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

Object → Interest → Identity

Object → Definition → Metadata

Identity → Vocabulary
Dual Folksonomy Triad

Object

Identity

Metadata

Definition
Dual Folksonomy Triad
Dual Folksonomy Triad

- Object
- Identity
- Community
- Vocabulary
- Definition
- Terminology
- Metadata
Dual Folksonomy Triad

Object

Identity

Interest

Vocabulary

Definition

Terminology

Metadata

Community

Culture
Finding More Objects

Object 1

Identity

Metadata
Finding More Objects

Object 1

Identity

Object 2

Metadata
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
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
Design = Software Design

Design = Visual 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)
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