WHY WOULDN’T YOU REGISTER?

Enjoy exclusive offers, trends reports, and a higher quality image experience.

Register now
Historical
Entertainment
Controlled Vocabulary Scope

- 600,000 concepts/keywords
- Translated into 9 languages
- Applied to approx. 58 million images
Taxonomy: What’s the big deal?

CONTRIBUTED KEYWORDS

Excite
Excited
Exciting

CONTROLLED VOCABULARY

Excitement

SEARCHABLE TERMS

Adrenaline
Excite
Excited
Exciting
Exhilarated
Exhilarating
Exhilaration

9 OTHER SEARCHABLE LANGUAGES

Opwinding
Excitation
Hochgefühl
Eccitazione
興奮
Podniecenie
Empolgação
激动
Emoción

Text strings from photographer

Unique ID: 1234

Synonym expansion, misspellings, plurals

Translations attached
Filter by people, image type, color, etc.
Portrait of 4 year old blonde boy in front of dark background in studio setting digging in his nose.
Creative
Galeries
42-55710292
Portrait of 4 year old blonde boy in front of dark background in studio setting digging in his nose.

Creative
cultura (RM)
42-61176584
Head and shoulder studio portrait of smiling baby boy

Creative
Room: The Agency
42-67897074
Portrait of young blond boy
Our taxonomy management tool
Our Toolset

- Internal taxonomy management and keywording tools
- MS SQL Server
- Corbis.com SOLR/search test client
- Business intelligence: Google Analytics & BigQuery
- LinkedData: Freebase, OpenRefine
- Excel
Taxonomy and Metadata Challenges

Breadth of content
- Breaking news, commercial stock, historical offerings
- Each has different customer search needs
- Taxonomy domain is ‘anything you can take a picture of’ so basically EVERYTHING.

High volume
- 12k new images ingested each day
- Each with their own flavor of keywording (or lack thereof)

Ambiguity is everywhere
- There is more ambiguity in the language than at first glance
- Contributors will not use only your “approved” words

Language is not static
- New people become famous or notorious every day
- Breaking news events occur every day
- New slang, trends, memes are born every day and
- Slang becomes legitimate over time
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Central Park, New York City

- Nobody
- silhouette
- tree
- Central Park
- Manhattan
- urban park
Central Park, New York City

sunlit / Central Park [Central Park (Manhattan)] / sun [sun (star)] quality time / city / nobody / romance / leisure / elegance / lifestyle / dream-like / forest / beauty / old-fashioned / recreation / retro / vintage / sunshine / relaxation / antique / tree / enjoyment / enchantment / nostalgia
Central Park, New York City

- sunlit / Central Park [Central Park (Manhattan)] / sun [sun (star)]
- quality time / city / nobody / romance / leisure /
- elegance / lifestyle / dream-like / forest / beauty / old-fashioned /
- recreation / retro / vintage / sunshine /
- relaxation / antique / tree /
- enjoyment / enchantment /
- nostalgia
One World Trade Center

- group of people
- architecture
- One World Trade Center
- September 11 Memorial
- Manhattan
- urban scene
One World Trade Center

victims | cranes | New York | mortality | September | falling | wispy | pouring | Al Qaeda | collapsed | Fountain | terrorism | restored | crash | sharp | attack | USA | new | One | World | United | States | Centre | cloud | aeroplanes | Apple | construction | Ground | dignity | architecture | mast | Zero | water | pit | inscribed | trees | hijacked | Trade | skyscraper | Walker | tower | Arad | landmark | Memorial | angled | sky | pools | America | windows | reflection | park | Islamic | Jon Bower | atrocity | Big | York | symbolism | death | remembrance | 9/11 | iconic | names | Manhattan | footprint
One World Trade Center

victims | cranes | New York | mortality
| September | falling | wispy | pouring
| Al Qaeda | collapsed | Fountain | terrorism | restored | crash | sharp | attack | USA | new | One | World | United | States | Centre | cloud | aeroplanes | Apple | construction | Ground | dignity | architecture | mast
| Zero | water | pit | inscribed | trees | hijacked | Trade | skyscraper | Walker | tower | Arad | landmark | Memorial | angled | sky | pools | America | windows | reflection | park | Islamic | Jon Bower | atrocity | Big | York | symbolism | death | remembrance | 9/11 | iconic | names | Manhattan | footprint
One World Trade Center

victims | cranes | New York | mortality | September | falling | wispy | pouring | Al Qaeda | collapsed | Fountain | terrorism | restored | crash | sharp | attack | USA | new | One | World | United | States | Centre | cloud | aeroplanes | Apple | construction | Ground | dignity | architecture | mast | Zero | water | pit | inscribed | trees | hijacked | Trade | skyscraper | Walker | tower | Arad | landmark | Memorial | angled | sky | pools | America | windows | reflection | park | Islamic | Jon Bower | atrocity | Big | York | symbolism | death | remembrance | 9/11 | iconic | names | Manhattan | footprint
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victims | cranes | New York | mortality | September | falling | wispy | pouring | Al Qaeda | collapsed | Fountain | terrorism | restored | crash | sharp | attack | USA | new | One | World | United | States | Centre | cloud | aeroplanes | Apple | construction | Ground | dignity | architecture | mast | Zero | water | pit | inscribed | trees | hijacked | Trade | skyscraper | Walker | tower | Arad | landmark | Memorial | angled | sky | pools | America | windows | reflection | park | Islamic | Jon Bower | atrocity | Big | York | symbolism | death | remembrance | 9/11 | iconic | names | Manhattan | footprint
One World Trade Center

victims | cranes | New York | mortality | September | falling | wispy | pouring | Al Qaeda | collapsed | Fountain | terrorism | restored | crash | sharp | attack | USA | new | One | World | United | States | Centre | cloud | aeroplanes | Apple | construction | Ground | dignity | architecture | mast | Zero | water | pit | inscribed | trees | hijacked | Trade | skyscraper | Walker | tower | Arad | landmark | Memorial | angled | sky | pools | America | windows | reflection | park | Islamic | Jon Bower | atrocity | Big | York | symbolism | death | remembrance | 9/11 | iconic | names | Manhattan | footprint
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Title - Top Hat
Caption - a single vintage Top Hat.
KJV Status - Automapped
SIX PACK
GINGER
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Tokenization

[Image of a Corbis Images search interface with the search term "Fast and Furious"]
Tokenization

Fast and Furious

[Search]

Fast

Rage
**HERITAGE**

- Fast and Furious (Movie Franchise) / Named movies / Temporal works,

**NARROWER CONCEPTS**

- Fast & Furious 6 (2013 movie)
- Fast & Furious 7 (2015 movie)

---

**TERMS**

**QUICK ADD:** en-US

- fast and furious franchise

**en-US**

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Relevancy
The Rules

- Rule #1: A keyword is associated with an image if people searching for that keyword would want to get the image in the results.
- Rule #2: The application of Rule #1 depends heavily on the type of content and the needs of the users, and requires creating standards and using them consistently.
Hierarchies

Will someone searching for the broader term want to see images associated with the narrower term?

BT: Animals

NT: Shetland Sheepdog
Hierarchies

Will someone searching for the broader term want to see images associated with the narrower term?

BT: Technology

NT: Laptop
Hierarchies

Can you really tell the difference?
Can your customers?
Can your contributors?

BT: Happiness

NT: Joy
Commercial: Just the Facts, Ma'am
Other Categories: It Depends
Crowdsourcing for Keyword Improvement
Why Crowdsourcing?
Why Crowdsourcing?
Keyword QA Campaign

Please look at these images and determine whether the given keyword accurately describes each image.

- Feel free to use image titles or captions to help you determine the correct answer, but please answer based on what you see in the image itself if a title or caption does not match the image. Unless otherwise directed, please answer 'No' if the only information that would lead you to say 'Yes' is in the title or caption, not in the image itself.
- Unless otherwise directed, please treat drawings, illustrations, and cartoons the same as photographs when deciding whether a keyword is relevant to an image.

This HIT may contain questions designed to verify that you have read and followed all instructions. Your work will be accepted as long as you achieve an acceptable score on these questions, even if your answers disagree with those of other workers who complete the same HIT. Quality control questions are not designed to be distinguishable from others in the HIT, and are intended to be non-ambiguous as long as the instructions are read and followed.

If any images are not visible, please either wait for the page to finish loading or return the HIT. Please do not attempt to complete the HIT if you cannot see all of the images.

**overcast sky**

**Use For:**
- Images depicting the sky, when all or nearly all of the sky is covered with clouds, as a significant aspect of the image.

**Do Not Use:**
- If a small amount of sky happens to be in the image but is not a significant aspect of the image.
- If the sky is only partially covered with clouds.

The example image below depicts the keyword 'overcast sky.'

The example image below does not depict the keyword 'overcast sky.'

**Test: Women Walking at The Twelve Apostles, Port Campbell National Park, Victoria, Australia**

Is the keyword 'overcast sky' correct for this image?

- Yes
- No

Corbis
Number of People Campaign

Title: Happy family celebrating a birthday

How many people are depicted in this image?

- no people
- one person
- two people
- three people
- four people
- five people
- six to ten people
- eleven or more people
Relevancy Campaign

Please look at these images and select between 1 and 3 most strongly relevant keywords for each image from the list of choices below the image.

- A woman drinking from a white cup and standing next to a man who is holding a camera.
- A person wearing a hat and holding a camera.

Keywords:
- Camera
- Photography
- Outdoors
- People
- Nature
- Adventure
- Travel

Please select between 1 and 3 most strongly relevant keywords for the second image from the list of choices below the image.

- A person wearing a hat.
- A person holding a camera.
- A clear blue sky.

Keywords:
- Hat
- Camera
- Outdoor
- Adventure
- Nature
- Travel

Please select between 1 and 3 most strongly relevant keywords for the third image from the list of choices below the image.

- A person wearing a red jacket.
- A person holding a camera.
- A clear blue sky.

Keywords:
- Jacket
- Camera
- Outdoors
- Adventure
- Nature
- Travel

Please select between 1 and 3 most strongly relevant keywords for the fourth image from the list of choices below the image.

- A person wearing a red jacket.
- A person holding a camera.
- A clear blue sky.

Keywords:
- Jacket
- Camera
- Outdoors
- Adventure
- Nature
- Travel

Please select between 1 and 3 most strongly relevant keywords for the fifth image from the list of choices below the image.

- A person wearing a hat.
- A person holding a camera.
- A clear blue sky.

Keywords:
- Hat
- Camera
- Outdoors
- Adventure
- Nature
- Travel

Please select between 1 and 3 most strongly relevant keywords for the sixth image from the list of choices below the image.

- A person wearing a hat.
- A person holding a camera.
- A clear blue sky.

Keywords:
- Hat
- Camera
- Outdoors
- Adventure
- Nature
- Travel

Please select between 1 and 3 most strongly relevant keywords for the seventh image from the list of choices below the image.

- A person wearing a hat.
- A person holding a camera.
- A clear blue sky.

Keywords:
- Hat
- Camera
- Outdoors
- Adventure
- Nature
- Travel

Please select between 1 and 3 most strongly relevant keywords for the eighth image from the list of choices below the image.

- A person wearing a hat.
- A person holding a camera.
- A clear blue sky.

Keywords:
- Hat
- Camera
- Outdoors
- Adventure
- Nature
- Travel

Please select between 1 and 3 most strongly relevant keywords for the ninth image from the list of choices below the image.

- A person wearing a hat.
- A person holding a camera.
- A clear blue sky.

Keywords:
- Hat
- Camera
- Outdoors
- Adventure
- Nature
- Travel
Search: Exciting

Yawn...
Search: **Exciting**

OK, now we’re talking!
Keep in touch!

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