South Shore Memory Project
16 February 1999
Flippin, Arkansas U.S.A.

1. How do search engines search?

    Search engines like AltaVista and WebCrawler use Web robots and spiders to help them find information. Robots are pieces of software that roam the Web reading Web documents. Robots index the information they find. When you search, you are searching an index that in turn points you to a Web document.

2. What kind of information do search engines gather?

    Different search engines grab different things. Lycos, for example, extracts the title, headings and subheadings, 100 most important words, and the first 20 lines.

3. What is metadata?

    Metadata is data about data. For example, a photograph is a piece of data. The name of the person who took the snapshot, the date on which it was taken, and the subject of the photo is considered metadata.

4. What is the Dublin Core Metadata Element Set?

    This is a set of 15 elements that are used to define a Web document. A lot of people all around the world got together and agreed on what these 15 elements would be. They came up with elements such as Title, Author, Subject and Keywords, Description, Publisher, Date, etc. You can find a complete description at http://purl.org/DC/about/element_set.htm

5. Wow! After looking at the list of elements and the HTML code it takes to create them, is there a simpler way to get the job done?

    Yes! You can create the Dublin Core Metadata Element Set using something called a template. A template enables you to answer simple questions by filling in a template, or form, and a piece of software automatically converts it all into the proper HTML code.

Let's Have Some Fun!

1. Point your Web browser to this site: http://purl.org/DC/about/element_set.htm

2. Scroll to the bottom of the page and look for the link labeled **Tools** and click on it. When the next pages loads, find the link labeled:

Nordic DC metadata creator (including URN generator)
http://www.lub.lu.se/cgi-bin/nmdc.pl

This link takes you to a metadata template.

3. Fill in these elements:

 1. Title
 2. Creator
 11. Identifier: URL

Just make something up for this exercise. (When we create the Dublin Core Metadata Element Set for Ozarkhistory.com, we will fill-in all of the elements.)

4. When you are finished, scroll to the bottom of the page. Click on the pull-down menu and choose **for inclusion in HTML document**. Then click on the button that says **Return Metadata**.

5. The data that appears on the next screen looks something like this:

Here is metadata element number 1:
<META NAME="DC.Title" CONTENT="**Learning About Metadata**">
<LINK REL=SCHEMA.dc
HREF="http://purl.org/metadata/dublin_core_elements#title">

Here is metadata element number 2:
<META NAME="DC.Creator" CONTENT="**Allen C. Benson**"><LINK
REL=SCHEMA.
dc HREF="http://purl.org/metadata/dublin_core_elements#creator">

Here is metadata element number 11:
<META NAME="DC.Identifier" CONTENT="http://www.ozarkhistory.com">
<LINK REL=SCHEMA.dc
HREF="http://purl.org/metadata/dublin_core_elements#identifier">