How users’ expectations challenge our metadata practices?

Discoverability
Born-usability

What is the role of the professional?
What am I doing here?

Library Science — IFLA — Fulbright
Web Accessibility

Designing with the user in mind.
Web Accessibility

Designing with the user in mind.
Web Accessibility

Designing with any user in mind.

- Universal Design
- Born-accessibility

accessibility.arl.org
The Web is a two-way street

Easy to create + Easy to share + Easy to edit = (beautiful) CHAOS!
How can we control users’ experiences when users are constantly creating their own experiences?
The Power of Choice

Customization vs. Orchestration
The Difficulty of Choice

Excerpt from David Foster Wallace article:

“Just standing at the ship’s rail looking out to sea has a profoundly soothing effect. As you drift along like a cloud on water, the weight of everyday life is magically lifted away, and you seem to be floating on a sea of smiles.” (Page 36)
The Difficulty of Choice

“Note the imperative use of the second person and a specificity out of detail that extends even to what you will say... You are, here, excused from even the work of constructing the fantasy, because the ads do it for you. And this near-parental type of advertising makes a very special promise, a diabolically seductive promise ... The promise is not that you can experience great pleasure but that you will. They’ll make certain of it.” (Page 37)
Google’s Solution

Decide for me but let me have the final say:
Take your best guess and act rather than asking first. Too many choices and decisions make people unhappy. Just in case you get it wrong, allow for 'undo'.
Metadata

Case studies for crowdsourcing metadata:

- Metadata Games
- Zooniverse Citizen Science Projects
- Crowdsourcing Metadata for Library and Museum Collections Using a Taxonomy of Flickr User Behavior
- Crowdsourcing cultural heritage metadata through social media gaming
- www.trevorowens.org
Amateurs as Experts

The revolution in the cultural heritage field.
Please stay in touch!

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