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# TAGGING MOVING IMAGES: DOES TIME MATTER?

EDWARD BENOIT, III  
SCHOOL OF LIBRARY & INFORMATION SCIENCE,  
LOUISIANA STATE UNIVERSITY



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# One Day...

## All of our records will be online.



A New York Public Library website [Explore others!](#)

NYPL Labs  What's on the menu? Est. 2011

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Help

Help The New York Public Library improve a unique collection!

We're transcribing our historical restaurant menus, dish by dish, so that they can be searched by what people were eating back in the day. It's a big job so we need your help! [Learn more.](#)

We need you!



Help review



It's easy! No registration required!

So far: **1,332,245** dishes transcribed from **17,545** menus

Connect: [menus@nypl.org](mailto:menus@nypl.org) | [Twitter](#) | [Facebook](#)

# RESEARCH FOCUS

**WHAT IF I TOLD YOU**



**NOT ALL TAGS ARE ALIKE?**

# METHODOLOGY



[illegible]

too bad we're friends

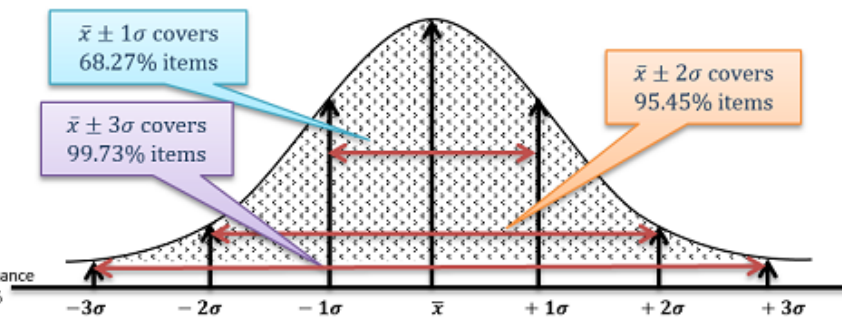
listen to music & eat I love more, play the guitar

Family

Nature

a person with skin lightest the around the people

## Mode



Positively Skewed Distribution:  $\bar{X} > M > Z$

Negatively Skewed Distribution:  $\bar{X} < M < Z$

Shakehandwithlife.in

# SAMPLE VIDEO(S): LDMA

## MISS LUCY'S CLASSIC CAJUN CHRISTMAS



CLICK ON THE SHARE ICON IN THE UPPER LEFT CORNER OF THE VIDEO  
TO SHARE WITH FRIENDS.



<http://www.ladigitalmedia.org/>

## DETAILS

**Collection:**LPB

**Genre:** Holiday special

**Place Covered:** Lafayette, Lafayette Parish, Louisiana | Natchitoches, Natchitoches Parish, Louisiana | St. James Parish, Louisiana | Breaux Bridge, St. Martin Parish, Louisiana

**Copyright Holder:** Louisiana Educational Television Authority

**Date Issued:** 2001-12-01

**Duration:** 00:24:51

**Subjects:** Zaunbrecher, Lucy Henry, 1938- | Holidays | Christmas | Vermilionville | Acadian Village (Lafayette, La.) | Lasyone's Meat Pie Restaurant | Natchitoches Meat Pie | Natchitoches Christmas Festival | Bonfires on the Levee | Hayes, Hunter, 1991- | PARADES | Christmas lights

**Contributors:**

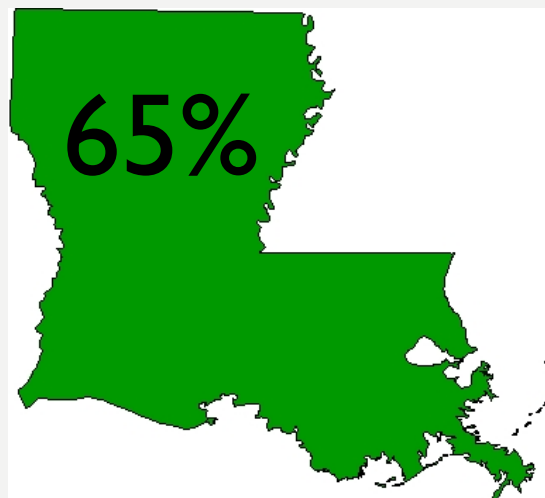
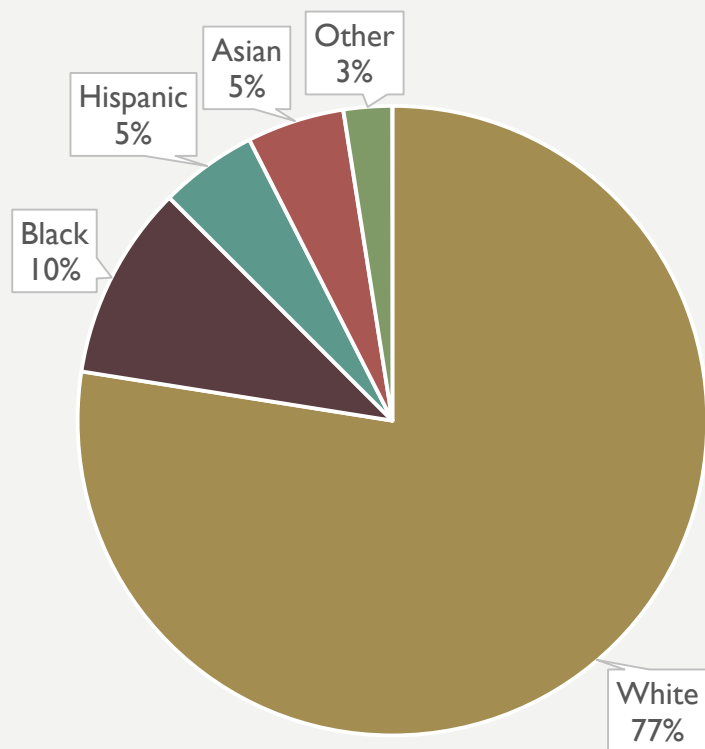
- Zaunbrecher, Lucy Henry *Host*
- Allen, Gary *Producer*
- Yancey, Allegra Nevils *Producer*
- Bailey, Jarad *Photographer*
- Crews, Keith *Photographer*
- Mitchum, Steve *Photographer*
- Woods, Vinny *Photographer*

## DESCRIPTION

In this Christmas special from December 1, 2001, Ms. Lucy travels around Louisiana to explore Cajun Christmas traditions. In Lafayette, she visits with Papa Noel at Vermilionville and tours the Christmas lights at Acadian Village with her granddaughter, Lucy Suzanne McKenzie. While in Natchitoches, she eats a traditional Creole Christmas meal with Bobby DeBlieux at the Taunte Houpee' Inn, talks to Jim Lasyone about his Natchitoches meat pies, explores Linda Lou Ropp's collection of Santa figurines at the Laureate House, and attends the Natchitoches Christmas Festival of Lights. Ms. Lucy then visits the Bonfires on the Levees in St. James Parish and attends the Cajun Christmas Bayou Parade along Bayou Teche in Breaux Bridge, including a performance by Hunter Hayes. Lastly, Ms. Lucy reads the "Cajun Night Before Christmas" by Trosclair with illustrations by James Rice.

# PARTICIPANTS

■ White ■ Black ■ Hispanic ■ Asian ■ Other



Gender: 22.5% Male,  
77.5% Female

Age: 19-65; 30.9 Mean

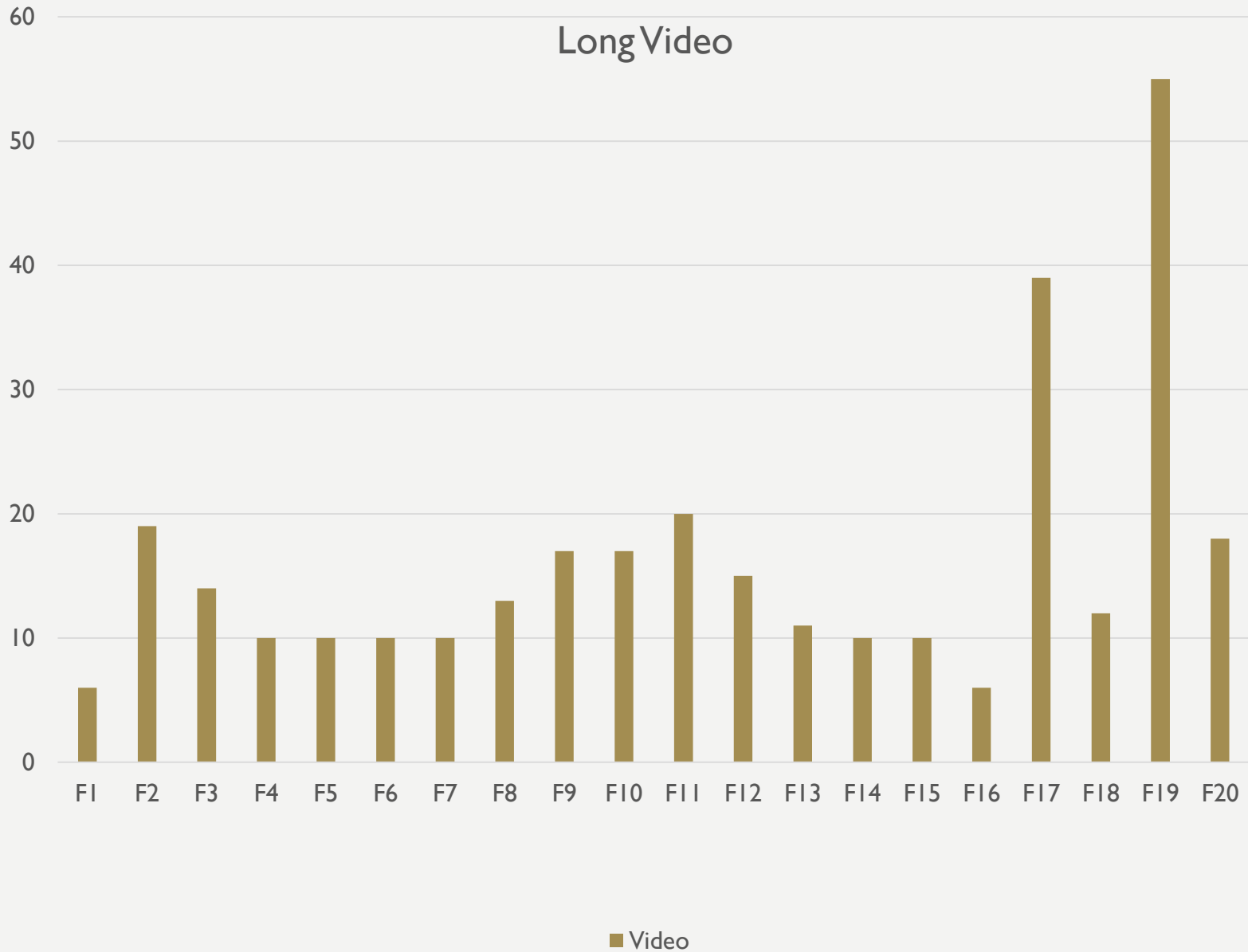
**I DON'T ALWAYS TAG,  
BUT WHEN I DO...**



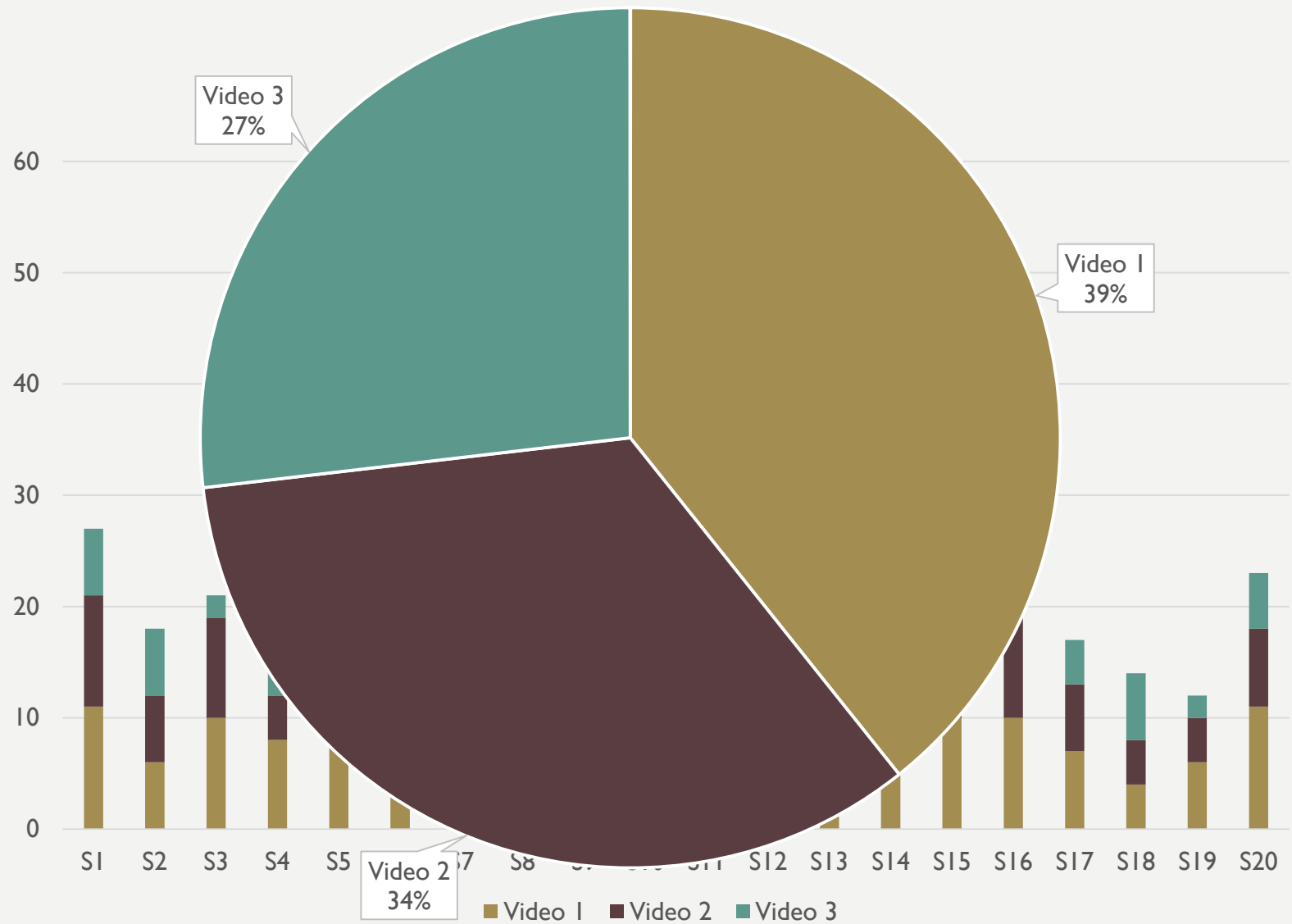
**I PREFER  
SHORT VIDEOS**

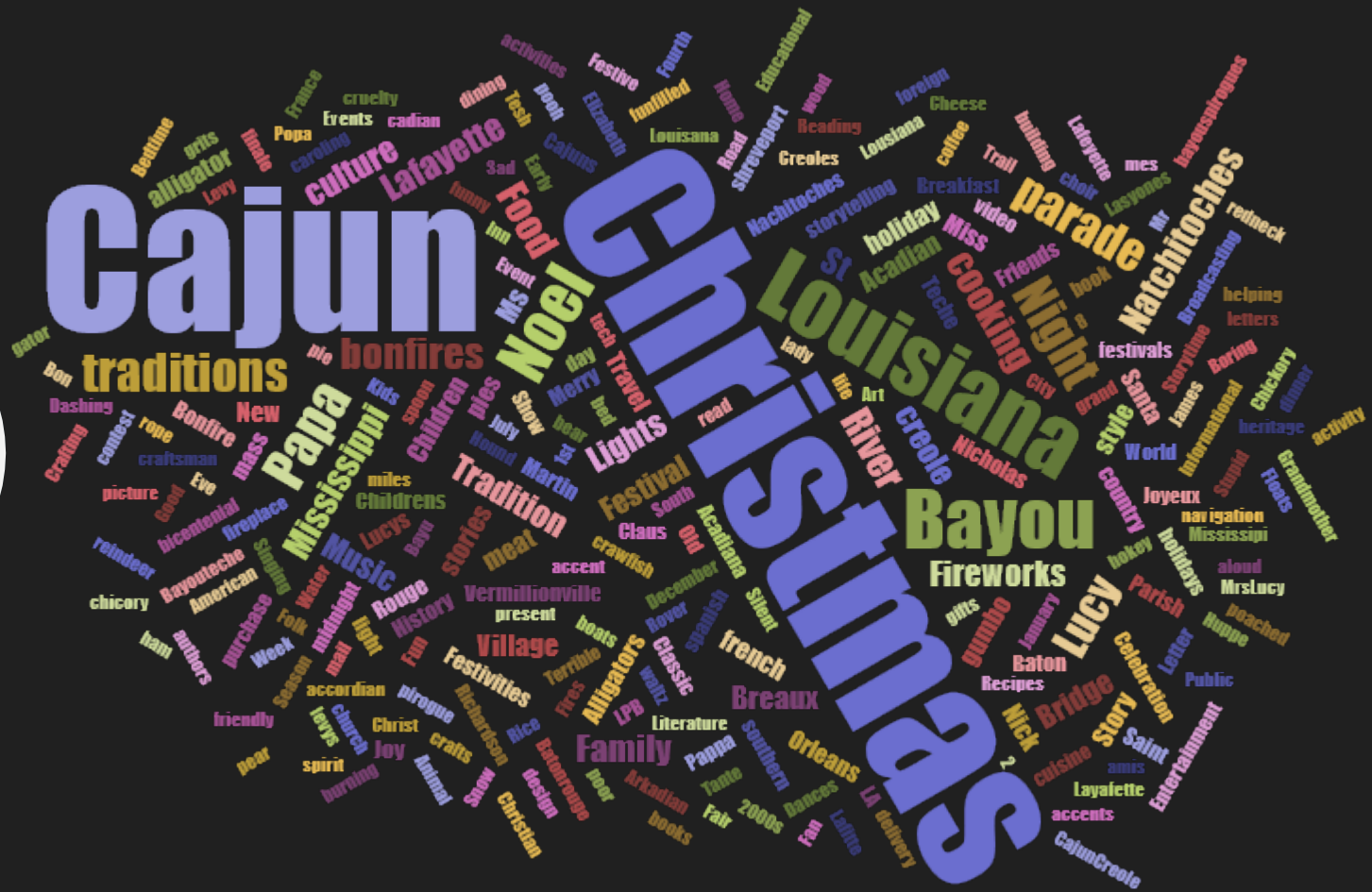
Statistically significant difference between the number of tags generated for the long video ( $M=16.1$ ,  $SD=22.6$ ) and the short videos ( $M=27.75$ ,  $SD=12.1$ );  $t(38)=-3.11$ ,  $p=0.004$ .

# NUMBER OF TAGS



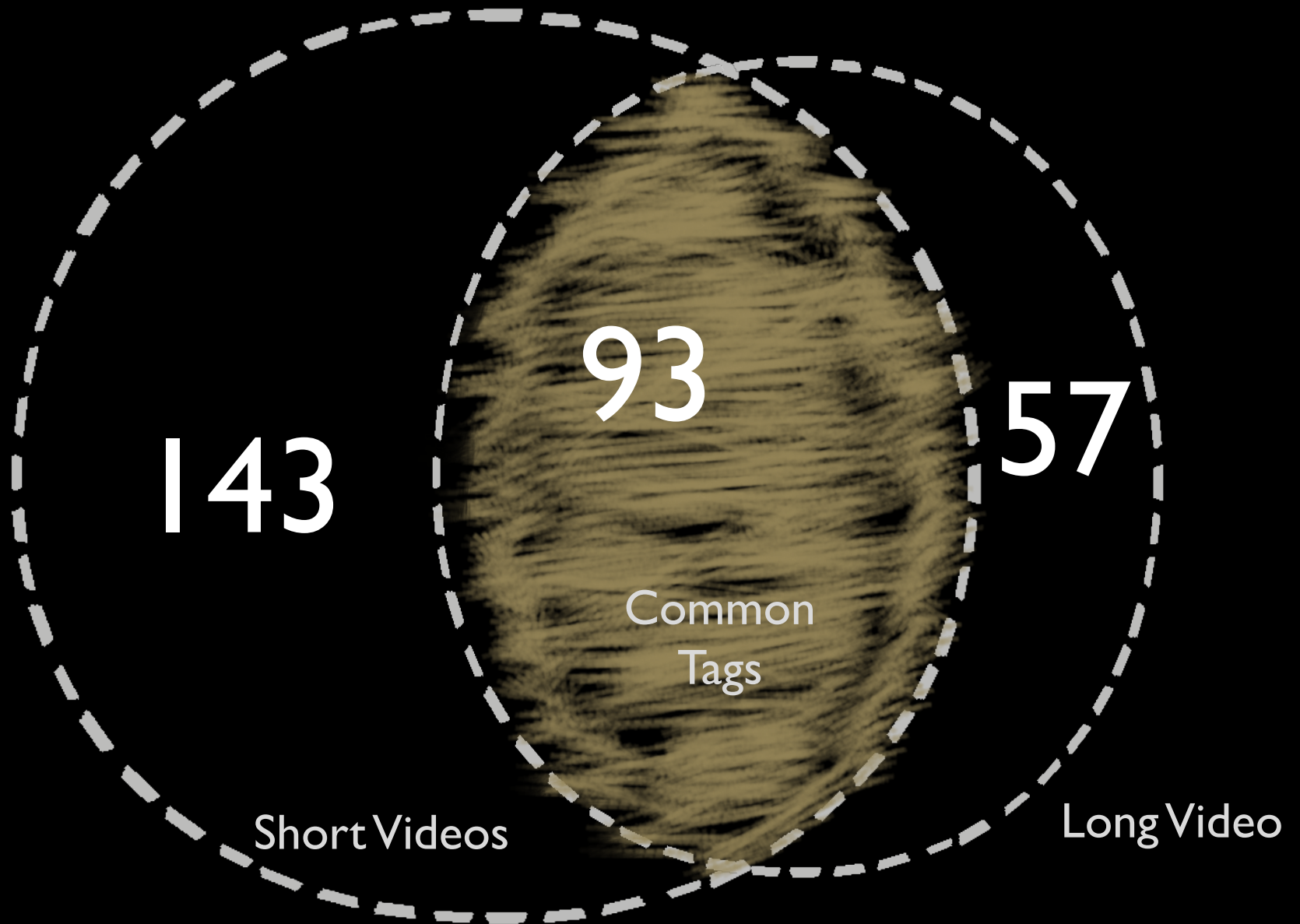
# NUMBER OF TAGS





# TOP TAGS

- Long Video
- Christmas (14)
- Papa Noel (13)
- cajun (10)
- Louisiana (9)
- Cajun Night Before Christmas (6)
- Lafayette (6)
- Natchitoches (6)
- Bayou (5)
- Cajun Christmas (5)
- Fireworks (5)
- Short Videos
- Cajun Christmas (19)
- Louisiana (17)
- Christmas (16)
- Papa Noel (16)
- Cajun (12)
- Bayou (11)
- Bayou Parade (11)
- Cajun Night Before Christmas (10)
- Food (9)



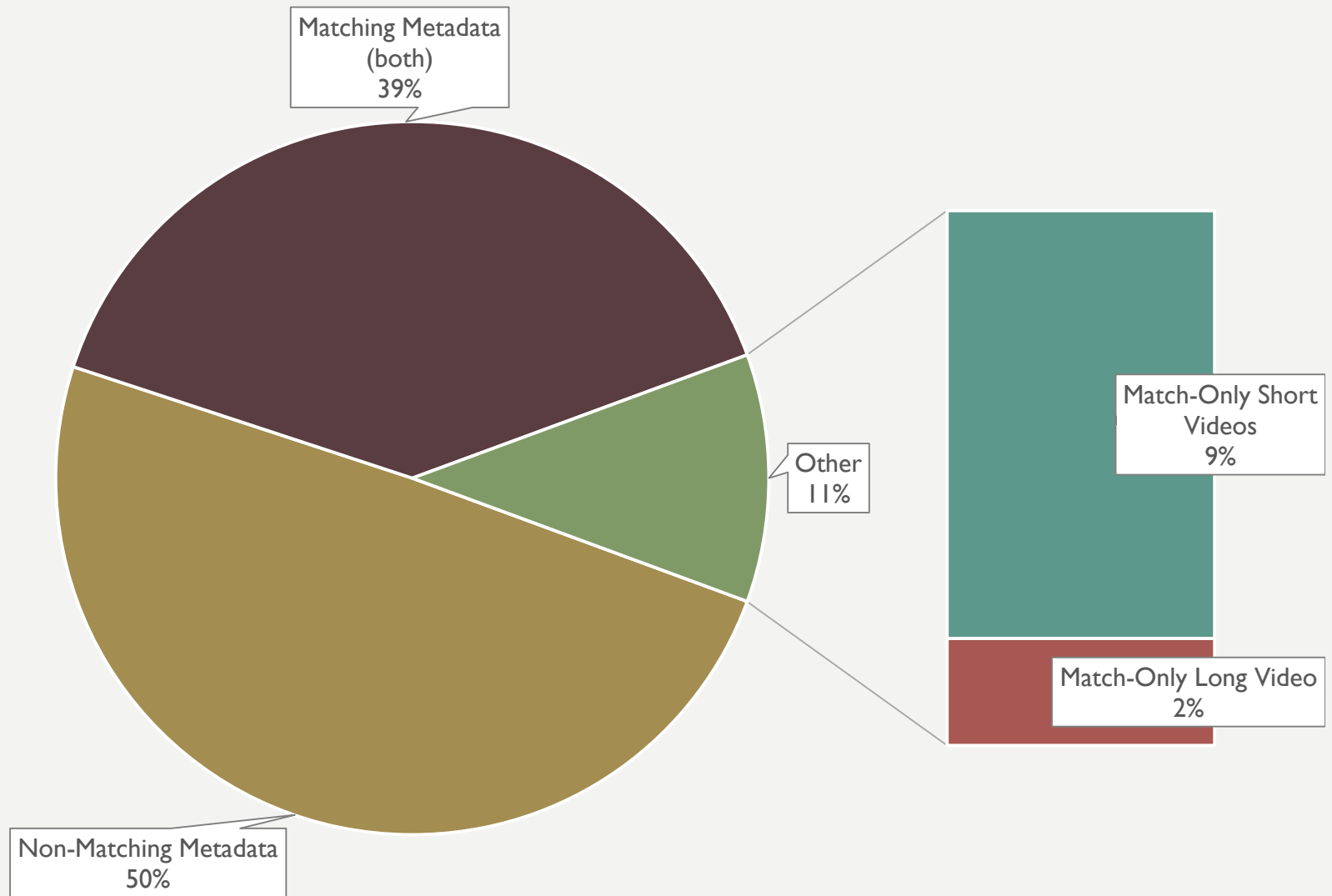


Short  
Videos

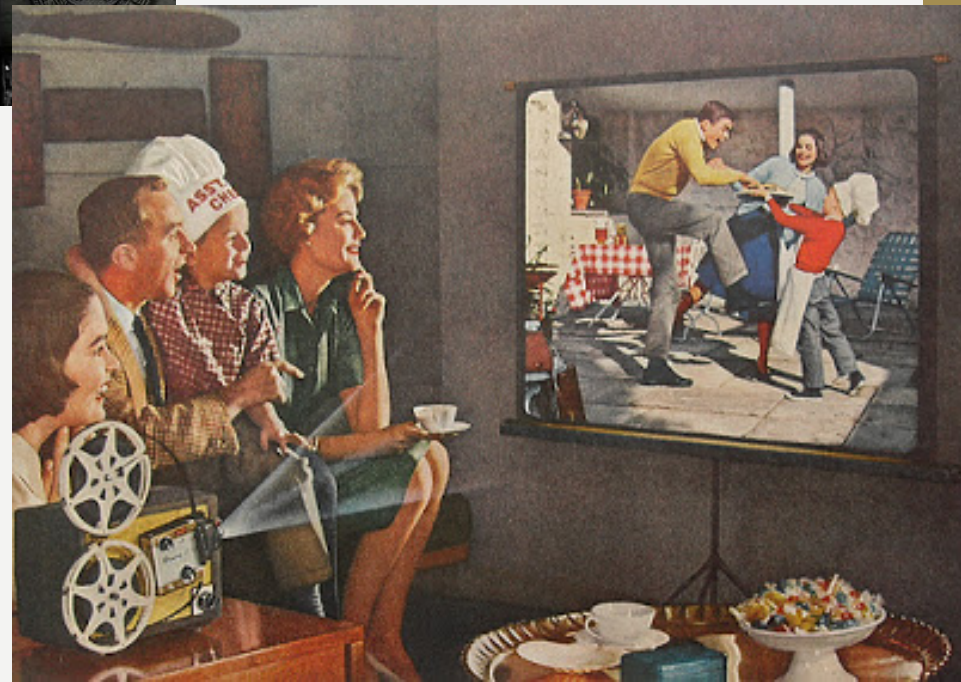
Long Video



# OR PUT ANOTHER WAY



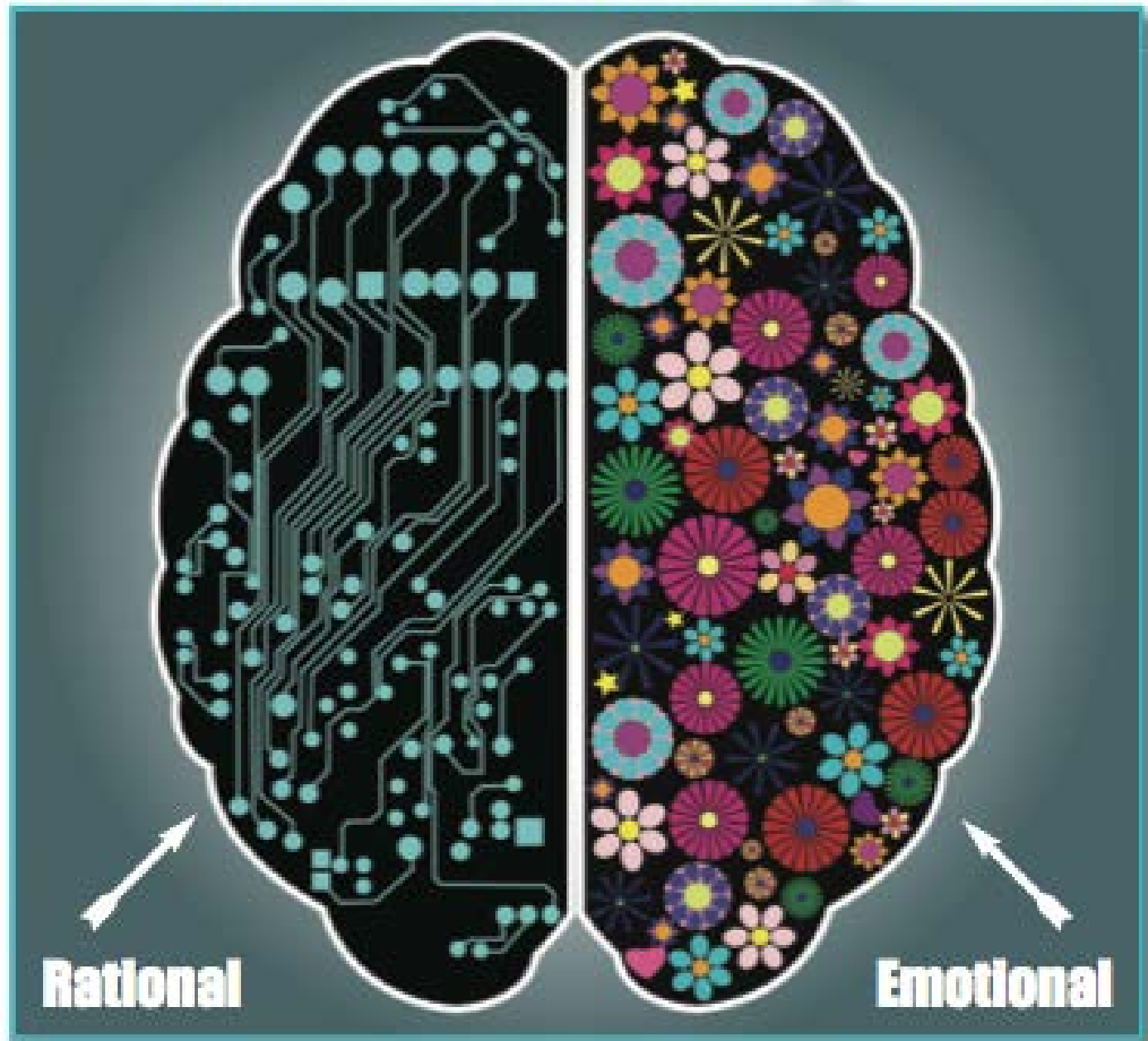
# FUTURE: PRO VS AMATEUR



## A meme featuring the character Fry from the animated series Futurama. Fry is depicted with his characteristic orange spiky hair, a red jacket over a white shirt, and a wide-eyed, open-mouthed expression of shock or greed. He is holding a large, thick stack of US dollar bills in his right hand. The background is a simple, light blue-grey gradient. Overlaid on the image is the text "START TAGGING AND TAKE MY MONEY" in a large, bold, white, sans-serif font with a black outline. The text is split into two lines: "START TAGGING AND" at the top and "TAKE MY MONEY" at the bottom. In the bottom left corner, there is a small, faint watermark that reads "imgflip.com".



# Rewards & Recognition



# THANKS FOR LISTENING!



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Human Sciences & Education  
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