

## **Are We Using Data Effectively to Connect Users to What They Seek?**

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In the second half of the second decade of the 21<sup>st</sup> century, reaching users via the Web and other digital media has become a core activity of every cultural and educational institution. Much is being said about “apps,” new and glitzy multimedia tools, image recognition programs, and computer-aided searching. So-called “big data” and Linked Open Data seem to offer great promise for enhanced accessibility and new, meaningful research paths. But the fact remains that the main way that users look for resources on the Web is by entering *words* into a Web search engine such as Google, or federated “union catalogues” such as OCLC’s WorldCat, Europeana, and the Internet Archive.

This talk will attempt to frankly assess how successfully cultural institutions, including the Getty, are using data to help users obtain the materials they seek. The role of search engines, the concepts of the “Deep Web” and the “Visible Web,” and the importance of authoritative descriptive metadata and multilingual vocabulary tools will be addressed.