TOWARDS BETTER DISCOVERY OF VIDEO MATERIALS:

TCNJ's Continuing Efforts

Cathy Weng   Yuji Tosaka

ALCTS Catalog Management Interest Group

ALA Midwinter Meeting

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Presenters

2

Cathy Weng
Head of Cataloging
The College of New Jersey

Yuji Tosaka
Cataloging/Metadata Librarian
The College of New Jersey

Outline

3

- ☐ Challenges of library video collections in general
- ☐ Video cataloging at TCNJ
- ☐ Changes implemented to enhance access to videos
  - ☐ New preliminary cataloging procedures
  - ☐ Revised copy cataloging procedures
  - ☐ Added genre headings comprehensively and retrospectively
  - ☐ Added local genre headings for foreign language films

The College of New Jersey

4

- ☐ *The College (TCNJ)*
  - ☐ State college, located in Ewing, NJ
  - ☐ Primarily undergraduate institution
  - ☐ Approximately 6,000 FTE
- ☐ *The Library*
  - ☐ Over 600,000 volumes in general collection
  - ☐ Video holdings: 12,500 unique titles (15,000 videos)
  - ☐ Videos arranged by accession number in closed stacks
  - ☐ Video cataloging staff: ½ FTE with help from cataloging/metadata librarian

  *Images taken from TCNJ website, May 3, 2011.

Challenges of Video Collections

5

- ☐ Substantial uncataloged video materials not accessible via online catalog
  - ◘ "56% of all libraries report having backlogs that are increasing in size, with videos and DVDs being the most problematic …" *
- ☐ OPACs have not done a good job of providing browsing access to video materials. **

*Fischer, Ruth, and Lugg, Rick, 2009. Study of the North American MARC Records Marketplace. *An R2 Report.* (Accessed 1/14/12)
**McGrath, Kelley, 2006. "Media Finders: Improving the browsability of media collections via the OPAC," *Internet Reference Services Quarterly, v.11(2),* p. 21.

Video Cataloging at TCNJ

6

- ☐ Before 2004, preliminary cataloging records were manually created for all newly arrived videos
- ☐ Before 2009, all videos needed to be viewed for cataloging
- ☐ As of July 2004, over 2,200 videos were in the backlogs (over 3 years of acquisitions)

New Preliminary Cataloging Procedures

1

Preliminary Cataloging (Pre-cat) Workflow

8

- Legacy practice
  - Manually created preliminary cataloging records
  - Information mostly taken from container including title, play time, summary, etc.
  - Entered by student workers
  - Fulfilled circulation needs
- Drawback
  - Time consuming
  - Typos easily made
  - Limited information for discovery

Sample Preliminary Cataloging Record - Before

9

	Tag	I1	I2	Subfield Data
➔	035			‡a (OCoLC)ocm
	245	0	0	‡a Children of Fire ‡h [videorecording]
	300			‡a 1 videocassette (50 min.) : ‡b sd., col. ; ‡c 1/2 in.
	538			‡a VHS format.
	520			‡a When filmmaker Mai Masri returned to her hometown of Nablus after a fourteen year absence, she discovered a new genration of Palestinians fighting for their freedom: The children of the Infifada. The children shout and throw stones at the Israeli solldiers, play war games together and create childish paintints that are filled with violent images that surround them, images of their young friends and relatives who have lost their lives in the fight for their homeland.
	500			‡a Preliminary level cataloging.

Tag	I1	I2	Subfield Data
852	5		‡b mediavhs ‡z Shelved alphabetically by title.

New Procedures Implemented

10

- ☐ Use OCLC records instead
  - ◘ Trained Media Services staff to search and identify best records on OCLC
  - ◘ Established routine workflow for exporting/importing records
  - ◘ OCLC records also imported to retrospectively replace existing manual pre-cat records
  - ◘ Pre-Cat records later fully examined and cataloged by the professional video cataloger

Sample Preliminary Cataloging Record -- After

035			‡a (OCoLC)ocm55508958
040			‡a NJR ‡c NJR ‡d OCLCQ
043			‡a n-us—
049			‡a NJTM
245	0	4	‡a The fragile promise of choice ‡h [videorecording] : ‡b abortion in the United States today / ‡c a videotape by Dorothy Fadiman, Daniel Meyers and Beth Seltzer in association with KTEH-TV, San Jose ; producer, Beth Seltzer ; director, Dorothy Fadiman.
246	3	0	‡a Abortion in the United States today
246	3		‡a Abortion in the U.S. today
260			‡a San Francisco, CA : ‡b Women Make Movies [distributor], ‡c c1996.
300			‡a 1 videocassette (57 min.) : ‡b sd., col. with b&w ; ‡c 1/2 in.
511	0		‡a Narrator, Dorothy Fadiman.
520			‡a Vignettes from around the United States, news footage and interviews combine to show how restrictive legislation, funding cutbacks, violence against clinics, and the political successes of the Pro-life movement is affecting abortion's availability and how activists and clinicians are working to preserve access to abortion.
538			‡a VHS.
650		0	‡a Abortion ‡z United States.
650		0	‡a Abortion ‡x Law and legislation ‡z United States.
650		0	‡a Abortion ‡x Finance ‡x Law and legislation ‡z United States.
650		0	‡a Abortion ‡x Government policy ‡z United States.
650		0	‡a Abortion services ‡x Employees ‡x Crimes against ‡z United States.
650		0	‡a Pro-choice movement ‡z United States.
650		0	‡a Pro-life movement ‡z United States.
700	1		‡a Fadiman, Dorothy. ‡4 drt ‡4 nrt
700	1		‡a Seltzer, Beth.
700	1		‡a Meyers, Daniel.
710	2		‡a KTEH-TV (Television station : San Jose, Calif.)
710	2		‡a Women Make Movies (Firm)
948			‡d 20051003 ‡c BL ‡t precat ‡l m ‡f vhs ‡v 1

New Workflow Benefits

12

- ☐ Time efficient
  - ◘ No manual typing, less errors
- ☐ Videos more discoverable
  - ◘ Enriched descriptive information
  - ◘ More access points (casts, production team, etc.)
  - ◘ Subjects and genre are also available
- ☐ Fulfill circulation purposes

2 Revising Copy Cataloging Procedures

Previous Cataloging Practice

14

- **Viewed every single video and checked the chief source and credits**
- Checked description, performed authority work, and added genre terms and MARC relator codes in 700 fields
- Mostly copy cataloging

Assessing the practice

15

- ☐ Impractical, time-consuming
- ☐ Backlogs accumulated quickly
- ☐ Full level OCLC copy basically trustworthy
- ☐ Created duplication of effort
- ☐ Against shared cataloging principles

Question:

   Viewing videos for full level copy necessary?

Simplifying Video Copy Cataloging

16

1) Implemented in late 2008
2) Container cataloging for full level copy records
3) Accept descriptions except for obvious typos
4) Continue to perform authority work
5) View videos only when needed

New Cataloging Practice – Outcomes

17

- □ Cataloging productivity nearly doubled
- □ Cataloging backlogs reduced from 2,000 to 500 videos within a year, completely eliminated within another half year
- □ Pre-cat practice discountinued

3

Video Genre/Form Heading Project

Needs for User Access by Genre

19

- □ Users want to find videos by category (e.g., comedy films, war films)
- □ Public browsing not possible with current arrangement (closed stacks, arranged by accession number)

Previous Practice -- Genre/Form Terms

20

- □ LC genre terms added to new records since 2007
- □ Split files in catalog – partial access and retrieval

Needed to have video categories comprehensively represented in the catalog

Project Procedures

- □ A list of all video records with existing 650 fields generated (11,635 records)
- □ Examined and evaluated genre headings used in 650 field
- □ Established workflows for three categories
  - ◻ Records with LC genre terms in 650 fields
  - ◻ Records with migfg headings in 655 fields
  - ◻ Records with no genre terms found
- □ Prepared two lists of genre terms for conversion

Clean-up Workflows

1) Records with LC genre terms in 650 fields
   - ◻ Re-tag to 655 fields
     - ▪ 650 _0 Comedy films. → 655 _0 Comedy films.
2) Records with Moving Image Genre-Form Guide headings in 655 fields
   - ◻ Convert to LCGFT equivalents
     - ▪ 655 _7 Comedy. $2 migfg → 655 _0 Comedy films.
       Or 655 _0 Television comedies.
3) Records with no genre terms found
   - ◻ Find genre information from IMDb (Internet Movie Database) and assign appropriate LC genre terms

Project Team

23

- □ Two copy catalogers
  - ◘ Each assigned 3,500 older video records
  - ◘ Worked on fiction films and television programs
- □ AV Cataloger and Cataloging/Metadata Librarian
  - ◘ Worked on non-fiction videos
  - ◘ Performed initial review of enhanced records by copy catalogers
  - ◘ Monitored project progress
- □ Timeline: December 2009 – August 2010

Fiction films	Fiction television programs
Action and adventure films	Action and adventure television programs
Animated films	Animated television programs
Ballet films	Ballet television programs
Biographical films	Biographical television programs
College life films	College life television programs
Comedy films	*Comedy television programs
	→ USE : Television comedies
Crime films	Crime television programs
Detective and mystery films	Detective and mystery television programs
Erotic films	Erotic television programs
Ethnic films	Ethnic television programs
Experimental films	
Fantasy films	Fantasy television programs
Gangster films	Gangster television programs
Ghost films	Ghost television programs
Feature films	
Fiction films	
Film adaptations	
Foreign films	
Historical films	Historical television programs
Horror films	Horror television programs

655 _7 ‡2 migfg	Converts to: 655_0 (Films)	(Television programs)
Actuality	Actualities (Motion pictures)	
Adaptation	Film adaptations	Television adaptations
Adventure	Action and adventure films	Action and adventure television programs
Animal	Animal films	Animal television programs
Biographical	Biographical films	Biographical television programs
Children's	Children's films	Children's television programs
Comedy	Comedy films	Television comedies
Crime	Crime films	Television crime shows
Dance	Dance films	Dance television programs
Dark comedy	Dark comedy films	Dark comedy television programs
Disaster	Disaster films	Disaster television programs
Documentary	Documentary films	Documentary television programs
Educational	Educational films	Educational television programs
Erotic	Erotic films	Erotic television programs
Espionage	Spy films	Spy television programs
Ethnographic	Ethnographic films	Ethnographic television programs
Experimental	Experimental films	
Fantasy	Fantasy films	Fantasy television programs
Film noir	Film noir	
Gangster	Gangster films	Gangster television programs
Historical	Historical films	Historical television programs

25

IMDb

Find Movies, TV shows, Celebrities and more...   All   ▼   🔍   More

Movies ▾   TV ▾   News ▾   Videos ▾   Community ▾   IMDbPro ▾   A[

Star Wars (1977)   Top 500

[PG]   121 min   Action | Adventure | Fantasy   25 May 1977 (USA)

Your rating: ★★★★★★★★★★   -/10

8.8   Ratings: **8.8**/10 from 399,330 users   Metascore: 91/100
Reviews: 1,238 user | 192 critic | 13 from Metacritic.com

Luke Skywalker leaves his home planet, teams up with other rebels, and tries to save Princess Leia from the evil clutches of Darth Vader.

Director: George Lucas
Writer: George Lucas
Stars: Mark Hamill, Harrison Ford and Carrie Fisher

Watch Trailer   ... Loading   Check In

26

OPAC Display

Before

After

27

Title: Seven samurai [videorecording] / Toho Company presents a Janus Film
Publisher: [Irvington, N.Y.] : Criterion Collection, c1998.
Subject(s): Samurai --History --16th century --Drama.
Japan --History --Period of civil wars, 1480-1603 --Drama.
Other/Related Title(s): Shichinin no samurai
Title on disc surface and container: Akira Kurosawa's seven samurai

Location (Guide): Media Services - DVD
Call Number: DVD 201 → Text me this call number
Status: Not Checked Out

Seven samurai

Title: Seven samurai [videorecording] / Toho Company presents
Hashimoto, Hideo Oguni ; directed by Akira Kurosawa.
Publisher: [Irvington, N.Y.] : Criterion Collection, c1998.
Description: 1 videodisc (207 min.) : sd., b&w ; 4 3/4 in.
Topic/Subjects: Samurai--History--16th century--Drama.
Japan--History--Period of civil wars, 1480-1603--Drama.
Holdings Information
Location: Media Services - DVD
Find it in the Library.
Call Number: DVD 201 Text me this call number
Status: Not Checked Out

Genre: Samurai films.
Action and adventure films.
Feature films.
Japanese films.

Subject: love the genre headings :-))

28

Today I was looking for a DVD or two to check out. I started with a simple keyword search on "noir" which has always been hit-or-miss in the past.

But then I saw the "Film noir" genre heading and was delighted to see that we have 60 videos under this heading. Very cool!!

One of the films that comes up under this genre heading is "Sunset Blvd."
This was released in 1950, and we have a 2002 Special Collector's Edition DVD.
"Sunset Blvd" is certainly a classic film noir. However, **a keyword search on film noir would not have brought it up without the addition of the genre heading.**

I guess this is how discovery tools are supposed to work. I think I get it now!

Keep up the good work folks.

A message from TCNJ Social Sciences Librarian

4 Enhancing Access to Foreign Language Videos

Using Foreign Language Films

30

- Educational purpose
  - Modern Languages Dept.
  - Other departments (Cinematography classes, etc.)
- Leisure purpose
  - Native speaker

Finding Foreign Films – General Practice

31

- □ Using OPAC Advanced Search interface
  - ◘ Multiple steps needed to limit searches
  - ◘ Complicated, not intuitive
  - ◘ Seldom used
- □ Separate interface for video access
  - ◘ Not integrated into catalog, separate database might not be in sync with catalog and needs update
- □ Separate lists of foreign language films
  - ◘ Not integrated into OPAC, need regular updates

Needs for Easy Access to Foreign Films

32

- □ "Users desired a way to retrieve foreign films as a distinct category" *
- □ "It's important to perform "natural language" searches for films in a particular language or from a particular country" *
- □ Locally, frequently requested by TCNJ users

*Ho, Jeannette, "Applying form/genre headings to foreign films: a summary of AUTOCAT and OLAC-List discussions," Cataloging & Classification Quarterly, 40(2):73-88

Implementing Local Practice

33

- □ To add local language genre terms to all records of non-English language videos
- □ Several options were assessed and decision made to add:

  655 _7 $a Spanish films. $2 local

- □ Performance-related videos (e.g., operas, concerts, ballet) were excluded
- □ Tentatively left out the "nationality" aspect
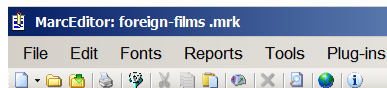
Project Procedures

34

- □ Extracted records of non-English videos from local Voyager system
- □ Separated into two categories
  - ◘ Performance videos
  - ◘ Non-English films (a total of 1,923 records)
- □ Batch added local 655s to appropriate and applicable records using MarcEdit
- □ Project period: Oct. 2011-Jan. 2012

Batch Changing Records Using MarcEdit

35

Before

36

MarcEditor: foreign-films .mrk

File   Edit   Fonts   Reports   Tools   Plug-ins

harvested by the peasants. Tired of relinquishing the
villagers decide to hire a band of samurai to protect
villagers and the bandits, much of the tale revolves
sexually and emotionally. Kikuchiyo's search for acc
everyone in Seven Samurai is searching: for advent
oppressors.
=500 \\$aSpecial features: original U.S. theatrical tr
Michael Jeck.
=650 \0$aSamurai$xHistory$y16th century$vDram
=651 \0$aJapan$xHistory$yPeriod of civil wars, 14:
=655 \7$aSamurai films.$2lcgft
=655 \7$aAction and adventure films.$2lcgft
=655 \7$aForeign films.$2lcgft
=655 \7$aFeature films.$2lcgft
=700 1\$aKurosawa, Akira,$d1910-1998.$4drt
=700 1\$aMotoki, Sojiro.
=700 1\$aHashimoto, Shinobu,$d1918-
=700 1\$aOguni, Hideo,$d1904-1996.

After

MarcEditor: foreign-films REV .mrk

File   Edit   Fonts   Reports   Tools   Plug-
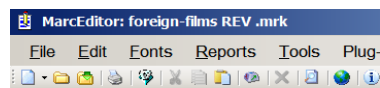
Japanese village that finds itself annually raided i
harvested by the peasants. Tired of relinquishing
villagers decide to hire a band of samurai to prot
villagers and the bandits, much of the tale revolv
sexually and emotionally. Kikuchiyo's search for
everyone in Seven Samurai is searching: for adv
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Michael Jeck.
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=651 \0$aJapan$xHistory$yPeriod of civil wars,
=655 \7$aSamurai films.$2lcgft
=655 \7$aAction and adventure films.$2lcgft
=655 \7$aFeature films.$2lcgft
=655 \7$aJapanese films.$2local
=700 1\$aKurosawa, Akira,$d1910-1998.$4drt
=700 1\$aMotoki, Sojiro.
=700 1\$aHashimoto, Shinobu,$d1918-
=700 1\$aOguni, Hideo,$d1904-1996.

OPAC Display

37

Seven samurai

Title:	Seven samurai [videorecording] / Toho Company presen Shinobu Hashimoto, Hideo Oguni ; directed by Akira Kur
Publisher:	[Irvington, N.Y.] : Criterion Collection, c1998.
Description:	1 videodisc (207 min.) : sd., b&w ; 4 3/4 in.
Topic/Subjects:	Samurai--History--16th century--Drama.
	Japan--History--Period of civil wars, 1480-1603--Drama.

Holdings Information

Location:	Media Services - DVD
	Find it in the Library.
Call Number:	DVD 201 Text me this call number
Status:	Not Checked Out

Genre:	Samurai films.
	Action and adventure films.
	Feature films.
	Japanese films.

Basic Search

| Basic | Advanced | Course Reserves | New Titles |

Search: "French films" **within**
- Keyword(s) Anywhere
- Title (begins with)
- Author (last, first)
- **Topic/Subject**
- Title (keyword or phrase)

Limit To:
- None
- General Collection
- Reference Collection
- Videos/DVDs
- Sound Recording

Records per page: 10 records per page

Titles

Database:My Library Catalog

671 results found

Topic/Subject("French films")

| Edit Search | Save Search | Save Search as Alert |

| Print | Export | E-mail | Add to List | → Select ☐ Page ☐

☐ 1 2 ou 3 choses que je sais d'elle [videorecording] = 2 or 3 th Films du Carrosse ; a New Yorker Film release ; writer/direc

1996
V4576
✔ available, Media Services - VHS

☐ 2 2 ou 3 choses que je sais d'elle [videorecording] / Rialto Pic Films/Les Films du Carosse/Parc Film ; director, script, Jea

2009
DVD 4324
✔ available, Media Services - DVD

Searching OPAC (1) – using subject keyword

38

Searching OPAC (2) – using subject phrase browse

39

A Message From a Public Services Librarian

40

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Cathy,

This is a big deal -- thanks very much for making this much-needed enhancement to the OPAC.

Terrence

----- Original Message -----
From: "Cathy Weng" <weng@tcnj.edu>
To: TCNJLIBSTAFF-L@tcnjlists.tcnj.edu
Sent: Tuesday, January 17, 2012 9:37:16 AM GMT -05:00 US/Canada Eastern
Subject: [tcnjlibstaff-l] Introducing accessing TCNJ foreign language films

Dear Colleagues,

The Cataloging Dept. is happy to announce a change implemented recently
to enhance our access to foreign language videos.

Specifically, library users can now retrieve foreign language films by
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What's Next

41

- □ Make the campus aware of the enhancements
- □ Monitor OPAC transaction logs to see if these new features are utilized
- □ Most importantly

Continue to monitor user needs and reassess and refine cataloging operations to better serve our users.

Thank You!

Cathy Weng   weng@tcnj.edu
Yuji Tosaka   tosaka@tcnj.edu

42