

Metadata Instructions: Page Title, Alt Text + Webtext Type/Size/URI

Overview/Coverage

In this week's metadata assignment, you will be gathering data for the following fields:

- Page Title
- Alt Text
- [Webtext] DCMI Type
- [Webtext] File Size
- [Webtext] URI

Cross-Reference Handouts

These are all required to complete this assignment and are available from the course website here:

<http://www.ceball.com/classes/354/spring11/assignments/metadata-project/>.

- "Metadata Project Description Sheets"
- "Blank Metadata spreadsheet"
- "Metadata Instructions-MEDIA" (from last week's assignment)

Spreadsheet Tab

In this week's assignment, you will be working with the **Webtext tab** AND the **Media tab** in the spreadsheet.

METADATA TERMS

Webtext DCMI Type, File Size, and URI

Following the same instructions you used last week to find the DCMI Type, File Size, and URI for the Media elements in your webtexts, this week, you will use the same process to record the this metadata for your webtexts. The process should go much quicker than last week, since you only have to work on the **Webtext** tab of your spreadsheet. Refer back to last week's instructions for anything you don't remember how to do. Anything that's different will be described below. This part of the assignment assumes you have the file directory (using Cyberduck or your offline version) of your volume.issue open.

DCMI Type

For all webtexts (except edited collections), the DCMI Type is **InteractiveResource** (no space!). For edited collections, the DCMI Type is **Collection**. Type that information and then paste it into all the other cells of the Webtext DCMI Type column. You don't need to refer to the file directory for this part. You may have done this part last week, in which case you can move ahead to the next item.

URI

1. In the file directory, find the name of the folder that corresponds to each webtext in your Webtext tab. (The folder names won't always match the author names, as you discovered last week.)
2. Copy the folder name with forward slashes on both sides (e.g., "/ball/" for Ball's webtext in the 4.1 CoverWeb). See Figure 1 for an example. **NOTE: Most webtexts' URIs will resolve to the folder-level. However,** sometimes the URI will be a filename instead of a folder -- this will happen most likely with the News and Logging On sections, where the "webtext" is really only a single HTML file. In that case, the URI will likely match the Media element URI. See figure 2 for an example.

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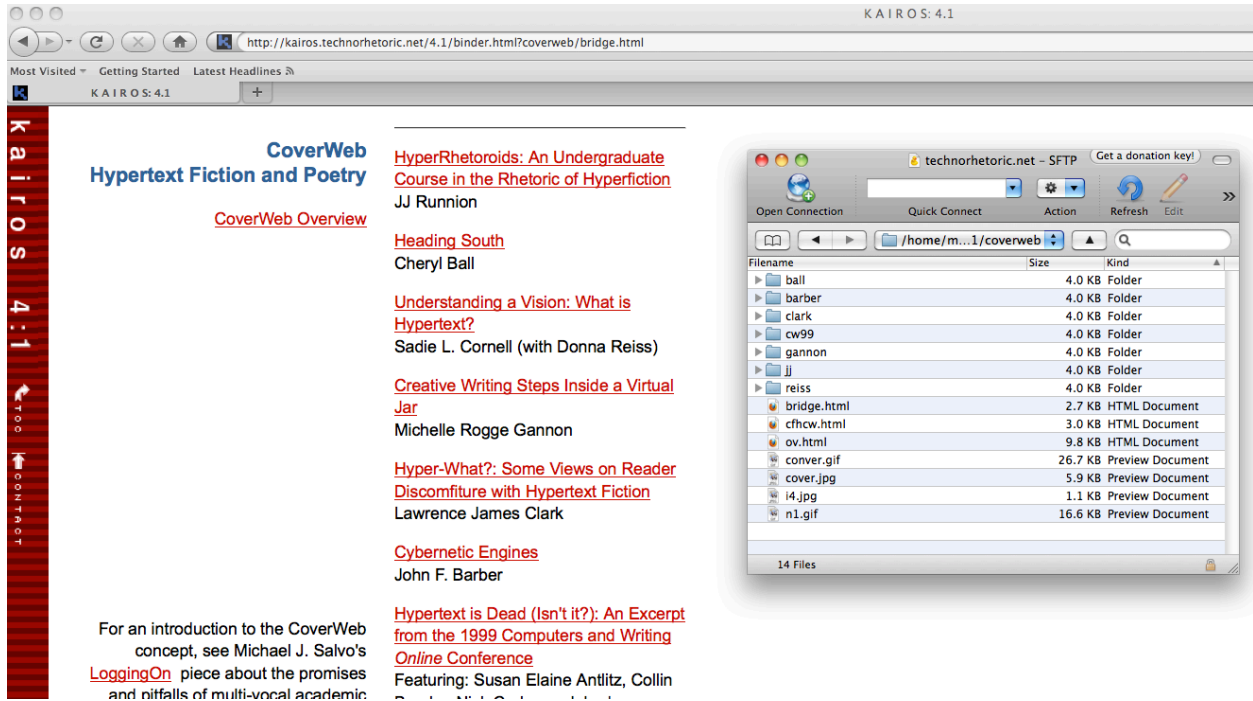


Figure 1. A screenshot of the CoverWeb TOC from 4.1 and the CoverWeb file directory. Most webtexts match up via the author(s)' last names, but not all do. For instance, Antlitz et al's "Hypertext is Dead" webtext matches (by process of elimination) to the /cw99/ folder in the file directory. So, the URI for that webtext should be listed as /cw99/ in the spreadsheet.

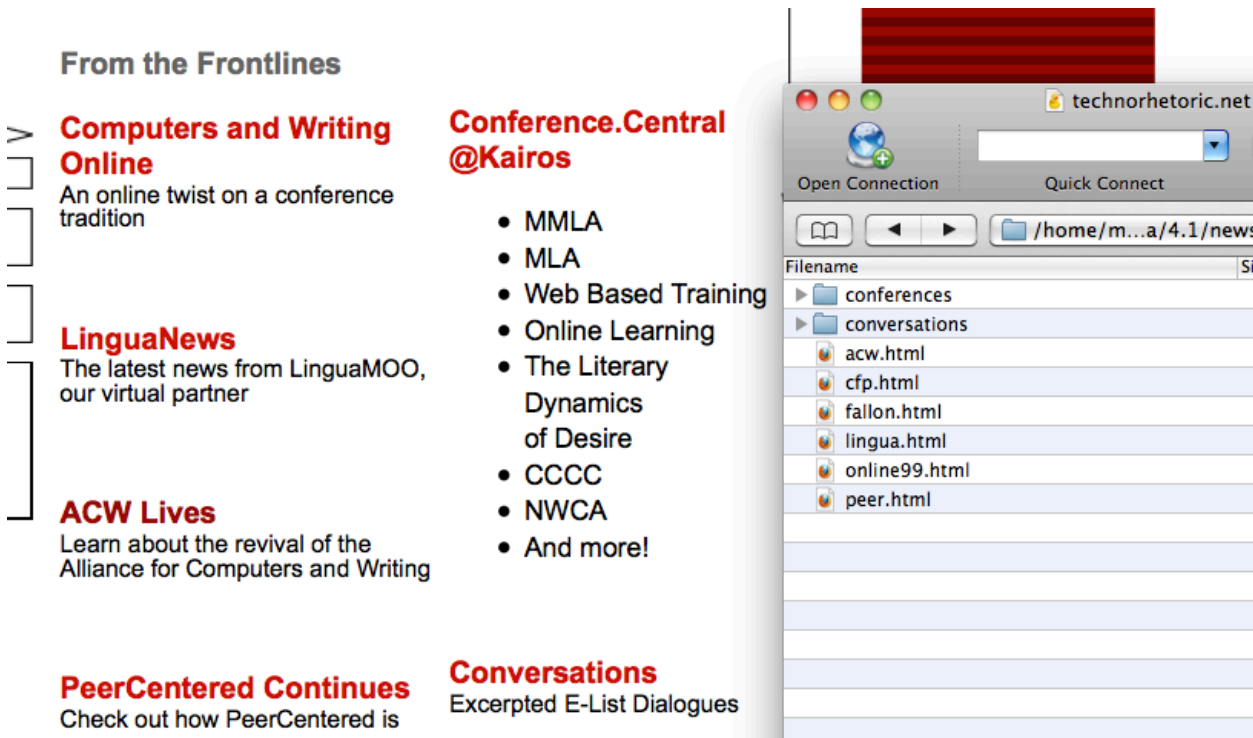


Figure 2. In some cases, the URI for Webtexts will end with a .html (or similar) file because the "webtext" is only one file in scope. For example, the URI for the new item "ACW Lives" webtext would be "/news/acw.html" (no quotes).

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File Size

There are two kinds of webtexts that have two different ways to calculate File Sizes in the **Webtext tab**.

- If your webtext only consists of a **single HTML page** (such as in News or Logging On columns), you can copy the file size as it appears in the file directory. (This will be the same file size you listed in the File Size assignment for your Media elements last week.)
- If your webtext contains **multiple media files** (most webtexts are like this), you will have to calculate the file size for the entire webtext. Don't worry, you don't actually have to add anything! :) If this is the case, do the following:
 - A. In the file directory, the file size for whole webtexts won't be listed. (The file directories only list the size of the folder itself -- usually around 4 kb -- not the contents of the folder.)
 - B. Click once on the webtext folder you want to calculate the size for, so that the folder is highlighted/selected.
 - C. Go into the Properties of that folder (on a PC, right click and choose Properties; on a Mac, click Command-I together). Depending on HOW you're looking at the files, you may have to monkey around to find how to find the Properties. The file size should be listed somewhere in the Properties window. (If you do this from within Cyberduck, there will be an additional button that says to "Calculate" the size. Do that. See Figure 3.)
 - D. Copy the File Size for the webtext into the Webtext tab's column for File Size.

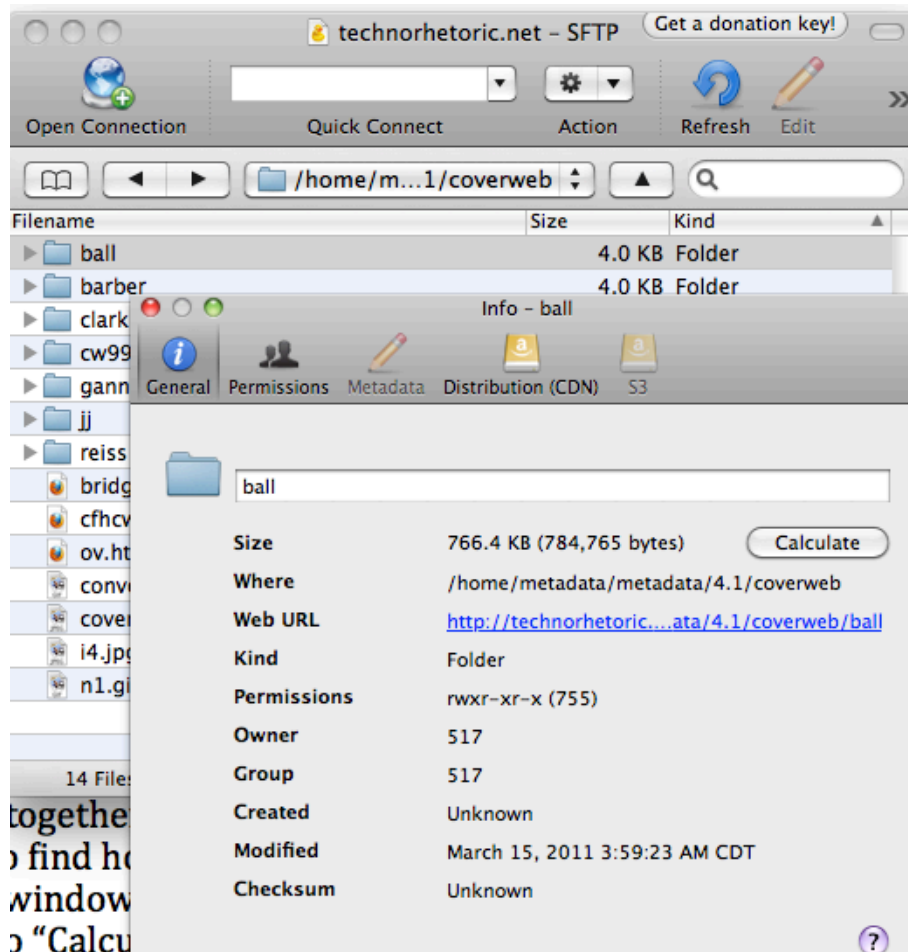


Figure 3. In Cyberduck, after selecting the `/ball/` folder and clicking Command-I, the above Properties/Info window appears, where I can click the "Calculate" button to find the File Size of the entire webtext (which is 766.4 kb).

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NOTE: For Page Title and Alt Text, you won't need the file directories anymore. Although there are multiple ways to complete these two parts of the metadata spreadsheet, the easiest way is to use a WYSIWYG web-editing program like Dreamweaver. Dreamweaver is available on all the Publications Unit lab machines as well as in STV 408. Check for open lab times in both labs. You can also use a different web-editing program (a free one such as Kompozer) as long as you can do a Find for the underlying HTML code, as described below. However, I REALLY recommend using Dreamweaver, as the process is much much quicker given that program's Find/Search capabilities, and the instructions below will be written for Dreamweaver.

Alt Text

Alt Text is short for Alternate Text, and is an HTML tag used to briefly describe in writing the contents of an image file. **You will only be collecting ALT TEXT for the multimedia files in your webtexts (e.g., DCMI Types = StillImage, MovingImage, Sound), NOT for the HTML files.** Most multimedia files in Kairos webtexts should have Alt Text, but some may not. Alt Text allows for accessible readings of a webtext, including for low-vision users who may be using screen-readers to navigate a text. (Screen readers can't translate images other than the file names, but if Alt Text is used, then the screen reader reads that information aloud to the user, making the webtext more usable and accessible overall.) Our purpose for collecting the alt text today is to help search engines discover the content of the HTML/text as well as the content of the media files.

Some history: Sometimes alt text pops up in little yellow boxes while readers are browsing a website, although newer versions of browsers don't tend to offer that option like they used to, likely because of the speed of Internet connections has changed. (Way back when, when people mostly used dial-up connections for their Web access, users would change their browser settings so that images would not appear, because images take longer to download to the browser than text does. This would speed up the whole browsing process. Now that faster Internet connections have become more ubiquitous, users rarely browse with images turned off, so we don't see those yellow pop-ups with the alt text as much.)

To find the alt text, you'll need to have your file directories stored locally on whatever computer you're working on (e.g., download the volume.issue via Cyberduck to your local machine). Then do the following:

1. Open Dreamweaver.
2. From the top menu, click on Site> New Site. (For those who've used DW before, you're going to Define a New Site using the entire Volume.Issue.)
3. In the first pop-up box called Site Set-up,
 - 3.1. change the Site Name to your Volume.issue.
 - 3.2. browse (using the little folder icon) for the local copy of your Volume.Issue in the Local Site Folder line. (See Figure 4)
4. Click Save. Dreamweaver will "count" all your files and give you access to them through DW.

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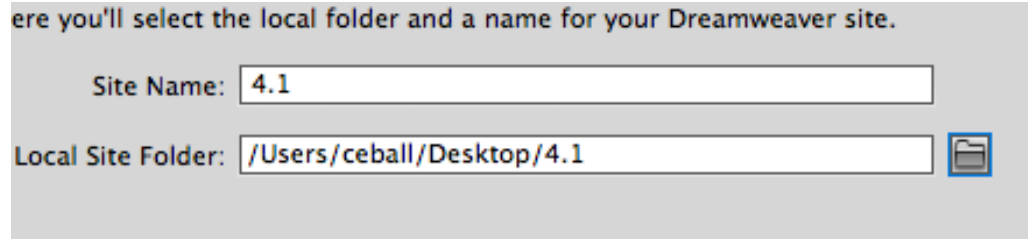


Figure 4. Setting up a new Site in Dreamweaver, step 1. (Corresponds to #3 above). Your Local Site Folder location will be UNIQUE to your machine. My copy of 4.1 is on my desktop. Yours may be somewhere else. DON'T COPY WHAT I HAVE ABOVE; just use it for reference.

4. All of your files for your volume.issue will now be listed in the Files window of Dreamweaver (See Figure 5.) This will allow DW to search within the whole directory for alt text.

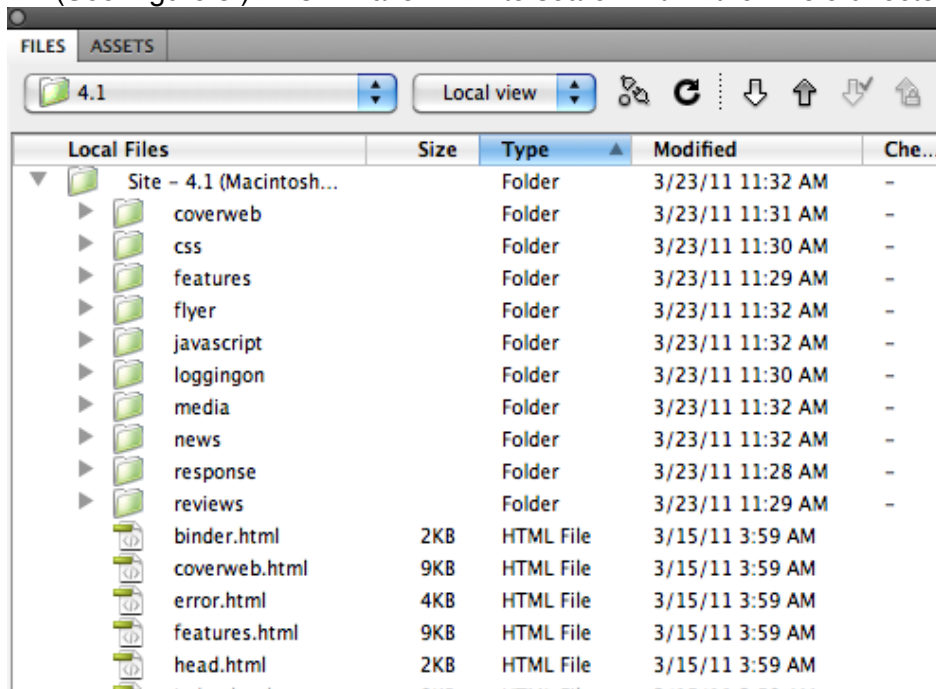


Figure 5. The File window in Dreamweaver, showing all the files that appear in your Volume.Issue. Note that I'm using DW5. You may be using an earlier version, but this process works and looks nearly the same in all versions of Dreamweaver.

5. Select the Find option (Command-F on a Mac; Control-F on a PC)
6. In the Find & Replace pop-up box, make the following selections:
 - 6.1. Find In = Entire Current Local Site (this will allow DW to search your entire volume.issue directory)
 - 6.2. Search In = Source Code
 - 6.3. Find = the filename of the multimedia file you want to search for (e.g., farm01.jpg in Figure 7). Pull this filename from the File Name column in your Media tab of the spreadsheet. You only need to search for the following DCMI Types: StillImage, MovingImage, Sound, so you may want to Sort your spreadsheet according to the DCMI Type column so you can lump all the kinds together.

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- 6.4. Once you've typed in the filename you want to search for, click the Find All button. Dreamweaver will search for all instances of that filename within the entire volume.issue.

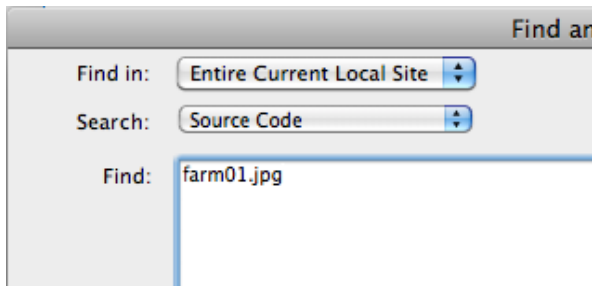


Figure 6. The choices you need to make in the Find&Replace box in Dreamweaver to find the alt text for a media file (e.g., farm01.jpg) in your volume.issue.

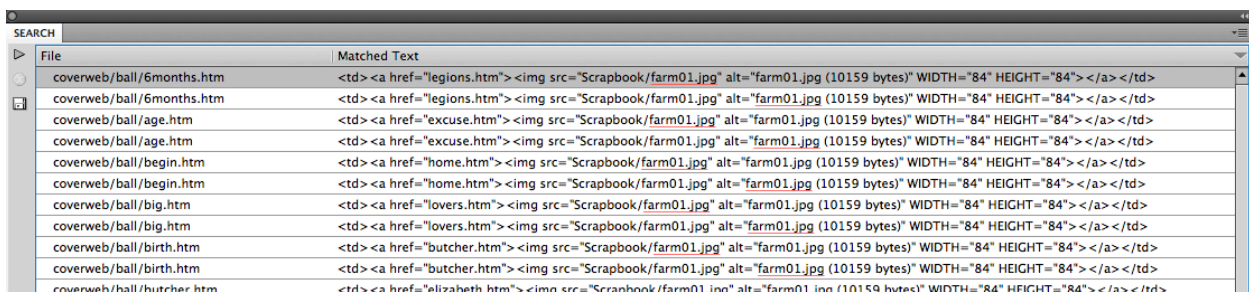


Figure 7. A partial results list from a search for “farm01.jpg” in 4.1. Although farm01.jpg appears numerous times (49 to be exact) in 4.1, you only need the alt text for it once. (In this case, the file corresponds to a navigation item, so it’s repeated on nearly every page of the webtext.)

7. Once you have the results list (as in Figure 7, above), the alt text -- if there IS alt text -- will be listed next to it under the “Matched Text” list. Look for the part of the code that reads: alt=“xxxxxx” where X is whatever the alt text actually is. In Figure 7, the alt text for farm01.jpg is also farm01.jpg.
8. So in your spreadsheet under the Alt Text column for this filename, type in whatever follows the alt= code. In this example, you would type in farm01.jpg as in Figure 8 below. If you want to cut and paste the alt text, double-click on the result in the Search list, and the Code view will open up in a DW window. In best-case scenarios, the alt text will be a short phrase or a set of directions (the latter if the multimedia file is part of navigation).

C	D	E	F	G	H	K
File Name	File Size	MimeType	DCMIType	Genre	URI	Alt Text
creche.jpg	13.0 kb	image/jpeg	StillImage		Scrapbook/creche.jpg	
grandmas.jpg	53.1 kb	image/jpeg	StillImage		Scrapbook/grandmas	
farm01.jpg	11 kb	image/jpeg	StillImage		Scrapbook/farm01.jpg	farm01.jpg
6months.htm	1.3 kb	text/html	Text		6months.htm	
age.htm	1.2 kb	text/html	Text		age.htm	

Figure 8. The alt text for filename farm01.jpg as listed in the spreadsheet. Note that this spreadsheet has been Sorted (under the Data option in Excel) by DCMI Type to make searching for multimedia files a little easier.

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Note: Alt text should not normally be the same as the filename. The example in Figure 8 shows an author, me, didn't use appropriate alt text. The alt text should describe what the content of the file is. For example, in 15.2, the alt text for one of Erin Anderson's image files is "click here to read theory and design." Like the Abstracts assignment, if you discover a file type that doesn't have Alt Text, or has bad alt text (as in the 4.1 example), you will need to write some for it. **HOWEVER**, we will save that task for next week's assignment, when you'll go back to using the browser to deduce the Genre and Creator of media elements, because then you'll actually be looking at the media files again, not just the file directories and filenames. To make next week's assignment quicker for you, I'd recommend highlighting the cells of alt text that are unavailable or wrong. That way you can go back to them immediately next week without having to scan through the whole list.

Page Title

While Alt Text only applied to multimedia files (StillImage, MovingImage, Sound, etc.), Page Titles only apply to the HTML pages in a webtext, and the process for finding them in Dreamweaver is easier still.

1. Perform a new Find in the current Local Site's source code for the HTML tag <title>, as shown in Figure 9.

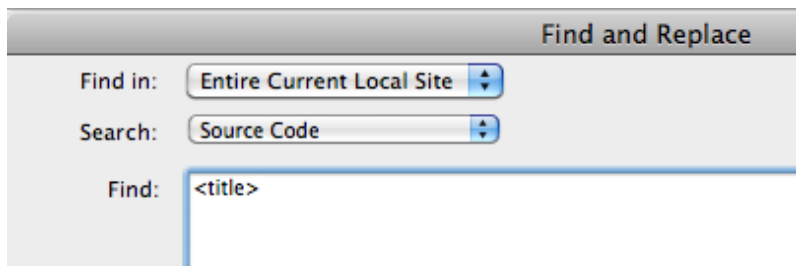


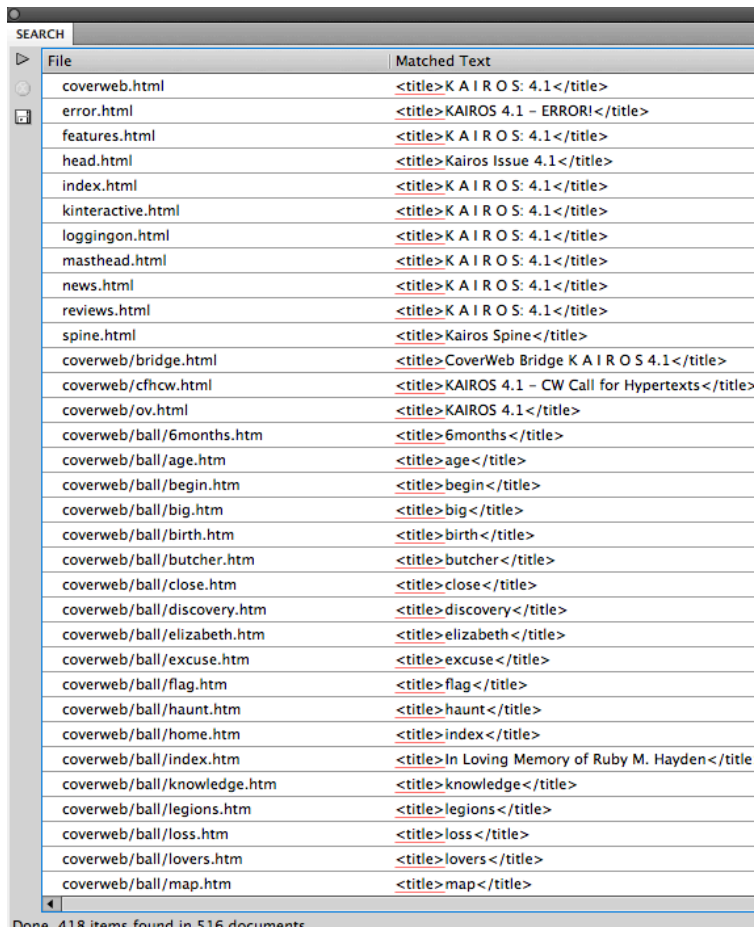
Figure 9. Finding the Page Title tags in the HTML Source code in Dreamweaver.

2. The results list will show all the HTML files in your Media tab with their respective Page Titles listed next to them (if, that is, the HTML file *has* a Page Title). See Figure 11, on next page.
3. Copy the title as it appears within the <title> </title> tags into the Page Title column in your spreadsheet. (Like the alt text, you can double-click on the file from within the search results to open the code in a DW window to more easily copy it.) See Figure 10 for an example of the spreadsheet with the Page Title for /ball/index.htm.

DOI	MediaID	File Name	File Size	MimeType	DCMIType	Genre	URI	Creator	Page Title	Alt Text
4.1.coverweb.ball		creche.jpg	13.0 kb	image/jpeg	StillImage		Scrapbook/creche.jpg			
4.1.coverweb.ball		grandmas.jpg	53.1 kb	image/jpeg	StillImage		Scrapbook/grandmas.jpg			
4.1.coverweb.ball		farm01.jpg	11 kb	image/jpeg	StillImage		Scrapbook/farm01.jpg			farm01.jpg
4.1.coverweb.ball		6months.htm	1.3 kb	text/html	Text		6months.htm			
4.1.coverweb.ball		age.htm	1.2 kb	text/html	Text		age.htm			
4.1.coverweb.ball		begin.htm	1.2 kb	text/html	Text		begin.htm			
4.1.coverweb.ball		about.htm	9.6 kb	text/html	Text		Journey/about.htm			
4.1.coverweb.ball		destination.htm	5.7 kb	text/html	Text		Journey/destination.htm			
4.1.coverweb.ball		index.htm	1 kb	text/html	Text		index.htm		In Loving Memory of Ruby M. Hayden	

Figure 10. Page Titles are for HTML files. Alt text is for multimedia files.

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The screenshot shows a search interface with a table of results. The table has two columns: 'File' and 'Matched Text'. The 'File' column lists various HTML files, and the 'Matched Text' column shows the corresponding title tags extracted from those files. The search results are sorted by the matched text.

File	Matched Text
coverweb.html	<title>K A I R O S: 4.1</title>
error.html	<title>KAIROS 4.1 - ERROR!</title>
features.html	<title>K A I R O S: 4.1</title>
head.html	<title>Kairos Issue 4.1</title>
index.html	<title>K A I R O S: 4.1</title>
kinteractive.html	<title>K A I R O S: 4.1</title>
loggingon.html	<title>K A I R O S: 4.1</title>
masthead.html	<title>K A I R O S: 4.1</title>
news.html	<title>K A I R O S: 4.1</title>
reviews.html	<title>K A I R O S: 4.1</title>
spine.html	<title>Kairos Spine</title>
coverweb/bridge.html	<title>CoverWeb Bridge K A I R O S 4.1</title>
coverweb/cfhw.html	<title>KAIROS 4.1 - CW Call for Hypertexts</title>
coverweb/ov.html	<title>KAIROS 4.1</title>
coverweb/ball/6months.htm	<title>6months</title>
coverweb/ball/age.htm	<title>age</title>
coverweb/ball/begin.htm	<title>begin</title>
coverweb/ball/big.htm	<title>big</title>
coverweb/ball/birth.htm	<title>birth</title>
coverweb/ball/butcher.htm	<title>butcher</title>
coverweb/ball/close.htm	<title>close</title>
coverweb/ball/discovery.htm	<title>discovery</title>
coverweb/ball/elizabeth.htm	<title>elizabeth</title>
coverweb/ball/excuse.htm	<title>excuse</title>
coverweb/ball/flag.htm	<title>flag</title>
coverweb/ball/haunt.htm	<title>haunt</title>
coverweb/ball/home.htm	<title>index</title>
coverweb/ball/index.htm	<title>In Loving Memory of Ruby M. Hayden</title>
coverweb/ball/knowledge.htm	<title>knowledge</title>
coverweb/ball/legions.htm	<title>legions</title>
coverweb/ball/loss.htm	<title>loss</title>
coverweb/ball/lovers.htm	<title>lovers</title>
coverweb/ball/map.htm	<title>map</title>

Done: 418 items found in 516 documents

Figure 11. Partial screenshot of the search results from <title> tags (for Page Titles) in 4.1.