



Taxonomy Displays

Bridging UX & Taxonomy Design

Content Strategy Seattle Meetup

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About Heather Hedden

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- Taxonomy Consultant
- Continuing education online workshop instructor,
Simmons College School of Library and Information Science
- Freelance back-of-the-book indexer
- Author of *The Accidental Taxonomist* (Information Today, Inc.)



Outline

1. Taxonomy Definitions and Types
2. Term Displays
3. Hierarchies
4. Facets
5. Hierarchy-Facet Combinations



Outline

1. Taxonomy Definitions and Types
2. Term Displays
3. Hierarchies
4. Facets
5. Hierarchy-Facet Combinations



Taxonomy Definitions and Types

Controlled vocabulary

- An authoritative, restricted list of terms (words or phrases) mainly used for indexing/tagging/classifying/categorizing content to support findability/retrieval
- Controlled in who and when new terms can be added
- May or may not have structured relationships between terms



Taxonomy Definitions and Types

Taxonomy

1. A controlled vocabulary with broader/narrower (parent/child) term relationships that include all terms to create a hierarchical structure
 - With focus for categorizing and organizing concepts
 - May or may not have equivalent non-preferred terms (synonyms, etc.) to point to the correct, preferred terms
2. A controlled vocabulary used in corporate/enterprise applications
 - Used synonymously for any controlled vocabulary



Taxonomy Definitions and Types

Is a web site navigation (hierarchy of menus, site map) a taxonomy?

Not quite, but is related

- Navigation labels match pages one-to-one, rather than to multiple categorized/tagged items as in a taxonomy.
- Navigation structure reflects a custom experience, not standard hierarchical relationships as in a taxonomy.
- Navigation label names may seek to attract/entice, rather than purely to inform.

Taxonomy Definitions and Types

Controlled vocabulary or taxonomy (def. #2) types

1. Term list / pick list
2. Synonym ring (Search “thesaurus”, not usually displayed)
3. Authority file
4. Taxonomy (def #1)
 - Hierarchical taxonomy
 - Faceted taxonomy
5. Thesaurus
6. Ontology

Taxonomy Definitions and Types

Term List/Pick List

- No hierarchical structure
- No synonyms

Tips:

- Make the scroll-box as vertically long as possible.
- Topic names should be obvious and not too many.
- Named entity (proper noun) lists may be longer.
- May be used within facets.

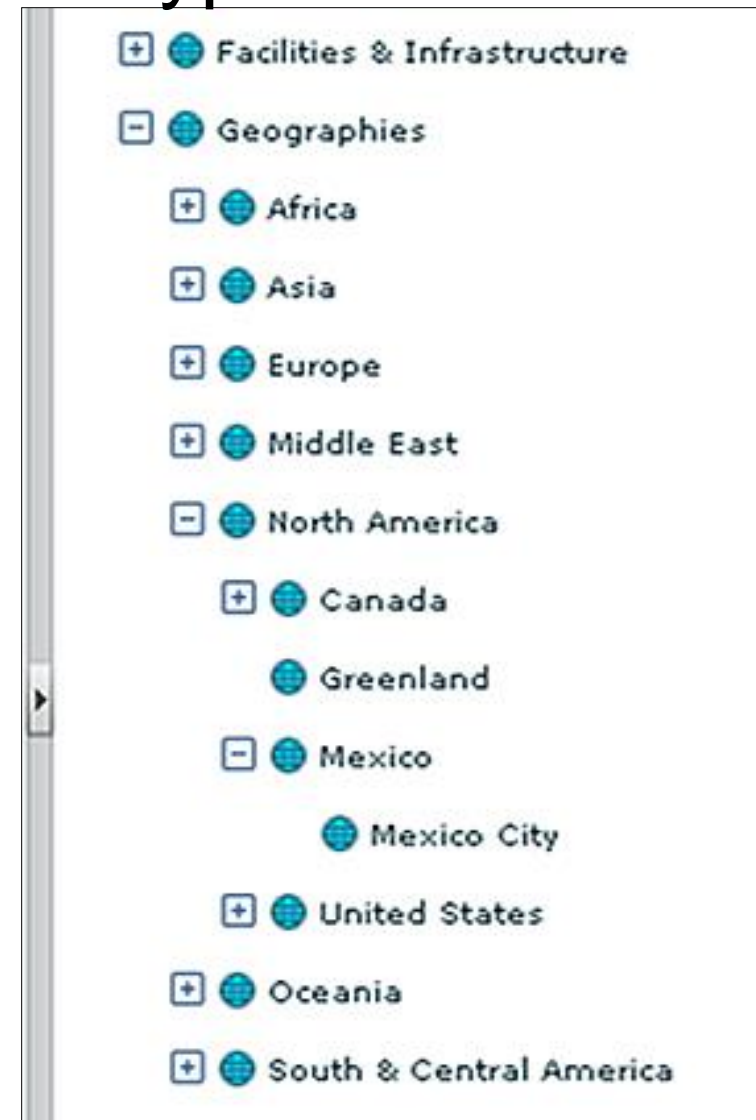
Country

All
All
Argentina
Bahamas
Barbados
Belize
Bolivia
Brazil
Central America
Chile
Colombia
Costa Rica
Dominican Republic
Ecuador
El Salvador
Guatemala
Guyana
Haiti
Honduras
Jamaica
Mexico

Taxonomy Definitions and Types

Taxonomy - Hierarchical

Has broader term/narrower term relationships that include all terms to create a hierarchical structure



Taxonomy Definitions and Types

Taxonomy - Faceted

- For serving faceted classification, which allows the assignment of multiple classifications to an object
- A “dimension” of a query; a type of concept; domain of content
- Intended for searching with multiple terms/values in combination, one from each facet: to “limit by” filters

The image shows a vertical list of faceted search filters. Each filter is a bolded label followed by a downward arrow. The 'type' filter is expanded, showing a list of items with checkboxes and counts. The other filters are collapsed.

Facet	Options
type	<input type="checkbox"/> Dining Chair Set (313) <input type="checkbox"/> Dining Chair (266) <input type="checkbox"/> Bench (31)
price	
color	
upholstered	
material	
finish	
in store, online	
brand	
style	

Taxonomy Definitions and Types

Thesaurus

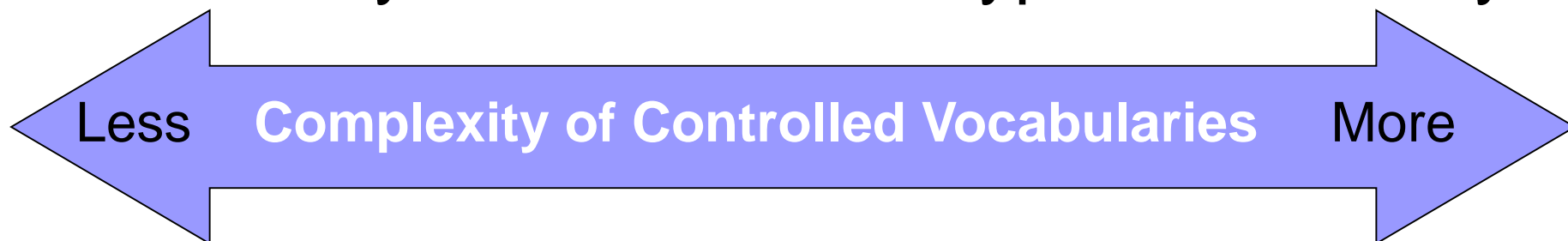
- A controlled vocabulary that has standard structured relationships between terms
 - Hierarchical: broader term/narrower term (BT/NT)
 - Associative: related terms (RT)
 - Equivalence: preferred term (“use for” or “used for”)/non-preferred term (use) (USE/UF)
- Also supports notes, such as scope notes (SN), for terms, as needed
- In accordance with ANSI/NISO Z.39.19-2005 standards

Thesaurus entry example

materials acquisitions

- UF acquisitions (of materials)
library acquisitions
- BT collection development
- NT accessions
approval plans
gifts and exchanges
materials claims
materials orders
subscriptions
- RT book vendors
jobbers
subscription agencies
subscription cancellations

Taxonomy Definitions and Types - Summary



Pick List	Synonym Ring	Authority File	Taxonomy	Thesaurus	Ontology
Ambiguity control	Synonym control	Ambiguity control Synonym control	Ambiguity control (Synonym control) Hierarchical relationships	Ambiguity control Synonym control Hierarchical relationships Associative relationships	Ambiguity control (Synonym control) Semantic relationships Classes



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Term Displays

Wording of terms

Terms should

- Reflect language of the users
- Have consistent format and style
- Be unambiguous
- Be concise for skimming



Term Displays

Sorting of terms

Alphabetical sort

Personnel management

- Hiring
- Letting go of employees
- Promotions
- Recruiting
- Training

Logical sort

Personnel management

- Recruiting
- Hiring
- Training
- Promotions
- Letting go of employees



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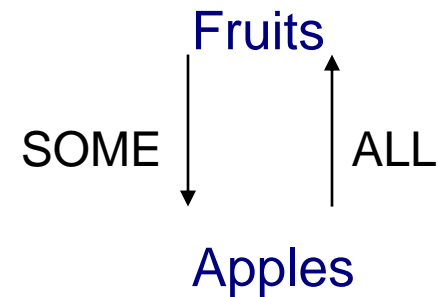
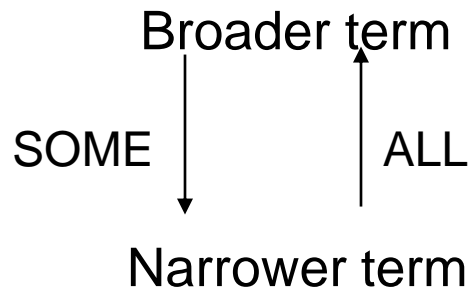
Hierarchies

Purposes

1. Serving users who are browsing, exploring, discovering, not searching, to whom the hierarchy is displayed.
 - Don't even have to know the first word or few letters, as in alphabetical browsing
2. Instructing users on classification
3. Enabling “recursive”/“rolled up” retrieval results
(A term retrieves what is tagged to it *and* what is tagged to each on of its narrower terms, all together.)

Hierarchies

Best practices for relationships: ANSI/NISO Z39.19



Types:

1. **Generic – Specific:** narrower terms are a kind of broader term
variation: **Common noun – Proper noun** (instance)
2. **Whole – Part:** narrower term is within the broader term



Hierarchies

Suitability

- Content that is naturally categorizable: products, industries, government agencies, academic disciplines, scientific things, technologies
- Taxonomies of any size, but especially small-medium taxonomies (terms in the hundreds rather than thousands)
- Certain kinds of auto-categorization, which puts documents into approximate categories



Hierarchies

Hierarchical display options

- One level per web page
- Expandable tree
- Fly-out subcategories



Hierarchies

One level per web page

- Dex Media Superpages
www.superpages.com/yellowpages
- Amazon.com (shop by Department)
www.amazon.com/gp/site-directory/ref=nav_shopall_btn

Legal & Financial

Bail
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Car Insurance
Cash Advances
Criminal Defense Lawyer
Debt Consolidation
Divorce Lawyers
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Insurance
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Lawyers
Life Insurance
Loans
Personal Financing
Personal Injury Lawyers
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Tax Returns
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more...

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Health Clubs
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more...

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Movie Theaters
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Video Game Rentals
Video Rentals
more...

Community & Government

Adoption Agencies
Child Care Centers
Child Care Services
Churches
Community Organizations
County Government Offices
Garbage Disposal
Government Offices
Post Offices
more...

Media & Communications

Answering Services

- ATM Locations
- Accident & Health Insurance
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- Accident Attorneys
- Accountants
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- Accounting, Auditing
- Accounts Receivable
- Administrative & General
- Adoption Attorneys
- Appeals Attorneys
- Appraisers
- Arbitration & Mediation
- Arbitrators
- Asbestos Diseases
- Attorney
- Attorneys' Information
- Auto Insurance
- Auto Title Loans
- Bail
- Bail Bonds
- Bail Bonds Referrals
- Bail Bondsmen
- Banking & Investments
- Bankruptcy
- Bankruptcy Services
- Banks**
- Bookkeeping Services
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- Business Insurance
- Business Valuations
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Hierarchies

One level per web page

Advantages:

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

Disadvantages:

- Display may take entire screen width, compromising content display
- 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
- May lack method to indicate whether a level is final or contains more lower levels

Hierarchies

Expandable tree

USA Today

[http://content.usatoday.com/community/
tags/topic-index.aspx](http://content.usatoday.com/community/tags/topic-index.aspx)

- [-] **USA TODAY Content Tree**
 - [+] **news** 245,085 stories
 - [+] **travel** 44,553 stories
 - [-] **money** 79,150 stories
 - [-] **_** 2 stories
 - [+] **advertising** 907 stories
 - [+] **autos** 3,670 stories
 - biztravel** 735 stories
 - [+] **books** 526 stories
 - business** 121 stories
 - [+] **cars** 9 stories
 - [+] **columnist** 27 stories
 - [+] **companies** 3,766 stories
 - [-] **economy** 17,340 stories
 - confidence** 51 stories
 - construction** 11 stories
 - employment** 379 stories
 - [-] **fed** 380 stories
 - beigebook** 23 stories
 - rates** 88 stories
 - gdp** 39 stories
 - [-] **housing** 2,129 stories
 - closetohome** 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



Hierarchies

Expandable tree

Advantages:

- Allows the user to explore/expand multiple subcategories simultaneously
- Presence of plus signs indicates presence of deeper levels
- Accommodates inconsistent numbers of terms per level
- Display takes up only part of screen
- Good for hierarchically deep taxonomies

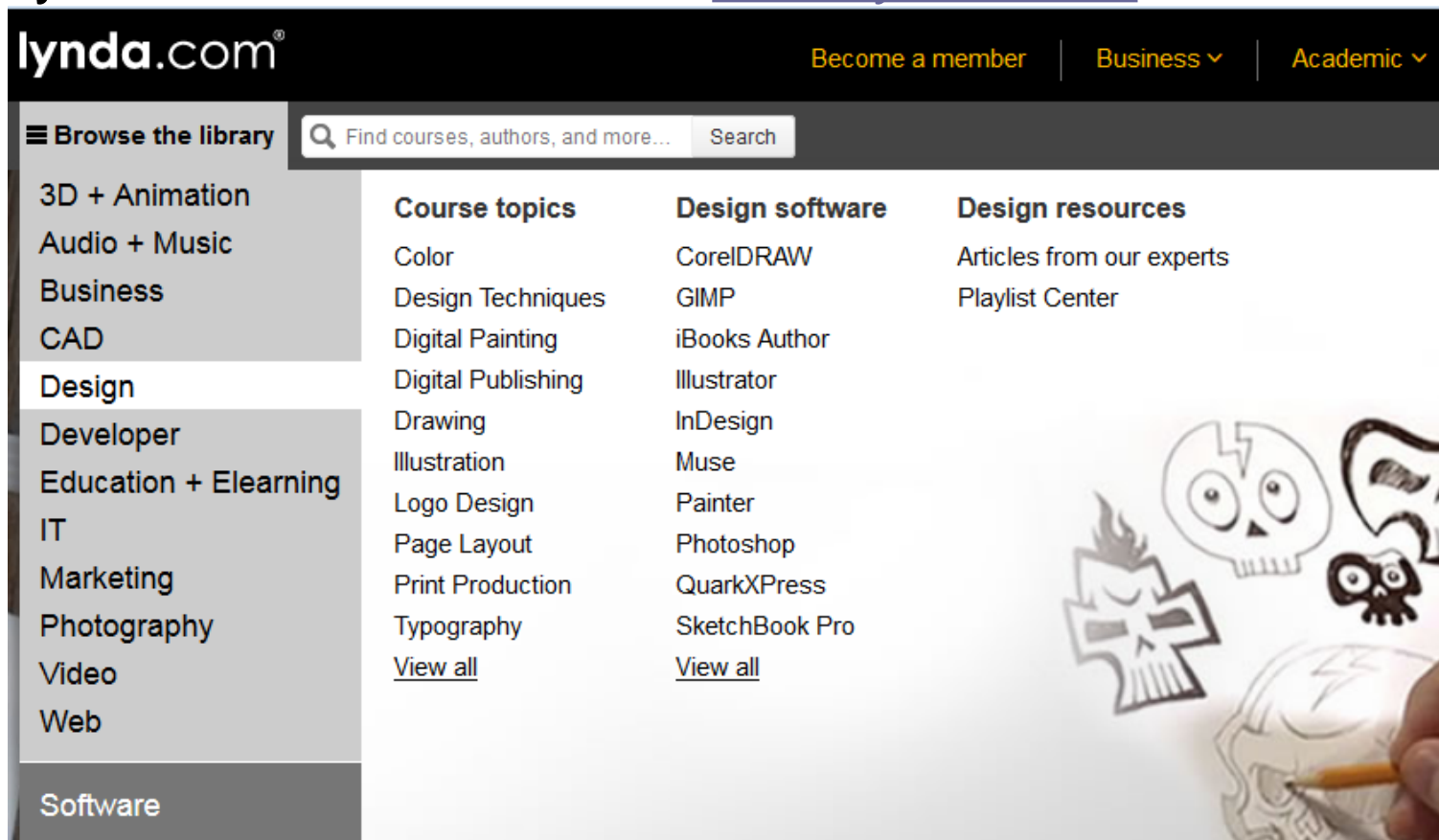
Disadvantages:

- Insufficient for displaying very large taxonomies or large numbers of terms at the same level
- May have system constraints, such as single-word labels
- More complex to develop and may take more time to load display. Not good for the web.

Hierarchies

Fly-out subcategories:

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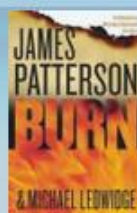
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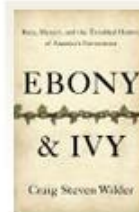
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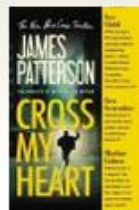
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Fairst: The Lunar
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Levana's Story
(2015)
Meyer, Marissa



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Shayne, Maggie
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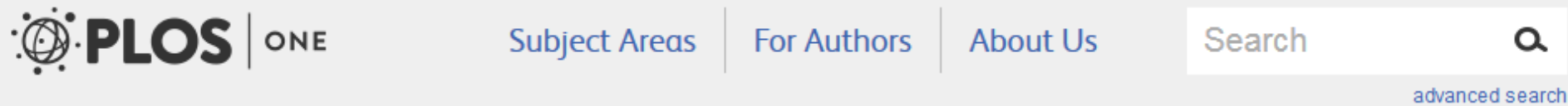
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Howard, A.G.



next

Hierarchies

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Ecology and environmental sciences ▶	Computer architecture ▶	



Hierarchies

Fly-out subcategories

Advantages:

- Users can visualize the hierarchy (see both/multiple levels) at the same time, while also seeing additional page content

Disadvantages:

- Not so suitable for multiple levels or large taxonomies



Hierarchies

Design options and issues:

- Breadth and depth – number of levels and terms per level
- Hierarchical arrangement method
- Term names – In context of broader term or unambiguous
- Top term usage – As indexing terms or just labels
- Recursive retrieval – Broader term additionally retrieves content indexed with all narrower terms or not

Hierarchies

Design options and issues: breadth vs. depth

Deep hierarchy: Many levels

Geographies

- North America	- South America	- Europe	- Asia	- Africa	- Oceania
-- United States			--Central Asia		
--- New England			--Middle East		
---- Massachusetts			--South Asia		
----- Boston			--Southeast Asia		
----- North End					

Broad hierarchy: Many terms per level

Geographies

- U.S. cities	- U.S. States	- Countries	- World cities	- Continents	- Landmarks
-- Albuquerque	-- Alabama				
-- Anaheim	-- Alaska				



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4. **Facets**
5. Hierarchy-Facet Combinations



Facets

Purposes

- To provide a browsable, detailed taxonomy where the topics don't fit into single hierarchy tree
- For browsing multiple categories at once
- For filtering/limiting large search result sets
- For guided Boolean searching

Facets

For enterprise taxonomies:

Patrick Lambe,

Organising Knowledge

- *People and organizations*
- *Things and parts of things*
- *Activity cycles*
- *Locations*

For Web sites:

Rosenfeld and Morville,

Information Architecture

- *Topic*
- *Product*
- *Document type*
- *Audience*
- *Geography*
- *Price*



Facets

Suitability

- Structured data with discernable metadata fields or database records
- Homogeneous data with similar types of characteristics (e.g. products in an e-commerce site)

Faceted taxonomy examples

Directory of companies

Narrow Your Search

+ Search Within Results

— Locations Served

Arizona

Arkansas

California - North

California - South

Colorado

[+] More

+ Search Within # Miles

— Company Type

Manufacturers

Custom Manufacturers

Distributors

Service Companies

Manufacturers' Reps

+ Certifications

— Ownership

Minority-Owned

Woman-Owned

Veteran-Owned

Course

- Main Dishes (15504)
- Desserts (7530)
- Side Dishes/Vegetables (6182)

Show More

Convenience

- Entertaining (23804)
- Make-Ahead (13917)
- Quick/Easy (13186)

Show More

Cost Per Serving

- \$1 and Under (388)
- \$1.01 to \$2 (394)
- \$2.01 to \$3 (250)
- \$3.01 to \$4 (94)
- \$4.01 and Up (28)

Cuisine

- American (28614)
- Italian (3129)
- New American (2370)

Show More

Main Ingredient

- Vegetables (11246)
- Fruits (6297)
- Poultry (5287)

Show More

Dietary Consideration

- Meatless (11299)
- Low Cholesterol (7534)
- Low Saturated Fat (7444)

Show More

Cooking Method

- Bake (12470)
- Food Processor (2588)
- Grill (2449)

Show More

Occasion

- Summer (9512)
- Autumn (9185)



Jambalaya
Real Simple, DECEMBER 2004
 Recipe icon ★★★★★

Weeknight Ravioli Lasagna
All You, MARCH 2009
 Recipe icon ★★★★★

Green Bean Casserole
Oxmoor House, FEBRUARY 2006
 Recipe icon ★★★★★

Ravioli with Roasted Zucchini
Real Simple, APRIL 2005
 Recipe icon ★★★★★

Lemon-Stuffed Grilled Branzino
Food & Wine, SEPTEMBER 2009
 Recipe icon

Smoked Trout-and-Horseradish Spread
Southern Living, DECEMBER 2008
 Recipe icon

Artichoke, Spinach, and Feta Stuffed Shells
Cooking Light, DECEMBER 2006
 Recipe icon ★★★★★

Turkey Burgers with Grated Zucchini and Carrot
Real Simple, JUNE 2007
 Recipe icon ★★★★★

Recipe website

Format

Paperback (275,392)

Hardcover (74,742)

Kindle Edition (35,617)

Audible Audio Edition (426)

Printed Access Code (987)

Digital Access Code (241)

Audio CD (2,653)

Board Book (86)

Author

Future Press (10)

Brent Schlender (1)

Rick Tetzeli (1)

Gayle Laakmann McDowell (4)

David Hodgson (56)

David S. J. Hodgson (54)

Andrew Hodges (1)

+ See more

Book Series

☐ (ISC)2 Press (20)

☐ All-in-One (59)

☐ Barron's Ap Computer Science (5)

☐ Prima Official Game Guides (505)

☐ Voices That Matter (111)

☐ Learning Python (1)

☐ Missing Manual (195)

+ See more

Language

☐ English (324,730)

☐ German (15,979)

☐ French (3,430)

☐ Spanish (9,648)

☐ Russian (2,081)

☐ Chinese (4,579)

Narrow Your Results

Price

\$200 - \$249.99 (2)

\$250 - \$499.99 (8)

\$500 - \$749.99 (19)

\$750 - \$999.99 (17)

\$1000 - \$1249 (2)

\$1500 - \$1999 (1)

Screen Size

17" and Up (1)

15" - 16" (9)

14" and Under (37)

Processor Brand

AMD (4)

Intel® (45)

System Memory RAM

1GB (1)

2GB (4)

4GB (31)

6GB (8)

8GB (4)

16GB (1)

Laptop Features

Touchscreen (4)

Backlit Keyboard (13)

Built-in Webcam (50)

Blu-ray (2)

HDMI Output (44)

Wireless Capability (5)

Wireless Display (15)

Ultraportable (40)

ENERGY STAR Certified (41)

3D-Ready (1)

Operating Platform

Windows (48)

narrow by:

☒ category

☐ Banquet Table (3)

☐ Bistro Table (9)

☐ Counter-height Table (7)

☐ Dinette Table (2)

☐ Dining Table (66)

☐ Kitchen Table (4)

☐ Nook Table (2)

☐ Pub Table (31)

☒ shape

☐ Novelty (1)

☐ Oval (2)

☐ Rectangle (47)

☐ Round (53)

☐ Square (21)

☒ finish

☐ Chrome (10)

☐ Distressed (7)

☐ Ebony (6)

☐ Espresso (20)

☐ Lacquered (9)

☐ Natural (7)

☐ Oak (9)

Facet features

[Homepage](#) > [Women](#) > [Sweaters](#)

SWEATERS »

[Cardigan »](#)

NARROW SELECTION BY:

Size Range

Show All

(Reg, Plus, Slim, Big & Tall, etc.)

Specific Size

Show All

Color

Show All

Sleeve Length

Show All

Fabric

Show All

Style

Show All

Featured Collection

Show All

Sleepwear for G

PJ Pals

Nightgowns

Nightshirts

Slippers

Sleep Sets

Refine By

[Clear All](#)

Price Range

[Clear](#)

\$9 \$20

Characters

[Clear](#)

All Characters

Clothing Sizes

[Clear](#)

All Clothing Sizes

Sleep Body Style

[Clear](#)


All Sleep Body Style

Colors

[Clear](#)



Shoebuy retail site: <http://www.shoebuy.com>




FREE Shipping + FREE Returns
every day, no minimum.

Advanced Search

Search (Keyword, brands, etc.)

ShoeFan Rewards

Wish List

 Cart

ADVANCED SEARCH

CLOSE X

GENDER:

Women

Men

Kids

CATEGORY

SIZE

WIDTH

BRAND

COLOR

HEEL

PRICE RANGE: Choose a price range to search in

\$0

\$1,000

WOMEN

MEN

KIDS

CLOTHING

BAGS

3N2

5 Point Shoes

5.11 Tactical

A'Rock

A2 by Aerosoles

Academie Gear

Acorn

Adam Tucker

APPLY FILTERS

BRANDS

NEW

SALE

[Yellowstone Resources and Issues Guide - Astrobiology](#) part of SERC Web Resource Collection
<http://www.lpi.usra.edu/education/EPO/yellowstone2002/li...>

This report explores the connection between geomicrobiology and astrobiology, explaining NASA's interest in the natural history of Yellowstone National Park. Multi-institution research teams are ...

Subject: Biology: Biology: Astrobiology, Microbiology, Ecology: Metabolism, Biology: Evolution, Diversity

Resource Type: Scientific Resources: Overview/Reference Work

Extreme Environments: Extremely Hot

Grade Level: Graduate/Professional, General Public, College Upper (15-16), College Lower (13-14)

[Microbiology in Yellowstone National Park](#) part of SERC Web Resource Collection

<http://www.wfed.org/resources/reports/article5.htm>

This site describes how Yellowstone National Park is a focal point for cutting-edge microbiology research and how it provides a valuable setting for outreach education.

Topics include questions for ...

Subject: Biology: Biology: Microbiology

Resource Type: Scientific Resources: Overview/Reference Work

Extreme Environments: Extremely Hot

[Eukaryotes in Extreme Environments](#) part of SERC Web Resource Collection

<http://www.nhm.ac.uk/zoology/extreme.html>

This article is a compilation of information about free-living eukaryotes in extreme environments. Written in summary form, it includes anaerobes, thermophiles, psychrophiles, acidophiles, ...

Subject: Biology: Biology: Diversity, Microbiology, Biology

Resource Type: Scientific Resources: Overview/Reference Work

Extreme Environments: High Pressure, Anhydrous, Anoxic, Extremely Hot, Hypersaline, Alkaline, Acidic, Extremely Cold

Grade Level: Informal, General Public, Graduate/Professional, College Upper (15-16), College Lower (13-14), High School (9-12)

[Mono Lake Microbial Diversity](#) part of SERC Web Resource Collection

http://www.monolake.uqa.edu/reports/Mono_Lake_Microbial...

This is a survey reporting the phylogenetic diversity of Mono Lake bacteria as conducted by the Mono Lake Microbial Observatory. Samples were collected from different layers of the lake and analyzed ...

Subject: Biology

[313 matches](#) General/Other

Astrobiology [100 matches](#)

Biogeochemistry [136 matches](#)

Diversity [157 matches](#)

Ecology [667 matches](#)

Evolution [231 matches](#)

Microbiology [900 matches](#)

Molecular Biology [190 matches](#)

Resource Type

Activities [136 matches](#)

Assessments [13 matches](#)

Course Information [34 matches](#)

Datasets and Tools [32 matches](#)

Audio/Visual [162 matches](#)

Computer Applications [21 matches](#)

Pedagogic Resources [63 matches](#)

Scientific Resources [771 matches](#)

Biographical Resources [4 matches](#)

Policy Resources [14 matches](#)

Extreme Environments

Alkaline [60 matches](#)

Acidic [65 matches](#)

Extremely Cold [61 matches](#)

Extremely Hot [139 matches](#)

Hypersaline [68 matches](#)

High Pressure [70 matches](#)

High Radiation [28 matches](#)

Anhydrous [34 matches](#)

Anoxic [73 matches](#)

Altered by Humans [71 matches](#)

Ocean Environments

Coastal and Estuarine [195 matches](#)

Shallow Sea Floor/Continental Shelf [32 matches](#)

Deep Sea Floor/Abyssal [46 matches](#)

Surface Waters [91 matches](#)

Deep Waters [29 matches](#)

Grade Level

Primary (K-2) [22 matches](#)

Intermediate (3-5) [131 matches](#)

Microbial Life Educational Resources

<http://serc.carleton.edu/microbelife/resources>

<http://www.astrobio.net/news/article234.html>

This article describes a permafrost subglacial lake discovered beneath Antarctica. The lake offers scientists a chance to test their sterile drilling techniques before exploring elsewhere in search

Current Search Limits

Subject: Biology showing only [Biology](#) > [Ecology](#) > [Habitats](#) [Show all Subject: Biology](#)

Resource Type showing only [Audio/Visual](#) > [Images/Illustrations](#) [Show all Resource Type](#)

Extreme Environments showing only [Extremely Hot](#) [Show all Extreme Environments](#)

Ocean Environments showing only [Deep Sea Floor/Abyssal](#) [Show all Ocean Environments](#)

Grade Level showing only [Middle \(6-8\)](#) [Show all Grade Level](#)

Results 1 - 7 of 7 matches

[Sea Vent Viewer](#) part of SERC Web Resource Collection

<http://www.nsf.gov/news/overviews/earth-environ/interact...>

This web site serves as an educational overview of National Science Foundation (NSF) earth and environmental science research focusing on hydrothermal vent systems. It features an interactive viewer ...

Subject: Biology: Biology:Ecology:Habitats:Benthic, Biology:Diversity, Ecology:Habitats:Marine, Biology:Microbiology

Resource Type: Audio/Visual:Images/Illustrations, Scientific Resources:Overview/Reference Work, Audio/Visual:Animations/Video

Extreme Environments: High Pressure, Extremely Hot

Ocean Environments: Deep Sea Floor/Abyssal:Hydrothermal Systems

Grade Level: Primary (K-2), Intermediate (3-5), College Lower (13-14), High School (9-12), Middle (6-8), Graduate/Professional, College Upper (15-16), General Public, Informal

[We're in Hot Water Now: Hydrothermal Vents](#) part of SERC Web Resource Collection

<http://www.nationalgeographic.com/xpeditions/lessons/07/...>

In this National Geographic lesson, students will use National Geographic's Yellowstone internet module to learn about the processes that drive geysers. The activity involves learning about ...

Subject: Biology: Biology:Ecology:Symbiotic Relations, Symbiotic Relations:Mutualism, Biology:Ecology:Metabolism, Habitats:Marine, Biology:Diversity, Ecology:Habitats:Benthic, Biology:Microbiology, Evolution

Resource Type: Computer Applications, Activities:Lab Activity, Audio/Visual:Images/Illustrations, Activities:Classroom Activity

Extreme Environments: Extremely Hot, High Pressure

Ocean Environments: Deep Sea Floor/Abyssal:Hydrothermal Systems

Narrow the View ↴

Subject: Biology [Show all Subject: Biology](#)

[Biology](#) > [Ecology](#) > [Habitats](#)

Marine [7 matches](#)

Benthic [7 matches](#)

Resource Type [Show all Resource Type](#)

[Audio/Visual](#) > [Images/Illustrations](#)
[7 matches](#)

Extreme Environments [Show all Extreme Environments](#)

Extremely Hot
[7 matches](#)

Ocean Environments [Show all Ocean Environments](#)

Deep Sea Floor/Abyssal
[1 match](#) General/Other
Hydrothermal Systems [7 matches](#)

Grade Level [Show all Grade Level](#)

Middle (6-8)
[7 matches](#)



Facets

Advantages

- Supports more complex search queries by users
- Allows users to control the search refinement, narrowing or broadening in any manner or order

Disadvantages

- Only suitable for somewhat structured, unified type of content that all share the same multiple facets
- May not support “advanced search” of multiple terms selected at once (“or”) from the same facet
- Requires investment of thorough indexing/tagging



Facets

Design options and issues

- Facets as post-search filters only or also/instead as initial browse
- 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, document type, etc.)
- Have all generic facets or also category-specific facets
- Designating kinds of topics into different facets

Facets

Facet Design Tips

- Number of facets: 4-8, with 5-6 as ideal
- Facets listed in logical, not alphabetical order
- Number of terms per facet: 2-25
 - Ideally not much more than viewed in a scroll box
 - If the list is obvious (US states), then more is OK.
 - Exception can be made for hierarchical “Topics” facet
- Within facets, if <12 terms, then a logical display order, if >12 terms, then alphabetical
- A two-level hierarchy (indented) within a facet is possible



Outline

1. Taxonomy Definitions and Types
2. Term Displays
3. Hierarchies
4. Facets
5. Hierarchy-Facet Combinations

Hierarchy-Facet Combinations

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

1. Have hierarchies within facets: indented display

World Bank documents advanced search

<http://documents.worldbank.org/curated/en/docadvancesearch>

2. Start with hierarchical categories, then limit with facets

Target www.target.com

Buzzillions product reviews www.buzzillions.com

Hierarchy-Facet Combinations

Hierarchies within facets

World Bank documents advanced search

<http://documents.worldbank.org/curated/en/docadvancesearch>

Topic: ?

You have selected :

☐ **Agriculture**

- ☐ Agribusiness
- ☐ Agricultural Economics
- ☐ Agricultural Extension
- ☐ Agricultural Irrigation and Drainage
- ☐ Agricultural Knowledge and Information Systems
- ☐ Agricultural Producer Organizations
- ☐ Agricultural Research
- ☐ Agricultural Trade
- ☐ Agriculture and Farming Systems

☐ **Macroeconomics and Economic Growth**

- ☐ Business Cycles and Stabilization Policies
- ☐ Climate Change Economics
- ☐ Commodities
- ☐ Consumption
- ☐ Development Economics & Aid Effectiveness
- ☐ Econometrics
- ☐ Economic Adjustment and Lending
- ☐ Economic Assistance
- ☐ Economic Conditions and Volatility

2. b

Start with hierarchical categories and have facets available from the top level

Amazon.com
(shop by Department)

www.amazon.com/gp/site-directory/ref=nav_shop_all_btn

- Books**
- Arts & Photography (1,431,273)
 - Biographies & Memoirs (524,534)
 - Business & Money (1,958,449)
 - Calendars (204,227)
 - Children's Books (1,323,066)
 - Christian Books & Bibles (709,029)
 - Comics & Graphic Novels (393,966)
 - Computers & Technology (433,843)
 - Cookbooks, Food & Wine (204,080)
 - Crafts, Hobbies & Home (441,381)
 - Education & Teaching (845,892)
 - Engineering & Transportation (748,729)
 - Gay & Lesbian (88,492)
 - Health, Fitness & Dieting (671,090)
 - History (3,585,297)
 - Humor & Entertainment (640,144)
 - Law (575,784)
 - Literature & Fiction (3,112,668)
 - Medical Books (790,683)
 - Mystery, Thriller & Suspense (308,974)
 - Parenting & Relationships (179,354)
 - Politics & Social Sciences (1,641,616)
 - Reference (4,150,593)
 - Religion & Spirituality (1,312,142)
 - Romance (588,702)
 - Science & Math (1,537,475)
 - Science Fiction & Fantasy (350,771)
 - Self-Help (345,201)
 - Sports & Outdoors (266,667)
 - Teen & Young Adult (220,550)
 - Travel (425,744)

Refine by

- Format**
- Paperback (27,337,676)

- Show results for**
- New Releases**
- Last 30 days (2,473)
 - Last 90 days (8,480)
 - Coming Soon (1,346)
- Platform**
- Windows (39,776)
 - Macintosh (6,895)
 - Linux & Unix (6,853)
 - iPhone & iOS (2,337)
 - Android (1,107)
- Audience**
- Beginners & Seniors (42,495)
 - Advanced & Power Users (17,023)
 - Kids & Teens (7,126)
- < Books
- Computers & Technology**
- Business Technology (40,281)
 - Certification (21,536)
 - Computer Science (75,085)
 - Databases & Big Data (27,137)
 - Digital Audio, Video & Photography (15,637)
 - Games & Strategy Guides (12,176)
 - Graphics & Design (50,931)
 - Hardware & DIY (34,427)
 - History & Culture (3,174)
 - Internet & Social Media (34,934)
 - Mobile Phones, Tablets & E-Readers (4,523)
 - Networking & Cloud Computing (71,137)
 - Operating Systems (23,482)
 - Programming (139,790)
 - Security & Encryption (12,932)
 - Software (82,119)
 - Web Development & Design (37,154)

Refine by

- Format**
- Paperback (274,906)

- Show results for**
- New Releases**
- Last 30 days (114)
 - Last 90 days (394)
 - Coming Soon (177)
- Platform**
- Windows (3,778)
 - Linux & Unix (253)
 - Macintosh (242)
 - iPhone & iOS (20)
 - Android (13)
- Audience**
- Beginners & Seniors (1,830)
 - Advanced & Power Users (2,456)
 - Kids & Teens (57)
- < Books
- < Computers & Technology
- Databases & Big Data**
- Access (1,827)
 - Data Mining (3,223)
 - Data Modeling & Design (2,087)
 - Data Processing (7,673)
 - Data Warehousing (937)
 - MySQL (382)
 - Oracle (1,549)
 - Other Databases (1,930)
 - Relational Databases (960)
 - SQL (2,402)
- Refine by**
- Format**
- Paperback (19,530)
 - Hardcover (4,914)
 - Kindle Edition (1,282)
 - Audible Audio Edition (3)
 - Printed Access Code (154)
 - Digital Access Code (35)
 - Audio CD (2)
- Author**
- Steve Krug (1)

- Show results for**
- New Releases**
- Last 30 days (26)
 - Last 90 days (84)
 - Coming Soon (60)
- Platform**
- Windows (87)
 - Linux & Unix (6)
 - Macintosh (5)
 - iPhone & iOS (2)
 - Android (1)
- Audience**
- Beginners & Seniors (81)
 - Advanced & Power Users (586)
 - Kids & Teens (4)
- < Books
- < Computers & Technology
- < Databases & Big Data
- Data Mining**
- Refine by**
- Format**
- Paperback (2,238)
 - Hardcover (764)
 - Kindle Edition (104)
 - Audible Audio Edition (2)
 - Printed Access Code (2)
- Author**
- Foster Provost (1)
 - Tom Fawcett (1)
 - J. H. Friedman (2)
 - Robert Tibshirani (2)
 - Itzik Ben-Gan (4)
 - Jared P. Lander (1)
 - John W. Foreman (1)
 - + See more
- Book Series**
- ☐ Addison-Wesley Data & Analytics Series (7)
 - ☐ For Dummies (4)

Taxonomy Resources

“Taxonomies & Controlled Vocabularies” 5-week online workshop, Simmons College, School of Library and Information Science, Continuing Education Program. Next in July 2015.

<http://alanis.simmons.edu/ceweb/workshop.php?id=224>

“Practical Taxonomy Creation” 3 one-hour video-recorded webinar series, American Society for Indexing

www.asindexing.org/online-learning/taxonomy-hedden

The Accidental Taxonomist (Information Today, Inc., 2010)

<http://books.infotoday.com/books/TheAccidentalTaxonomist.shtml>

<http://www.hedden-information.com/presentations.htm>

<http://accidental-taxonomist.blogspot.com>



Questions on taxonomy display?

Contact

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Carlisle, MA
www.hedden-information.com
heather@hedden.net