

**PRESENTATION BY THE <dc.audience> SUB-GROUP  
TO THE GOL METADATA WORKING GROUP  
Tuesday, January 21, 2003**

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**DEFINITION**

The Dublin Core Metadata Initiative (DCMI) gives the following definition:  
“A class of entity for whom the resource is intended or useful. A class of entity may be determined by the creator or the publisher or by a third party.”

**EVALUATION CRITERIA**

Representative: terms represent audiences that are of importance for the Government of Canada. Suggestion: include audiences identified in the Speech from the Throne or other government priority documents.

High level: terms represent broad audience types than can be further expanded into detailed schemes.

Applicable: terms represent audiences targeted by a significant number of Government of Canada Web sites, and/or are of substantial significance to Government of Canada programs/services. Suggestion: include audiences targeted by at least one cluster and two departments.

Recognizable: terms are understandable by implementers/indexers.

Unique: no terms will be a synonym of an existing term.

**DRAFT GoC SCHEME**

<b>DESCRIPTOR</b>	<b>SCOPE NOTE</b>	<b>COMMENT</b>
Aboriginal peoples <i>Peuples autochtones</i> [Term from cluster site's glossary]	Persons who identify themselves as Status Indians, Non-Status Indians, Métis or Inuit. [Glossary definition]	Usage note: according to the Cluster site's glossary; capitalization is important.
Business <i>Entreprises</i> [Gateway's name]	Persons or corporations engaged in commercial activities. [Australian definition adapted]	
Children <i>Enfants</i> [Youth cluster's term]	Persons 14 years of age and under. [Youth cluster's definition]	

<b>Disabled</b> <i>Personnes handicapées</i> [Our term]	Persons with disabilities. [Our definition]	- Couldn't come up with a better definition. - No definition on the Cluster site. - We decided not to define those disabilities.
<b>Employers</b> <i>Employeurs</i> [Our term]	Persons or businesses who employ others for wages. [Australian definition while waiting for a better one.]	
<b>General public</b> <i>Auditoire général</i> [Our term]	General audience. [Our definition]	Usage note: This audience descriptor is to be used when no other audience defined in the scheme is used. Its primary purpose is to indicate that resource has been assessed.
<b>Government</b> <i>Gouvernement</i> [Our term]	Persons or organisations working on behalf of government using governmental information to perform duties. [Our definition]	Usage note: All levels of governments can be represented (federal, provincial, territorial, municipal, etc.)
<b>Job seekers</b> <i>Chercheurs d'emploi</i> [Verified in Termium]	Persons looking for a job. [Our definition]	
<b>Migrants</b> <i>Migrants</i> [Australian term]	Persons moving (permanently?) from one country to another, either from Canada to overseas, or from other countries to Canada. [Australian definition adapted]	We are still debating over migrants vs. immigrants.
<b>Non-Canadians</b> <i>Non-Canadiens</i> [Gateway's term]	Persons who are not Canadian citizens. [Our definition]	
<b>Non-government organizations</b> <i>Organismes non gouvernementaux</i> [Our term]	Organizations that do not receive government funding. [Our definition]	- Usage note: Do not use the abbreviation NGO. - We think that this term includes all the types of similar organisations.
<b>Rural population</b> <i>Population rurale</i> [Our term]	Persons or organizations living or working in regional, country or isolated areas of Canada. [Australian definition adapted]	
<b>Seniors</b> Aînés [Seniors Online's term]	Persons 55 years of age and older. [Seniors Online's definition]	
<b>Students</b> <i>Étudiants</i> [Our term]	Persons studying or planning to study at an educational institution. [Our definition]	
<b>Travelers</b> <i>Voyageurs</i> [Our term]	Persons who travel within, outside or to Canada. [Our definition]	

Veterans <i>Anciens combattants</i> [Department's term]	Persons who served in the Canadian Forces. [Our definition, that is a very simplified version of the VAC's definition]	
Women <i>Femmes</i> [Our term]	Adult female persons. [Australian definition]	
Youth <i>Jeunesse</i> [Cluster's term]	Persons aged 15 to 24 years. [Cluster's definition]	

### Other audience types discussed and not retained

Caregivers	Possible to target this audience with the <dc.subject> element or by using a more detailed scheme as NOC.
Consumers	We determined that this audience can be targeted using a subject (consumer protection) rather by using the audience element (people who consume).
Cultural communities	Possible to target this audience with the <dc.subject> element or by using a more detailed scheme. However, it has been acknowledged that NOC is not specific enough for cultural communities needs.
Educators	Possible to target this audience with the <dc.subject> element or by using a more detailed scheme as NOC.
Employees	We decided not to keep this type of audience as there are not enough programs, etc., destined to employees in general, and it is possible to better target a specific group of employees using <dc.subject> or a more detailed scheme. In addition, the Jobs Cluster indicated that they did not really need employees as an audience type.
Families and parents	We initially determined that we needed to define children as an audience, because there is a lot of information designed FOR children. However, the information ABOUT children could be expressed using the <dc.subject> element. Those looking for information about children could retrieve it using other means. Furthermore, we felt that not only parents care about children, so the concept here would not properly cover the targeted audience. If a Parents cluster appears, the addition of this audience type will be consider reflecting the cluster blueprint.
Fund seekers Grant seekers	Possible to target this audience with the <dc.subject> element.
Health professionals	Possible to target this audience with the <dc.subject> element or by using a more detailed scheme as NOC.
Journalists (and media people)	Possible to target this audience with the <dc.type> element (news releases).
Men	No need to balance the counterpart audience.
Policy makers	Possible to target this audience with the <dc.subject> element or by using a more detailed scheme as NOC.
Researchers	Possible to target this audience with the <dc.subject> element or by using a more detailed scheme as NOC.

Unemployed	"Job seekers" is included in the scheme; Unemployed can be expressed using other elements (such as subject).
Urban population	No need to balance the counterpart audience.

## ISSUES

### ISSUES and DISCUSSIONS RELATED TO THE ELEMENT <dc.audience>

ISSUE	DISCUSSION	RESOLUTION	FINAL DECISION
Purpose and usefulness of the element.	Is it really useful? Optional element.	Need to provide clear guidance on how and when the element is to be used.	
Multiplicity of schemes.	How to choose one scheme over another?	Need to provide clear guidance on how schemes should be selected.	
Complexity of dividing up people according to audience types.	Subject to judgement and interpretation by indexers, as audience goes beyond the description of the content.	Departments will have to decide. We suggest using this element when there is a clear indication in content that the resource is targeted.	
Audience vs. Subject.	Audience= For whom Subject = About There are cases when audience and subject overlap.	Need for training and awareness, as well as clear guidance on when to use one or the other, or both.	
Interoperability.	Interoperability with existing schemes, within GoC and other governments (such as Australia and New Zealand)	Can't do international interoperability; focus on Canadian Federal Government. As for interoperability within the GoC, we recommend to use at least one term from the GoC scheme.	

### ISSUES AND DISCUSSIONS RELATED TO THE GoC SCHEME

ISSUE	DISCUSSION	RESOLUTION	FINAL DECISION
Coverage.	Mix different levels of granularity; not a "one size fits all" solution.	Broad and high level scheme for cross-government interoperability (can't have both granularity and interoperability).	

Selection of audience types.	Need to balance each type (example: rural-urban; women- men, etc.)	No need to balance if there are not enough programs/services/information destined to the counterpart audience. Selection criteria.	No need to balance.
Choice of descriptors.	Several discussions and consultations. Some terms are still debatable at this point.	See scheme.	
Granularity.	What can departments and clusters do if they need more granular terms?	We suggest to use either NOC or NAICS (our approach so far), or to develop a departmental scheme. Best practice is to use at least one term from the GoC scheme. We will have to check the procedures to register other schemes (consult with registry officials).	

## ISSUES AND DISCUSSIONS RELATED TO NOC (National Occupational Classification)

"The *National Occupational Classification* (NOC) is a system for describing the occupations of Canadians. It gives statisticians, labour market analysts, career counsellors, employers and individual job seekers a standardized way of describing and understanding the nature of work. [...] The NOC was implemented in 1992 [...] Human Resources Development Canada (HRDC) worked closely with Statistics Canada to ensure strong links between the NOC and Statistics Canada's parallel *Standard Occupational Classification* (SOC '91) for the collection and use of labour market data."

<http://www23.hrdc-drhc.gc.ca/2001/e/generic/welcome.shtml>

ISSUE	DISCUSSION	RESOLUTION	FINAL DECISION
Not designed to be used as metadata values.	NOC deals with occupations, not audiences.		
Labels not sufficiently precise.	The scheme structure makes it sometimes difficult to use the desired level of granularity.		
Display and syntax within the tag.		Consult with Search Engines Sub-group	
Overlaps between NOC and NAICS.		We recommend that departments and clusters use one, not both.	

## ISSUES AND DISCUSSIONS RELATED TO NAICS (North American Industrial Classification System)

"The North American Industry Classification System (NAICS) is an industry classification system developed by the statistical agencies of Canada, Mexico and the United States. [...] it is designed to provide common definitions of the industrial structure of the three countries and a common statistical framework to facilitate the analysis of the three economies."

<http://www.statcan.ca/english/Subjects/Standard/naics/1997/naics97-intro.htm>

ISSUE	DISCUSSION	RESOLUTION	FINAL DECISION
Not designed to be used as metadata values.	This classification system deals with industries, not people as audiences.		
High level of granularity	There are 6 levels to choose from. There might be issues when using the labels.		
Display and syntax within the tag.		Consult with Search Engines Sub-group	
Overlaps between NOC and NAICS.		We recommend departments/ clusters to use one, not both.	

### EXAMPLE 1

Document indexed: *Classification Reform*

URL: [http://www.tbs-sct.gc.ca/classification/Index\\_e.asp](http://www.tbs-sct.gc.ca/classification/Index_e.asp)

GoC scheme:

```
<meta name="dc.audience" scheme="gcaudience" content="Government">
```

TBS Scheme:

```
<META NAME=audience CONTENT="Federal Employees, Federal Managers, Media, Parliamentarians, Public">
```

NOC scheme:

```
<meta name="dc.audience" scheme="noc" content="1121">
Specialists in Human Resources
```

NAICS scheme:

```
<meta name="dc.audience" scheme="naics" content="911310">
91 Public Administration
911 Federal Government Public Administration
9113 Federal Labour, Employment and Immigration Services
91131 Federal Labour and Employment Services
911310 Federal Labour and Employment Services
```

## EXAMPLE 2

Document indexed: *Caregiving*

URL: <http://www.vac-acc.gc.ca/providers/sub.cfm?source=health/caregiving>

Seniors Canada On-line Scheme:

<meta name="dc.audience" scheme="scol" content="Caregivers">

Statistics Canada Thesaurus:

<meta name="dc.audience" scheme="gcsct" content="Caregivers">

NOC scheme:

<meta name="dc.audience" scheme="noc" content="6471">

Foster Parents

NAICS scheme:

<meta name="dc.audience" scheme="naics" content="624120">

624120 Home Care of Elderly

## NEXT STEPS

- Incorporate guidance and comments from GOL MWG members and consider all suggestions.
- Presentation to content management committee by end of the month
- Consult with the Search engines Sub-group.
- Consult with various TBS stakeholders who have worked on some sort of audience schemes, though not for metadata purposes. (Among others: Communications, Service Transformation, etc.).
- Get final GoC scheme and related guidance, as well as guidance for other schemes if applicable.
- Table report.
- Register GoC scheme with NLC.
- Release guidance; awareness; inclusion in training material.
- Maintenance: Put in place editorial committee (ad hoc review of suggested additions and planned updates).

## SUB-GROUP MEMBERS

Diana Boland Natural Resources Canada	Mary McKay Non-Canadians Gateway
Sheila Carey Canadian Heritage	Sylvie Régimbal Seniors Canada Online Cluster
Kate Carter Business Gateway	Nancy Scott Finance Canada
Marie-Claude Côté Treasury Board Secretariat	James Steele Treasury Board Secretariat
Diana Dale Canadian Heritage	Chris Stevenson Youth Cluster
Neil Gerster Canadians Gateway	

## SOURCES CONSULTED

- Australia's audience scheme
- Cluster Blueprint
- Clusters Profiles
- Core Subject Thesaurus
- Dublin Core documentation (DC-Education)
- FAO's Agstandards
- New Zealand's audience scheme
- Termium
- UK's guidance on audience
- Various cluster and departmental schemes