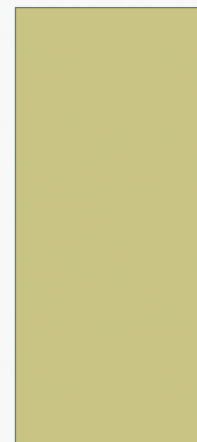


USER GENERATED INFORMATION TO RESOURCE DESCRIPTION

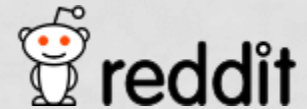
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USERS



**Information Consumer
to
Information Creator**



USER GENERATED INFORMATION

- Postings
- Comments
- Reviews
- Tags
- Ratings
- Likes/Dislikes

Tags are:

- One word description
- Easy to create
- Mass agreement
- No control
- No structure

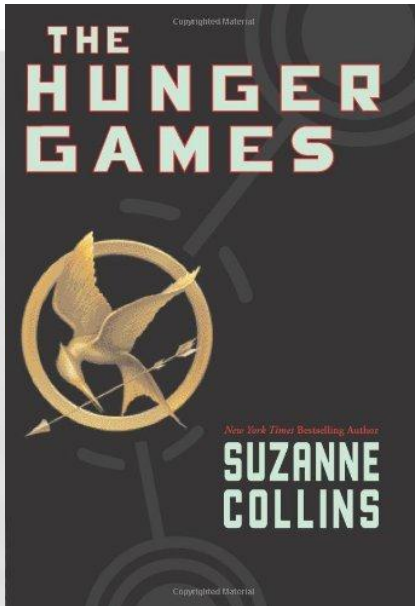
USE OF USER TAGS

- Library Community
 - The Steve.Museum project
 - Library of Congress Photos on Flickr project
 - Delicious and LibraryThing to ILS
- Research
 - Tags can be used as index (Hotho et al., 2006; Yanbe et al., 2007)
 - Tags provide additional information (Noll and Meinel, 2007)
 - Basic level classification (Golder and Huberman, 2005)
 - The more tags, the better cluster concepts (Wisdom of the Crowd) (Mika, 2007; Quintarelli, 2005)

QUALITY

- A lot of tag noise
 - Misspelled terms, compound terms, single and plural forms, personal tags, idiosyncratic tags, etc.
- Still has social shared meanings as well as personal meanings (Guy and Tonkin, 2006)
- Reduce the semantic gap between professional discourse and popular language of museum visitors (The Steve.Museum project)
- Lower cost with greater scalability (Macgregor and McCulloch, 2006)

CONTROLLED VOCABULARY VS. USER TAGS

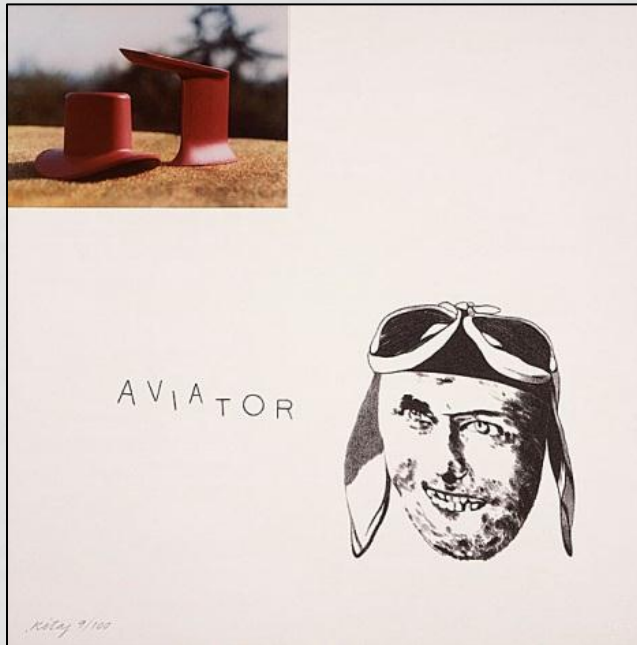


- Survival – Juvenile fiction
- Television programs – Juvenile fiction
- Interpersonal relations – Juvenile fiction
- Contests – Juvenile fiction
- Survival – Fiction
- Television programs – Fiction
- Interpersonal relations – Fiction
- Contests – Fiction
- Science fiction
- young adult
- survival
- dystopia
- science fiction
- post-apocalyptic
- fantasy
- adventure
- fiction
- future
- competition
- futuristic
- reality tv
- series
- romance
- friendship
- love
- novel
- violence
- suspense
- read
- death
-

USER TAGS AND CONTROLLED VOCABULARY

- 61% of tags match with LCSH (Yi and Chan, 2009)
- 70% of user tags matched AAT (Trant, 2009)

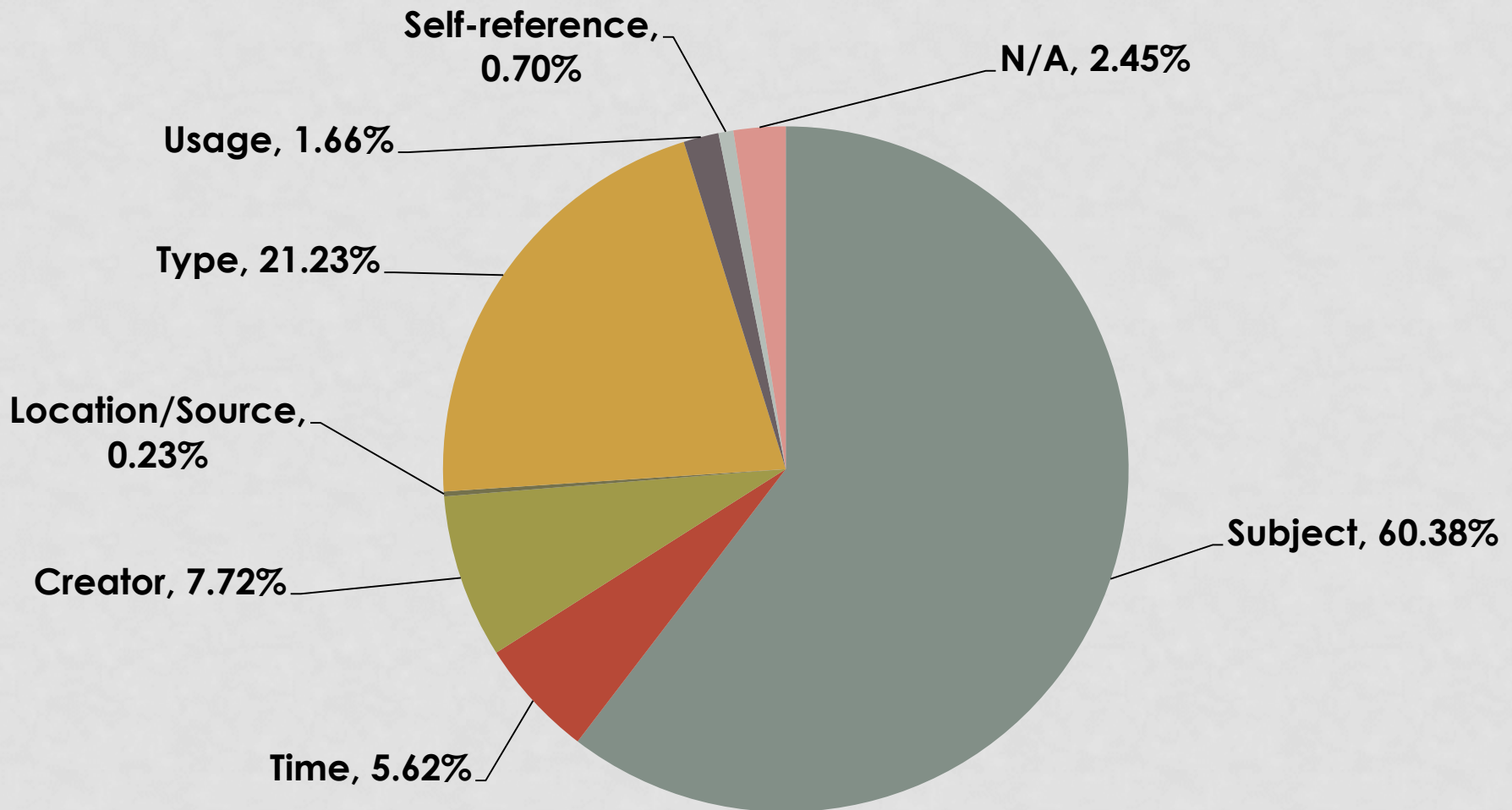
METADATA VS. USER TAGS



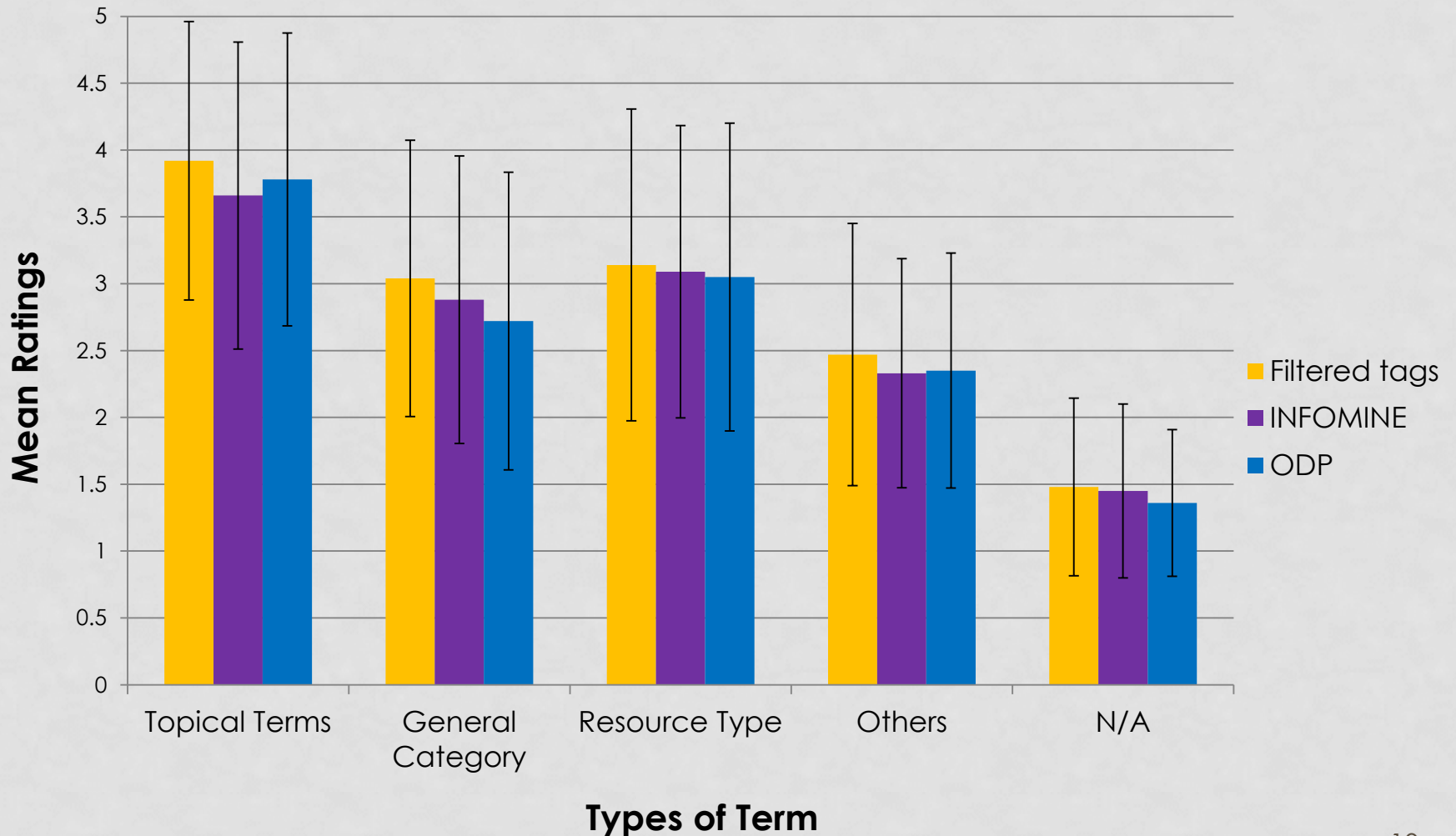
- Title: Aviator
- Creator: R.B. Kitai (United States, Ohio, Chagrin Falls, 1932-10-29 – 2007-10-21)
- Created: 1971
- Medium: Lithograph with photograph collages

- airplane
- american
- aviator
- collage
- creepy
- goggles
- hat
- letters
- lithograph
- lithography
- photo
- photograph
- pilot
- smiling
- text
- unitedstates
- word
-

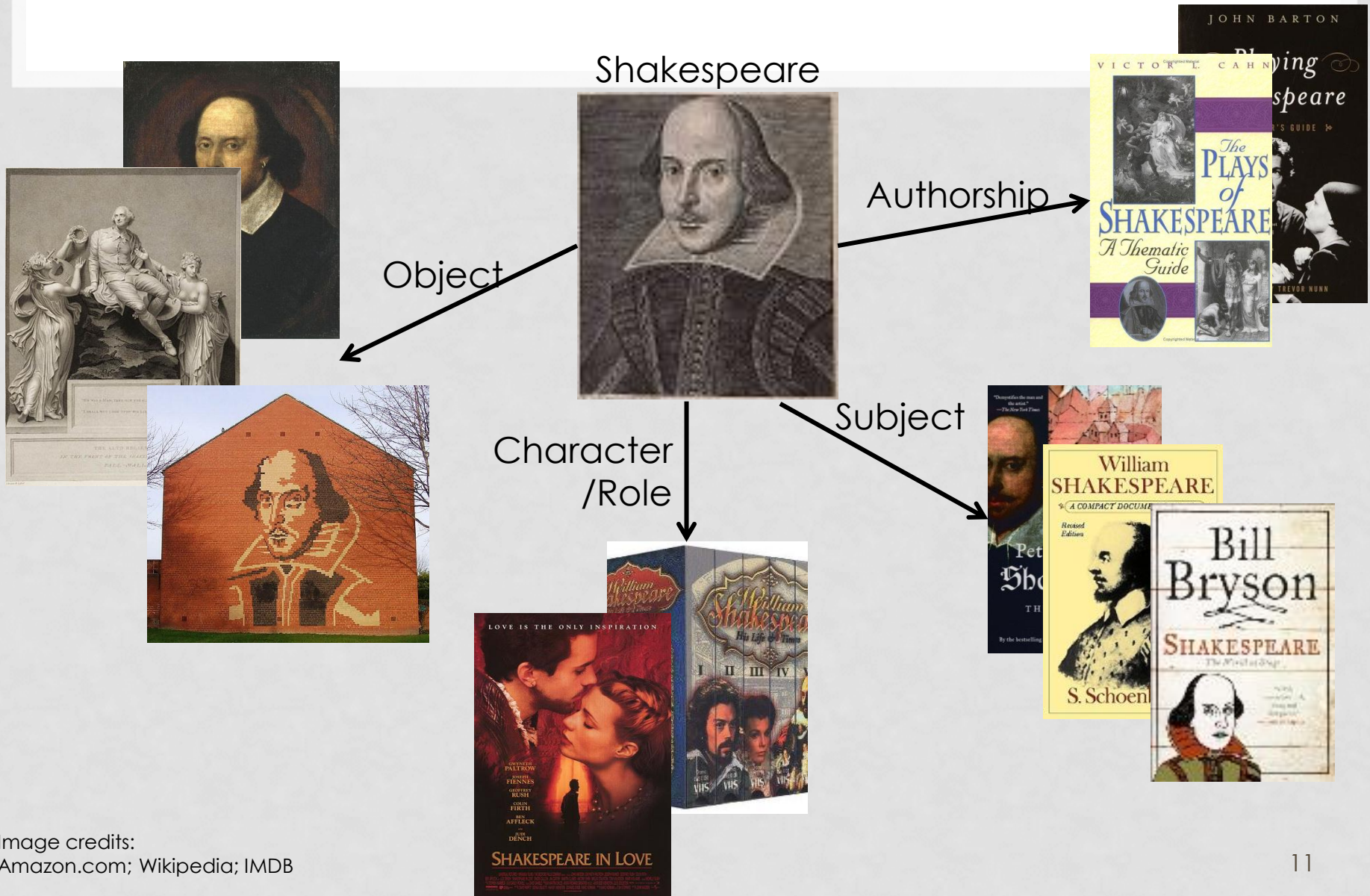
WHAT DO USERS DESCRIBE?



WHAT DO USERS DESCRIBE?



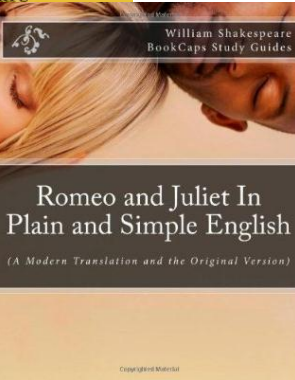
DESCRIBING RESOURCES



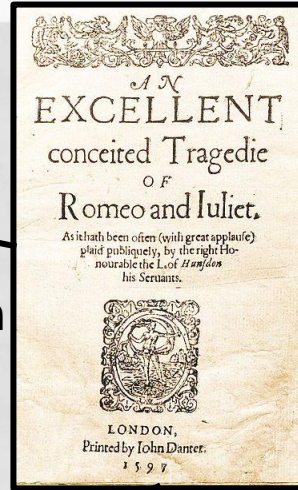
DESCRIBING RESOURCES

Romeo and Juliet

An Essay On The Genius
Of Shakespeare
With Critical Remarks
On The Characters Of
Juliet, And Ophelia



Object/
Recreation



Subject/
Theme



Performance/
Activity
(Realization)

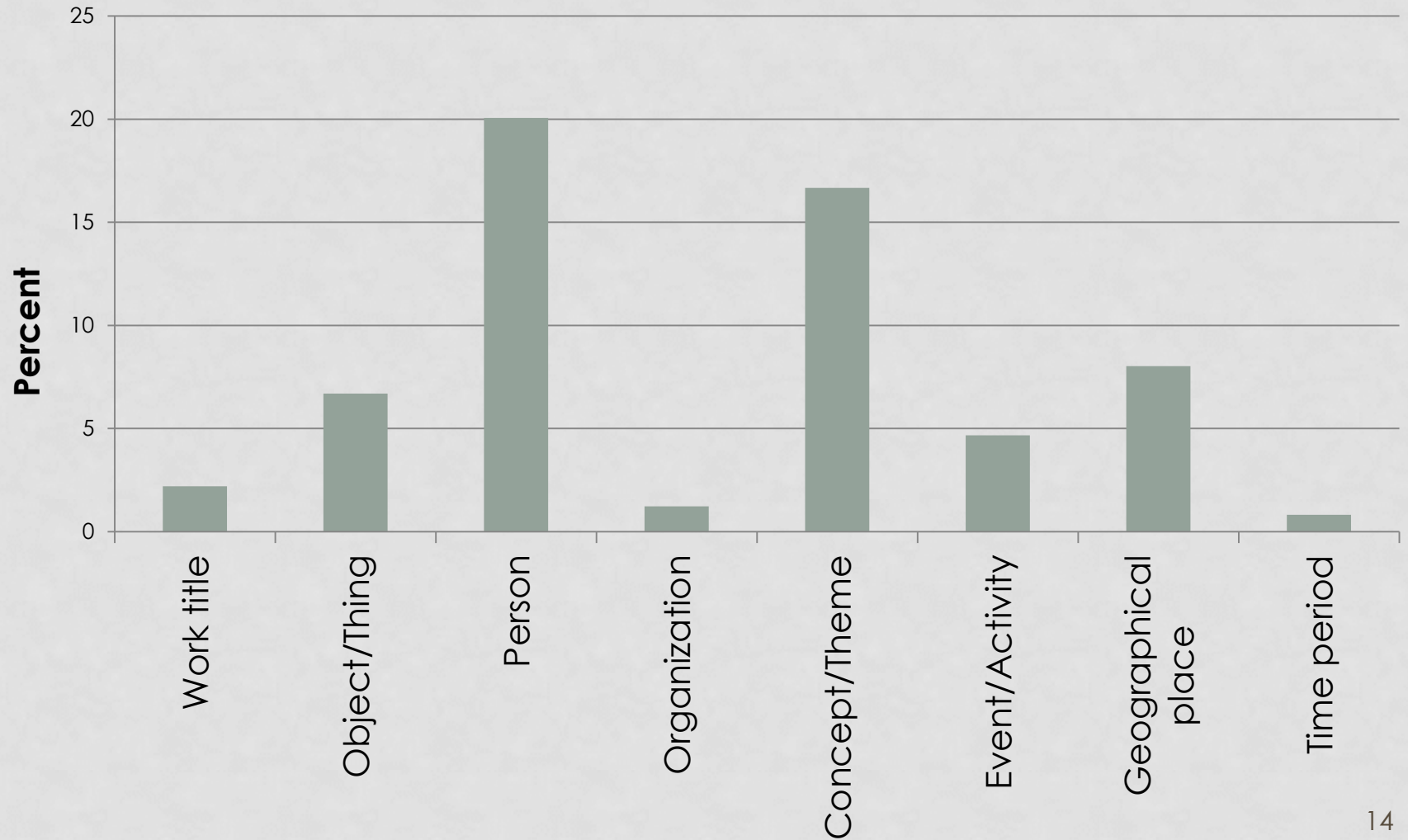


Image credits:
Amazon.com; Wikipedia; IMDB

DESCRIBING SECONDARY RESOURCES

- E.g. Critics of Romeo and Juliet, Plays of Shakespeare, Civil War and Uncle Tom's Cabin, Poem on Romeo and Juliet
- Relationship with original work/object
 - Projection
 - Originality
- Its own description
 - Creator, Date, Media, etc.

SUBJECT ATTRIBUTE DISTRIBUTION



KEY ASPECTS OF USER GENERATED INFORMATION

- User generated information is topic-related.
- User generated information is based on the nature of resources.
- User generated information may include personal interpretation.
- User generated information provides additional description to expert description.
- User generated information relates original and secondary resources.

USER GENERATED INFORMATION TO RESOURCE DESCRIPTION

- Describing topics
- Describing multiple aspects of resource
- Enriching metadata as resource description

- In describing secondary resources
 - Identifying the description attributes
 - Facets

THANK YOU!

Questions??