

Reclaiming The Metadata Commons

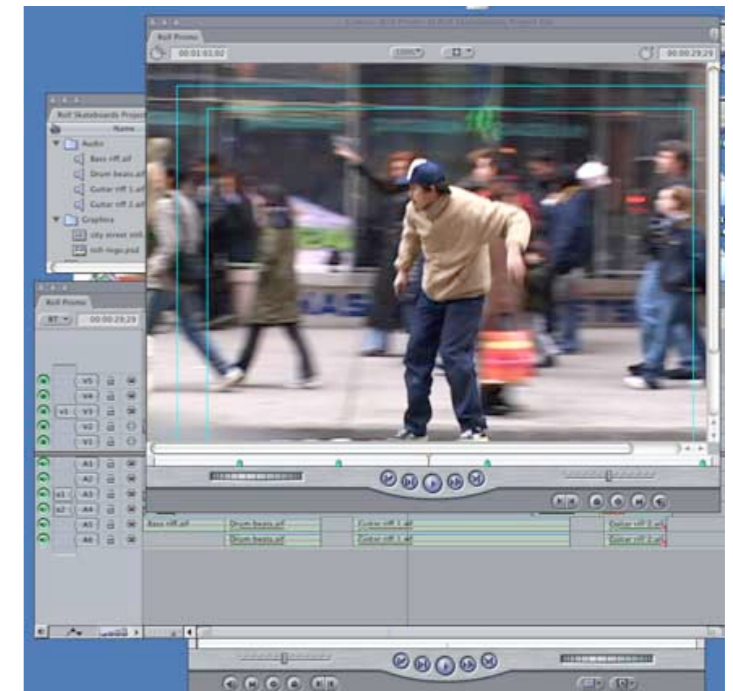
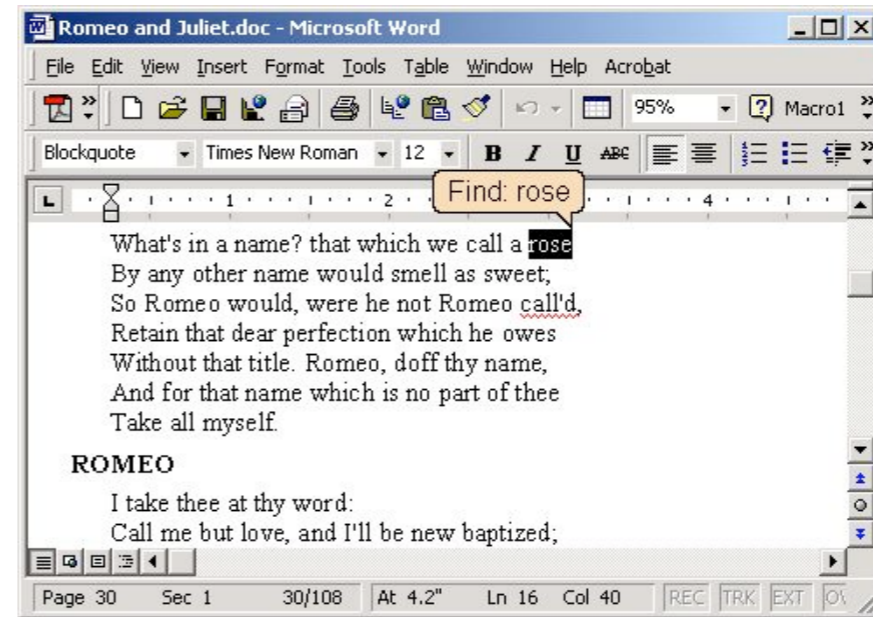
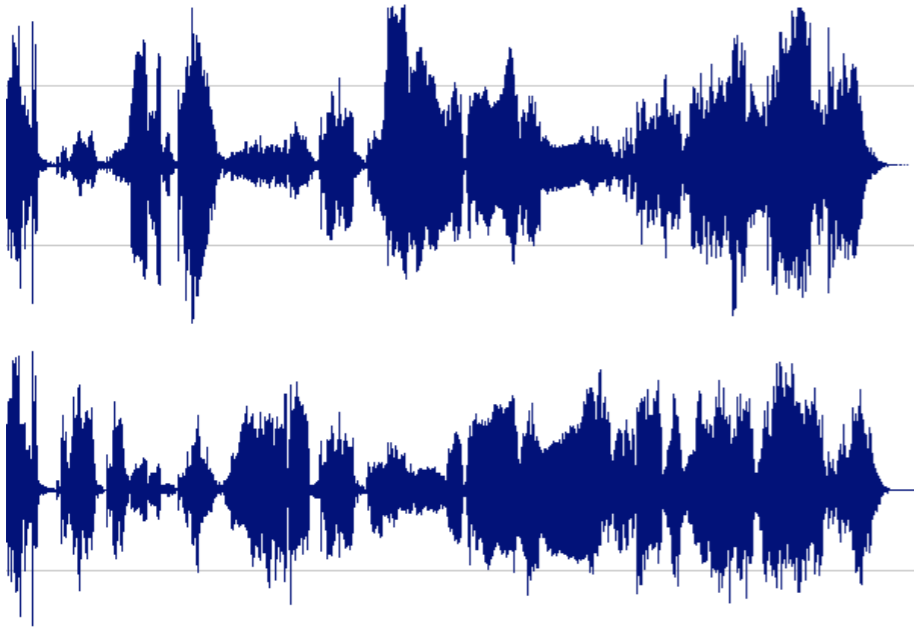
(Starting with Video)

Kurt Bollacker, Richard Martin
Wikimania 2010

All of the media we used to create was physical.



Then it all became digital.



And then we learned how to connect it all together.

World Wide Web

The WorldWideWeb (W3) is a wide-area [hypermedia](#) information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an [executive summary](#) of the project, [Mailing lists](#) , [Policy](#) , November's [W3 news](#) , [Frequently Asked Questions](#) .

[What's out there?](#)

Pointers to the world's online information, [subjects](#) , [W3 servers](#), etc.

[Help](#)

on the browser you are using

[Software Products](#)

A list of W3 project components and their current state. (e.g. [Line Mode](#) ,[X11 Servers](#) , [Tools](#) , [Mail robot](#) , [Library](#))

[Technical](#)

Details of protocols, formats, program internals etc

[Bibliography](#)

Paper documentation on W3 and references.

[People](#)

A list of some people involved in the project.

[History](#)

A summary of the history of the project.

[How can I help ?](#)

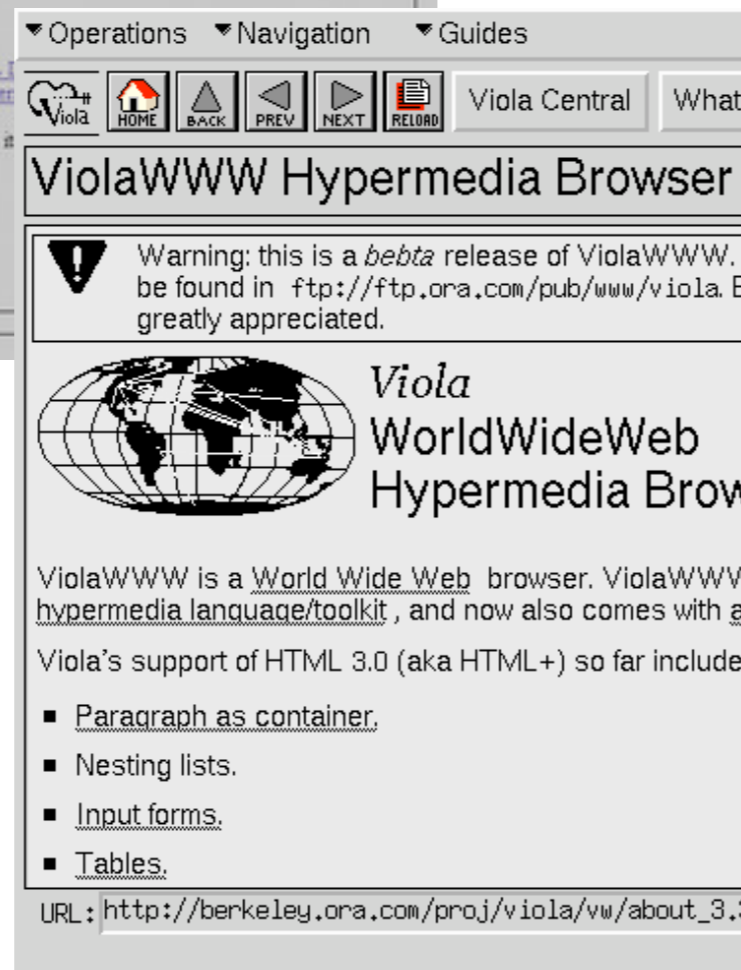
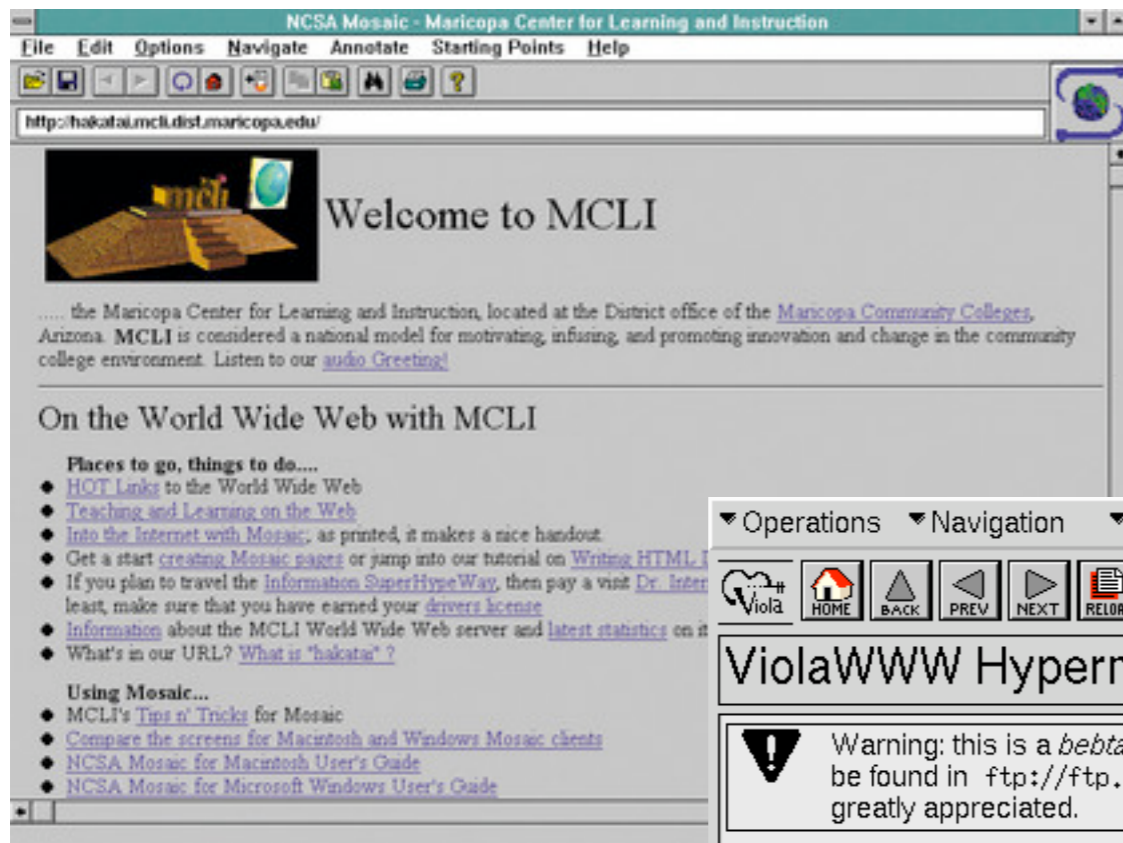
If you would like to support the web..

[Getting code](#)

Getting the code by [anonymous FTP](#) , etc.



At first it was a “free for all” of academics and enthusiasts.



And then folks figured out how to make money from our contributions.



This is not necessarily bad, but
who controls our contributions?



If centrally controlled, our contributions are highly vulnerable to single points of failure.



How Do We Avoid A Digital Dark Age?



We can't do the same thing that physical archives do!

A digital public commons like Wikipedia is more likely to survive because:

- There are many copies. (redundancy)
- Its use is mostly unrestricted. (accessibility)
- Everyone can contribute. (relevance and comprehensibility)

But what about the data that is still trapped in proprietary platforms?

- Profit often wins over public good.
- Copyright law changes slowly, if at all.

We build a **metadata commons** to hold the “cultural context” of our trapped data.

- The commons will hold:
 - Indices (to find and organize)
 - Tags (to categorize and label)
 - Comments (to analyze and interpret)
 - Technical metadata (e.g. provenance, format info)

Even if the original contribution is lost or otherwise made unavailable, we still have its cultural context.

A first piece of the Metadata Commons: Web-Based Semantic Video Tagging

- **Ocularium:** A Web-based semantic video tagging system
 - Anyone can create semantic time-coded tags of existing Web-based video.
 - Tags are saved in Freebase (which is CC-BY licensed), and so can be used for almost any application.
 - Tags can be accessed via Web UI, API, or bulk download.



How does Ocularium work?

<http://www.ocularium.org>

Browsing videos



Logout User kurt

Home

About

FAQ

Help

Browse Videos

Add A Video

Find:

Search

Find videos related to one of these domains:

[Top](#) >

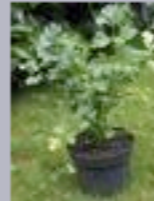
Film



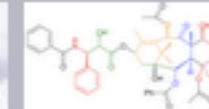
Business



Food & Drink



People



Awards



Fictional Universes

007



Location



Media



007

<http://www.ocularium.org>

Browsing videos



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Find videos related to one of these types in the Food & Drink domain:

[Top](#) > [Food & Drink](#) >

Beverage



Beverage type



Cuisine



Diet



Dish



Distilled spirit type



Food



Ingredient



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Find videos related to the type Beverage type:

[top](#) > [Food & Drink](#) > [Beverage type](#) >

[Wine](#)



[Coffee](#)



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Browse Videos

Add A Video

Find:

Search

Videos tagged with topic Coffee:

[top](#) > [Food & Drink](#) > [Beverage type](#) > [Coffee](#) >

[Folgers Coffee Commercial](#)

(3 tags)

(Prelinger Collection at the Internet Archive)



[Sanka Coffee Commercial](#)

(4 tags)

(Prelinger Collection at the Internet Archive)



[Another Cup Of Coffee](#)

(2 tags)

(Prelinger Collection at the Internet Archive)



[Sweeta Sweetener Commercial](#)

(5 tags)

(Prelinger Collection at the Internet Archive)



[Nonesuch Coffee Ad](#)

(1 tag)

(Prelinger Collection at the Internet Archive)



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<http://www.ocularium.org>

Playing a video with tags

The screenshot displays the Ocularium website interface. At the top left is the Ocularium logo, which features a stylized eye. To the right of the logo is a navigation menu with buttons for Home, About, FAQ, Help, and Browse Videos. Further right is a search bar with the text 'Find:' and a 'Search' button. In the top right corner, there is a link that says 'Login To Add Or Tag A Video'.

The main content area is titled 'Folgers Coffee Commercial'. Below the title, the video player shows 'PAUSED' and a progress bar. The video is currently at the 60.0-second mark and is in 2.0x speed. The video frame shows a man and a woman sitting at a table with coffee cups, engaged in conversation.

To the right of the video player is a sidebar titled 'Folgers Coffee Commercial' with a 'Sync' button. It lists '3 tags' for the video:

- 22.0-37.6 (15.6 sec.) Parking lot, Advice
- 0.8 Coffee
- 0.8 Coffee cup

At the bottom of the video player, there is a control bar with the following elements from left to right: a volume slider (0 to 100), playback controls (stop, play, next, previous), a 'FF/FR Jump' slider (0.5, 1, 5, 10, 30), and a 'Zoom' slider (small to large).

<http://www.ocularium.org>

Tag Detail

2.0

3 tags Sync

22.0-37.6 (15.6 sec.)
Parking lot, Advice

0.8
Coffee

0.8
Coffee cup

Tagged at 0.8 Close

Topics at 0.801:
Coffee

Videos with these topics:

PLAY Sanka Coffee Commercial (25.2)

PLAY Folgers Coffee... (0.8)

PLAY Sweeta Sweetener... (42.8)

PLAY Nonesuch Coffee Ad (29.6)

PLAY Another Cup Of Coffee (66.9)

Copy Location <http://www.ocularium.org/vic>

0.5 1 5 10 30 Zoom: small large

Concept in this tag

Other videos tagged with this concept

URL to this video at the time of this tag

Adding A Video: Find a video you want to tag.



Search

Browse

Upload

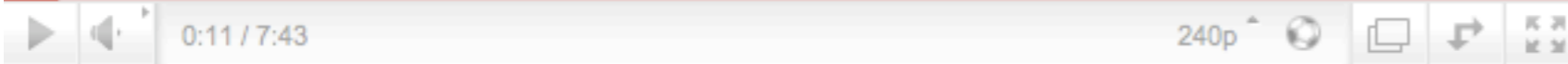
Create Account

Ideal Toys 1963 Sales See All TV Commercials Dick Tracy

thesixtiesguy

133 videos

Subscribe



thesixtiesguy | October 11, 2008

See all of Ideal's commercials for 1963 in this clip. It's amazing. See Clanc...



19,167

views



Musician explains volc name

230,667 views

AlJazeeraEnglish Feat

3:16

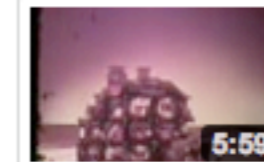


Crusader Rabbit Carto 1 COLOR

10,715 views

thesixtiesguy

6:47



Ideal Toy TV Commer 1962 1963 part 1 of 3

5,361 views

thesixtiesguy

5:59



Mattel Agent Zero M r TV Commercial 1964

14,782 views

thesixtiesguy

1:59

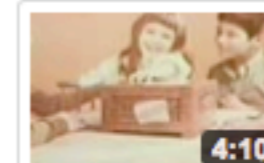


Marx Toys Haunted H Commercial

9,315 views

thesixtiesguy

1:00



Late '60s Ideal Game Motorific

39,358 views

retrotvluver

4:10

Adding a Video: Paste the video page URL into Ocularium.



Creating A Tag:

The video you want to tag is loaded.

The screenshot displays the iCulinarium website interface. At the top left is the iCulinarium logo, which includes a stylized eye icon. To the right of the logo are navigation buttons for "Log Out", "Tags", and "Help". Below the logo, the video title "Ideal Toys 1963 Sales See All TV Commercials Dick Tracy" is displayed. The video player shows a paused video of a "mouse trap game" box and its components. The video player includes a progress bar, a volume control slider, and playback controls (play, stop, next, previous, full screen). To the right of the video player is a tag creation panel with the same video title. It shows "1 tag" and a "Timeline" button. A tag is visible with a thumbnail, a green play button, the time "15.5", and the text "Toy. clancy the great".

Creating A Tag:

At the time you want to tag, click the red “tag” button.
A “New Tag” panel appears.

The screenshot displays the iCUIarium web interface. At the top left is the iCUIarium logo, and at the top right are buttons for 'Log Out', 'Tags', and 'Help'. The main content area features a video player with the title 'Ideal Toys 1963 Sales See All' and a 'PAUSED' indicator. The video shows a box for 'mouse trap game'. A 'New Tag' dialog box is open over the video, showing a red speech bubble icon with '207.1' and three empty text input fields with the following prompts: '(0) appear in this video', '(0) referred to in this video', and '(0) everywhere in this video'. The dialog has 'Save' and 'Cancel' buttons at the bottom. To the right of the video player is a 'Find Topics' sidebar with a green 'Search' button, and buttons for 'Recently Used', 'Recently Created', and 'Create'. Below these is a 'Find:' search input field.

Creating A Tag:

Start typing the name of the concept.

The screenshot displays the iCulanium web interface. At the top left is the iCulanium logo, which includes a stylized eye icon. To the right of the logo are navigation buttons for 'Log Out', 'Tags', and 'Help'. Below the logo, a video player is visible with the title 'Ideal Toys 1963 Sales See All' and a 'PAUSED' indicator. The video frame shows a box for 'mouse trap game'. A 'New Tag' dialog box is open in the center, showing a video player thumbnail and three sections for tag creation: '(0) appear in this video', '(0) referred to in this video', and '(0) everywhere in this video'. Each section has a corresponding colored input field. At the bottom of the dialog are 'Save' and 'Cancel' buttons. On the right side, a 'Find Topics' sidebar is active, showing a search input with the text 'mouse trap' and a list of search results including 'Mouse Trap Video Game, Juggle', 'Mouse Trap Game', 'A Better Mouse Trap Musical Album', and two instances of 'Mouse Trap Video Game Version'. A volume control slider and playback controls are visible at the bottom left of the video player area.

Creating A Tag: Choose a concept.

The image shows a software interface for finding topics. On the left, there are three search input fields with labels: "n this video", "to in this video", and "ere in this video". Below these is a "Cancel" button. The main panel is titled "Find Topics" and contains a search bar with the text "mouse trap". Below the search bar is a list of results:

- Mouse Trap Video Game, Juggle
- Mouse Trap Game** (highlighted in red)
- A Bet Musica
- Mouse Video G
- Mouse Video G

A tooltip window is open over the "Mouse Trap Game" result. It features a small image of the board game and the following text:

Mouse Trap

Mouse Trap (originally titled Mouse Trap Game) is a board game first published by Ideal in 1963 for two or more players. Over the course of the game, players at first cooperate to build a working Rube Goldberg-like mouse trap. But once the mouse trap is finished, the object is to then use the machine to trap all of one's opponent's mouse-shaped game pieces.

The basic premise of the game has been consistent throughout the game's history. However, the turn-based gameplay has changed somewhat over the years.

The original version, designed by Hank Kramer of Ideal Toy Company, allowed the players almost no decision-making, in keeping with other games for very young children such as Candyland, or Chutes and Ladders. In the 1970s, the board game surrounding the Mouse Trap was redesigned by Sid Sackson, adding the cheese pieces and allowing the player to maneuver opponents onto the trap space.

Each player is represented by a mouse-shaped

Creating A Tag:

Drag the desired concept into the New Tag panel and click save.

The screenshot displays the iCUIARium interface. At the top left is the iCUIARium logo, and at the top right are buttons for 'Log Out', 'Tags', and 'Help'. The main content area features a video player with the title 'Ideal Toys 1963 Sales See All' and a 'PAUSED' indicator. The video shows a box for 'mouse trap game'. Overlaid on the video is a 'New Tag' panel with a search bar containing '207.1'. Below the search bar are three sections: '(1) appear in this video' with a list item 'Mouse Trap Game' and a trash icon; '(0) referred to in this video'; and '(0) everywhere in this video'. At the bottom of the panel are 'Save' and 'Cancel' buttons. To the right is a 'Find Topics' sidebar with a 'Search' bar, buttons for 'Recently Used', 'Recently Created', and 'Create', and a search input field containing 'mouse trap'. Below the search field is a list of search results: 'Mouse Trap Video Game, Juggle', 'Mouse Trap Game', 'A Better Mouse Trap Musical Album', 'Mouse Trap Video Game Version', and 'Mouse Trap Video Game Version'.

Creating A Tag:

The new tag is saved to Freebase and is immediately visible.

The screenshot displays the iCUIarium web interface. At the top left is the iCUIarium logo, which features a stylized eye with a blue iris and a red pupil. To the right of the logo are navigation buttons for "Log Out", "Tags", and "Help". The main content area is divided into two sections. The left section is a video player titled "Ideal Toys 1963 Sales See All TV Commercials Dick Tracy". The video is paused, as indicated by the "PAUSED" text and a progress bar. The video frame shows a hand holding a piece of paper with a "start" label and a diagram of a mouse trap. The video player includes standard controls: a volume slider (0 to 100), playback buttons (stop, previous, play, next), a "FF/FR Jump" slider (0.5, 1, 5, 10, 30), and a "small" button. The right section is a tag list for the same video, titled "Ideal Toys 1963 Sales See All TV...". It shows "2 tags" and includes "Timeline" and "Sync" buttons. The tag list contains two entries: "207.1 Mouse Trap" and "15.5 Toy. clancy the great".

Using Tags That We Create

- Tags can be accessed by:
 - Browsing and searching at the www.ocularium.org site.
 - Querying the Freebase API.
 - Bulk download from Freebase.com.

What's Next?

- Adding videos and creating tags in Ocularium is highly encouraged.
- We need to find additional stable homes for copies of the video tag metadata.
- We will continue to improve and extend the Ocularium software.

Questions

- What new video sources should be included?
- New features?
- What applications that use the tag data should be built?
- What comes after video? (images? audio?)

<http://www.ocularium.org>

