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Access to Moving Image Collections
November 10, 2013

In this data mapping exercise, I mapped data elements between the MARC 21, Dublin Core and PBCore data standards. The overall idea and purpose of these metadata standards was to make it easier to sort, find and manage information. MARC 21 was designed to be the MARC format answer to the 21st century, and integrated U.S. and Canadian MARC formats so sharing data was easier. PBCore was specifically designed as an extension of Dublin Core, and included elements that could be used to describe audiovisual objects.

The MARC 21 Format for Bibliographic Data was created out of U.S. and Canadian MARC formats to describe bibliographic information about visual materials, mixed materials and much more. The bibliographic format contains data elements for books, computer files, maps, music, visual materials, mixed materials, etc. I personally found it very difficult navigating the MARC data standard. It is obvious that it is a very in depth data standard, but it ends up getting confusing when trying to find the best way to represent a specific element. The MARC table of contents at the Library of Congress breaks down into so many different subcategories, it is easy to get lost. Like this data mapping assignment, there should be a crosswalk or chart that shows the MARC coding alongside the Library of Congress catalog description. That might make it easier to see what codes are being used to represent what elements, so you can then go through the table of contents to read more about that specific code instead of initially searching for the code yourself. In my opinion, this would at least provide a starting point. Once I navigated through the MARC 21 index, I was able to find Physical

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Description of Motion Pictures under Bibliographic Physical Description Fixed Field. As a metadata standard for moving images, I think MARC 21 is more than sufficient.

When it comes to metadata standards, Dublin Core is a little different from MARC 21. It was not designed for moving images, and is therefore much more concise. This is not the go to metadata standard for those who wish to be very detailed when adding metadata to their items. Instead of subcategories that look sort of like code in which the user or cataloguer writes some information within, Dublin Core has a certain set of metadata terms (or vocabulary terms) that can be combined in order to describe various items. I found the index of Dublin Core Metadata Terms at Dublin Core Metadata Initiative to be the most straight forward, and it's metadata elements were the simplest. It provided definitions for each term name, as well as labels; which is extremely helpful when trying to compare Dublin Core terms to elements in other data standards. It would be nice to have an example or reference placed within each term's cell.

PBCore was by far the easiest to navigate and use, while also providing a level of detail that was particularly useful for media. Because PBCore was specifically designed as metadata for public broadcasting, there are elements to properly represent certain audiovisual data. It has various elements that break down into sub-elements, such as *pbcoreInstantiation*; a container for sub-elements that can further describe the media item. PBCore 2.0 was launched in 2.0 with the ability to include or reference data from other schemas by using the *pbcoreExtension* (acts as a container for metadata from outside systems) element. PBCore is also easy to read, unlike MARC 21; which uses numeric code to describe items.