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Metadata for Moving Image Collections
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Assignment #1

The first website I chose was Internet Archive Moving Images and searched for the film's *Casablanca* (1943) and *Gone with the Wind* (1939). After logging into the site, the search browser is clearly displayed in the top left corner of the webpage. Next to the search browser button is a drop down arrow listing the different media types the films I am trying to locate could be categorized under, such as, wayback machine, video, texts, audio, educations, forums, and FAQs. I also have the option to search the entire collection of the Internet Archive for *Casablanca* and *Gone with the Wind* by selecting "all media types," which is the first option under the drop down arrow, emphasizing that both browse and search are supported on the site. There is no other documentation on the front page regarding how to search for the particular item you seek, however, the clear design of the webpage allows me to easily navigate the website to potentially locate each film.

Next to the search browser button is an option for an advanced search, allowing me to either use a simple search or an advanced search. On the advanced search page there is documentation instructing me how to pursue the search. For example, the website instructs, "This form allows you to perform an advanced search. You only need to fill in one field below. This can be any field. If you select "not" as your match criteria, you must select one other field" (*Internet Archive*). Next, I performed my search using the advanced search option. I typed in "Casablanca" in the "Title" field option, selected "movies" under the "Mediatype" field and clicked search. Nineteen results appeared on the page, however none were the film in question. Some of the results actually related to the film, for example, there were a few clips of the film,

while others coincided with Casablanca, Morocco. Overall, I was surprised at a few of the results since I expected the results to relate to the Academy Award winning film, not a random clip titled, “Steap Episode #2: Casablanca Twist.” The search results were not displayed in a meaningful way and it was difficult to analyze the results. For example, three of the film clips related to *Casablanca* were grouped together, while another one was at the top of the search page. Similarly, some of the clips related to resorts named Casablanca were grouped together while others were scattered throughout the results. Also, the clips associated with Casablanca, Morocco were scattered throughout the page. Ultimately, I could not discover a system to the order of the results.

Next, I searched for my second film, *Gone with the Wind*, using the advanced search option. I typed “Gone with the Wind” in the “Title” field option, selected “movies” under the “Mediatype” field and clicked search. Only four results appeared on the search page, none of them the full-length feature film. One of the results was a clip of the film while the remaining three had nothing to do with the film. These search results were not displayed in a meaningful way either, however, it was easy to sort through the results since there was only four of them. I found it interesting that the clip from the film was the second result on the page and not the first. Similarly with my *Casablanca* search, I could not discover how these results were ordered.

There is no documentation for the metadata used on the Internet Archive website, therefore I am left to guess that descriptive metadata is used. However, there underneath the advanced search box is a box titled, “Advanced Search returning JSON, XML, and more” (*Internet Archive*). XML and JSON are encoding schemas.

The search fields listed on the advanced search page are granular since the fields for collection, mediatype and date can be broken down even further. I can pick the type of collection

my film is under, the mediatype (for example: movies) and the date range the film was produced. I believe the metadata played a positive and a negative role in finding what I was searching for. By selecting “movies” under the search field “media type” I was allowed to narrow down my search even further, which is the goal of the metadata. However, during my *Casablanca* search, results appeared regarding resorts named “Casablanca.” These results were short clips associated with places, not motion pictures. Maybe there should be a separate category?

The second website I chose was UCLA Film and Television Archive and searched for the film’s *Some Like It Hot* (1959) and *On The Waterfront* (1954). After logging into the site, a page appears with two tabs in the top left corner. The first tab, “recommended searches,” has a search browser and a list of twelve elements underneath it; for example, “title search” or “inventory number search.” Underneath the recommended searches box is a detailed description of each of the twelve elements above, explaining to me how to conduct my search. The light blue design of the website allows me to easily navigate the site and search for my film. The second tab is “advanced search” informing me that the archive offers both a simple and an advanced search option. Unlike the “recommended searches” page detailed and helpful description, underneath the advanced search box are only a few bullet points with the header “search tips.” However, the archive does not allow me the option to only search within the entire collection, thus, the UCLA archive does not support both search and browse.

Next, I searched for my film using the advanced search option. I typed in “Some like it hot” in the search field, selected “Title,” and clicked search. Fifteen results appeared on the page, and, unlike with the Internet Archive, this time I found the film I was searching for. Result number eleven was *Some Like It Hot* in the UCLA Film and Television Archive. I was surprised by my search in a few ways; for example, I was unaware that a film was produced in 1939 with

the same title. Also, the archive has three copies of *Some Like It Hot*, thus the title displayed on the page three times. I was most intrigued by four of the results, in which the terms “Some like it hot” did not appear at all in the title. I am confused as to why these results emerged at all in the search. Again, the search results were not displayed in a meaningful way, nor could I discover a pattern to how the search results were arranged. Some of the results contained all of the words “Some like it hot” while other results only contained “Some like it,” however, there was no order to this arrangement. On the other hand, it was easy to find the film, since the three copies were grouped together.

Next, I searched for *On the Waterfront* using the advanced search option. I typed in “On the Waterfront” in the search field, selected “Title,” and clicked search. Only ten results appeared on the page, and after scrolling down the page, I easily found that number seven was my film. I was surprised by some of the other films that were among the search results. For example, *Raging Bull* and *Lady with the Torch* were mentioned in the results. In fact, *Lady with the Torch* was result number four, while *On the Waterfront* was seven. This fact is extremely confusing. Also, as with *Some like it Hot*, the archive contains three copies of the film. Once again I could not determine how the search results were particularly arranged. Some of the results had the terms “On the Waterfront” in the title while others did not. To further confuse me, the results that did have my search terms listed in the title were scattered throughout those that did not have the search terms in the title. On the other hand, it was easy to find the film, *On the Waterfront* since, the three copies were grouped together.

Using the advanced search option, descriptive metadata is in effect. Some of the options available include the title, credits, genre, author, location, and date, however, there is no documentation regarding the metadata on the UCLA archive website. The metadata search fields

are granular but not as granular as the Internet Archive's search fields'. Under the search field there is an option to refine the field further by selecting the dropdown arrow located on the right of the search field and choosing a particular keyword (for example: title, genre). Also, instead of one search field browser, there are three and the date search field can be broken down further into the particular date range. I believe the metadata helped me find what I was searching for by significantly eliminating unnecessary results. For example, when I typed in "On the Waterfront" in the search field, without adding the "Title" option, a hundred and thirty-one results came up. The "title" field confined my results from a hundred and thirty one to ten, ultimately, saving me valuable research time.

Work Cited

Internet Archive: Digital Library of Free Books, Movies, Music & Wayback Machine. Alexa

Internet, n.d. Web. 26 Sept. 2014. <<https://www.archive.org/>>.

UCLA Film and Television Archive. UCLA, n.d. Web. 27 Sept. 2014.

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