Margaret Warren

Creator of ImageSnippets
(https://imagesnippets.com)

Research Associate,
Institute for Human and Machine
Cognition

Member: IPTC Photo-Metadata Working
Group, and the Content Authenticity
Initiative and the C2PA
What is ImageSnippets?

- An image and metadata web sharing and publishing service

*We have always emphasized a workflow strategy focused on using as much embedded metadata as possible and then connecting that metadata all the way to structured data.*

- ImageSnippets grew out of academic research to study the informal ways that people describe what they experience visually.

- Users can share and publish images on the web with an emphasis on the metadata of the images. They can also build knowledge graphs about the images from the image descriptions.

- The system is also used for research in human-centered (human-in-the-loop), data-centric image classification for AI research

- ImageSnippets is open for small non-profit, personal use and non-commercial research.

- https://imagesnippets.com
We are at a terrific point in time where there finally seems to be a bigger interest in the importance of image metadata.

Accessibility is one of the most important reasons & the realization that images shared without context has led to a lot of misinformation on the web.

Since beginning of web: there has always been an alt-text attribute for images in HTML.

30+ years of web/software development

As long as images have been transmitted on wire services for news organizations, the IPTC has always had standard ways to transmit many types of metadata as EMBEDDED data in images including very descriptive fields such as: headline, caption/description, etc.

Workflows with images on the web almost always involve multiple pieces of software/vendors/systems.
An Example of the Problem

The Keynote Presentation Software Interface

An image WITH embedded Alt-Text

Users bring images to the web from a variety of sources.

They use various photo management editing systems on a variety of platforms.

They may or may not add metadata at the initial stage of the creation of the image.

The intention of where the image will appear on the web can be varied.

Thus each vendor’s system has its own way of dealing with alt-text in its user interface.

Under the hood, vendors might use libraries maintained by independent/open source developers such as ExifTool or Exiv2 and they will have their own application agnostic user interface and strategy for dealing with both embedded and html metadata.