Do We Need a Perfect Metadata Standard... or is "Good Enough" Good Enough?

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WHERE WILL YOU BE?
Your Personal Nielsen TV Ratings Questionnaire

All answers are kept strictly confidential.

- How many television sets are in this household?
  - None [X] 1 2 3 4 or more

- Please check the box which best describes the number of hours that you, yourself, watch television in a typical week.
  - Less than 1 hour [X] 1 to 20 hours 21 to 40 hours More than 40 hours
1. Metadata is not captured
2. Complexity is not available

By Todd Lappin
3. Metadata is in a closed format

By Campbell X
4. Documentation is too difficult
1. Simple
2. Structured
3. Questionnaire-focused
Simple or Structured Questionnaire Building Language

http://sqbl.org
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</QuestionModule>
1. Do you have a dog?
   Yes ...... Goto Q2
   No ...... Goto Q3
2. What is your dogs name?
   ____________________
3. Where do you live?
   ____________________
- Men
- Children
- Koln
- Star Wars

- Women
- Adults
- Dusseldorf
- Star Trek
Question Name: Has_sired

Target respondents:
- Persons who have dogs that are male (Male_health)
- Persons who have dogs (Does_have_dog)
- All Persons (DOG_DEMO)
This module asks about your ownership of Dogs. For this module please only answer about domestic pets you own that are canines.

1. Do you have a dog?
   - Yes
   - No

2. What is the sex of your dog?
   - Male
   - Female

3. What is his name?
   - Fido

4. What is the dogs age?
   Please enter the dogs age at its last birthday. If the dog is less than 1 year old, answer "0".
   - ? years