

Dangerous Liaisons

Collaborating with a Donor on Descriptive Metadata for a Digital Project at UNC Charlotte

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J. Murrey Atkins Library

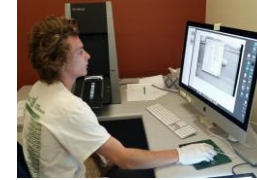
Cataloging & Classification Research
Interest Group

Project Participants

Rita Johnston
Digital Production Librarian



Many student
employees



Jacqui Celecia
Processing & Technical Assistant

Brad Spry
Software/Developer Architect



Joseph Nicholson
Metadata Librarian



The Unit



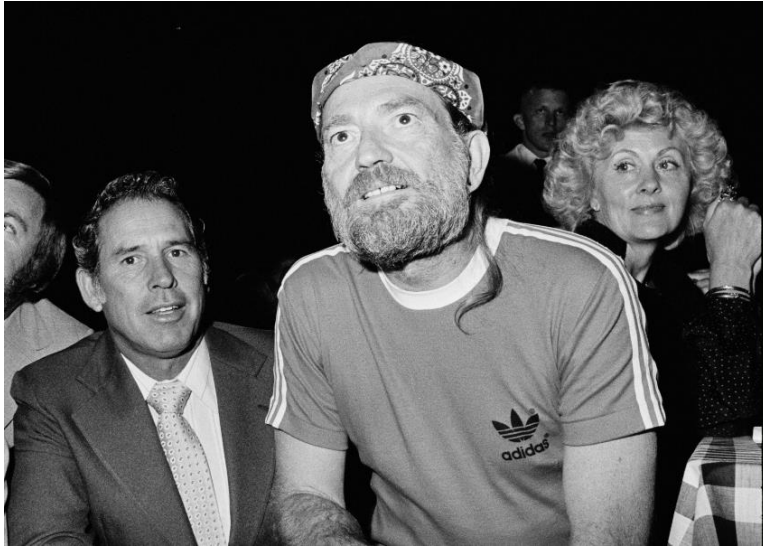
- Special Collections and University Archives
- 19 faculty/staff
- Recent mass digitization projects
- No previous donor projects
- New Islandora repository: MODS metadata schema



The Project

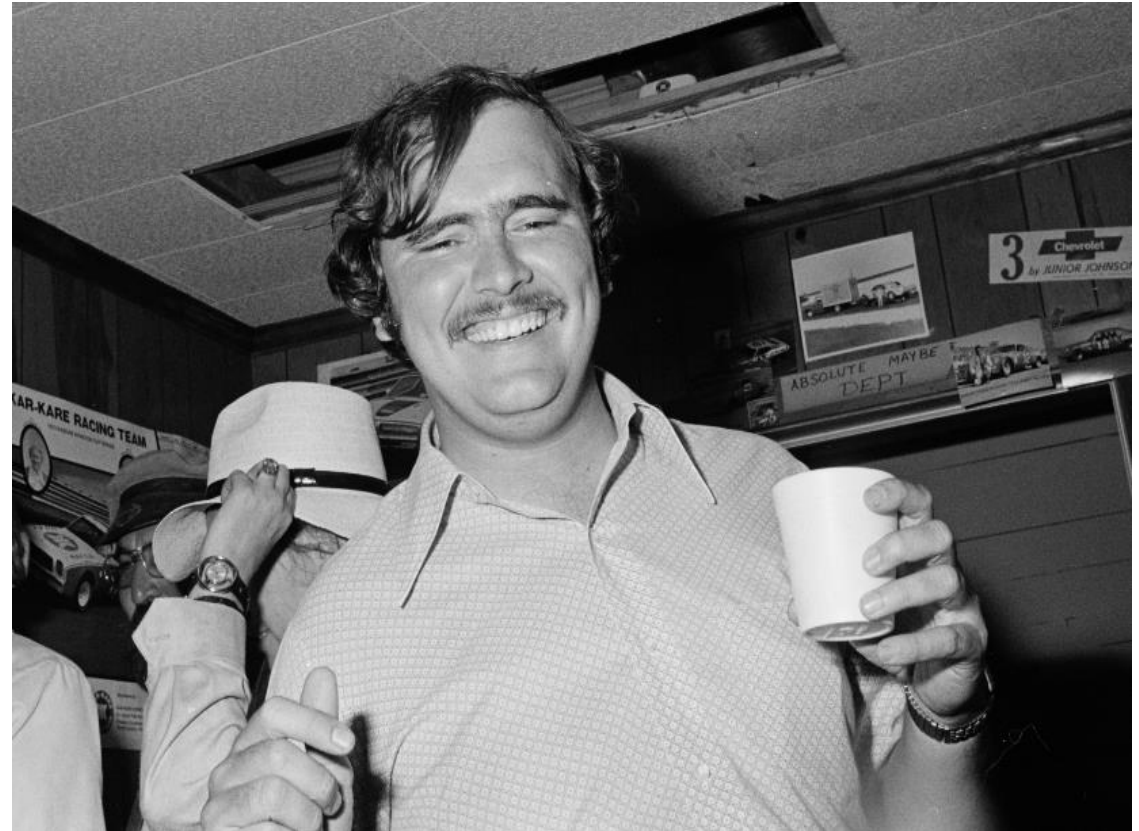
- **Bryant McMurray motorsports photographs collection**
- 400,000+ plus images in multiple formats
- Donor agreement includes condition of donor-supplied metadata
- **Item-level** image description

The Images



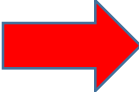
The Donor

- Photojournalist, entrepreneur, wheeler-dealer, raconteur
- Technical skills: some Excel experience
- Encyclopedic knowledge of motorsports industry
- Opinionated, assertive—not always a bad thing



The Metadata

Metadata Needs

- Lightweight records with some granularity
- Method of producing thousands of records through automated process if possible
- Metadata shortcuts
-  Method of combining donor metadata with metadata produced in-house



Top Level Elements:

titleInfo	note
name	subject
typeOfResource	classification
genre	relatedItem
originInfo	identifier
language	location
physicalDescription	accessCondition
abstract	part
tableOfContents	extension
targetAudience	recordInfo

Root Elements:

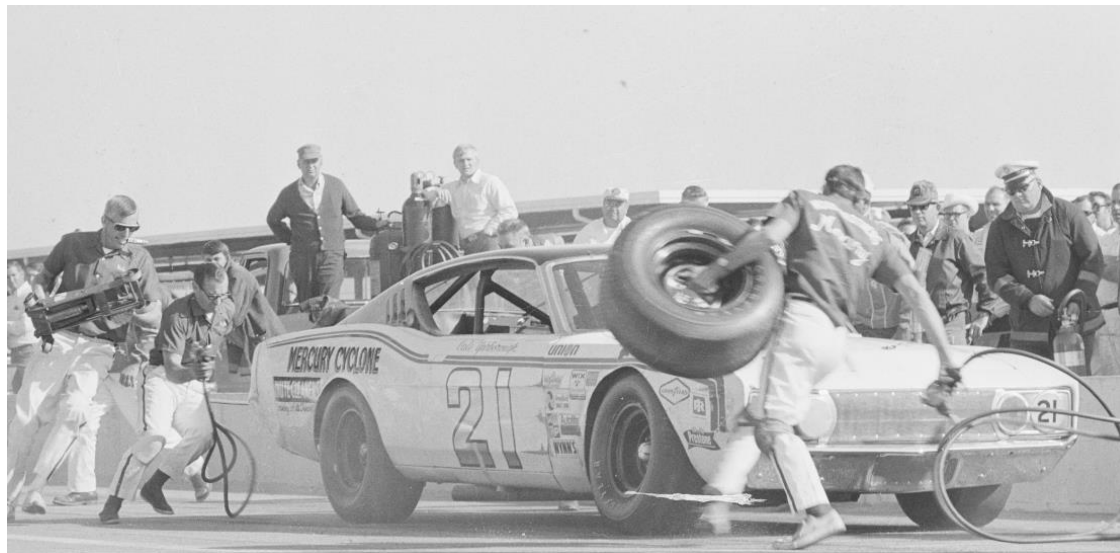
[mods](#)
[modsCollection](#)

```
<subject authority="naf">
  <name type="personal" authority="naf"
    valueURI="http://id.loc.gov/authorities/names/n99038171">
    <namePart>Waltrip, Darrell</namePart>
  </name>
</subject>
<subject authority="fast">
  <name type="corporate" displayLabel="Track Name" authority="fast"
    valueURI="http://id.worldcat.org/fast/1659429">
    <namePart>Bristol Motor Speedway (Bristol, Tenn.)</namePart>
  </name>
</subject>
<subject authority="fast">
  <name type="corporate" authority="fast" valueURI="http://id.worldcat.org/fast/514821">
    <namePart>NASCAR (Association)</namePart>
  </name>
</subject>
<subject authority="fast" valueURI="http://id.worldcat.org/fast/1133539">
  <topic>Stock car drivers</topic>
</subject>
```

Pilot Project

September 2014-August 2015

- Representative sample of images collected from donor
- Digitization equipment tested
- Training of donor in metadata creation
- Trial metadata workflows tested for small set of sub-collections



Initial Dilemmas and Decisions

Metadata collection mechanism



Adobe Photoshop
“Talking photos”

Excel spreadsheets

Metadata to collect



Identifications of people

Captions?

Makes and models of cars?

Subjects?

Treatment of names



Names of identified people in captions only?

Controlled access points = authority work

Metadata Tools

- ✓ Excel with Kutools Extension and extra coding
- ✓ Google Docs spreadsheets
- ✓ OpenRefine
- ✓ Oxygen
- ✓ Dropbox

Initial Project Workflows

1. Spreadsheet created with columns with metadata for MODS descriptive elements

L	M	N	O	Q
Subjects--Race	Subjects--Track Name	Subjects--Corporations	Subjects--Locations	Date Created
Indianapolis Speedway Race	Indianapolis Motor Speedway (Speedway, Ind United States Auto Club		Indiana--Speedway	1975-05

2. NACO-compliant name forms for drivers, etc. created in Google Docs spreadsheet

Name	Final Project Form	NAF Heading	NASCAR Encyclopedia Form
Andretti, John	Andretti, John, 1963-	N.A.	John Andretti (John Andrew Andretti)
Andretti, Mario	Andretti, Mario, 1940-	Andretti, Mario, 1940-	Mario Andretti (Mario Gabriel Andretti)
Angelelli, Max	Angelelli, Max, 1966-	N.A.	N.A.

3. Controlled vocabularies loaded into sheet #2 of spreadsheet, then clicked into place by donor and Atkins staff



1	Adcox, Grant, 1950-1989 \;	African American automobile racing drivers \ http://id.worldcat.org/fast/799036;
2	Alexander, Mike, 1957- \;	African American models \ http://id.worldcat.org/fast/799266;
3	Allen, Johnny, 1934- \;	Airplanes \ http://id.worldcat.org/fast/803053;
4	Allgaier, Justin, 1986- \;	Airships \ http://id.worldcat.org/fast/803860;
5	Allison, Bobby \ http://id.loc.gov/authorities/names/n85093949;	Antique and classic cars \ http://id.worldcat.org/fast/810695;
6	Allison, Donnie, 1939- \ http://id.loc.gov/authorities/names/no2006118593;	Appetizers \ http://id.worldcat.org/fast/811577;
7	Allison, Judy \;	Automobile racing \ http://id.worldcat.org/fast/823132;
8	Allison, Katherine, 1906-2008 \;	Awards \ http://id.worldcat.org/fast/824442;
9	Allison, Pop, 1905-1992 \;	Automobile mechanics \ http://id.worldcat.org/fast/823079;
10	Allmendinger, A. J. (Anthony James), 1981- \;	Automobile racing--Accidents \ http://id.worldcat.org/fast/823133;
11	Almirola, Eric, 1981- \;	Automobile racing--Employees \ http://id.worldcat.org/fast/1767421;
12	Altheide, George, 1933- \;	Automobile racing drivers \ http://id.worldcat.org/fast/823150;
13	Ambrose, Marcos, 1976- \;	Automobile racing drivers' spouses \ http://id.worldcat.org/fast/823155;
14	Amick, Bill, 1925-1995 \ http://id.loc.gov/authorities/names/n2005064960;	Automobile racing fans \ http://id.worldcat.org/fast/1743803;
15	Anderson, Wayne, 1968- \;	Automobile racing managers \ http://id.worldcat.org/fast/823157;
16	Andretti, John, 1963- \;	Automobiles, Convertible \ http://id.worldcat.org/fast/824020;
17	Andretti, Mario, 1940- \ http://id.loc.gov/authorities/names/n50021766;	Automobiles, Racing \ http://id.worldcat.org/fast/824092;
18	Angelelli, Max, 1966- \;	http://id.worldcat.org/fast/824104;

4. Excel coding permits more than one dropdown term per cell

```
Else
Application.EnableEvents = False
newVal = Target.Value
Application.Undo
oldVal = Target.Value
Target.Value = newVal
If Target.Column = 2 Or Target.Column = 6 Then
If oldVal = "" Then
'do nothing
Else
If newVal = "" Then
'do nothing
Else
Target.Value = oldVal _
& ";" & newVal
End If
End If
```


Initial Project Workflows

4. Images for sub-collection loaded into Excel spreadsheet with Kutools. Donor sent spreadsheet via Dropbox


1	Images	Subjects--Names	Other People Pictured	Photographer's Notes
2		Bettenhausen, Gary, 1941-2014		
3		Bettenhausen, Gary, 1941-2014 Bettenhausen, Tony, 1913-2000 Bettenhausen, Tony, Jr., 1951-2000 Biffle, Greg, 1969- Bigelow, Tom, 1939- Blair, Bill, 1911-1995 Bland, Jack (Stock car driver) Blaney, Dave, 1962-		

5. Donor clicks preloaded driver names into cells with dropdown menus

6. Donor enters any free-text notes in "Photographer's Notes" column

1	Images	Subjects--Names	Other People Pictured	Photographer's Notes
12				Bobby Allison pit stop.

7. Donor notes any names of people that donor can't find in dropdown menu in "Other People Pictured" column

1	Images	Subjects--Names	Other People Pictured	Photographer's Notes
50			Smokey Yunick	At left, Smokey Yunick.

Initial Project Workflows

Photographer's Note	Subjects--Names	Subjects--Topics	Photograph Location Note	Race Collection
		Pit crews \ http://id.worldcat.org/fast/1064874 ; Stock cars (Automobiles) \ http://id.worldcat.org/fast/1133545 ;	Though most of the images of the 1974 Daytona 500 race in this collection were taken at the Daytona International Speedway in Daytona Beach, Florida, some photographs may document related events at other locations.	1974 Daytona 500
		Pit crews \ http://id.worldcat.org/fast/1064874 ; Stock cars (Automobiles) \ http://id.worldcat.org/fast/1133545 ;	Though most of the images of the 1974 Daytona 500 race in this collection were taken at the Daytona International Speedway in Daytona Beach, Florida, some photographs may document related events at other locations.	1974 Daytona 500
Richard Petty (center) and others.	Petty, Richard, 1937- \ http://id.loc.gov/authorities/names/n50010456 ;	Stock car drivers \ http://id.worldcat.org/fast/1133539 ; Models (Persons) \ http://id.worldcat.org/fast/1024387 ;	Though most of the images of the 1974 Daytona 500 race in this collection were taken at the Daytona International Speedway in Daytona Beach, Florida, some photographs may document related events at other locations.	1974 Daytona 500
Richard Petty (center) and others.	Petty, Richard, 1937- \ http://id.loc.gov/authorities/names/n50010456 ;	Stock car drivers \ http://id.worldcat.org/fast/1133539 ; Models (Persons) \ http://id.worldcat.org/fast/1024387 ;	Though most of the images of the 1974 Daytona 500 race in this collection were taken at the Daytona International Speedway in Daytona Beach, Florida, some photographs may document related events at other locations.	1974 Daytona 500
Richard Petty (center) and others.	Petty, Richard, 1937- \ http://id.loc.gov/authorities/names/n50010456 ;	Stock car drivers \ http://id.worldcat.org/fast/1133539 ; Models (Persons) \ http://id.worldcat.org/fast/1024387 ;	Though most of the images of the 1974 Daytona 500 race in this collection were taken at the Daytona International Speedway in Daytona Beach, Florida, some photographs may document related events at other locations.	1974 Daytona 500

8. Donor returns spreadsheet via Dropbox
9. Spreadsheets imported into OpenRefine
10. MODS template record applied
11. XML file exported
12. XSLTs applied
13. Metadata and images ingested in repository

```
File Edit Format View Help
<?xml version="1.0" encoding="UTF-8"?>
<modsCollection xsi:schemaLocation="http://www.loc.gov/mods/v3 http://www.loc.gov/standards/mods/v3/mods-3-6.xsd" xmlns:xlink="
"
  <mods xmlns="http://www.loc.gov/mods/v3" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xsi:schemaLocation="http://www.l
  <titleInfo>
    <title>{{jsonize(cells["Title"].value)}}</title>
    <partNumber>{{jsonize(cells["Title Part"].value)}}</partNumber>
  </titleInfo>
  <name type="personal" authority="naf" valueURI="http://id.loc.gov/authorities/names/no2014131611">
    <namePart>McMurray, Bryant, 1947-</namePart>
    <role>
      <roleTerm type="text" authority="marcrelator" valueURI="http://id.loc.gov/vocabulary/relators/cre">creator</roleTerm>
    </role>
    <role>
      <roleTerm type="text" authority="marcrelator" valueURI="http://id.loc.gov/vocabulary/relators/pht">photographer</roleTerm>
    </role>
  </name>
  <originInfo>
    <place>
      <placeTerm type="text">Charlotte, North Carolina</placeTerm>
    </place>
    <publisher>J. Murrey Atkins Library Special Collections and University Archives, University of North Carolina at Charlotte</
    <dateCreated encoding="w3cdtf" keyDate="yes">{{jsonize(cells["Date Created"].value)}}</dateCreated>
    <dateCreated encoding="w3cdtf" keyDate="yes" qualifier="approximate">{{jsonize(cells["Approximate Date"].value)}}</dateCreat
    <dateCreated encoding="w3cdtf" keyDate="yes" qualifier="inferred">{{jsonize(cells["Inferred Date"].value)}}</dateCreated>
    <dateCaptured encoding="w3cdtf">{{jsonize(cells["Date Digitized"].value)}}</dateCaptured>
    <dateOther>{{jsonize(cells["Date Other"].value)}}</dateOther>
  </originInfo>
```

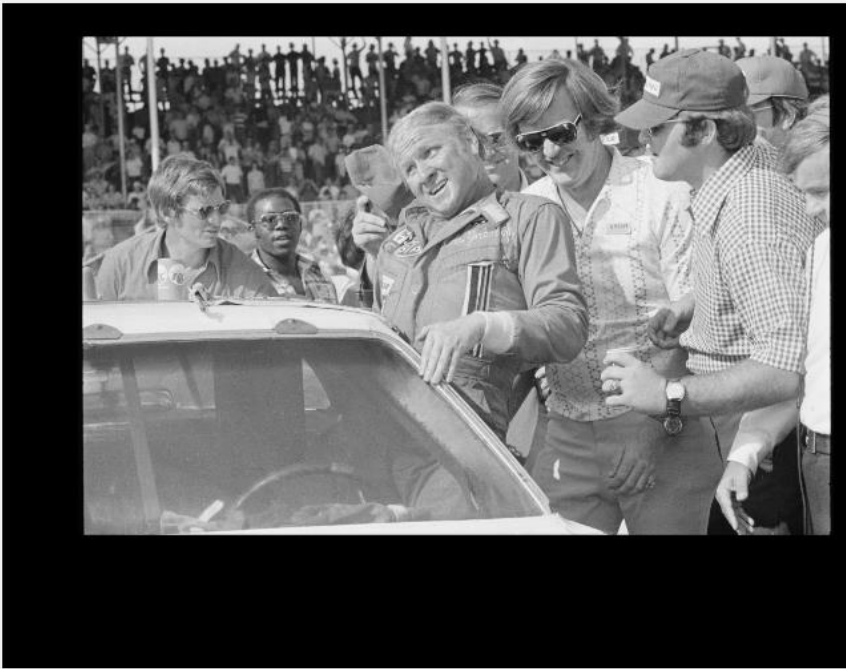
```
<physicalDescription>
  <extent>1 negative : black & white</extent>
  <internetMediaType>image/jpeg</internetMediaType>
  <digitalOrigin>reformatted digital</digitalOrigin>
  <reformattingQuality>access</reformattingQuality>
</physicalDescription>
<abstract>Richard Petty (left) and others.</abstract>
<language>
  <languageTerm type="code" authority="iso639-2b"
    valueURI="http://id.loc.gov/vocabulary/iso639-2/eng">eng</languageTerm>
</language>
<subject authority="naf">
  <name type="personal" authority="naf"
    valueURI="http://id.loc.gov/authorities/names/n50010456">
    <namePart>Petty, Richard, 1937-</namePart>
  </name>
</subject>
<subject authority="fast">
  <name type="conference" authority="fast"
    valueURI="http://id.worldcat.org/fast/1409353">
    <namePart>Daytona 500 (Automobile race)</namePart>
  </name>
</subject>
```

Preliminary donor metadata mainly in MODS <abstract> and <subject><name> elements

Pilot Project

Repository Ingest

1974 Southern 500 events image 102



Description

Cale Yarborough (exiting car), Bill Brodrick (behind him to the right, wearing sunglasses), and others.

In collections

- [1974 Southern 500](#)

Title	1974 Southern 500 events image 102
Photographer	McMurray, Bryant, 1947-
Place of Publication	Charlotte, North Carolina
Publisher	J. Murrey Atkins Library Special Collections and University Archives, University of North Carolina at Charlotte
Date Created	1974-09
Physical Description	1 photograph : negative, black & white
Image Caption	Cale Yarborough (exiting car), Bill Brodrick (behind him to the right, wearing sunglasses), and others.
Format	still image
People Identified	Yarborough, Cale Brodrick, Bill, 1938-
Event/Race/Series	Southern 500 (Automobile race) Winston Cup
Track/Racing Organization/Performer	Darlington Raceway NASCAR (Association)
Topics	Stock car drivers Stock cars (Automobiles) Public relations personnel
Track Location	South Carolina--Darlington
Digital Collection Title	Bryant McMurray motorsports photographs
Location of Original Image	J. Murrey Atkins Library Special Collections and University Archives, University of North Carolina at Charlotte
Rights	For rights relating to this resource, visit https://goldmine.uncc.edu/islandora/object/motorsports%3A3 .
Photograph Location Note	Though most of the images of the 1974 Southern 500 race in this collection were taken at the Darlington Raceway in Darlington, South Carolina, some photographs may document related events at other locations.
Language	eng
Digital Object Notes	35mm black & white negative digitized in 2016 as TIFF at 2800 ppi with Hasselblad Flextight X5 scanner; displayed as .jpg.
Internet Media Type	image/jpeg
Identifier	mcmubry-dar-070-04-05

Subjects--People

Pearson, David, 1934- (314)	+ -
Yarborough, Cale (150)	+ -
Allison, Bobby (144)	+ -
Mackie, Monta (119)	+ -
Petty, Richard, 1937- (108)	+ -
Allison, Donnie, 1939- (101)	+ -
Smith, Bruton, 1927- (94)	+ -
Mason, Kris (Model) (85)	+ -
Parsons, Benny (81)	+ -
Hendrick, Ray, 1929-1990 (80)	+ -

[Show more](#)

Subjects--Events

Winston Cup (4974)	+ -
National 500 (Automobile race) (2582)	+ -
World 600 (Automobile race) (1006)	+ -
Daytona 24 Hours (Automobile race) (941)	+ -
Rolex Sports Car Series (749)	+ -
Florida Dodge Dealers 250 (Truck race) (386)	+ -
NASCAR Craftsman Truck Series (386)	+ -
World Sportscar Championship (319)	+ -
August Jam (Festival) (274)	+ -
Daytona 500 (Automobile race) (269)	+ -

[Show more](#)

Initial Project Findings

- Donor had difficulty operating dropdowns
- Images in spreadsheets too small for identifications
- Donor unable to identify makes and models of cars
- Variable and unpredictable recall
- Donor free-text notes are more laconic than expected
- Donor provides annotations for about 30-40% of images in a sub-collection

Emerging Theme #1

Need for a better metadata tool—but what?





Project Changes

Lowered Expectations

- Ask only for identifications of people and free-text notes—no makes and models of cars, no subjects
- No dropdowns with names in spreadsheets
- Send donor file of large images with each event in Dropbox
- Project staff do more creating and correcting of metadata

Emerging Theme #2

Donor unhappy with rate of progress of project

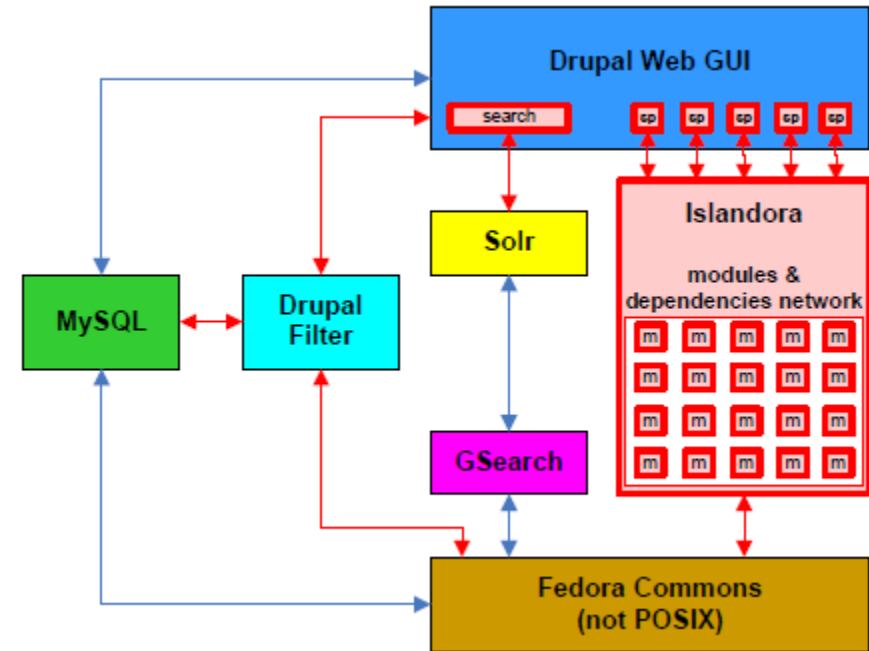
1	Images	Subjects--Names	Other People Pictured	Photographer's Notes
41		Baker, Buddy, 1941-; Bruner, Johnny, Sr.; Moore, B Buddy Baker, Johnny Bruner Sr.,Bud Moore		Left to right, Buddy Baker, Johnny Bruner, Sr., and
42		Baker, Buddy, 1941-; Bruner, Johnny, Sr.; Moore, B Buddy Baker, Johnny Bruner Sr.,Bud Moore		Left to right, Buddy Baker, Johnny Bruner, Sr., and



Metadata Tool Changes

Donor Metadata Tool Needs

- Simple interface with clearly readable graphics
- Ability to see large version of images and to zoom
- Donor metadata can be easily combined with project staff's metadata
- Review/preview step needed for project staff



Islandora repository a possible solution?

New Metadata Tool

McMurray Pro Annotate

Event: 1979 Volunteer 500 (Automobile race), Winston Cup



1 of 47 [next >](#)

Bryant McMurray
Motorsports Large Image

Islandora object PID

Name 1

Name 2

Name 3

Name 4

Name 5

Additional Information

- Created with Drupal form technology
- Donor accesses tool by logging in to repository
- Form has boxes for pieces of metadata he has agreed to create: identifications, free-text notes
- No more spreadsheets—at least for the donor!

New Donor Metadata Tool Metadata Workflows

McMurray Pro Annotate

Event: 1979 Volunteer 500 (Automobile race), Winston Cup



1 of 47 [next >](#)

Bryant McMurray
Motorsports Large Image

Islandora object PID
motorsports:14802

Name 1

Name 2

Name 3

Name 4

Name 5

Additional Information

[Submit Metadata](#)

1. Project staff create metadata for a sub-collection and ingest it in repository with images
2. Donor is notified that sub-collection is ready for his annotations
3. He logs in to the repository and is presented with the annotation form for each image for the sub-collection
4. Form notifies him if project staff have already identified people in an image

McMurray Pro Annotate

Event: 1979 Volunteer 500 (Automobile race), Winston Cup

People Already Identified: Ulrich, D. K. (Donald Keith), 1944-



New Donor Metadata Tool Metadata Workflows

5. Project staff open annotation processing tool with donor’s annotations after he completes sub-collection

6. They evaluate his annotations and perform any needed authority work for names



	A	B	C	D
1	Name	Final Project Form	NAF Heading	NASCAR Encyclopedia Form
497	McMurray, Geneva V.	McMurray, Geneva V.	N.A.	N.A.
498	McMurray, Jamie	McMurray, Jamie	McMurray, Jamie	Jamie McMurray
499	McMurray, Kerry	McMurray, Kerry	N.A.	N.A.
500	McMurray, Susan	McMurray, Susan	N.A.	N.A.
501	Means, Jimmy	Means, Jimmy, 1950-	N.A.	Jimmy Means (James Means)

New Donor Metadata Tool Metadata Workflows

[Home](#) » [Administration](#) » [Structure](#) » [Taxonomy](#) » [Motorsports Names](#)

Motorsports Names

LIST EDIT MANAGE FIELDS MANAGE DISPLAY

Name *

Means, Jimmy, 1950-

Description

Source

Format Font Size A A

Name Subjects

1 2 3 4 5

Type (Required If Recording Name)

No Name Subject

Name (Required)

Jimmy Means

Controlled Vocabulary Used (Optional)

No Name Subject Recorded

Assigned Linked ID By Controlled Vocabulary (Optional)

Add

Recommend [FAST terms](#) OR [Linked Authorities and Vocabularies from LC](#)

7. New project names are entered in Islandora taxonomy tool
8. Project staff ingest donor's annotations
9. Annotations are dumped into XML metadata form for the image

New Donor Metadata Tool Metadata Workflows

10. Donor's metadata is normalized

- Correct name term entered in form using autocomplete
- MODS element attributes entered with dropdowns

11. Metadata is ingested and combined with metadata already in repository

```
<language>
  <languageTerm type="code" authority="iso639-2b">eng</languageTerm>
</language>
<subject authority="local">
  <name type="personal" authority="local">
    <namePart>Means, Jimmy, 1950-</namePart>
  </name>
</subject>
```

Name Subjects

1 2 3 4 5

Type (Required If Recording Name)

No Name Subject

Name (Required)

Mea

Means, Jimmy, 1950-

Mears, Casey, 1978-

Assigned Linked ID By Controlled Vocabulary (Optional)

Add

Recommend [FAST terms](#) OR [Linked Authorities and Vocabularies from LC](#)

Name Subjects

1 2 3 4 5

Type (Required If Recording Name)

personal

Name (Required)

Means, Jimmy, 1950-

Controlled Vocabulary Used (Optional)

Local file or No Authority File Found

Assigned Linked ID By Controlled Vocabulary (Optional)

Add

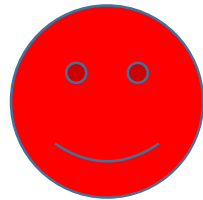
Recommend [FAST terms](#) OR [Linked Authorities and Vocabularies from LC](#)

New Donor Metadata Tool Effects on Project

Very Pleasant



- Donor creates metadata more swiftly
- Fuller, better metadata!
- Donor is more sanguine about project—for a while



Rather Sad

- More difficult to edit donor's metadata
- Quality control slower, more difficult
- Progress for project staff has decelerated
- Donor—as a consequence—less sanguine



Donor Metadata: Other Dilemmas



Ontario Motor Speedway



Pocono Raceway



Road Atlanta



Rockingham Speedway



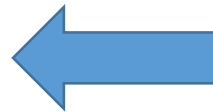
Talladega Superspeedway



Off the Track



Bryant McMurray Oral History Interviews



- Increasingly interventionist approach to metadata by project staff
- Narrowing of elements donor is supplying
- Donor's voice is muffled, lost?
- Oral histories a way of capturing more of donor's knowledge

Interviewee Biography

Bryant McMurray was a 69-year-old man at the time of the interview, which took place in his office in Fretwell Hall on the campus of the University of North Carolina at Charlotte. He was born in Rock Hill, South Carolina, in 1947. He was educated at the University of South Carolina and Appalachian State University, and was employed as a photojournalist, sports photographer, entrepreneur, and college teacher.

Abstract

Bryant McMurray describes his career as a photojournalist and sports photographer and his lifelong involvement with the motorsports industry. He recalls his upbringing in Rock Hill, South Carolina, and early interest in photography and stock car racing; his first assignments photographing news stories for South Carolina newspapers; and his fledgling efforts to establish a name for himself as a photographer of NASCAR and other racing events. Delineating the pioneering techniques he developed to market his photographs to news outlets, he tells of his rise from a struggling freelancer to a successful professional who served as the track photographer for the Charlotte Motor Speedway and photographed events as diverse as the 1974 Eastern Airlines crash in Charlotte and the visits to Charlotte of Presidents Gerald Ford and Ronald Reagan. McMurray also describes his overseas stint as general manager of the Thunderdome Speedway in Melbourne, Australia, and the new directions his career has recently taken into television production and teaching courses on NASCAR history at the University of North Carolina at Charlotte.

Project Results and Future Directions

- 10,500 records ingested in repository
- 8425 made live
- <http://goldmine.uncc.edu/islandora/object/motorsports%3A1>



- Focus on born-digital images
- New user interface for project in the works
- Aim: representative sample of all phases of donor's career
- Gradual winding down of project in 2019
- Metadata-gathering techniques applicable elsewhere

Recommendations and Caveats

- Donor metadata can take many shapes and forms
- Donor metadata is donor relations on a mega scale = mega **emotional labor**
- Put aside superciliousness and defensiveness about metadata rules, standards, workflows
- Metadata is *emotional*

Metadata - The Human Stain



Image Credits

All images except for slide 14 and 15 part of the **Bryant McMurray motorsports photographs and personal papers, Mss 470, J. Murrey Atkins Library Special Collections, University of North Carolina at Charlotte**. Copyright is retained by Bryant McMurray.

Slide 14

Huys, Frans. Spotprent op de luiheid. 1546-1562. Engraving. Wikimedia Commons.
[https://commons.wikimedia.org/wiki/File:Frans Huys 002.jpg](https://commons.wikimedia.org/wiki/File:Frans_Huys_002.jpg) (accessed June 15, 2018)

Slide 15

Islandora structure diagram. 2015. Digital Image.
<https://wiki.duraspace.org/display/ISLANDORA715/Option+1%3A+Installing+the+Minimum+Islandora+Stack> (accessed June 15, 2018)