# 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







#### **Folksonomy Overview**

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

#### **Brief History of Metadata**



## Self categorization

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Outfoxed 2.0     OutfoxedGuard     postsecret_files     Projects Computer Current     Acer LED Problem     Outfoxed 2.0     Definition Current     OutfoxedGuard     Definition Current     OutfoxedGuard     Definition Current     OutfoxedGuard     Definition     C++ Play     Outfoxed 2.0     OutfoxedGuard     OutfoxedGuard     OutfoxedGuard     OutfoxedGuard     OutfoxedGuard     OutfoxedGuard     OutfoxedGuard     Definition     OutfoxedGuard     Outfox	<ul> <li>7118cc65-ee56-4af0-b5</li> <li>art</li> <li>attention</li> <li>drupal-4.6.3</li> <li>sample extension</li> <li>Willow Drupal</li> <li>attention_0XX.xpi</li> <li>badge2.psd</li> <li>notes.txt</li> <li>uncert.psd</li> </ul>								
Firefonts     Google API     Google API     Google API     Ficefoner	Y	ou-onomy?							
My Skype Received Files									
10 objects	> < 128 KB	My Computer							



#### **Taxonomies**

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				_
			Search advanced	
	Arts	Business	Computers	
	Movies, <u>Television</u> , <u>Music</u>	Jobs, <u>Real Estate</u> , <u>Investing</u>		
	<u>Games</u> Video Games, <u>RPGs, Gambling</u>	Health Fitness, Medicine, Alternativ	<u>Home</u> <u>re</u> Family, Consumers, Cooking	
	Kids and Teens	News	Recreation	
	Arts, School Time, Teen Life	<u>Media, Newspapers, Weathe</u>		
	Reference Maps, Education, Libraries	<u>Regional</u> <u>US, Canada, UK, Europe</u>	<u>Science</u> Biology, Psychology, Physics	
	Shopping	Society	Sports	
	Autos, Clothing, Gifts	People, Religion, Issues	Baseball, Soccer, Basketball	
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### **Challenges of Taxonomies**

#### "Ghost Riding"







#### <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** 









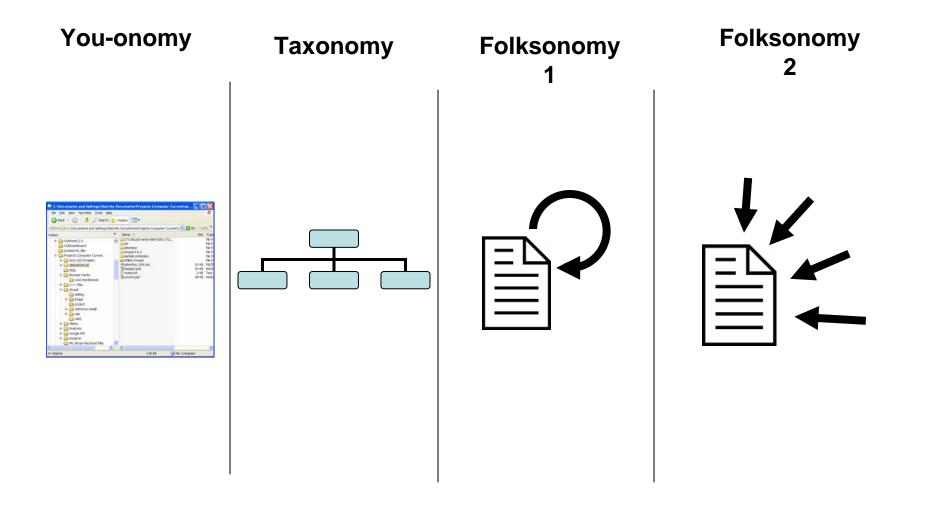
Why do Folksonomies work?

#### • Wittgenstein's Language Game

 $\rightarrow$ Tag convergence



#### Recap





#### **Challenges of Folksonomies**



#### **Different strokes for different follks**





#### **Different strokes for different follks**





• Remember Newsgroups?

rec.news.linux rec.music.alternative alt.movies.scifi



#### **Other folks**

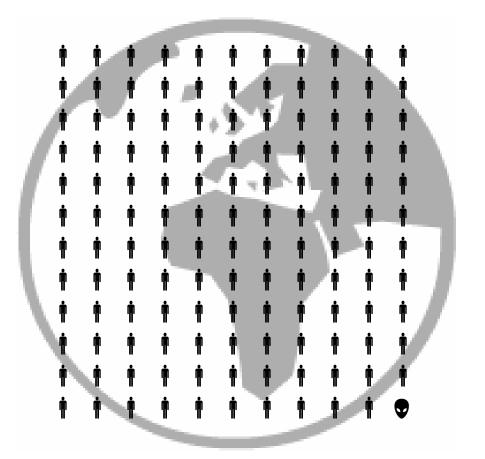
"When you invite the whole world to your party, inevitably someone pees in the beer." – Xeni Jardin (Wired)







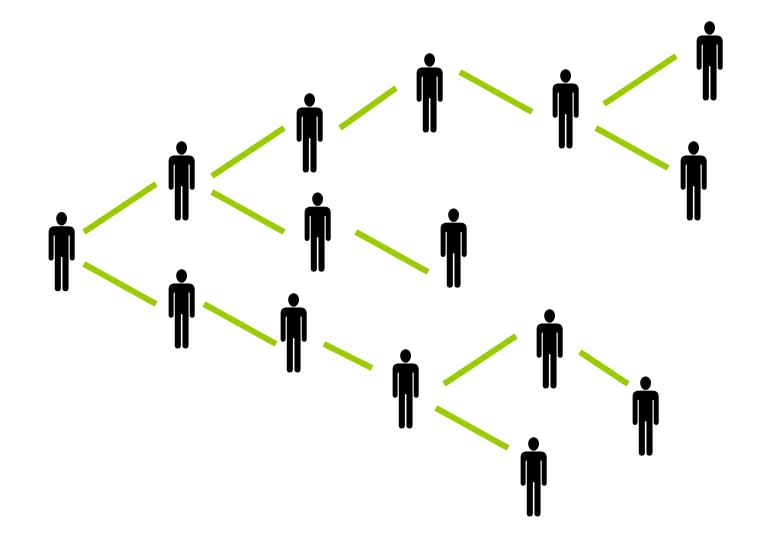




#### **A Social Solution?**

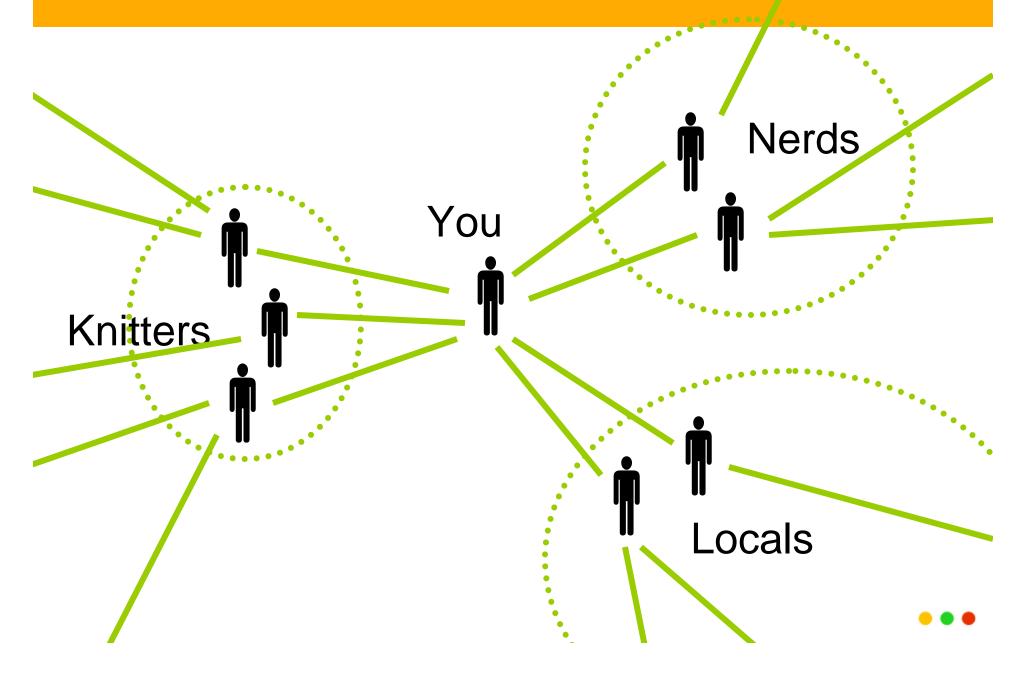




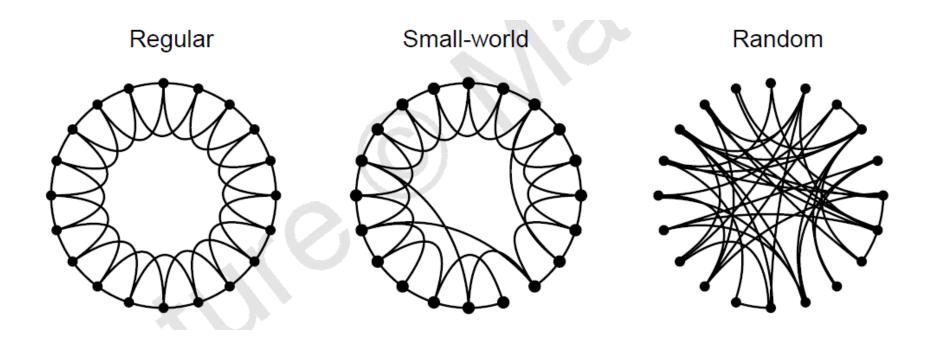


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#### **Other folks**



#### **Small Worlds**

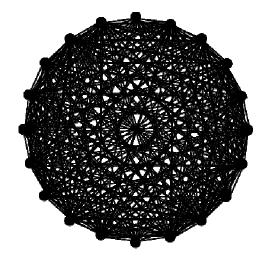


Watts & Strogatz 1998

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#### Universal









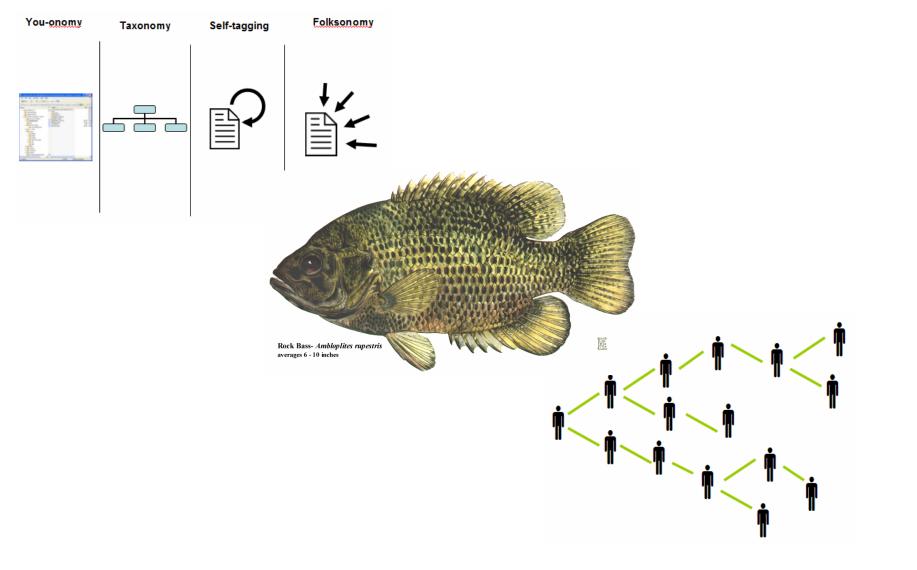
demo

...formerly:





### Recap



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• Thanks for your attention.

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