



Torino, 24 settembre 2005

Folksonomy

condividere etichette per le idee

Sergio Maistrello

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La folksonomy è...

- ...il **peggior ordine** possibile
- ...il **miglior disordine** possibile



Definiamo “folksonomy”

- *folks + taxonomy* (Thomas Vander Wal 2004)
- tassonomia popolare, etnoclassificazione
- classificazione per parola chiave (*tag*)
- priva di struttura di partenza
- priva di relazioni predefinite tra gli elementi



Definiamo “folksonomy”

- classificazione spontanea e collaborativa
- adatta ad ambienti non gerarchici
- è creata dagli utenti, di conseguenza
- riflette i modelli concettuali degli utenti



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(evoluzione delle *categorie*)
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- **social network, social software**
(indice analitico della condivisione)

Due tipologie

- **broad folksonomy**
etnoclassificazione ampia
molte persone etichettano le stesse risorse
- **narrow folksonomy**
etnoclassificazione stretta
utile in caso di risorse difficilmente indicizzabili
- **(personomy)**

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Who's frightened of the lion?

 ALL SIZES



Norcia (Italy)

Uploaded on August 28, 2005
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-  italy
-  kids
-  marble
-  lion

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La scelta dei tag



+ località, sensazioni, tipo di fotografia...



Consultazione a più dimensioni

- La mappa dei tag del singolo utente
- La condivisione dello stesso tag tra più utenti
- La relazione tra diversi tag
- La mappa di tutti i tag contenuti nel sistema
- L'emergenza di determinati tag in un tempo X



Limiti

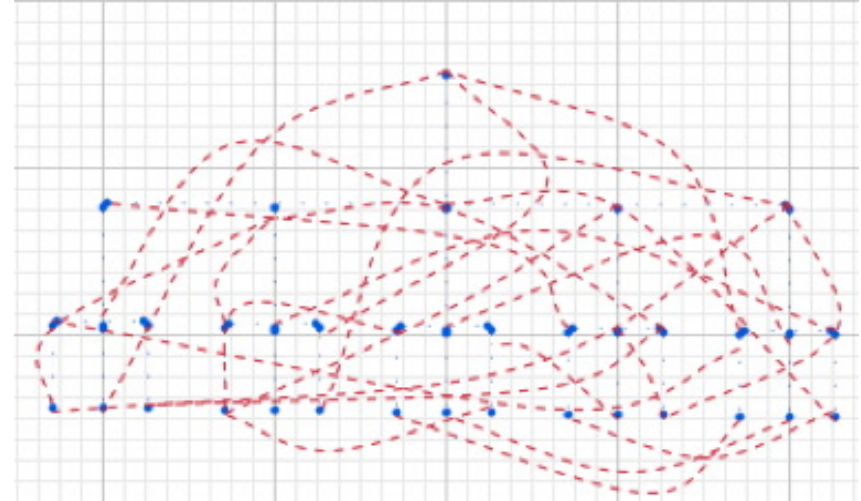
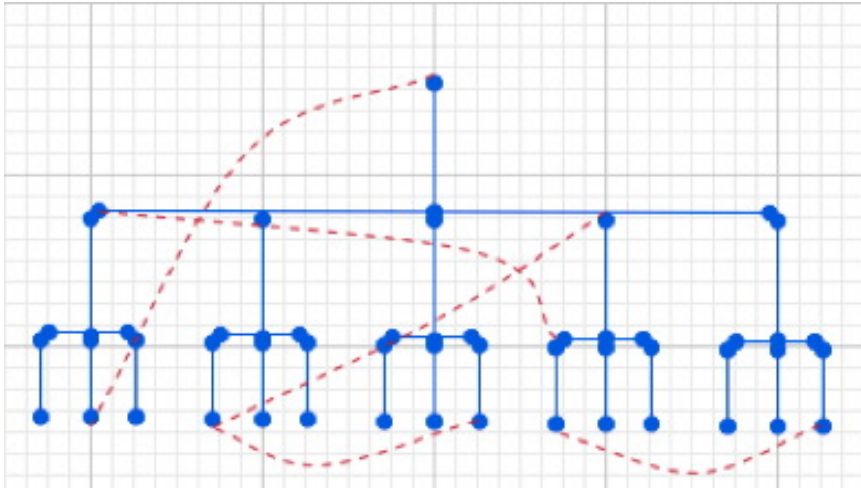
- **ambiguità:** persone differenti classificano risorse differenti in modo differente
- **formattazione delle parole:** differente uso degli spazi e delle abbreviazioni in parole composte
- **sinonimi:** concetti simili possono essere rappresentati con etichette differenti
- **lingue:** concetti simili possono essere espressi in linguaggi diversi



Potenzialità

- **classificazione rapida:** distribuita e scalabile
- **favorisce le conversazioni:** indicizza gli argomenti (anche sottointesi)
- **aiuta la serendipity:** scoprire un contenuto mentre se ne sta cercando un altro
- **scorciatoia nell'accesso ai contenuti:** indice analitico contro lettura (*finding vs. browsing*)

Dall'albero alle foglie



(fonte: Shirky, 2005)

- **verso il remixable Web:** unità di contenuto si ricombinano tra di loro, secondo analogie

Per approfondire...

- Clay Shirky
Ontology is Overrated: Categories, Links, and Tags
http://www.shirky.com/writings/ontology_overrated.html
- Emanuele Quintarelli
Folksonomies: Power to the People
<http://www.iskoi.org/doc/folksonomies.htm>
- Adam Mathes
Folksonomies, Cooperative Classification and Communication Through Shared Metadata
<http://www.adammathes.com/academic/computer-mediated-communication/folksonomies.html>



Sotto a chi tocca! Dubbi? Domande? Perplessità?

Grazie.

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www.comesifaunblog.it