Post-Modern Cataloging: It’s All AV Now!
Final Keynote – October 21
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Come fly with me …
A Grand Tour of OLAC 2012
First … the theme
Post-Modern Cataloging
Postmodern is currently in the top 40% of lookups on Merriam-Webster.com.

Post-modernism … a definition

“of, relating to, or being an era after a modern one”
- Merriam-Webster Dictionary
From modern to post-modern cataloging?

Modern?  Post-modern?
My OLAC Worldview

- Modern
  - AACR family
  - MARC

- Postmodern
  - RDA
  - FRBR
  - Post-MARC

(Flat earth perspective)
What did I learn about this post-modern cataloging?

Words of wisdom and memorable experiential moments
Speaking of maps …

- Pre-conference: Map Cataloging
- Paige G. Andrew
- A buffet of sheet maps
- “It’s all a matter of perspective”
- “Neat” is everything
- Everything to scale; or, How to convert a scale statement to a representative fraction (RF) form
- There must be 2 or more colors involved to use the term “col.” in the description (e.g., black lines for roads, blue lines for rivers counts as “col.”); a map printed all in green is not “col.”
- Post-modern? “col.” becomes “colored”
Keynote – Eric Childress

• Title: Big, Social, and Media-rich
• Grand tour of the AV landscape and trends
• Big patterns, media patterns, and 2 mystery “big events’ in 1962
• “Tidbits”
Grand-tour - 1 - The shift

• Modern
  - “old guard” of media (newspapers, TV, movies, cable)
  - Gatekeepers and experts
  - Publisher owns content; control of copyright
  - Corporate funding

• Post-modern
  - “New players” in retail/devices/OS/content/social media: Apple, Google, Amazon, Facebook
  - “everyman” creative class
  - Content is social; shared
  - Crowdfunding
Grand tour - 2 - Trends

- The changing face of research (the rise of intentional data; e.g., start with Twitter)
- Gaming moving from physical to digital media; “big hits” put pressure on developers from investors
- Media on demand
Grand tour - 2 - Trends cont’d

• New business models
• Rise of piracy and declines in advertising
• Move to more “live experiences” (e.g., 3D)
• Franchise media and marketing (Harry Potter and the Massive Revenue Grab – Book 8 in the series)
The journey from modern to post-modern continues ...

The work(out) begins!
Constructing RDA Access Points

• Adam L. Schiff
• A vigorous romp from the modern (AACR) to the post-modern (RDA; FRBR)
• “200 slides”
• Sources, references, examples – rich!
• Great take-aways
• Lots of “bons-mots”
• 2 hours of years of experience!
Schiff’s modern to post-modern (a modest sample)

- AACR2 headings => RDA access points
- Main entry => Preferred title or authorized access point
- Uniform title => Preferred access points (Core)
- Rules for recording access points followed by rules for constructing access points
- Concepts in RDA of “Core” and “Core if” [to distinguish or differentiate] elements for Works and Expressions, for Persons, Corporate Bodies
- Major changes in conferences – numbering, location, frequency
- LCRIs gone! LC-PCC-PS (Policy Statements) in!
Schiff’s “Bon-mots”

• “There are not yet best practices. We’ll have to wait for best practices.”
• “Uggie the dog, gets his own access point!”

• “Choose the best ‘breaking the conflict’ approach.”
  (OR: Make Clint Eastwood’s day with RDA)
• Zoe Chao and Rob Oldendorf
• Defined: “constructed, constructive, actionable” (K. Coyle); “structured data that facilitates some types of action, created by humans or generated by machine.”
• Action, such as FISO [enter The Terminator in a phone booth]
• Bon-mots: “Flexibility is the enemy of interoperability.” – Zoe Chao
Metadata Workshop - 2

- FRBR context and the need for metadata for Group 1, 2, 3 entities
- Sample attributes for Work, Expression, Manifestation, Item
- An exercise on FRBR WEMI and the choice of metadata that carried throughout the conference
Application Profiles and Vast Selection of Sources for Metadata
eSerials Cataloging Using the CONSER Standard Record (CSR)

- Steve Shadle

Workshop agenda:
- Provide an overview of the CONSER Standard Record (CSR)
- Create an eSerial catalog record using the CONSER RDA Cataloging Checklist
- Compare current [AACR] CSR practice with anticipated CONSER RDA practice

A true and steady walk from the modern to the post-modern sides of cataloging (and no lament for the GMD)!
Sound and Video Cataloging Workshops (respectively)

- Both presented by Jay Weitz
Modern to Post-modern

• A systematic walk through changes between AACR2 and RDA applications to sound and video media, including:
  – Sources of information
  – GMD vs Content, media, and carrier types
  – Statements of responsibility
  – Physical description (AACR) vs Extent (RDA)

• Plus a wealth of other information as confirmed in the Dropbox presentations!
So much to cover, so little time

• With questions, explanations of examples, stories to illustrate, and the extent of information to cover, time runs out.
• “In the middle of [DVD-Video] Language, I have to stop speaking.”
  J. Weitz, 3:30 p.m. Oct. 19
  (Video Cataloging)
Memorable advice from JW

• “Streaming files should not be confused with ‘steaming files’, which would be hot to the touch.”
• “Hence the practice of ‘burning’ CDs.”
  – J. Weitz
From Carrier to Equivalence: Cataloging Reproductions in an RDA/FRBR Environment - 1

• Presented by Morag Boyd and Kevin Furniss
• Compared the AACR2 environment for cataloguing reproductions (US/LC practice diverged from AACR) with RDA/FRBR situation (clear separation of content and carrier)
• MB + KF recommend focusing on cataloging the manifestation-in-hand
From Carrier to Equivalence: Cataloging Reproductions in an RDA/FRBR Environment - 2

- Vendor-neutral records - problems with batch loads, particularly where it appears no human cataloger has touched the record (“It’s out there and loving every minute of it.” – Kramer quoted by Furniss)
- Discussion of LC Bibliographic Framework Transition Initiative
- “On our way with RDA.” – M. Boyd exhortation
- “The road to post-modern cataloging is seldom smooth.” – L. Howarth conclusion
Presented by Bonnie Parks

Reliance on outside sources for MARC records + loading records in large sets (batch) – BUT quality, accuracy, and currency to standards (RDA) not guaranteed

4 considerations: communication, workflow, documentation, training

“If your documentation is clear, someone else can do the job for you.” - B. Parks
Best Practices for Batchloading e-Serials Workshop - 2

- Exercise in what to look for in a vendor, in vendor record sets (e.g., timeliness, integrity of records, responsiveness, customization services, cost, references from other clients, adherence to standards, CRS, BIBCO SR, etc. “Good quality records facilitate discovery” – B. Parks
- Demonstration of MARCEdit to batch edit
- Recognition of changes required as RDA implemented – more careful of vendor records
POSTERS!!
What I learned from Tall Paul (and others)

• That “snakes in a library” need not be scary; coming to know cultures and practices of “Taking up serpents.”
• That the NOAA houses an enormous, publicly available digital collection – metadata, too
• That streaming video, like snakes, can be handled effectively
• That digitizing and cataloguing local collections can be painless … and automated
• That there are opportunities for academic libraries to make creative use of nano technologies
• That there are a variety of ways to classify and organize CD collections
FRBR, Facets, and the Discovery of Moving Image Materials in Libraries

- Presented by Kelley McGrath
- Opening problem statement: with reference to “movies”:
  - Libraries describe publications
  - Users care about versions
- Solution? An OLAC-funded (small-scale) prototype to better align library and user approaches to movies
  - Based on FRBR model
  - Faceted navigation
Cataloging Digital Images - 1

- Presented by Vicki Sipe
- Methods and considerations in image analysis for uncovering information necessary to creating records - “ingenuity and perseverance!” “Do not surmise without strong evidence”
- Crowdsourcing (e.g., Flikr)
- Item level versus collection level records
Cataloging Digital Images - 2

- Standards – Encoded Archival Description (EAD), Describing Archival Collections (DACs)
- MARC coding examples (e.g., importance of 541 “chain of custody” or provenance note; 545 biographical and historical note)
- RDA record examples:
  - Content, media, and carrier types
  - Recognition of production company (264)
Cataloging Digital Images - 3

• Drop box ppt = 9.1 mb – lots of material, examples, sources!

• Bon mots: “That is the kind of future that is so bright I have to wear shades.” “If you break rules, you break them at your own risk; if you bend them, do so with your best professional judgment.” – V. Sipe
OLAC Grant Presentation

- PCC Practice for Assigning Motion Picture and Television Program Uniform Titles
- Presented by Peter H. Lisius
And finally ... Post-modern? Some thoughts ...

- 2008:
  - Spring: “Twitter” launches (fledges?)
  - October: LH speaks at OLAC Cleveland
  - November: “Full Draft” of RDA available

- 2012
  - Twitter now a source of “intentional data” (E. Childress) with rich applications for research and trends (a “big player”)
  - RDA rolling out (slowly, but steadily)
  - LH speaks at OLAC Albuquerque
Some things will change ...

• RDA is steadily gaining momentum – perhaps no longer Jay’s monster, nor quite yet his cuddly puppy
• AACR will lessen in viability and visibility as RDA becomes more dominant – a “successor technology”
• New LIS graduate catalogers will be “bilingual” though also ready/willing to work in RDA

We WILL adapt and adopt!
And some things will stay the same - 1

- OLAC will continue to be a first-rate conference for leading-edge, hands-on applied (and theoretical) exposure to trends and applications in AV/media cataloging - timely and relevant
- There will be workshops with LOTS of exercises at OLAC conferences
- There will be almost as many references and useful sources suggested at OLAC workshops as there are RDA rules.
And some things will stay the same - 2

• RDA will continue to undergo revision
• There will be those who still believe that RDA = Retirement Date Approaching
• Cataloging will remain a fascinating and engaging profession, particularly for those working with AV/media!
As for my own state of mind

As this post-modern journey has unfolded ...
A (true) OLAC story

Told with accompanying Digital Image ...
Ford F150
Sanity restored - journey complete!

Thank-you for inviting me