Metadata
16 October 2014

Metadata Assignment #1

While searching through the UCLA Film and TV Archive there are a few key

issues within the search engine that prevented finding exact matched in results. Searching

within the site was very easy because it only required a keyword search. The results listed

were then split into 'content' and 'user' tabs. Depending upon the key words searched,

the results within the content section where reduced to a title of an article within the

system's file, the first two/three sentences of what the article entailed that contained the

keywords listed, the name of the user who wrote/ uploaded the article, the date and time it

was uploaded, as well as the number of comments it received once posted.

Within the content search the presentation was very haphazard. There was

seemingly no chronological or alphabetical organization by title of the article, or by user

name. The keywords used in four different searches were 'Judy Garland,' 'The Wizard of

Oz,' 'United Artists,' and 'PBS.' Each search brought me to all the material within the

metadata of the archive that used each of those keywords. Though I was disappointed

with the lack of content, especially under 'Judy Garland' I was directed to every resource

that was uploaded to the archive that had her name either written into an authored piece,

or where she was listed as apart of the cast.

The search that was the most difficult was 'United Artists' for which was typed in

with both capitol letters. United Artists is a production company that still exists and

makes movies today. Upon searching the site there were more than six pages worth of

results but hardly any of which were related to the production company. The UCLA

search system coded every word that used united *and* artists, especially when it was used

in the context of the United States of America. Because there were no other key points to

enter, not even a year or category, the search system was very easy to use, but very

difficult to work within to find an exact match.

The site itself gave very little information about how to search for anything within

the archive. Again, the search was simple with only keywords that could be used, but if

the words were anything but a name or movie title then the search became very difficult

because there was no way to exclude unimportant items from the results. Because of such

a simple search it made it difficult to browse through results if there were many matches

because of phrases like 'United Artists.' Though if a specific film was searched the

results were very limited and clear, normally taking up no more than 2-4 matches. This

made searching easy, though the site never gives any indication how it makes it's search

engine the best guess would be a very elementary version of MODS, as there is a very

base point to search within, and when the results are films the metadata attached is very

specific. The metadata for each individual search that comes up is very useful, but only

once the link is clicked. The first step in using the search was too basic to be of any real

help, and I could not find exact matches to what I was looking for.

In comparison to the UCLA search, the Academy of Motion Pictures Film

Archives was much more sophisticated. When keywords are entered into the search bar

there are choices for advanced search tools. Again the searches contained 'Judy Garland,'

'The Wizard of Oz,' 'United Artists,' and 'PBS.' Within the simple search there is the

option to view all results which include; news, awards, events, as well as photos & video.

If what is being searched cannot be found there then the option to look at the Academy

Awards Database is available as well as the Margaret Herrick Library Database. Within

Sarah Bellet
Metadata
16 October 2014

the simple search the results were categorized in ascending order chronologically with the

title of the article they linked to, the date they were posted, the first sentences that

included the keyword in the article, as well as the category the article related to (i.e.

museum, awards, or education) that were split into their own subgroups depending on the

category.

It was very easy to search within the parameters of the academy's site. There was

a much more advanced system set up to search, and when the more advanced methods

needed to be used there were excellent specifications about what information to include

in the search. The interface was very easy to use and cleanly laid out. For the advanced

searches in the Academy Awards Database especially - as it segregated information into

Oscar wins and nominations by category of award and a range of years to search within.

For the advanced searches used there was no clear indication but it functioned like

MODS because of the medium of material it was searching within. Within the search

elements there were very limited results depending on what was searched, but as with the

UCLA archive when 'United Artists' was searched the same problem occurred with only

matching separate words and not the exact phrase. This was the only search that was

problematic as the others gave me matches to what I was looking for.

To compare the two seems unfair as The Academy has access to a much larger

wealth of information and content than UCLA but the search results for both are

incomparable. The Academy was much more user friendly and allowed for a greater

range to make searching for results as specific as possible. UCLA's archive was very

disorganized in comparison and did not leave me with the satisfaction that I had garnered

all of the information that I could have been given.