



KALTURA Tagging: Advice and best practices.

Purpose

The goal of this document is to encourage thoughtful collaboration regarding Kaltura media tagging. This will lead to the creation of a tagging system that makes sense to your department and for the users most likely to be accessing your media content on Kaltura.

Definitions

For the purposes of this document:

- **Private content** means media that is limited to student use in D2L, for internal college or department use only, and requires a login to view; **Public content** is general promotional or information sharing/ instruction that does not require a Kaltura login.
- **Tags:** are alternate search terms or keywords that you create which help people discover or retrieve your videos and help you and your colleagues organize them [1].
- **Taxonomy:** “A hierarchical classification scheme made up of categories and subcategories of information plus a controlled vocabulary of terms, usually used to describe a specific area of knowledge [2].”
- **Folksonomy:** “The mental model, or classification system, of a taxonomy of content or concepts in the minds of **content consumers**. Includes vocabulary, organization, relationships, and interactions [2].”

General advice

Imagine only be able to search for TV shows by episode number, or using a music app that organized all songs by release date rather than musician or band name! Such frustration should be avoided; having a logical tagging system helps!

1. **Avoid repetition;** do not re-use information that you entered as part of the upload process.
Example: no need to have a ‘CHEM’ or ‘COOK’ as a tag because the Kaltura Upload interface requires you to add a Course Code.
2. **Avoid tags that are too generic** like “Assignment 1” – or “Unit 1”
3. **Do use specific terms** that provide immediate clarity: “Thermodynamics”
4. **Do meet with your department/program group** to decide which tags to use or to choose a guiding theme or taxonomy your group will follow

Possible strategies to guide tag creation

Recommendation 1: Pair the category tag (in bold) with course or assignment specific tag

Examples:

- *Keyword tags pulled from assignments*, for example
Essay-Research | **Essay**-argumentative | **Essay**-persuasive
- *Learning outcomes/objectives*, for example
atomic mass **factual**, meat cutting **procedure**, etc [3]
- *Cognitive process (create, evaluate)*, for example
analyse author bias [3]
- *Media content/purpose*, for example
demonstration, promotional, problem-solve etc.
- *Audience* for example
prospective students, Camosun employees,
Community Partners

Recommendation 2: Add additional information as per the Upload interface (see image)

- Department/Program
- Course name and number
- Term and Year

Your media content can then still be easily discoverable without the use of tags.

Recommendation 3: Additional considerations

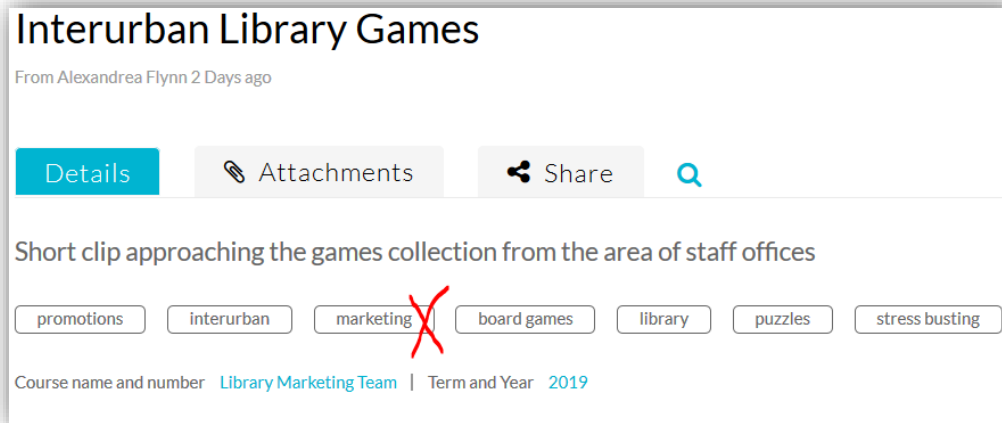
- For private / Instructional content, your department/program group may decide you do not need tags.
- For public or promotional material, you may intentionally use tags that overlap with other departments, programs, or student events.
- Do you want a hierarchy of granularity or specificity? Three levels of required information (highlighted in image) may mean you decide to limit tags to three levels. [4]
- Do you want students to be able to add tags? Social-tagging/folksonomies are often ambiguous, unrelated to content or create unwanted overlap with other media [1].

The image shows a screenshot of a web form titled "Please fill out these details:". The form contains several input fields and buttons. The "Name:" field is labeled "(Required)" and contains the text "Comic Relief 2019 (Fo". The "Description:" field is labeled "Black" with a dropdown arrow and "Bol". Below the description field is a large text area with the placeholder "Enter Description...". The "Tags:" field is empty. Below the tags field are three more input fields, each with a yellow highlight and a label: "Department/Program:", "Course name and number:", and "Term and Year:". Each of these three fields has an "Add" button to its right.

Sample Tagging Practice

The image below shows the tags that were added to a short video of the games and puzzles in the Interurban library (the tags include *promotions*, *interurban*, *marketing*, *board games*, *library*, *puzzles*, and *stress busting*.)

In the image, the **Marketing** tag is marked with a red X because it is too vague; it could indicate a Marketing Course, or the college Marketing Department, or part of an event. **That tag should be removed.** Additionally, *Promotions* could be changed to *Library marketing* and *Interurban* could be replaced with *Interurban Library*, etc.



Best Practices for you & your department/program group

1. Have a meeting or create a shared document to decide what tagging strategies you will use.
2. Create a list of agreed-upon tags and distribute to all Kaltura users in your department.
3. Make sure this information is shared with new Kaltura users and eLearning (the Kaltura administrators).
4. Create tag guidelines for students who will be uploading media that they have created.
5. Anticipate how terminology in your discipline overlaps with other disciplines and use language that is more precise. *Example* “CREST Scan” instead of “Environmental scan” to tag a Business course video.

References

- [1] J. Ignacio Vazquez, J. Abaitua, and D. López de Ipiña. Feb. 2006. [Online]. “The Ubiquitous Web as a model to lead our environments to their full potential” *W3*. Available: https://www.w3.org/2006/02/Deusto_Position_Paper_v1.0.pdf [Accessed: Mar. 26, 2019]
- [2] “Taxonomy - the secret ingredient of great content - and how it is linked to business strategy” *The Verditer*. Jan. 16, 2019. [Online]. Available: <https://www.theverditer.com/blog/2019/1/15/taxonomy-the-secret-ingredient-of-great-content-and-how-it-is-linked-to-business-strategy> [Accessed: Mar. 25, 2019]
- [3] “Ensuring Technological Plurality through effective Learning Design” *SlideShare*. Jan. 26, 2017. [Online]. Available: https://www.slideshare.net/Simon_Atkinson/ensuring-technological-plurality-through-effective-learning-design [Accessed: Mar. 25, 2019]
- [4] “Digital Commons Three-Tiered List of Academic Disciplines” *bepress*. Jan. 2017. [Online]. Available: <https://www.bepress.com/wp-content/uploads/2016/12/Digital-Commons-Disciplines-taxonomy-2017-01.pdf> [Accessed: Mar. 25, 2019]