

Generating Interview Metadata

Interview Content Metadata

The ASURA Video History Project saves its finished, i.e., edited, interviews in the ASU Library's Digital Repository which allows anyone with a browser to view the interviews. With over a hundred interviews in the books covering hundreds of different stories it is vitally important that it be easy to find interview(s) of interest. The interviews are "movies" and hence not searchable. What is searchable is the metadata that is added to the interview when it is stored in the Repository. Good consistent metadata is a key to quality searching capabilities.

The following document presents a process for generating an interview's metadata. There are three types of metadata: Easy, Fixed, and Textual. The following document briefly discusses these three types of metadata before describing how to generate the metadata values.

Three Types of Metadata

Currently each interview has sixteen metadata fields that need data. Table 1 below and on the next two pages lists the metadata fields in the order they appear when working in the Library's Digital Repository. The table shows the format for each of the metadata fields and gives an example. A metadata stylesheet is available in the shared Google Drive's VideoHistory / Metadata folders. The stylesheet is a Word document and is a convenient way to keep track of the metadata values as they are generated.

A review of Table 1 highlights the three types of metadata:

1. Simple Metadata (tan highlight) is data that is easy to find and not subject to interpretation. Most simple metadata values can be found in the first few minutes of the interview. The format for these values is fixed by the Library.
2. Fixed Metadata (white bolded) is data that is the same for all interviews.
3. Textual Metadata (blue highlight) is the most difficult to determine since it requires interpretation of the interview by the editor to determine what text values should be entered.

Table 1 Metadata Format with Examples

Metadata	Format Description with Example
Title of Interview	Last name, First name Example: McNeill, Connie
Creation Date	This is the date of the interview YYYY-MM-DD Example: 2012-02-29

Generating Interview Metadata

<u>Description:</u> Abstract	Write abstract of the interview including major stories of interview Example Connie McNeill came to ASU in the summer of 1976 as head of the payroll project and retired in the summer of 2006 as the West Campus Assistant Vice Provost for Information Technology. Interesting stories include: 1) her role in developing computer services, both academic and administrative, on the Tempe and West Campus, 2) bringing PC's onto the Tempe Campuses, 3) the Office "Space Wars", and 4) short stories about Bill Lewis, Roland Haden and Darel Eschbach
<u>Description:</u> Table of Contents (ToC)	At a minimum the ToC should include the major interview topics as well as the time within the video where the topic can be found. Example BACKGROUND 1. Early years in Pullman, Washington @ 1:34 2. Working at Stanford @ 3:42 ASU CAREER 3. Tempe (COMPUTERS: campus computing) a. Getting hired/first years @ 7:42 b. Executive Director of Computer Services @ 17:26 c. Introduction of PC's @ 20:07 d. Major Accomplishments @ 25:16 4. PEOPLE: Roland Haden, Bill Lewis, Darel Eschbach @ 33:03 5. Office "Space Wars" (BUILDINGS: Computer Commons) @ 40:48 6. BRANCH CAMPUSES: West Campus @ 50:02 7. Recommendation to young person interested in field @ 1:04:52 RETIREMENT IN JUNE 2006 8. ASURA @ 1:06:46 9. Other activities & family @ 1:11:15
Subject	List all Primary and Secondary Subject Filters (see Subject Metadata Dictionary in Metadata Folder on your shared Google Drive) Example Buildings / Computer Commons / Computers / Campus Computing / Branch Campuses / West Campus / People / Bill Lewis / Roland Haden / Darel Eschbach

Generating Interview Metadata

Contributor – Interviewer and Producer	Format is Last name, Rest of name, and Role. Example: Gooding, Elmer ! Interviewer Institution contributor (click on icon to switch type of contributor) Arizona State University Retirees Association ! Producer If there are more than one interviewer click on the “+” to add the other interviewers. Click on the “+” to add a producer; for those interviews done in house there will only be one producer line. The video crew and editor are to be listed in the Notes, see below.
Language	English
Identifier	Leave both areas blank
Series	Include a Primary, Secondary and optionally a Tertiary Source (see Series Metadata Dictionary in the Metadata folder on your Goggle Drive). Example Administration, Information Technology
Content Type	Moving image
Extent	This is the length of the interview in minutes Example: 77 minutes
Citation	The bibliographic citation is used when a person wishes to refer to this material in a published work. The format should match the following example (on Apple use Options + g to create ©) Example: McNeill, Connie. Interview. 29 Feb. 2012. ASURA Video History Project. © Arizona Board of Regents. https://repository.asu.edu/items/44639
Notes	The first note should list the interview editor, video crew, and chair of the Video History Project. You can create as many additional Note fields as needed. Notes appear in the public view but are not searchable. Example Barry McNeill Editor, Roger Carter Video and Audio recording, Dave Scheatzle Director, Linda Van Scoy Chair of Video History Project
Visibility	Unpublished
Copyright Statement	In Copyright
Reuse Permission	All Rights Reserved
Embargo	Leave as not embargoed

Generating Easy Metadata

The six easy metadata values are quickly obtainable. Values for most are found at the beginning of the interview. These metadata items will generally only take a couple lines in your metadata style sheet.

Generating Interview Metadata

1. Title
The interview title is the name of the person being interviewed and is entered as Last Name, First Name. If you are editing an interview already located in the ASU Digital Repository the Interview Title will already be present.
2. Creation Date
The creation date is the interview date. The date format is YYYY-MM-DD.
3. Contributor
You will add at least two contributors, one for the interviewer and one for the producer. If there are more than one interviewer or producer additional contributors can be added. The interviewers should be entered as “Personal”, the producers as “Institutional”. For all in-house interviews the producer is Arizona State University Retirees Association. The example in Table 1 shows what the contributor entry looks like after the data has been saved.
4. Extent
The extent is the length of the interview. When you open the interview for viewing you should see the length of the interview displayed at the end of the viewing scroll bar below the video. The format is minutes.
5. Citation
The citation, as explained in Table 1, is used when a person wished to refer to this interview in a published work. The citation cannot be completed until the interview is uploaded to the Digital Repository and given a number.
6. Note 1 lists those beside the interviewer who were involved. The list should include, the interview editor (i.e., you), the Video & Audio recorders, the interview director, and anyone else listed as being present during the interview. The format should be Name: Role, e.g., Barry McNeill: Editor.

Generating Fixed Metadata

There are seven metadata fields that have the same value for all interviews;

- Language - English
- Identifier – Leave both areas blank
- Content Type – Moving images
- Visibility - Unpublished
- Copyright Statement – In Copyright
- Reuse Permission – All Rights Reserved
- Embargo – Leave as not embargoed

Generating Textual Metadata

Developing the values for the textual metadata is the most difficult of the metadata tasks and cannot be done until all the editing has been completed. There are four textual metadata fields: Series, Subject, and two Description fields one for the Abstract and one for the Table of Contents. It is recommended that you generate your interview textual metadata in the order it is now presented.

Series Metadata – Defining the Story Source

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Generating Interview Metadata

The process of selecting Series metadata values involves consulting the Series Metadata Dictionary and selecting appropriate values.

- **Step 1 – Select Primary Filter**

Review the descriptions of the Primary Series Filters in the Series Metadata Dictionary and select the Primary Filter which applies. If more than one filter applies plan to add a second set of Series metadata filters.

- **Step 2 – Select Secondary Filter**

For each Primary Filter selected in Step 1 select an appropriate Secondary Filter from the dictionary. If you do not see an appropriate Secondary Filter contact the Data Management or Editing Chair who will either suggest you use one of the existing values or add a new Secondary Filter to the dictionary for you to use.

- **Step 3 – Select Tertiary Filter (optional)**

For each Secondary Filter selected in Step 2 select an appropriate Tertiary Filter from the dictionary. If you do not see an appropriate Tertiary Filter contact the Data Management or Editing Chair who will either suggest you use one of the existing values or add a new Tertiary Filter for you to use.

Subject Metadata – Characterizing the ASU related Stories

The interviews contain a wide, rich variety of stories. Most interviews contain stories about life before ASU, stories about working at ASU, and some interviews have stories about life after ASU. Most interviews also contain stories that are more personal, often softer and lighter than the main tone of the interview. The totality of stories in an interview defines the interviewee and verifies the reason(s) the interviewee was selected.

To aid in searching the collection Subject metadata filters are used to characterize the story types / subjects making it possible to select only interviews which contain stories of a selected type / subject. Since there is no practical way to characterize all the story types / subjects the Video History Project decided to concentrate on characterizing ASU related stories.

Most all interviews are assigned a set of Primary / Secondary Subject Filters¹. the Primary Filters are general overarching ASU topics, e.g., Campuses; the Secondary Filters narrow the topic down, e.g., Downtown. The currently acceptable values for the Subject metadata are contained in the Subject Metadata Dictionary. A copy of the dictionary is in Appendix B, which may not be current; a current version of the dictionary is in the shared Google Drive's VideoHistory / Metadata folder.

The process of selecting Subject filter metadata values follows is repetitive process of reviewing each Primary Filter in the Subject Metadata Dictionary to see if there is a match. The following looping process is continued until all Primary Subject Filters have been reviewed.

¹ While unlikely it is possible that an interview will have no Primary Subject Filter. If this occurs the editor should contact the Data Management or Editing Committee Chairs, It may make sense to add a new Primary Subject Filter to the dictionary.

Generating Interview Metadata

- **Step 1 Getting Started**

Look at a Primary Filter value in the Subject Metadata Dictionary and read what sort of stores are associated with the filter. Also review the possible Secondary filters.

- **Step 2 Reviewing Interview**

Review your interview to see if you have any stories that would fall under the Primary Filter Value.

- **Step 3 Adding A Primary Subject Filter**

1. If you have appropriate stories add the Primary Filter value to your list of Subject metadata and go to Step 4.
2. If you don't have any stories go to Step 5.

- **Step 4 Selecting Secondary Subject Filters**

Review the Secondary Subject Filters in the dictionary associated with the Primary Subject Filter selected in Step 3. Select appropriate Secondary Filter values to add to your Subject metadata list; there may be more than one filter for the given Primary Filter. If you don't see an appropriate Secondary Filter contact the Data Management or Editing Committee Chair for guidance. It is likely a new secondary value will be added to the dictionary.

- **Step 5 Setting Up to Repeat**

Select another Primary Filter and go back to Step 1. This step is repeated until there are no more Primary Subject Filters to review.

Description (Abstract)

The Digital Repository has a metadata field called Description. There are two types of Description: Abstract, discussed here, and Table of Contents, discussed next. After the Table of Contents the Abstract is the next most important metadata item because it is displayed for all of the interviews selected in a search of the repository's interview holdings,

The Abstract has a fixed organization consisting of two required parts and a third optional part. Part 1 locates the interviewee within the University. Part 2 lists the important interview stories, i.e., the stories associated with the interview's Primary Subject Filter values. Part 3 is optional and involves adding additional interesting stories to the list of stores presented in Part 2.

At a minimum

1. Part 1 should include:
 - a. the complete name of the interviewee, including a title
 - b. the location within the University consistent with the Series metadata selected earlier
 - c. the date joining ASU, and
 - d. if appropriate and/or known the first full time ASU job
2. Part 2 should include a list of the interview stories that have been assigned Primary Subject Filter values. The format should be something like
Important stories include: 1) the story title, 2) the story title; etc. until all stories with a Primary Subject Filter have been listed.

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3. If space permits and there are additional interesting stories that are not part of the items in Part 2, these stories can be added to the bottom of the list generated in Part 2.

Abstracts should not be too long; something around one to two hundred words. An example Abstract is shown in Table 1.

Description (Table of Contents)

The ToC is perhaps the most useful of all the metadata fields. The ToC lists all the important stories along with the starting time for each story. Table of Contents are typically a two or three level ordered list of items as shown in the example in Table 1.

Once the Primary Subject filters are known final formatting of the ToC can be completed as follows:

1. Each major section / part of the interview should have an unnumbered title, e.g.,
Part 1 Title @ hr.min.sec
2. Each story in a section should be part of a numbered list and end with a story start time, e.g., 3. Story Title @ hr.min.sec
3. The ToC entries for stories that have Primary / Secondary Subject Filters should include the appropriate Subject metadata. A typical entry would look like;
4. *Story Title (PRIMARY SUBJECT FILTER: secondary Subject filter)*
@ hr.min.sec
4. If the Primary and Secondary Subject Filters define the story no Story Title is required – see items 4 & 6 in sample ToC in Table 1.

Appendix A Series Metadata Dictionary

Series filtering is used to define the source of the story to narrow the repository search to only those interviews that meet the source filters. Generally, there are two story filter levels: Primary and Secondary where the secondary filter further narrows the primary filter's value. Occasionally a tertiary filter can be added. Also, if there are a significant number of stories for two different homes a second set of Series metadata filters can be added

FACULTY

Stories are told from the viewpoint of a faculty member

Secondary filters indicate: School / College / Research Unit

- Architecture
- Business
- Education
- Engineering
- Extended Education
- Fine Arts
- Honors College
- Journalism and Mass Communications
- Law
- Liberal Arts and Sciences
- Library
- Nursing
- Technology

*Tertiary filters (optional) may be added to indicate Department within
Secondary filter*

- Civil Engineering
- Physical Education
- Public Programs

Appendix A Series Metadata Dictionary

POSITION

Stories are told from the viewpoint of a University position

Secondary filters indicate: ~~Administrative~~ Position Title

- Chair
- Coach
- Dean
- Director
- President
- Provost
- Vice Provost

Tertiary filters (optional) may be added to indicate: Administrative Unit, or specific sport

- Baseball
- Biodesign Institute
- Football
- Graduate College
- Information Technology
- Liberal Arts and Sciences
- Tennis

Appendix A Series Metadata Dictionary

ADMINISTRATION

Stories are told from the viewpoint of a non-faculty employee

Secondary filters indicate: Administrative Unit

- Alumni Association
- ASU Foundation
- Athletics
- Business Affairs
- Gammage Auditorium
- Human Resources
- Information Technology
- KAET
- President's Office
- Provost's Office
- Public Affairs
- Regent
- Student Affairs

*Tertiary filters (optional) may be added to indicate: Department within
Secondary filter*

- X
- X

NON-ASU

Stories are told by a non-ASU employee

Secondary filters indicate: Organization Name or Title

- Rio Salado
- Regent

Tertiary filters (optional) may be added to indicate:

- X
- X

Appendix B Subject Metadata Dictionary

Subject filtering is used to characterize the story type to narrow the repository search to only those interviews that meet the story filter. Generally, there are two story filter levels: Primary and Secondary where the secondary filter further narrows the primary filter's value. Occasionally a tertiary filter can be added.

BUILDINGS

Stories about working in the building, building the building

- Art Museum
- Computer Commons
- Gammage Auditorium
- Hayden Library (*use tertiary filter for individual major collections*)
 - Child Drama Collection
 - Patten Herbal Collection
 - Special Collections
- Matthews Library
- Noble Library
- Old Main

CAMPUSES

Stories about the physical campus; its creation, planning, running; or working environment on the campus at various dates

- Downtown
- Polytechnic
- Tempe
- West

Possible tertiary filter values for a campus

- Environment
- Faculty
- Footprint
- History
- Size

COMMUNITY

Stories about activities / events in the community

- Desert Botanical Garden
- Rio Salado Project
- Tempe Town Lake

COMPUTERS

Stories about beginning to use computers on campus and in various units; experiences working with computers and communication systems

- Campus Computing
- Going Digital

Appendix B Subject Metadata Dictionary

CONFLICTS PROMOTING ASU

Stories about struggles or confrontations involving ASU

- Name Change
- Legislature
- Regents
- UofA

DEPARTMENTS

Stories about academic departments or administrative units

- Accounting
- Agriculture
- Architecture
- Arizona Board of Regents
- Arizona State University Retirees Association
 - Annual Medley of Interviews
- Art
- Astronomy
- ASU Foundation
- Athletics (*use Primary filter SPORTS for individual sports*)
- Barrett Honors College
- Biochemistry
- Business
- Campus Planning and Budgeting
- Campus Police
- Center for Meteorite Studies
- Chemistry
- Classroom Scheduling
- Communications
- Computing Services
- Construction
- Dance
- Economics
- Education
- Emeritus College
- Engineering
- Engineering Technology
- English
- Facilities Management
- Human Resources

Appendix B Subject Metadata Dictionary

- Industrial Engineering
- IT Facilities and Resources Administration
- Journalism
- KAET
 - Cinema Classics
- Law
- Music
 - Symphony Orchestra
- News Bureau
- Nursing
- Physical Education
- Political Science
- Public Affairs
- Public Programs
- Publications
- Purchasing
- Sociology
- Student Affairs
- Technology
- Telecommunications

FOUNDING PROGRAMS

Stories about the beginnings of a program or department

- College of Public Programs
- Computer Science
- Nursing
- Sustainability

MEMORABLE EVENTS

Stories about events that impacted the entire campus

- Campus Protests
- Fiesta Bowl
- NFL
- Presidential Debate
- Rose Bowl
- Super Bowl

NEW AMERICAN UNIVERSITY

Stories about collaboration

- x

Appendix B Subject Metadata Dictionary

PEOPLE

Full name (as they were known) of person the story is about

- Coor, Lattie
- Creaseman, Jim
- Cronkite, Walter
- Crow, Michael
- Durham, G. Homer
- Eschbach, Darel
- Haden, Roland
- Gammage, Katherine
- Glick, Milt
- Kajikawa, Bill
- Kush, Frank
- Lewis, Bill
- Mayer, Jim
- Michaels, Al
- Schwada, John W.
- Thompson, Lee

RESEARCH

Stories about research and emphasizing research

- ADOT Transportation Research Center
- Research 1

SPORTS

Stories about athletic programs

- Baseball
- Football
- NCAA
- Softball
- Tennis

STUDENTS

Stories about students and student organizations

- Devil's Advocates
- Fraternities
- Student Government