

# Building bridges: mapping diverse taxonomies for a seamless user navigation experience

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BBC Information and Archives. December 2010.

All views expressed are my own personal opinions and do not necessarily reflect any official BBC policy.

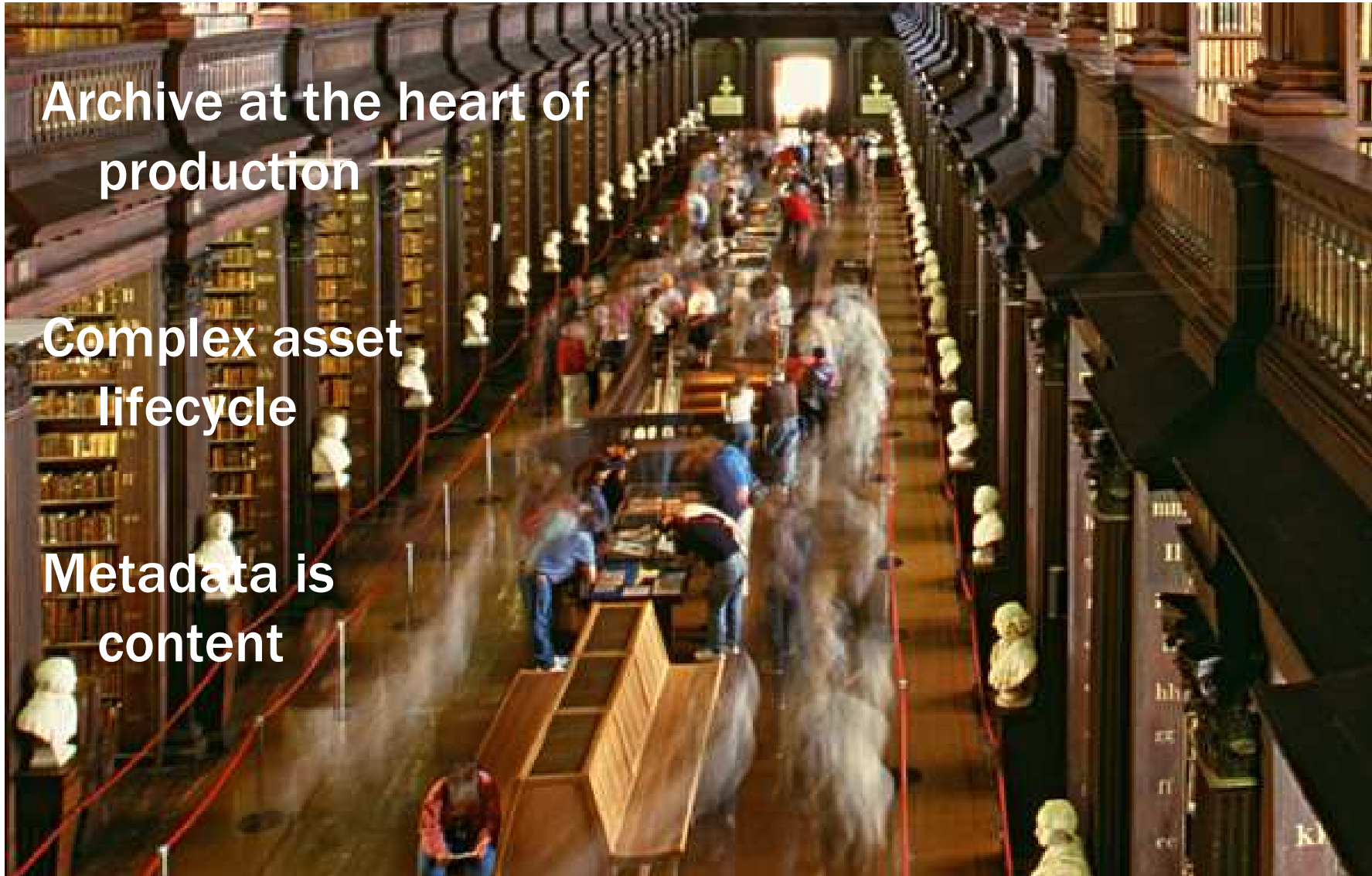


# Creative archive

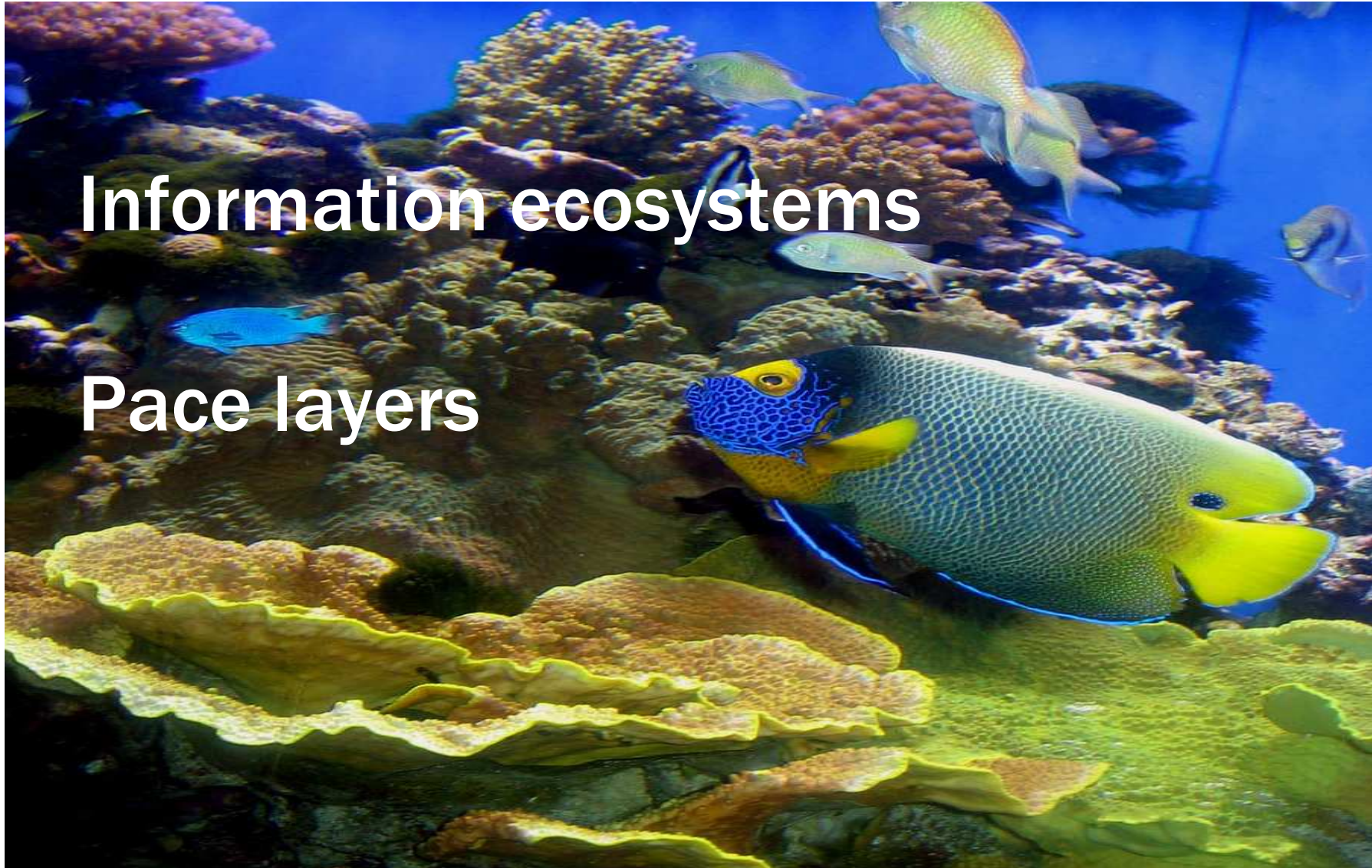
Archive at the heart of  
production

Complex asset  
lifecycle

Metadata is  
content



# Coral reefs



Information ecosystems

Pace layers





# One taxonomy to rule them all?

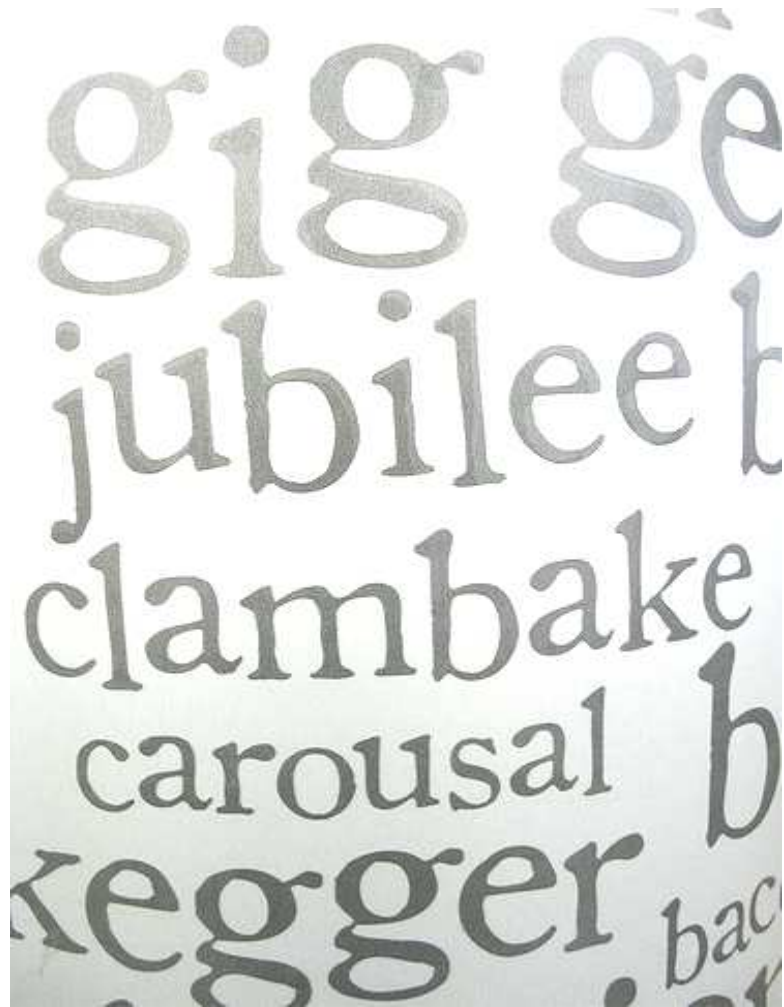


**Enforcement and quality control**

**Management and maintenance**

**Politics**

# Isn't all metadata the same?



Subjective and  
objective metadata

Parametadata

Rich navigation –  
informed user choices

# Parametadata

Content	Metadata (tag)	Parametadata			
		<i>Creator</i>	<i>Taxonomy</i>	<i>Date</i>	<i>Approved</i>
Wildlife programme	Canis lupus	Researcher	Telclass (specialist taxonomy)	4/4/11	JP
	Long shot wolf in forest	Production assistant	BBC free tag	3/3/11	-
	Grey wolf sleeping	Cataloguer	Lonclass (archival taxonomy)	14/4/11	JP
	wolves	/archives team	Special collections tag	12/1/11	JR
	Canidae	Natural History Museum	NHM taxonomy	11/6/11	CC
	Wolf-spotting on holiday with Bob	Member of public	Free tag/folksonomy	12/4/11	-

# Multiple viewpoints mapped together

**FOLKSONOMY**

cute      furry  
sweet      lemur  
big\_eyes      **meerkat**      pussycat  
lovely      squirrel

**ONTOLOGY**

```
<rdf:RDF xmlns:rdf="http...>  
<skos:Concept rdf:about="http...>  
<skos:prefLabel>meerkat </skos:prefLabel>  
<skos:altLabel>suricatta </skos:altLabel>  
<skos:broader rdf:resource="http.../>  
<skos:narrower rdf:resource="http.../>  
<skos:related rdf:resource="http.../>  
<skos:inScheme rdf:resource="http.../>  
</skos:Concept>  
</rdf:RDF>
```

**GENERAL TAXONOMY**

Natural World  
Wildlife  
mammals  
mongooses  
**meerkats**

**SPECIALIST TAXONOMY**

Kingdom:	Animalia
Phylum:	Chordata
Subphylum:	Vertebrata
Class:	Mammalia
Order:	Carnivora
Family:	Viverridae
Subfamily:	Herpestinae
Genus:	Suricata
Species:	<b>suricatta</b>
Subspecies:	Suricata suricatta suricatta Suricata suricatta iona Suricata suricatta marjoriae



# Editorial policy

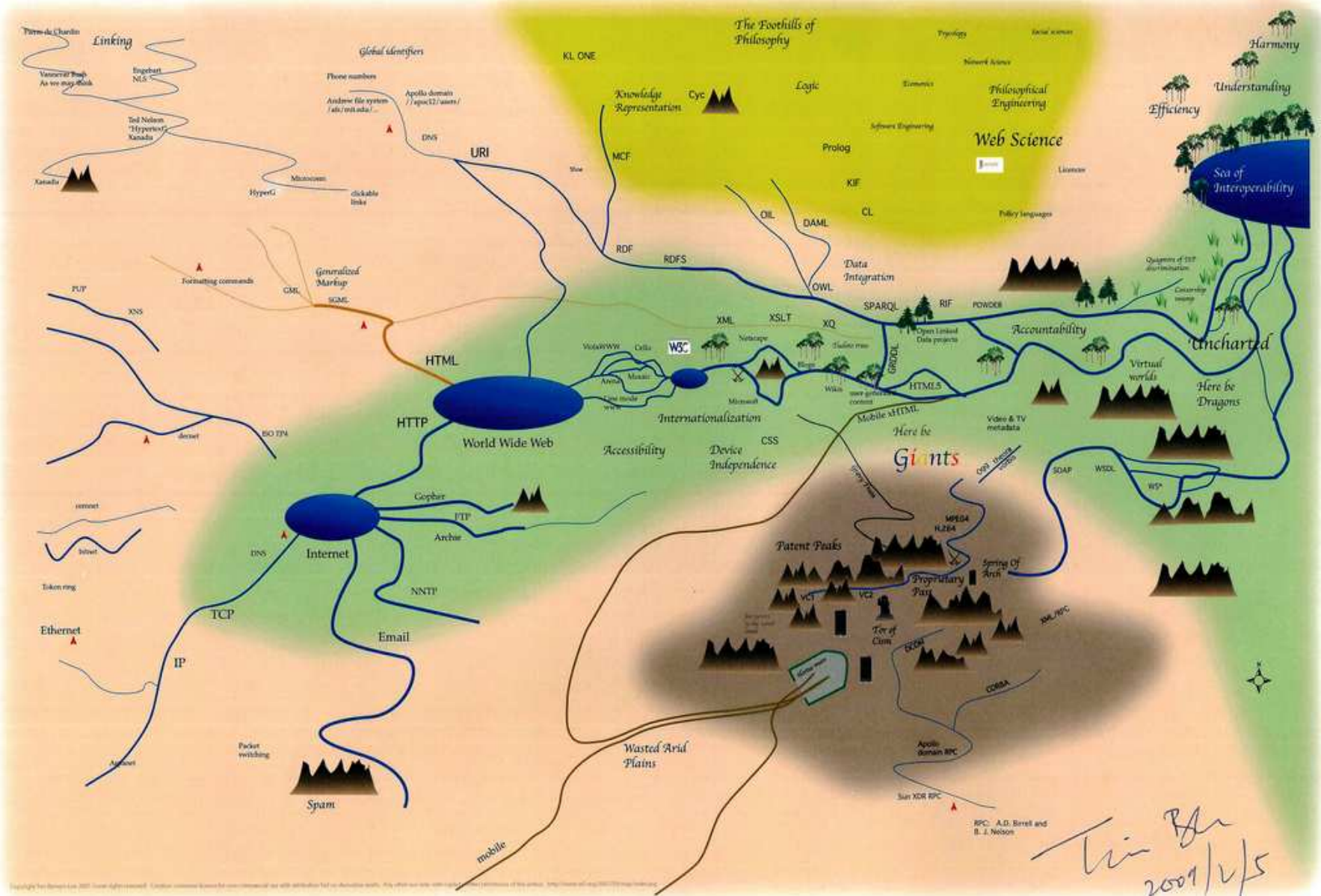
Level and type of relationships

Borderline cases

Inexact matching rules



# Map of the Semantic Web



# Build bridges

Embrace complexity

Use parametadata  
for rich navigation

Create a mapping  
methodology





# References

- Pace Layering – Stewart Brand  
<http://www.jiscinfonet.ac.uk/infokits/learning-space-design/imagination/techniques/pace-layering>
- Ontology is Overrated – Clay Shirky  
[http://www.shirky.com/writings/ontology\\_overrated.html](http://www.shirky.com/writings/ontology_overrated.html).
- Ontologies, Different Reasoning Strategies, Different Logics, Different Kinds of Knowledge Representation: Working Together – Mela Bosch  
<http://bit.ly/cTpumk>

## *Image credits*

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<http://www.flickr.com/photos/moonjazz/1173678876/>
- One way  
<http://www.flickr.com/photos/daquellamanera/3823360858/>
- Map of the Semantic Web  
<http://www.flickr.com/photos/jurvetson/3277667570/>