

INDICATE International Network for a Digital Cultural Heritage e-Infrastructure



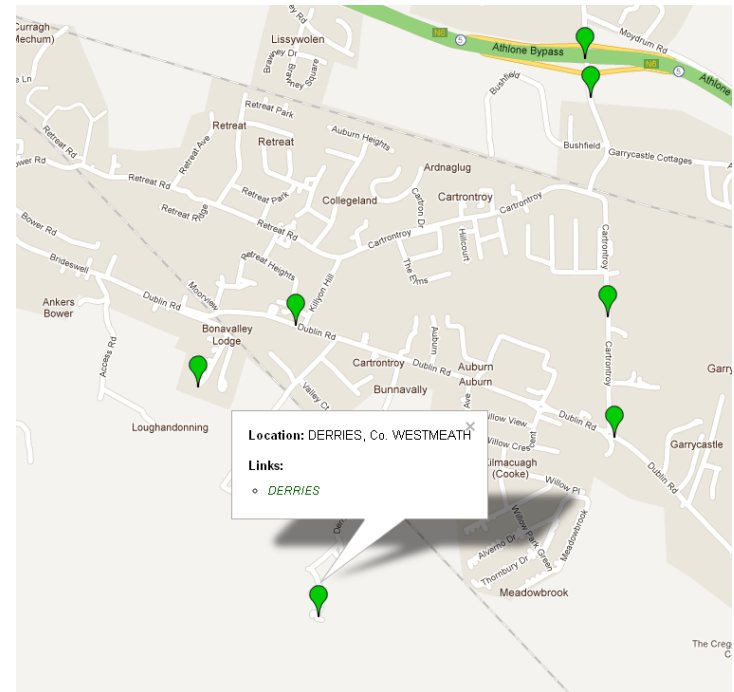
Ask About Ireland Map Interface

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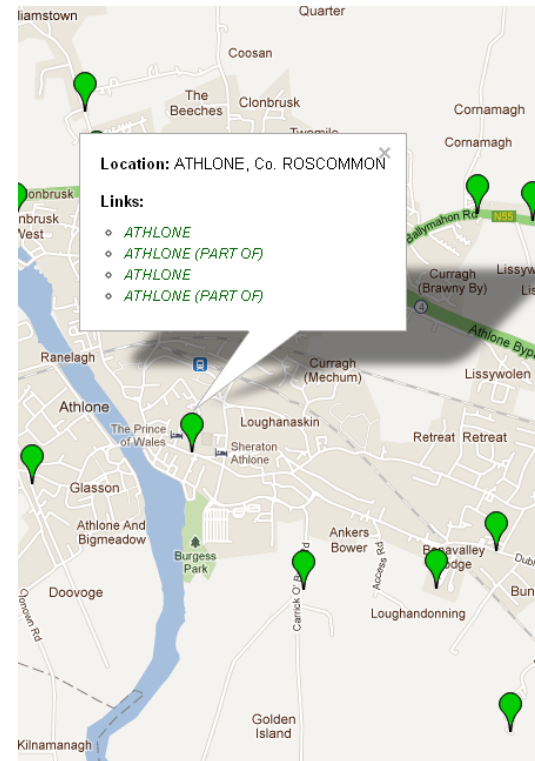
Library Council, Ireland

International workshop: Geocoded cultural content
Ljubljana, 7th February 2012

- AAI developed a map interface to an existing online cultural resource.
- This offers a new way for users to search our portal and also a way for users to see how different items in the portal relate to each other in space.



- Provides a pointer on a Google Map which is linked to a page where a location is mentioned.
- Some places are linked to several pages.
- Content is ordered according to significance: by article, page title, page reference



- Each content page links to the map, where the user can see the locations mentioned in the content.



The screenshot shows the 'Ask about Ireland' website interface. At the top, there is a green header with the site name and a search bar. Below the header are navigation tabs for 'Reading Room', 'Learning Zone', 'Libraries', and 'ENFO'. The main content area features an article titled 'The Flight of the Earls 1607'. The article text describes the historical event in Rathmullan, Co Donegal, and mentions key figures like Hugh O'Neill and Red Hugh O'Donnell. To the right of the article is a 'Map Search' section with a search icon and a 'Find information, photos & videos by location.' prompt. Below the article are navigation links for 'Previous - Tudor Ireland' and 'Next - Why did they leave?'. At the bottom of the page, there is a 'Content' section with a link for 'Secondary Students'.



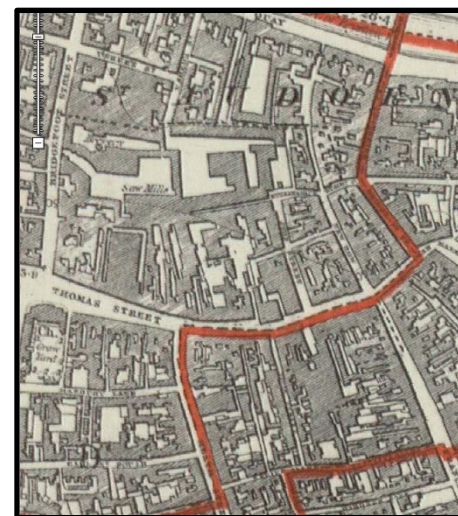
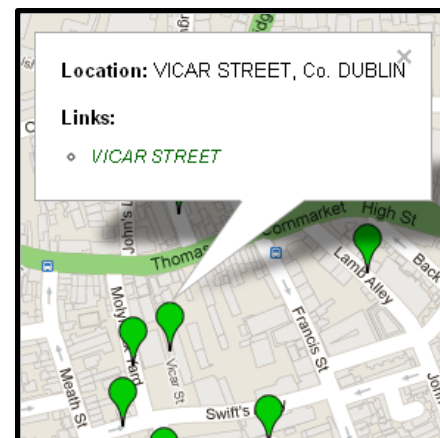
- All content is extracted from the database.
- Place-names are identified, by matching words against existing lists
- Place-names are then submitted to Google's geocode service.
- The lat/long values are stored in a local database (so that we don't go back to Google many times for each place).
- The map interface is a maps 'mash-up' of this database and standard Google maps tools.
- A standard URL format is used to create the "show me on the map" element of each content page

- False positives: words in content that are not intended to be place-names
 - “Castle”, “golden” “hospital”...
- False negatives: place-names not identified
 - Google not comprehensive
 - No comprehensive place-names listings source available
- Too many markers
 - Some places (e.g. Dublin) have thousands of links. This leads to crowded interface and slow pages.
- Places with the same name
 - Some place-names appear in multiple locations – e.g. Newcastle, Blackrock, Ballina
- Geocoder limits
 - Yahoo is generous, but inaccurate/poor quality compared to Google
 - System populated the core database over several days to get past Google usage limits.

- Marker Functionality
 - Manual Addition / Deletion of Marker-page relationships
 - Automatic Generation of new markers
- Marker limit:
 - 300 markers per screen
 - User requested to zoom in to view more markers
- Updating
 - System runs periodically to take new pages (and user-generated content) into account and show them on the map.



- Post-hoc geocoding is feasible, but not trivial.
- Identifying placenames unambiguously is critical, but difficult.
- Geocoding services work very well.
- Interesting links between data sets are possible.
- End results are worth the trouble!



- Google API upgrade
- App development – location-based app for iPhone / android phone for cultural tourism
- Historic Map Layers



- An additional element of AAI is our Griffiths Valuation project
 - Original 19th-C maps
 - Valuation records for tenants on every farm in Ireland
 - A database linked to a Google Maps system
 - Users search for names or places
 - Very popular for Irish diaspora

- Four elements:
 - provision of access to Valuation ordnance survey sheets by family name and place-name searching
 - provision of access to Google Maps
 - provision of a place-name-to-Google Map functionality which could be used across the AAI system (used Google georef service)
 - provision of an overlay, where the 19th-C OS Sheets are overlaid onto Google Maps
 - GV markers also appear on the consolidated AAI map interface.

