

METADATA

Metacata is best described as a set of data that provides information about other data

DIFFERENT TYPES OF METADATA

Descriptive Metadata refers to descriptive information regarding resources. This type of information includes the title, author, keywords, and data. Descriptive metadata is the most commonly referenced form of metadata due to its high accessibility and visibility.

Structural Metadata: Structural metadata is best described as the provider of information regarding a certain object or resource. This refers to metadata that outlines the structure, type and relationship of the data.

Administrative Metadata: Administrative metadata provides users with information regarding the types of rules, regulations and instructions that are given to a specific file. This form of data is beneficial for administrators to allow limited file access based on user qualifications.

WHY YOU NEED METADATA

Metadata is beneficial as it allows for the collection and use of data to be more at ease. Metadata is responsible for ensuring that one is able to retrieve, use, conserve and reuse data in the future. In addition, metadata is an essential means of organization for numerous resources. To break it down further, metadata provides an easier method of finding relevant data through searches on the web using text. As for the usage, researchers require an understanding of the way data is structured, the terms of use as well as how it is collected and read. Lastly, to reuse researchers typically prefer to use data from previous projects for their own. It is often at a higher level of trust once it has been previously found and used.

METADATA STORAGE

There are several methods to storing metadata. Metadata can be stored within the content itself through the headings, properties of the files, as well as in the XMP packets, as well as in a DAM or CMS system or an external database for metadata.

That being said, along with the storage are issues that may arise. These issues include the loss of metadata within the applications, metadata separation through content transfers, metadata applied to multiple files within a workflow, as well as the inconsistency of the in-file metadata not being possible due to modified copies within the workflow. Lastly and most importantly, the metadata must be kept maintained.

THE METADATA STRATEGY

The process of building a metadata strategy is composed of six crucial steps.

- 1 Building the Right Team** - requires an executive sponsor, a business analyst, metadata specialist, representatives
- 2 Making the Business Case** - catalogs, call center, regulatory compliance, productivity, rights enforcements with ROI in mind
- 3 Gathering Requirements** - interview stakeholders to determine goals and expectations, conduct industry analysis, gain experience from expertise, audit content created
- 4 Metadata Specifications** - Determine the overall purpose of the content creation in relation to the business and regulations
- 5 Workflow** - Through a series of questions examine the result of tagging existing within the metadata, provide checks
- 6 Quality Assurance & UA Testing** - For a successful metadata strategy, one must conduct testing and Q/A, typically done in early stages of assets