REELING IN THE ROLES: MAPPING MOVING IMAGES IN RDA

PROJECT DESCRIPTION
One of the main tasks of the Online Audiovisual Cataloging (OLAC) Moving Image Work-level Task Force was to investigate the possibility of extracting free text data from existing moving image records in order to create new displays that support faceted access and enable targeted search via natural language processing. The aim of this project was to identify film and television production roles and connect them to RDA relationship designators, as well as identify instances of roles that were problematic to map. Research was conducted to investigate role usage examples and reference sources that help define roles and their functions. As an open-ended research-based endeavor, the project investigated why some roles are difficult to map, why gaps in the current RDA relationship-designator list may occur, and propose new designators within the parameters set by the FRBR conceptual model.

The results of the research and mapping process found that the vast majority of roles could be mapped to 1-2 relationship designators -- most at the FRBR Expression level -- and only a small minority could not be mapped. Some designators were created or re-configured to accommodate roles. Assignment of roles was often problematic. Some roles appeared vague in meaning but were in fact ideosyncratic terms to the film industry. Other roles required more context -- this could be derived from other portions of the MARC record or else from external references to sources such as the Internet Movie Database. Roles falling under Director and Producer caused some difficulty as it was often unclear whether the role referenced a creator of an original moving image work, or if it indicated a departmental role with some degree of creative control. Roles could overlap and this added an additional layer of complexity in role assignment. More work will be required in the future in better aligning the RDA designator list for moving images with the roles that appear in corresponding MARC records.