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Metadata Application Profile

This application profile details the elements of a database for a collection of Youtube videos about nail polish, from commercials to tutorials. The profile adheres to the PBCore schema. PBCore was selected for its emphasis on metadata relevant to a wide variety of moving images and for the ease of incorporating local elements. The profile indicates expected values and controlled vocabularies where relevant.

1. Entity: Youtube Nail Polish Video

Element Name	VideoID#
Data element	PBCore: pbcoreIdentifier
Definition	Unique identifier assigned to each video in the collection.
Expected values	Identifiers will be serial numbers.
Repeatability	Not Repeatable
Cardinality	Mandatory
Notes	Adding records to FilemakerPro will auto-create identifiers.

2. Entity: Youtube Nail Polish Video

Element Name	Video Title
Data element	PBCore: pbcoreTitle
Definition	The title created by the poster of a Youtube video.
Expected values	Free text.
Repeatability	Repeatable
Cardinality	Mandatory

Notes	Many Youtube titles use different capitalization strategies; use original capitalization.
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3. Entity: Youtube Nail Polish Video

Element Name	Date Posted
Data element	PBCore: pbcoreAssetDate
Definition	The date the video was published to Youtube.
Expected values	Date.
Repeatability	Not Repeatable
Cardinality	Not Mandatory
Notes	Date format will be MM/DD/YYYY.

4. Entity: Youtube Nail Polish Video

Element Name	Genre
Data element	PBCore: pbcoreGenre
Definition	Genre of the nail polish video.
Expected values	Local, controlled vocabulary.
Repeatability	Not Repeatable
Cardinality	Not Mandatory
Notes	The controlled vocabulary will be from the Genre table.

5. Entity: Youtube Nail Polish Video

Element Name	Uploader Description
Data element	PBCore: pbcoreDescription

Definition	Text from uploader notes under the published date on Youtube.
Expected values	Free text.
Repeatability	Not Repeatable
Cardinality	Not Mandatory
Notes	Description will be taken from the user-provided description.

6. Entity: Youtube Nail Polish Video

Element Name	URL
Data element	PBCore: instantiationLocation
Definition	URL for the Youtube video.
Expected values	URL.
Repeatability	Not Repeatable
Cardinality	Mandatory
Notes	

7. Entity: Nail Polishes

Element Name	Nail Polish Name
Data element	PBCore: pbcoreExtension/ extensionElement / extensionValue
Definition	Names of nail polishes identified in videos.
Expected values	Free text.
Repeatability	Repeatable
Cardinality	Not Mandatory

Notes	Local extension element is “Nail Polish Name.”
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8. Entity: Nail Polishes

Element Name	Nail Polish Brand
Data element	PBCore: pbcoreExtension/ extensionElement / extensionValue
Definition	Brand name of a nail polish mentioned or shown in a video.
Expected values	Free text.
Repeatability	Not Repeatable
Cardinality	Not Mandatory
Notes	Capitalize brand names. The extension element is “Nail Polish Brand.”

9. Entity: Nail Polishes

Element Name	Nail Polish Color
Data element	PBCore: pbcoreExtension/ extensionElement / extensionValue
Definition	Color of a nail polish mentioned or shown in a video.
Expected values	Free-text.
Repeatability	Not Repeatable
Cardinality	Not Mandatory
Notes	The extension element is “Nail Polish Color.”

10. Entity: Nail Polishes

Element Name	Nail Polish Finish
Data element	PBCore: pbcoreExtension/ extensionElement / extensionValue

Definition	The finish of a nail polish mentioned or shown in a video.
Expected values	Local, controlled vocabulary.
Repeatability	Not Repeatable
Cardinality	Not Mandatory
Notes	The local extension element is “Nail Polish Finish.”

11. Entity: Youtube Nail Polish Video

Element Name	Uploader Name
Data element	PBCore: pbcoreCreator/ creator
Definition	Name of the Youtube uploader for a video.
Expected values	Free text.
Repeatability	Not Repeatable
Cardinality	Mandatory
Notes	Maintain capitalization from website.

