

# 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](https://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



**LESSON 3**  
CUSTOMIZATION FOR EVERYONE



**LESSON 9**  
ORCHESTRATE THE ENTIRE EXPERIENCE



# The Difficulty of Choice

Excerpt from David Foster Wallace article:

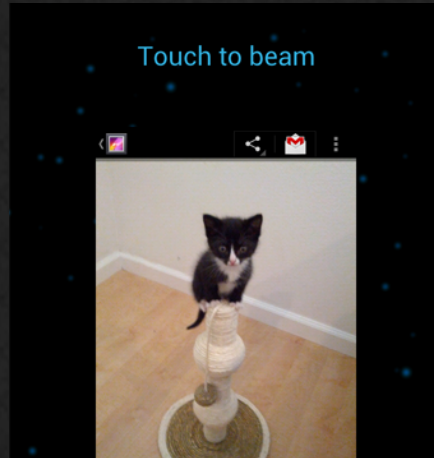
“Just standing at the ship’s rail looking out to sea has a profoundly soothing effect. As you drift along like a cloud on water, the weight of everyday life is magically lifted away, and you seem to be floating on a sea of smiles.” (Page 36)

# 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](http://www.trevorowens.org)

# Amateurs as Experts

The revolution in the cultural heritage field.



**Please stay in touch!**

molly.schwartz@aalto.fi  
@mollyfication