Social Tagging and Access to Collections

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- Access to Collections
- Tagging
- Research Questions
- Steve Tagger
- Preliminary Results

Social Tagging and Access to Collections
access to collections
What we say doesn’t match what visitors see
only one shark – not the one I remember ...

http://www.steve.museum
Access to Collections

Works of Art
AMERICAN PAINTINGS AND SCULPTURE

Search
- Works of Art
- Collection Database
- American Paintings and Sculpture

Advanced Search

Description
"The Gulf Stream" was based upon studies made during Homer's two winter trips to the Bahamas in 1884-85 and 1888-89. First exhibited at the Pennsylvania Academy of the Fine Arts in Philadelphia in 1900, the picture was subsequently reworked and "improved" by the artist. Early photographs show changes to the sea and to the back of the ship, making the composition more dramatic and vivid. The painting was shown in this state at the Carnegie Institute in Pittsburgh in 1900-01, and then at M. Knoedler and Co. in New York, where the artist placed on the picture the record-asking price of $4,000. There were problems selling the work because of either its high price or its unpleasant subject matter. Homer may have reworked the painting again in the face of this criticism in order to add the rigger on the horizon that signals hope and rescue from the perils of the sea.

http://www.steve.museum
≠ shark
reference questions
From: J. P. xxxxxx@xxxxxx.com  
Date: Sat, 26 Aug 2006 11:24:43 -0700  
To: timeline@metmuseum.org  
Subject: Looking for a painting

Please help:

I have been looking on and off for years for this painting. The painting is of a very well dressed renaissance man standing in a room (a library) in front of him on a table is a large hour glass. The painting has very rich colors. I have talked to a lot of people and they have said they have seen this painting but can't remember its name or the name of the artist.

Could you please use your resources to find this painting?
Possibly the desired painting

http://www.steve.museum
What “J. P.” knows:

painting
Renaissance
standing
man
very well dressed
library
hourglass
table
rich colors

What J.P. knows ...
What a Met Curator knows ...

**Portrait of a Man**, ca. 1520–25
Moretto da Brescia (Alessandro Bonvicino)  
(Italian, Brescian, born about 1498, died 1554)  
Oil on canvas; 34 1/4 x 32 in. (87 x 81.3 cm)  
Rogers Fund, 1928 (28.79)

Provenance: Maffei, Brescia (by 1760, as "Ritratto d'uomo con carta in mano, ed Orologio, di Callisto da Lodi"); by descent to contessa Beatrice Erizzo Maffei Fenaroli Avogadro, Palazzo Fenaroli, Brescia (by 1853–at least 1857, as by Moretto); her daughter, contessa Maria Livia Fenaroli Avogadro, later marchesa Fassati, Brescia (in 1862); her son, marchese Ippolito Fassati, Milan (by 1878–at least 1912); [Elia Volpi, Florence, by 1915–16; sold to Knoedler]; [Knoedler, New York, 1916–28; sold to MMA]
**What “J. P.” knows:**

- Painting
- Renaissance
- Standing man
- Very well dressed
- Library
- Hourglass
- Table
- Rich colors

**What a Met curator knows:**

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http://www.steve.museum
Access to Collections

volunteer supplied tags might help

Renaissance

http://www.steve.museum
what is tagging?
What is Tagging?

Web sites tagged “museum” in del.icio.us

http://www.steve.museum
over 2,048,000 images tagged “museum” in flickr.com

http://www.steve.museum
“Museum” is one of the most popular tags in flickr

http://www.steve.museum
What is Tagging?

The ESP Game

Taboo Words

BOAT
SHIP
PEOPLE
HAT
CRUISE
WATER

Your Guesses

FERRY
DOCK
BLUE
RED
DRESS
WOMEN

Type your next guess: 

Your partner has entered a guess

Pass
Flag

espgame.org - match your partner’s tags

http://www.steve.museum
a research project
It seems simple ...
Tagging Objects?

User tags object

guilded animal
bejeweled
antler
action
dog
bow

not so simple ...
Join the first experiment in social tagging of art museum collections.

Here’s how:

- Tag Art
- Museums
- Researchers
- Developers

What is steve? steve is a research project whose participants are building a tagging tool, collecting tags, analyzing data, and engaging in discussion. We hope to apply what we learn to improving access to works of art. Here’s a diagram of steve’s world.
social tagging environment

who assigns
how many terms?

assign terms
works of art

single museum context

how does users' tagging differ?

assign terms
works of art

multiple museum context

folksonomy

what kinds of terms are assigned?

assign terms
works of art

terms assigned 1

terms assigned 2

are the same terms used?

are terms found in?

vocabulary sources

do terms represent known or needed content?

wordNet

museum records

Art and Architecture Thesaurus (AAT)

Union List of Artists Names (ULAN)

searches of art image databases

are terms applicable to?

works of art
Research Agenda: Tagging Environment

- Who assigns how many terms?
- Assign terms
- Works of art
- Single museum context
- How does users’ tagging differ?
- Are terms applicable to?
- Are the same terms used?
- How does users’ tagging differ?
- Are terms found in?

Steve Research Project

http://www.steve.museum
what kinds of terms are assigned?

are the same terms used?

Research Agenda: Folksonomy
Research Agenda: Vocabulary Sources

- wordNet
- museum records
- Art and Architecture Thesaurus (AAT)
- Union List of Artists Names (ULAN)
- searches of art image databases
Steve Research Project

Research Agenda: Works of Art

are terms applicable to? works of art

http://www.steve.museum
an open source tagger

download from
http://www.steve.museum
THE ART MUSEUM SOCIAL TAGGING PROJECT

Why tag art?
See art you haven’t seen before.
Look in a new way.
Describe works of art in your own words.
Exchange your ideas with the community of art lovers.
Let others see what you wouldn’t normally see.
Create a personal relationship to works.
Let museums know what you see.
The more you tag, the richer the experience for all.

Log in, register, or just start tagging images.

Log in ID
Password

Log in

Learn more about steve

Send us your feedback

http://www.steve.museum
Tagging works

http://www.steve.museum
Showing sets vs. Random works

http://www.steve.museum
early results
> 28,492 tags collected so far
~50% (14,703 terms) don’t match any part of museum documentation
Preliminary Results

Term Set 1: Taggers are supplying far more tags with sets (6317 | 5.8 avg per user) than no sets (3882 | 4.6 per user).

Term Set 1: sets vs. random

http://www.steve.museum
Term Set 1: Metadata vs. No Metadata

Term Set 1: Taggers are supplying more tags without metadata (avg 5.75) than with metadata (avg 4.5).

http://www.steve.museum
Preliminary Results
Taggers supply useful terms

- □ danger
- □ lost at sea
- □ likely to die
- □ storm
- □ sharks
- □ desperation

- x rocky shore
- x dolphins

?? David Hockney

http://www.steve.museum
### Steve Term Review

#### 34 Terms

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<tr>
<th>Term</th>
<th>Icon</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>girls</td>
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<td><img src="image" alt="Score" /></td>
</tr>
<tr>
<td>red dresses</td>
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<td><img src="image" alt="Score" /></td>
</tr>
<tr>
<td>portraits</td>
<td><img src="image" alt="Icon" /></td>
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</tr>
<tr>
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<td>brass vase</td>
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<td><img src="image" alt="Score" /></td>
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<tr>
<td>sisters</td>
<td><img src="image" alt="Icon" /></td>
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</tr>
<tr>
<td>embroidery</td>
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<td><img src="image" alt="Score" /></td>
</tr>
<tr>
<td>pointillism</td>
<td><img src="image" alt="Icon" /></td>
<td><img src="image" alt="Score" /></td>
</tr>
<tr>
<td>double portrait</td>
<td><img src="image" alt="Icon" /></td>
<td><img src="image" alt="Score" /></td>
</tr>
<tr>
<td>moneyplant</td>
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<td><img src="image" alt="Score" /></td>
</tr>
<tr>
<td>matching dresses</td>
<td><img src="image" alt="Icon" /></td>
<td><img src="image" alt="Score" /></td>
</tr>
<tr>
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<td><img src="image" alt="Icon" /></td>
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</tr>
<tr>
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<td><img src="image" alt="Icon" /></td>
<td><img src="image" alt="Score" /></td>
</tr>
<tr>
<td>tablecloth</td>
<td><img src="image" alt="Icon" /></td>
<td><img src="image" alt="Score" /></td>
</tr>
</tbody>
</table>

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**Term Review**

http://www.steve.museum
Museums could use social tagging: by role

Preliminary Results

Attitudes to tagging

http://www.steve.museum
early results
published reports at
http://www.steve.museum
Can we learn from tagging?
Can we learn from tagging?

Visitor Interests

http://www.steve.museum
Visitor Feedback

Can we learn from tagging?
Visitor Engagement

http://www.steve.museum
“our catalogues may be out of date before they have left the press”, 1910
Tag Art!

http://tagger.steve.museum
Co-existence

Edward Hicks (American, 1780–1849), Peaceable Kingdom, ca. 1830–32
Oil on canvas; 17 7/8 x 23 7/8 in. (45.4 x 60.6 cm)
The Metropolitan Museum of Art
Thank you

http://www.steve.museum

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