biscuits

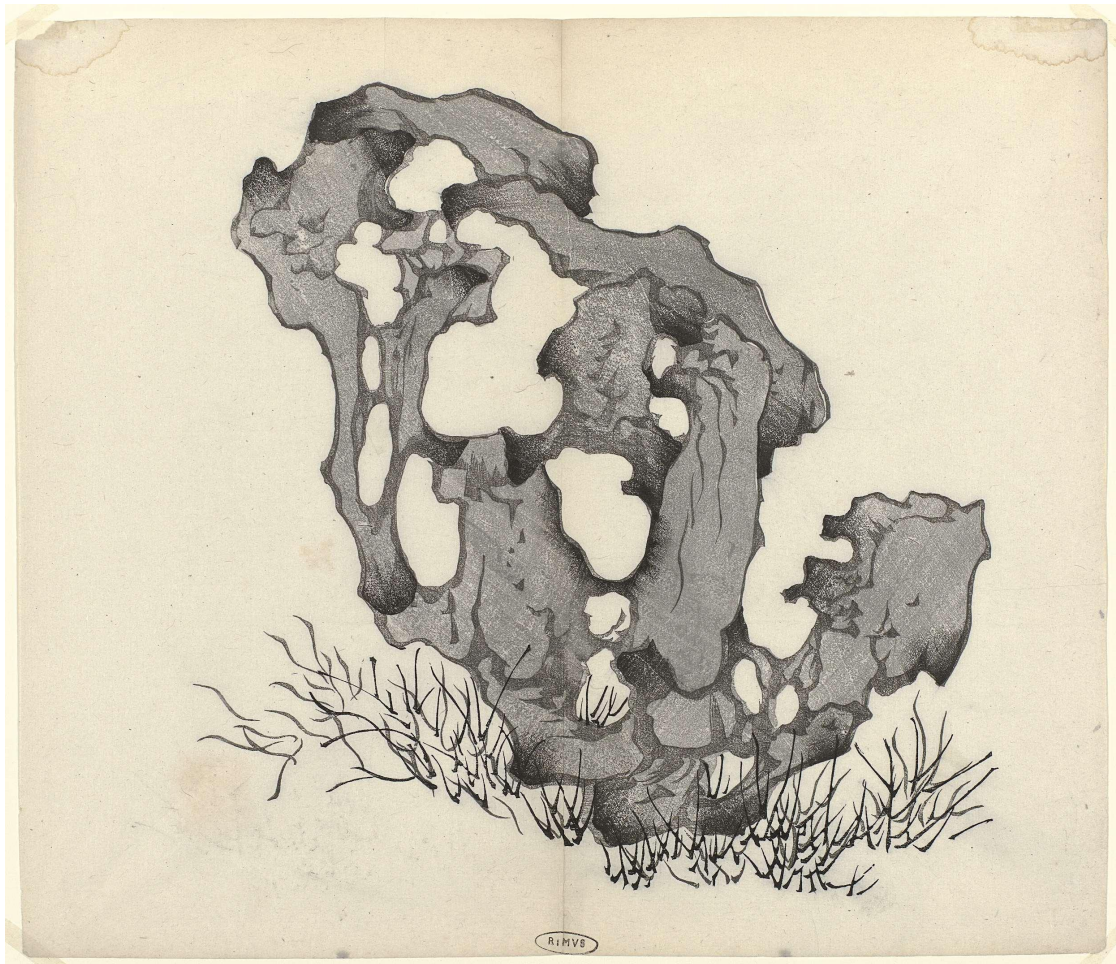


This is a tale about the tales told by metadata... or not.
What impact do metadata have on curatorial practices?
Are metadata a curator's **best friend or worst enemy**?



Rich
Descriptive
Linked
Multilingual
Monophonic
Polyvocal
Correct
Structured
Curated
Authoritative





Storytelling with digital cultural heritage

- Why would we?
- Why should we?
- How could we?



**A picture
paints a
thousand
words**
(if it's taught
how to speak)



METADATA: HOW (not?) TO

Metadata Theory & strategy

Methodologies, processes, tools

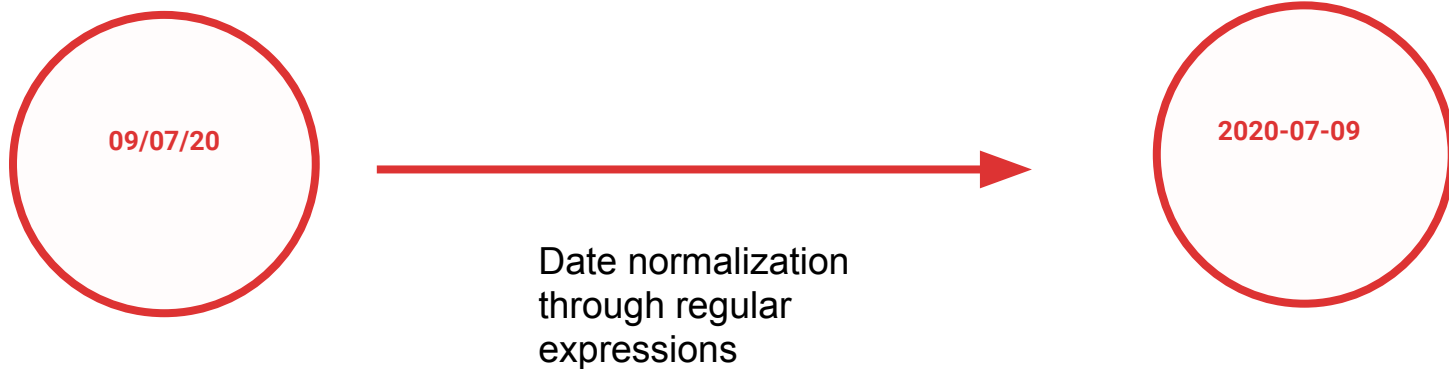
- How to maximize the impact of metadata
- How to implement a metadata strategy efficiently
- Is it all about numbers? Metadata quality improvement
- Current trends and future expectations

Manual metadata cleaning and enrichment


- During aggregation
- Content providers
- Mappings




Manual metadata cleaning and enrichment



Manual metadata cleaning and enrichment

Input: 

Output: 

Input	Output	
Petros Katsaros	Petros Emmanuel Katsaros	

Value mapping

- Map old to new values
- Correct misspellings
- Normalize names



Manual metadata cleaning and enrichment

Up to lido:event

lido:eventMethod	structural	+
lido:conceptID	Photographic transparencies	+
lido:term	unmapped	+

Thesaurus mapping

Narrower concepts of Positive 3 concepts

Direct positives	∞
Photographic prints	∞
Photographic transparencies	∞

Automatic enrichments

China ' s new President ? . _x000D_ Many indications in Peking point to Marshal Chang Tso Lin being ' elected President of China ' . _x000D_ Marshal Chang Tso Lin . _x000D_ 4 February 1927"

China: People's Republic of China

(<http://geonames.org/1814991>)

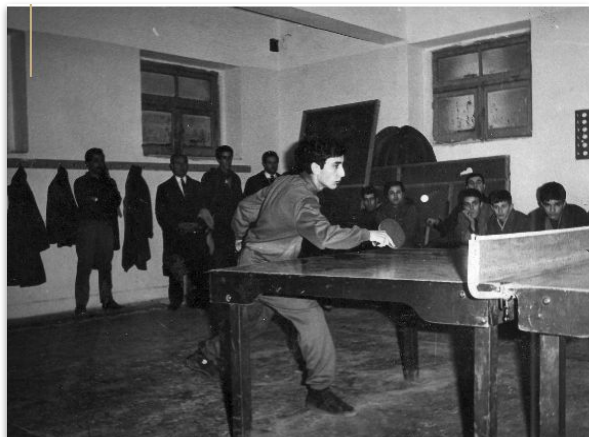
Peking: Beijing (<http://geonames.org/1816670>)

Chang Tso Lin: Zhang Zuolin

(<https://www.wikidata.org/entity/Q197358>)

- NERDs: Extract named entities from metadata such as:
 - Persons
 - Locations
 - Organizations
- Fuzzy string matching and linking to thesauri

Enrichments through crowdsourcing



DESCRIPTION

Αταξινόμητη φωτογραφία
Επιτραπέζια Αντισφαίριση (Table
Tennis) 11

CREATOR

[UnknownCreator](#)

CONTENT PROVIDER

Χριστιανική Αδελφότητα Νέων
Θεσσαλονίκης (ΧΑΝΘ)

Table tennis

<http://www.wikidata.org/entity/Q3930>

Competition

<http://www.wikidata.org/entity/Q476300>



Enrichments through crowdsourcing

Doily



DESCRIPTION

Oval bobbin lace doily. The ending is a Flanders lace with cinq-trous ground (five-hole ground).

RIGHTS STATEMENT

[TRC Leiden](#)

See it in [Europeana](#)

TECHNIQUE (FORMAT)

[lace](#)

MATERIAL (MEDIUM)

[cotton](#)

CONTENT PROVIDER

[Textile Research Centre Leiden](#)

TAGS

FULLSCREEN

Add or validate the object type of the item displayed on the left. You can either upvote or downvote an already listed object type, or you can add one by looking it up in our fashion thesaurus (just start typing the first letters in the box below). The more specific the object type the better (try to add or upvote not more than one type per image).

Table cloth

6

NEXT ITEM

Manual vs Automatic strategy

Manual

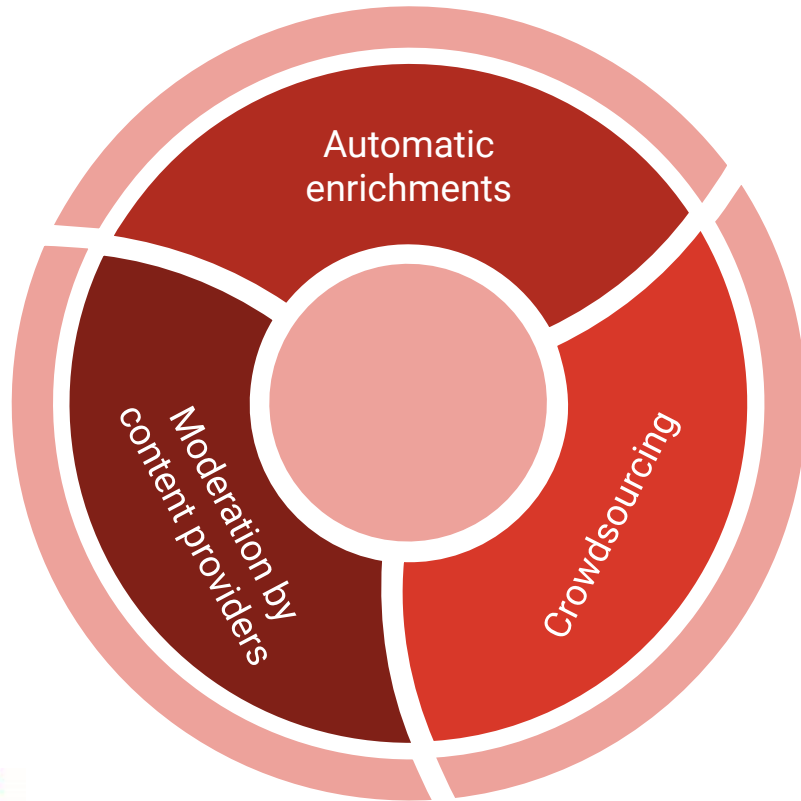
- ✓ High quality enrichments
- ✗ Labour-intensive process

Automatic

- ✓ Large scale
- ✓ Easy to execute
- ✗ Prone to errors

Crowdsourcing

- ✓ Large scale
- ✗ Lack of expert knowledge
- ✗ Prone to errors



The hybrid approach



PRACTICE MAKES PERFECT

...or pretty good at least. About
good metadata practices towards
flexible storytelling

Recent experiences

If done right, what can good metadata practices bring to curation?

- A selection of examples from our most recent exhibitions:
one good practice inspires another

"Vanqu", 21 agosto 1926
foto.co.uk, In Copyright

2018
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

THOUSANDS ARE SAILING


Migrazioni, 20 ritratti dal passato, 20 storie di chi fece le valigie verso una nuova vita

Pisa, Museo della Grafica, Palazzo Lanfranchi
12 ottobre - 11 novembre 2018

Co-financed by the European Union
Connecting Europe Facility





 You're viewing this item in the new Europeana website. [View this item in the original Europeana.](#)

Un petit réfugié [au milieu des bagages sur le quai de la gare] rapatrié à Evian : [photographie de presse] / [Agence Rol]

☰ BnF, département Estampes et photographie, EI-13 (534)



Providing institution	Bibliothèque nationale de France
Creator	Agence Rol. Agence photographique
Subject	Guerre mondiale (1914-1918) -- Réfugiés -- France -- Évian-les-Bains (Haute-Savoie) ; Bagages ; Gares -- France -- Évian-les-Bains (Haute-Savoie) ; Enfants réfugiés -- France -- Portraits ; Évian-les-Bains (Haute-Savoie) ; Portraits -- 1914-1945
Type of object	image ; still image ; photograph
Provider	Bibliothèque nationale de France
Providing country	France
Rights statement for the media in this item (unless otherwise specified)	http://rightsstatements.org/vocab/NoC-OKLR/1.0/
Rights	http://gallica.bnf.fr/html/conditions-dutilisation-des-contenus-de-gallica
Date	1916
Place-Time	.. décembre 1916
User generated content	false
Source	Bibliothèque nationale de France, département Estampes et photographie, EI-13 (534)



[View image](#)

Baby travel

Flying in style, these three week old triplets, left to right, James, Joan and Joyce Frocklage, bagged seats on the Canadian Pacific Airlines' flight from Vancouver to Fort Nelson. 15 August 1959



[View image](#)



Frans Otto (Frank Otto) Skeppstedt (Shipstad) med familj i USA ca 1910

Frans Otto (Frank Otto) Skeppstedt (Shipstad) med familj i USA. En av pojkarna är sannolikt sonen Eddie, grundaren av Shipstad and Johnson Ice Follies, vilket senare uppgick i Disney on Ice.

Where's Eddie?





People on the move

How migration has changed the world

Chapters

Crossing
Frontiers



The land of
opportunity



Mixing
Traditions



Itinerant artists,
everlasting
artworks



Rising Stars



Faces of
Migration



Credits

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www.smileandride.com
tel: +39 051 242424
Fax: +39 051 9817671
Mail: +39 051 5612432

SMILE & RIDE
SMARTER BIKE RENTAL IN PISA



coop.fi

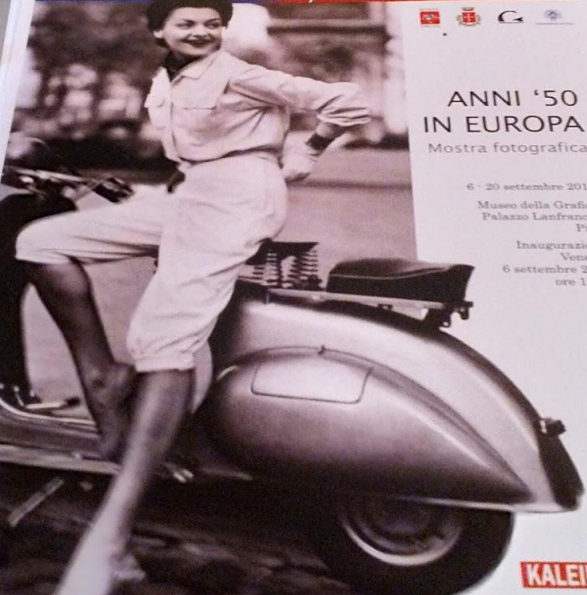
www.coopfirenze.it

CONCERTO PIANO Solo: "1812" (Mozart) / Concerto per clavicembalo e orchestra sinfonica "1800" (Vivaldi)
Venerdì 19 settembre 2019, ore 20.00 - Teatro Comunale di Pisa
Pisa - Teatro Comunale di Pisa - Piazza del Duomo, 15 - 55100 Pisa (PI)

CONCERTO con organo: "1812" (Mozart) / Concerto per clavicembalo e orchestra sinfonica "1800" (Vivaldi)
Venerdì 19 settembre 2019, ore 20.00 - Teatro Comunale di Pisa
Pisa - Teatro Comunale di Pisa - Piazza del Duomo, 15 - 55100 Pisa (PI)

BT
Bellafata tour

BLUE SKIES, RED PANIC

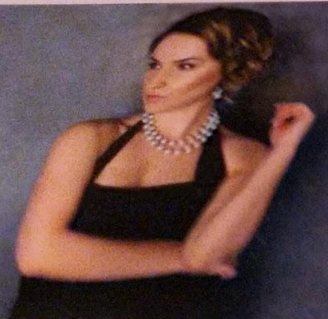


ANNI '50
IN EUROPA
Mostra fotografica

6 - 20 settembre 2019
Museo della Grafica
Palazzo Lanfranchi
Pisa
Inaugurazione
Venerdì
6 settembre 2019
ore 17-30

KALEIDOSCOPE

II
Anton Rubinstein
Internationale Musikakademie



INTERNATIONAL ANTON RUBINSTEIN COMPETITION 2019

2th - 3th November 2019

VOCAL

II
Anton Rubinstein
Internationale Musikakademie

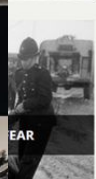


INTERNATIONAL ANTON RUBINSTEIN COMPETITION 2019

23th - 24th November 2019

CHAMBER MUSIC





(U)Gebunden
Unbound

Genialer Design
Ingenious design

Einiger der Beute
A few from the loot

Zusammen gemeinsam leben
Living together

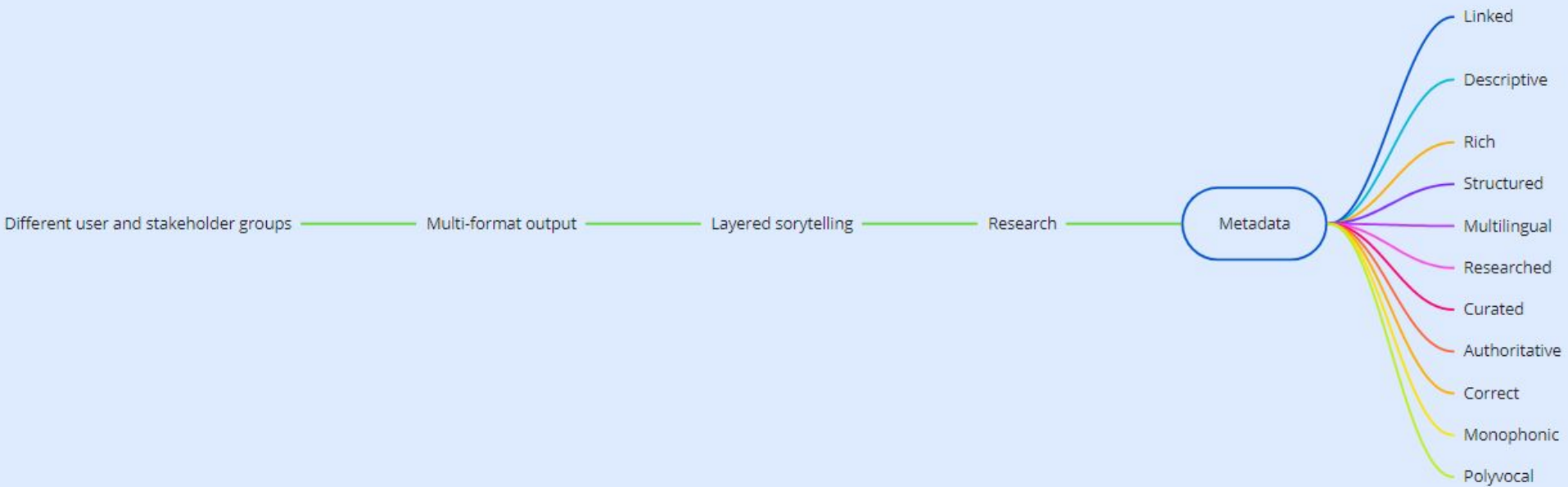
Der Bau-Boom
The big build

Mas
Crot

Storytelling via metadata

How does it work?

- Layered information
 - > multidirectional research
 - > rich storytelling
 - > varied range of formats/media
 - > varied target audience





CAVEAT

Watch out for metadata

Metadata & ethics

- The case of Roberta Cowell
- The case of the mysterious pagoda
- The case of the reported massacre



Robert Cowell

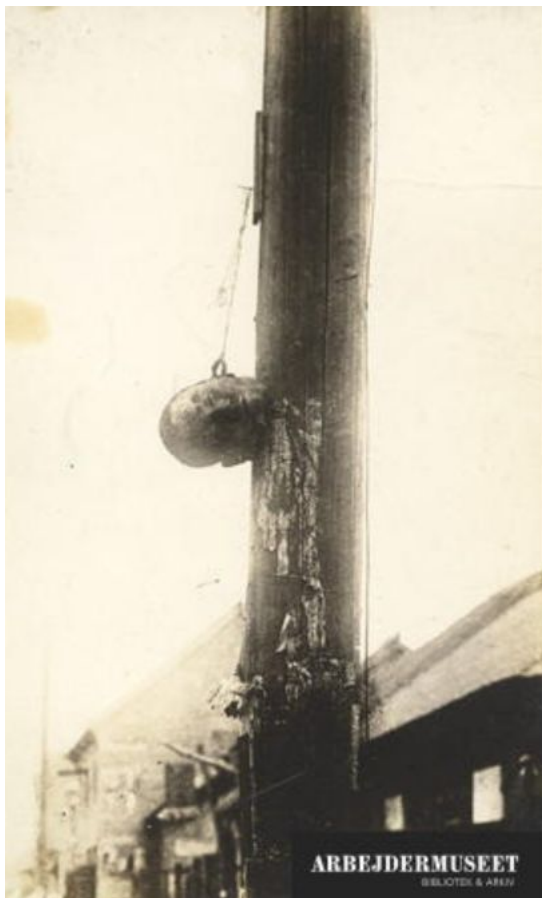
Roberta Cowell , born Robert Marshall Cowell , father of two , whose sensational change of sex (man to woman) confounded the world when revealed in 1954, made medical and press history . It is believed that such a complete and perfect transformation of this kind has no precedent . He was the son , now daughter , of General Sir Ernest Cowell , KBE , CB , DSO , an honorary surgeon to King George VI and General Eisenhower's director of medical services in the North African campaign_x000D_
x000D

Photo shows: Roberta Cowell , since the sex change was announced has been spending her time in Rome . Roberta in an evening gown tries on a pair of shoes at the Fontana sisters establishment



WARNING

Explicit content (1 slide)



Massakren i Nanjing, afhugget menneskehed hængt op i lygtepæl

The Nanjing Massacre, severed human head
hung from a lamp post

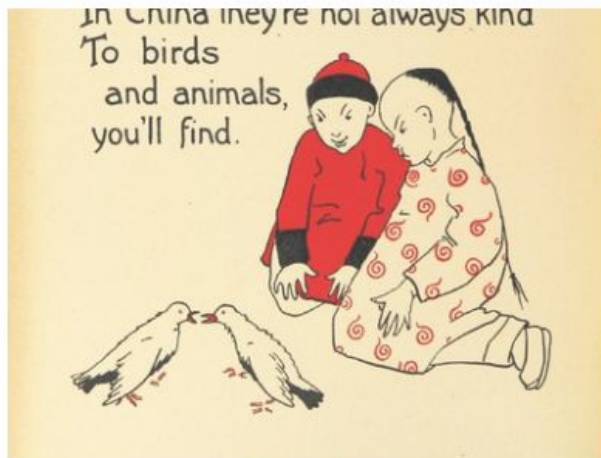
New responsibilities...

- Misappropriation
- Misrepresentation
- Content unsuitable for unrestricted access



... new practices

- Developing new strategies in the scope of Europeana Migration, Europeana XX, within and beyond PAGODE
 - External advisory boards
 - Controlled thesauri
 - Contextualization via editorials
 - Corrections through curatorial practice
 - Algorithms for safety (?)
 - Labeling - cautioning
- Censorship vs. trailblazer role in cultural heritage community
- New roadmaps needed for metadata providers, aggregators metadata brokers and metadata stakeholders



[View image](#)

Image from page 34 of My Little Chinese Book

This image is from a selection of images that have either been tagged as being natural history content, or are taken from books concerning natural history. They were digitised as part of the Microsoft books project, a collaboration between Microsoft and the British Library. Some of these images have been tagged by users of the image sharing site, flickr.

SHARE

DOWNLOAD

 Public Domain 

View at [The British Library](#) 

[Good to know](#)

[All metadata](#)

Providing institution

The British Library

Contributors

POST, Mary Audubon.

Subject

children's literature ; birds ; children ; colourful ; people
; colourful ; china ; racist ; Nature sounds



Wrap-up

Our takeaways

Good metadata = big impact

A direct relationship between the quality of metadata and the impact, sustainability and reusability of digital records
> duty of care shared by all stakeholders

Top tips:

- Know your collection and keep track of datasets that might require special attention
- Combine generic keywords with precise descriptions
- Use thesauri and controlled vocabularies
- Strive for minimal multilingualism
- ...and maximal information
- Sample-check new collections in different processing stages

Metadata tech tips

- **Semi-automatic** approach for data cleaning and enrichments
- **Crowdsourcing** can achieve significant enrichments
 - Moderation step by experts is necessary



DANCING THE DANCE?



Co-financed by the Connecting Europe Facility of the European Union



To explore more recommended practices and initiatives aimed at improving the creation and use of metadata, check:

<https://pro.europeana.eu/share-your-data/enrichment>

<https://pro.europeana.eu/project/data-quality-committee#discovery-user-scenarios>

A paper on layered storytelling and 'liquid narratives' is to appear in *Image & Narrative*.

539

DEMOGRAPHIE.
Reconquête de l'Asie et d'Amér.
COLL. VERWILGHEN



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