



Folksonomy

Presented: Online Information 2005

London, UK

by Thomas Vander Wal

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Past Tensions

- ❖ Taxonomy
 - ❖ Relatively expensive
 - ❖ Not exhaustive
 - ❖ Not emergent
 - ❖ Authoritative
 - ❖ Limited view
- ❖ Tagging
 - ❖ No certainty
 - ❖ Often misleading

Folksonomy

- ❖ Definition:
 - ❖ Result of personal free tagging of information and objects for one's own retrieval
 - ❖ Tagging in a social environment (shared and open)
 - ❖ Act of tagging is done by the person consuming the information

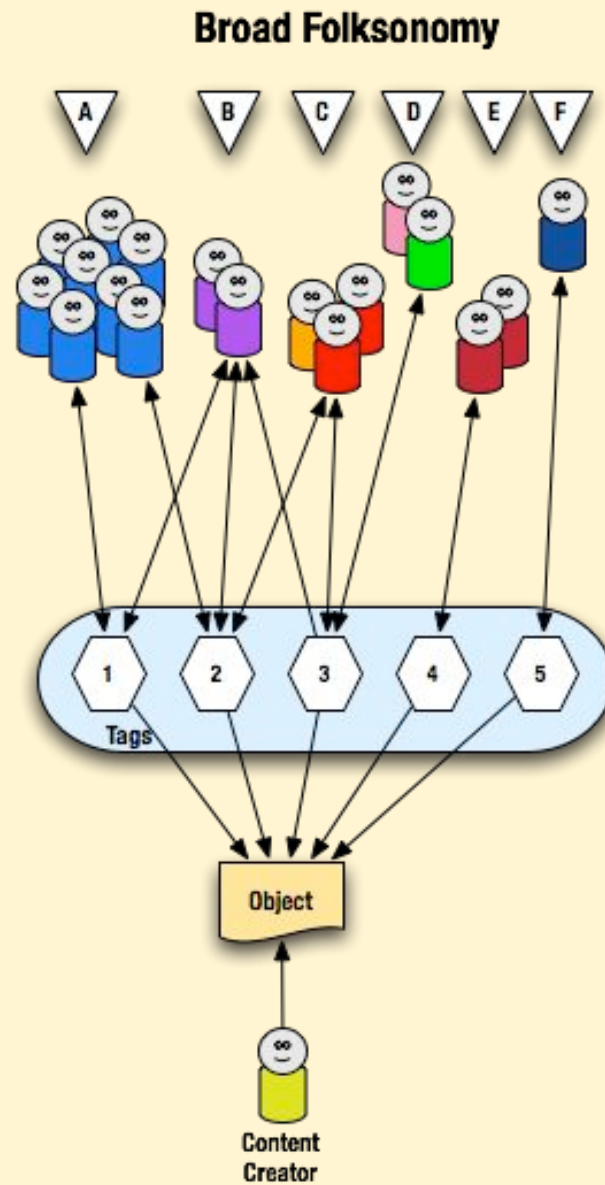
3 Data Points

- ❖ The distinct object being tagged
 - ❖ Web page and/or media
- ❖ The individual tag
- ❖ The distinct person tagging

Broad & Narrow Folksonomy

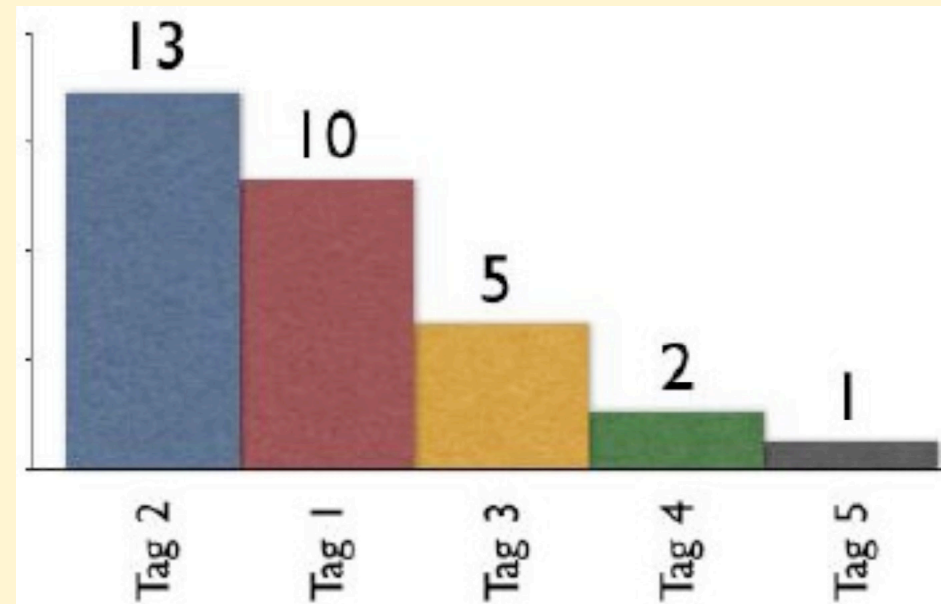
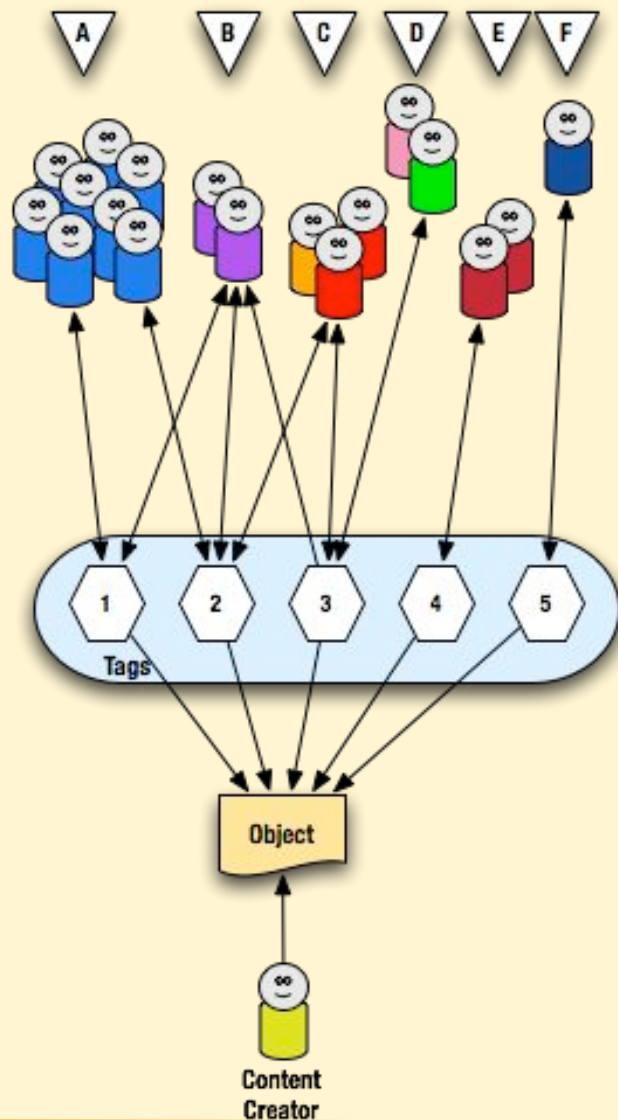
- ❖ Two types of Folksonomy
 - ❖ Broad Folksonomy
 - ❖ Narrow Folksonomy

Broad Folksonomy

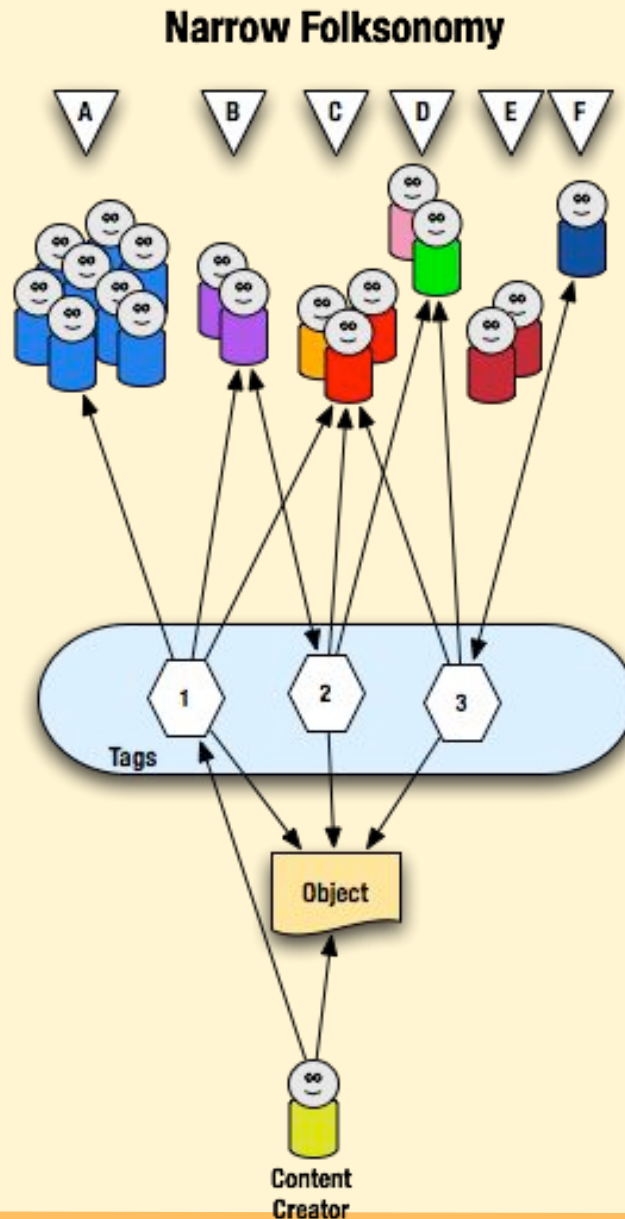


Broad Folksonomy

Broad Folksonomy



Narrow Folksonomy



Advantages

“The beauty of tagging is that it taps into an existing cognitive process without adding add much cognitive cost”

Rashmi Sinha, Researcher & Consultant, Uzanto
from: A cognitive analysis of tagging

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Advantages

“Folksonomy promises to be a significant tool to help people connect with museum collections.... to bridge the gap between the views of the curator and the personal perceptions of the public”

Jennifer Trant, Partner & Principal Consultant,
Archives & Museum Informatics, Steve Museum

Projects

- ❖ Steve.museum (a consortium of U.S. museums)
- ❖ LibraryThing
- ❖ Del.icio.us
- ❖ Yahoo! MyWeb
- ❖ Flickr

Contact



❖ E-mail: info@infocloudsolutions.com

E-mail: thomas@vanderwal.net

AIM: vanderwal

Presentation Home:

[http://vanderwal.net/essays/05 | 30/folksonomy.pdf](http://vanderwal.net/essays/05%20folksonomy.pdf)