

Taxonomien und Folksonomien – Tagging als neues HCI-Element

Matthias Müller-Prove
Sun Microsystems

Usability Professionals 06 – Erfahrung, Engagement, Erfolg.
3.- 6. September 2006, Fachhochschule Gelsenkirchen

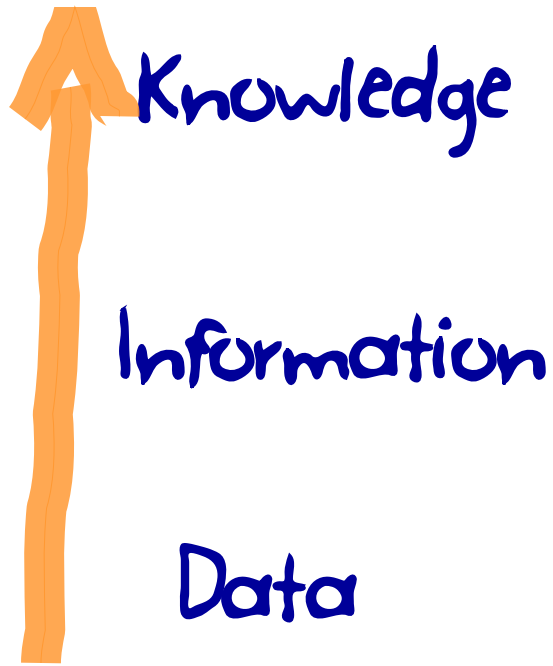
What's Up with Knowledge?

David Weinberger
Harvard Berkman Center
March, 2006
at
The IA Summit



1. We've organized ideas using the same principles for organizing things.
2. The digitizing of information enables us to invent new principles.
3. The new principles affect knowledge's structure and authority.

Something is going on
with knowledge





Data



Information



Knowledge



Wisdom

Properties of Knowledge

Same for all

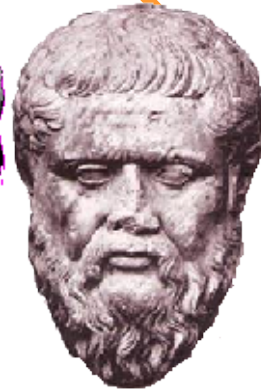
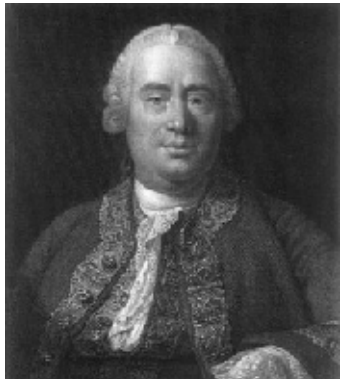
One

Independent of knower

Outlasts us

Orderly

Doesn't matter who says it
Some apples are red



Bigger than we are



Belebte Dinge

Pflanzen

Tiere

Wirbellose Tiere

Wirbeltiere

Reptilien

Voegel

Saeuger



Ordnung

Taxonomie

Probleme mit »Wissen«

Voegel



Probleme mit »Wissen«

Voegel



Probleme mit »Wissen«



Erste Ordnungsebene



Zweite Ordnungsebene

CDATID
RUTH
ELDER

FIDER

WITH PLANE
CLOSE UP

FI

EK

EIT

FIS

ETNW

EINSTEIN

EIL

EIF

EIE

WILSON CIRC

EID

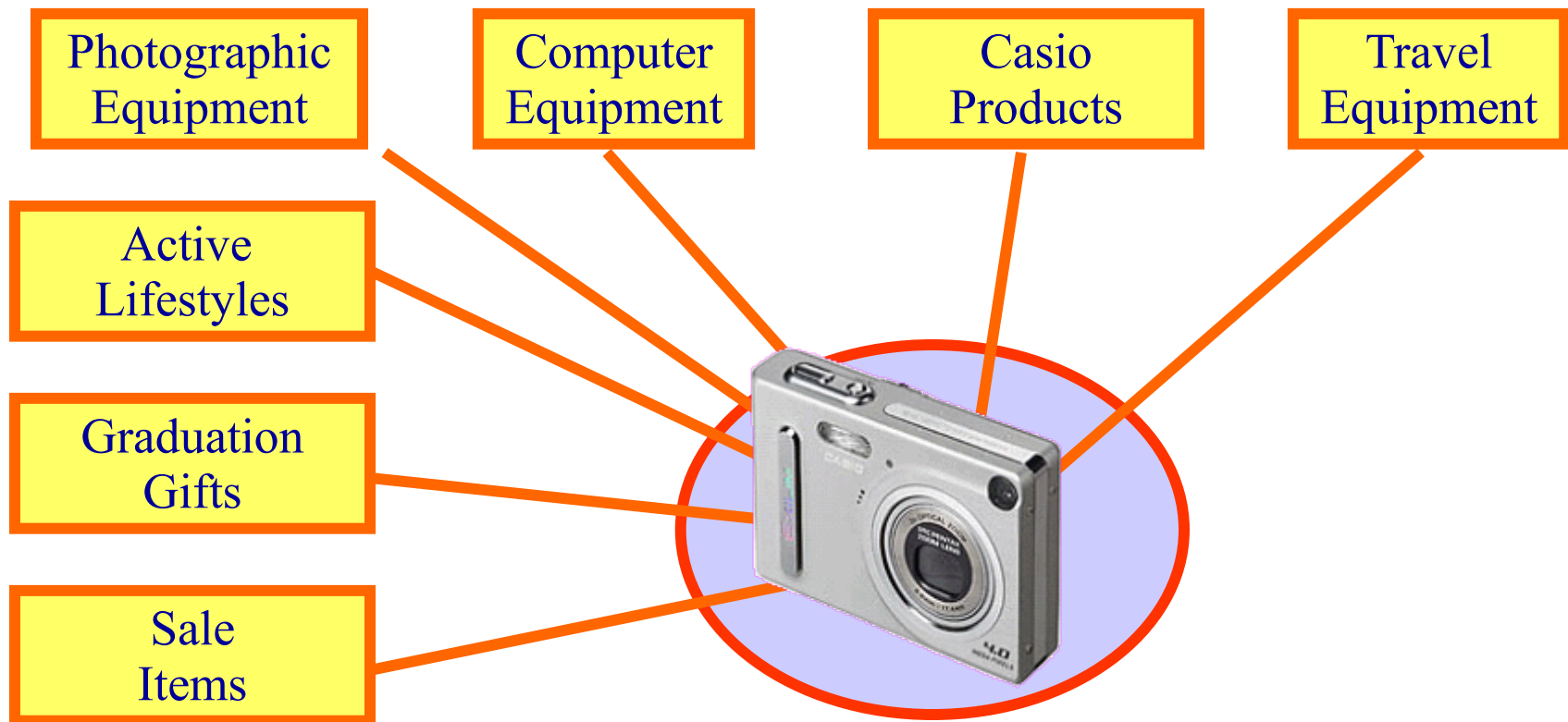
EI

EHR

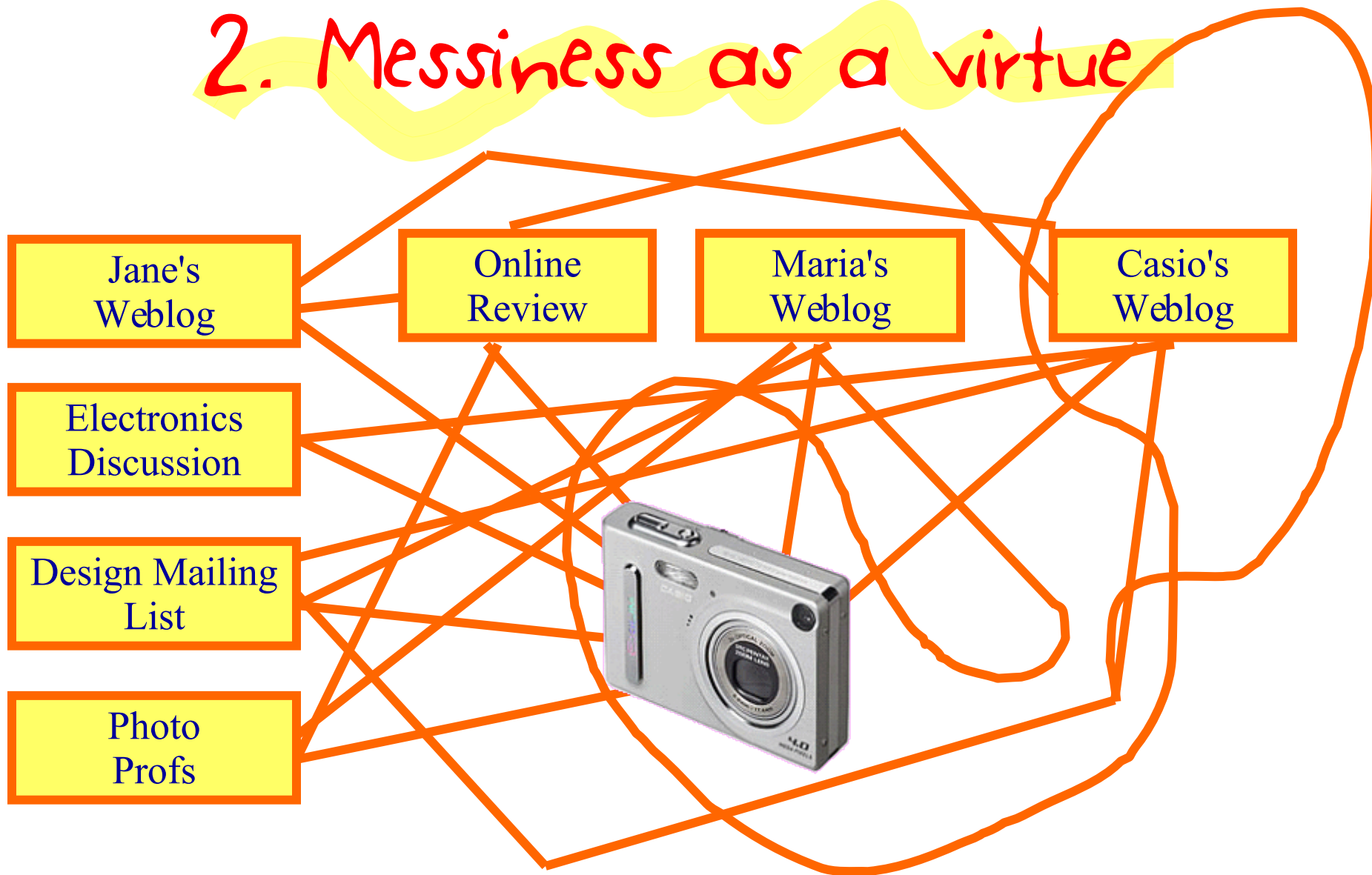
Dritte Ordnungsebene?

What can you do easily digitally
that the real world makes really hard?

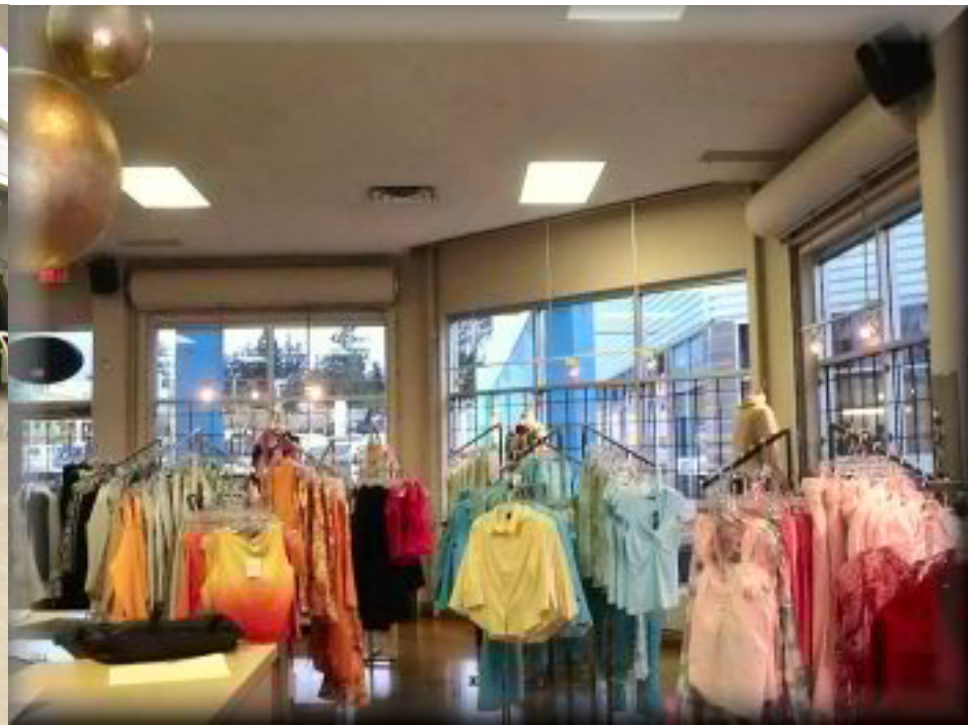
1. Leaf on many branches



2. Messiness as a virtue



3. Unowned order



Catalog Search: Keyword Anywhere [Start Over](#)

Send search to:

Search 'cooking': Biography

We found 8 matching items.

Browse By:

[E - History: America \(3\)](#)

[H - Social sciences \(2\)](#)

[F - America: local history \(1\)](#)

[T - Technology. \(2\)](#)

Narrow Results By:

Subject: Topic

- [History \(3\)](#)
- [Social conditions \(3\)](#)
- [Politics and government \(1\)](#)
- [Women \(1\)](#)
- [Description and travel \(1\)](#)
- [Show More ...](#)

Library

- [D.H. Hill \(7\)](#)
- [AACRR \(1\)](#)

Subject: Region

- [United States \(5\)](#)
- [New York \(State\) \(1\)](#)
- [Florida \(1\)](#)
- [Alaska \(1\)](#)
- [New York \(1\)](#)
- [Show More ...](#)

Subject: Era

- [20th century \(2\)](#)
- [19th century \(1\)](#)

[Brief View](#) | [Full View](#)

Sort By:

1. [Stand facing the stove : the story of the women who gave America the Joy of cooking](#)

Author: Mendelson, Anne.

Published: 1996.

Format: Book

D.H. Hill Library

TX649 .A1 M46 1996

Stacks (9th floor)

Available

2. [Cooking with grease : stirring the pots in American politics](#)

Author: Brazile, Donna, 1959-

Published: c2004.

Format: Book

African American Cultural Center Reading Room

E840.8 .B725 A3 2004

Stacks

Available

E840.8 .B725 A3 2004

Stacks

Available

3. [What's cooking in chemistry? : how leading chemists succeed in the kitchen](#)

Published: c2003.

Format: Book

D.H. Hill Library

TX652 .W426 2003

Stacks (9th floor)

Available

4. [Frolicking bears, wet vultures, and other oddities : a New York City journalist in nineteenth-century Florida](#)

Author: Cummings, Amos J. (Amos Jay), 1841-1902

All katrina's items (314) search

« earlier | later » page 1 of 4

Comparison of phone card rates

to phnecard ... on 2005-11-24 ... copy

Sekonic Meters

Sekonic L508 II Zoom Master Light Meter with links to metering tutorials
to tutorial sekonic lighting ... and 2 other people ... on 2005-11-24 ... copy

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Welcome by CULTURETV

to video web voblog culture ... and 13 other people ... on 2005-11-23 ... copy

WJ S

"WJ-s" is a software and a flexible, high speed connexion public device for web performances which allows actors of the Internet, webjockeys, sound and image artists, netartists, bloggers, graphic designers, flashers, programmers, curators, hacktivists, n
to performance cyberculture netart software tools ... and 11 other people ... on 2005-11-23 ... copy

Experimental Gameplay Project

to games gamescultures ... and 412 other people ... on 2005-11-22 ... copy

Mobile Processing

to processing.org software programming opensource generative ... and 35 other people ... on 2005-11-22 ... copy

Harvestworks: Teleo, Sensors, and Max/MSP/Jitter

to teleo maxmsp interactivity ... and 7 other people ... on 2005-11-21 ... copy

I want to: Do things with RSS, blogs and wikis

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CollaborativeRank - del.icio.us search engine

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Guardian Unlimited Technology | Technology | Get a life

to gaming gamescultures ... on 2005-11-19 ... copy

Gazole & Merde .. Mick & Dave's European Ski Trip

- ▼ **aesthetics** abstraction animation art arthistory h&w camera cinema creativity design illustration typography visualization webdesign
- ▼ **art** activism arselectronica arselectronica05 artist artspaces digitalaesthetics generative inspiration london galleries netart opportunities practice stelar
- ▼ **contemplation** blogs delicious memory metadata moblog research theory
- ▼ **icovet** icovet mamiya
- ▼ **job** academic articles artspaces gtd institution journals lifehacks networks PAR thinking UKHE
- ▼ **newmedia** activism adsense ajax amazon arselectronica arselectronica05 blog blogart blogs browser code collaboration collaborative creativecommons css culture cyberculture cyborpace cyborpaceunit cataanxiety datavisualisation digital digitalaesthetics digitalculture digitalperspectives director dvdstudiopro experimental flickr folksonomy gamescultures geek hacktivism hypertext identity immersive interactive interactivemedia interactivity maqzine media mediaart moblog munster narrative netart nowgaming photoblog photonarrative play processing.org programming robotics socialsoftware softwareart soundart stelar tagcloud tagging tools torrent virus vj voblog web2.0 webdesign webdev widgets

Tags in Blogs

```
<a href="http://technorati.com/tag/weizenbaum" rel="tag">  
  Weizenbaum  
</a>
```

Tags / capri / clusters

(Or, try an [advanced search](#).)



[italy](#), [sea](#), [island](#) [italia](#), [water](#), [blue](#), [europa](#), [naples](#), [napoli](#), [travel](#)

→ [See more in this cluster...](#)



[ford](#), [car](#), [classic](#), [cars](#), [yellow](#)

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[sign](#), [neon](#)

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These are the most recent photos tagged with capri. [See more...](#)



From [Dr. John Lee](#)



From [Dr. John Lee](#)



From [Dr. John Lee](#)



Labels vs. Tags

Credit Card

Debit Card

No

Yes

Help

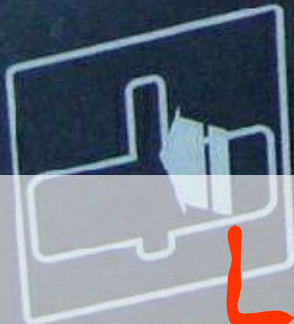
Cancel

START

PRESS
START
BUTTON
←←←←←

PREMIUM

\$ 1.699



Position card
as shown

Front of Card

Labels vs. Tags

“The inability of folksonomies to handle equivalence, hierarchy, and other semantic relationships cause them to fail miserably at any significant scale.”

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Tags / nose / clusters / [cat](#), [whiskers](#), [macro](#)



From [bcampbell to](#)



From [Thisby](#)



From [miscpix](#)



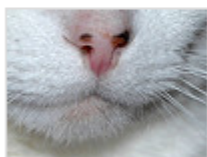
From [Wasabi Joe](#)



From [Trank Grappa](#)



From [em flickr](#)



From [JanetD](#)



From [honey possum](#)



From [daesylady](#)



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Tags / nose / clusters / [dog](#), [pet](#), [animal](#)



From [dorka_31](#)



From [A30 Tsitika](#)



From [BehindTheLens](#)



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From [jkahn](#)



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From [wongwong](#)



From [Por Bem](#)



From [J_Star](#)



From [macaperezberrios](#)

1. We've organized ideas using the same principles for organizing things.
2. The digitizing of information enables us to invent new principles.
3. The new principles affect knowledge's structure and authority.

Thank you

Slides adopted from David Weinberger

Home: www.Evident.com

www.mprove.de/script/06/gcupa/tagging.html