



Folksonomy Overview

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What Is Tagging?

Tagging: Definition

- ❖ Simple data/metadata externally applied to an object
- ❖ Used for sorting
- ❖ A hook for aggregating
- ❖ Provides identifier and/or description
- ❖ Personal markers



The “F” Word



Folksonomy

Folksonomy: Definition

- ❖ Folksonomy is the result of personal free tagging of pages and objects for one's own retrieval
- ❖ The tagging is *usually* done in a social environment (shared and open to others)
- ❖ The act of tagging is done by the person consuming the information

Folksonomy: Value

The value in this external tagging is derived from people using *their* own vocabulary and adding explicit meaning, which may come from inferred understanding of the information/object.

People are not so much categorizing, as providing a means to connect items (placing hooks) to provide *their* meaning in *their* own understanding.



Every person is an expert in their own vocabulary (tags)

Every Tag is Sacred



Folksonomy Triad



Folksonomy Triad

Object

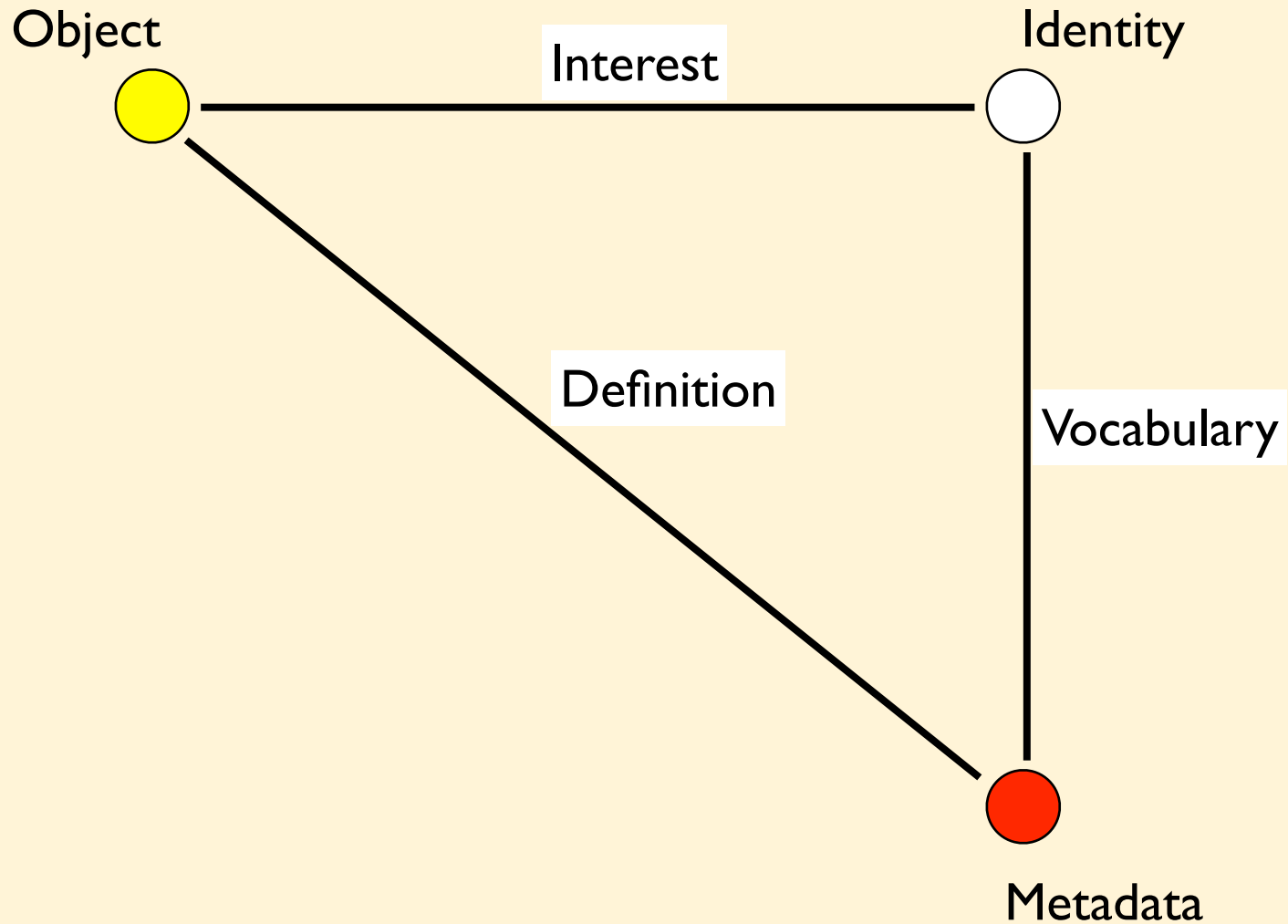


Identity

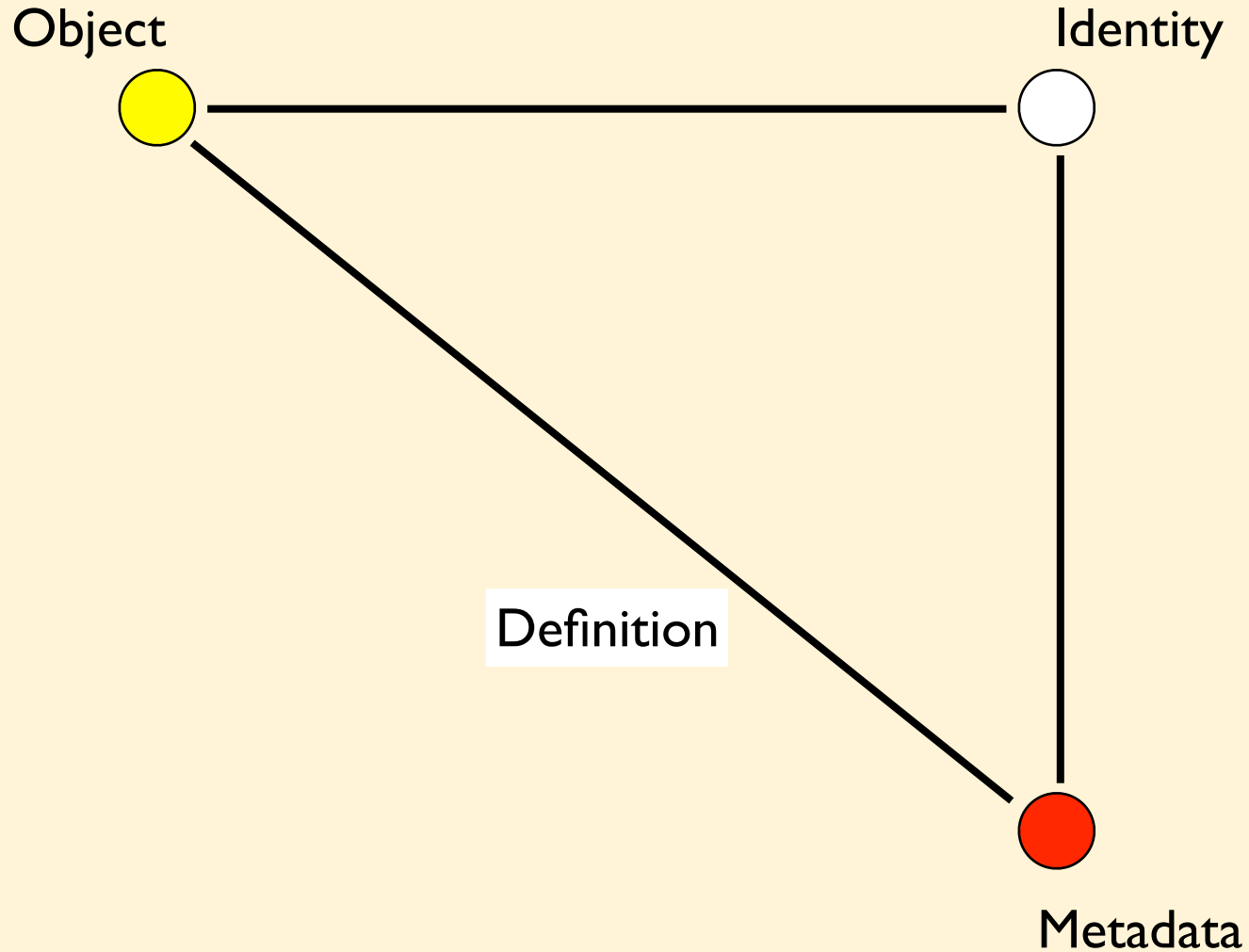


Metadata

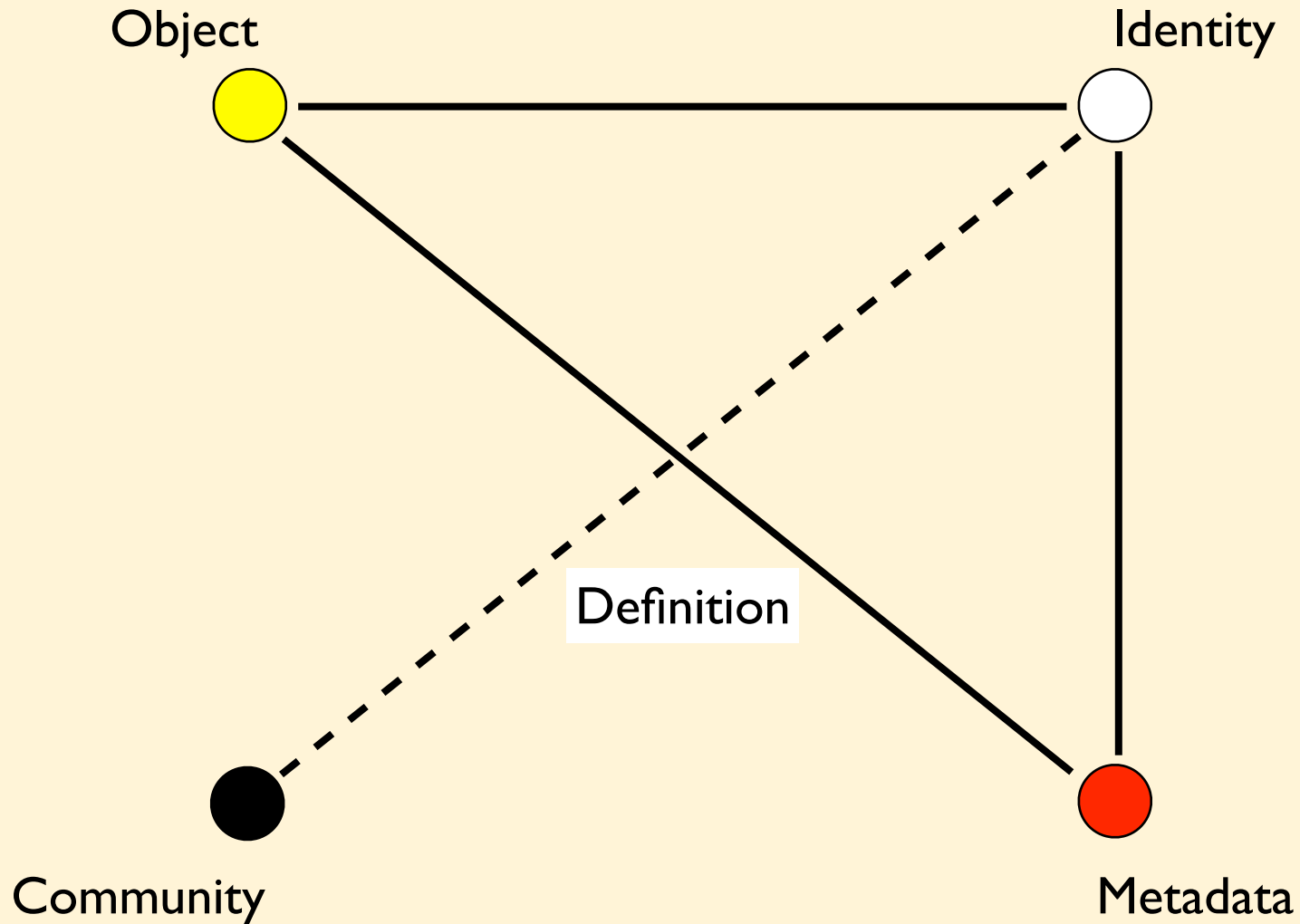
Folksonomy Triad



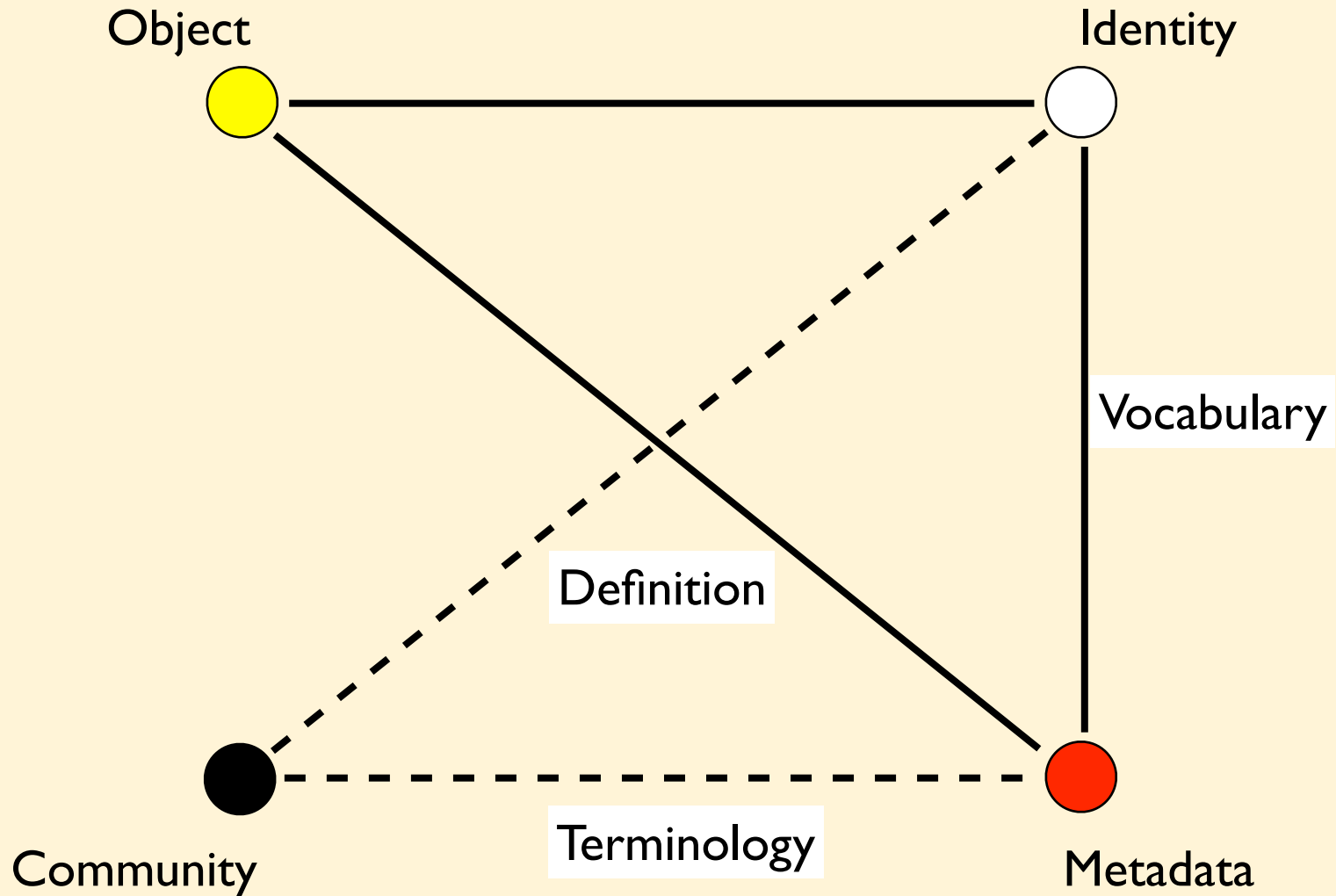
Dual Folksonomy Triad



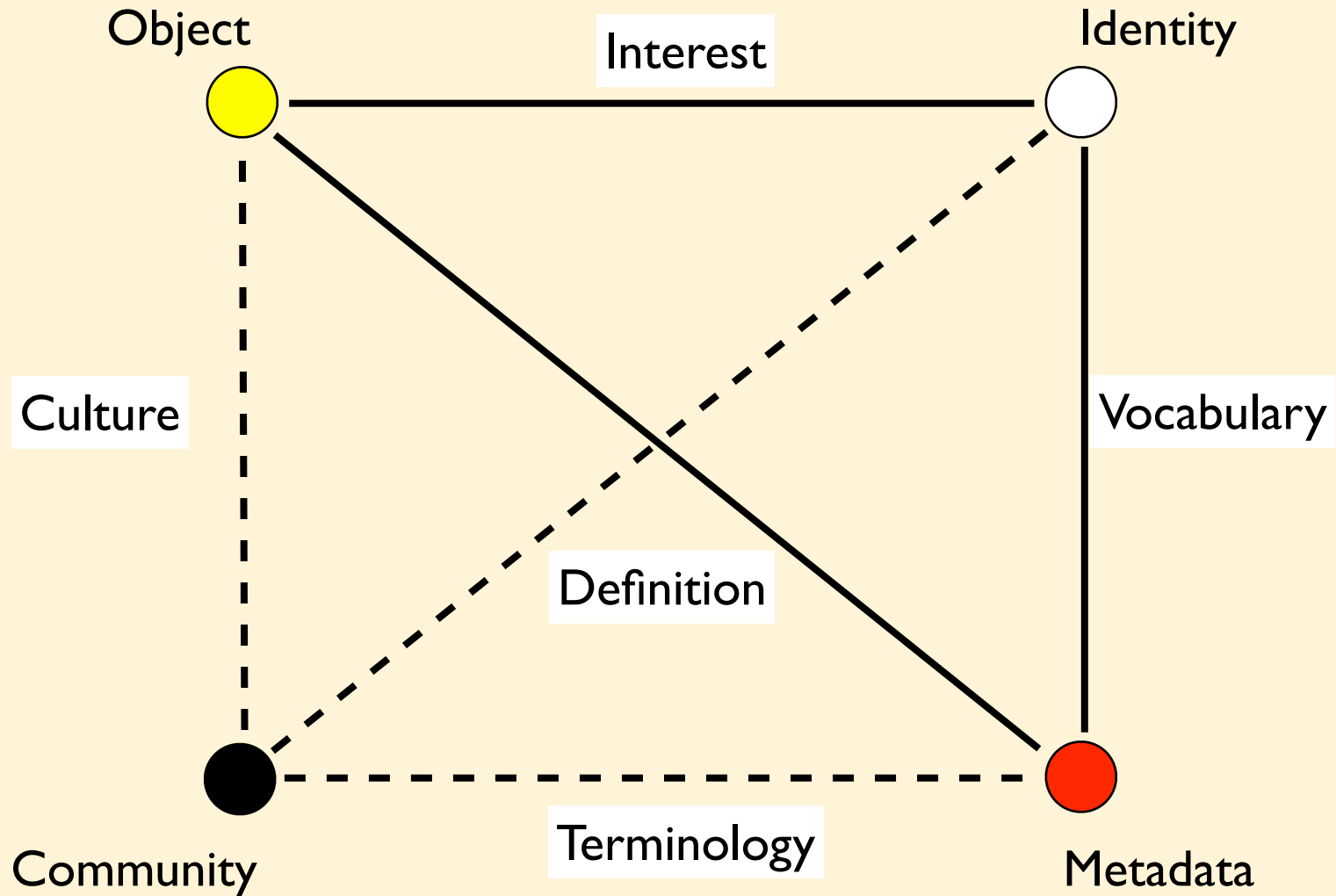
Dual Folksonomy Triad



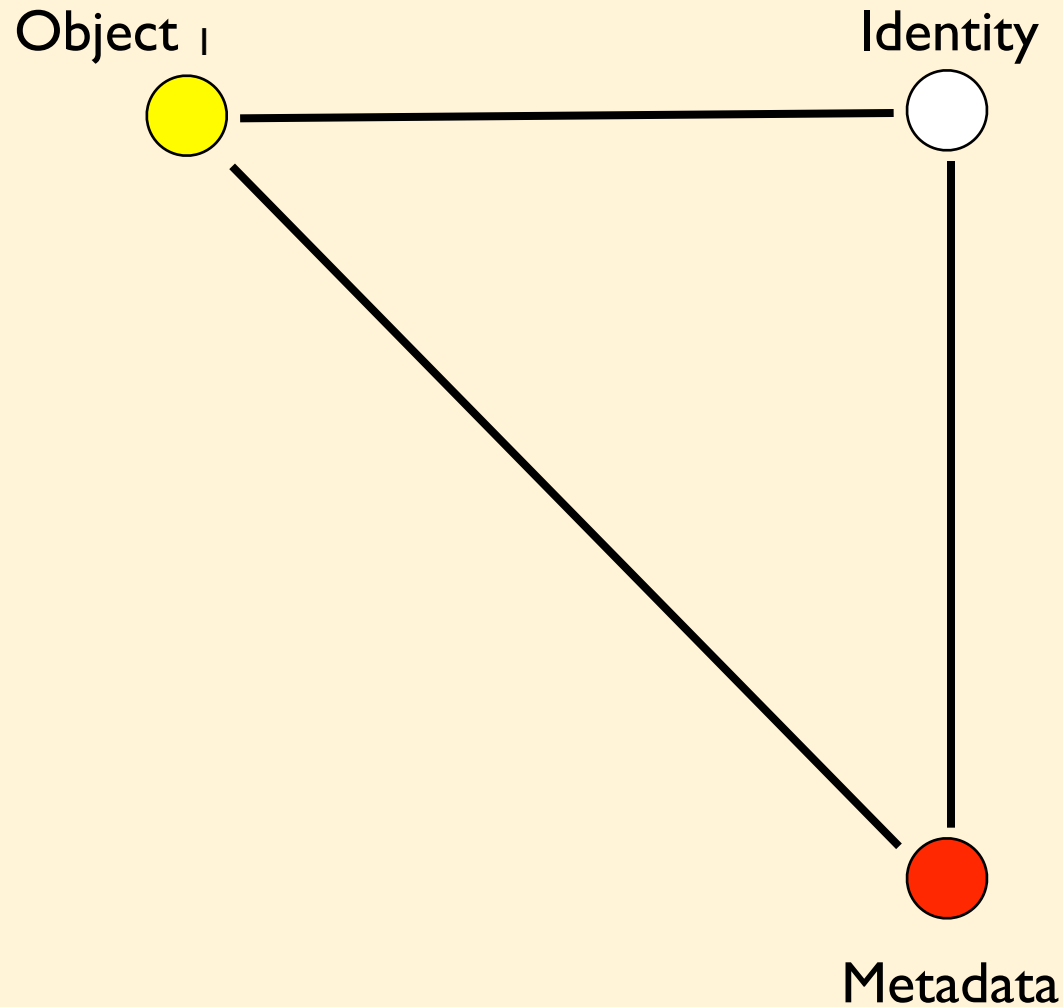
Dual Folksonomy Triad



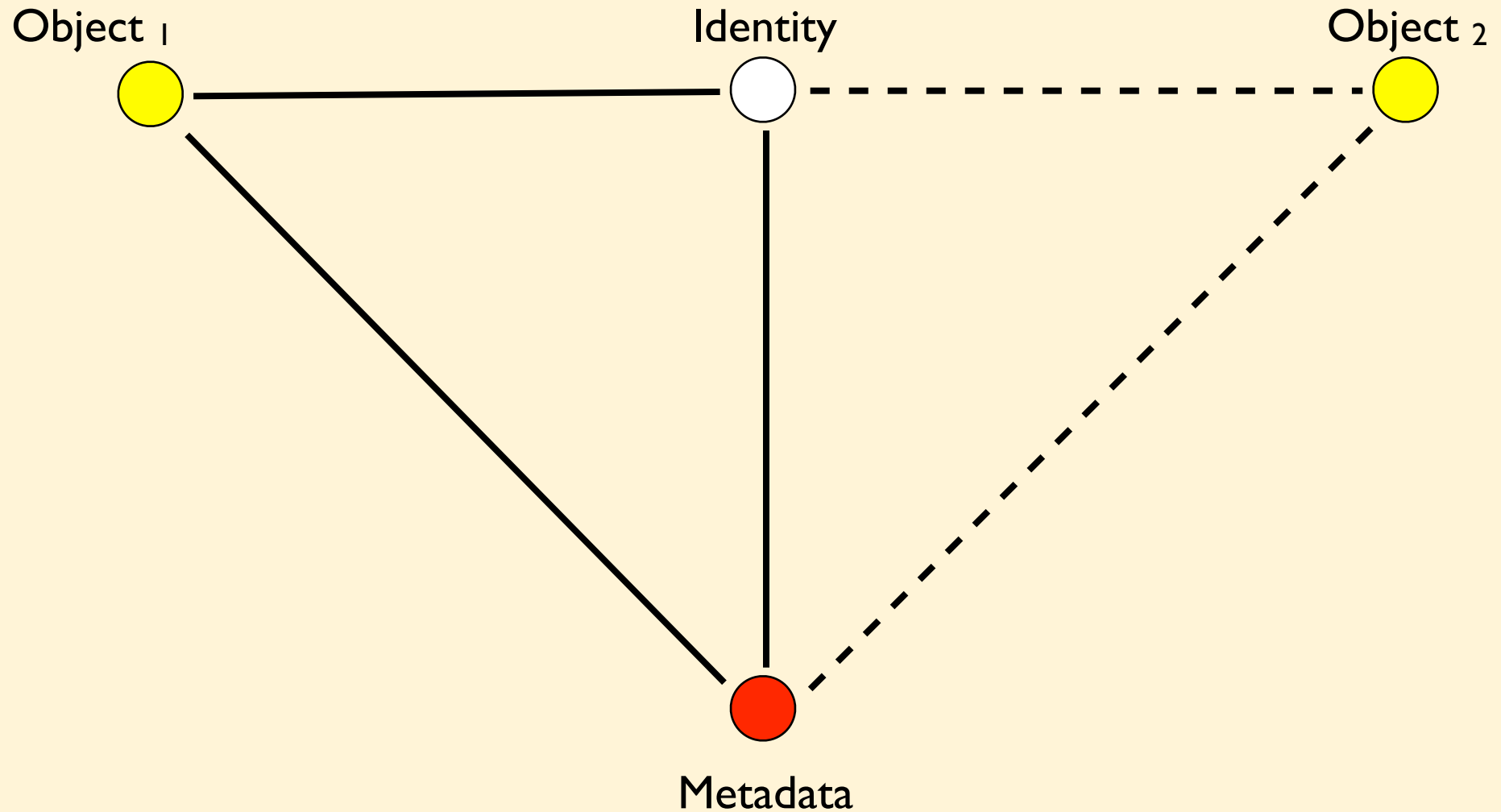
Dual Folksonomy Triad



Finding More Objects



Finding More Objects



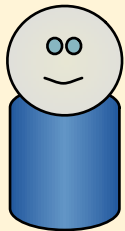
Reasons People Tag

- ❖ Their OWN use/value first
- ❖ Add Perspective/Context
 - ❖ Missing metadata
 - ❖ Emergent Vocabulary
 - ❖ Personal descriptors
- ❖ Refindability
 - ❖ Aggregation of information
 - ❖ Task-based aggregation
- ❖ State Interest
- ❖ Sociality

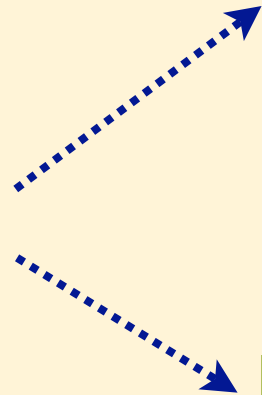
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1, 1, 2, 2 ?



Design



= Visual Design



= Software Design

Folksonomy 4D

- ❖ Object
- ❖ Metadata
- ❖ Identity
- ❖ Service/Device - provenance

Leverage Folksonomy

- ❖ Cross-discipline/community interoperability
- ❖ Surface small group ontologies
- ❖ Identify terms that are synonyms
- ❖ Identify terms that are fungible
- ❖ Provide means to move from formal to vernacular (scientific medicine to patient communication)

Contact



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