

J TRANT: SOCIAL TAGGING AND FOLKSONOMY

access to art museums on-line: a role for social tagging and folksonomy?

J. Trant
Archives & Museum Informatics

DC2008 Berlin | September 2008

<http://conference.archimuse.com/jtrants>

Tuesday, September 23, 2008

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access to collections

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From: J. P. xxxxxx@xxxxxx.com
Date: Sat, 26 Aug 2006 11:24:43 -0700
To: timeline@metmuseum.org
Subject: Looking for a painting

Please help:

I have been looking on and off for years for this painting. The painting is of a very well dressed renaissance man standing in a room (a library) in front of him on a table is a large hour glass. The painting has very rich colors. I have talked to a lot of people and they have said they have seen this painting but can't remember its name or the name of the artist.

Could you please use your resources to find this painting?

REFERENCE QUESTIONS

c.f. Catechism Project, Janney & Sledge

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POSSIBLY THE DESIRED PAINTING

Ian Morrison's "things we just happen to have in our head" method

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What “J. P.” knows

- painting
- Renaissance
- standing
- man**
- very well dressed
- library
- hourglass
- table
- rich colors

What a Met curator knows

Portrait of a Man, ca. 1520–25
Moretto da Brescia (Alessandro Bonvicino) (Italian, Brescian, born about 1498, died 1554)
Oil on canvas; 34 1/4 x 32 in. (87 x 81.3 cm)
Rogers Fund, 1928 (28.79)

Provenance: Maffei, Brescia (by 1760, as "Ritratto d'uomo con carta in mano, ed Orologio, di Callisto da Lodi"); by descent to contessa Beatrice Erizzo Maffei Fenaroli Avogadro, Palazzo Fenaroli, Brescia (by 1853—at least 1857, as by Moretto); her daughter, contessa Maria Livia Fenaroli Avogadro, later marchesa Fassati, Brescia (in 1862); her son, marchese Ippolito Fassati, Milan (by 1878—at least 1912); [Elia Volpi, Florence, by 1915–16; sold to Knoedler]; [Knoedler, New York, 1916–28; sold to MMA]

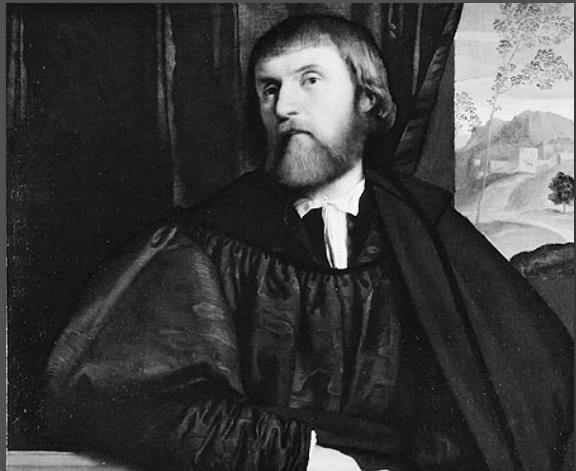
WHAT THEY BOTH KNOW ...

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- bangs
- beard
- border
- cape
- contemplation
- elbow
- hourglass**
- landscape
- learned
- man**
- mountain
- moustache
- nobleman
- painting
- portrait**
- ring
- robe
- Renaissance**



VOLUNTEER SUPPLIED TAGS
MIGHT HELP

from MMA proof of concept

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ACCESS TO COLLECTIONS



WHAT QUESTIONS DO VISITORS ASK OF MUSEUMS?

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ACCESS TO COLLECTIONS



How do users search on-line collections?

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SEARCH WORKS OF ART

Works of Art

shark

Timeline of Art History

Timeline Pages

Timeline Features

Features

Permanent Collection

Egyptians and the Sea, ca. 1770

Work 733 of 33,464

Wimlow Homer (1836-1910)
The Gulf Stream, 1899
Oil on canvas, 26 1/8 x 49 1/8 in. (71.4 x 124.8 cm)
Catherine Lorillard Wolfe Collection, Wolfe Fund; 1906 (OG.1.234)

CDWA

ACCESS TO COLLECTIONS

?

only one shark

How do users search on-line collections?

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WORKS OF ART AMERICAN PAINTINGS AND SCULPTURE

All: All Work 733 of 33,464

Wimlow Homer (1836-1910)
The Gulf Stream, 1899
Oil on canvas, 26 1/8 x 49 1/8 in. (71.4 x 124.8 cm)
Catherine Lorillard Wolfe Collection, Wolfe Fund; 1906 (OG.1.234)

Enlarge Zoom to My Met Gallery

Description Signatures, Inscriptions, and Markings

CDWA

label text

curatorial analysis

DESCRIBING WORKS OF ART

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ACCESS TO COLLECTIONS



#sharks!

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MIS-MATCH BETWEEN
VOCABULARY OF VISITOR
AND THE MUSEUM

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ACCESS TO COLLECTIONS

...not searching for "museum" content; they were searching for "calligraphy" content.

C. Alexander, et al., Beyond Launch: Museum Videos on YouTube,
Museums and the Web 2008
<http://www.archimuse.com/mw2008/papers/hart/hart.html>

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ACCESS TO COLLECTIONS

**THERE'S NO SUCH THING AS
“MUSEUM CONTENT”**

discovery is institution agnostic

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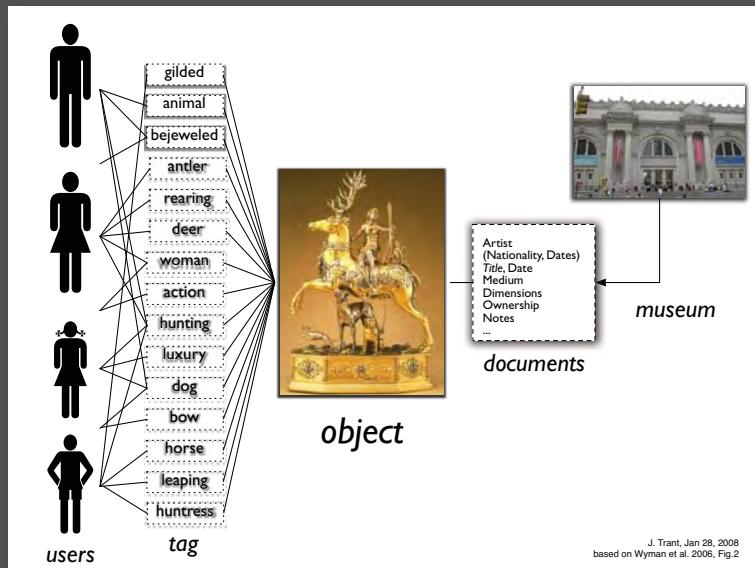
research question

**Can social tagging and folksonomy
improve online access to art collections?**

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A MODEL OF TAGGING

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RESEARCH QUESTIONS

The screenshot shows a user interface for a social tagging project. On the left, there's a navigation bar with 'BACK TO SETS', 'HELP', and 'LOG OFF'. The main title is 'THE ART MUSEUM SOCIAL TAGGING PROJECT'. A large image of a woman in a red dress is displayed, labeled 'SET 4'. To the right, a sidebar titled 'Start Here' contains a search bar with the text 'evening dress' and an 'ADD' button. Below the search bar is a list of tags: 'balloon sleeves', 'black', 'bracelet', 'cape', 'elegant', and 'red'. At the bottom right of the sidebar is a 'NEXT' button. At the very bottom of the page, there's a note about the project being funded by a grant from the U.S. Institute of Museum and Library Services, and links for 'Send us your feedback' and 'Privacy Policy'.

SET 4

THE ART MUSEUM SOCIAL TAGGING PROJECT

Start Here

evening dress

balloon sleeves
black
bracelet
cape
elegant
red

NEXT

This project is funded, in part, by a grant from the U.S. Institute of Museum and Library Services.

Privacy Policy

USERS TAG WORKS OF ART

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RESEARCH QUESTIONS

THE METROPOLITAN MUSEUM OF ART

PARTIES

2 of 15

Start Here: **evening dress** ADD ↴
I am stamping →

strap
elegant
black

PREVIOUS ↪ NEXT ↪

PARTIES TOTAL OBJECTS 14 NEXT ↪

USERS TAG WORKS OF ART @ MMA

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RESEARCH QUESTIONS

users
who assigns
how many terms?
how does users' tagging differ?

folksonomy
what kinds of terms are assigned?
terms assigned 1
terms assigned 2

vocabulary sources
are terms found in...
museum records
searches of art image databases
works of art

Art and Architecture Thesaurus (AAT)
Union List of Artists Names (ULAN)

RESEARCH PROCESS

J. Trant, February 2008
based on Trant 2006

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the experiment and our findings

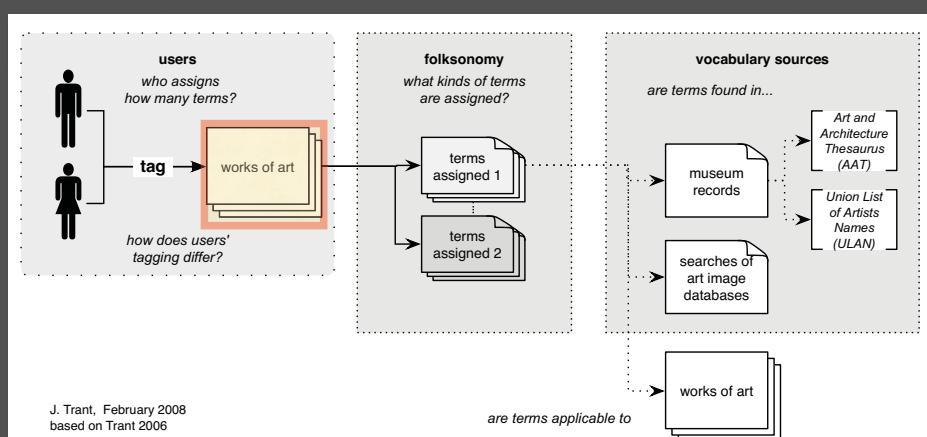
<http://conference.archimuse.com/jtrants>

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RESEARCH QUESTIONS: TAGGING



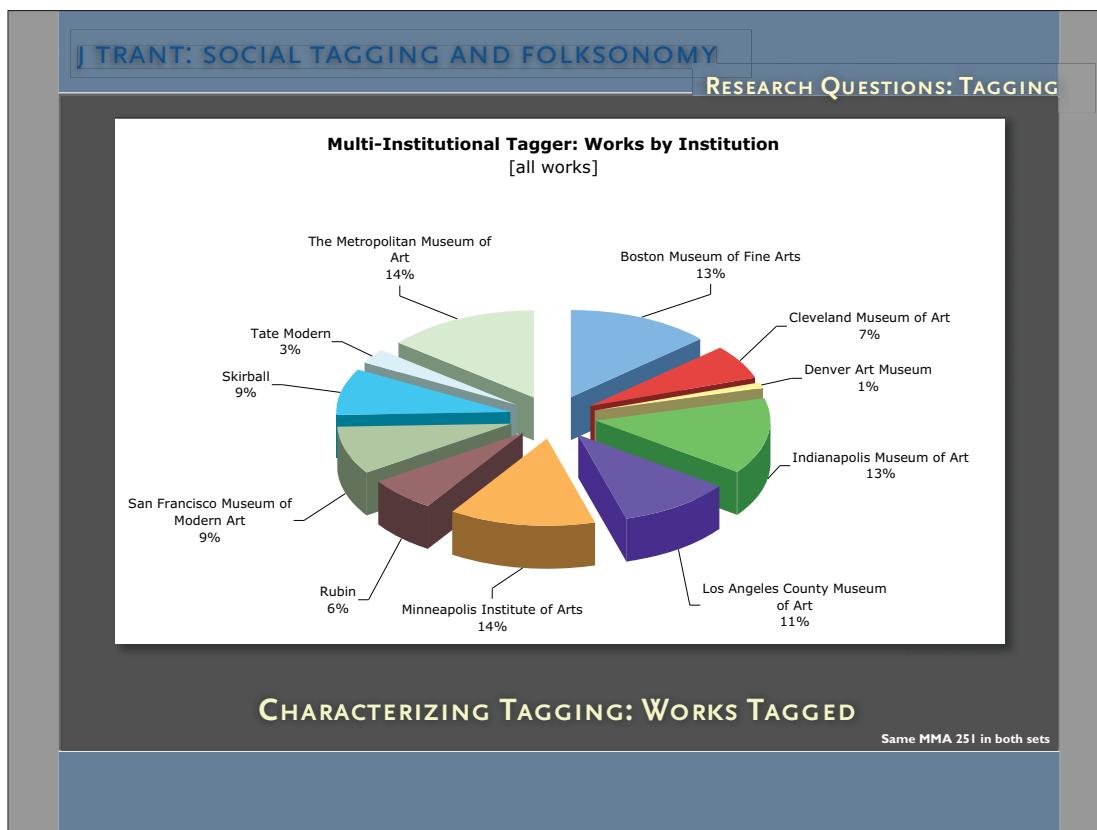
WHAT WAS TAGGED?

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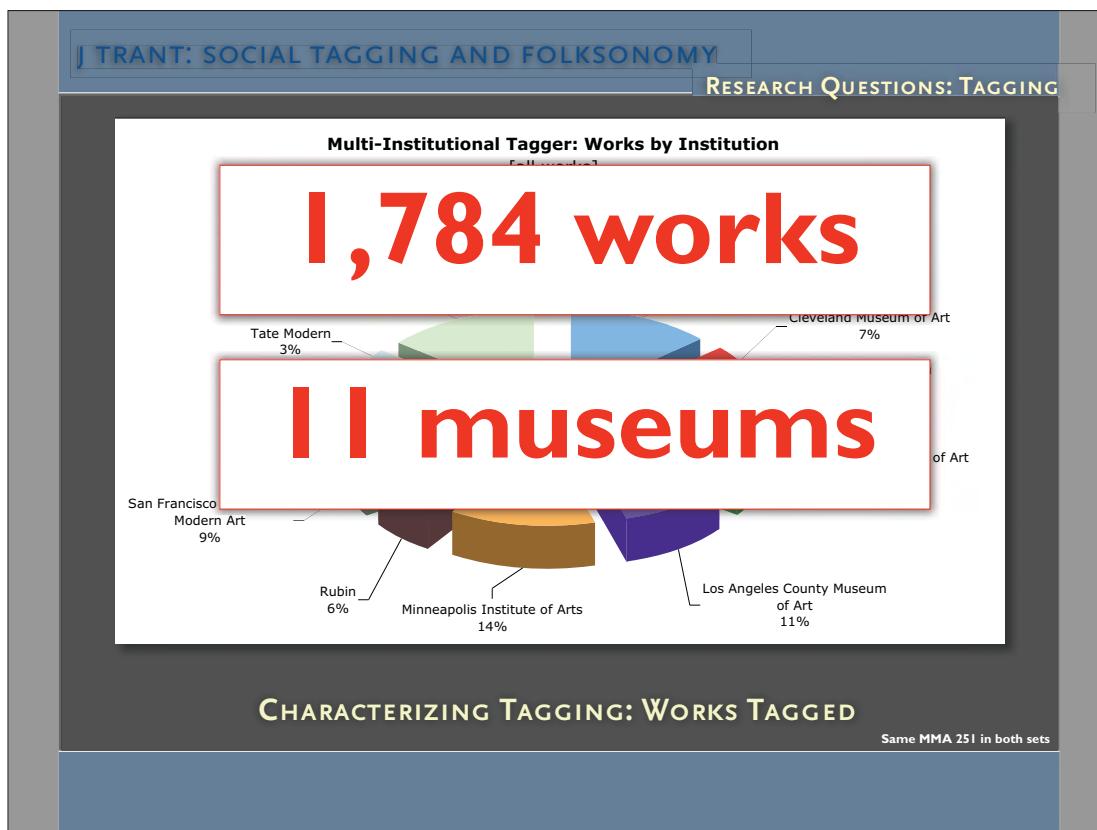
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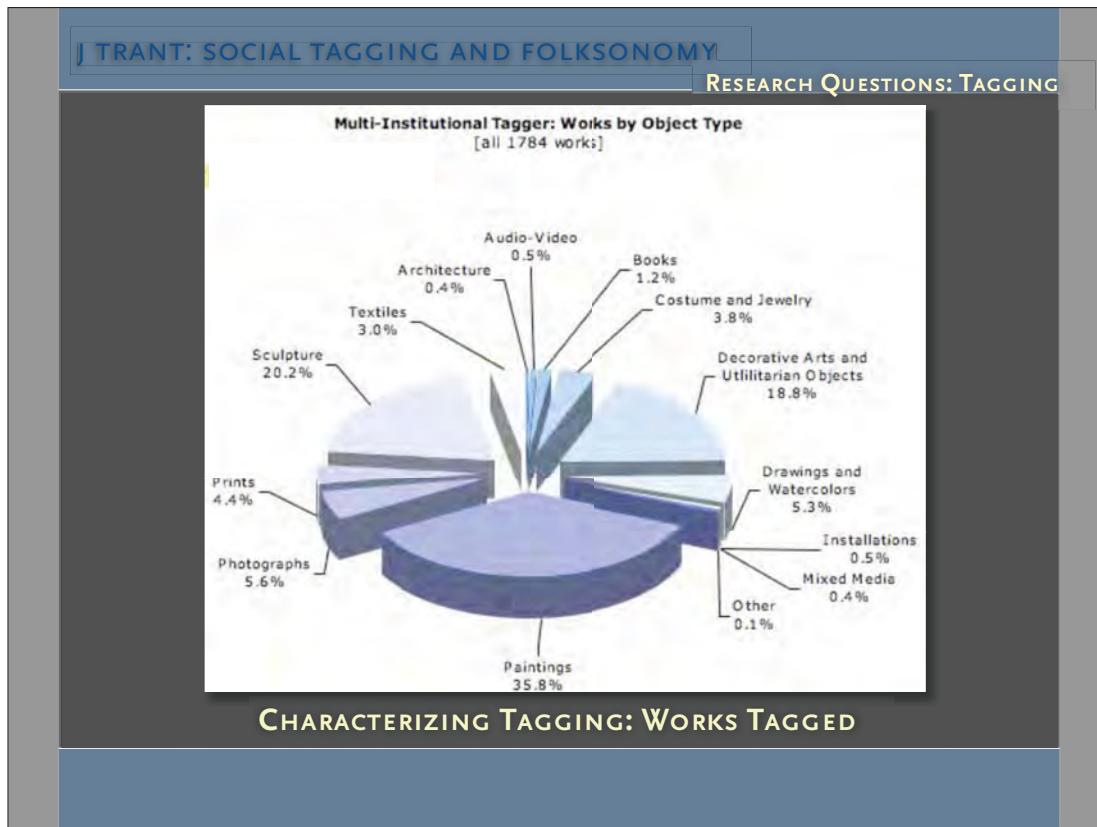


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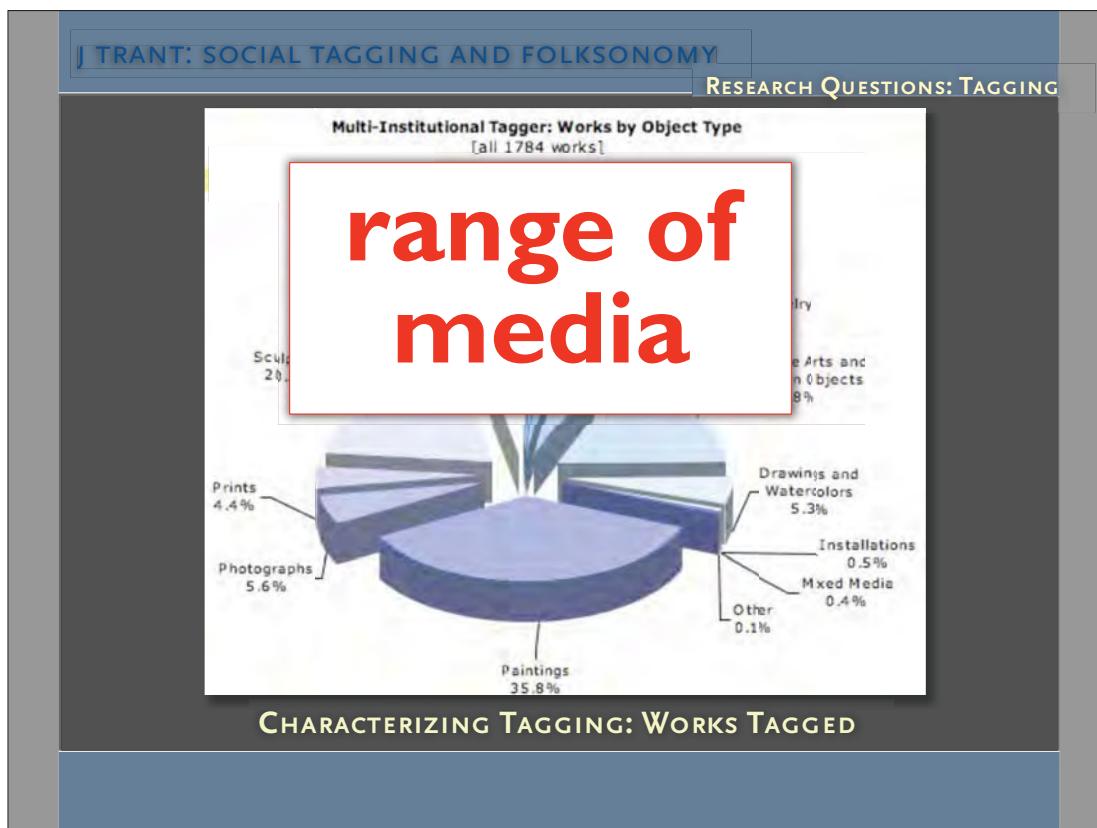
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RESEARCH QUESTIONS: TAGGING

users
who assigns
how many terms?
tag → works of art
folksonomy
what kinds of terms
are assigned?
terms assigned 1
terms assigned 2
how does users'
tagging differ?

descriptive statistics

- tagger velocity
- tag variation

Tags per work

Tags per work	# of tags		# of taggers		# tags per tagger						
	total	distinct	total	high	low	average	std. dev.	high	low	average	std. dev.
all works											
work 1											
work 2											
work 3											

STUDY TERMS ASSIGNED

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RESEARCH QUESTIONS: TAGGING

Multi-Institution Tagger				Single-Institution Tagger			
# of works	# of tags		# of users	# of works	# of tags		# of users
	total	distinct	total		total	distinct	total
1,784	36,981	11,944	1,621	251	56,399	21,557	690

22 tags / user

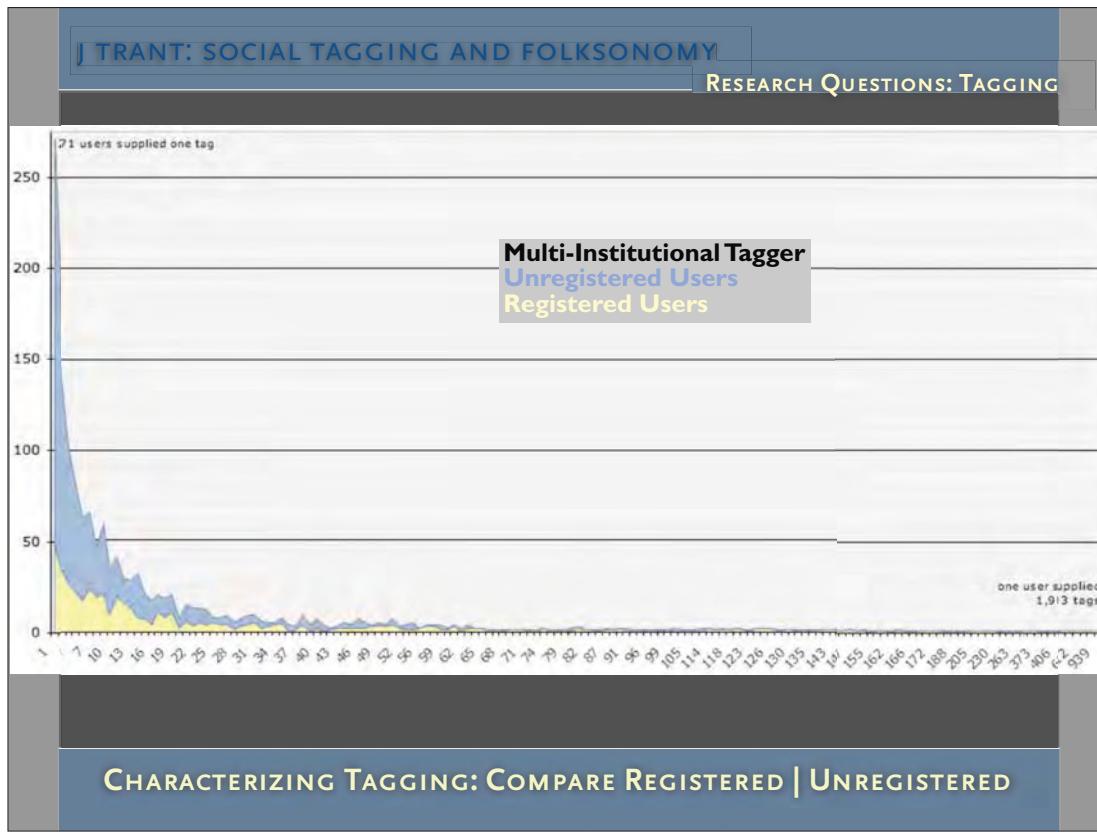
82 tags / user

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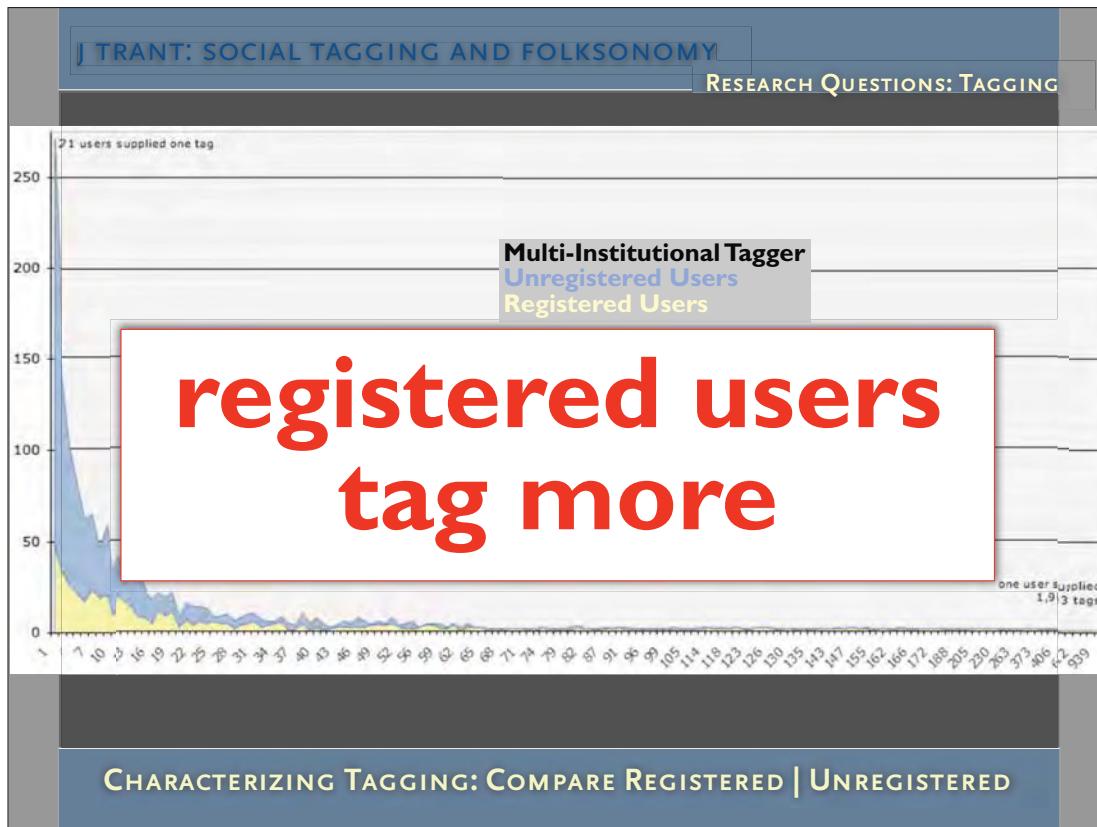
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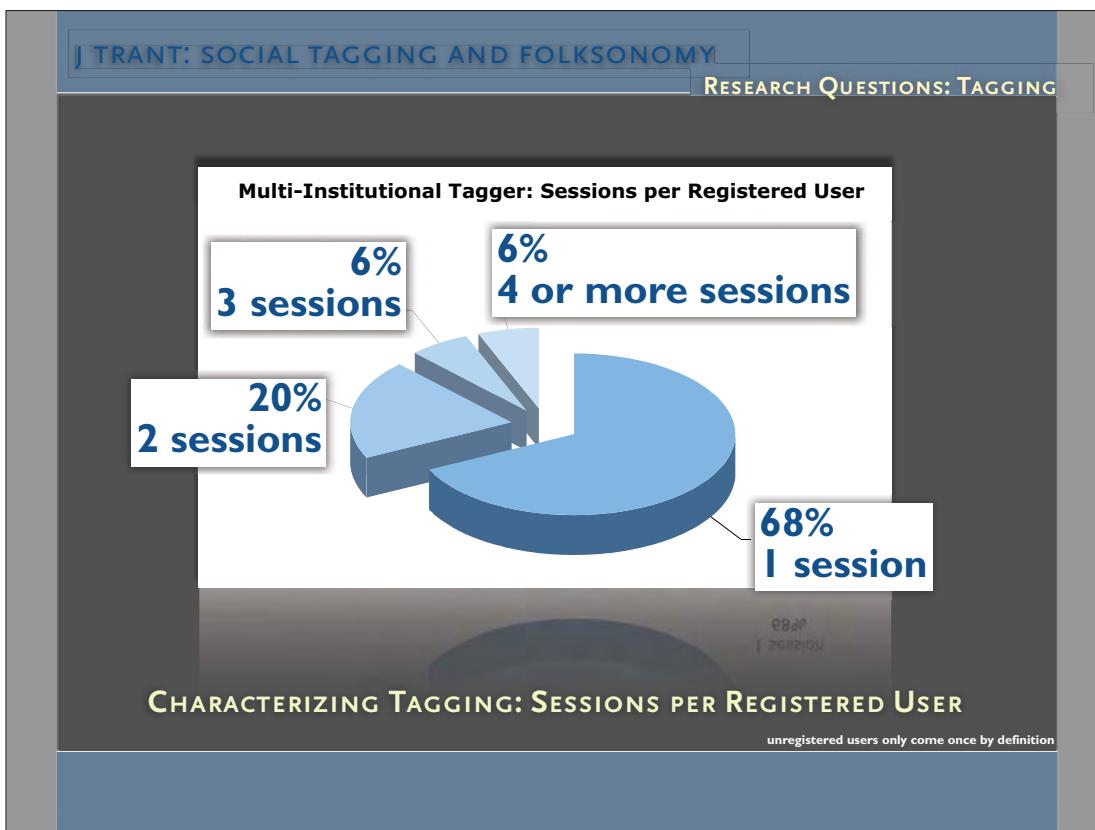
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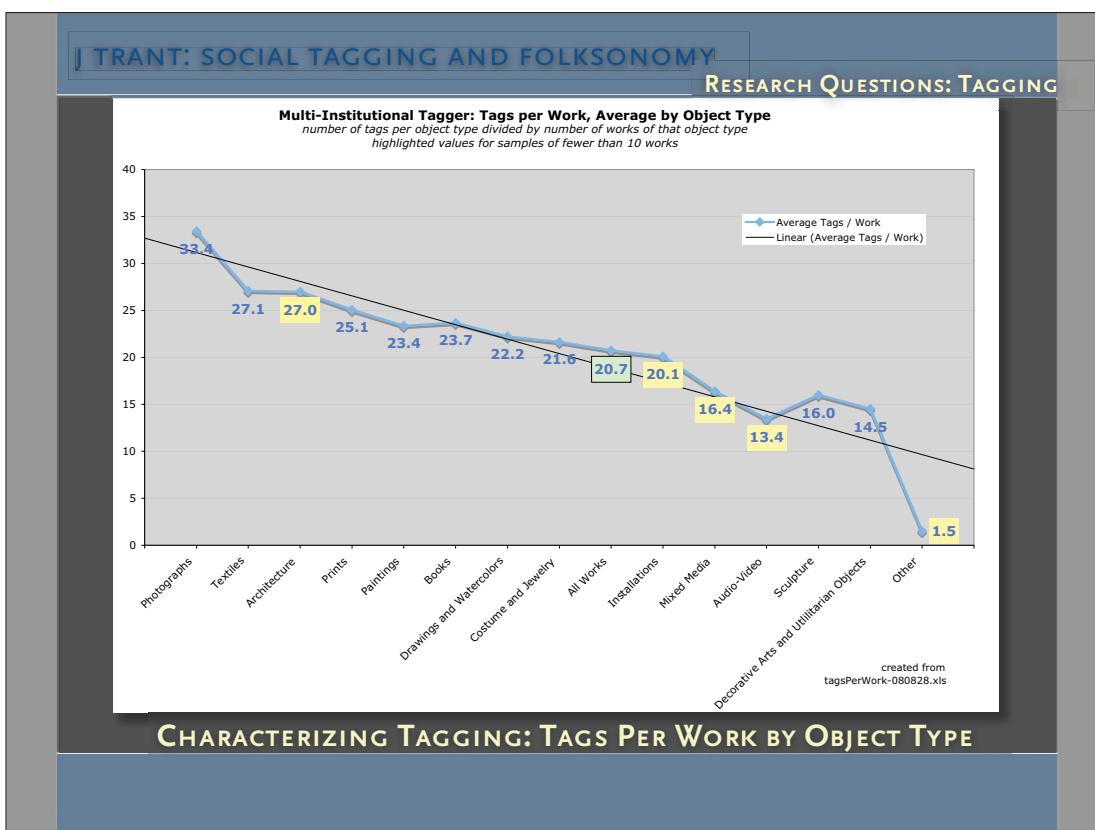
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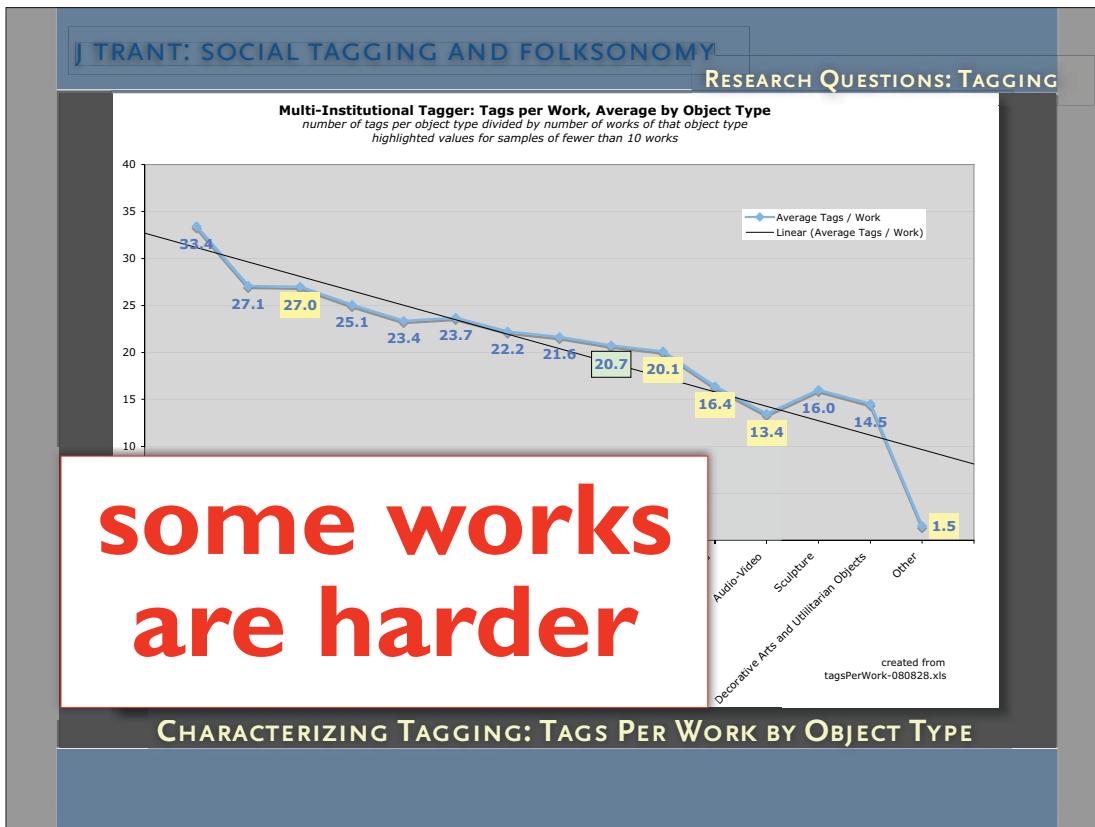


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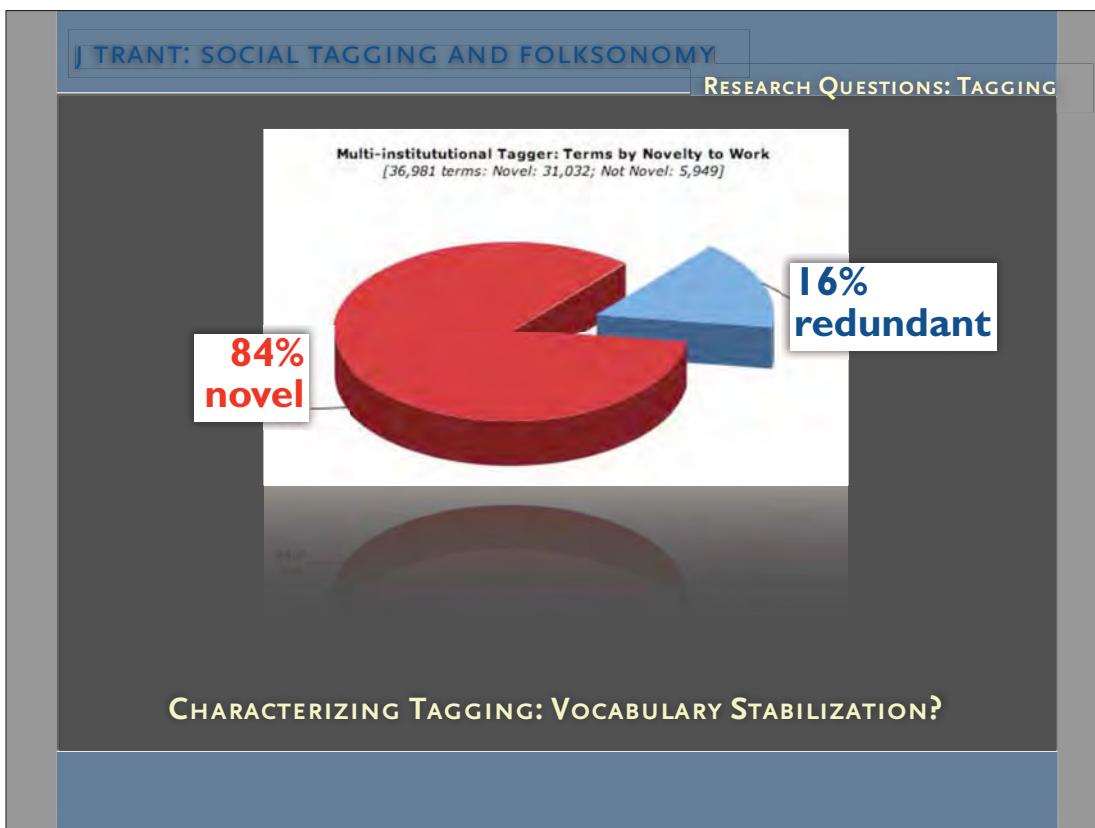
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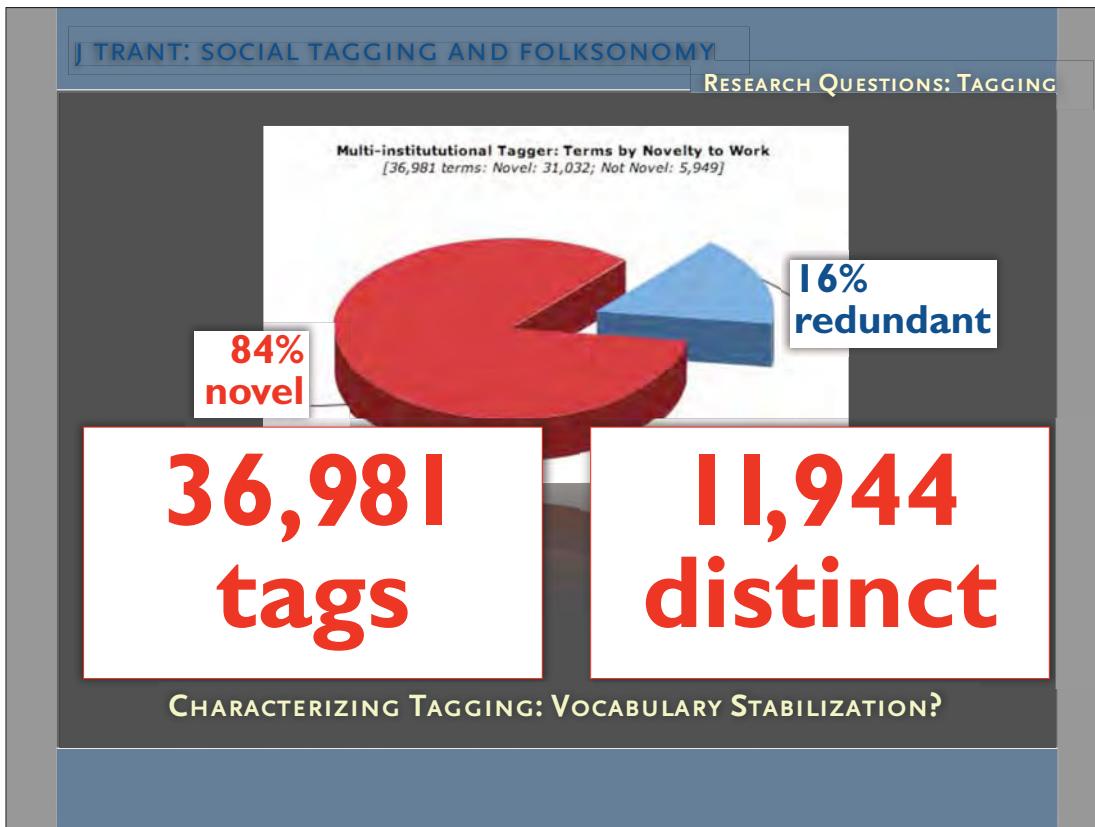


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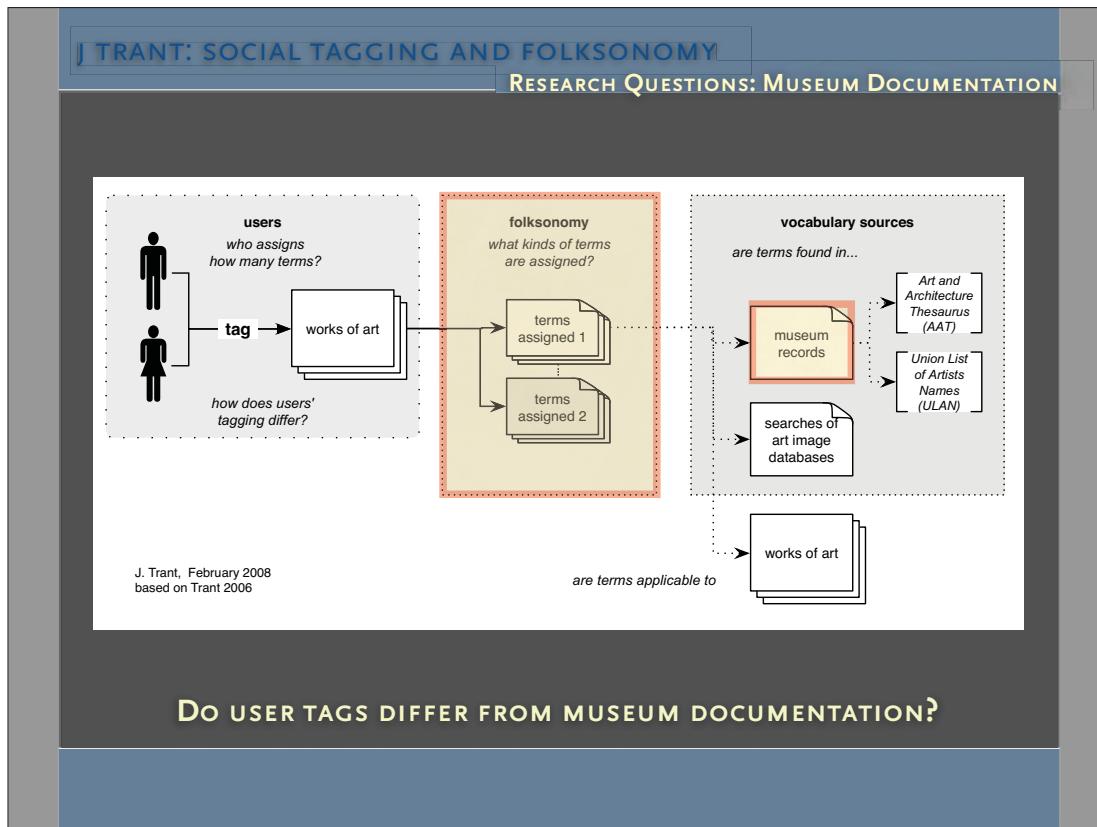


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RESEARCH QUESTIONS: MUSEUM DOCUMENTATION

The screenshot shows a museum website interface. At the top, a navigation bar includes links for 'Home', 'About the Met', 'Collections', 'Exhibitions', 'Education', 'Visitor Information', 'Museum Shop', 'Events', and 'Search'. Below this, a secondary navigation bar for 'Works of Art' lists categories like 'American Paintings and Sculpture', 'European Paintings', 'Decorative Arts', and 'Photographs'. A search bar is present. The main content area features a large image of Winslow Homer's painting 'The Gulf Stream'. To the right of the image, descriptive text reads: 'Winslow Homer (1836-1910) The Gulf Stream, 1899 Oil on canvas, 25 1/2 x 49 1/2 in. (64.8 x 125.8 cm) Gift of Mr. and Mrs. L. W. C. Ladd, 1930 (30.1.1294)'. Below the image are several interactive buttons: 'Enlarge', 'Zoom', and 'Add to My 1st Gallery'. To the right of these buttons is a 'Description' section with checkboxes for 'Signature, Marks, and Inscriptions', 'Provenance/Ownership History', and 'Note to the Reader'. At the bottom of the page, there is a 'Description' section with a detailed paragraph about the painting, followed by a footer with links to various museum sections.

MUSEUM DOCUMENTATION: CATALOGUE RECORDS ON-LINE

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RESEARCH QUESTIONS: MUSEUM DOCUMENTATION

Museum Data	Definition	Req.	Example
Institution	The display version of your museum's name	y	The Metropolitan Museum of Art
Image filename	The name of the image file that matches this object	y	jeeps54.jpg
Institution ObjectID	An identifying number assigned to the object in your institution, other than an accession number (e.g. the record number from your collections management system).	n	11479
Title/Object Name	The display for of the work's preferred Title or Name.	y	The Gulf Stream
Date	The display form of the work's date.	y	1899
Maker/Culture	The display form of the creator's (or creators') name(s) (and dates if desired)	y	Winslow Homer, 1836-1910
Medium	The display form of the material, support and/or techniques used to make the work	y	oil on canvas
Dimensions	The display form of the work's dimensions	y	28 1/8 x 49 1/8 in. (71.4 x 124.8 cm)
Object Type	The type of work, e.g. painting, sculpture, installation	y	painting
Credit Line	The display form of any credit to be shown with the work of art.	y	Catharine Lorillard Wolfe Collection, Wolfe Fund, 1906
Copyright	The display form of any copyright statement (useful for digital images)	n	© Jasper Johns/Licensed by VAGA, New York, NY
Accession Number	The accession number assigned to the work of art in your museum	y	06.1234
Notes	curatorial or other notes about the work.	n	<p>The Gulf Stream was based upon studies made during Homer's two winter trips to the Bahamas in 1884-85 and 1898-99. First exhibited at the Pennsylvania Academy of the Fine Arts in Philadelphia in 1900, the picture was subsequently reworned and "improved" by the artist. Early photographs show changes to the sea and to the back of the ship, making the composition more dramatic and active. The painting was shown in this state at the Carnegie Institute in Pittsburgh in 1900-1901, and by W.M. Knoedler and Co. in New York in 1901. The painting sold for the record-breaking price of \$4,000. There were problems selling the work because of either its high price or its unpleasant subject matter. Homer may have painted over some of the original in the face of criticism in order to add the rigger on the horizon that signals hope and rescue from the perils of the sea.</p>

MUSEUM DOCUMENTATION: CATALOGUE RECORDS ON-LINE

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RESEARCH QUESTIONS: MUSEUM DOCUMENTATION

A Venn diagram consisting of two overlapping circles. The left circle is labeled "Tags" and the right circle is labeled "Museum Documentation". An arrow points from the text "New Tags" to the left circle. Another arrow points from the text "Redundant tags" to the overlapping area between the two circles. A question mark is placed in the overlapping area.

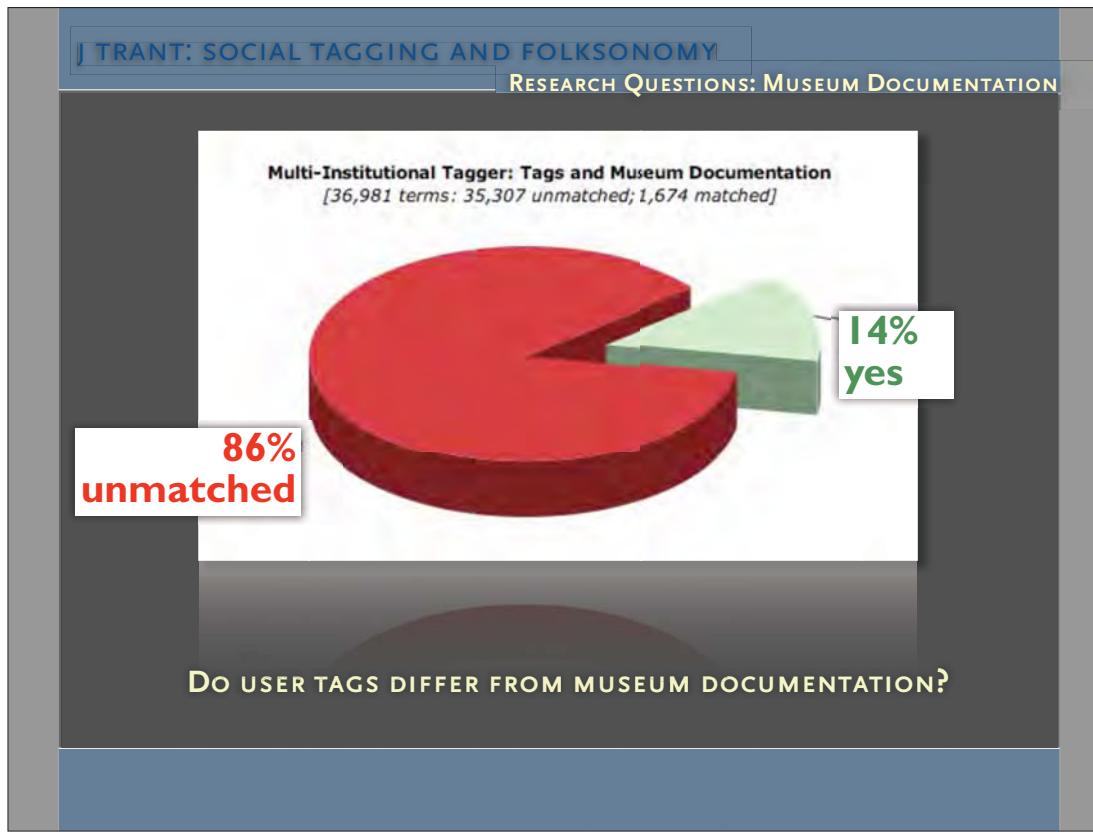
Do USER TAGS DIFFER FROM MUSEUM DOCUMENTATION?

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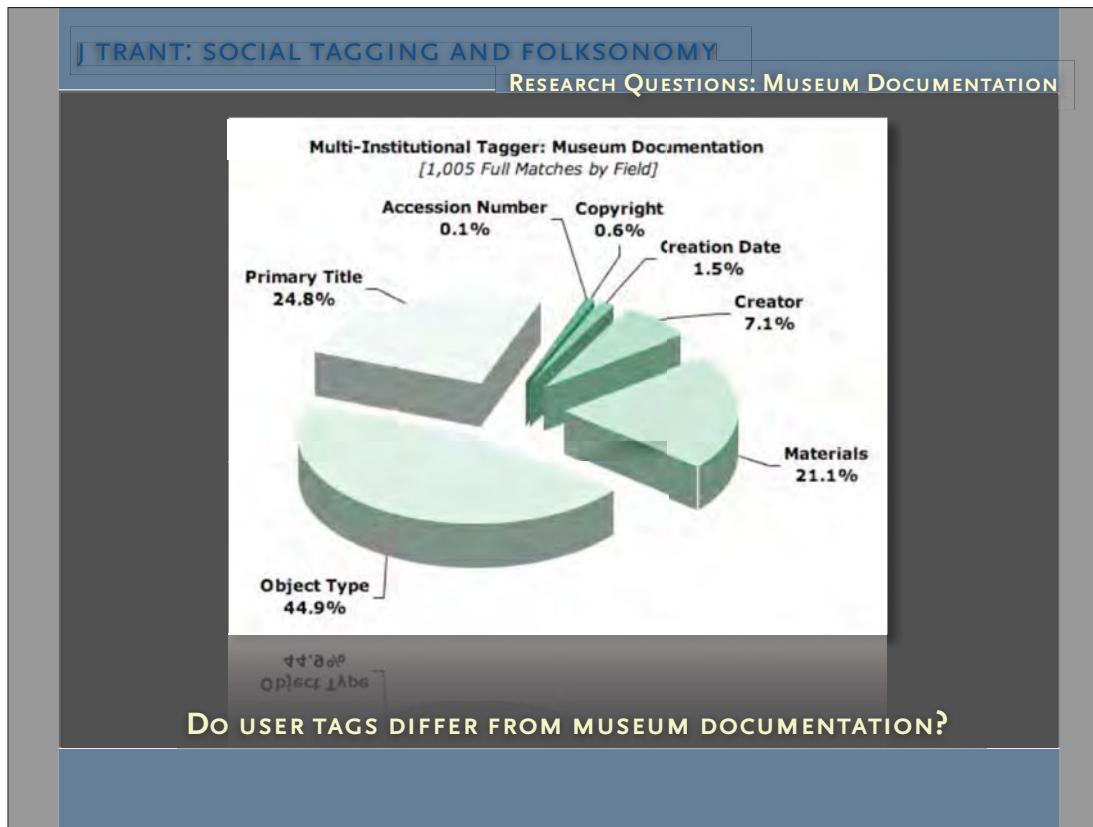
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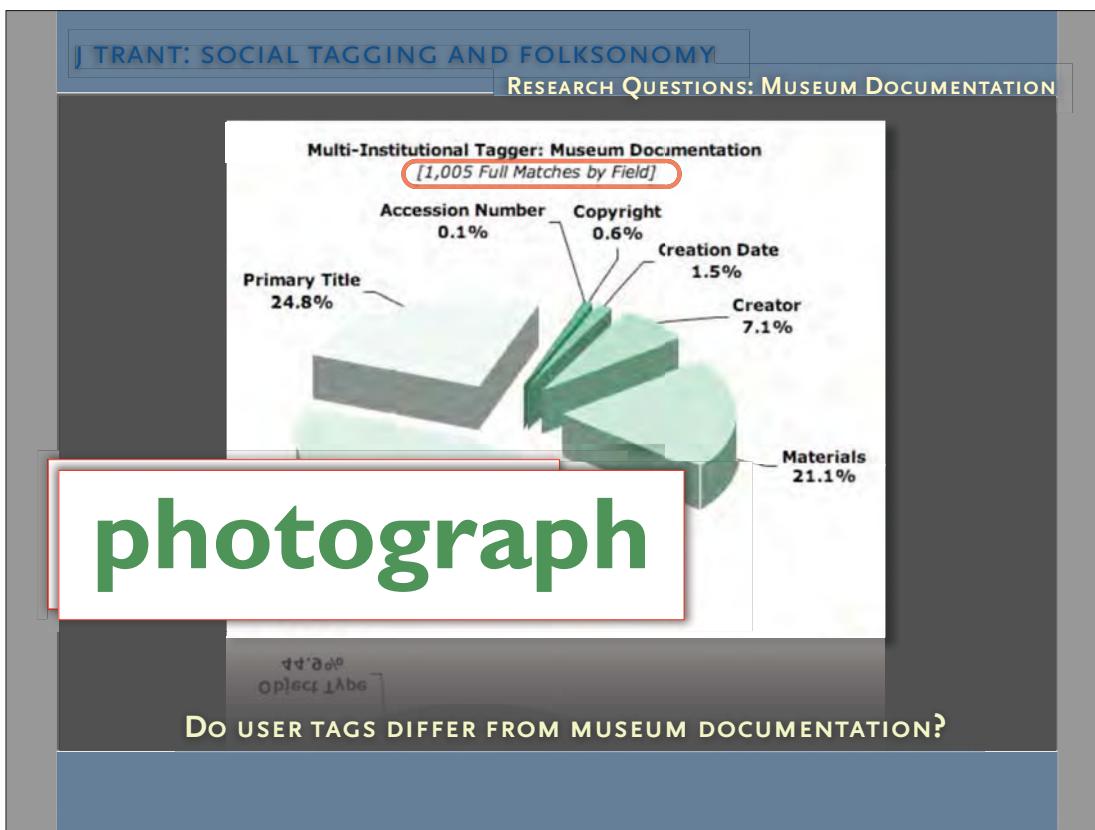


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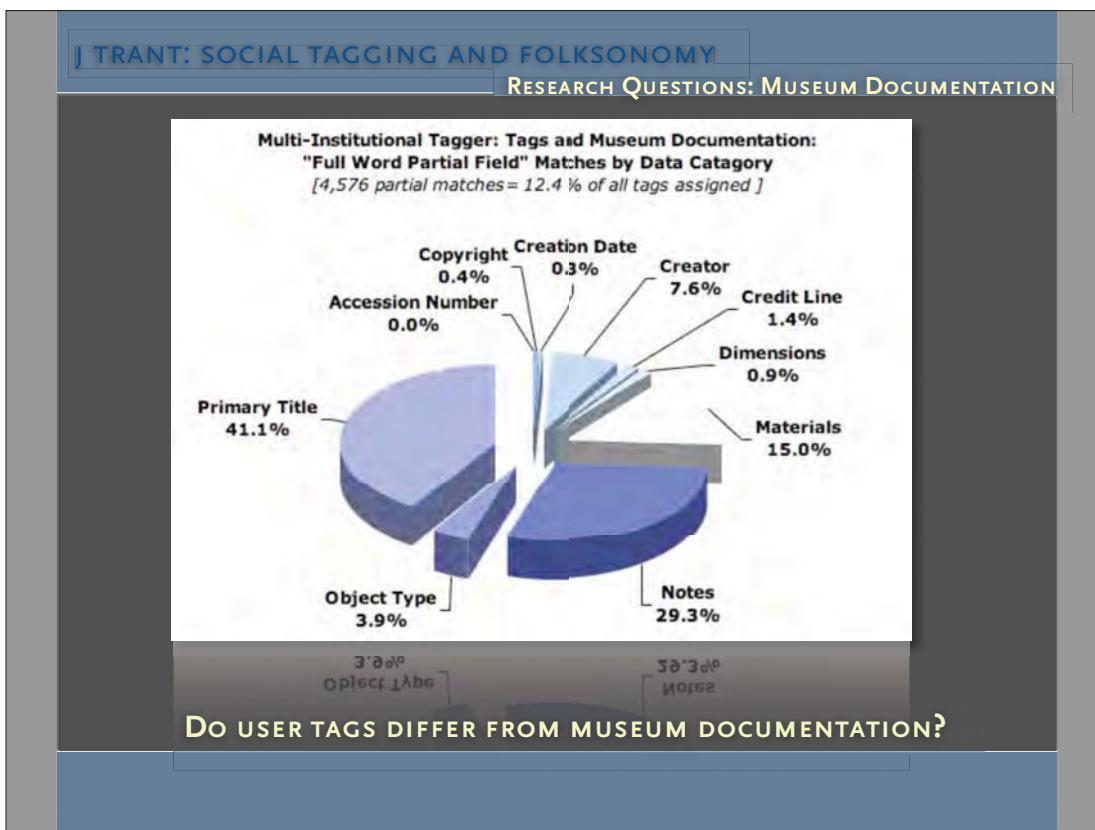
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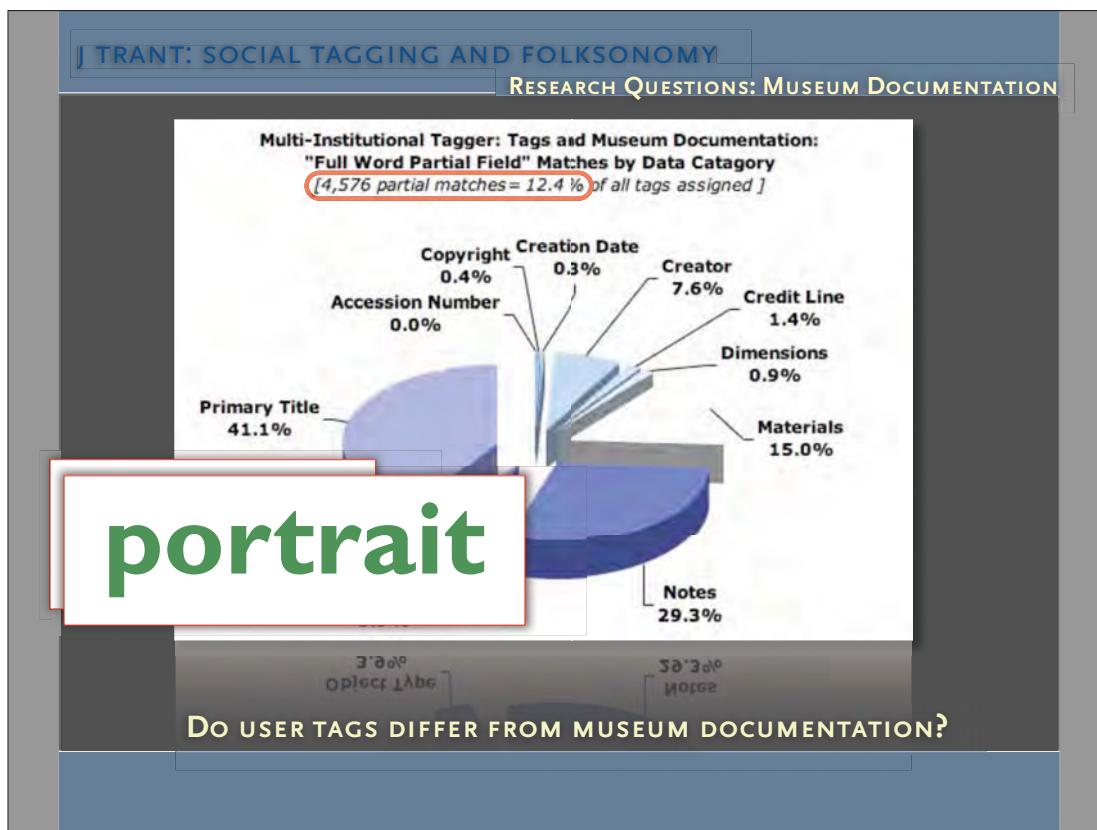


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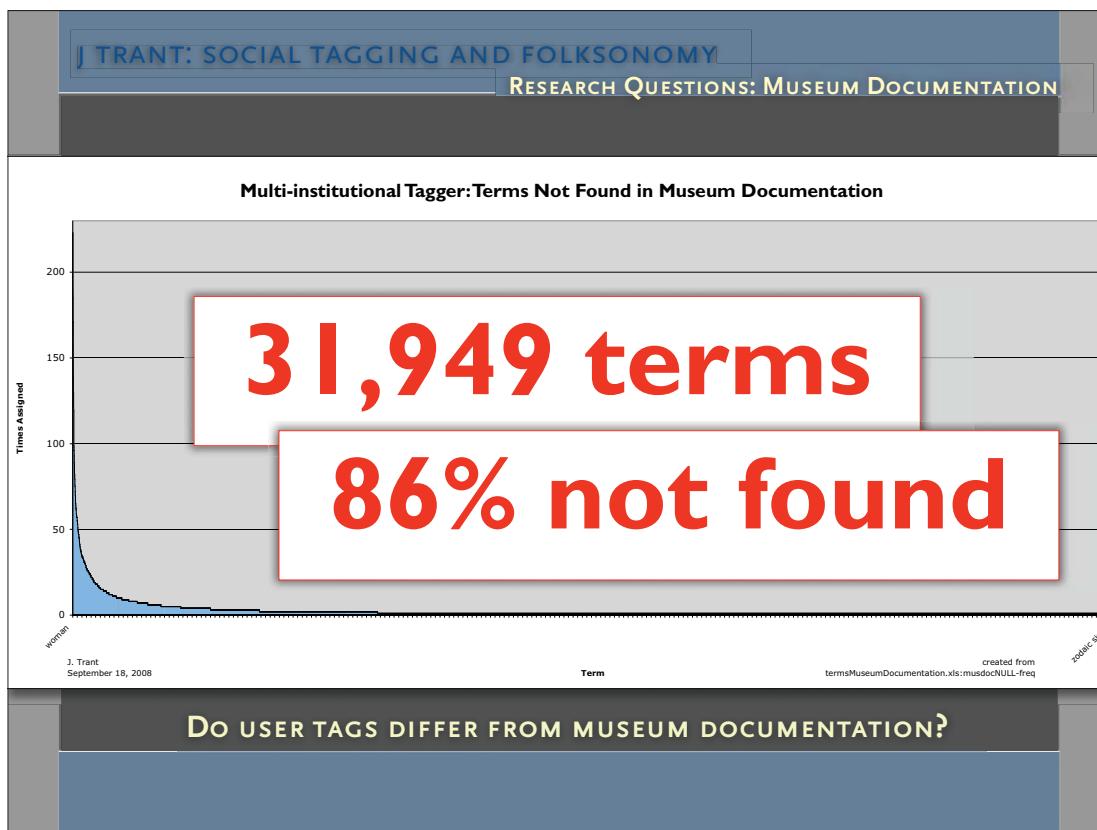
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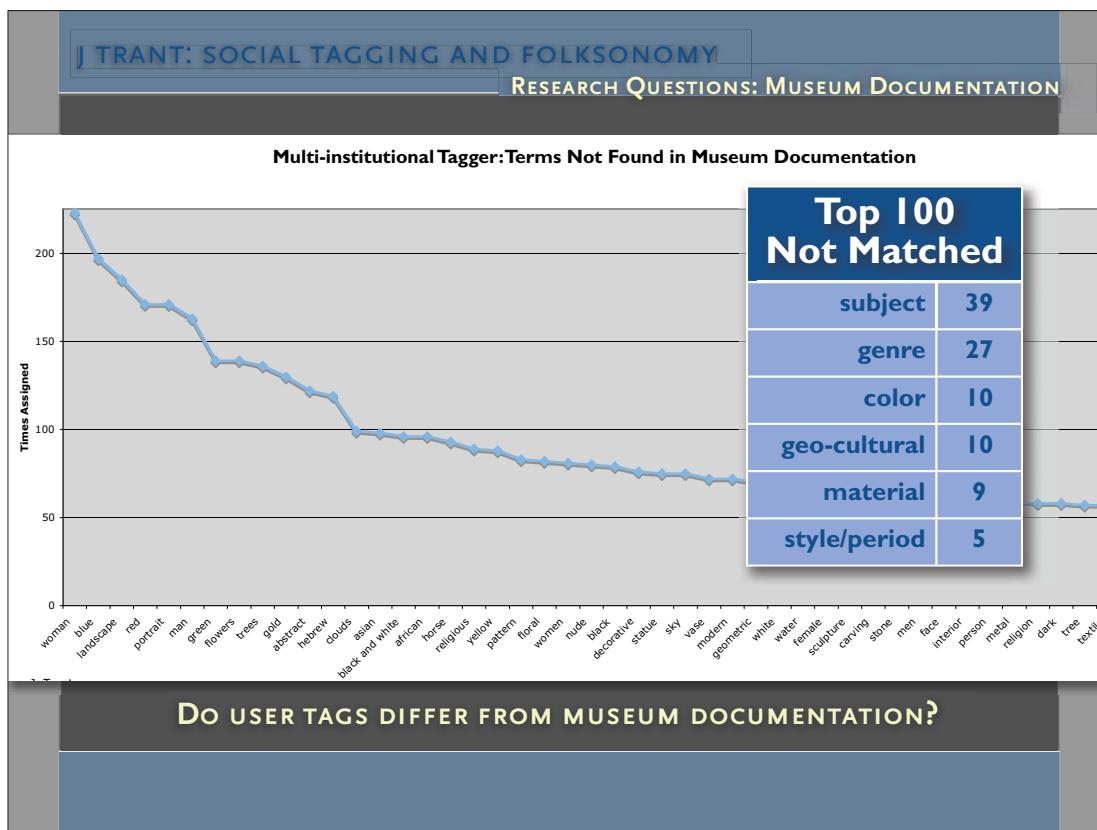


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RESEARCH QUESTIONS: EXTENDED MUSEUM DOCUMENTATION

ARE OTHER FORMS OF MUSEUM DOCUMENTATION MORE USEFUL?

GENRES

- ✓ GALLERY LABEL TEXT
- ✓ DOCENT TOUR TALKING POINTS / TOUR SCRIPTS
- ✓ SPECIAL EXHIBITION CATALOGUE ENTRIES
- ✓ PERMANENT COLLECTION GUIDEBOOK TEXT
- ✓ CURATORIAL ANALYSIS OR NOTES
- ✓ SCHOLARLY ARTICLE
- ✓ WEB SITE 'FEATURE' TEXTS
- ✓ AUDIO TOURS OR PODCASTS
- ✓ NEWSPAPER/POPULAR ARTICLE

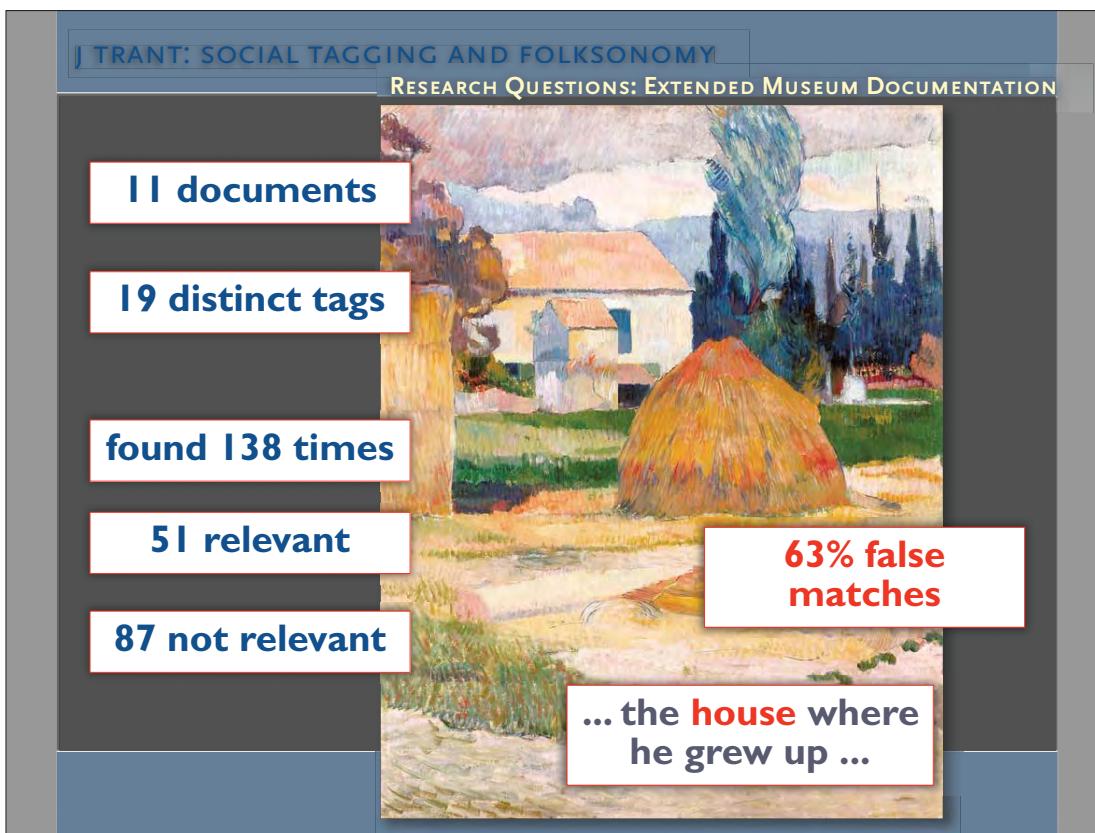
both scholarly + general public

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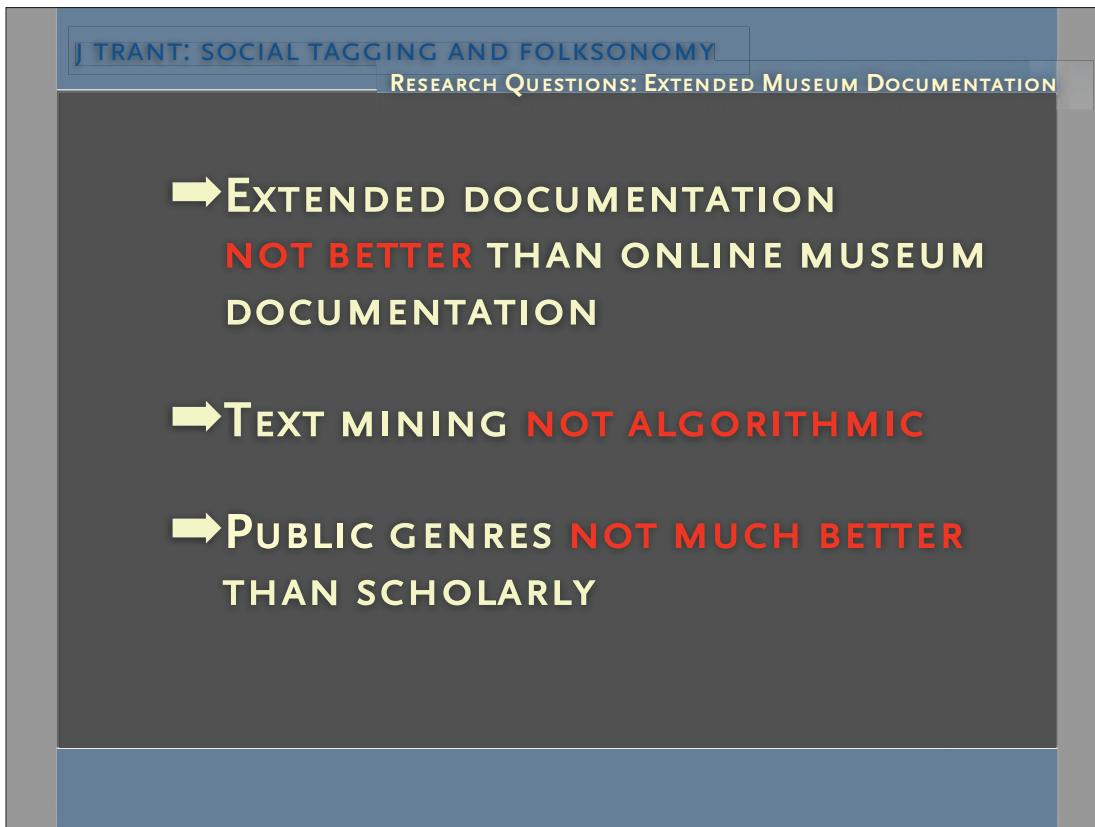
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Do Museum Professionals find tags useful?

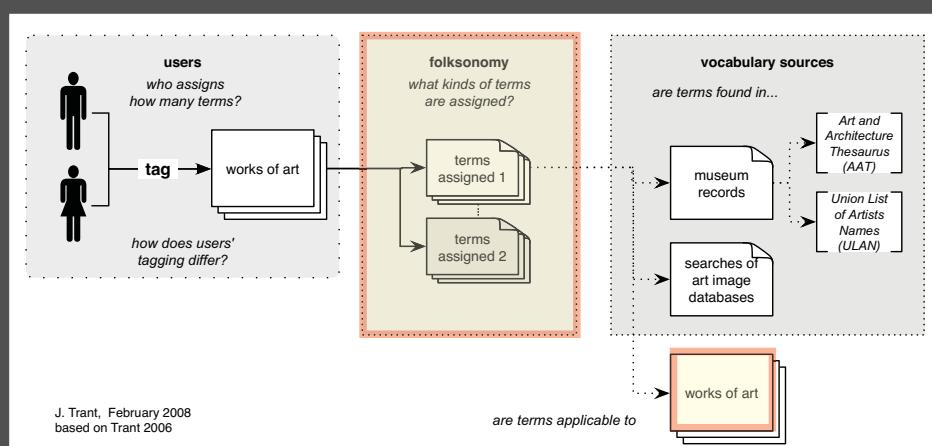
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RESEARCH QUESTIONS: USEFULNESS



DO MUSEUM PROFESSIONALS FIND TAGGING TERMINOLOGY USEFUL?

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Steve Term Review

Logout | imaReview | Image index | Term index | Summary

34 Terms

girls	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34
red dresses	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34
portraits	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34
portrait	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34
brass vase	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34
sisters	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34
embroidery	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34
pointillism	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34
double portrait	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34
moneyplant	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34
matching dresses	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34
Pointillist	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34
vase	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34

*PREV NEXT *

IF YOU FOUND THIS WORK USING THIS TERM IN A QUERY
WOULD YOU BE SURPRISED?

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Steve Term Review

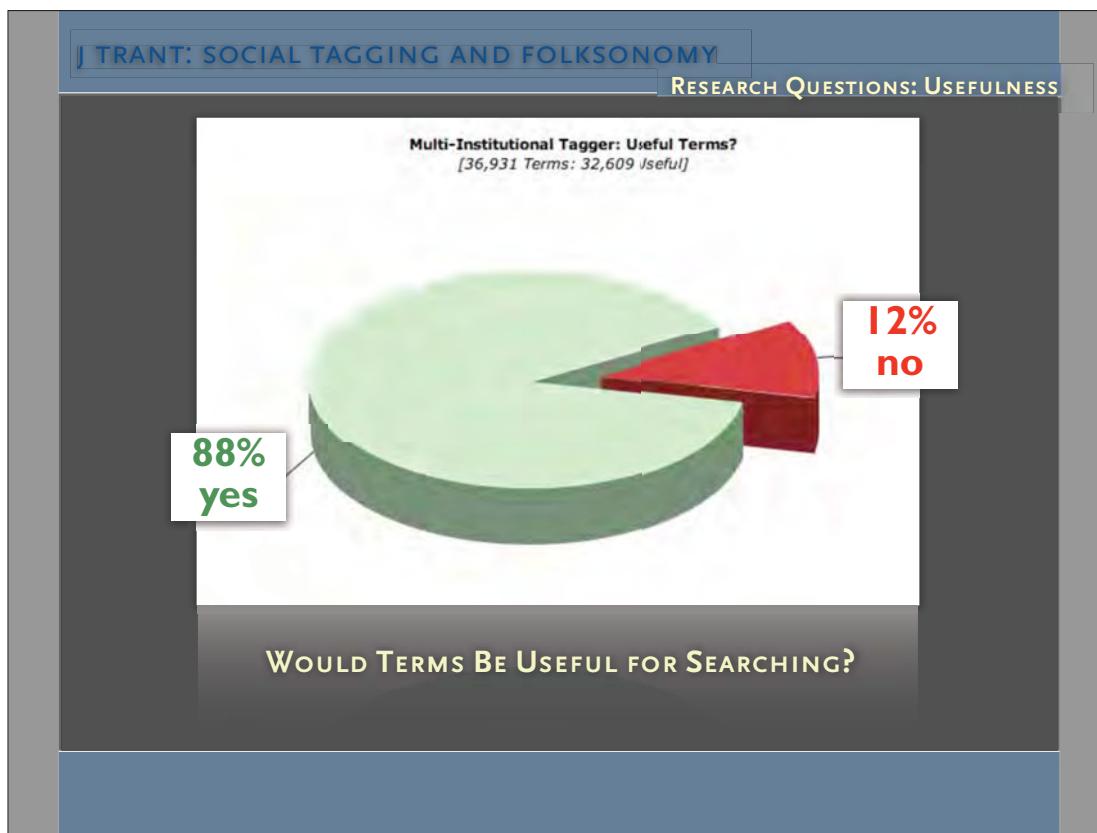
36,931 terms

girls	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34
red dresses	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34
portraits	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34
portrait	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34
brass vase	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34
sisters	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34
embroidery	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34
pointillism	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34
double portrait	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34
moneyplant	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34
matching dresses	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34
Pointillist	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34
vase	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34

IF YOU FOUND THIS WORK USING THIS TERM IN A QUERY
WOULD YOU BE SURPRISED?

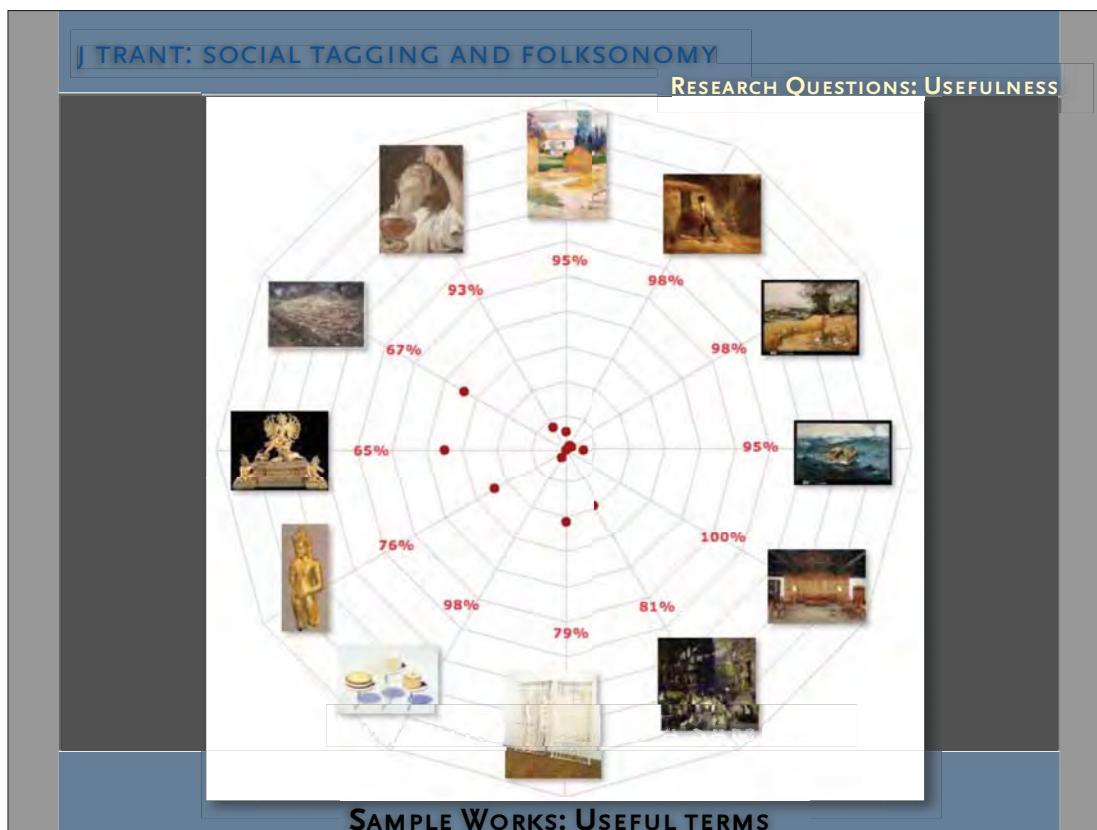
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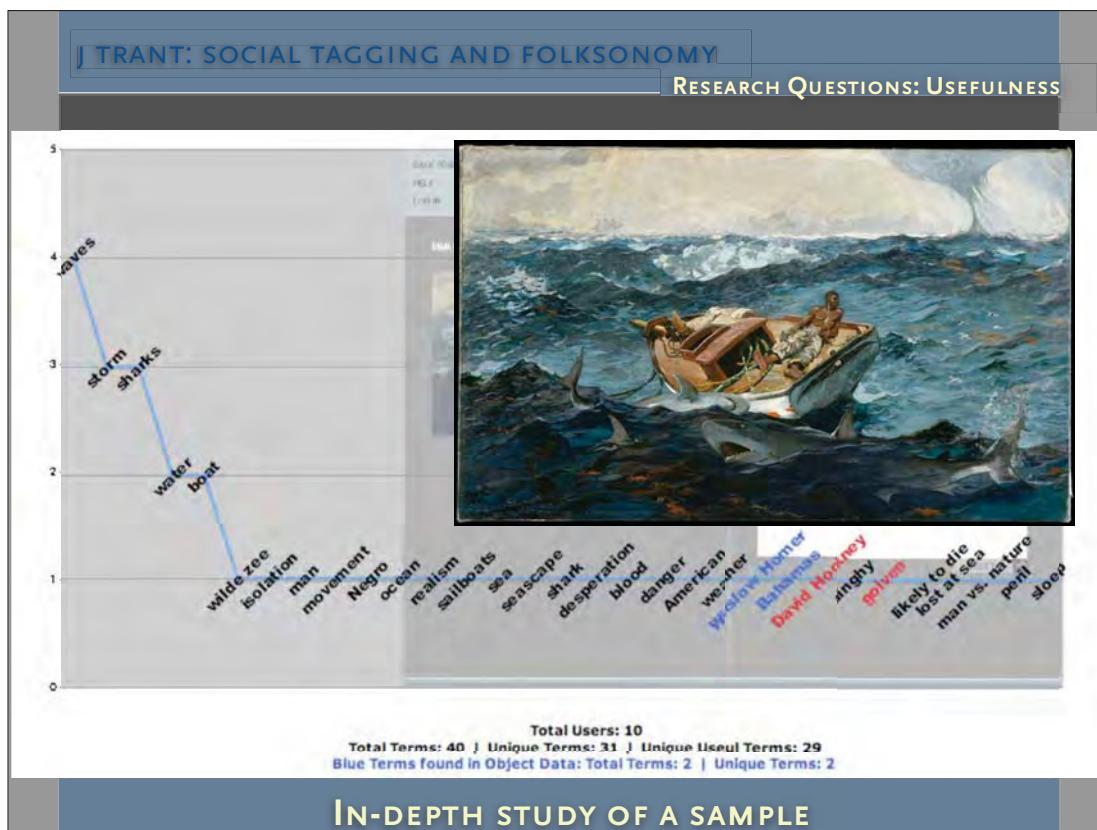


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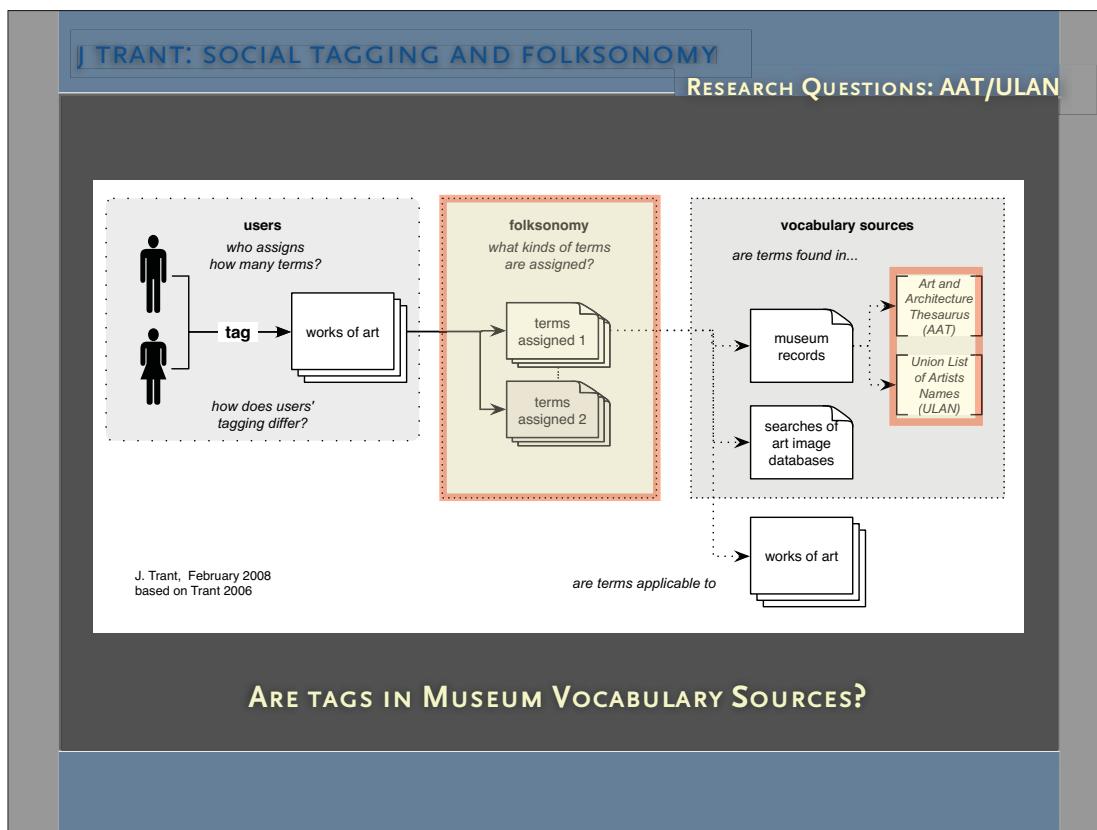
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J TRANT: SOCIAL TAGGING AND FOLKSONOMY

RESEARCH QUESTIONS: AAT/ULAN

Art & Architecture Thesaurus® Online
Search Results

Find Name: **representational**

Logic:
Note:

View Selected Records **Select All Records** **Clear All** **First**

Click the icon to view the hierarchy.
Check boxes to view multiple records at once.

✓ representational

1. **figurative art**
(*<art genres, <genres in the arts>, ... Associated Concepts>*) [300056499]
representational art
art, representational

2. **nonrepresentational art**
(*<art genres, <genres in the arts>, ... Associated Concepts>*) [300134134]
non-representational art
non-representational

3. **pictorial quilts**
(*<quilts by pattern or motif>, quilts, ... Furnishings and Equipment>*) [300198253]
representational quilts
quilts, representational

4. **<visual and representational concepts>**

ARE TAGS IN MUSEUM VOCABULARY SOURCES?

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RESEARCH QUESTIONS: AAT/ULAN

Multi-institutional Tagger: Terms Found in AAT
[36,981 Terms; 25,978 Matched Some Field in AAT]

Category	Percentage
Matched	70.2%
Unmatched	29.8%

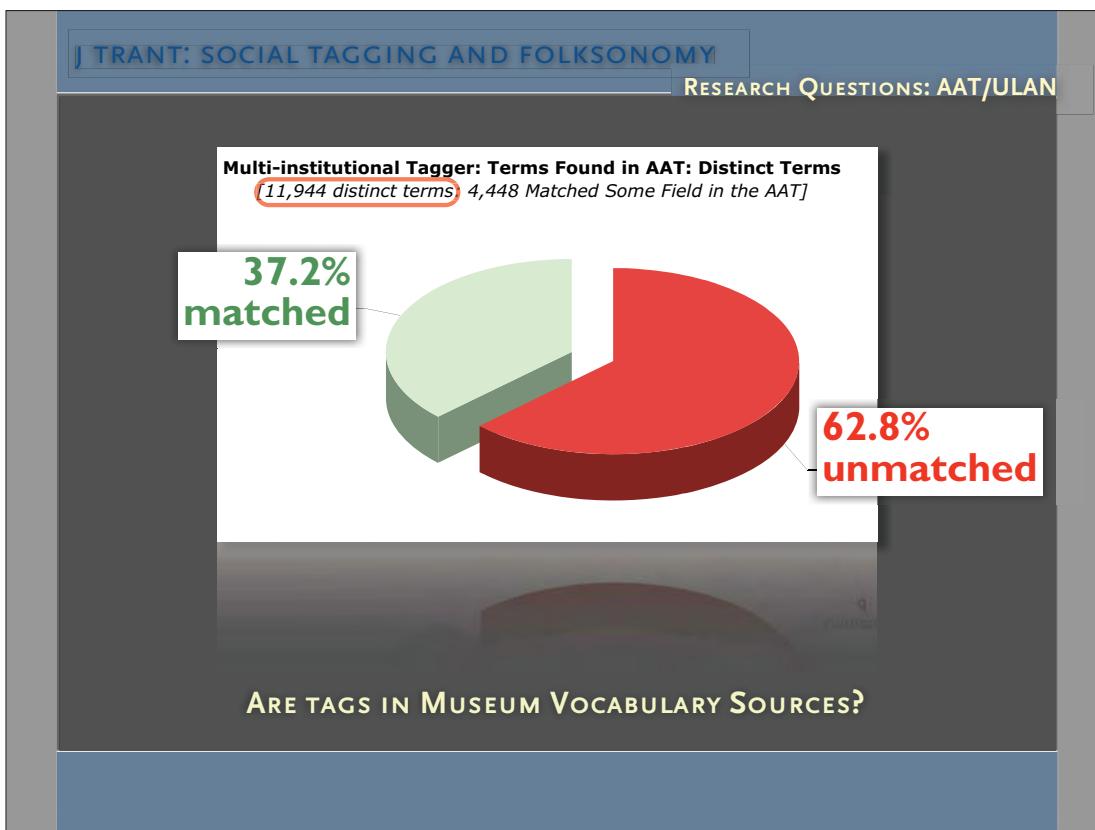
ARE TAGS IN MUSEUM VOCABULARY SOURCES?

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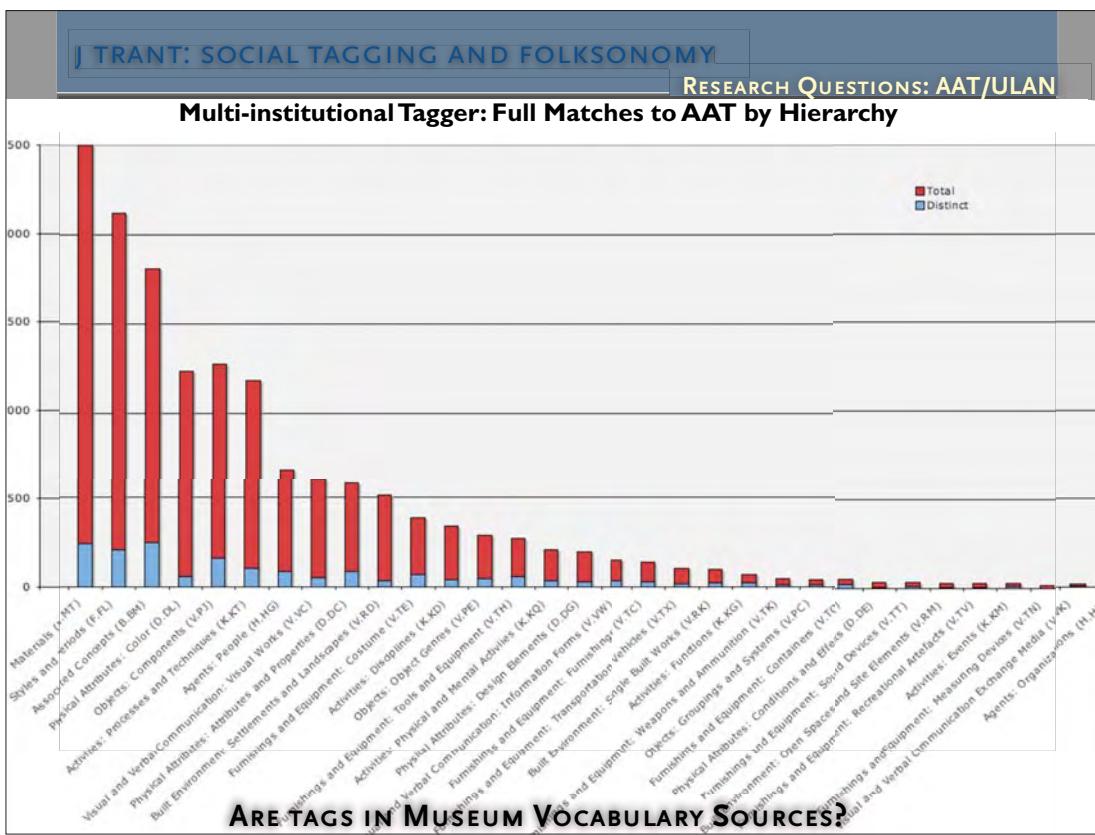
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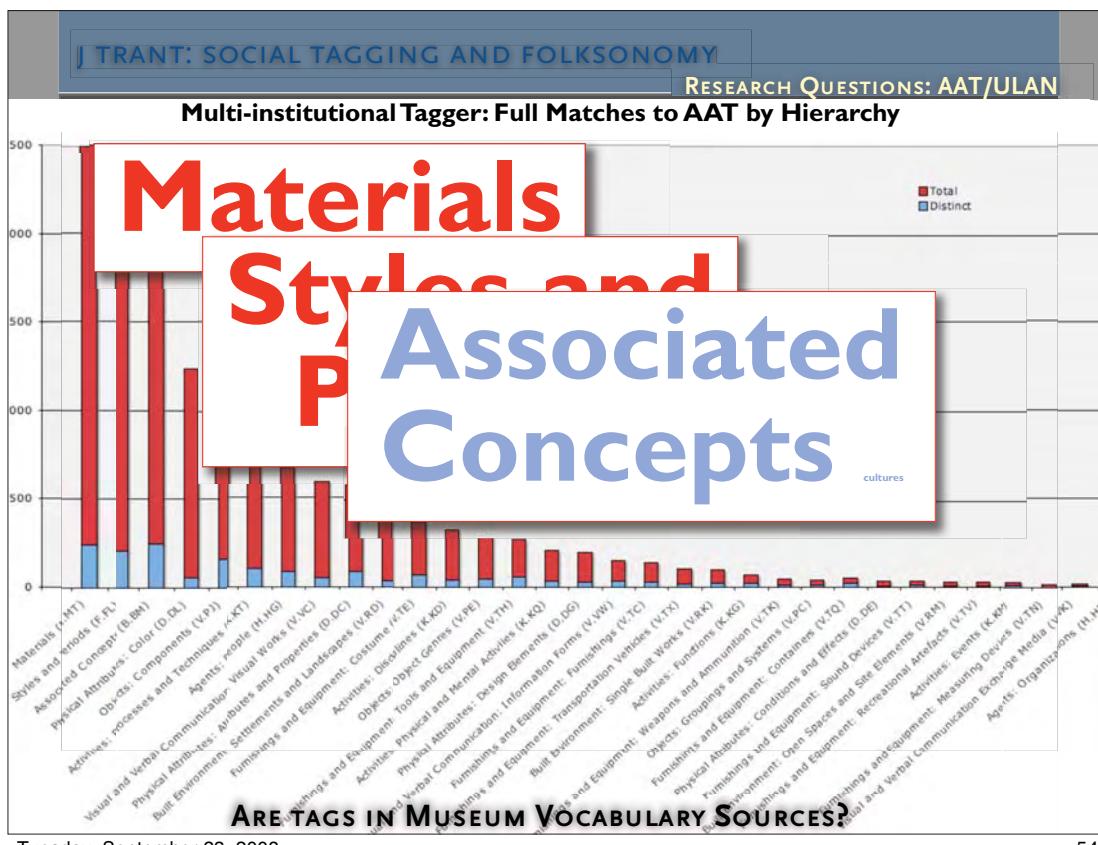


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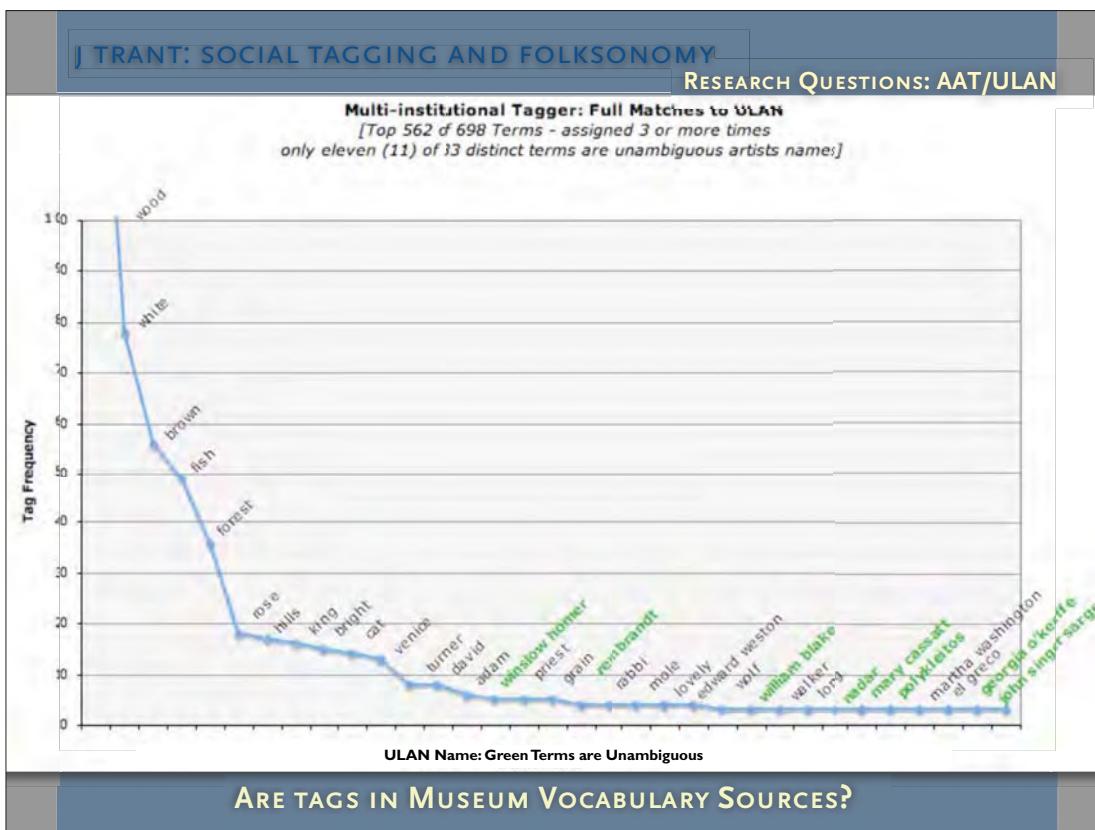


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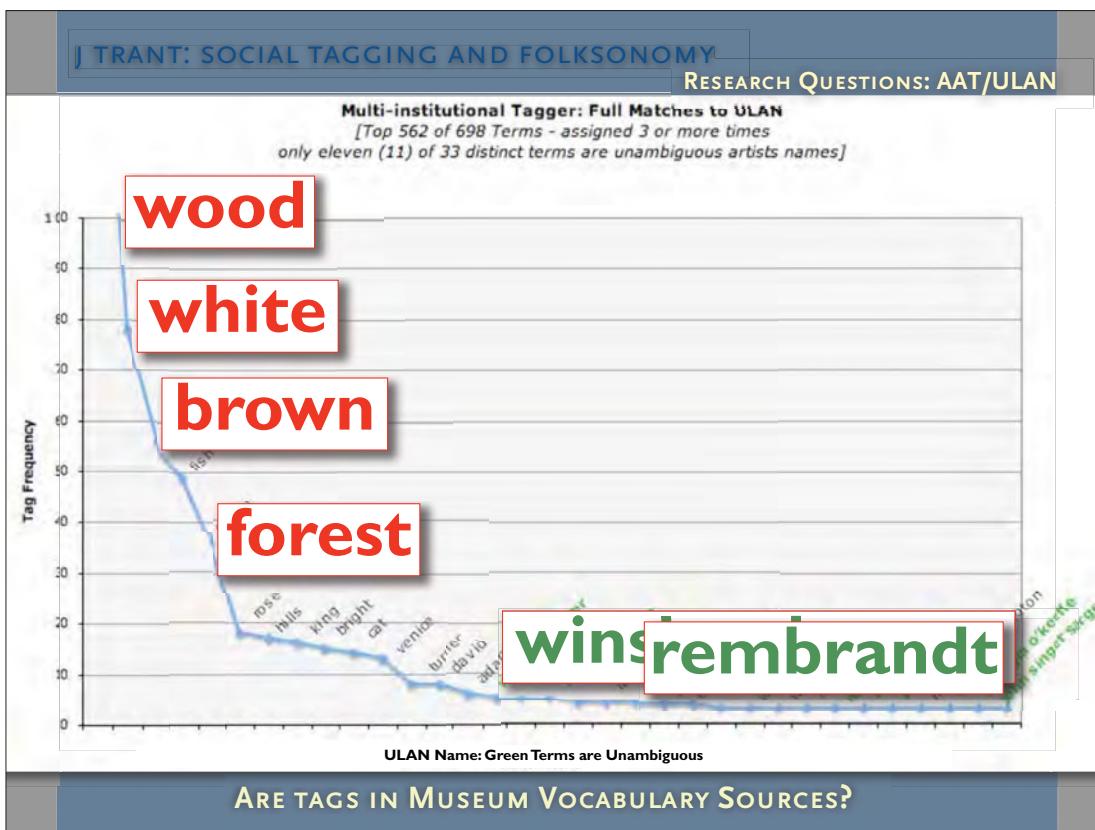
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J TRANT: SOCIAL TAGGING AND FOLKSONOMY

Are tags useful for searching?

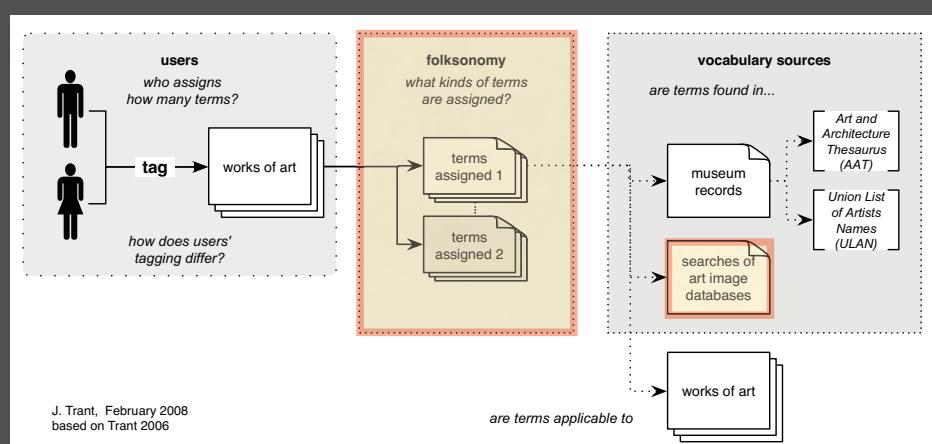
<http://conference.archimuse.com/jtrants>

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RESEARCH QUESTIONS: SEARCHING



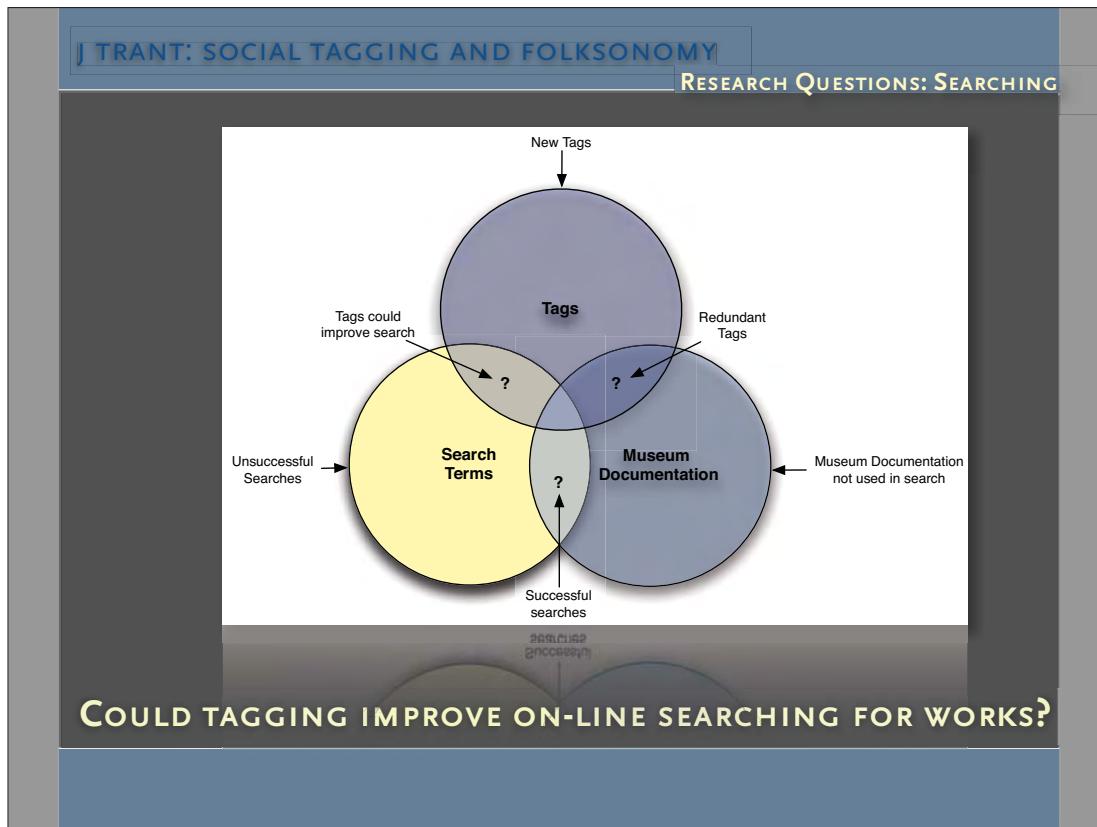
COULD TAGGING IMPROVE ON-LINE SEARCHING FOR WORKS OF ART?

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The screenshot shows a search interface on the left and a results page on the right.

Search Interface:

- Search bar: shark
- Search button: GO
- Search dropdown: Works of Art
- Advanced Search link

Results Page:

- Header: WORKS OF ART
- Search bar: Works of Art
- Results summary: Results for shark in Works of Art: 12
- Summary items:
 - Timeline of Art History
 - Features
 - Permanent Collection
- Link: View All Results or Search within results
- Page 1 of 1
- Timeline of Art History (Results: 2 of 7):
 - Solea Capti... 1800-1802 A.D. Timeline of Art History
 - to Mercurio. Called "the shark who made the ocean waters tremble," he is represented metaphorically by a human-like shark-headed wooden sculpture carved by royal family member Sosa Adade. • 1897 The British "Punitive Expedition" is launched upon ...
- Timeline Pages:
 - Timeline of Art History
 - Timeline of Art History
- Features (Results: 2 of 4):
 - Icon and Oracle: A Scholarly Resource of African and Indian (Explor. & Learn)
 - George Engleheart: Divine Portrait of King Chemnara as a Man-Spouse Sesa Adade (F), ca. 1800-1900 Fins, Results of Benin Wood, paint, h: 150 cm (63 in.) 19th century
 - Léonard de L'Écluse, Musée de l'Homme, Paris 93.45.3 ...

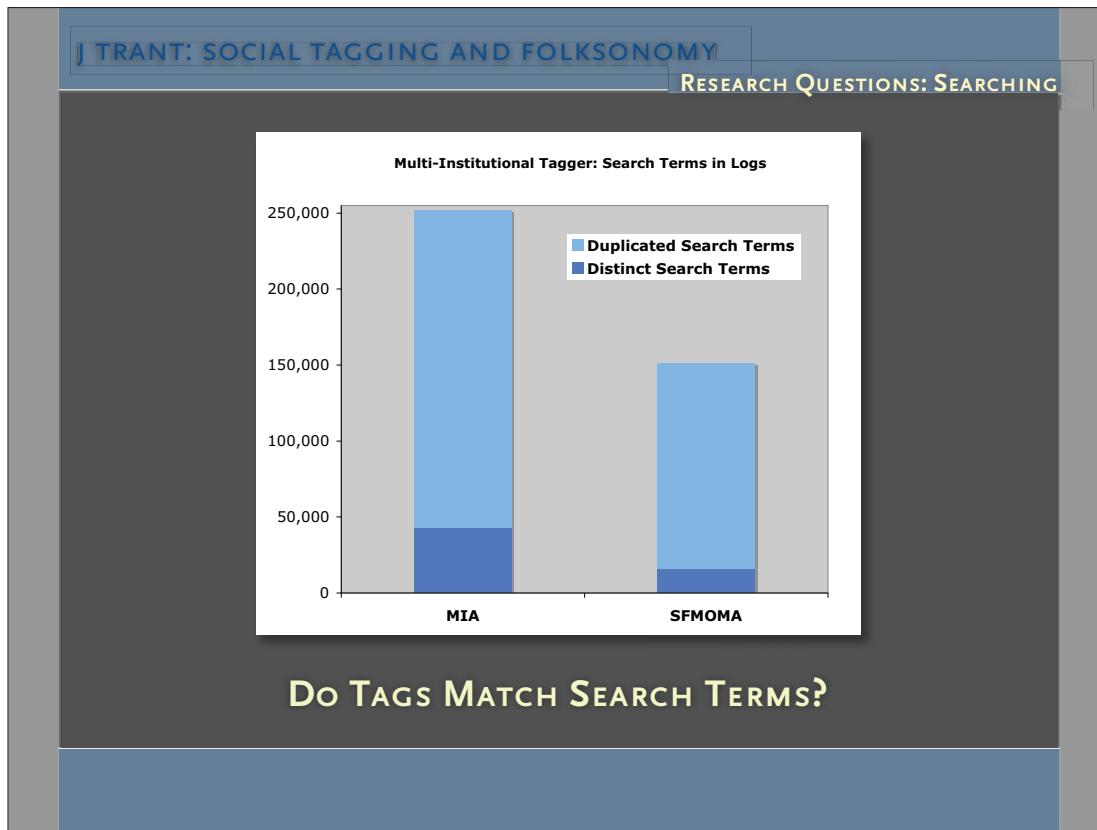
Do TAGS MATCH SEARCH TERMS?

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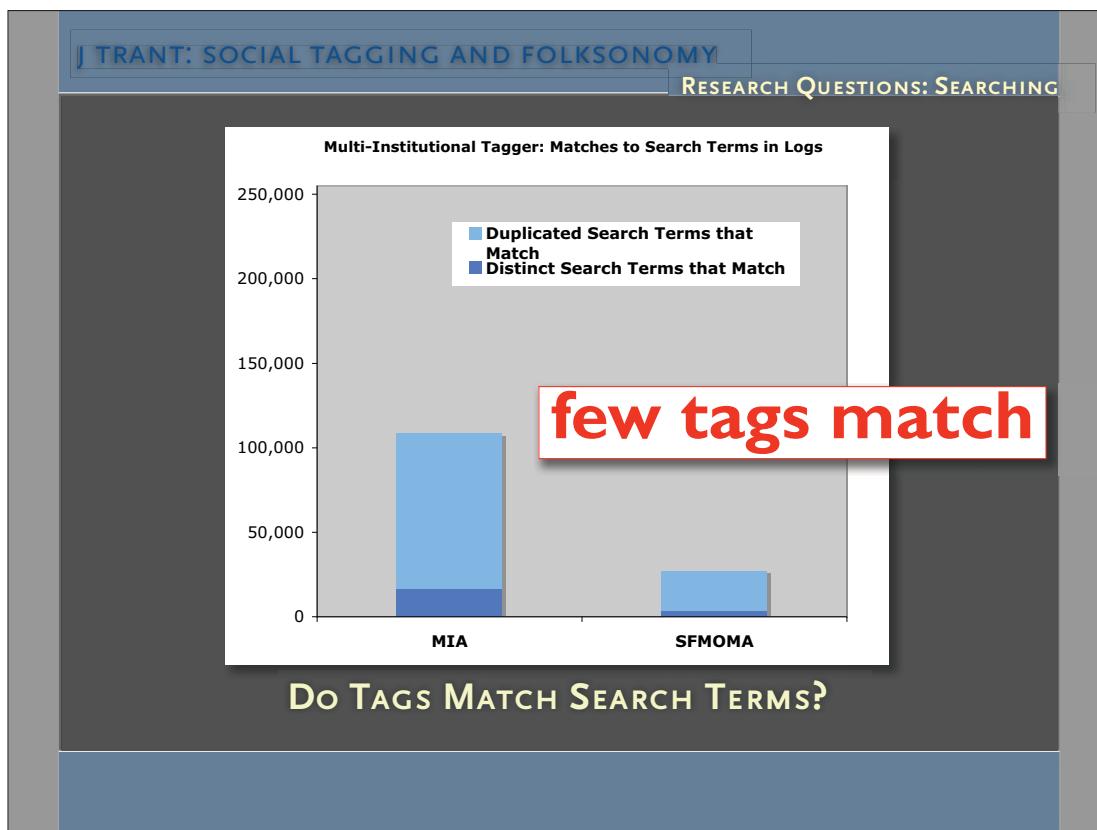
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RESEARCH QUESTIONS: SEARCHING

SFMOMA and MIA: Top 100 Search Terms: Compare Frequency by Category

Category	MIA (%)	SFMOMA (%)
artist	40.0%	40.0%
event	40.0%	40.0%
exhibition	2.0%	3.0%
genre	2.0%	4.0%
geo-cultural	1.0%	15.0%
jobs	15.0%	15.0%
logistics	30.0%	5.0%
media/technique	10.0%	6.0%
organization	2.0%	3.0%
searching	1.0%	2.0%
store	1.0%	2.0%
style/period	1.0%	2.0%
subject	1.0%	3.0%
work of art	1.0%	2.0%

mostly artists

Do TAGS MATCH SEARCH TERMS?

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RESEARCH QUESTIONS: SEARCHING

Searches by Category: MIA

Category	MIA Top 100 (%)	MIA Middle 100 (%)	MIA Single Searches (%)
artist	37.0%	2.0%	0.0%
artist/genre	35.0%	2.0%	27.0%
date	0.0%	0.0%	0.0%
date/geo-cultural	0.0%	0.0%	3.0%
event	1.0%	0.0%	2.0%
exhibition	1.0%	0.0%	2.0%
genre	0.0%	4.0%	2.0%
genre/date	14.0%	4.0%	0.0%
geo-cultural	0.0%	2.0%	1.0%
geo-cultural/genre	14.0%	2.0%	0.0%
geo-cultural/subject	0.0%	1.0%	1.0%
geo-cultural/subject	0.0%	1.0%	1.0%
jobs	0.0%	1.0%	0.0%
logistics	4.0%	0.0%	0.0%
media/technique	0.0%	0.0%	1.0%
organization	0.0%	0.0%	1.0%
searching	0.0%	1.0%	3.0%
store	0.0%	0.0%	1.0%
style/period	0.0%	1.0%	0.0%
subject	0.0%	1.0%	0.0%
work of art	0.0%	16.0%	14.0%

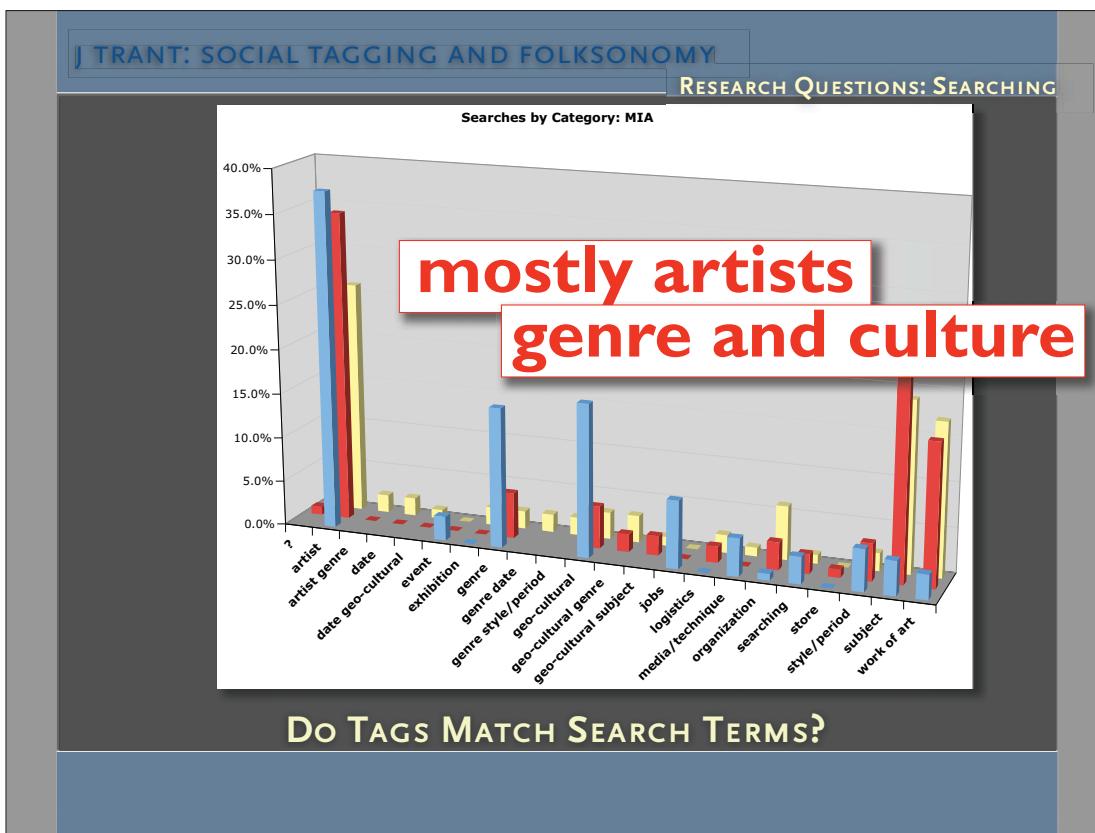
Do TAGS MATCH SEARCH TERMS?

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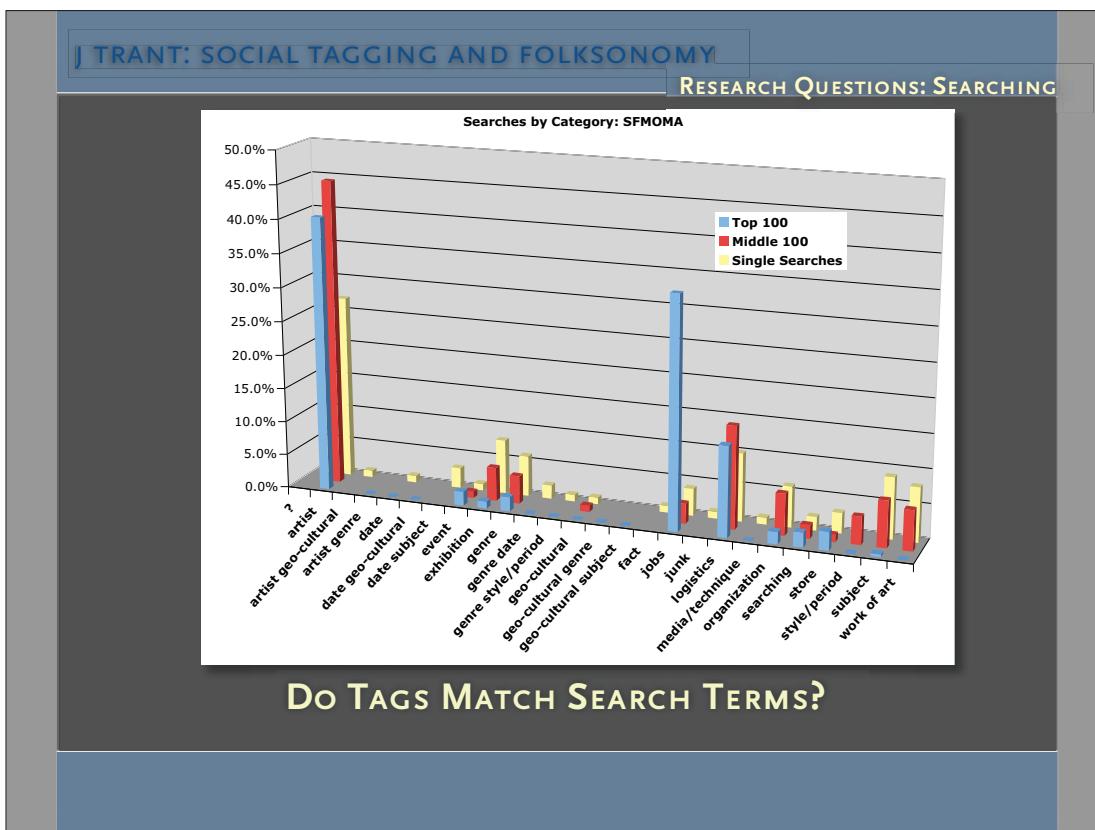
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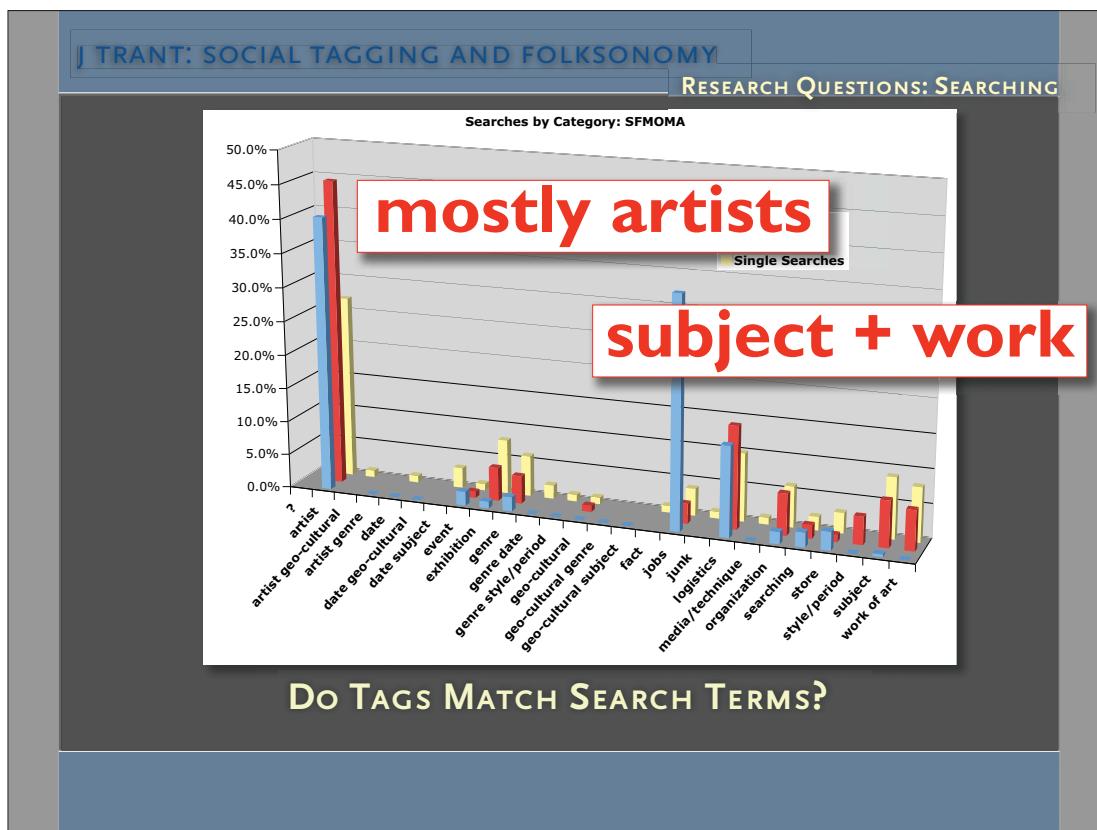


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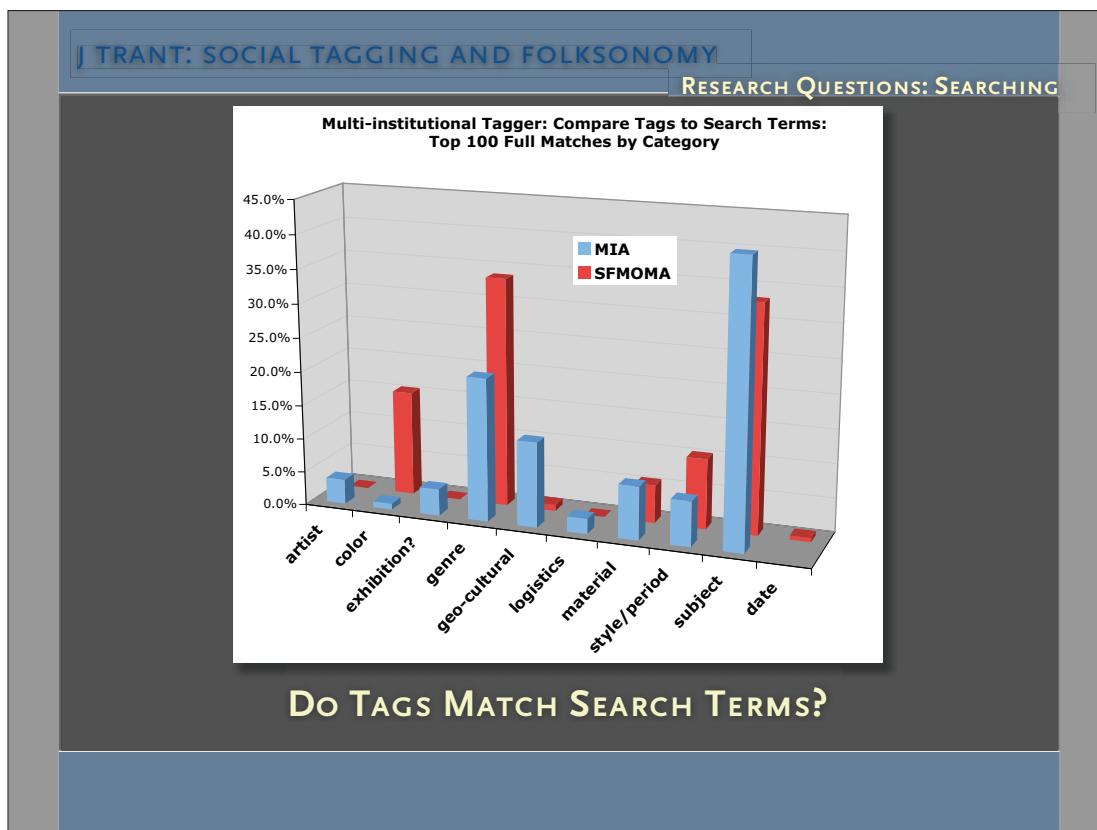
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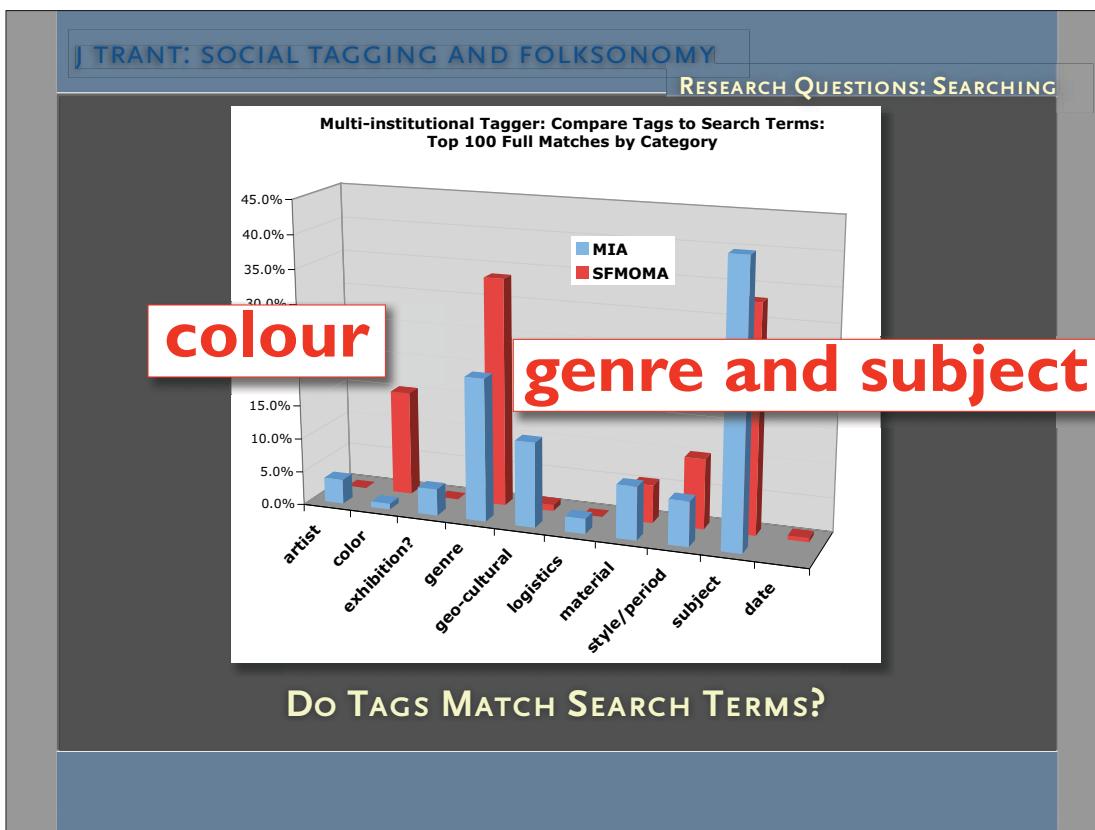


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RESEARCH QUESTIONS: SEARCHING

only 4 tags found this work

COULD YOU SEARCH USING TAGS?

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SUMMARY

Pie I have eaten
Pie I have not yet eaten

85%+ TAGS ARE NOT FOUND IN MUSEUM DOCUMENTATION
60%+ DON'T MATCH VOCABULARIES
MOST TAGS CAN'T BE MINED FROM OTHER SOURCES
SOME TAGS ARE FOUND IN SEARCH TERMS, BUT ...

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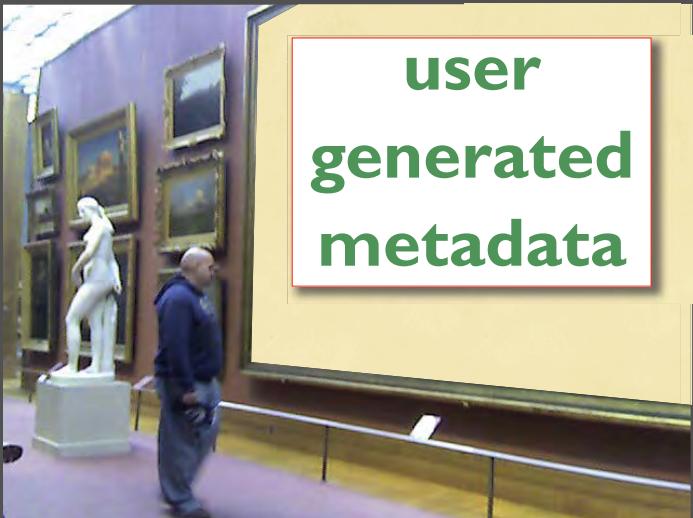
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CAN WE LEARN FROM TAGGING?



**user
generated
metadata**

UNDERSTAND WHAT USERS SEE
+ WHAT THEY'RE LOOKING FOR

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CAN WE LEARN FROM TAGGING?



?

UNDERSTAND WHAT USERS SEE
+ WHAT THEY'RE LOOKING FOR

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Public Vocabulary is Different. Tagging does Contribute.

Thank you.

jennifer: jtrant@archimuse.com

<http://conference.archimuse.com/jtrants>