

# Using Metadata to Repurpose Documents

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# Introduction

- n My role at RLIS
- n Role of RLIS in Ford
- n Disclaimer



# What I'll be Talking About

- n Why we used metadata
- n How we created our metadata set
- n Why we did it the way we did
- n What I wish we'd done



# What is Metadata?

- n Something most users can understand.
- n Think library catalog card



# Why Metadata & HTML?

- n Trade-off
- n Removes reliance on databases persisting over time
- n No upgrade paths into the future
- n Greater long-term flexibility



# Why Metadata is Better than Searching

- n Our staff oversees it
- n Controlled vocabularies
- n Elimination of false hits



# How We Developed Our Metadata Set

- n Background -- IM at Ford
- n Our metadata set
- n Challenges
  - Synthesizing competing requirements
  - Building thesauri
  - Quality control



# Standards We Examined

- n OCLC's "Dublin Core" [DC]  
<http://purl.org/dc/>
- n Digital Object Identifier [DOI]  
<http://www.doi.org/>
- n Extensible Markup Language [XML]  
<http://www.w3.org/TR/REC-xml>





# How We Use Metadata

- n Building tables of contents
- n Make the Intranet search engine happy
- n Generate e-mail alert services
- n Upload data into OPAC
- n Satisfy records management rules
- n Facilitate “record sweeps”



# Where Do We Go from Here?

- n Unifying all the various metadata elements into one overarching system
- n Taking more advantage of the wealth of information we have at our fingertips



# Where Do We Go from Here?

- n More repurposing, reusing, broadcasting, arranging
- n More personalized data services
- n Using intelligent technologies to automate “cataloging” of documents --



# Summary

- n Metadata is powerful tool
  - Accuracy (compared to search engine)
  - Simple -- is part of document,
- n Allows multiple uses of data
- n Is driver for our personalizable Web site & information products



# Thank You

Slides and Lecture Outline Available

[www-personal.si.umich.edu/~varnum/intranets99/](http://www-personal.si.umich.edu/~varnum/intranets99/)

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