All the Reasons to be a Fan of PCC's Strategic Directions 2015-2017

Shifting from Authorities to People, Places, Events, Awards…
“Existing methods of library authority control are based on constructing unique authorized access points as text strings (literals). This string-based approach works somewhat well in the closed environment of a traditional library catalog, but not in an open environment where data are shared and linked, and so require unique identifiers. The web presents both a challenge and an opportunity for libraries, which are now in a position to take advantage of authorities created outside of the library world, and also to contribute library authority data for use by other communities.”
In linked data a URI identifies the thing.

The thing can have labels (even preferred labels) and relationships to other things, but none of these traits *identify* the thing.
Records/Authorities and the Things They Describe

- Libraries have Records/Authorities about things.
- The web has webpages about things.
- When we talk about linked data we mean URIs that identify the things themselves, with associated data.
- We need information resources to be separate entities from the things themselves.
  - A Person and Record/Authority/Website About a Person have different traits, e.g.
    - Creators/Creation dates (You can do the math.)
    - Size (height and weight vs. bytes)
    - Suppressed means something completely different when talking about a person (or class of persons) vs. a record.
URIs are useful in MARC right now.

My position paper previously posted to the PCC list: http://bit.ly/1BMQ0ed
It’s with this understanding that I’ve taken the position...
I **strongly oppose** AAPs as a means of identification. You should too.

- If you’re a **manager** with a backlog and have to deal with AAPs, you’ll love entities with URIs.
- If you’re a **cataloger** and have to create unique AAPs, you’ll love entities with URIs.
- If you’re a **data munger** and have to collate/disambiguate using AAPs, you’ll love entities with URIs.
This is not science fiction.

With enough data attached to an entity/URI, an AAP-like display can be created algorithmically.
The Good News:

The PCC Strategic Plan recognizes the challenges and potential of new strategies.
**Some** of the Entities Cornell/LD4L Is Experimenting With

<table>
<thead>
<tr>
<th>bf:Work</th>
<th>prov:Activity</th>
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<tbody>
<tr>
<td>bf:Instance</td>
<td>madsrdf:TitleElement</td>
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<tr>
<td>fabio:Item</td>
<td>schema:Event</td>
</tr>
<tr>
<td>bf:Topic</td>
<td>mo:Performance</td>
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<tr>
<td>foaf:Person</td>
<td>schema:EventVenue</td>
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<tr>
<td>foaf:Organization</td>
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</tr>
</tbody>
</table>
LD4L Use Case 2.1

• See and search on works by people to discover more works, and better understand people

• Pilot using MARC records for theses, to create BIBFRAME with links to faculty advisors represented in Cornell’s VIVO (a semantic web faculty profiling system)
  – VIVO data is enriched by catalog data
  – Catalog data is enriched by VIVO data
New Cornell Heading Browse in our Catalog
Ceci, Stephen J.

Works by: 14 Title(s)
Works about: 0 Title(s)

Reference Info
Alternate form(s): Ceci, Stephen John
Headings type: Personal Name

Description
Field: Developmental Psychology
Occupation: College Teachers
Gender: Male
Group/Organization: New York State College Of Human Ecology
Enhancements (With Reciprocity)
LD4L Use Case 4

Pilot Goals

• Model non-MARC metadata from Cornell Hip Hop Flyer Collection to RDF
  – Test BIBFRAME for describing the flyers
  – Test the use of other ontologies for describing other entities, e.g. events, venues (more on this in a moment)

• Use of LinkedBrainz URIs for performers and other types of entities found in HipHop Flyers to discover relationships to other entities to discover relationships to other entities…
Afrika Bambaataa

Legal name: Kevin Donovan

Wikipedia

Kevin Donovan (born April 19, 1957), better known by the stage name Afrika Bambaataa, is an American DJ from the South Bronx, New York. He is notable for releasing a series of genre-defining electro tracks in the 1980s that influenced the development of hip hop culture. Afrika Bambaataa is one of the originators of breakbeat DJing and is respectfully known as "The Godfather" and "Amen Ra of Hip Hop Kulture," as well as the father of electro funk. Through his co-opting of the street gang the Black Spades into the music and culture-oriented Universal Zulu Nation, he has helped spread Hip Hop Culture throughout the world.

Discography

<table>
<thead>
<tr>
<th>Year</th>
<th>Title</th>
<th>Artist</th>
<th>Rating</th>
<th>Releases</th>
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<tbody>
<tr>
<td>1984</td>
<td>Unity</td>
<td>Afrika Bambaata &amp; James Brown</td>
<td>★★★★★★</td>
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<td>Beware (The Funk Is Everywhere)</td>
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<td>The Light</td>
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<td>Dark Matter Moving at the Speed of Light</td>
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<td></td>
<td>Zulu Nation War Chant</td>
<td>Afrika Bambaataa</td>
<td>★★★★★★</td>
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</table>

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<tr>
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<th>Title</th>
<th>Artist</th>
<th>Rating</th>
<th>Releases</th>
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<tbody>
<tr>
<td>1997</td>
<td>Zulu Groove</td>
<td>Afrika Bambaataa</td>
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<td>1999</td>
<td>Electro Funk Breakdown</td>
<td>Afrika Bambaataa</td>
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<tr>
<td>1999</td>
<td>The 12&quot; Mixes</td>
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<td>★★★★★★</td>
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<tr>
<td>2003</td>
<td>Afrika Bambaataa Presents Eastside</td>
<td>Afrika Bambaataa</td>
<td>★★★★★★</td>
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</table>
About the Hip Hop Flyers
Flyers as BIBFRAME Work/Instances
schema:Event/mo:Performance
Steve Folsom | Metadata Strategist and Standards Advocate, Cornell University Library | PCC Participants Meeting, ALA Annual 2015
mo:MusicArtist mo:SoloMusicArtist mo:MusicGroup
schema:PostalAddress

Sugar Hill Recording Artist
GRAND MASTER
FLASH

Furious 5M.C.s

Bambaataa "Jazzy Jay"

SOULSONIC FORCE

COLD CRUSH BROTHERS

9:30 - until

MOSQUE
ROLLER RINK

SAT AUG 8th
No Skating
Dancing Only

1035 State St. Bridgeport, Conn.
Linking to external Graphs

When we have a LinkedBrainz URI for instances of mo:MusicArtist we can query for relationships to other entities and properties of these new entities.
Biggest Challenge

• Entity reconciliation- Headings to Linked Data entities, e.g.
  – Labels/Authorities to foaf Agents
  – Labels/Authorities to Works/Instances
  – Labels/Authorities to Venues
  – Etc.

• It would help tremendously if...
  – We captured data in MARC with entities in mind, describing them more fully rather than labels
  – We began to point directly to entities using URIs
Image credit: https://www.pinterest.com/Doctoredlocks/mermaid-hair/
Why I’m a fan of PCC Strategic Directions

The Entity Approach is…

• **Durable**- as oppose to fragile strings

• **Extensible**- if we need a new entity type we find or create one

• **Reusable**- potential to align with modeling done elsewhere on the web
“Daddy, what are you doing?”

“This guy tells stories. I’m making sure people know about them.”

“Are you going to do that for everyone?”

“Yes.”
A LOT of People say/create/do really important things.

We’re here to make sure these things are found.

We’re here to make sure that these people are known.

We’re here to provide greater context to their work.
Thank You.

<http://id.loc.gov/authorities/names/no2015079947>
<http://www.loc.gov/mads/rdf/v1#identifiesRWO>
<http://vivo.cornell.edu/individual/sf433>