MARS (Media Asset Retrieval System): Puget Sound’s Digital Archive

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Introduction

The MARS (Media Asset Retrieval System) Project is the collaborative effort of public broadcasters, libraries and schools in the Puget Sound region to create a digital online resource that provides access to content produced by public broadcasters via the public libraries. 

Methodology

The methodology we are using is the work-centered encapsulated framework that has been developed by Rasmussen and Pejtersen [7] as a general approach to help information system designers understand and analyze the complex interactions between the activities and the organizational relationships and constraints of work domain, and by users’ cognitive and social activity and their subjective performance during task performance.

The framework is the result of generalizations of experiences from field studies that led to the design of support systems for a variety of modern work domains, such as processing plants, nuclear power stations, hospitals, and libraries. This work-centered approach is the evaluation and design of information systems assumes that information interaction is determined by a number of dimensions. To facilitate an evaluation, a framework for cognitive work analysis is constructed first. The analysis dimensions are each characterized by a number of elements that capture the different aspects of the problem domain.

Data Analysis

KCTS Case Study

The case study relates to the abstraction hierarchy where sources propagate down from domain-specific work processes and physical objects, whereas causes propagate up from work processes and physical objects to tasks. If we focus on what happens at a certain abstraction level, then the level above provides the reasons for what is going on, and the level below describes what is going on. The framework for cognitive work analysis, which is based on the cognitive work analysis, is primarily descriptive. Thus, cognitive work analysis is the framework for data collection, and the result evaluation is in the framework for data analysis.

Uncovering common ground

KCTS produces creating content for both broadcast and delivery through the Internet depending on finding the footage they need for the Tape Library. The ability to find programs and raw footage efficiently directly relates to the level of organization maintained by the Tape Library.

References


MARS’ goal

Create an online resource that provides effective access to the content produced locally by KCTS (Seattle PBS affiliate) and KUOW (Seattle NPR affiliate). The broadband network will be made available using the CPB Medium Element (for under development) and central control (to be developed). This will ensure our service is successful and satisfies users’ expectations.

Convergence Consortium

The Convergence Consortium is a model for community collaboration, including organizations such as public libraries, universities, non-profit organizations and business as well as the local community in order to manage and organize sharing of information about media assets within the organizations.

Needs arising from work analysis of KCTS

A MARS system should support existing work processes and collaboration within KCTS.

Data Collection

In this phase of the research, the objective is to understand current information seeking practices of users within KCTS (public television) and KUOW (public radio) in order to determine how MARS would improve the management and sharing of information about media assets within the organizations.


Goals
- Expand content searchable in Tape Library
- Find more programs on-line and on budget

Priorities
- Identify contents of interest, filter
- Find funding

Tasks
- Finding footage
- Finding funding or other revenue

Work processes
- Information seeking for producers
- Searching for footage, working with librarians

Physical objects
- Tape library
- Online library
- Library servers

Users
- Users: staff of broadcast stations, school district teachers, students

Roles
- Experts: Information system analysts, designers, Classifier analysis, research analysts
- Events
- Workshop, group meetings
- Meetings
- Interviews

Method
- Interviews
- Spot checks
- Observations
- Questionnaires
- Literature

Further information about the MARS project is available at: http://www.infoschool.washington.edu/mars/