

Metadata Construction Method for Traditional Culture Creative Resource Service Activation

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Abstract. This paper aims to discuss how metadata construction method for traditional creative resource service can be activated. Traditional culture creative resource services are consisted of different forms. Because of this, users can get enough information with using many different services. Also, creative resource service users are mostly creators, but metadata has not established well for finding materials. To improve the problem, search function should be activated with including metadata that creators need. Additionally, information should be provided for users with standard metadata construction for integrated search of diverse services.

Keywords: Metadata, Traditional Culture, Creative resource, Information service, Integrated Search system

1 Introduction

Traditional culture creative resource indicates an object which can be used as contents creative resource in tradition culture. Currently, each country has made their movement of discovering contents resources in traditional culture all over the world. This is because of that using different and inventive resources raise the possibility of success than normal and common ones. Movements of serving contents creative resources are animated in Korea as well.¹

However, subjects that hold traditional culture resources are highly various, and they constructed their own materials as information service. In other words, users should use different services in order to find resources information. Additionally, their holding materials are diversified. For instance, forms and characters are hardly unified from an ancient language records to discovered remains or artifacts, and preserved intangible cultural properties. The condition disproved the fact that effective information service construction is difficult in creative resource service. In addition, users cannot find desired information easily.

This paper is discussed about how the various services and contents can be distribute to users. Especially, how necessary factors can be reflected are discussed from the users using creative resources perspectives, In order to that, meta

1 Korea Creative Content Agency : Traditional Culture Resource digitalizing business present condition and task. pp.11-69. Korea Creative Contents Agency, Seoul (2012)

information in diverse institutions' information service are analyzed and method to improve problems are discussed for users to construct proper service.

2 Traditional culture creative resource service situation and its limitation

Traditional culture creative resource has attracted public attention since ten years ago. The National Institute of Korean History, Academy of Korean Studies, Institute for the Translation of Korean Classics, Korean Studies Advancement Center, and other representative Korean history institutes have offered digitalized material service. However, the service has not established based upon industrial demands of creative resources need. The service started from professionals who hold and study traditional culture materials. Because of that, the service has not been much activated from limitation of accessibility although the plenty of services were constructed.

Table 1 shows the services offered from institutes holding main traditional culture materials.

Table 1. Traditional culture resource database service condition.

Service institution	Service homepage	Database name
The National Institute of Korean History	http://sillok.history.go.kr http://sjw.history.go.kr http://contents.history.go.kr http://www.koreanhistory.or.kr	The Record of the Joseon Dynasty. Seungjeongwon Ilgi, the Diaries of the Royal Secretariat HistoryNet Korean history online
Academy of Korean Studies	http://encykorea.aks.ac.kr http://www.grandculture.net http://yoksa.aks.ac.kr http://gubi.aks.ac.kr http://people.aks.ac.kr	Encyclopedia of Korean Culture Korean local culture electronic encyclopedia Jangseogak Royal Archives An Outline of Korean Oral Literature Past figures of Korea Information System
The Northeast Asian History Foundation	http://contents.nahf.or.kr	Northeast Asian history foundation Net
Institute for the Translation of Korean Classics	http://db.itkc.or.kr	Korean Classics comprehensive information DB
Korea Creative Content Agency	http://www.culturecontent.com	Culture Archetype portal
Korean Studies Advancement Center	http://www.ugyo.net http://story.ugyo.net	Confucianism Net Story theme park

The services has some common characteristics. The first one is that old language written records are most of them. This eventually makes people access hard. Also, the contents include many difficult terms even though they are translated, so they are hard to read. The second one is sources assortment standards. Assorted materials by historical studies, library and information science, paleography, and other diverse area professionals are hard for the public to access. The third is lack of consideration for service users. Because the services are provided without the consideration of who the user is, user satisfaction level is low.

Especially, it is significant that user is creator in traditional culture service as creative resources. In other words, it is necessary to understand how creators put their efforts on finding materials. Based on that, service function can be displayed when service is well constructed, understating what material creators want and what method they want to find. In the end, service focused on users should be done. Above all, the most important function is search. Most users find information through the search function. Therefore, metadata which is object of search is most significant.

3 Traditional Culture Creative Resources Metadata Analysis

Integrated search is possible in web sites providing traditional culture creative resources except Culture Archetype portal in Korea Creative Content Agency. Metadata from the site basically reflects core meta factor of Dublin core. In terms of core meta factor, title, maker, subject, type, publication, date, abstract, file format, URL, UCI information, and others are consisted of. These meta factors only provides meta information that is not very helpful for creators.

Culture archetype website constructed by Korea Creative Content Agency is representative information service of traditional culture creative resources. In this website, cultural archetype contents continually have been constructed since 2002 for 10years and their service has been provided. The service has accomplished a plenty of achievements, but real contents creators do not use the service much. It is because of that materials are hard to find. Consider the metadata, people can easily notice. Metadata from Culture Archetype portal is very rough; material title, material type, maker name, manufactured year, subject title, keyword, abstract, classification code, contents description, resource type, area, period, type of media, and others are organized. Although meaningful meta factors in the website are for creators rather than Korean history online, it is not enough to provide necessary motives and resources for creators.

In that background, story them park service has launched by Korean Studies Advancement Center. Story theme park clearly set their service target for cultural contents creators. They also classified intuitive category in order to make the public easily know and used terms easily understand. Additionally, users can get information easily with related information.

Structure comparisons between metadata from traditional culture DB and metadata from story theme park are below.

Table 2. Traditional culture DB metadata comparisons

Korean history online	Culture Archetype portal	Story theme park
TOTALINFOCENTER	Control number	SCEN_ID
DBNAME	Material name	SCEN_ATTRIBUTE
SPECIALINFOCENTE	Material type	SCEN_REFERENCE
R IDENTIFIER	Writer name	SCEN_T
MAINTITLE	Manufacturer name	SCEN_CONT
ALTERNATIVE	Manufactured year	SCEN_START_DATE
CREATOR SUBJECT	Minor material	SCEN_START_DATE_YUN
TYPE	name Co-author	SCEN_END_DATE
PUBLISHER	name Subject	SCEN_END_DATE_YUNSCEN_PLACE
DATEISSUED	keyword Abstract	SCEN_PERSON
DATECREATED	User object	SCEN_REFERENCE2
DATEMODIFIED	Language	SILOK ID
ABSTRACT	Classification code	SILOK_URL
TABLEOFCONTENTS	Ultimate theme keyword	BACKGROUNDORIGIN_TEXT
FORMATRXTEXT	Subsidiary theme	DICTIONARY
FORMATMEDIUM	keyword Contents detail	CHARACTER
URL	Resource type	MULTIMEDIA
TAXONOMY_ID	classification Area	RELATION_SCEN
KC	classification Period	
UCI	classification Media type	
	classification Key word	

As the table2, Meta factors for contents creators are almost omitted in the case of national knowledge DB using standard metadata. On the other hand, meta factors for contents creators are included in the case of story theme park metadata. In order to make the traditional culture creative resource service meaningful for creators, necessary information should be included. In that case, standard metadata and metadata for creators should be provided together in order to connect to other DB and do integrated search.

4 Metadata construction method for traditional culture creative resource integrated search

Metadata for search is very significant factor in creative resource service. However, mentioned above, metadata of traditional culture creative resource is differently composed depends on website. For that reason, metadata reorganization for creative resource service is necessary.

In order to construct metadata, necessary factors need to be analyzed. Metadata includes bibliographic factor, descriptive factor, formal factor, content factor, and related factor. Bibliographic factor includes basic material information such as title, publisher, maker, manufactured date, and other contents. Descriptive factor includes abstract and details. Formal factor includes material format, file format, and others. Content factor includes subject, keyword, classification, related information, and

others. Related factor includes background information, terminology dictionary, multimedia information, other institute cater for related information, and others.

Creative resource service mainly targets creators. Therefore, it is necessary to reflect what information creators want through metadata. Above all, creators want personal information, time information, spatial information, subject information, and others. Metadata factors should include these information. This information could be included in content factor. Personal information provides related characters' information. Time information is start, end, order relationship, and other information. Spatial information includes specific spot, course, certain area, and other diverse information.² Subject information should provide motives for creators. Reorganized creative resource metadata with these information is table 3.

Table 3. Reorganized creative resource metadata

Traditional culture creative resource	
Surge element	ID MAINTITLE ALTERNATIVE CREATOR PUBLISHER DATEISSUED DATECREATED DATEMODIFIED
Descriptive element	SUBJECT ABSTRACT TABLEOFCONTENTS CATEGORY
Form element	TYPE FORMATRXTEXT FORMATMEDIUM
Content element	SUBTITLE CONTENT START_DAT E END_DATE PLACE PATH PERSON
Relevant information element	URL UCI REFERENCE BACKGROUND ORIGIN_TEXT DICTIONARY CHARACTER MULTIMEDIA RELATION_CONTENT

² Ministry of Culture, Sports and Tourism : Traditional Culture Heritage Use Possibility and Prospect. pp.29-88. Ministry of Culture, Sports and Tourism, Seoul (2012)

5 Traditional culture creative resource service activation method

Metadata reorganization method for traditional culture creative resource integrated search service are discussed above. For creators who use creative resource service, first is that factors for creators' search should be included. Second is important that information from many different institutes should be accessible at the same time.

Also, category and navigation structure should be changed in order to activate traditional culture creative resource service. Most of creative resource service selects category and detail information in detail list. Or else, detail information is selected in information search list with search. In other words, users navigate two ways; list and search. The method can be found when content is understood. Otherwise, users who do not know the content at all is not easy to access. Because of that, category should be classified between interesting contents by creators. For example, key words based on plot and motive from stories of love, war, bond, and harmony need to be introduced.

Next, it is necessary to connect to other systems. Rather than creators search to find information through many websites, it is necessary to achieve enough information from certain institutes at once. In order to that, necessary factors for creators should be included with keeping standard metadata format, like Dublin core. Selecting Open API method service from each institute is helpful. Ultimately, service needs from creators should apply properly to current system to activate traditional culture creative resource service.³ In other words, service focused on user needs to be accomplished.

References

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³ Ministry of Culture, Sports and Tourism : Story Korea, Traditional Creative Resource Conference. pp.13-21. Ministry of Culture, Sports and Tourism, Seoul (2013)