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Public and Professional Vocabularies: Comparing user tagging with museum documents and documentation

J. Trant + D. Bearman
Archives & Museum Informatics
NKOS @ ECDL | September 2008

Friday, September 19, 2008

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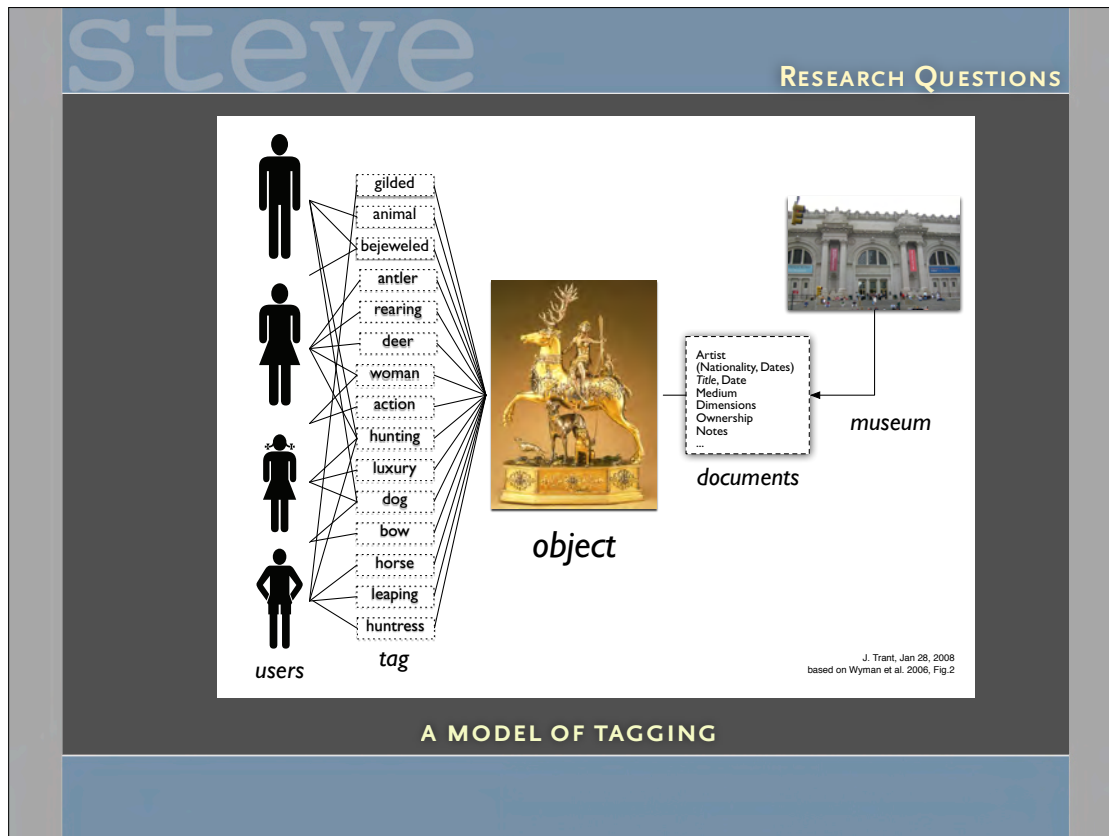
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research question

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

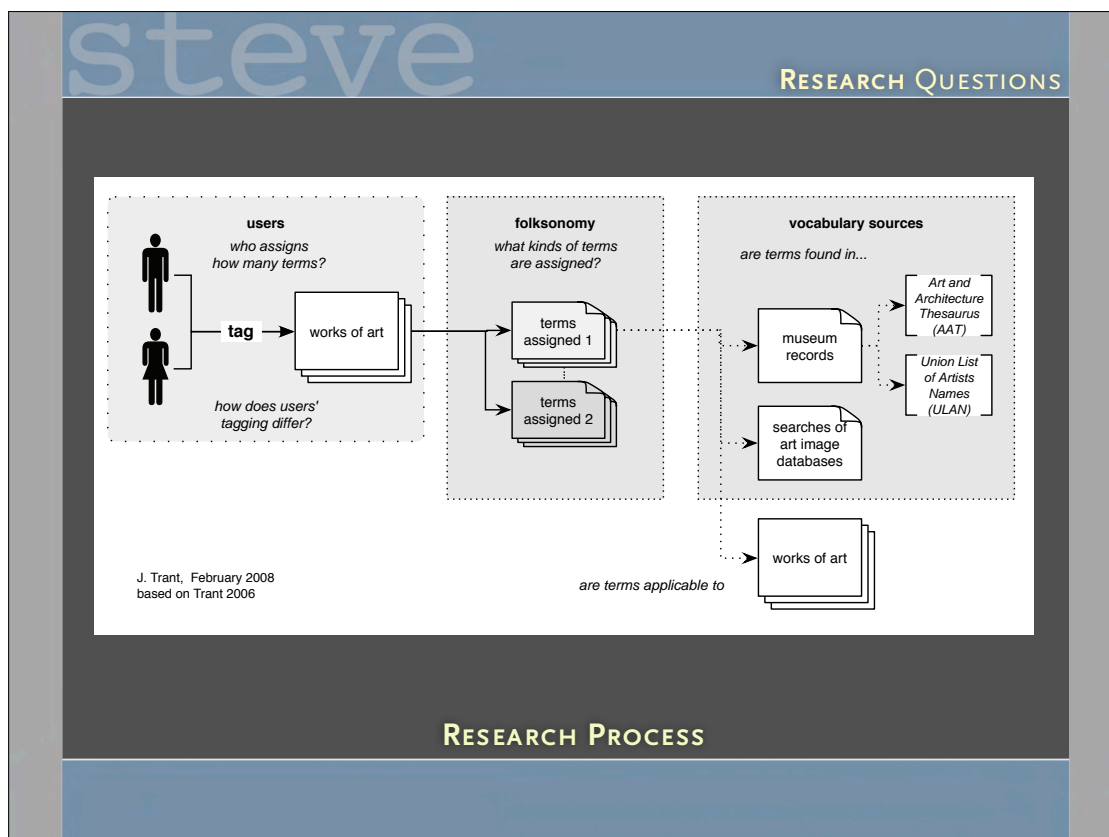
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RESEARCH QUESTIONS

Who tagged What?

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RESEARCH QUESTIONS

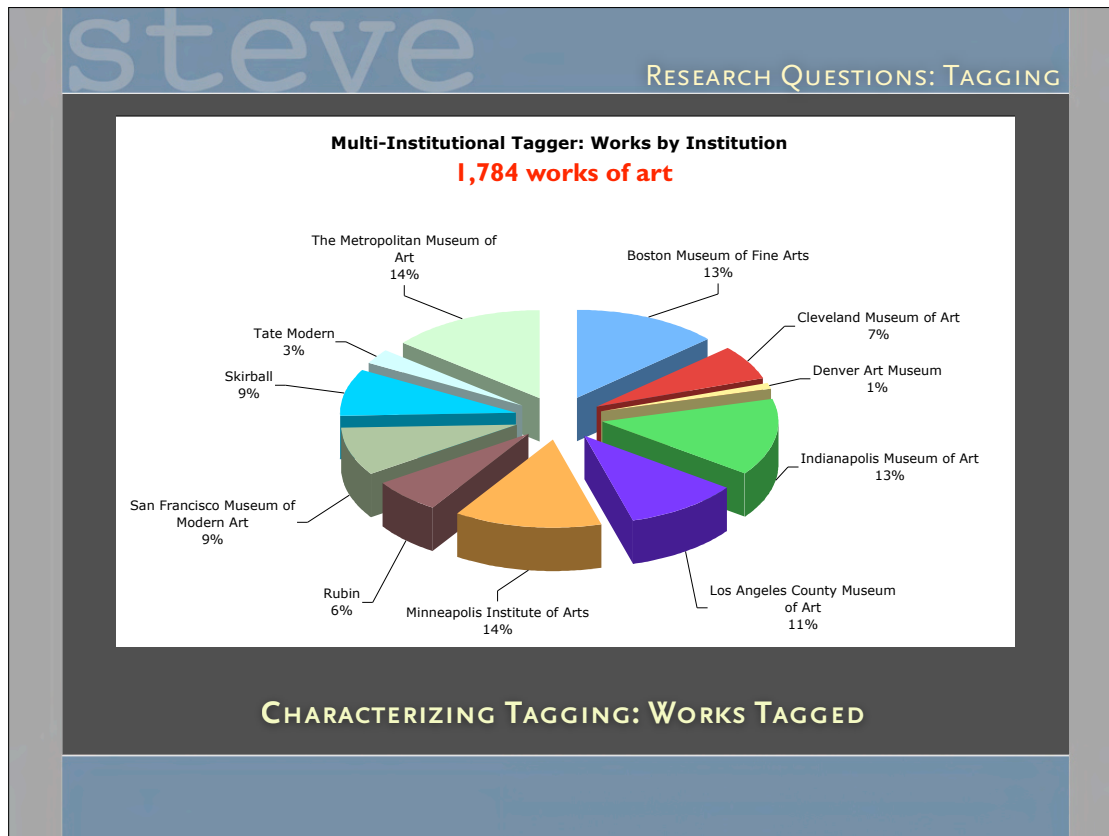
The diagram is divided into three main sections by dashed lines:

- users**
who assigns
how many terms?
tag → works of art
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 → Art and Architecture Thesaurus (AAT)
searches of art image databases → Union List of Artists Names (ULAN)
works of art
are terms applicable to

J. Trant, February 2008
based on Trant 2006

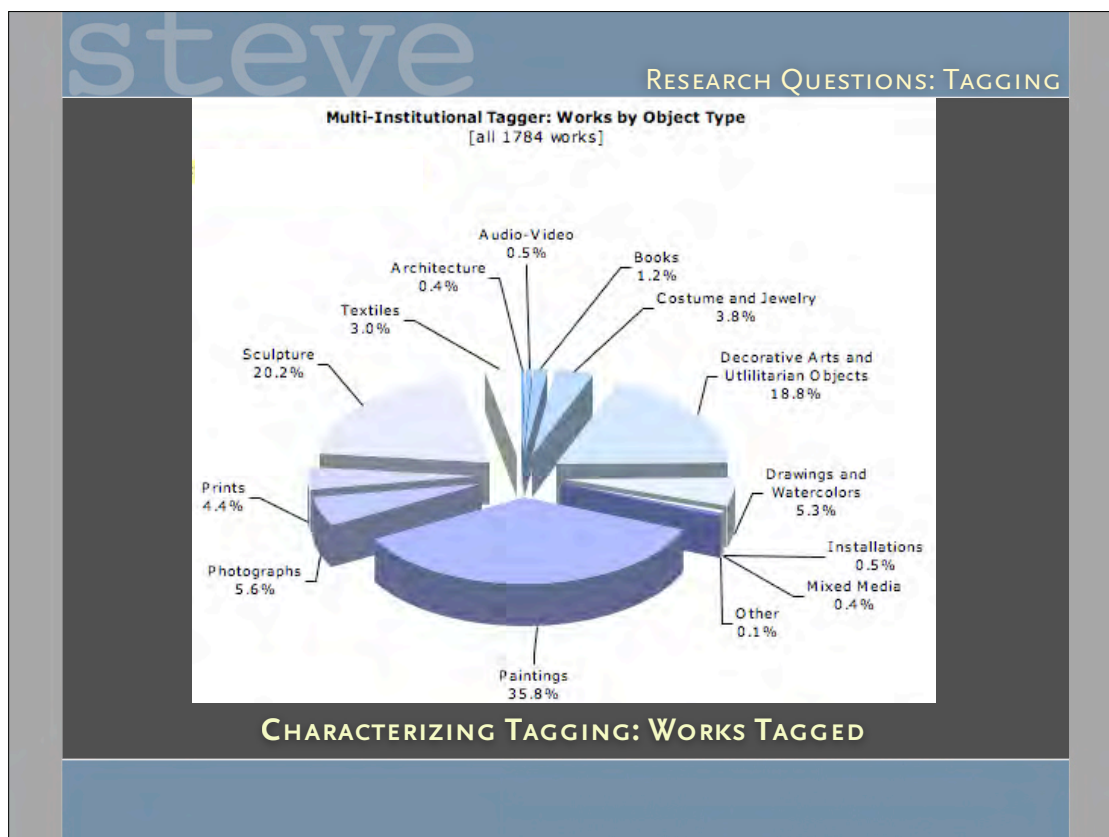
WHAT WAS TAGGED?

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RESEARCH QUESTIONS: TAGGING

users
who assigns
how many terms?

tag

works of art

how does users' tagging differ?

folksonomy
what kinds of terms
are assigned?

terms assigned 1

terms assigned 2

descriptive statistics:
tagger velocity
tag variation

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

CHARACTERIZING TAGGING

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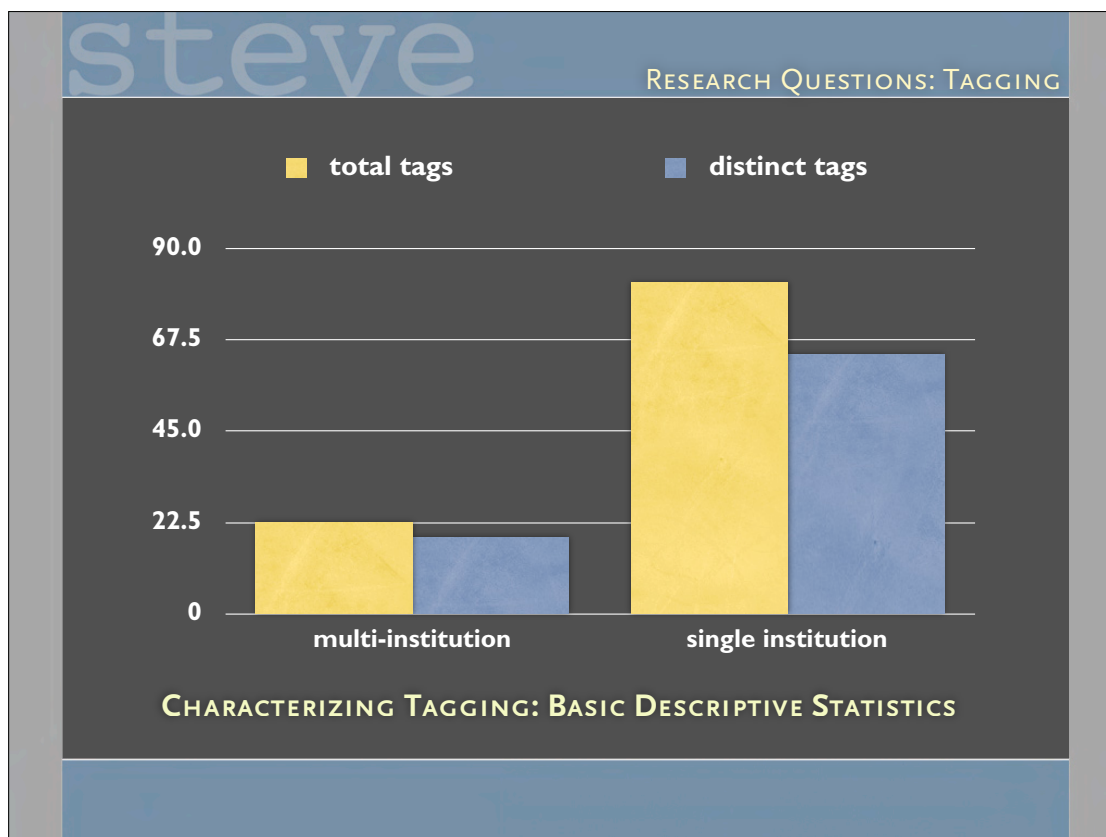
RESEARCH QUESTIONS: TAGGING

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

CHARACTERIZING TAGGING: BASIC DESCRIPTIVE STATISTICS

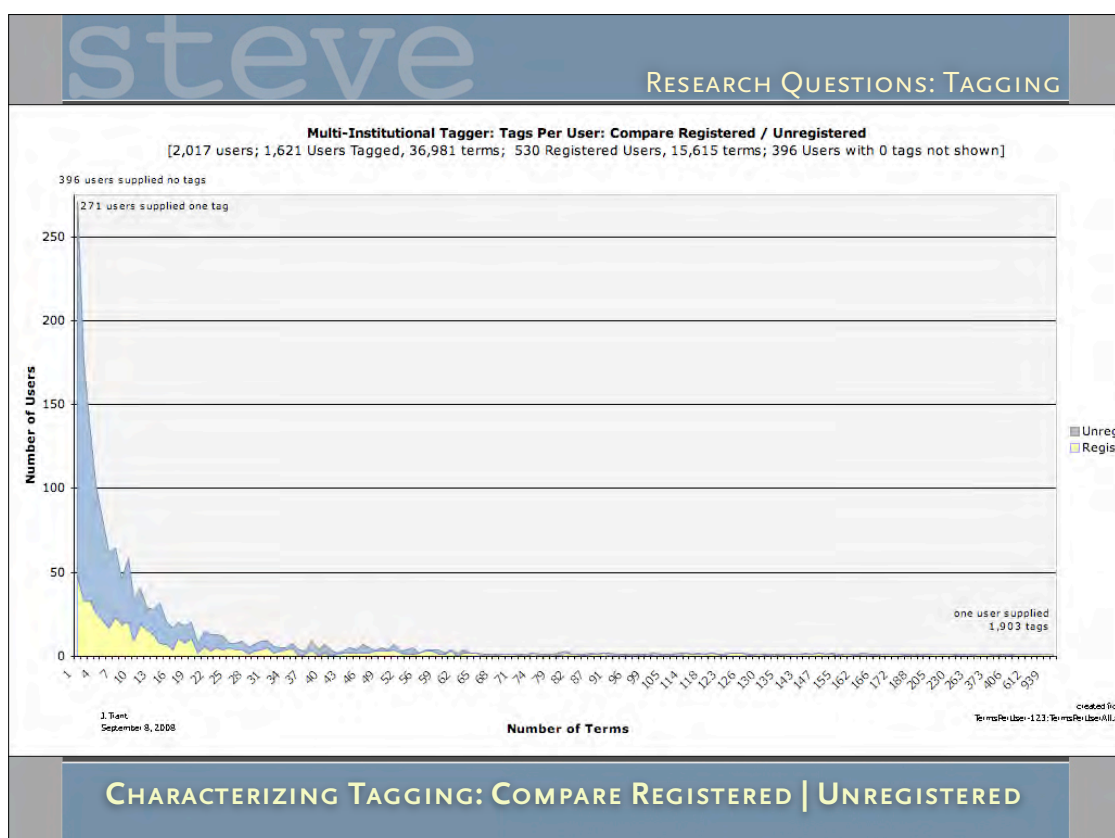
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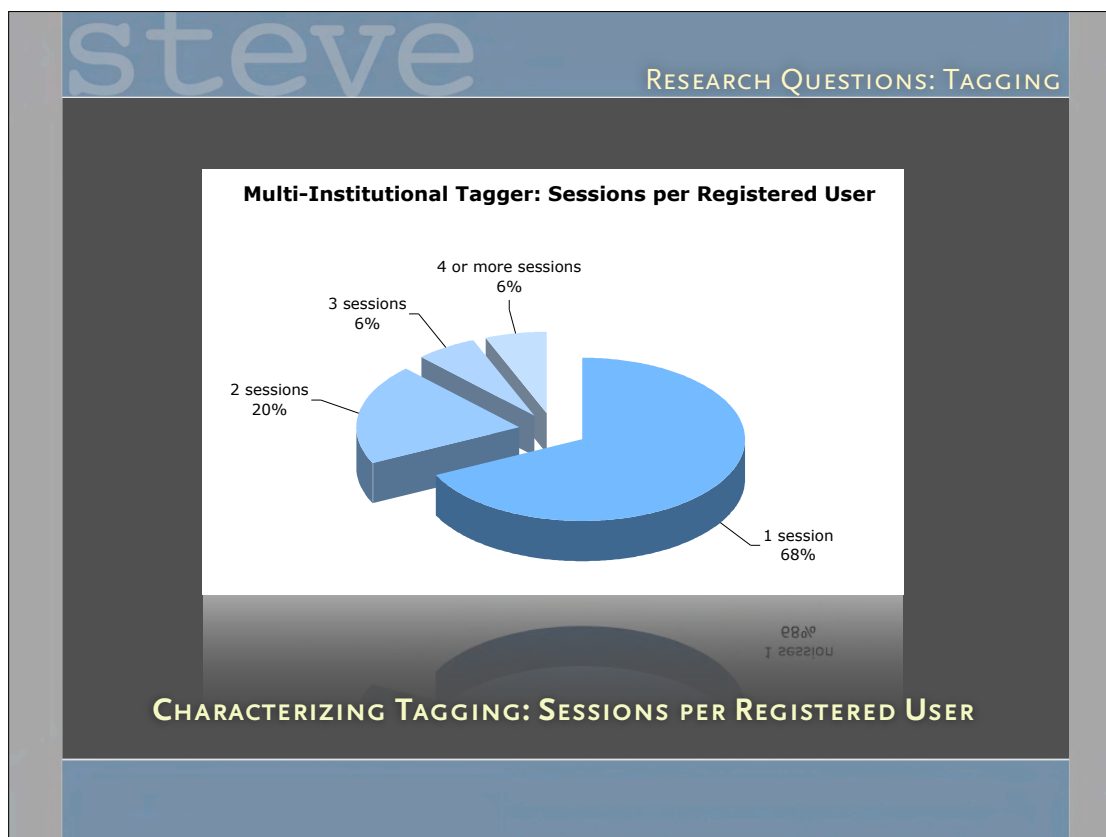
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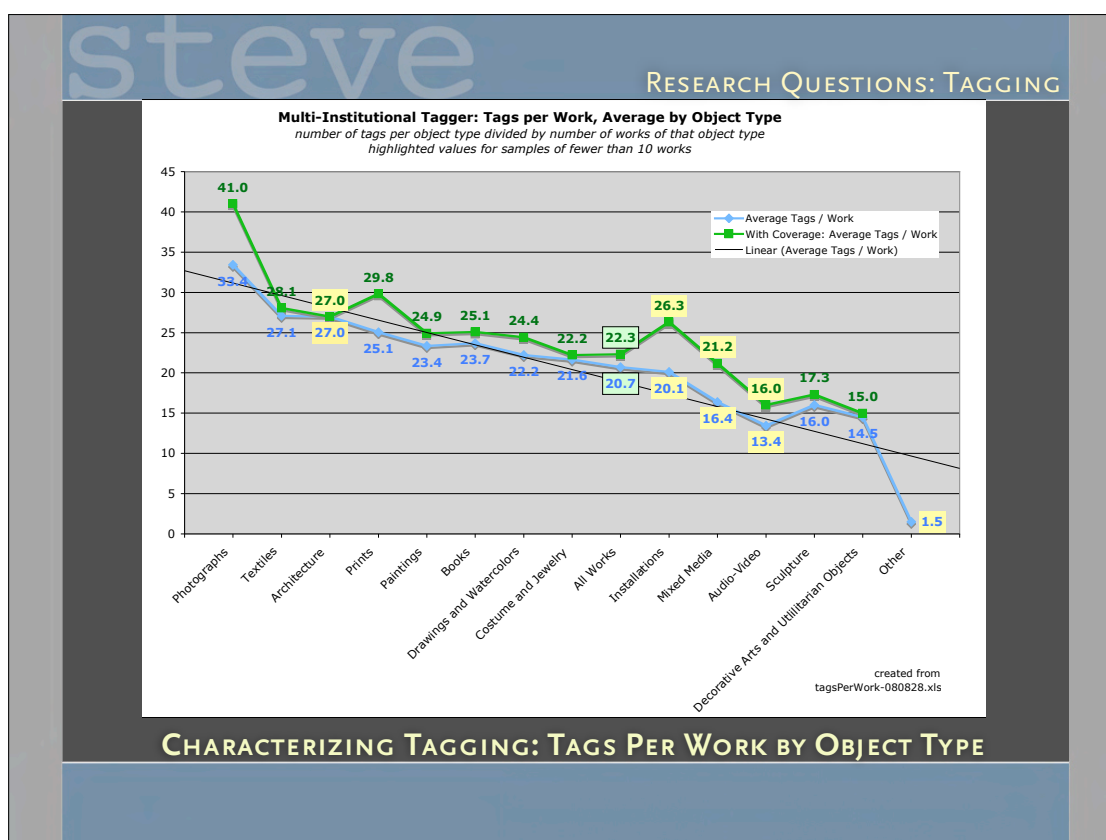
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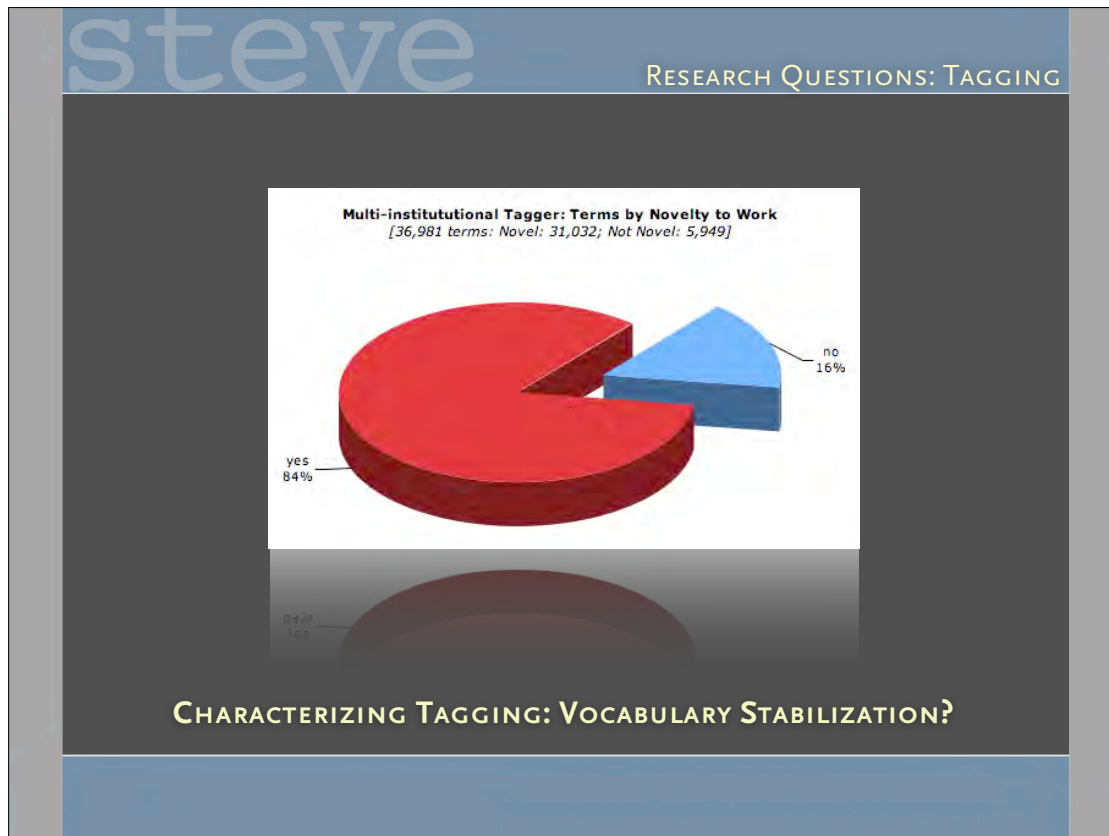
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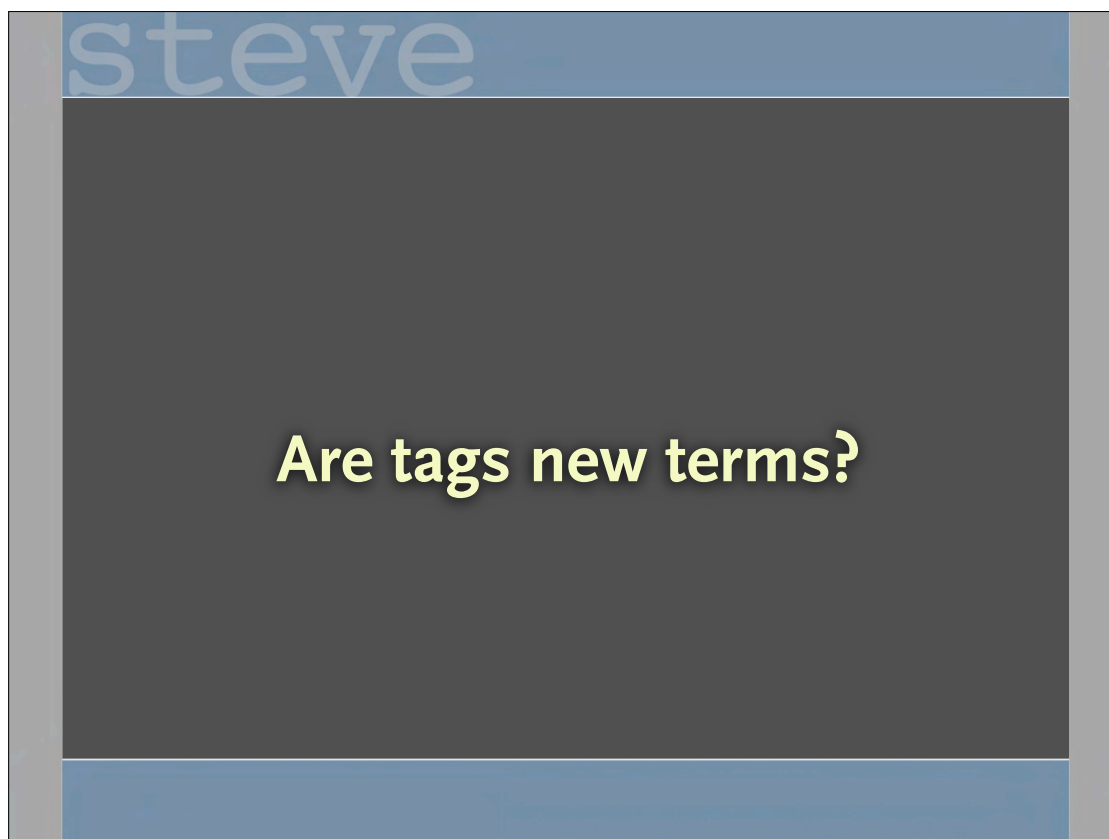
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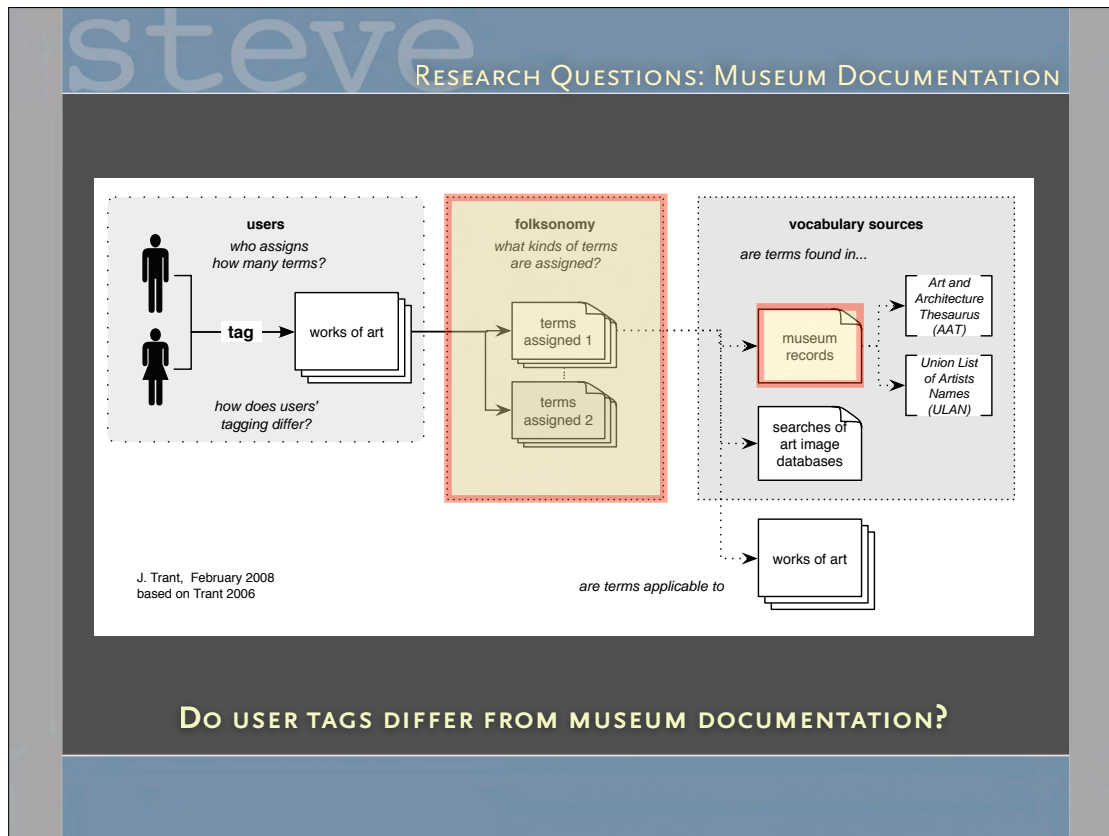
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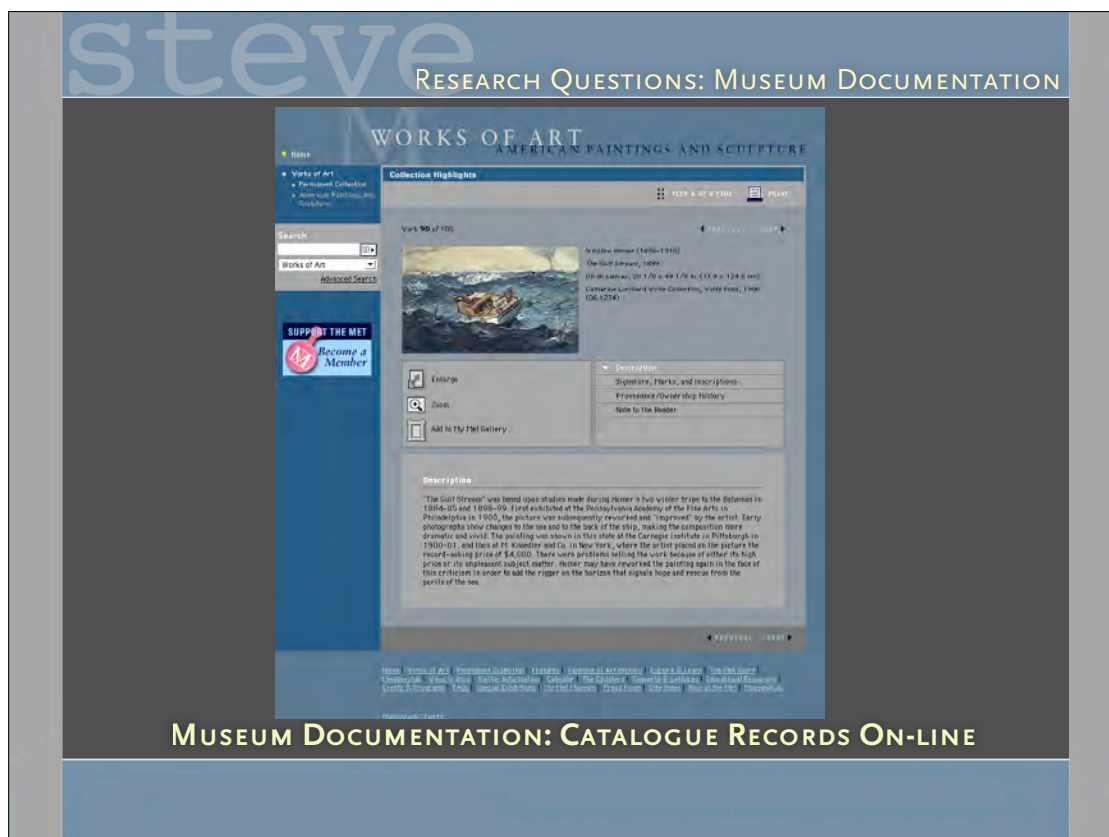
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RESEARCH QUESTIONS: MUSEUM DOCUMENTATION

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	aps854.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 form 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	J.M.W. Turner, 1775-1851
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 for the work of art.	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	The Gulf Stream was based upon studies made during Turner's two winter trips to the Bahamas in 1844-45 and 1849-50. First exhibited at the Pennsylvania Academy of the Fine Arts in Philadelphia in 1850, the picture was subsequently reworked 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 vivid. The painting was shown in this state at the Carnegie Institute in Pittsburgh in 1900-1901, and then at M. Knoedler and Co. in New York, where the artist placed on the picture the record-breaking price of \$4,000. There were problems selling the work because of either its high price or its unpleasant subject matter. Turner may have reworked the painting again in the face of this criticism in order to add the riggers on the horizon that signals hope and rescue from the perils of the sea.

MUSEUM DOCUMENTATION: CATALOGUE RECORDS ON-LINE

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RESEARCH QUESTIONS: MUSEUM DOCUMENTATION

New Tags →

Tags

?

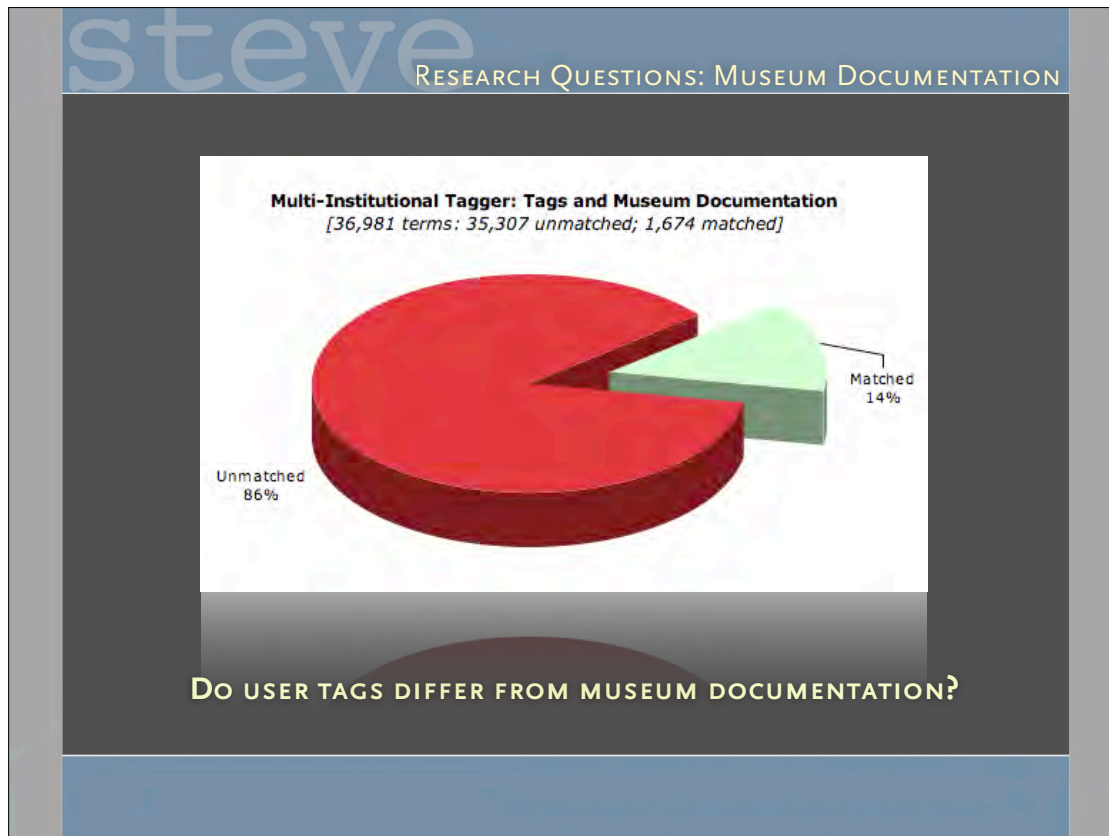
Museum Documentation

Redundant tags

DO USER TAGS DIFFER FROM MUSEUM DOCUMENTATION?

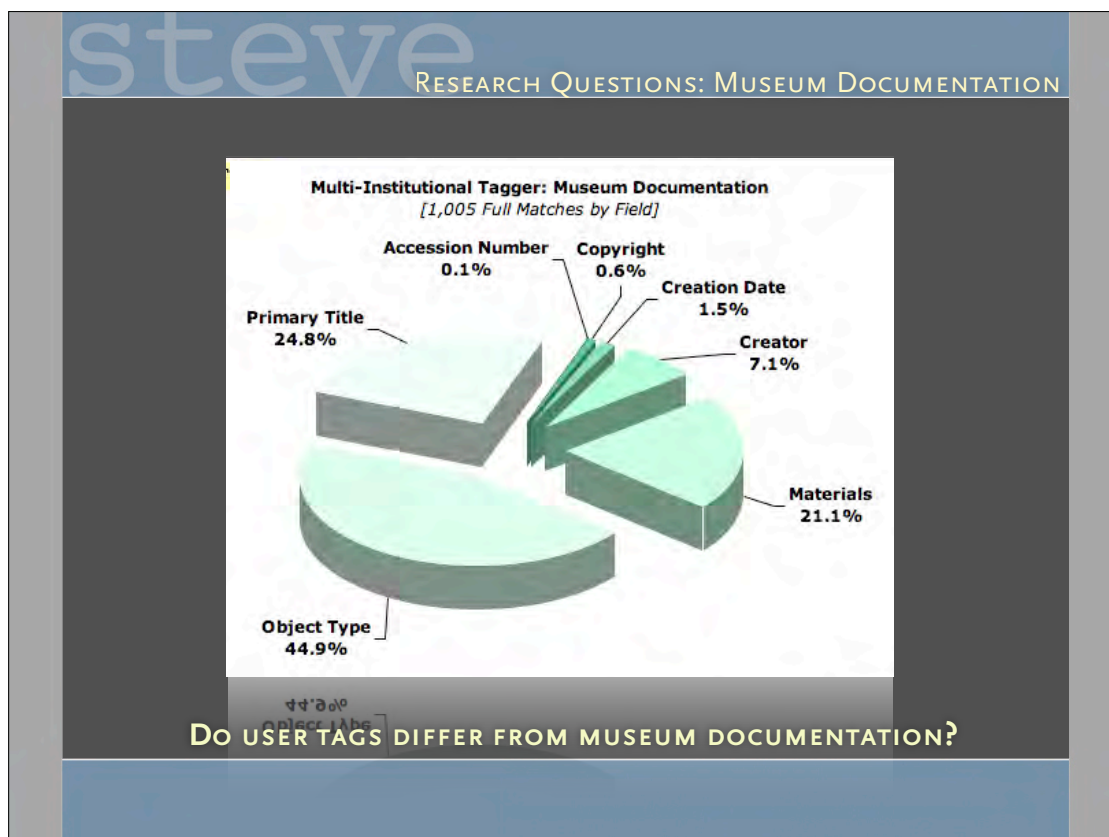
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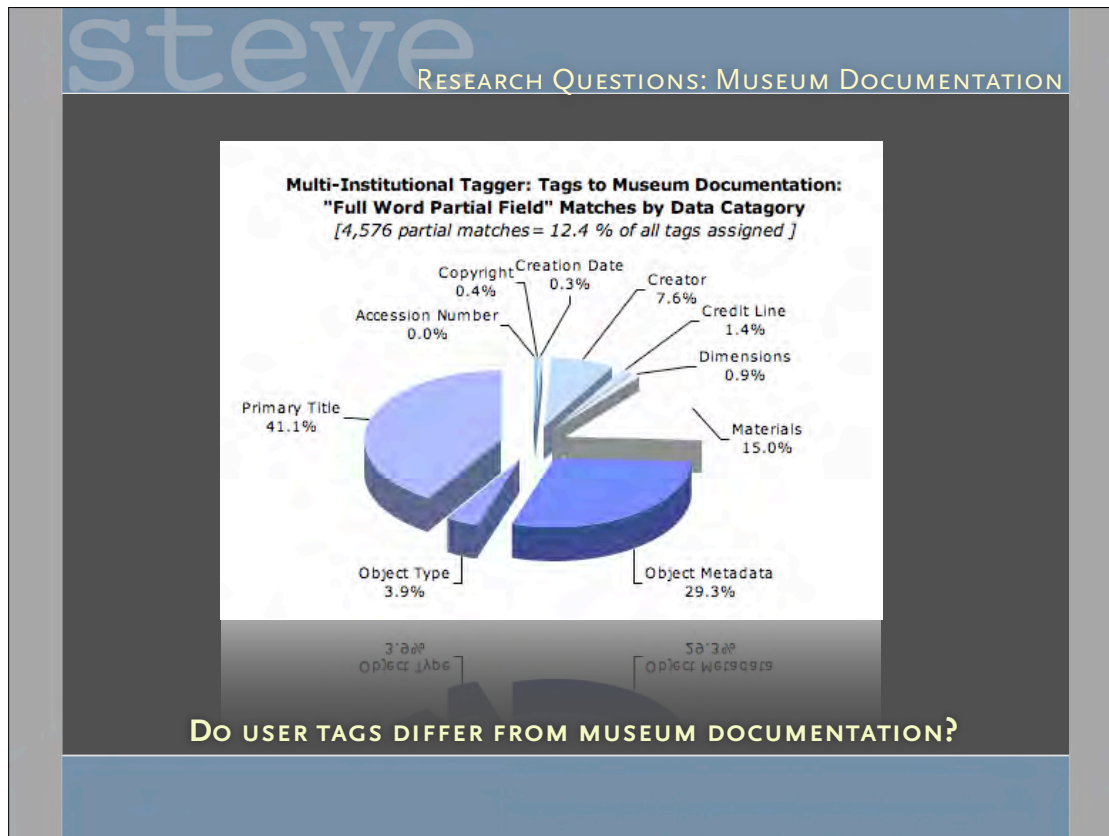
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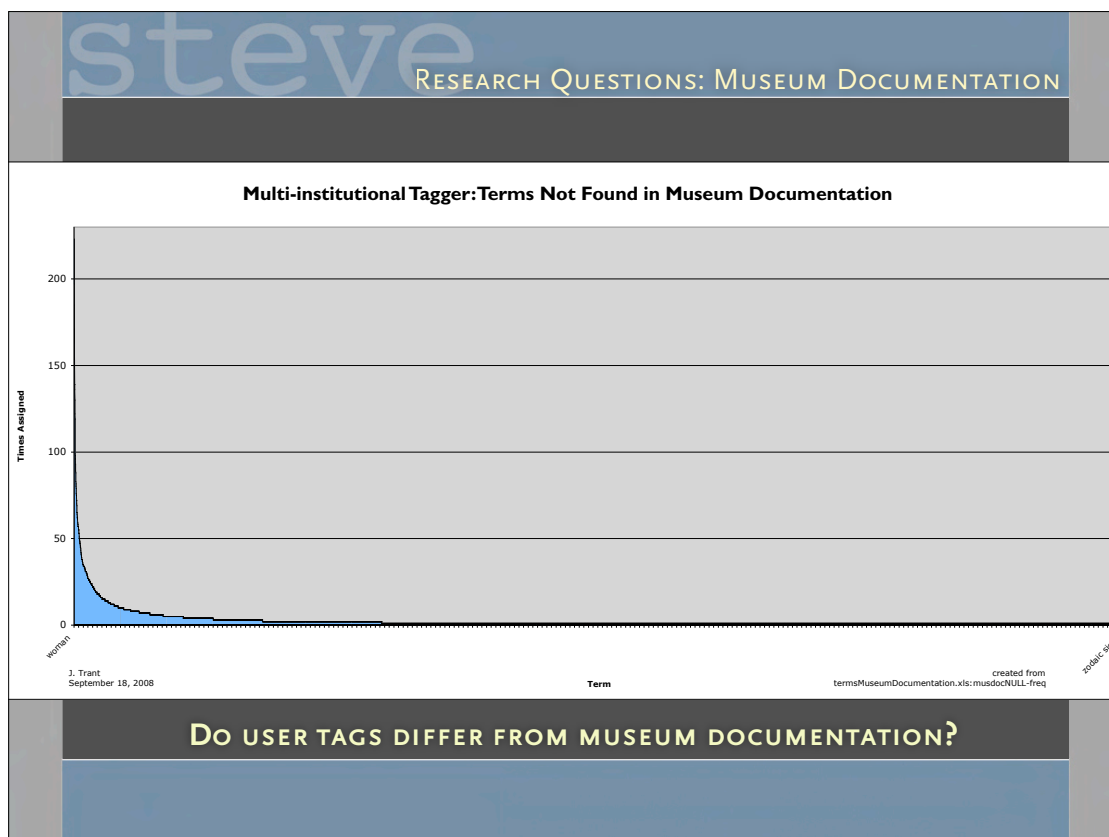
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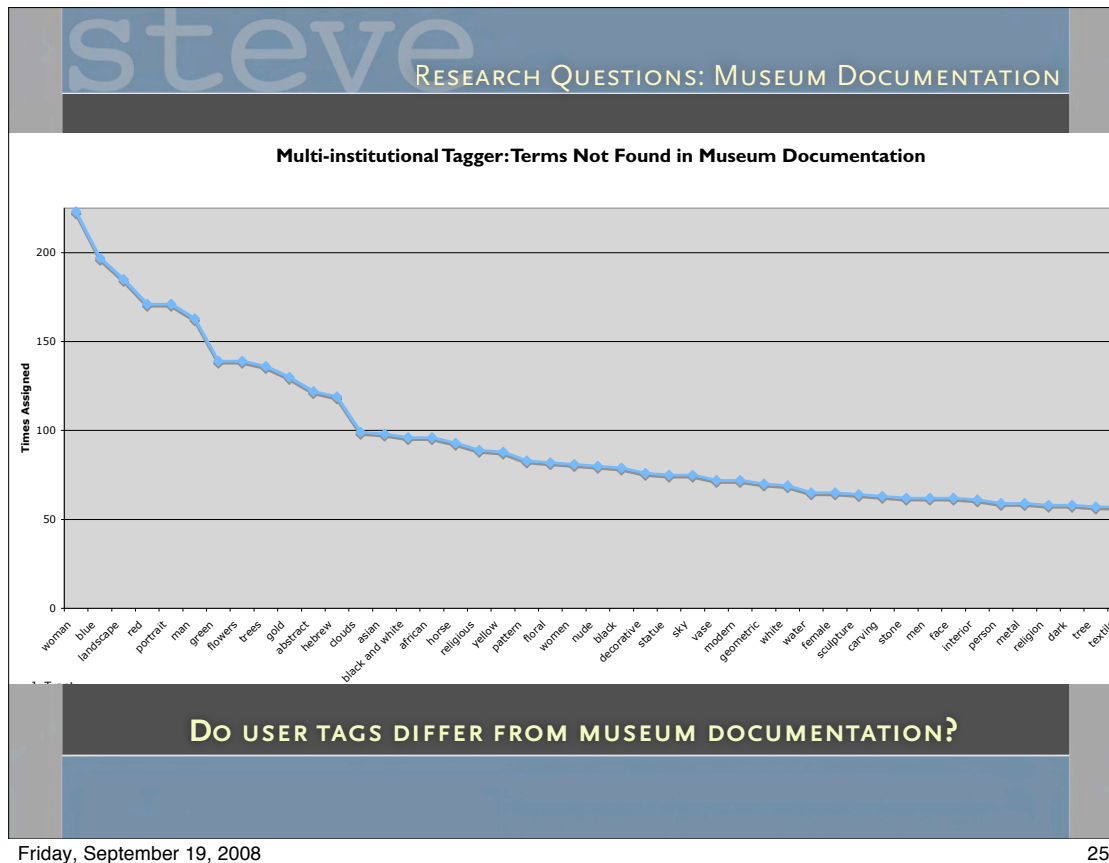
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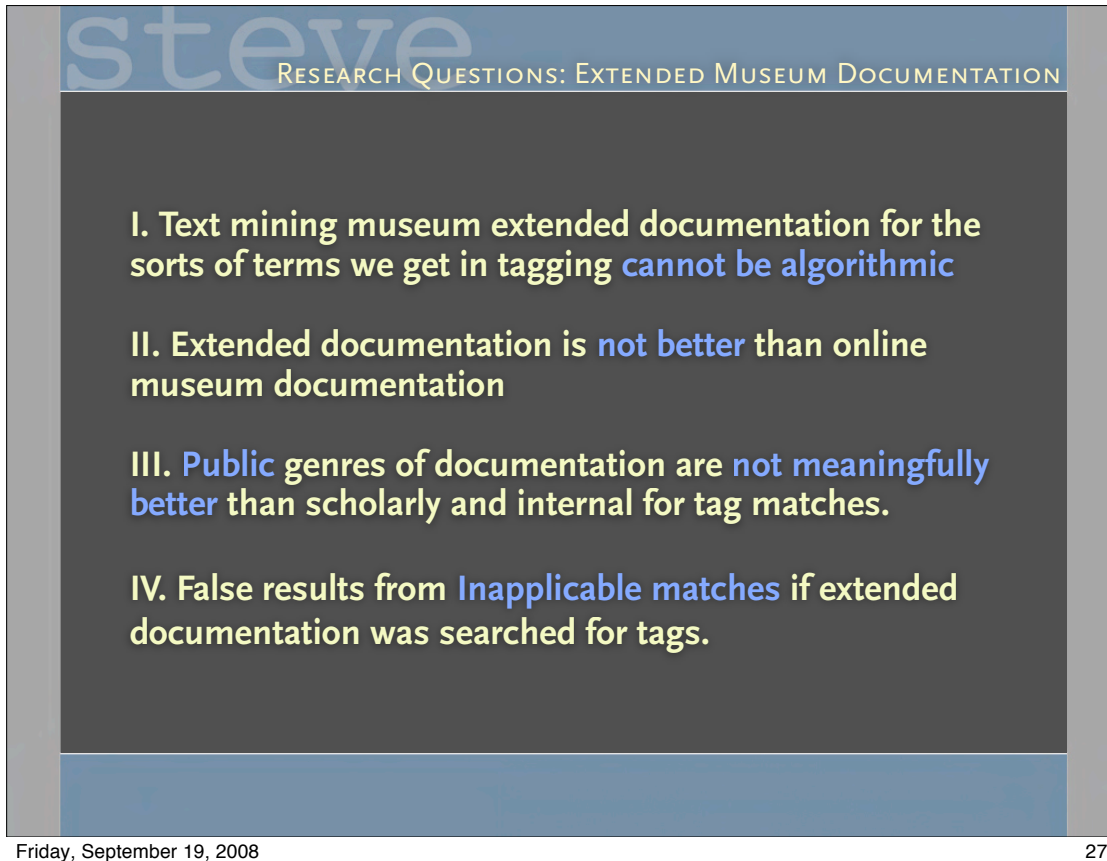
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ARE OTHER FORMS OF MUSEUM DOCUMENTATION MORE USEFUL?

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

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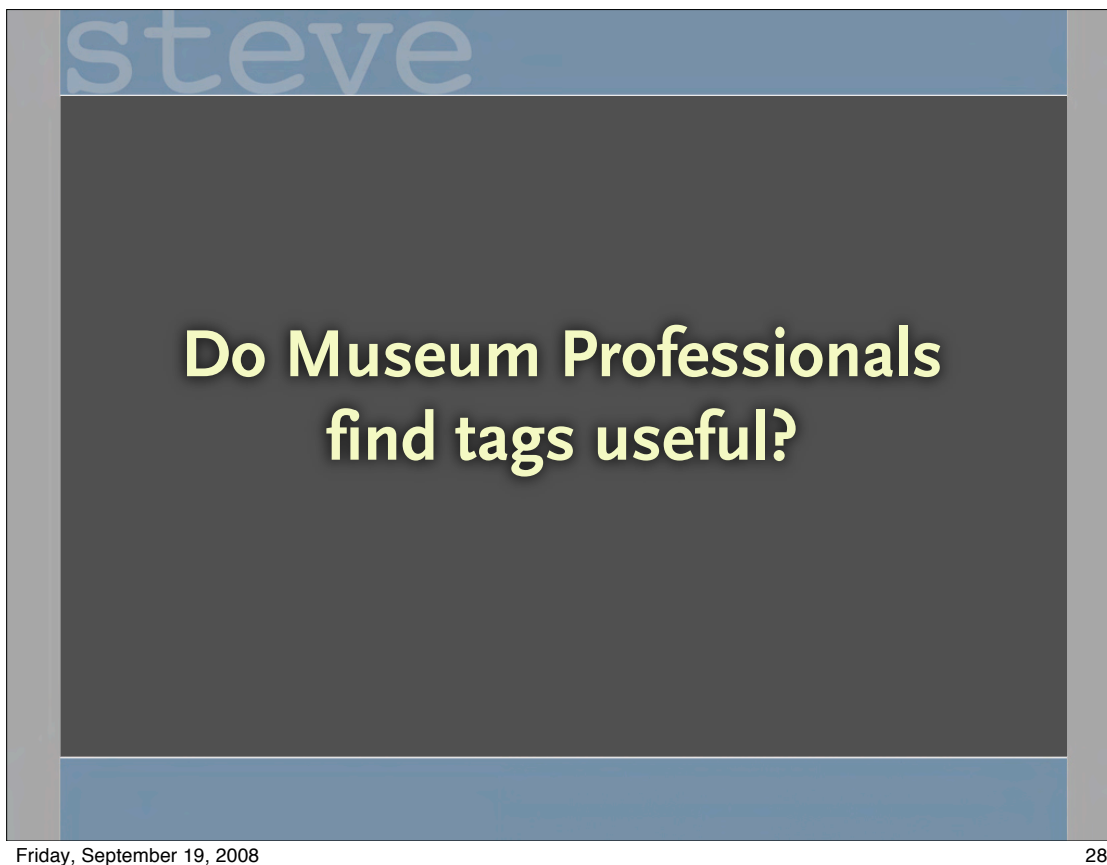


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RESEARCH QUESTIONS: EXTENDED MUSEUM DOCUMENTATION

- I. Text mining museum extended documentation for the sorts of terms we get in tagging **cannot be algorithmic**
- II. Extended documentation is **not better** than online museum documentation
- III. **Public** genres of documentation are **not meaningfully better** than scholarly and internal for tag matches.
- IV. False results from **Inapplicable matches** if extended documentation was searched for tags.

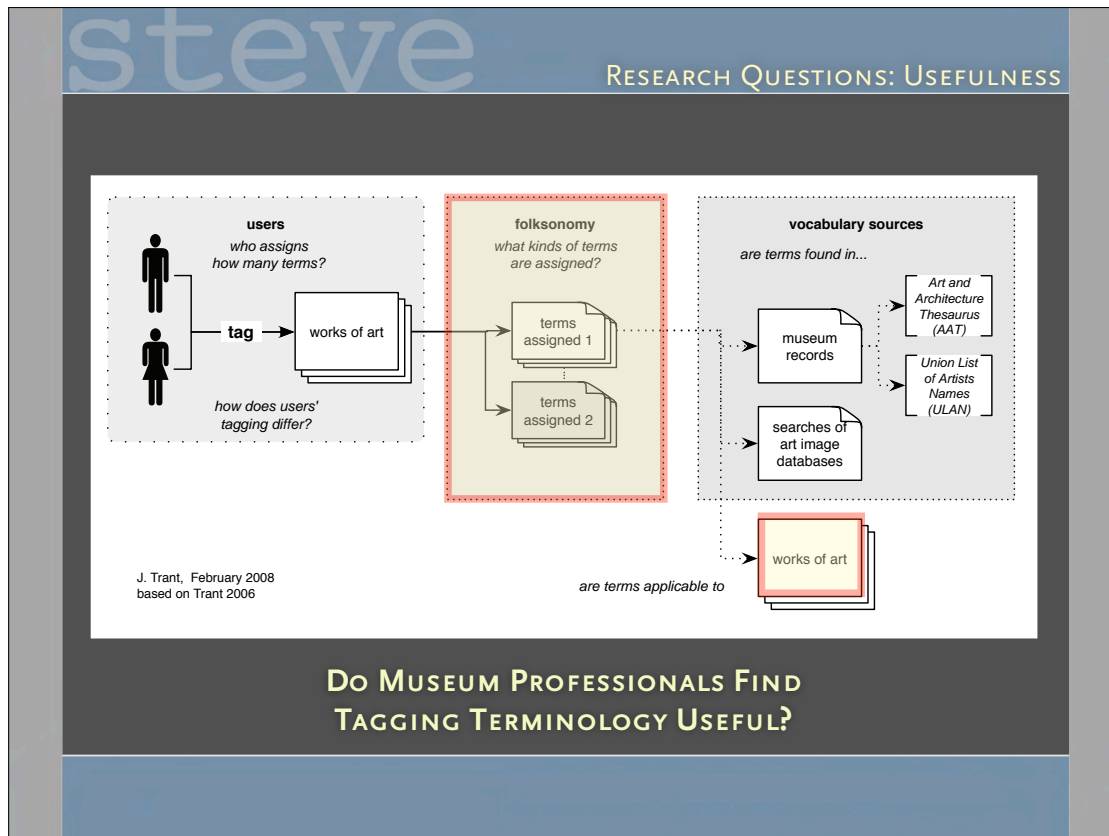
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**Do Museum Professionals
find tags useful?**

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The screenshot shows the 'Steve Term Review' interface. At the top, it says 'steve' and 'RESEARCH QUESTIONS: USEFULNESS'. Below this is the title 'Steve Term Review' and navigation links: 'Logout imaReview', 'Image index', 'Term index', and 'Summary'.

Under the heading '34 Terms', there is a list of terms with associated icons (thumbs up/down, smiley faces, and a plus sign):

- girls
- red dresses
- portraits
- portrait
- brass vase
- sisters
- embroidery
- pointillism
- double portrait
- moneyplant
- matching dresses
- Pointillist
- vase

To the right of the list is a large image of a painting depicting two young girls in red dresses standing next to a large brass vase filled with flowers. Navigation buttons 'PREV' and 'NEXT' are visible above the image.

Below the image, the text reads: 'IF YOU FOUND THIS WORK, USING THIS TERM IN A QUERY, WOULD YOU BE SURPRISED?'

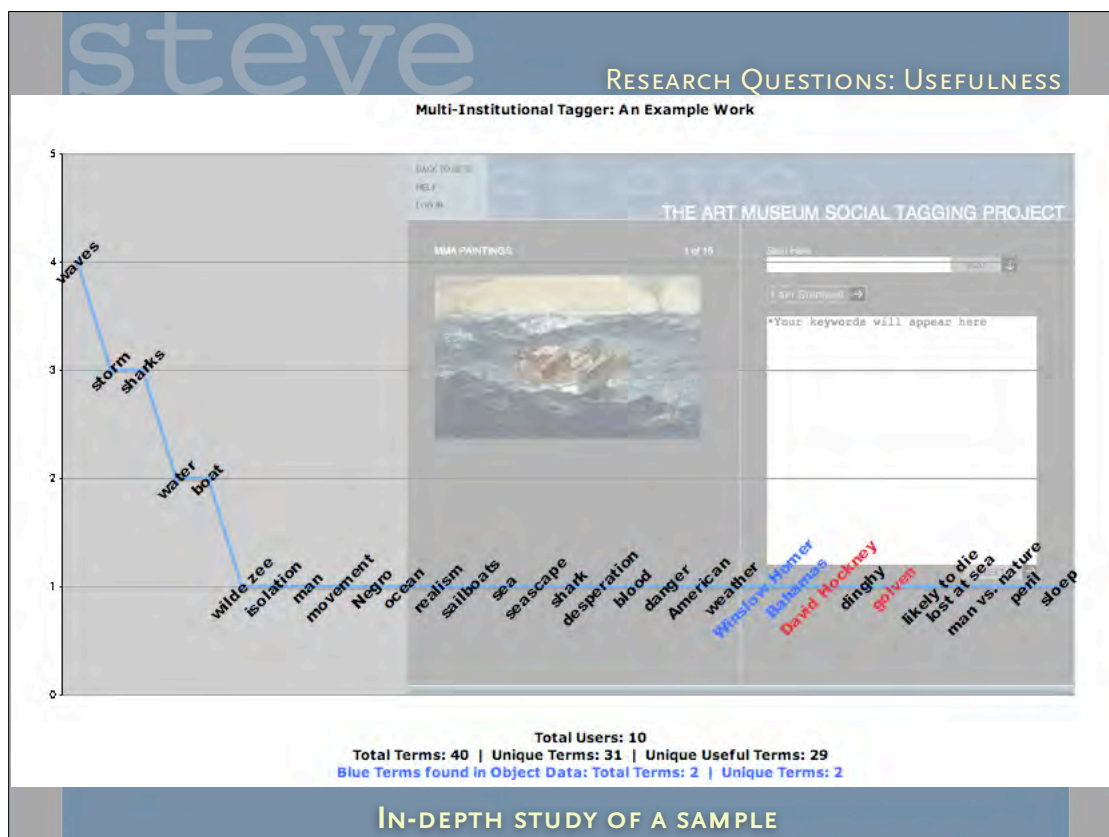
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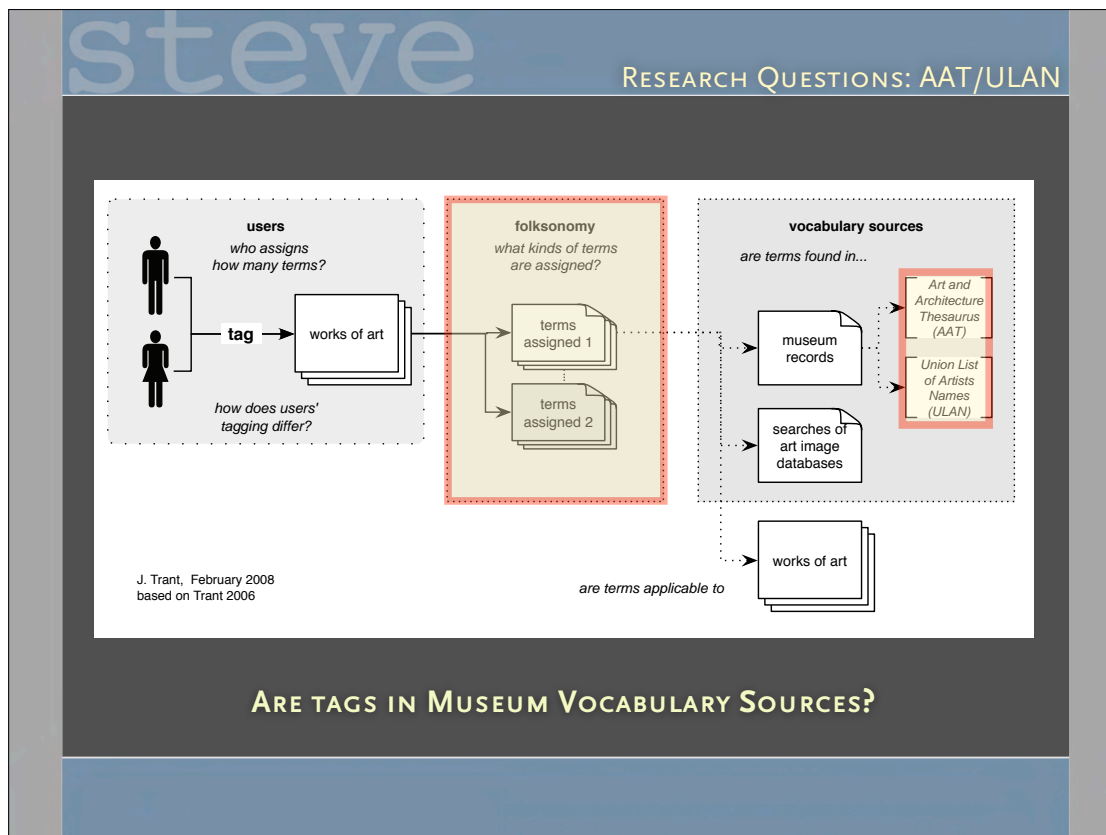
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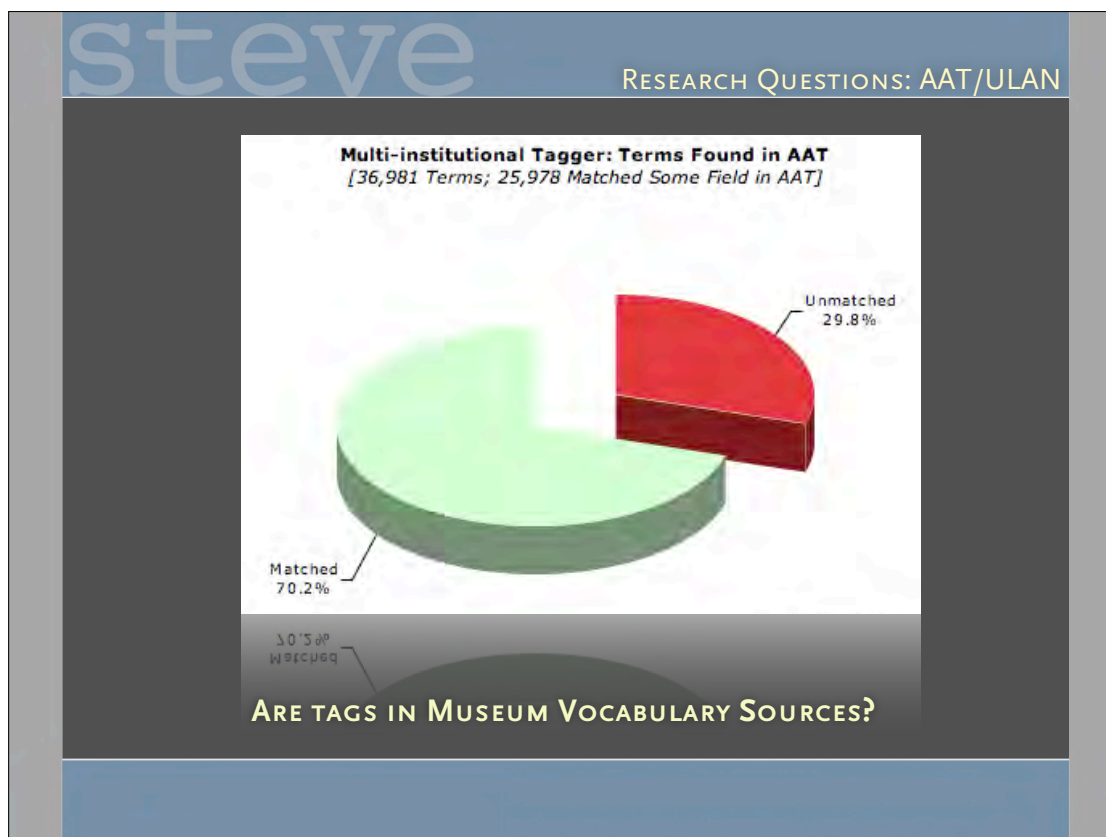
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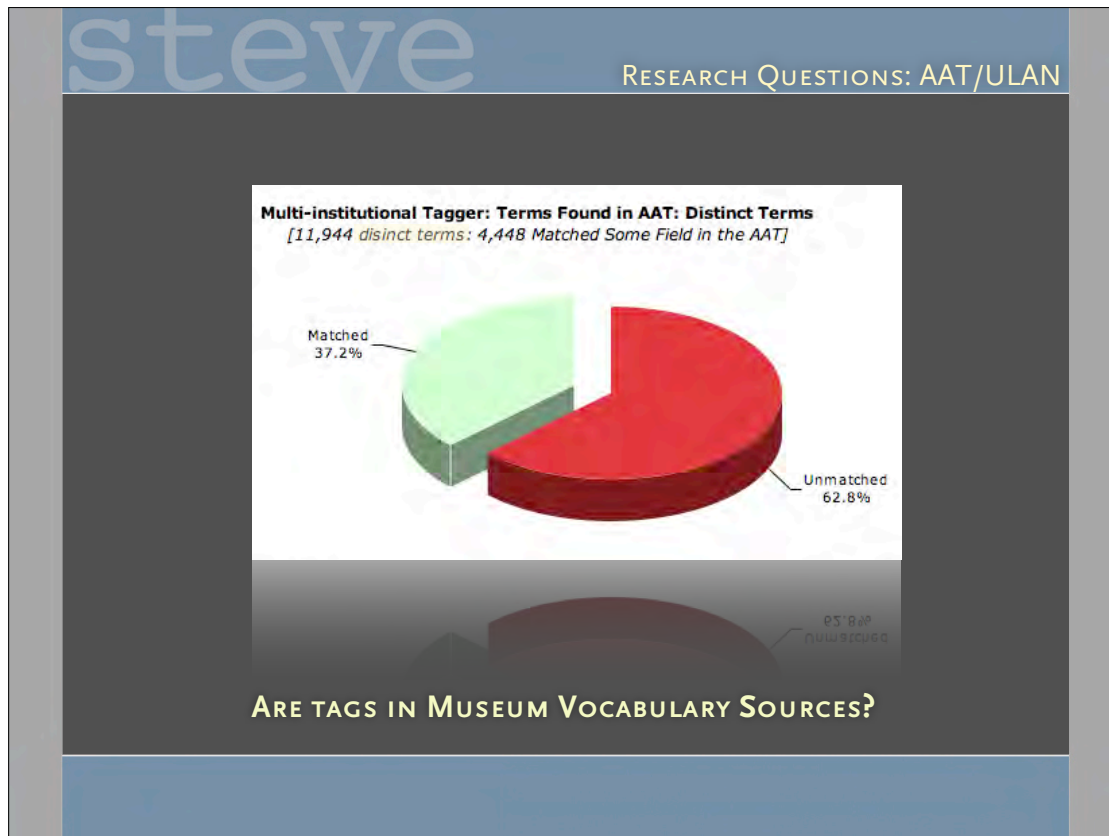
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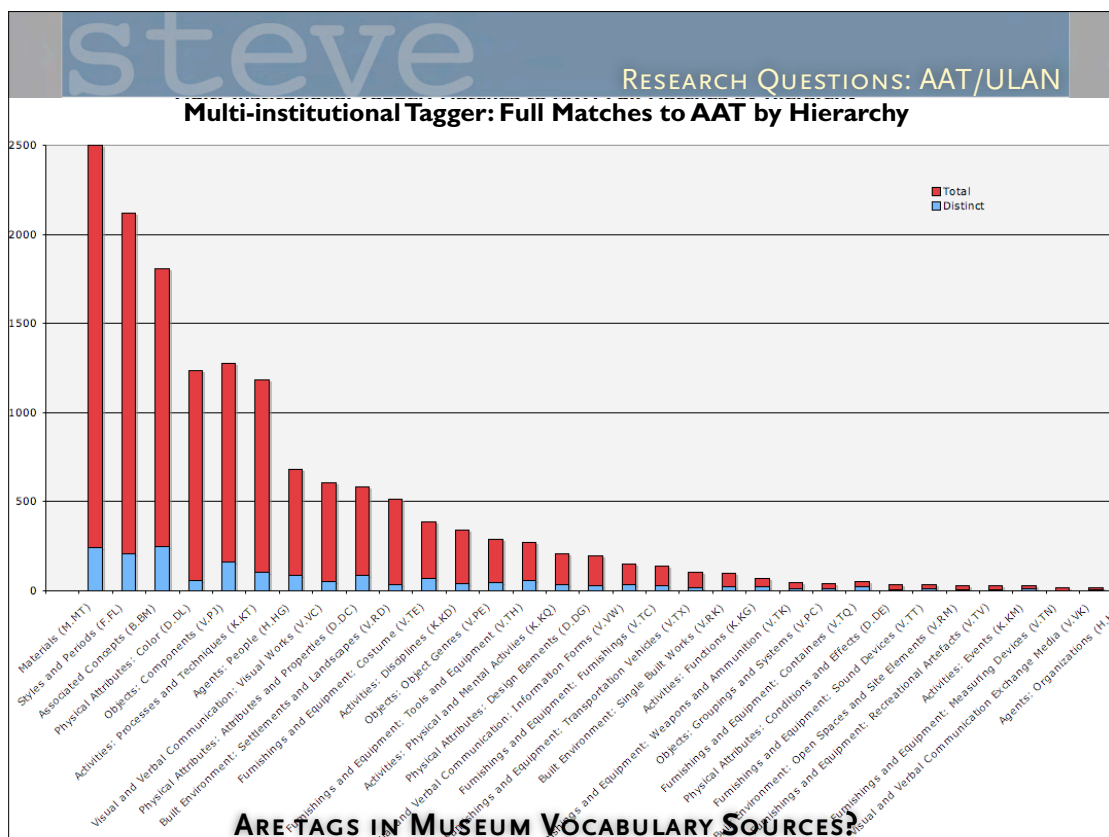
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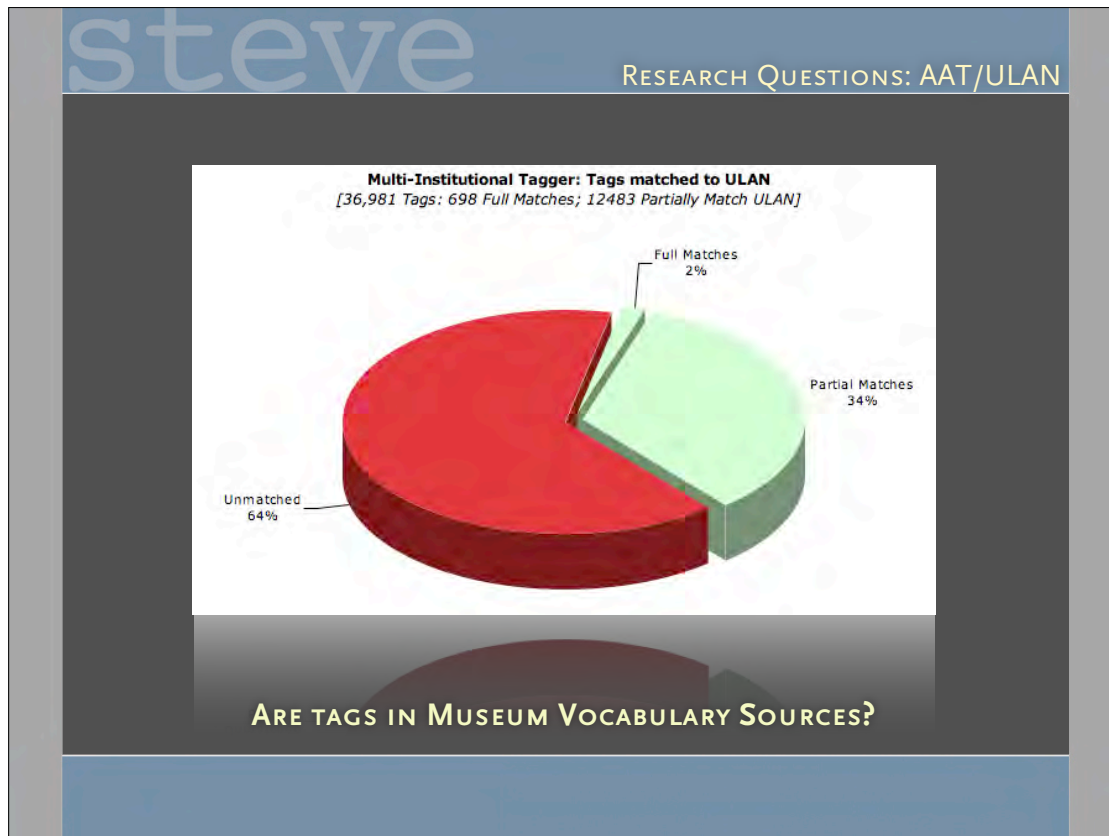
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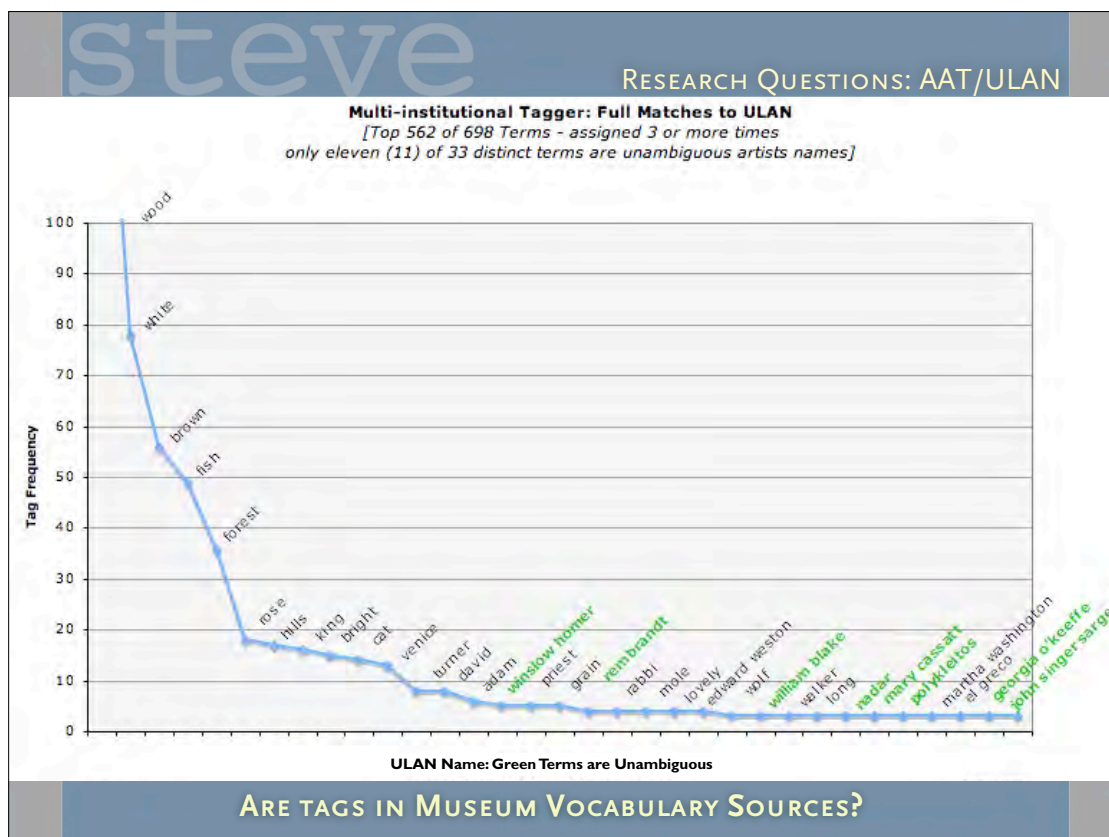
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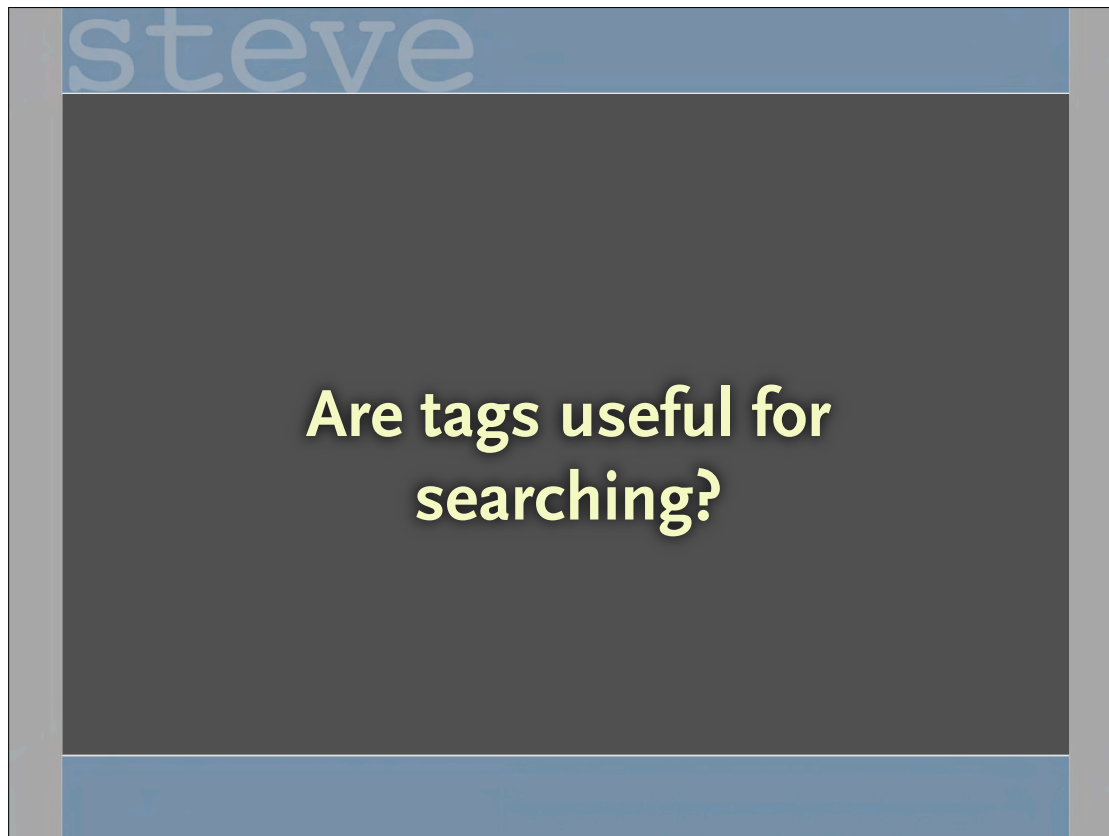
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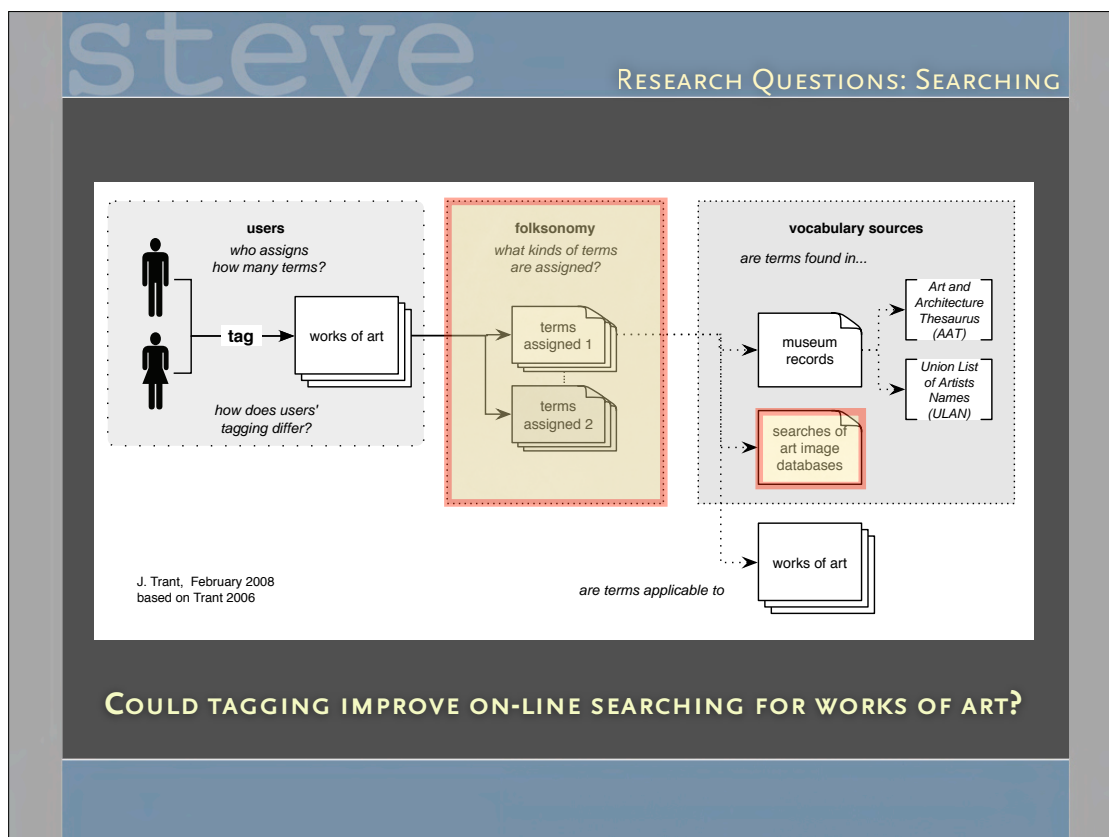
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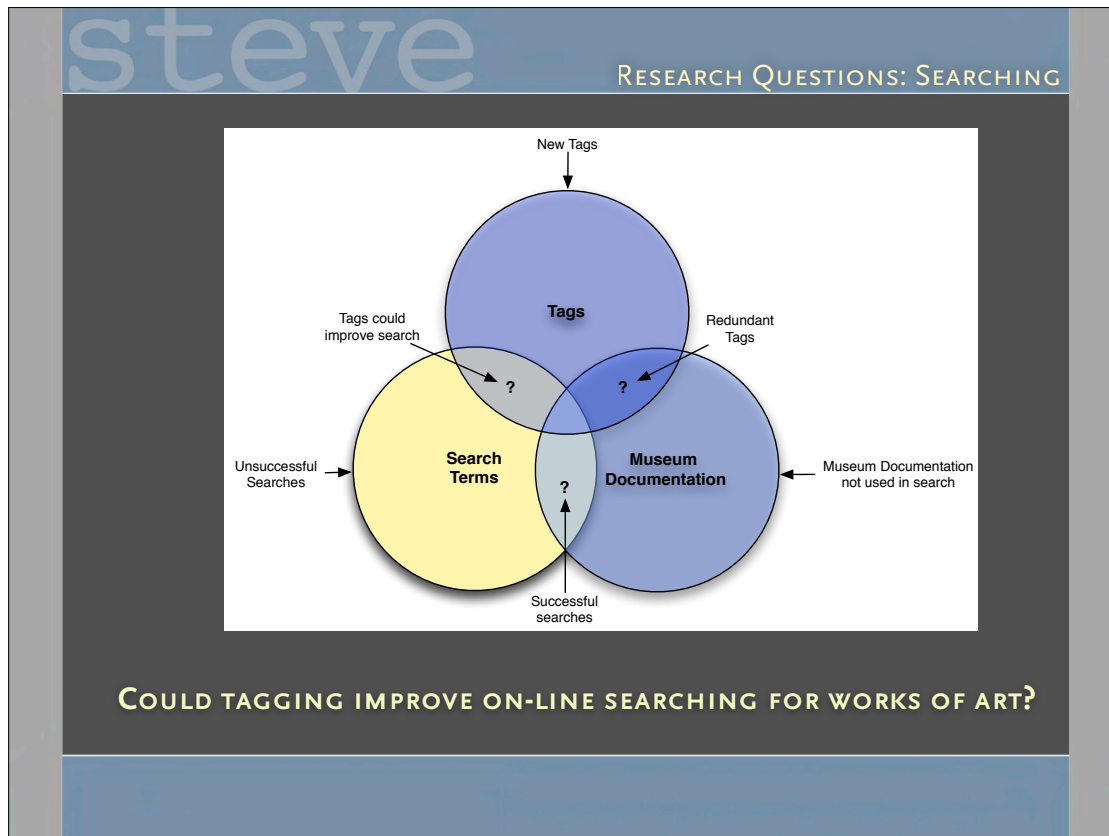
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SUMMARY

**Public Vocabulary is Different.
Tagging does Contribute.**

Thank you.

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David: dbear@archimuse.com

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