Spreadsheet Madness: Mapping Data from the USC Shoah Foundation Visual History Archive to MARC
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Everyone knows about USC Shoah Foundation’s illustrious founder.

STEVEN SPIELBERG
But how many people are aware of the rich trove of audiovisual testimonies in USC Shoah Foundation’s Visual History Archive (VHA)? Or know how to access them?
In a recent 12-month period, over 173,000 users logged onto the VHA, either through at an access site or through the online portal.
The question: How do we amplify the number of users?
The Answer ...
The records would first be made available to the public through the USC Libraries catalog and OCLC’s WorldCat.
Links in the records would send users directly to the Visual History Archive portal.
TWO MAIN CHALLENGES:

1. USC Shoah data had to be transformed into MARC data
2. The sheer number of testimonies meant that we needed to create records in bulk. How could we do so without making them too generic?
We standardized subject and summary fields, enriching the descriptions as much as possible within those parameters.

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<thead>
<tr>
<th>JEWISH HOLOCAUST SURVIVOR</th>
<th>SINTI-ROMA HOLOCAUST SURVIVOR</th>
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<tbody>
<tr>
<td><strong>Summary</strong></td>
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<td>Audiovisual testimony of a Holocaust survivor. Includes pre-war, wartime, and post-war experiences.</td>
<td>Audiovisual testimony of a survivor of Nazi persecution against the Sinti and Roma (&quot;Gypsies&quot;). Includes pre-World War II, wartime, and post-war experience.</td>
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<td><strong>Subject Headings</strong></td>
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<td>Holocaust, Jewish (1939-1945)</td>
<td>World War, 1939-1945</td>
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<td>Holocaust survivors</td>
<td>Romanies -- Nazi persecution</td>
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Next decision: To add geographical terms to the records, we mapped VHA names to LOC authorities.
ONCE THE MAPPING BEGAN, WE HAD FORMULAS COMING OUT OF OUR EARS!
THE ONGOING WORK

1. Follow-up
2. Update
3. Refine
4. Feedback
Please take a look at our records...

libraries.usc.edu
Questions?
Please ask
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