

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

- 2 **2.0** 2007 a advertising africa amor and argentina art **arte** blog blogging blogs brand branding
broma **business** camp capita collaboration communication community competence50+ conference
creative curiosidades **de** del **design** development digital dokeos e e-learning economics educacion
educación **education** el elearning email en engraçados enterprise enterprise2.0 estate experience
filosofia for **fotos** fun funny global globalization google health historia history **humor** in india infantil
information innovation inspirational **internet** java javascript jovenes km knowledge la leadership
learning library life literacy liuteam **lluciapou** love management **marketing** math media
mobile money music nature nephrology network networking networks new of online pc perl photos piada
pictures power **powerpoint** ppt presentation presentations programming psicologia rails real reflexión
research rhusar ruby search secondlife security seo sexy slideshare **social** software strategy
teaching technology tecnologia test the time to training travel trends turismo tutorial usability user ux vida
virtual **web** web 2.0 web2 **web2.0** web20 wiki work workshop y

slideshare.net

homonyms

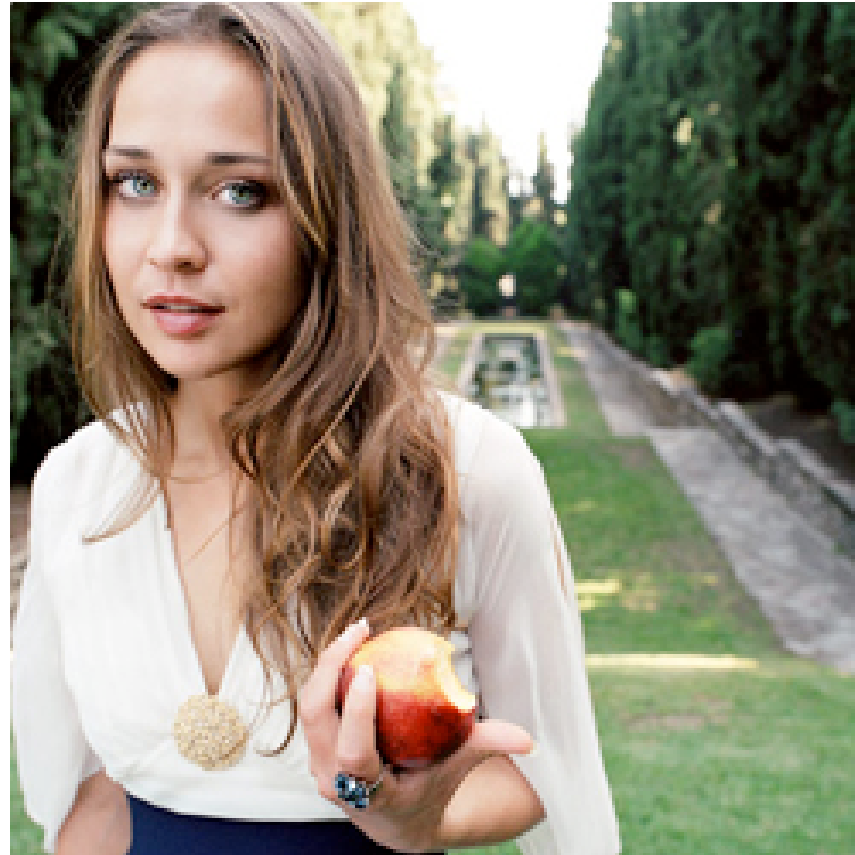
Apple





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.

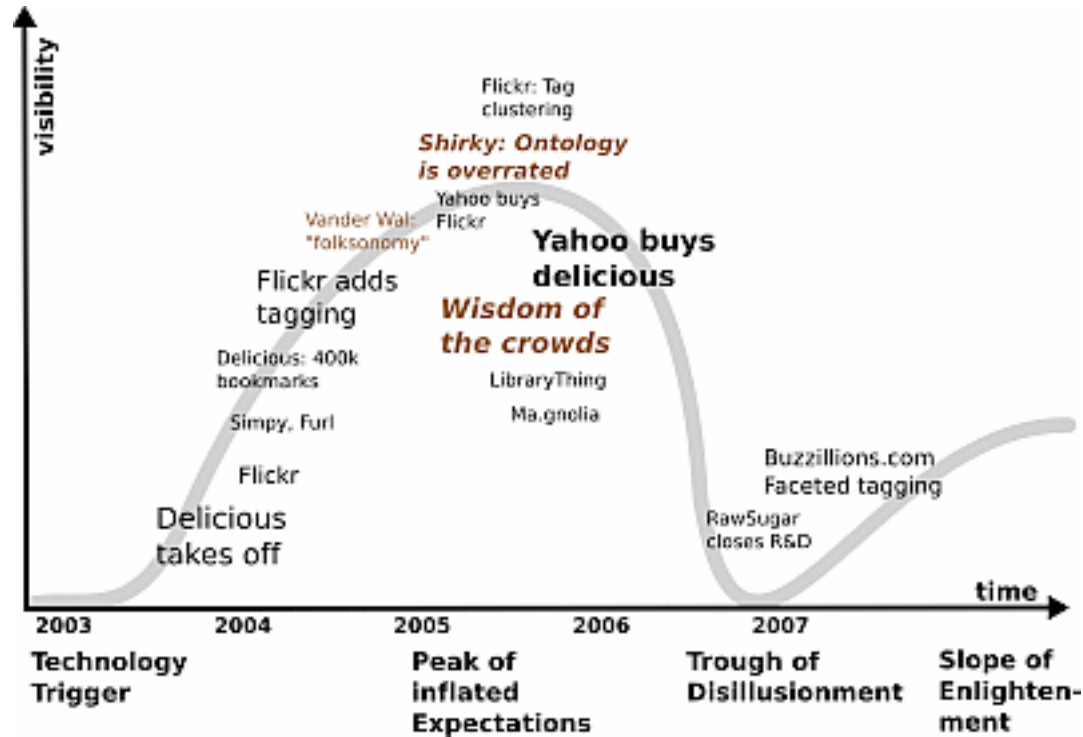
But some anecdotal
evidence suggests

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

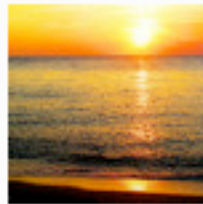
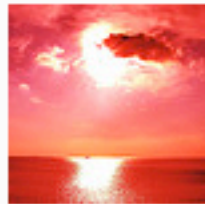
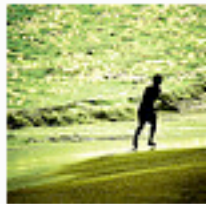
6 . Multidimensional solutions

At last

Tag groups, or
clusters

Explore / Tags / summer / clusters

Jump to: summer



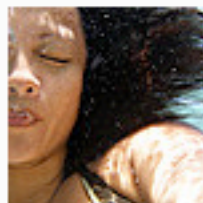
[beach](#), [sea](#), [blue](#), [sun](#), [sky](#), [sand](#), [sunset](#),
[girl](#), [ocean](#), [vacation](#)

➔ [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?

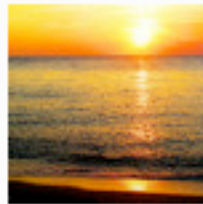
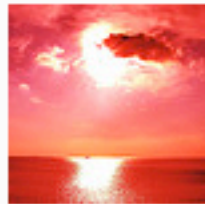
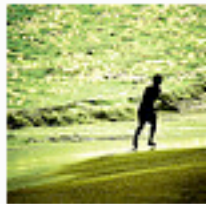
If you can do it on
search page

How about on the
tag entry pages

imagine that

Explore / Tags / summer / clusters

Jump to: summer



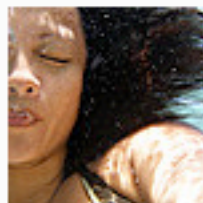
[beach](#), [sea](#), [blue](#), [sun](#), [sky](#), [sand](#), [sunset](#),
[girl](#), [ocean](#), [vacation](#)

➔ [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...](#)

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



How Wise is

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?