



**Organization: People’s Media Project**  
**Primary mentor: Khalila Chaar-Pérez**  
**Secondary mentor(s): Winter Rae Schneider**

Project Title	People’s Media Record: Activist Media Metadata
Description	<p>The People’s Media Record &lt;peoplesmediarecord.com&gt; is a collection of raw video and audio produced by the Media Mobilizing Project (since renamed Movement Alliance Project &lt;movementalliance.org&gt;) between 2005 and 2020. The material contains video interviews and production material documenting grassroots activism in Philadelphia during the corresponding years.</p>
Problems/ Research Questions	<p>In the past, we have worked with LEADING fellows on building quality and informative qualitative metadata from our raw video and social media content. We would like to continue to improve our processes for generating and automating qualitative metadata from our existing materials and experiment in an open-ended manner with analysis / presentation / digital humanities projects based on existing or newly generated metadata.</p> <p>If possible, we would also like to: 1) examine the possibility of responsibly deriving metadata from PMR’s videos and other audiovisual inputs, and develop workflows if needed; and 2) consider the effectiveness and ethics of free auto-transcription tools and processes for producing metadata, if not full transcriptions.</p>
Techniques	Text analysis, visual analysis, text mining, data visualization

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<p>Tools/ Languages used</p>	<p>We are using Avalon to manage our collection and our website is created in Wordpress</p> <p>We also use Open Refine, Python, and Air Table regularly to move, conform, manipulate, and house the metadata records.</p> <p>Tools for data analysis may include Orange, Tableau, and others; they are to be determined by the user's preferences.</p>
<p>Data</p>	<p>Description: metadata records for video files, video files, associated production materials (photos, transcripts, etc), associated websites and social media accounts related to productions</p> <p>Data Type: metadata records (XML, CSV), media files (varied), associated digital material (photo, transcripts, notes, etc)</p> <p>Data Size: 60 TB semistructured raw media, ~23000 records</p>
<p>Outcome</p>	<p>Outcomes depend on the direction of the individual project, but they could include:</p> <p>Presentation or published analysis of existing or newly generated metadata on the PMR website</p> <p>Digital exhibits based on such analysis.</p>
<p>Milestone Timeline</p>	<p>None yet</p>
<p>References</p>	<p>Movementalliance.org   peoplesmediarecord.com</p>