Taxonomies for Users

by
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About Heather Hedden

- Taxonomy consultant
  - For intranets, enterprise content management, SharePoint, research databases, websites, ecommerce, etc.
  - Independent, through Hedden Information Management
  - Previously as an employed and contract consultant

- Former staff taxonomist
  - At various companies: Gale/Cengage Learning, Viziant, First Wind

- Instructor of online and onsite taxonomy courses
  - Independently through Hedden Information Management
  - Previously at Simmons University - Library & Information Science School

- Author of *The Accidental Taxonomist* (2010, 2016, Information Today, Inc.)
Outline

- Introduction to Taxonomies
  - Different approaches
    - Taxonomies vs. classification and navigation systems
- Categories and Tags
- Taxonomy Development
- Hierarchical Taxonomy Displays
- Faceted Taxonomy Displays
Introduction to Taxonomies

What is a taxonomy for?

- Terms are used to tag/index/categorize pages or content to make them easier to be found and retrieved
  - supporting better findability than search (algorithms) alone
- The taxonomy is an intermediary that links the user to the desired content.
- The taxonomy should suit the content and the users.
Introduction to Taxonomies

Two major approaches to taxonomies

1. A hierarchy of terms/topics/categories arranged with narrower topics/subcategories displayed under their broader/parent categories.
   - To guide users to find the desired topic (and its linked content of pages or documents)
   - Similar to navigation and site maps, but more topical and not just based on page titles

2. A controlled vocabulary of metadata tags/labels to apply to pages, posts, or documents, so that they can be more precisely and comprehensively retrieved (than by search algorithms alone on keywords in text).
   - Implemented as search suggestion terms, search refinement filters, or post-search suggested related topics and searches
<table>
<thead>
<tr>
<th>community</th>
<th>housing</th>
<th>jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>activities</td>
<td>apts / housing</td>
<td>accounting+finance</td>
</tr>
<tr>
<td>artists</td>
<td>housing swap</td>
<td>admin / office</td>
</tr>
<tr>
<td>childcare</td>
<td>housing wanted</td>
<td>arch / engineering</td>
</tr>
<tr>
<td>classes</td>
<td>office / commercial</td>
<td>art / media / design</td>
</tr>
<tr>
<td>events</td>
<td>parking / storage</td>
<td>biotech / science</td>
</tr>
<tr>
<td>general</td>
<td>real estate for sale</td>
<td>business / mgmt</td>
</tr>
<tr>
<td>groups</td>
<td>rooms / shared</td>
<td>customer service</td>
</tr>
<tr>
<td>local news</td>
<td>rooms wanted</td>
<td>education</td>
</tr>
<tr>
<td></td>
<td>sublets / temporary</td>
<td>etc / misc</td>
</tr>
<tr>
<td></td>
<td>vacation rentals</td>
<td>food / bev / h</td>
</tr>
<tr>
<td>services</td>
<td></td>
<td>general labor</td>
</tr>
<tr>
<td></td>
<td>for sale</td>
<td>government</td>
</tr>
<tr>
<td></td>
<td></td>
<td>human resources</td>
</tr>
<tr>
<td>automotive</td>
<td>antiques</td>
<td>legal / paralegal</td>
</tr>
<tr>
<td>beauty</td>
<td>appliances</td>
<td>manufacturing</td>
</tr>
<tr>
<td>cell/mobile</td>
<td>arts+crafts</td>
<td>marketing / pr / ad</td>
</tr>
<tr>
<td>computer</td>
<td>atv/utv/sno</td>
<td>medical / health</td>
</tr>
<tr>
<td>creative</td>
<td>auto parts</td>
<td>nonprofit sector</td>
</tr>
<tr>
<td>cycle</td>
<td>aviation</td>
<td>real estate</td>
</tr>
<tr>
<td>event</td>
<td>baby+kid</td>
<td>retail / wholesale</td>
</tr>
<tr>
<td>farm+garden</td>
<td>barter</td>
<td>sales / biz dev</td>
</tr>
<tr>
<td>financial</td>
<td>beauty+hlth</td>
<td>salon / spa / fitness</td>
</tr>
<tr>
<td>household</td>
<td>bike parts</td>
<td>security</td>
</tr>
<tr>
<td></td>
<td>bikes</td>
<td>skilled trade / craft</td>
</tr>
<tr>
<td></td>
<td>boat parts</td>
<td>software / qa / dba</td>
</tr>
<tr>
<td></td>
<td>motorcycles</td>
<td>systems / network</td>
</tr>
<tr>
<td></td>
<td>music instr</td>
<td></td>
</tr>
<tr>
<td></td>
<td>photo+vdeo</td>
<td></td>
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<tr>
<td></td>
<td>pets</td>
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<td></td>
<td>philos</td>
<td></td>
</tr>
<tr>
<td>discussion forums</td>
<td></td>
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<tr>
<td>android</td>
<td></td>
<td></td>
</tr>
<tr>
<td>apple</td>
<td></td>
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<tr>
<td>arts</td>
<td></td>
<td></td>
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<tr>
<td>frugal</td>
<td></td>
<td></td>
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<tr>
<td>gaming</td>
<td></td>
<td></td>
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<tr>
<td>garden</td>
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<td></td>
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</tr>
</tbody>
</table>
Two major approaches to taxonomies

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Introduction to Taxonomies
World Bank Open Data
Free and open access to global development data

- Population, male
- Population, total
- Population, female
- Rural population
- Urban population
- Population, male (% of total population)
- Population, female (% of total population)
- Population in largest city

World Bank
https://data.worldbank.org
Explore Keywords

Enter a keyword: [ ] Go

Browse Interesting Keywords

- action hero
- alternate history
- ambiguous ending
- americana
- anime
- anti hero
- avant-garde
- b movie
- bank heist
- based on book
- based on play
- based on comic
- based on comic book
- based on novel
- based on novella
- based on short story
- battle
- betrayal
- biker
- black comedy
- blockbuster
- bollywood
- kidnapping
- knight
- kung fu
- macguffin
- medieval times
- mockumentary
- monster
- mother daughter relationship
- mother son relationship
- multiple actors playing same role
- multiple endings
- multiple perspectives
- multiple storyline
- multiple time frames
- murder
- musical number
- neo noir
- neorealism
- ninja
- no background score
- no music
- no opening credits

Internet Movie Database
www.imdb.com/search/keyword/
What is a taxonomy?

*Controlled and organized*

- A kind of controlled vocabulary or knowledge organization system, based on unambiguous concepts, not just words
- Terms are arranged in a structure of hierarchies, categories, or facets to organize the terms.

Why called “taxonomy”?

- From ancient Greek "taxis," meaning *arrangement* + "nomia," meaning method.
- Originally meant the science and practice of naming and classifying.
- Aspect of "classification" is still relevant to the definition of taxonomies.
Introduction to Taxonomies

Taxonomy Examples

Leisure and culture
  - Arts and entertainment venues
    - Museums and galleries
    - Children's activities
    - Culture and creativity
      - Architecture
      - Crafts
      - Heritage
      - Literature
      - Music
    - Performing arts
    - Visual arts
  - Entertainment and events
  - Gambling and lotteries
  - Hobbies and interests
  - Parks and gardens
  - Sports and recreation
    - Team sports
      - Cricket
      - Football
      - Rugby
    - Water sports
      - Winter sports
  - Sports and recreation facilities
  - Tourism
    - Passports and visas
  - Young people's activities

Hierarchical Taxonomy Example

Career Level
- Student
- Entry Level
- Experienced
- Manager
- Director
- Executive

Function
- Customer Service & Support
- Delivery
- Engineering
- Finance
- General Management
- Legal & Regulatory Affairs
- Marketing & Advertising
  [more]

Industry
- Agriculture
- Apparel & Fashion
- Automotive
- Aviation & Aerospace
- Banking
- Biotechnology
- Broadcast Media
- Chemicals
  [more]
000 Computer science, knowledge & systems
010 Bibliographies
020 Library & information sciences
030 Encyclopedias & books of facts
040 [Unassigned]
050 Magazines, journals & serials
060 Associations, organizations & museums
070 News media, journalism & publishing
080 Quotations
090 Manuscripts & rare books

100 Philosophy
110 Metaphysics
120 Epistemology
130 Parapsychology & occultism
140 Philosophical schools of thought
150 Psychology
160 Logic
170 Ethics
180 Ancient, medieval & eastern philosophy
190 Modern western philosophy

200 Religion
210 Philosophy & theory of religion
220 The Bible
230 Christianity & Christian theology
240 Christian practice & observance
250 Christian pastoral practice & religious orders
260 Christian organization, social work & worship
270 History of Christianity
280 Christian denominations
290 Other religions

300 Social sciences, sociology & anthropology
310 Statistics
320 Political science
330 Economics
340 Law
350 Public administration & military science
360 Social problems & social services
370 Education
380 Commerce, communications & transportation
390 Customs, etiquette & folklore

400 Language
410 Linguistics
420 English & Old English languages
430 German & related languages
440 French & related languages
450 Italian, Romanian & related languages
460 Spanish & Portuguese languages
470 Latin & Italian languages
480 Classical & modern Greek languages
490 Other languages

500 Science
510 Mathematics
520 Astronomy
530 Physics
540 Chemistry
550 Earth sciences & geology
560 Fossils & prehistoric life
570 Life sciences; biology
580 Plants (Botany)
590 Animals (Zoology)

600 Technology
610 Medicine & health
620 Engineering
630 Agriculture
640 Home & family management
650 Management & public relations
660 Chemical engineering
670 Manufacturing
680 Manufacture for specific uses
690 Building & construction

700 Arts
710 Landscaping & area planning
720 Architecture
730 Sculpture, ceramics & metalwork
740 Drawing & decorative arts
750 Painting
760 Graphic arts
770 Photography & computer art
780 Music
790 Sports, games & entertainment

800 Literature, rhetoric & criticism
810 American literature in English
820 English & Old English literatures
830 German & related literatures
840 French & related literatures
850 Italian, Romanian & related literatures
860 Spanish & Portuguese literatures
870 Latin & Italian literatures
880 Classical & modern Greek literatures
890 Other literatures

900 History
910 Geography & travel
920 Biography & genealogy
930 History of ancient world (to ca. 499)
940 History of Europe
950 History of Asia
960 History of Africa
970 History of North America
980 History of South America
990 History of other areas
## Introduction to Taxonomies

### Taxonomy vs. a Classification System

Classification systems: Dewey Decimal Classification, LC Classification, NAICS, etc.

<table>
<thead>
<tr>
<th><strong>Classification Systems</strong></th>
<th><strong>Taxonomies</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>➢ Have numeric/alpha-numeric codes</td>
<td>➢ Don’t have codes</td>
</tr>
<tr>
<td>➢ Rarely have synonyms (alternate labels)</td>
<td>➢ Often have synonyms (alternate labels)</td>
</tr>
<tr>
<td>➢ Comprehensive and balanced coverage of a domain</td>
<td>➢ Just the terms needed and may be hierarchically unbalanced</td>
</tr>
<tr>
<td>➢ Designed to be browsed hierarchically, top-down</td>
<td>➢ Designed to be browsed, searched, or may not be fully displayed to end-users</td>
</tr>
<tr>
<td>➢ Built for a domain but independent of specific content</td>
<td>➢ Custom-built to include the topics in the content to be tagged</td>
</tr>
<tr>
<td>➢ Provide for limited expansion</td>
<td>➢ Can grow and adapt without limits</td>
</tr>
<tr>
<td>➢ Has “not elsewhere classified” or “other”</td>
<td>➢ Does not have terms for the miscellaneous</td>
</tr>
</tbody>
</table>
## Introduction to Taxonomies

### Taxonomy vs. site (website or intranet) navigation hierarchy

<table>
<thead>
<tr>
<th>Navigation</th>
<th>Taxonomies</th>
</tr>
</thead>
<tbody>
<tr>
<td>➢ Single-site use and implementation</td>
<td>➢ May be re-used in multiple implementations</td>
</tr>
<tr>
<td>➢ Reflect the site-map structure</td>
<td>➢ Reflects organic relations of the topics</td>
</tr>
<tr>
<td>➢ Labels based on page titles</td>
<td>➢ Labels based on concepts/topics</td>
</tr>
<tr>
<td>➢ Designed to be browsed hierarchically, top-down</td>
<td>➢ Designed to be browsed, searched, or may not be fully displayed to end-users</td>
</tr>
<tr>
<td>➢ 2-3 level hierarchy</td>
<td>➢ Options for deeper hierarchy and/or facets</td>
</tr>
<tr>
<td>➢ One-to-one label-to-page</td>
<td>➢ One-to-many label to multiple pages</td>
</tr>
<tr>
<td>➢ Limited size; does not cover all pages</td>
<td>➢ Can be large; can cover all pages/content</td>
</tr>
<tr>
<td>➢ Biased to emphasize what is important</td>
<td>➢ Neutral to topic importance</td>
</tr>
<tr>
<td>➢ Not so flexible for updating</td>
<td>➢ Can grow and adapt without limits</td>
</tr>
<tr>
<td>➢ Paths and links, not metadata</td>
<td>➢ Often is metadata</td>
</tr>
</tbody>
</table>

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Introduction to Taxonomies

Varied uses of taxonomies

- Topic/category browsing and exploring
- Search (matching search strings to concepts)
- Discovery (related concept links or contents sharing the same concepts)
- Filtering results
- Sorting results
- Content management workflow (rights, audience, retention, etc.)
- Consistent metadata for identification, comparison, analysis
- Consistent tagging
Categories and Tags

➢ A single taxonomy may include both approaches/features of (1) organized guiding classification structure (2) controlled vocabulary search terms.

➢ Sometime two different taxonomies exist at the same time, as supported by many content management systems, one for supporting hierarchical classification (as categories) one for supporting search (as tags).

▪ Categories or tags both are familiar to users
▪ Categories are often virtual folders to “contain” or group content
▪ Tags are searchable metadata associated with content
▪ The same content may be managed by both categories and tags.

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Using Linked and Other Open Vocabularies

📅 September 24, 2018  ⭕️ Heathers Admin

Taxonomy terms assigned to content items makes the content easier to find, whether in an internal system, on the web, or both. To make content easier to find or discover on the web, the use of taxonomy terms or tags is part of the broader application of search engine optimization (SEO). A lot...

Read more

Tags: Taxonomy terms, Blog post taxonomies, Linked data, Linked open vocabularies, Tagging, Tags
Categories and Tags

When to create categories instead of topical tags

- If a dominant means of categorizing (e.g. Content Type, Discipline, Brand) is identified through conversations with users.
- If the same set of users usually work in the same category, accessing their “go-to” folder.
- If the files always stay in this repository rather than “travel” downstream to other applications (so don’t need taxonomy as attached metadata).
- If the taxonomy is relatively small (and there is no need for synonyms).
- If there is the desirability for a hierarchical taxonomy but the CMS metadata fields don’t support it.
- If there are problems with user compliance in tagging.
- If users clearly prefer category folders (based on use cases).
Categories and Tags comparison

**Categories**
- What “buckets” the content goes into
- Like a table of contents
- Relatively broad
- Limited in number
- Mutually exclusive
- Sometimes hierarchical
- More controlled
- Pre-planned
- Supports browsing

**Tags**
- What topics the content contains
- Like an index
- More specific
- More numerous
- Overlapping
- Often unstructured
- Less controlled
- Ad hoc
- Supports searching

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Issues in Taxonomy Approach

- **Inconsistent user experience / view of the taxonomies**
  If creating completely separate taxonomies (e.g. categories and tags)…
  ➢ User sees certain terms in a browsed hierarchy, but differently worded terms for same concept in search refinement topics

- **Risk of wrong design**
  If using the design approach of a traditional hierarchical taxonomy for the purpose of tagging and search support…
  ➢ Creating a classification taxonomy won’t be effective when what is needed are simply topics to limit results by.

- **Compromised taxonomy**
  If creating a single taxonomy for both/multiple purposes…
  ➢ Might be too detailed for hierarchical categories and not detailed enough for search terms/tags
For sources for terms (and their variants/synonyms)

Consider

- Your content
- Your users
- If public facing, perhaps competitor websites

Avoid

- External taxonomies for license
- Standard (library) classification, glossaries
- Suggestions from SMEs or stakeholders who do not know how the taxonomy will be used
- Roget’s thesaurus
Taxonomy project steps

- Brainstorming workshop
- Stakeholder interviews (and use-case creation)
- Content analysis/audit
- Review of any existing vocabularies, search logs
- Taxonomy build
- Stakeholder review of taxonomy and feedback
- User testing
- Taxonomy governance documentation
  - Taxonomy maintenance policy & guidelines
  - Taxonomy use/tagging policy & guidelines
Hierarchical Taxonomy Displays

End-user hierarchical taxonomy browse display options

Hierarchy end-user displays may be implemented in different ways:

- **Expandable tree**
  - Plus signs/minus signs or carets/arrows to the side or down

- **One level per web page**
  - Separate web page for each hierarchical level

- **Fly-out subcategories**
  - Second and third levels displayed in pane/box to the right
Hierarchical Taxonomy Displays

Expandable hierarchies

AGROVOC
aims.fao.org/standards/agrovoc

USA TODAY Content Tree
- news 245,086 stories
- travel 44,553 stories
- money 79,150 stories
  - 2 stories
  - advertising 907 stories
  - autos 3,670 stories
  - bliztravel 735 stories
  - books 526 stories
  - business 121 stories
  - cars 9 stories
  - columnist 27 stories
  - companies 3,756 stories
  - economy 17,340 stories
    - confidence 51 stories
    - construction 11 stories
    - employment 379 stories
    - fed 320 stories
      - beigebook 23 stories
      - rates 88 stories
      - gdpr 39 stories
    - housing 2,129 stories
      - closethome 171 stories
      - environment 2 stories
    - income 53 stories
    - inflation 99 stories
    - production 85 stories
    - productivity 23 stories
    - services 27 stories
    - survey 21 stories
    - trade 164 stories
- gallery 36 stories
- industries 11,869 stories
Hierarchical Taxonomy Displays

Expandable tree

Advantages:

▪ Allows the user to explore/expand multiple subcategories simultaneously
▪ Accommodates inconsistent numbers of terms per level
▪ Display takes up only part of screen
▪ Good for hierarchically deep taxonomies

Disadvantages:

▪ Insufficient for displaying very large taxonomies or large numbers of terms at the same level
▪ More complex to develop and may take more time to load display. Not good for the web. Usually for internal systems.
Term Relationships

Amazon.com:
One level per web page
Hierarchical Taxonomy Displays

One level per page

Advantages:
- Large number of terms can display at each level
- Good for large volumes of content
- Gives space for additional content to display
- Works well with polyhierarchies
- Technically easy to implement

Disadvantages:
- Users see only one level at a time
- Less appropriate for taxonomies with varied/inconsistent levels or levels containing just one or a few terms
Quick and convenient shopping

Welcome to our new website
Find out more about the changes

Sign in to start shopping
Already a customer?
Sign in

New to Tesco?
Register

TESCO:
Fly-out subcategories
<table>
<thead>
<tr>
<th>Fresh Food</th>
<th>All Fresh Food</th>
<th>All Cheese</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bakery</td>
<td>Cheddar Cheese</td>
</tr>
<tr>
<td></td>
<td>Food Cupboard</td>
<td>Grated &amp; Sliced Cheese</td>
</tr>
<tr>
<td></td>
<td>Frozen Food</td>
<td>Cottage Cheese &amp; Soft Cheese</td>
</tr>
<tr>
<td></td>
<td>Drinks</td>
<td>Cheese Snacks &amp; Spreads</td>
</tr>
<tr>
<td></td>
<td>Baby</td>
<td>Feta &amp; Goats Cheese</td>
</tr>
<tr>
<td></td>
<td>Health &amp; Beauty</td>
<td>Speciality &amp; Continental Cheese</td>
</tr>
<tr>
<td></td>
<td>Pets</td>
<td>Regional Cheese</td>
</tr>
<tr>
<td></td>
<td>Household</td>
<td>Cheeseboards &amp; Selections</td>
</tr>
<tr>
<td></td>
<td>Home &amp; Enters</td>
<td>Cheese For Entertaining</td>
</tr>
<tr>
<td></td>
<td>Inspiration &amp; Events</td>
<td>Low Fat Cheese</td>
</tr>
<tr>
<td></td>
<td>Fresh Food</td>
<td>Dairy Free Cheese &amp; Alternatives</td>
</tr>
<tr>
<td></td>
<td>Fresh Fruit</td>
<td>Counter Cheese</td>
</tr>
<tr>
<td></td>
<td>Fresh Vegetables</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fresh Salad &amp; Dips</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chilled Fruit Juice &amp; Smoothies</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Milk, Butter &amp; Eggs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cheese</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Yoghurts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chilled Desserts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fresh Meat &amp; Poultry</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chilled Fish &amp; Seafood</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cooked Meats, Sandwich Fillers &amp; Dell</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pies, Quiches &amp; Party Food</td>
<td></td>
</tr>
</tbody>
</table>
Hierarchical Taxonomy Displays

Browse Subject Areas

- All Subject Areas
  - View All Articles (166993)
  - Biology and life sciences
    - Computer and information sciences
    - Earth sciences
    - Ecology and environmental sciences
  - Computer and information sciences
    - View All Articles (13168)
    - Artificial intelligence
    - Computer applications
    - Computer architecture
  - Computer architecture
    - View All Articles (278)
    - Computer hardware
    - Pipelines (computing)
    - User interfaces
Hierarchical Taxonomy Displays

Fly-out subcategories

Advantages:

- Users can visualize the hierarchy (see both/multiple levels) at the same time
- Users can easily back up in the hierarchy

Disadvantages:

- Not so suitable for large taxonomies
- Usually not suitable for more than 3 levels
Faceted Taxonomy Displays

Examples of ecommerce facets

For clothes

For books

For software

For furniture
Faceted Taxonomy Displays

Examples of internal content facets

- For people
- For documents
Faceted Taxonomy Displays

Facet advantages

- Supports more complex search queries by users
- Allows users to control the search refinement, narrowing or broadening in any manner or order
- Familiar to novice users; suitable for expert users

Facet disadvantages

- Only suitable for somewhat structured, unified type of content that all share the same multiple facets
- Not practical for extremely large topical taxonomies
- Requires investment of thorough indexing/tagging
Faceted Taxonomy Displays

Facet design tips

- Number of facets: 3-8, with 5-6 as ideal
- Facets listed in logical, not alphabetical order
- Number of terms per facet: 2-25
  - Ideally not much more than can be viewed in a scroll box
  - If the list is known (alphabetical list of countries), then more is OK.
  - Exception can be made for hierarchical “Topics” facet
- If <12 terms, then a logical display order
  If >12 terms, then alphabetical order
- A two-level hierarchy (indented) within a facet is possible
Faceted Taxonomy Displays

Number of facets

- SharePoint by default collapses facets to show the first 5 values/terms.
- This takes up vertical space so that only 4 refinements/facets can display in the screen height.

Example from the ILO SharePoint intranet with 9 refinements/facets
Faceted Taxonomy Displays

Facet design options and issues

- Facets as post-search filters, as initial browse, or both
- Display of partial/start of list of values within a facet
- Ability to select multiple values from within the same facet at once (with check boxes)
- Inclusion of other metadata (not “taxonomy”) in the same set of facets (date, author, price, etc.)
- Have all generic facets or also have subject category-specific facets
Faceted Taxonomy Displays

Combined hierarchies and facets

When facets are useful, but topics are are best displayed in a hierarchy

1. Starting with facets, and then having hierarchies within facets

2. Starting with hierarchical categories, then having further refinement with category-specific facets

- Hierarchy within facet example: Call Number facet
North Carolina State University Libraries catalog
https://catalog.lib.ncsu.edu
Faceted Taxonomy Displays

Hierarchies within facets example:
World Bank Documents & Reports - Advanced Search
2. Starting the hierarchical categories, then limiting with facets

Amazon.com (shop by Department)

www.amazon.com/gp/site-directory/ref=nav_shopall_btn
Final Tips

Be careful what you call things in the UI

“Related terms”
➢ Do the terms actually have a relationship established between each other within the taxonomy, or are they rather shared, tagged to the same content?

“Top terms”
➢ Are they top-level terms in the hierarchy, or the most popular terms?

“Keywords”
➢ Are they controlled terms in the taxonomy, any search string, or folksonomy (uncontrolled entered terms that are saved and displayed for re-use?)

“Navigation”
➢ Navigating within the taxonomy hierarchy, or navigating the site and content?
Resources

Books


Standards and guidelines

Resources

Websites

Accidental Taxonomy book websites
www.hedden-information.com/Accidental-Taxonomist-Websites.htm

Taxonomy Warehouse
www.taxonomywarehouse.com

Construction of Controlled Vocabularies: A Primer
http://marciazeng.slis.kent.edu/Z3919/index.htm

The Accidental Taxonomist Blog
http://accidental-taxonomist.blogspot.com

Hedden Information Management past presentations
www.hedden-information.com/presentations.htm
Resources

Workshops and Conferences

“Taxonomies & Controlled Vocabularies” self-paced online course through Hedden Information Management
www.hedden-information.com/taxonomy-course-online.htm

Taxonomy creation corporate onsite training through Hedden Information Management  www.hedden-information.com/courses-workshops


SLA Conference, June 6-9, Charlotte, North Carolina  connect.sla.org/ac2020

Taxonomy Boot Camp conference, November 16-17, 2020, Washington, DC  www.taxonomybootcamp.com

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