Social classification and folksonomy in art museums: Early data from the steve.museum tagger prototype

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Why tag in art museums?

WHY TAG IN ART MUSEUMS?

# Impressionism
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?

Can they help us answer user queries?
WHY TAG IN ART MUSEUMS?

Possibly the desired painting

http://www.steve.museum

WHY TAG IN ART MUSEUMS?

What “J. P.” knows:

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

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 22 in. (87 x 81.3 cm)
Rogers Fund, 1928 (18.79)

Provenance: Maffei, Brescia (by 1760, as “Ritratto d’uomo con caro in mano, ed’ Orologio, di Callisto da Lod”; by descent to contessa Beatrix Erizzo Maffei Feloni Avogadro; Palazzo Feloni, Brescia (by 1833–at least 1857, as by Moretto); her daughter, contessa Maria Livia Feloni Avogadro, later marchesa Passati, Brescia (in 1862); her son, marchese Ippolito Passati, Milan (by 1878–at least 1912); [Elsa Volpi, Florence, by 1915–16; sold to Knoedler] [Knoedler, New York, 1916–28; sold to MMA]

Can we help find it?

http://www.steve.museum

WHY TAG IN ART MUSEUMS?

- bangs
- beard
- border
- cape
- contemplation
- elbow
- hourglass
- landscape
- learned
- man
- mountain
- moustache
- nobleman
- painting
- portrait
- ring
- robe
- scholar
- scroll
- time
- trees

volunteer supplied tags might help

http://www.steve.museum
an experiment in tagging
preliminary results
Public vs. Professional Vocabularies

Tagging the same work
- Accessors: 45%
- Librarians: 29%
- Both: 29%

A research project

A RESEARCH PROJECT

Social tagging and folksonomy analysis
- Single user or single museum context
- Multiple users or multiple museum contexts

Vocabulary sources
- Social tagging and folksonomy analysis
  - Art and Architecture Thesaurus (AAT)
  - Union List of Artists' Names (ULAN)

Searches of art image databases
- Museum records
  - Art and Architecture Thesaurus
  - Union List of Artists' Names

Terms applicable to?
- Are the same terms used?
- How does users' tagging differ?
- Are terms found in?
What do taggers do?

How do tags vary?

Exploring the nature of tags: are tags real words?
Exploring the nature of tags: are they terms we use?

http://www.steve.museum

Exploring the nature of tags: are they terms from our discipline!

http://www.steve.museum

Exploring the nature of tags: are they terms searchers use?

http://www.steve.museum
Exploring the nature of tags: are they appropriate to the work?

Can Museums Learn From Tagging?

Visitor Interests
CAN MUSEUMS LEARN FROM TAGGING?

Teachable Moments

Visitor Involvement

Pathways to Participation
Edward Hicks (American, 1780–1849), Peaceable Kingdom, ca. 1830–32
Oil on canvas; 45.4 x 60.6 cm
The Metropolitan Museum of Art

Co-existence

http://www.steve.museum

thanks

http://steve.museum/

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