



Dublin Core Metadata Initiative®
Making it easier to find information.

Making Information Work: the Dublin Core Way



In a nutshell

- **Challenge:** Targeted delivery of Web content – of all types and sources
- **Solution:** Automatic filtering using descriptive “metadata”
- **The Dublin Core Way:** Simple, recombinant modules based on a standard model – the “DCMI Abstract Model”



The Problem

- Organizations, even small, possess information worth millions, but cannot get it to the right people *DM Direct Special Report, 2006*
- Users want information simply and quickly, but are satisfied only one time in seven *Delphi Group, 2006*
- Knowledge workers look for information up to 2.5 hours per day, with only 40% success. They re-create existing content more often than they create new *Kit Sims Taylor, 1998*



What is metadata?

- Imagine a supermarket...
 - Cans without labels?
 - No signs or pointers?
 - No promotional booths?
- Imagine a library...
 - No labels on books?
 - No subject shelves?
- Now picture Web information...





Dublin Core Metadata Initiative®

Making it easier to find information.

...such as this...





Dublin Core Metadata Initiative®

Making it easier to find information.

...with added descriptions

This is
"metadata"



...the Dublin Core Way

Shared basic elements

- International standard categories
- Many compatible vocabularies – or make your own!



Shared Model

- DCMI's Abstract Model plugs into Semantic Web applications

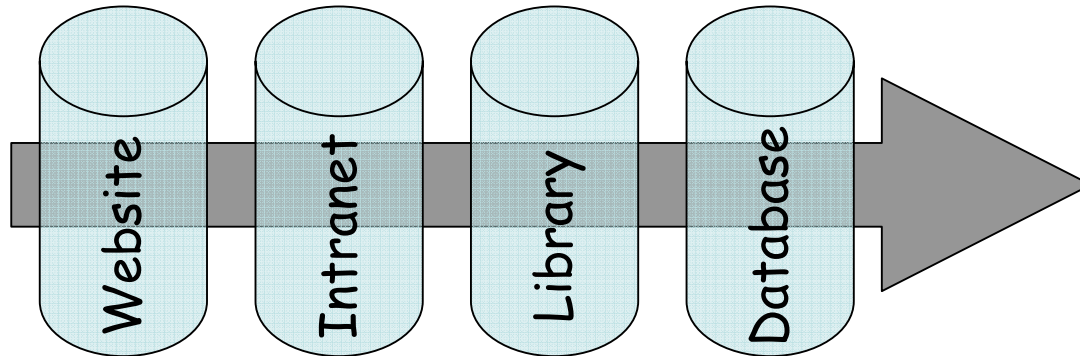


Shareable Descriptions

- Customized Application Profiles
- Re-use modular components



Works with any technology



- One model – many implementation choices
- Widely accepted international standard
- Powerful applications using simple building blocks
- Integration across platforms and departments
- Seamless fit with Semantic Web applications
- Can be flexibly extended and customized



Complements full-text search

- Full-text search is great for
 - Seeking unique names (“Al Gore home page”)
 - Browsing general topics (“restless legs syndrome”)
 - Finding texts
- Metadata improves on full-text search by
 - Supporting control of completeness and quality
 - Providing images, audio, or other non-textual things
 - Enabling structured filtering and exploration



Targeted delivery

Cluster similar resources for browsing



Same author, similar subject, same year...

Personalize delivery



Match topic with audience

Manage sources



"When were these last revised?"

Provide images, recordings, video...



Describe them in words!



Example uses

- Legal Department gets ***all*** reports on a product in a given year, ***filtered*** by type
- Customer Service lets user ***personalize their view*** of selected content
- Human Resources portal pushes ***dynamic content*** based on user profiles
- Technical managers send ***automatic updates*** based on user criteria



Testimonials...

- "Adding metadata to unstructured content allows it to be managed like structured content. Applications that use structured content work better." *Merrill Lynch*
- "Enriching content with structured metadata is critical for supporting search and personalized content delivery." *Forrester*
- "Content that has been adequately tagged with metadata can be leveraged in usage tracking, personalization and improved searching." *GIGA*

Source: J. Busch, 2005



Benefits

- Better information means better decisions
- Target information for the task at hand
- Connect people with information efficiently
- Make information available across the enterprise
- Promote re-use of existing content
- Personalize and customize the user experience
- Push content to multiple applications, clustering and grouping “on the fly”



Try a DCMI Tutorial...



<http://dublincore.org/resources/training/>



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For more information:

<http://dublincore.org/>

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