

Social bookmarking and “folktology” tagging with Topic Maps, web 2.0 style

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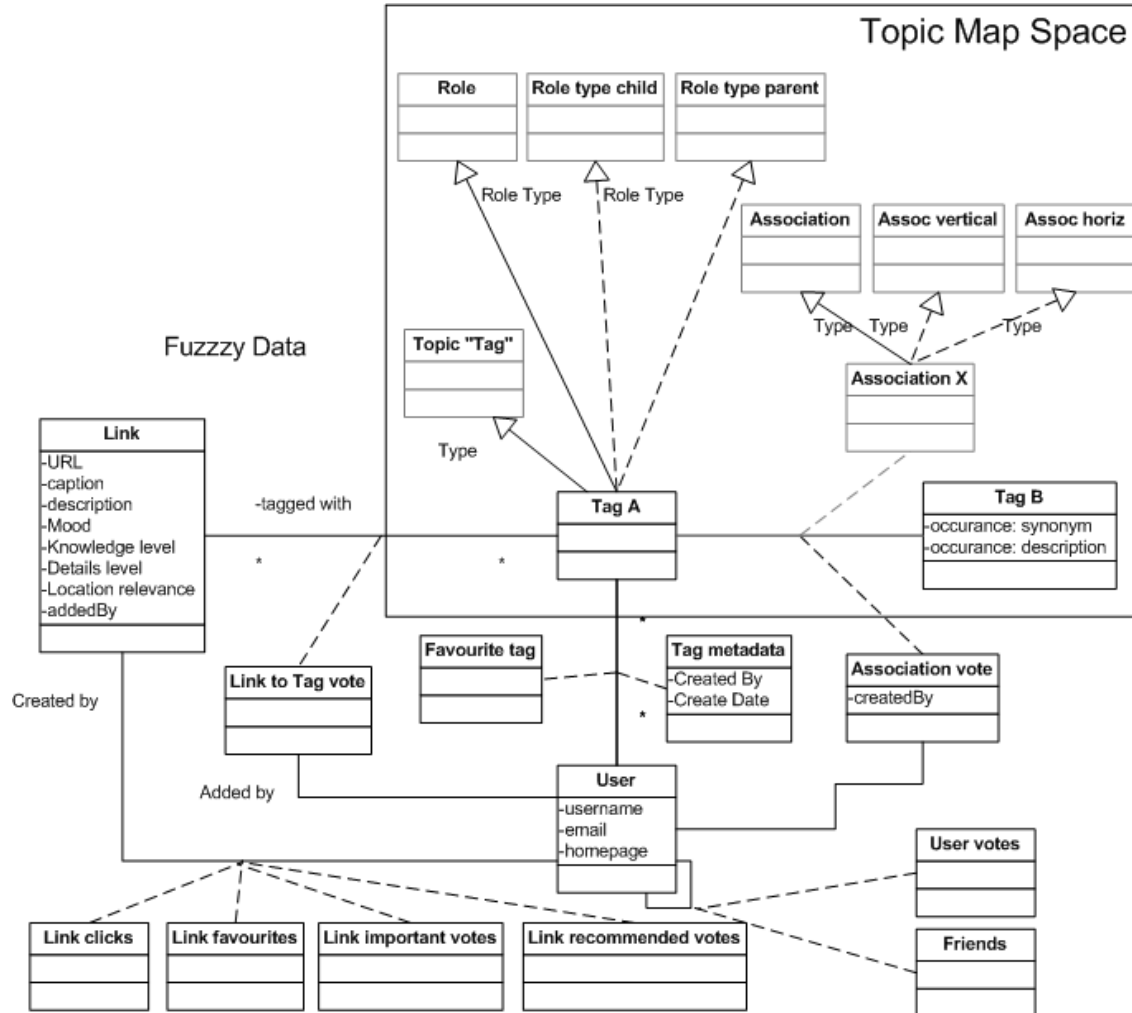
About the Fuzzy application

- Users tagging bookmarks (with semantic metadata)
- Socio-semantic web application
- Universal common ontology (evolving organic “folktology”)
- Yes, pretty fuzzy
- Research is needed because the development of the Semantic Web is slow
(The SW is not concerned with the social aspect, ontology management is difficult)
- Goals: Make it as easy as folktologies but with more value added

Research goals

- **Study the organic evolution of a tag ontology**
(social, epistemic, cognitive, political issues regarding socio-semantic ontology evolution)
- Polyscopy and holism (not discussed here)

Data Model



Obstacles

- **Many choices** (Semantics: TM is abstract and very flexible, Data quality: seeding, import)
- **Usability** (flexibility/expert usage vs overview/novice users)
- **Browser support** (Ajax)
- **Pilot users** (important and hard to find)
- **Bootstrapping** (Hard to get new users to start using it. Network externalities)
- **TMRQL** (writing advanced sql statements against TM is hard)
- **Content** (privacy policy, copyrights etc)
- **A lot of work**

Conclusion

- Socio-semantic applications require dedicated users, a community of interest and a well defined domain

Demo

- www.fuzzy.com