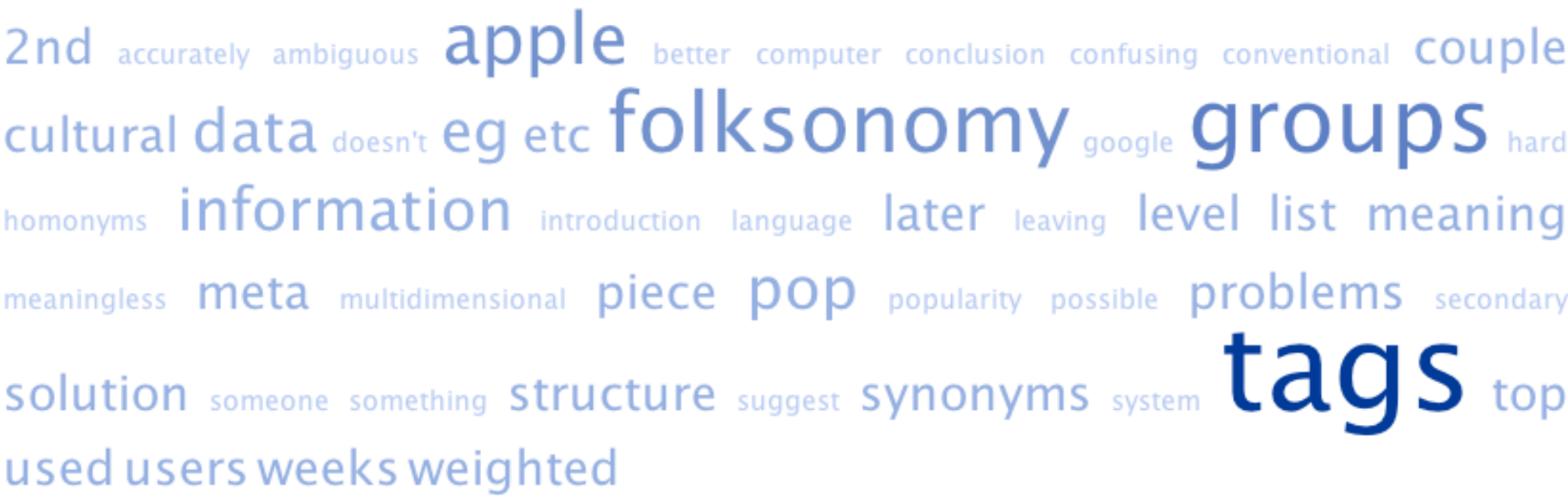

2nd accurately ambiguous apple better computer conclusion confusing conventional couple
cultural data doesn't eg etc folksonomy google groups hard
homonyms information introduction language later leaving level list meaning
meaningless meta multidimensional piece pop popularity possible problems secondary
solution someone something structure suggest synonyms system tags top
used users weeks weighted

Exploring Multidimensional tagging frameworks

by Scott Parsons
positionrelative.com

what are Multidimensional...

?

1.What are tags?

“A tag is a keyword ...”

"...or a term associated with,"

“or assigned to”

"...a piece of information"

“A tag is a keyword or term associated with or assigned to a piece of information”

"A tag is a **keyword** or term **associated** with or **assigned** to a **piece of information**"

and a framework?

Folksonomy

Tagsonomy

Ethnoclassification

Empowering content creators

and consumers

2.So what is the problem?

Scale

slideshare.net

homonyms

Apple

How Wise is

Synonyms

Apple

Mac

imac

computer

Cultural and linguistic bias in meaning

"Classification schemes are always culturally dependent based on how people organize information"

"There is nothing universal about the terms that we use, ...and the meanings behind them"

danah boyd

issues of culture in ethnoclassification/ folksonomy

But what to do about it?

A tough question for a fairly popularity based concept.

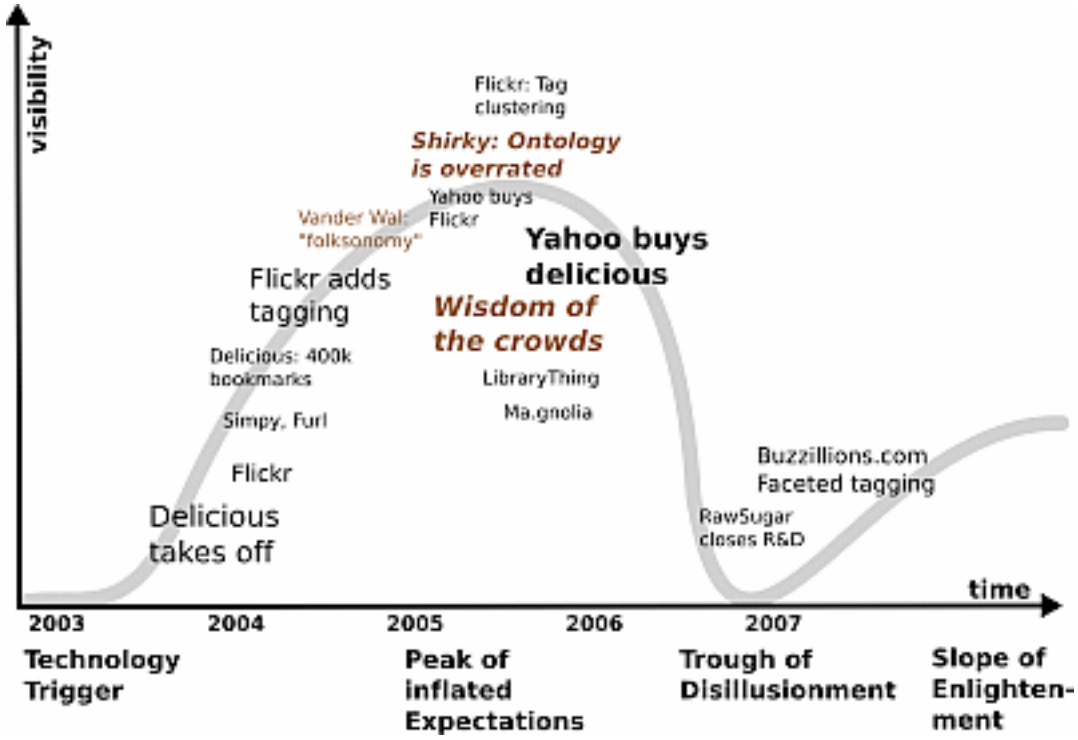
But some annecdotal evidence suggests

Minorities already making use of tagging

Especially when traditional hierarchies are not supportive

3.Where do we stand now?

Some people think we are in a trough



http://blog.paulwalk.net/2007/07/22/tagging-are-we-in-the-trough-of-disillusionment/

Where are the tools for tagging?

Where are the tools for managing tags?

4.Solutions so far

A common repeating trend

A.Grow a big tag cloud

B.Split up the tag cloud

C.Popular vs new, and hide everything else

D.Search (maybe with suggest)

Back to A?

5.perhaps the right solution is

More control

A conventional top down hierarchy

On top of the tags

Solves some problems

But

If tags **are** useful

6.Multidimensional solutions

At last

Tag groups, or clusters

Jump to: summer

Explore / Tags / summer / clusters

beach, **sea**, **blue**, sun, sky, sand, sunset, girl, ocean, vacation

See more in this cluster...

flowers, **nature**, **green**, garden, macro, flower, yellow, pink, white, red

See more in this cluster...

water, **kids**, **fun**, pool, swimming, clouds, landscape, boat, children, hot

See more in this cluster...

That’s great

When you are searching

But what about

When you are entering tags?

If you can do it on search page

How about on the tag entry pages

imagine that

Jump to: summer

Explore / Tags / summer / clusters

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See more in this cluster...

A little help in picking your tags?

Couldn’t hurt right?

Tags for tags

If a tag is confusing,

A possible duplicate,

Or in some way ambiguous,

Give users the ability to add more meta data to the tags

Sure,

It is hard enough getting them to just tag!

So make it easy

If a user starts entering “Apple”

Offer them options like

apple(computer)
apple(fruit)
apple(singer)

Or even just watch what other tags they use

And let a smart system figure out the extra tags

“Apple, OSX, mac”

not about the fruit

NOT tags

Allow content consumers to explicitly say this is NOT something

NOT computer

But wait

Allow the system to figure that out too

If I tag something, “Apple, juicy, red delicious”

Let the system guess

NOT computer

Vote for tags

Digg / reddit...
for
tags?

Sure

Let content consumers vote for a good tag

BUT

more to the point

Watch behaviour and let behaviour become a vote.

8.It’s a nice idea but...

Tagging frameworks have the potential

But the current tools are mostly very primitive

By making tags more useful to both the creator and consumer

AND

Even easier to use and create

including
automation

Multidimensional tagging frameworks can enhance experience.

Questions?