Building bridges:

mapping diverse taxonomies for a seamless user navigation experience

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Taxonomy Manager

BBC Information and Archives.   December 2010.

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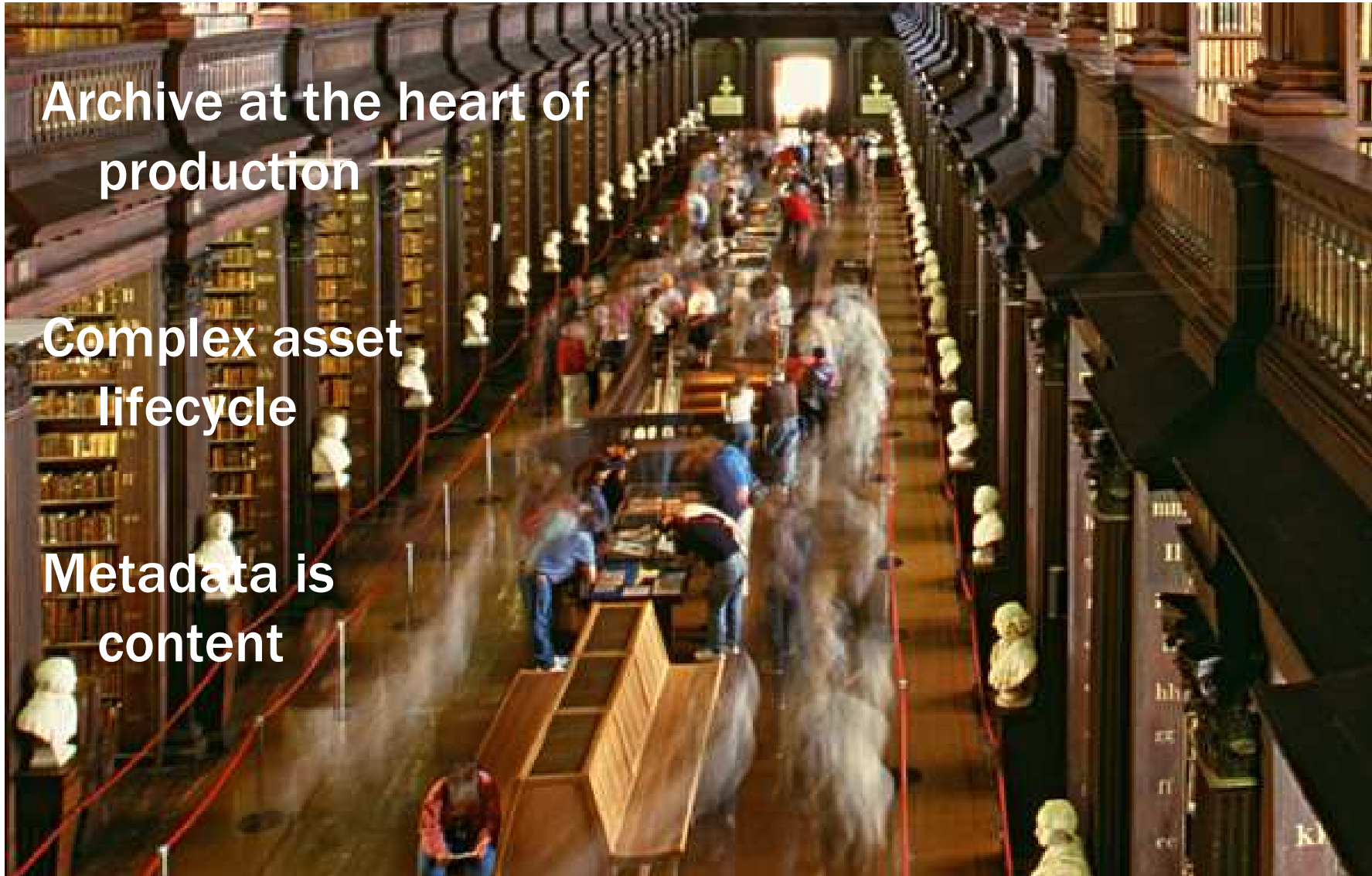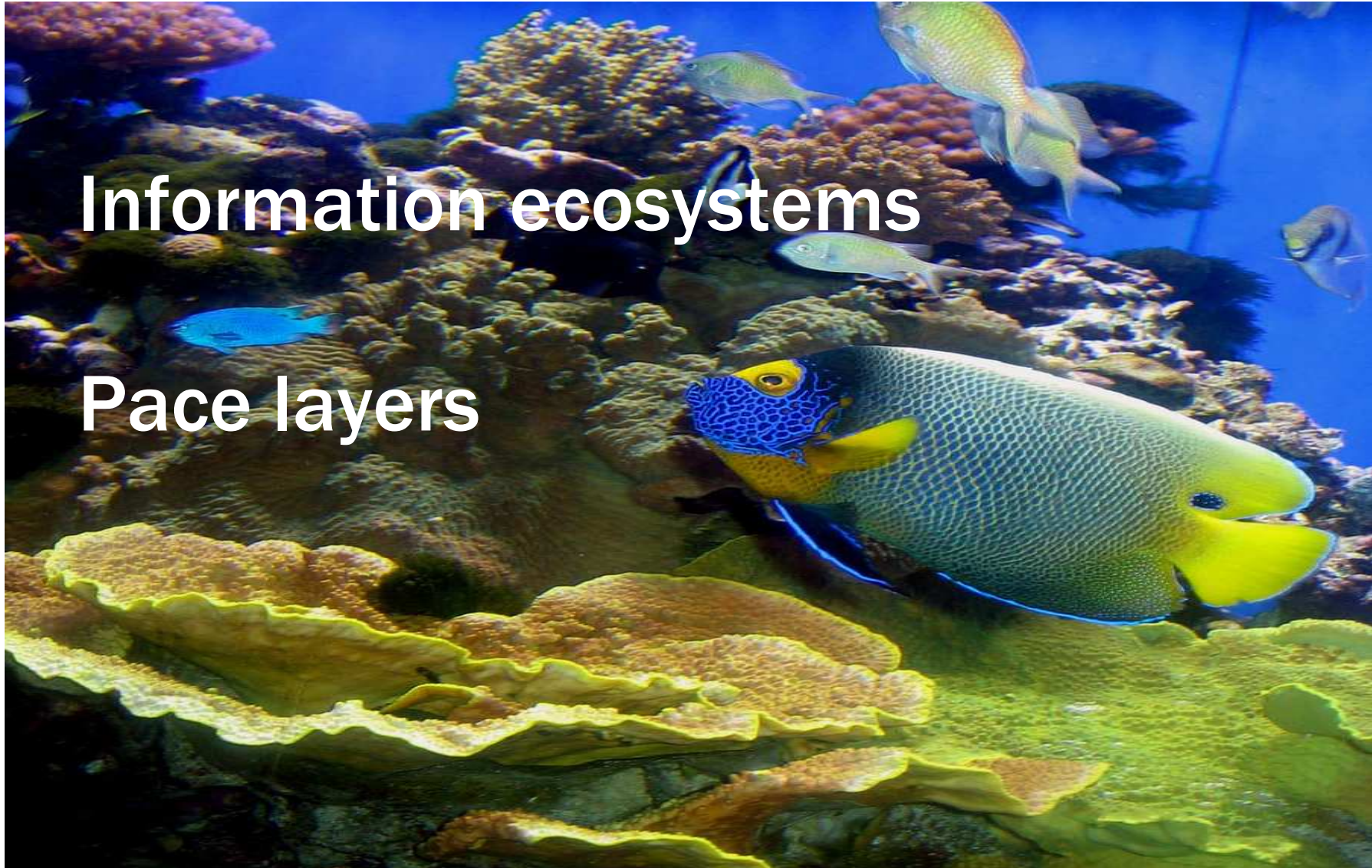
Creative archive

- Archive at the heart of production

- Complex asset lifecycle

- Metadata is content

Coral reefs

Information ecosystems

Pace layers

Search is not enough

Disambiguation

Imperfect prior
knowledge

Aboutness

Complex queries
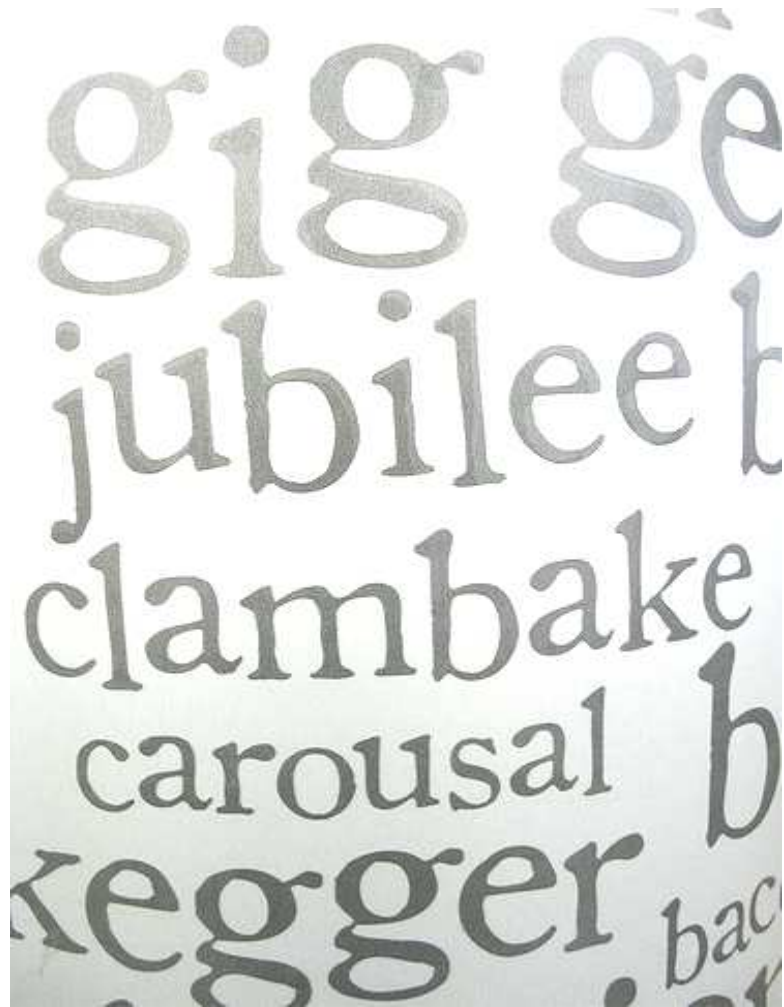
Comprehensiveness

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			
		Creator	*Taxonomy*	*Date*	*Approved*
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
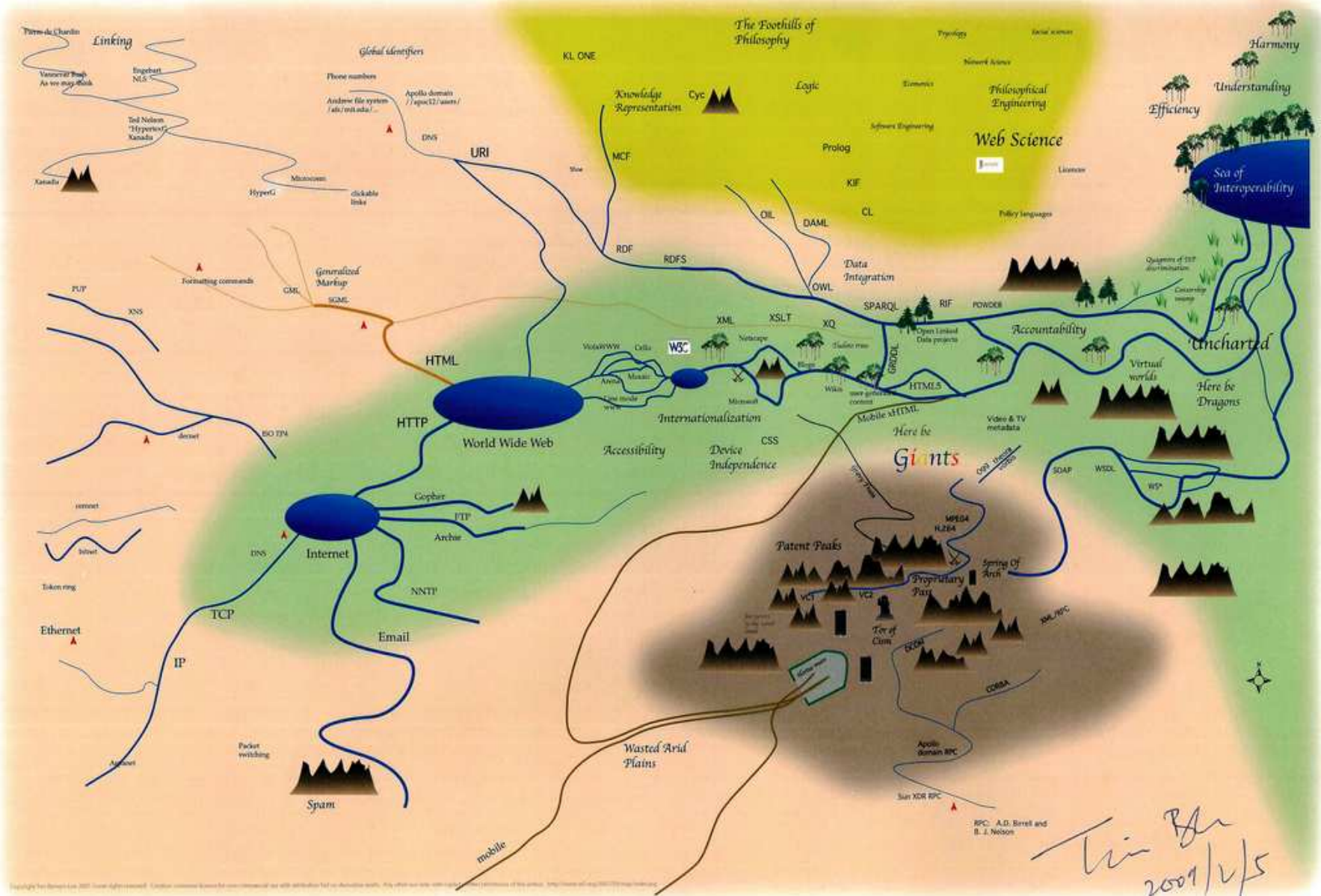
Editorial policy

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.
- Ontologies, Different Reasoning Strategies, Different Logics, Different Kinds of Knowledge Representation: Working Together – Mela Bosch http://bit.ly/cTpumk

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