Behind the metadata curtain:

What common platforms read, create and release photo tags?

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rootstech

Agenda

I.   Metadata 101

II. What files support Metadata?

III. Capabilities of key common metadata tags

IV. The Metadata Curtain – Platform Comparison

V.   Best practices

VI. Future Initiatives

Metadata 101

2 main types: EXIF and IPTC

- EXIF developed by camera mfg
  http://www.cipa.jp/std/std-sec_e.html

- IPTC developed by newspaper/media
  https://iptc.org/standards/

Metadata 101: Common fields use by Family Historians

Date   **Source**   **Caption**   **Location**   **People**

Metadata 101: Tools for reading/displaying…

Our favorites:

Jeffrey's Image Metadata Viewer
http://exif.regex.info/exif.cgi

The eXif.er
https://www.thexifer.net/#xmp-gpano-tags

IPTC Organization Site Tool
https://getpmd.iptc.org/getiptcpmd.html

What files support Metadata?

File Type	Release	Inventor	Quality	IPTC	EXIF
JPG	1992	Joint Photographic Experts Group	Lossy	Yes	Yes
RAW/Bitmap			Lossless	Yes[1]	Yes
TIFF	1986	Aldus (now owned by Adobe)	Both	Yes	Yes
PNG	1996	PNG Development Group (W3C)	Lossless	Yes	Yes[2]
GIF	1987	CompuServe	Lossless[3]	No	No
PDF	1993	Adobe	Both	Yes	Yes

1 "For IPTC: there is a ""sidecar"" file that travels with the raw content. The content of the photo is directly from the image sensor within a camera and is not yet processed."
2 "As of 2017, there has been updates that include an EXIF ""chunk"" in PNG file formats, adoption is yet to be seen.http://ftp-osl.osuosl.org/pub/libpng/documents/pngext-1.5.0.html#C.eXIf"
3 There is still a compression algorithm implemented but it is a lossless algorithm.

The Metadata Curtain: Ranking Scale

Platform's ability to read, edit, export 📅 👤 66 📍 👥

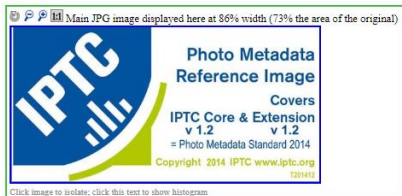| Area	😀 Yes	😐 Limited	🔴 No or N/A
Read	Find and show IPTC and/or EXIF details for all	Find and show IPTC and/or EXIF details for some	Can't find and show IPTC and/or EXIF details for any
Edit	Allows user to modify item fully	Allows user to modify item partially/without all variables	Does not allow user to modify item
Export	Detects all edits made in platform and injects into IPTC and/or EXIF fields	Detects some edits made in platform and injects into IPTC and/or EXIF fields	Unable to detect edits made **in platform** and inject into IPTC and/or EXIF fields

The Metadata Curtain: Test File

- Created by IPTC org

- Has EVERY possible IPTC field inside

- We added GPS coordinates

Test Photo
Loaded with Metadata

The Metadata Curtain: Test File (Jeffery's)

The Metadata Curtain: Common Family Historian Platforms Tested
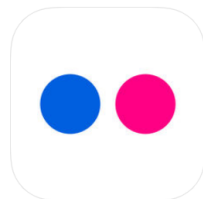
The Metadata Curtain: Platform Comparison

as of February 1, 2019

	Facebook			Ancestry			Ancestry (orange)			FamilySearch			Instagram		
	Read	Edit	Export	Read	Edit	Export	Read	Edit	Export	Read	Edit	Export	Read	Edit	Export
Date	🔴	🟡	🔴	🔴	🟡	🔴	🔴	🟢	🔴	🔴	🟢	🔴	🔴	🔴	🔴
Source	🔴	🔴	🔴	🔴	🟢	🔴	🔴	🟡	🔴	🔴	🟡	🔴	🔴	🔴	🔴
Caption	🔴	🟢	🔴	🔴	🟢	🔴	🔴	🟢	🔴	🔴	🟢	🔴	🔴	🟢	🔴
Location	🟡	🟢	🔴	🔴	🟡	🔴	🔴	🟢	🔴	🔴	🟢	🔴	🔴	🟢	🔴
People	🔴	🟢	🔴	🔴	🟢	🔴	🔴	🟢	🔴	🔴	🟢	🔴	🔴	🟢	🔴

🟢 Yes   🟡 Limited   🔴 No or N/A

The Metadata Curtain: Platform Comparison

as of February 1, 2019

CAUTION!
Not only will Facebook trap the tags you add in the platform inside the app, it will also strip out or override nearly ALL metadata from your original file.

😀 Yes   😐 Limited   ☹️ No or N/A

The Metadata Curtain: Platform Comparison

as of February 1, 2019

Adding insult to injury, they also compress your original file resolution.

😊 Yes   😐 Limited   ☹ No or N/A

The Metadata Curtain: Platform Comparison

as of February 1, 2019

Ancestry is taking steps to potentially read metadata

😊 Yes   😐 Limited   ☹ No or N/A

The Metadata Curtain: Platform Comparison

as of February 1, 2019

CAUTION!

On Export, they strip the tags you added in MyHeritage AND overrides nearly ALL original tags

😊 Yes   😐 Limited   ☹️ No or N/A

The Metadata Curtain: Platform Comparison

as of February 1, 2019

FamilySearch is taking steps to read metadata upon import

😃 Yes 😐 Limited ☹ No or N/A

The Metadata Curtain: Platform Comparison

as of February 1, 2019

CAUTION!
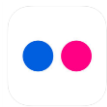**Tags are trapped in platform**
AND overrides nearly ALL original tags

😀 Yes   😐 Limited   🙁 No or N/A

The Metadata Curtain: Platform Comparison

as of February 1, 2019

	Read	Edit	Export	Read	Edit	Export	Read	Edit	Export	Read	Edit	Export	Read	Edit	Export
	(Platform 1)			Flickr			Lightroom			Google Photos			MemoryWeb		
Date	Yes	Limited	No	Yes	Yes	No	Yes	Limited	Yes	Yes	Limited	No	Yes	Yes	Yes
Source	No	No	No	Yes	No	No	Yes	Yes	Yes	No	No	No	Yes	Yes	Yes
Caption	Yes	Yes	No	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Location	No	No	No	Limited	Yes	No	Yes	Limited	Limited	Limited	Yes	No	Yes	Yes	Yes
People	No	No	No	Limited	Limited	No	Yes	Yes	Yes	No	Limited	No	Limited	Yes	Limited

Legend: 🙂 Yes   😐 Limited   🙁 No or N/A

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The Metadata Curtain: Platform Comparison

as of February 1, 2019

May 2018 Forever announced improvements to metadata starting 2019
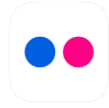
😊 Yes   😐 Limited   ☹ No or N/A

The Metadata Curtain: Platform Comparison

as of February 1, 2019

CAUTION!

The free version of Google Photos will compress your file resolution as your photos are uploaded

🙂 Yes   😐 Limited   🙁 No or N/A

The Metadata Curtain: Platform Comparison Summary

Common fields as of February 1, 2019

	Read	Edit	Export
Facebook	No or N/A	Limited	No or N/A
Braided	No or N/A	Yes	No or N/A
Ancestry	No or N/A	Yes	No or N/A
MyHeritage	No or N/A	Yes	No or N/A
Instagram	No or N/A	Limited	No or N/A
Ring	Limited	Limited	No or N/A
Flickr	Yes	Limited	No or N/A
Lightroom	Yes	Yes	Yes
Google Photos	Limited	Limited	No or N/A
MemoryWeb	Yes	Yes	Yes

Legend: 🙂 Yes   😐 Limited   🙁 No or N/A

Best Practices: - Adding location metadata

GOOD: Add in comments or caption

BETTER: Add in **both** IPTC and EXIF fields when given the chance

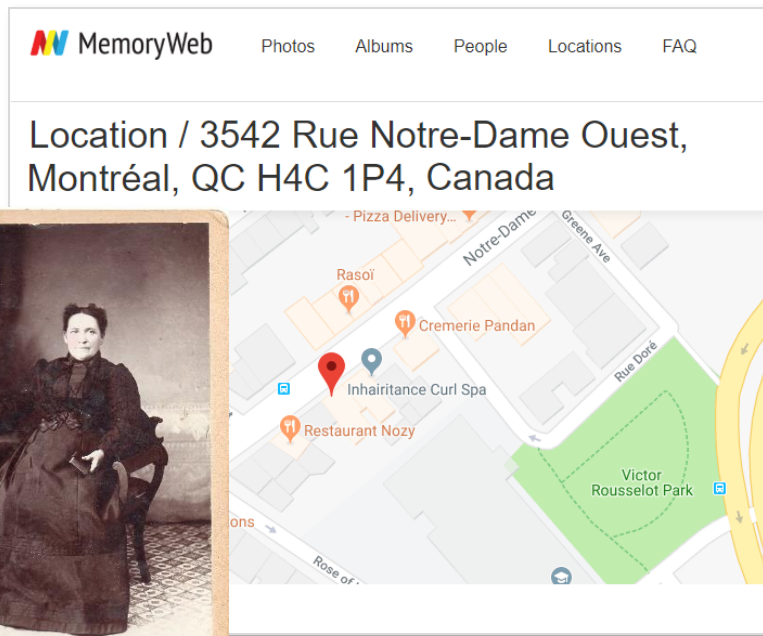**BEST:** Have as GPS coordinates (so it can be read by all platforms) in EXIF

Photo courtesy of Maureen Taylor, The Photo Detective

Best Practices: Adding date metadata

GOOD: Add in comments or caption

BETTER: Add to Date IPTC and EXIF field

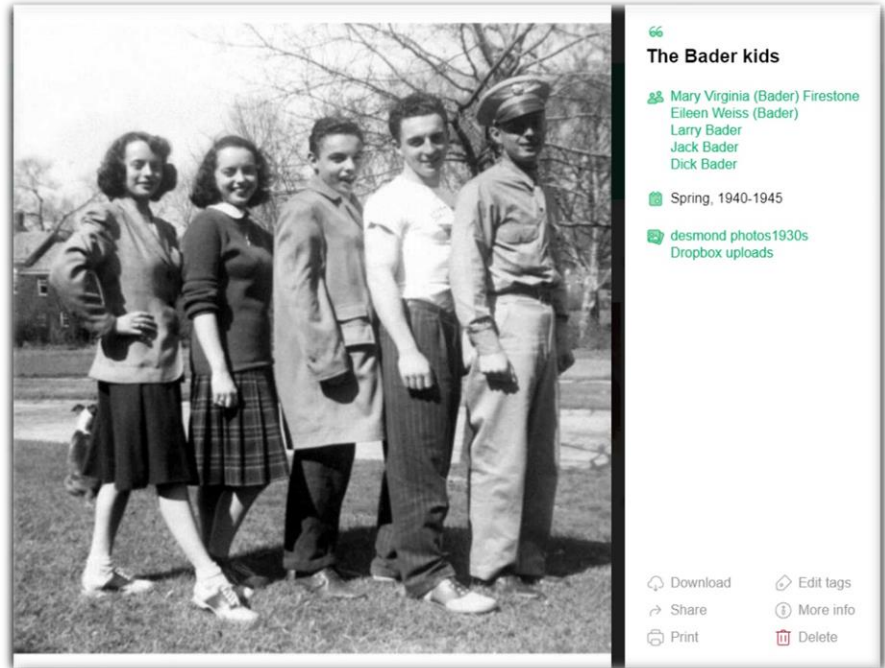**BEST:** Allow for exact or **approximate date** for IPTC and EXIF fields

Best Practices: Adding people metadata

GOOD: Add in comments or caption

BETTER: Add to People IPTC field

BEST: Add coordinates of where faces appear on photo with People IPTC tag

The Bader kids

Mary Virginia (Bader) Firestone
Eileen Weiss (Bader)
Larry Bader
Jack Bader
Dick Bader

Spring, 1940-1945

desmond photos1930s
Dropbox uploads

Download   Edit tags
Share   More info
Print   Delete

Future Initiatives

- "Ask" to have family tree organizations to <u>read</u> metadata

- Google Search (not Google Photos) reading and displaying copyright info!

- IPTC

  – Looking to revise IPTC Standards for Genealogy!!!!

  – Contact with Photo Metadata Chair, asking for suggestions to help develop changes for Genealogy community—yeah!

  – Send your suggestions to nancyd@memoryweb.me

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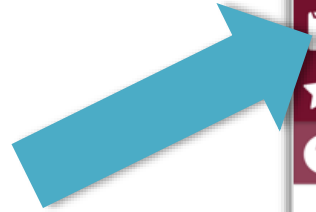e: michaelt@memoryweb.me

w: www.memoryweb.me

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