

“AI-Powered Asset Management: Where does metadata fit in?”

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Photo by Emily Ardrey



COLORHYTHM

“If metadata is a statement about a resource, that begs the question of who is making that statement.”

— Jeffrey Pomerantz

Metadata

(2015) Cambridge, MA: MIT Press.

The Alignment Problem

“It boils down to this: ensuring AI systems act according to what we want them to do.

Misaligned AI systems can cause harm, even if unintentional.

As AI gets more powerful, so do the potential consequences of misalignment.”

– Google Gemini Pro 1.5



AI in Metadata Workflows

- * What interests are met by AI-generated metadata?
- * What concerns are raised?
- * Should we always review AI-made metadata?
- * As AI improves, how will its role evolve in knowledge access generally?

Interests Before Solutions

What are our interests here? We want photo metadata that is:

✓ ACCURATE

✓ CONNECTED

✓ PERSISTENT

✓ USEFUL

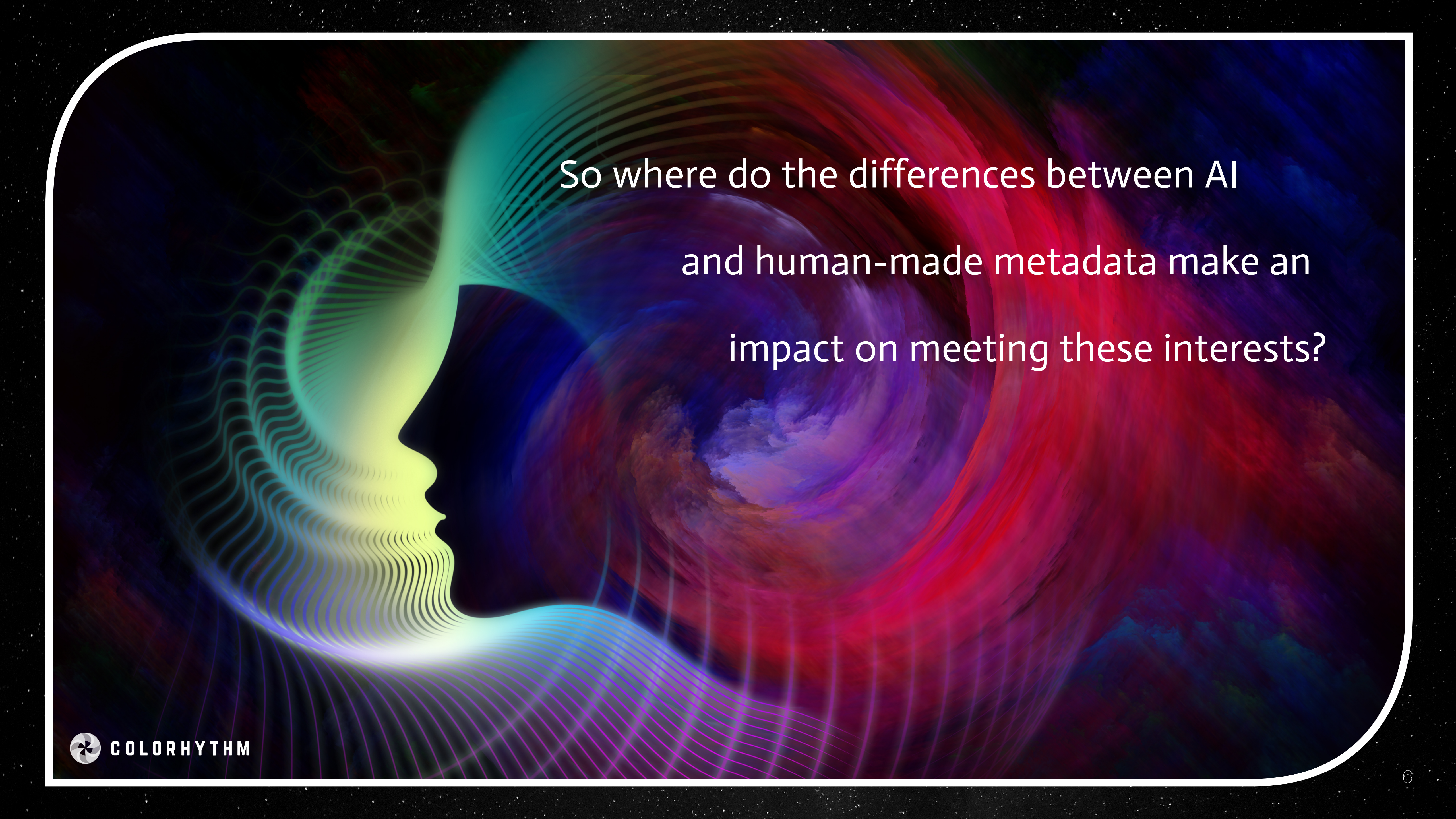
✓ SAFE

✓ INSIGHTFUL

✓ UNBIASED

✓ ACCESSIBLE

✓ ROBUST



So where do the differences between AI
and human-made metadata make an
impact on meeting these interests?

Benefits of AI Metadata

- * Speed of execution
- * Volume of queries
- * Lower cost
- * Visual content more accessible
- * Localization (100+ languages)
- * Variable output - keywords, descriptions, summaries and potentially interactive
- * Can be trained on institutional data: Retrieval-Augmented Generation (RAG)
- * Aid in cultural and historical preservation; can be trained in specific cultural/historical contexts
- * OCR - including text in many languages, making text within images searchable
- * Add AI-based text-to-speech (TTS) to produce audio files or stream

Pitfalls of AI Metadata

- * Volume of output potentially difficult to supervise
- * Hallucinations, inaccurate information confidently offered
- * Could miss nuances of ethical considerations, cultural context, copyright usage
- * Could promote biases present in its training
- * Costs can be difficult to predict
- * Situational knowledge of important kinds are difficult to train a model on
- * Face detection/recognition, characterizations of gender, race, and other sensitive data can be crudely mishandled

AI-Generated Voice and Video

Script by ChatGPT 4 Turbo

