

Who are these folks in my folksonomy?!

Social networks for trustworthy metadata



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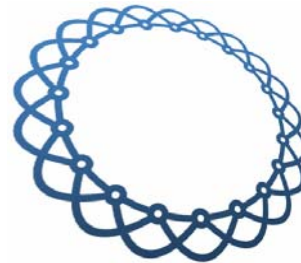


Who's this guy?

- University of Osnabrück



- Outfoxed



- AttentionTrust.org



- Lijit



← very cool



Folksonomy Overview

- Brief History of Metadata
- Challenges of Folksonomies
- A social solution?
- Lijit

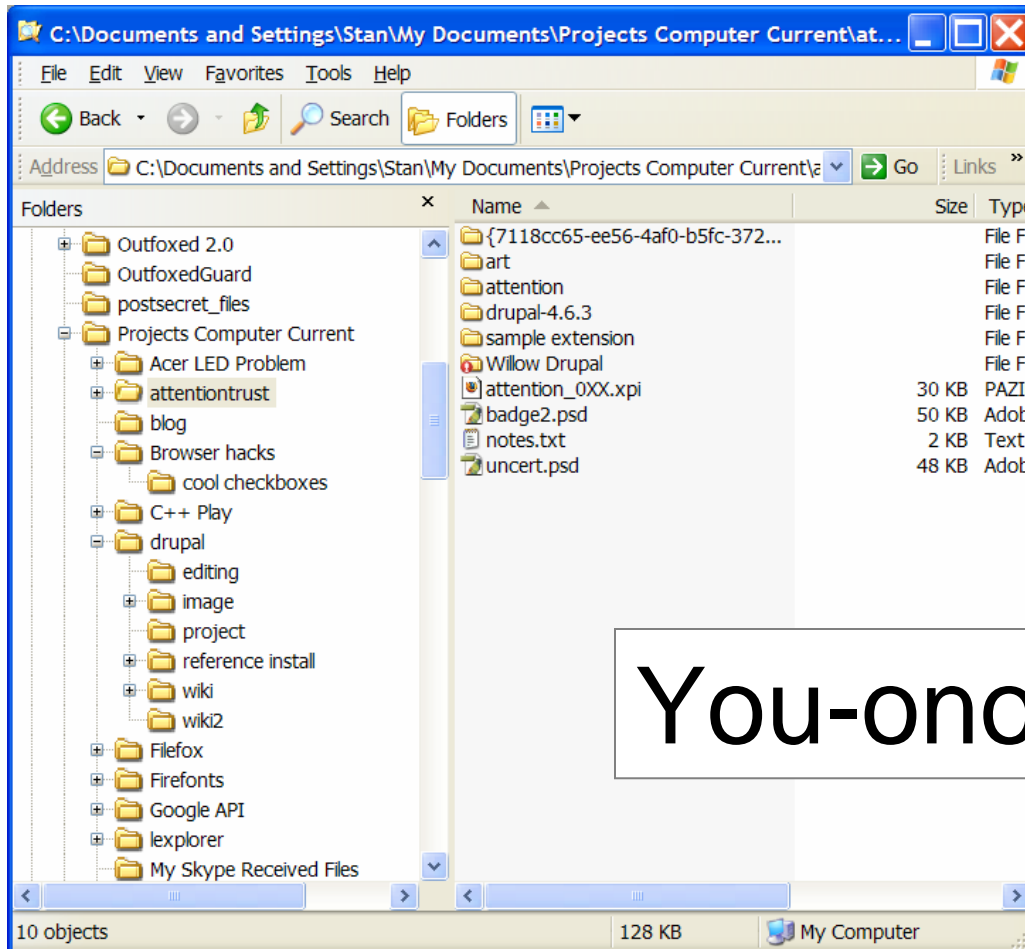




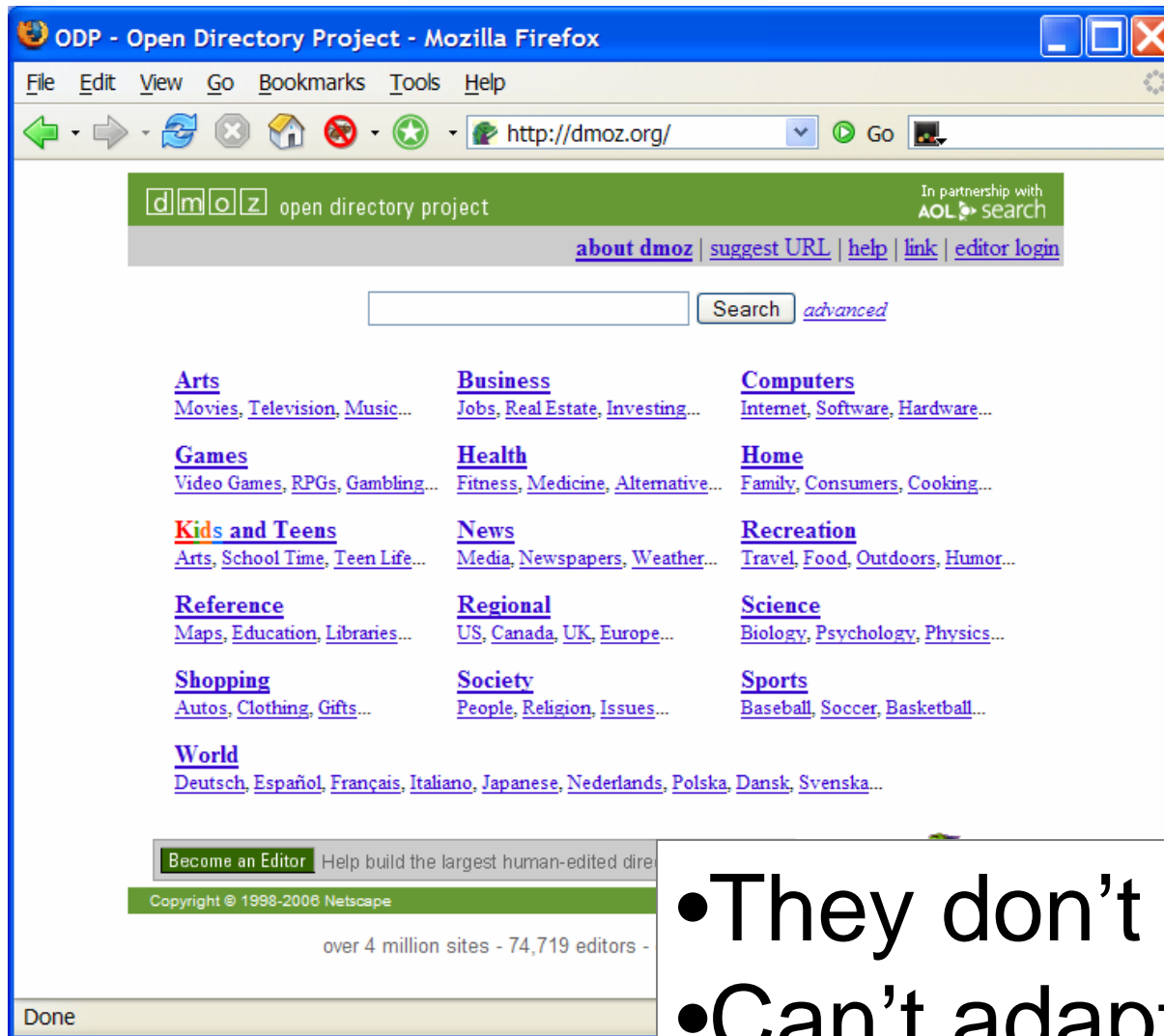
Brief History of Metadata



Self categorization



Taxonomies



- They don't scale well
- Can't adapt



Challenges of Taxonomies

“Ghost Riding”



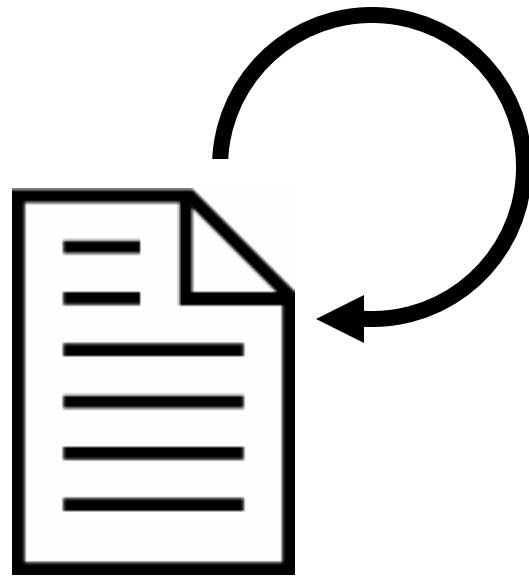
Keywords/Tags



<meta>

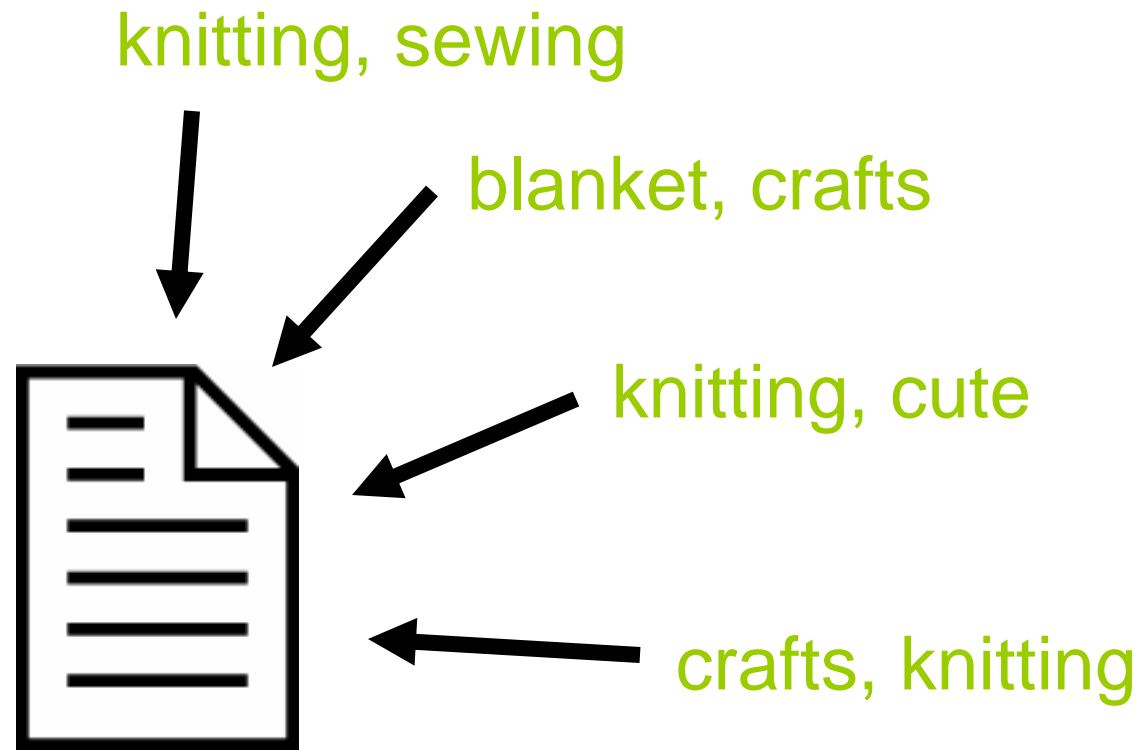


Folksonomy 1

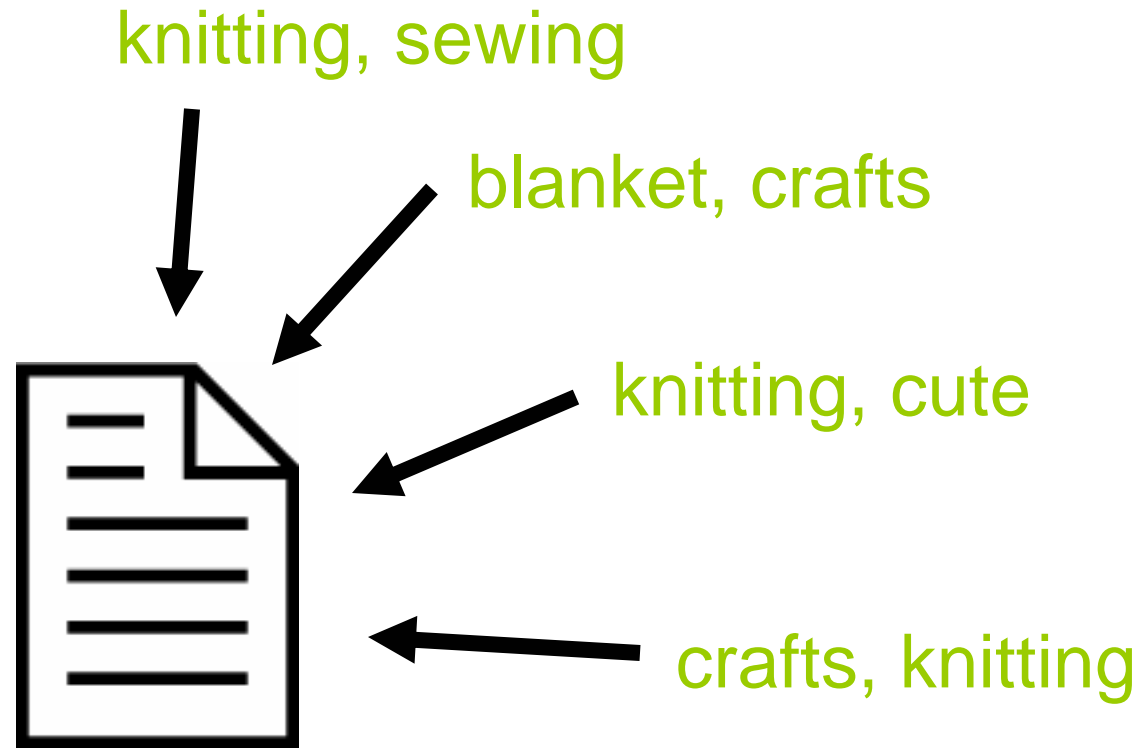


mp3, sex, drugs,
rock 'n roll,
britney spears,
naked, cracks,
games, nude, ...

Folksonomy 2



Folksonomy 2

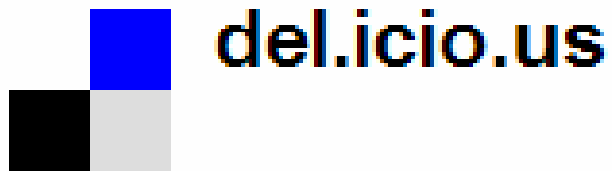


TRUST

...kinda like PageRank



Folksonomy Success Stories



Why do Folksonomies work?

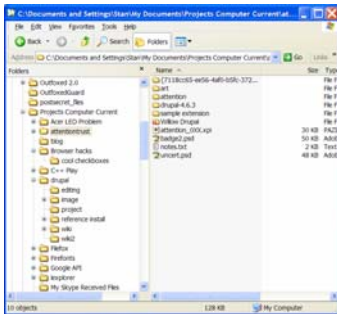
- Wittgenstein's Language Game

→ Tag convergence

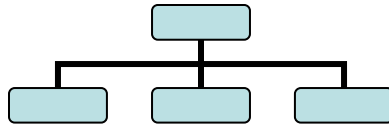


Recap

You-onomy



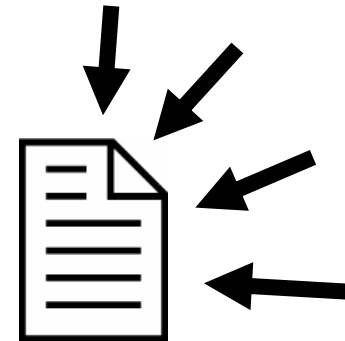
Taxonomy



Folksonomy 1



Folksonomy 2

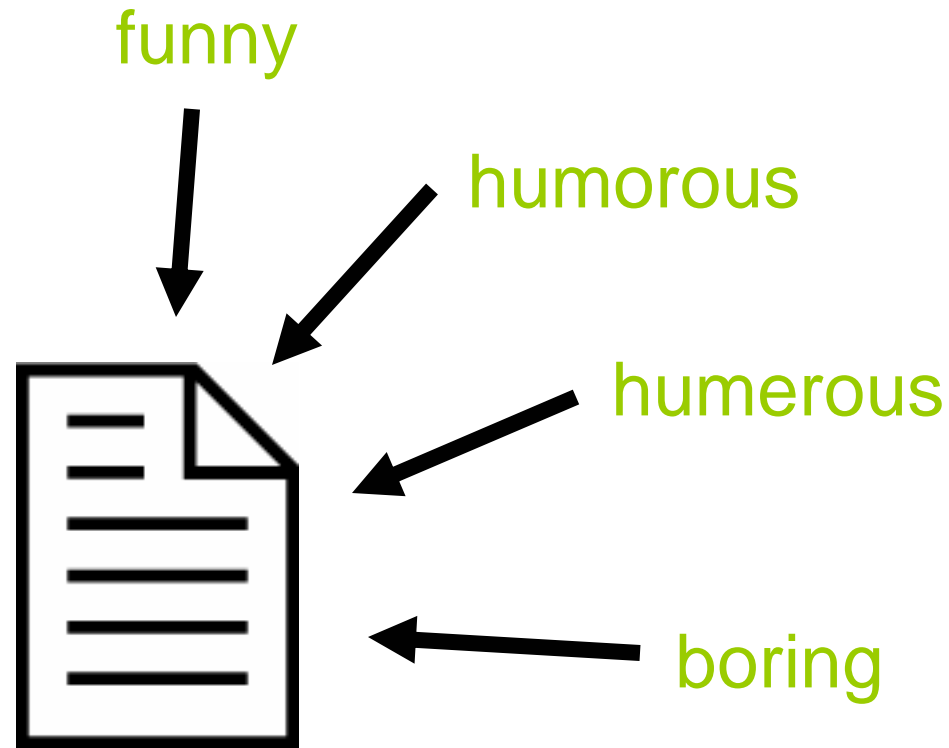




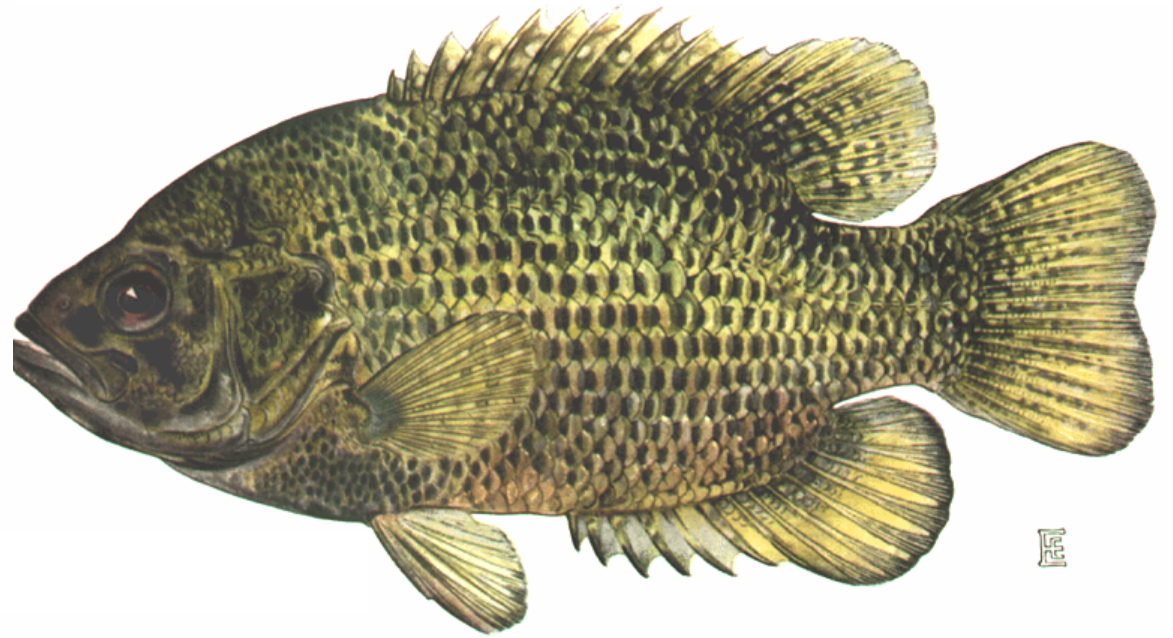
Challenges of Folksonomies



Different strokes for different folks



Different strokes for different folks



“bass”



A warning

- Remember Newsgroups?

rec.news.linux

rec.music.alternative

alt.movies.scifi



Other folks

“When you invite the whole world to your party, inevitably someone pees in the beer.”

– Xeni Jardin (Wired)

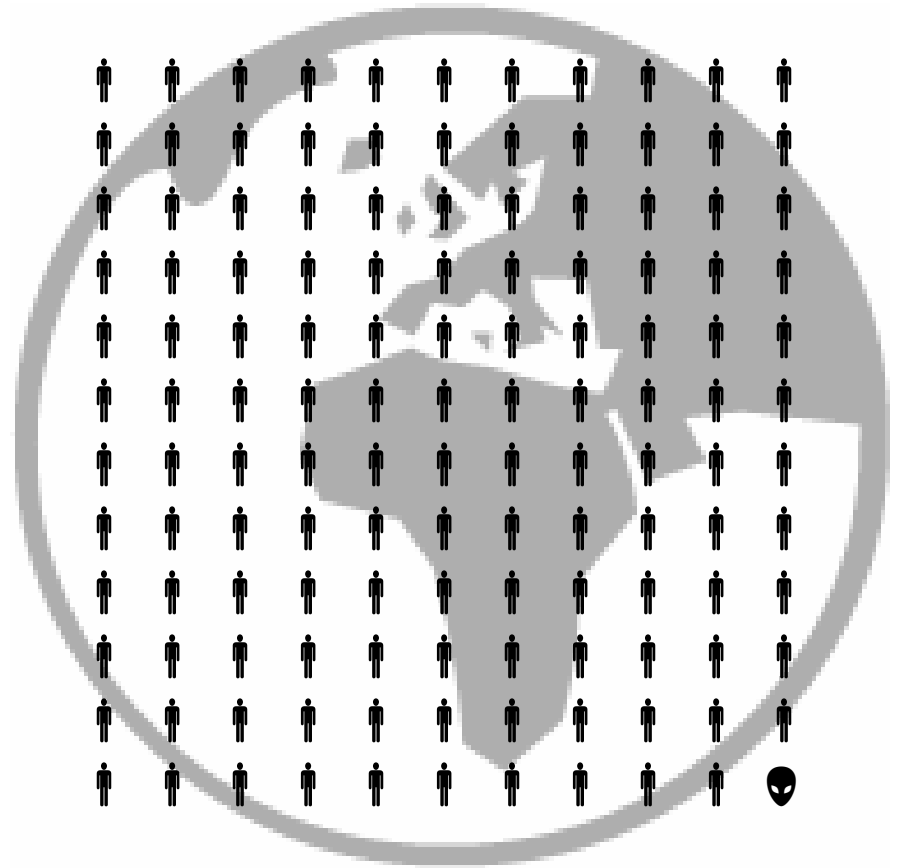


Other folks



vs.

our only
options?

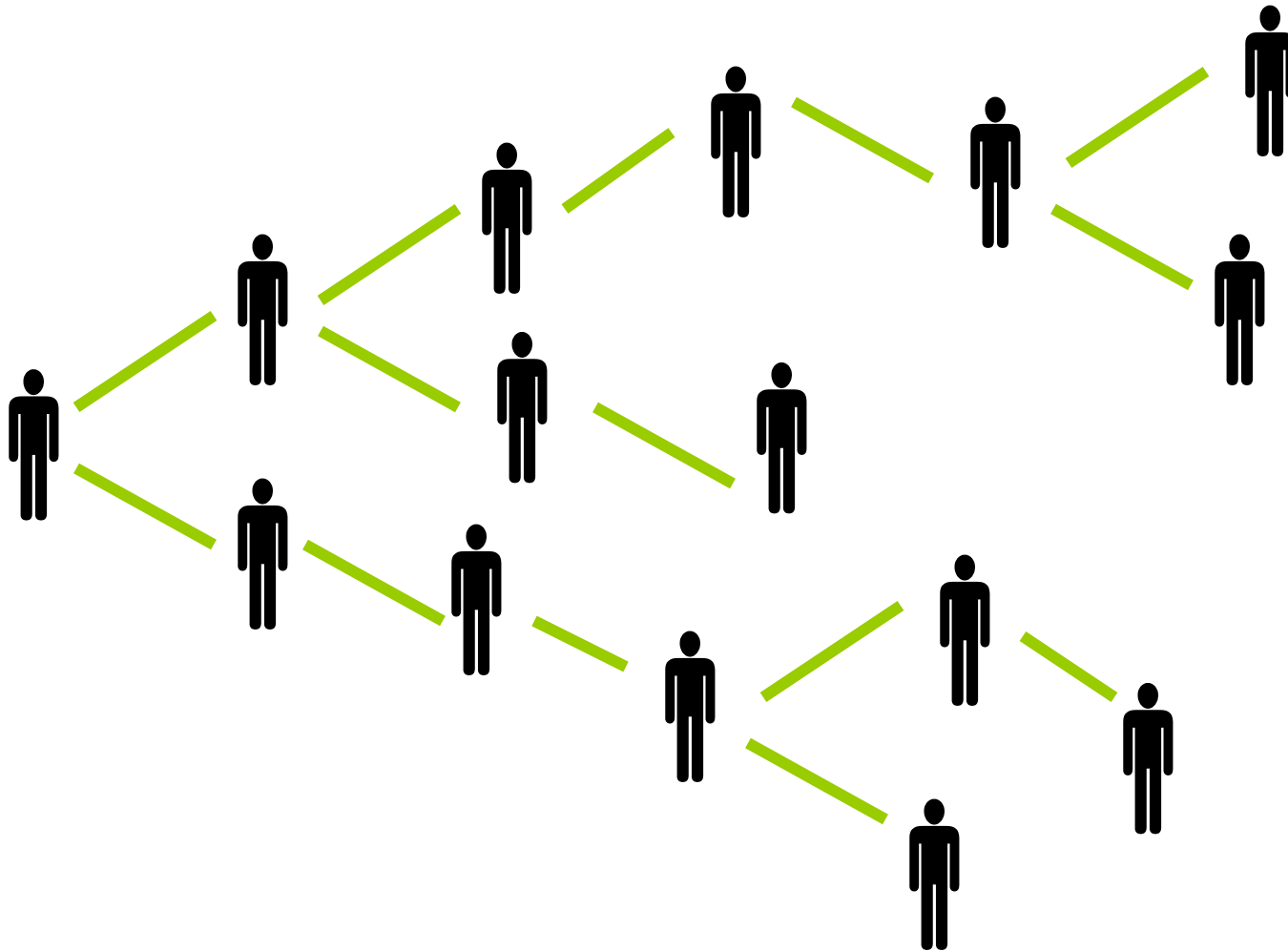




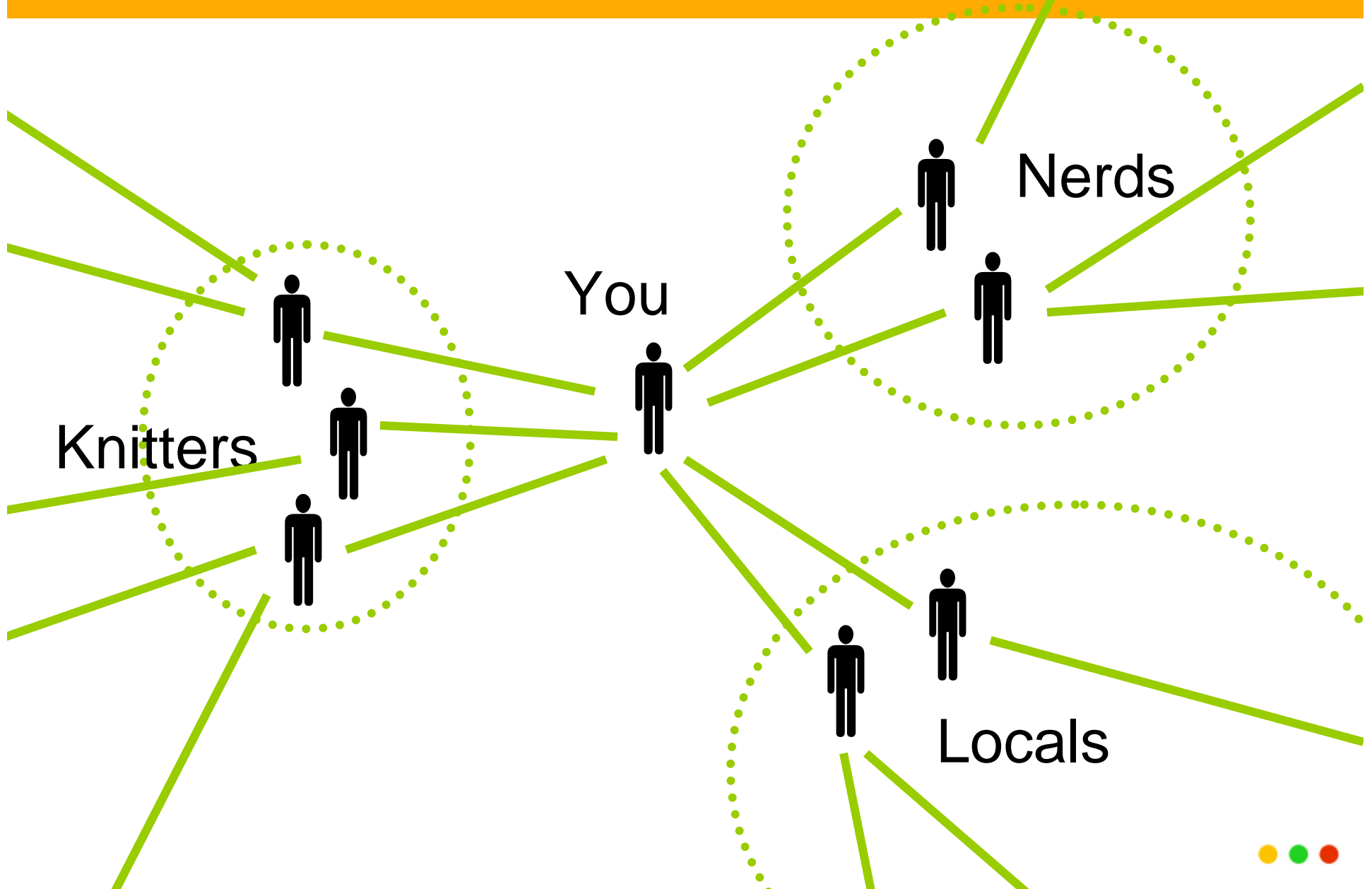
A Social Solution?



Other folks

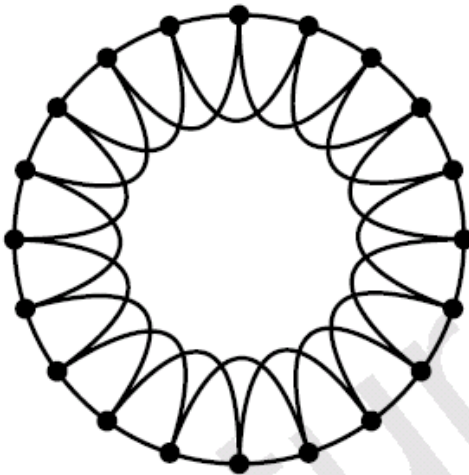


Other folks

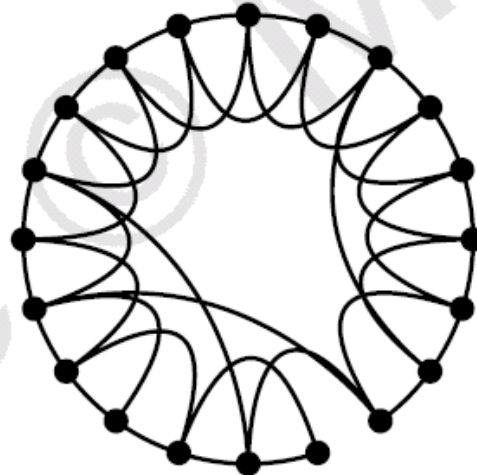


Small Worlds

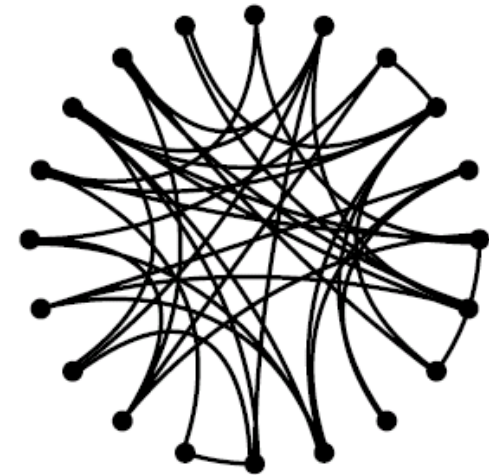
Regular



Small-world



Random

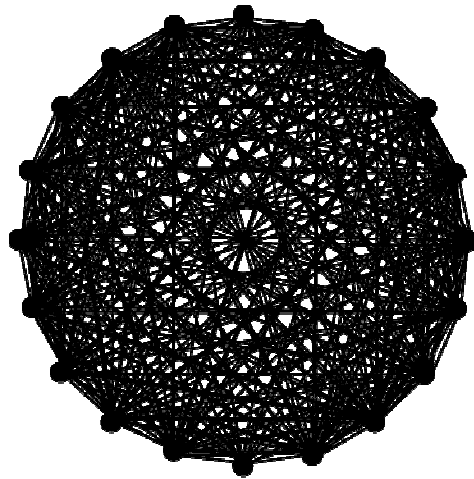


Watts & Strogatz 1998



Small Worlds

Universal



Lijit



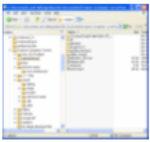
demo

...formerly:

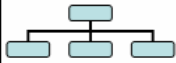


Recap

You-onomy



Taxonomy



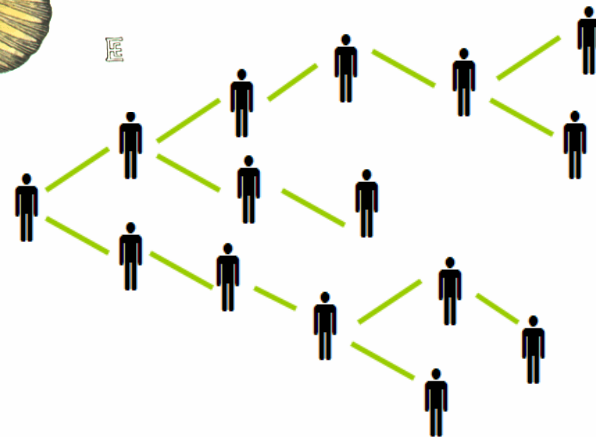
Self-tagging



Folksonomy



Rock Bass- *Ambloplites rupestris*
averages 6 - 10 inches



- Thanks for your attention.

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