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Report of the ALCTS Cataloging and Metadata Management Section Cataloging and Classification Research Interest Group Meeting, American Library Association Annual Meeting, New Orleans, June 2011

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The ALCTS Cataloging and Metadata Management Section Cataloging and Classification Research Interest Group (CCRIG) met at the 2011 American Library Association Annual Meeting in New Orleans for an e-forum summary, a research presentation, and a research blitz involving seven speakers.

Susan Massey, incoming CCRIG Chair and Head of Discovery Enhancement at the University of North Florida library, opened the meeting with a brief summary of the ALCTS e-forum *Beyond 2010 the Year of Cataloging Research*, which she co-hosted in March 2011 with outgoing CCRIG Chair Sherab Chen, Associate Professor and Coordinator for Non-Roman Cataloging at the Ohio State University Libraries. The e-forum addressed how catalogers disseminate research and stay informed about current trends and best practices in their field. Participants noted an increased use of blogs, Twitter, wikis, and webinars in preference to traditional library literature, which may not be as quickly and easily accessed or cater to the wider audiences involved in metadata research. Google-crawled and open access institutional repositories were preferred to subscription journals as a method of article dissemination. When asked about potential research agendas, participants requested practical studies that support best practices, such as: which record elements are most useful to searchers; whether user tagging can supplement or replace controlled vocabularies; data that helps libraries advocate for the value of cataloging; the use of embedded metadata for e-books; and how staff attrition impacts access to cataloging expertise.

Xiaoli Li, Head of Cataloging and Metadata Services at Shields Library, University of California, Davis, presented her research on *Cataloging Electronic Theses and Dissertations: Is Author-contributed Metadata Useful?* In the fall 2010, UC Davis transitioned to mandatory electronic theses and dissertations (ETDs) and accepted student submissions via the UMI ETD Administrator, which uses a Web-based form template to gather author-supplied metadata. Li reviewed a random sample to determine the quality and suitability of the metadata for use in creating minimal level OCLC records. The only field that did not require cataloger edits was the date field. The author heading, title, and thesis note needed modification for standardization and usability. She found that many author-supplied keywords were non-unique and repeated terms found in the title, abstract, or subject headings. In addition, although some subject categories selected by authors from a pull-down list in the submission form were

unique, many matched the thesis discipline provided in a local genre heading. Li concluded that author-supplied metadata is useful in MARC record creation but editorial intervention by catalogers is needed.

For the remainder of the meeting, Dr. Jane Greenberg, Professor and Director of the Metadata Research Center, School of Information and Library Science, University of North Carolina, Chapel Hill, introduced the concept of research blitzing with a brief presentation entitled *Let's Blitz: Engage, Evangelize, and Eventuate Sharing Cataloging Research and Development*. In response to ALA's designation of 2010 as the Year of Cataloging Research, UNC hosted three forums as a way to share information about cataloging and metadata, support best practices, raise the profile of the profession, and motivate librarians. Two forums included a blitz, where several speakers gave short presentations of findings from cataloging and metadata research. To model a blitz for the CCRIG meeting, six speakers presented briefly as follows:

1. Shay Beezley, MSLS Candidate at UNC School of Information and Library Science, presented *Evaluating BISAC-based Headings: What do Users and Librarians Think?* She studied public libraries that arranged materials by topics like a bookstore instead of using Dewey Decimal Classification, and asked participants which topical headings they preferred. Responses indicated a preference for specific terms with no abbreviations.
2. Renée McBride, Head of the Special Formats and Metadata Section in the Resource Description and Management Department, UNC-CH, described the *CONTENTdm Authority Control Project: UNC-Chapel Hill University Libraries*. The project originated with the realization that each UNC digital collection in CONTENTdm maintained its own controlled vocabularies (CVs), often resulting in different forms of identical names and subject headings in different collections. The individual CVs were combined into large, shared CVs, allowing authority work done in one collection to be shared by all collections, and correct headings were established using the library catalog and Library of Congress Authority Files. Metadata is corrected by CONTENTdm catalogers, who receive training and regular communication through a wiki and workshops.
3. Lauren Kage, MSLS Candidate at UNC School of Information and Library Science, discussed *Faceted Application of Subject Terminology: An Evaluation by Aspiring Library Professionals*. Faceted Application of Subject Terminology (FAST) is a new subject vocabulary resulting from collaboration between the Library of Congress and OCLC. She recruited participants to use and evaluate the FAST Authority File for ease of subject assignment and other objectives of FAST development. Results indicated FAST achieved structural simplicity and its goals were over 60% accomplished.
4. Jessica Mlotkowski, another SILS master's student at UNC, presented *Race as Access: Designation of Race through User-Assigned Tags for Digitized Archival Images*. In response to the recent deletion of groups of people from the Library of

Congress Thesaurus of Graphic Materials, she designed a study to determine whether humanities scholars and information professionals still consider race an important access point for retrieval. Participants were asked to describe in their own words six photographs and assign five subject tags to each. Race was used less as a descriptor in free-text responses, but librarians and archivists consistently assigned race-related terms to images in tags to organize access.

5. Lee Richardson, Cataloging and Metadata Coordinator of the Health Sciences Libraries, UNC-CH, gave an overview of *NC Health Info Cataloging*. NC Health Info is a locally created Web-based consumer information tool that enables cataloging of resources via a form template without AACR2, MARC, MeSH, or LCSH standardization. She demonstrated the data input forms which contain information on how to formulate headings and provide lists for topic selection, as well as comment fields for cataloger communication.
6. Joyce Chapman, Libraries Fellow at North Carolina State University, discussed *Evaluating the Effectiveness of Manual Metadata Enhancements*. She completed a research study that analyzed the differences in usage rates for digital images that have received cataloger assigned metadata enhancements versus images with only collection level metadata. Google Analytics data were used to compare the performance of A/B test groups after 5.5 months. Images with enhanced metadata were used four times more frequently, with person names accounting for 28% of the search strings that led to unique page views. A full report of the test is available at <http://go.ncsu.edu/llzhzy>.