TAGGING MOVING IMAGES: DOES TIME MATTER?

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

These slides are being posted live on Twitter: @eabenoit
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
RESEARCH FOCUS

WHAT IF I TOLD YOU

NOT ALL TAGS ARE ALIKE?
METHODOLOGY
Descriptive Statistics

**Mean**

- Expenditure: 22%
- Electricity: 22%
- Advertising: 20%
- Raw Material: 13%
- Incentives: 9%
- Salary: 6%
- Miscellaneous: 8%

\[ \bar{x} \pm 1\sigma \text{ covers 68.27% items} \]
\[ \bar{x} \pm 2\sigma \text{ covers 95.45% items} \]
\[ \bar{x} \pm 3\sigma \text{ covers 99.73% items} \]

**Median**

**Mode**

\[ \text{Std. Dev. } \sigma = \sqrt{\frac{\Sigma (x - \bar{x})^2}{n}} \]
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/
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


Contributors:

- Zaunbrecher, Lucy Henry Host
- Allen, Gary Producer
- Yancey, Allegra Nevils Producer
- Bailey, Jarad Photographer
- Crews, Keith Photographer
- Mitchum, Steve Photographer
- Hunter, Steve Director

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 Tauntee 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: 77%
- Black: 10%
- Hispanic: 5%
- Asian: 5%
- Other: 3%

Gender: 22.5% Male, 77.5% Female

Age: 19-65; 30.9 Mean
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.
<table>
<thead>
<tr>
<th>Long Video</th>
<th>Short Videos</th>
</tr>
</thead>
<tbody>
<tr>
<td>Christmas (14)</td>
<td>Cajun Christmas (19)</td>
</tr>
<tr>
<td>Papa Noel (13)</td>
<td>Louisiana (17)</td>
</tr>
<tr>
<td>cajun (10)</td>
<td>Christmas (16)</td>
</tr>
<tr>
<td>Louisiana (9)</td>
<td>Papa Noel (16)</td>
</tr>
<tr>
<td>Cajun Night Before Christmas (6)</td>
<td>Cajun (12)</td>
</tr>
<tr>
<td>Lafayette (6)</td>
<td>Bayou (11)</td>
</tr>
<tr>
<td>Natchitoches (6)</td>
<td>Bayou Parade (11)</td>
</tr>
<tr>
<td>Bayou (5)</td>
<td>Cajun Night Before Christmas (10)</td>
</tr>
<tr>
<td>Cajun Christmas (5)</td>
<td>Food (9)</td>
</tr>
<tr>
<td>Fireworks (5)</td>
<td></td>
</tr>
</tbody>
</table>
OR PUT ANOTHER WAY

- Non-Matching Metadata: 50%
- Matching Metadata (both): 39%
- Match-Only Long Video: 2%
- Match-Only Short Videos: 9%
- Other: 11%
FUTURE: PRO VS AMATEUR
FUTURE: ENCOURAGING PARTICIPATION

START TAGGING AND
TAKE MY MONEY

CERTIFIED BIG HISTORIAN
PROJECT

I ❤ HISTORY

SUPERIOR JOB
THANK YOU
WELL DONE
APPRECIATION
SUPERB JOB
THANK YOU
THANKS FOR LISTENING!

@eabenoit

ebenoit@lsu.edu