

CASE STUDY CAFE

DAY 2

You will be able to attend in-depth table discussions on three of these cases on Day 2. The case outlines are provided to help you decide which case discussions you would like to attend.

9) ERIC TSUI

Lessons learnt from deploying a hybrid folksonomy-taxonomy approach to enhance navigation in a tourism industry KM system in Hong Kong

1. About the Case Organization

Showcasing a prototype of the TaxoFolk (Taxonomy-Folksonomy) system for enhanced knowledge navigation to the KM team of a large tourism company that already has strong KM governance and rooted in a culture of top down deployment of enterprise KM systems.

2. About the Challenge

- The company has already established taxonomies for classifying assets; however the taxonomy was set by a small group of staff and has not be updated regularly
- Taxonomy is getting out of date and users are increasingly frustrated as they waste time in locating knowledge assets
- Try to enlighten the team that taxonomy and search engines are not the only means to navigate knowledge assets; that user-labelled information can also be incorporated into the enterprise KM system
- Try to explain to the KM team that analyzing user labels/tags also help to better understand why certain words are used by users in qualifying information and this knowledge is valuable at taxonomy revamp stage as well as for search engine configuration. Additional vocabularies are often discovered from analyzing user tags/labels
- The KM team has approximately 12-15 members drawn from Corporate, HR, IT and other departments

3. What We Did

- Original research on combining taxonomy and folksonomy to enhance knowledge navigation in terms of a hybrid/extended site map
- Technologies involve user coding of clustering algorithms, (the TaxoFolk algorithm) codified IF-THEN rules to identify word stem and variants, checking of WORD-Net online dictionary and Wikipedia to verify the authenticity of words/terms and show relationships between them
- I explained the TaxoFolk algorithm, the rationale behind it, I showed the prototype and gave demonstrations

4. Challenges and Lessons Learned

- "Taxonomy" is very new to most Hong Kongers let alone the term Folksonomy. My biggest problem in promoting TaxoFolk is to survive the complexity of explaining several seemingly new and difficult-to-understand terms before the audience can ascertain what is the power of TaxoFolk
- Pick and approach companies/users that/who are familiar with information classification; companies that welcome bottom up contributions and especially those that are already using some kind of Web 2.0 tools
- Just deploy the prototype and let users try it for a pilot period. Let them experience the superiority in knowledge navigation and only then further explain how the hybrid navigation structure is put together
- Additional vocabularies revealed from the collected user tags/labels serve as an excellent source to further ascertain the gaps between use of naming and sometimes even the perceptions of corporate and perceptions of individual users, also useful for updating and maintaining the corporate taxonomy
- The system was not fully implemented, because the organization did not have the skills to re-develop the algorithms for TaxoFolk. However, when they finally upgraded their portal (SharePoint), they chose to adopt user tagging in the platform as a high priority.

5. Impact and Benefits

- Though the system was not implemented, the KM team finally realises the power and impact (offering an additional dimension to locate asset) of a tool like TaxoFolk
- Common tags used by users turn out to be a valuable source of information to consider during taxonomy revamp especially on the setting of terms and phrases; further discussion with users on how certain tags/labels are used reveals the mental models of many users
- At the time when I showed TaxoFolk to the organization, they were not piloting other projects hence I would say much of the change and understanding are attributed to TaxoFolk. The KM team appreciates that during taxonomy revamp, more consideration needs to be paid to a user's perspective on what they perceive and their use of common terms (which may well be different from terms that the organization has adopted)
- Delivering explanations at various levels of abstraction, patience, and provide a prototype or demo system for users to try

6. Next Steps

Tag clouds can also be generated from user contributed tags and are provided to users as an additional mean to navigate over knowledge assets. These tags have improved the findability of explicit assets in the organization. From the research perspective, we intend to apply for funds to support personalization of the TaxoFolk hybrid navigation system for individual users; at present it is one system for all users based on the contributed tags.

10) HALIZA JAILANI

Using knowledgebases using named entity recognition, query expansion and Linked Data, to support enhanced discovery

1. About the Case Organization

The National Library Board Singapore manages the National Library, 26 Public Libraries and the National Archives, with a mission to make knowledge come alive, spark imagination and create possibilities. NLB supports knowledge seeking activities by providing a trusted, accessible and globally-connected library and information service.

2. About the Challenge

With the merger of National Archives Singapore (NAS) and the National Library Board in November 2012, it became critical to harmonise library and archives metadata, name headings & controlled vocabularies so the public can discover resources from both agencies without having to go through two portals. Metadata and terminologies need to be aligned. Knowledge organisation processes need to be centralised for efficiency and cost savings, and common tools shared. Not many libraries and archives in the world have merged their collections, difficult to do as archives and libraries organise materials differently. The multi-level description of archives relates objects in a hierarchy and links the parts to a larger ensemble from the collection level perspective. Libraries organise at the item-level.

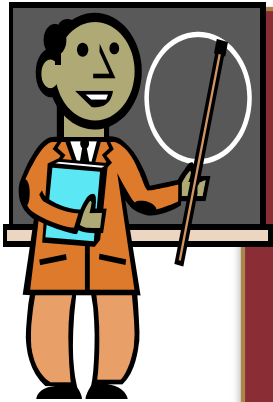
Names are largely not standardised in NAS, where 8 different databases are managed individually by different teams. As a result a single person may have more than one form of name. Search results for this person are not unified and resources are retrieved according to the name a user enters. Merging of NAS collection as it is with the NLB collection will cause search results to be more fragmented. A search for an entity whether a person, an organisation or a place will not pull content resources about the entity into a single list. Like other NLs, NLB uses names authorised by Library of Congress Name Authority Cooperative Program (NACO) which observe strict rules for capturing every part of a name. Where names cannot be established in NACO, NLB uses a separate list from a local file.

In addition, the library world is undergoing a shift in thinking on how libraries catalogue resources and enable them to be discovered. The long-time library cataloguing standard AACR2 (Anglo-American Cataloguing Rules 2nd Edition) was replaced with a less rigid standard that is more attuned to the needs of a digital world, called RDA or Resource, Description and Access. Increasing efforts are also being made to break the coded information out of the catalogue record so that they can be used as Linked Data and library materials can become searchable on the Internet.

3. What We Did

NLB used a three-pronged approach to organise the merged collections and improve resource discovery: (i) Data harmonisation & query expansion (ii) Linked Data implementation, (iii) Knowledge-base building.

Definitions



“Taxonomies are composed of taxonomic units that are arranged frequently in a hierarchical structure. Typically they are related by parent-child relationships.” –

<http://en.wikipedia.org/wiki/Taxonomy>

“Folksonomy is a practice and method of collaboratively creating and managing tags to annotate and categorize content” –

<http://en.wikipedia.org/wiki/Folksonomy>



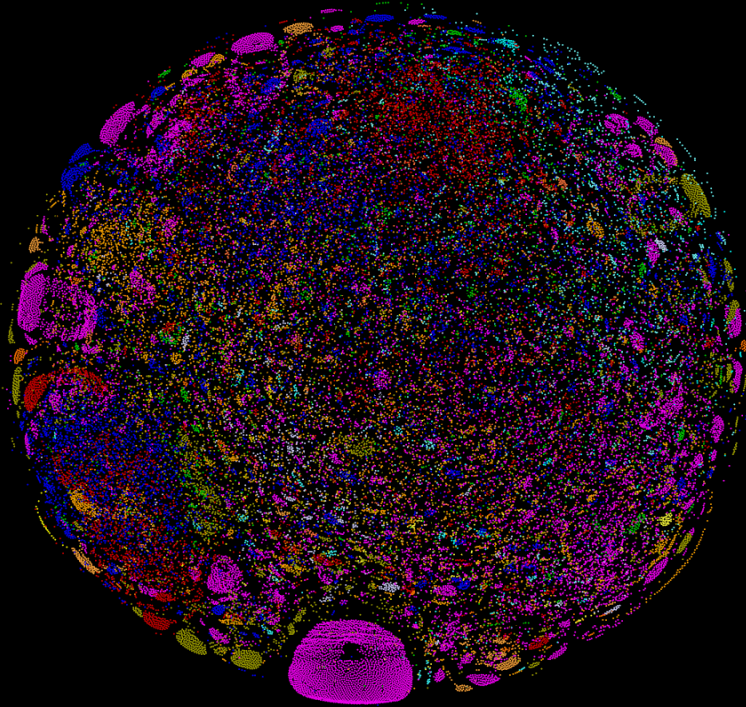
Tag Cloud: Most popular tags in Flickr



All time most popular tags

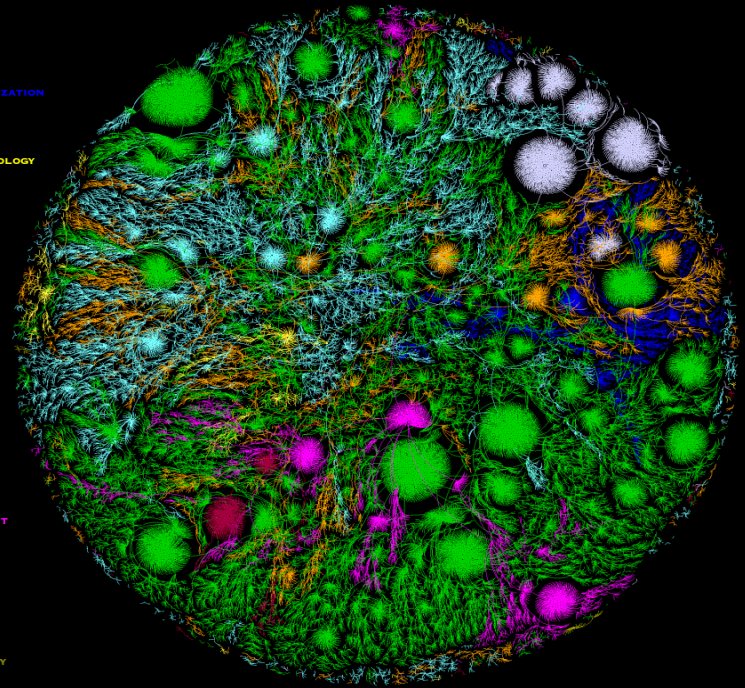
africa amsterdam animals april **architecture** art asia **australia** baby barcelona **beach**
berlin **birthday** black blackandwhite **blue** boston **bw** **california** cameraphone
camping **canada** canon car **cat** cats **chicago** china **christmas** church **city**
clouds color **concert** day dc de **dog** england europe **family** festival film **florida**
flower flowers food france **friends** fun garden geotagged germany girl
graffiti **green** halloween **hawaii** hiking **holiday** home honeymoon hongkong **house** india ireland
island **italy** **japan** july june kids la **lake** landscape light live **london** losangeles
macro march may **me** **mexico** mountain mountains museum **music** nature new
newyork newyorkcity newzealand **night** nikon nyc ocean **paris** park **party**
people portrait **red** river roadtrip rock rome san **sanfrancisco** scotland **sea** **seattle**
show **sky** **snow** **spain** **spring** **street** **summer** sun **sunset** sydney taiwan texas
thailand **tokyo** toronto tour **travel** tree trees **trip** uk urban **usa** **vacation**
vancouver washington **water** **wedding** white winter yellow york **zoo**

WIKIPEDIA'S CATEGORY STRUCTURE

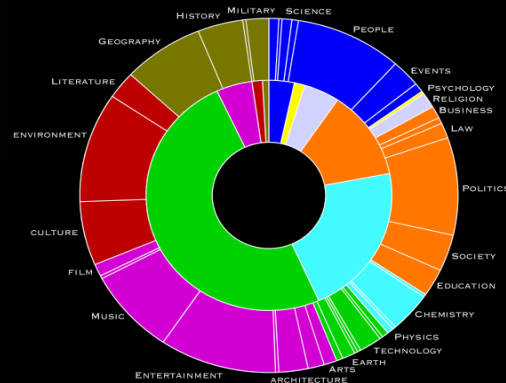
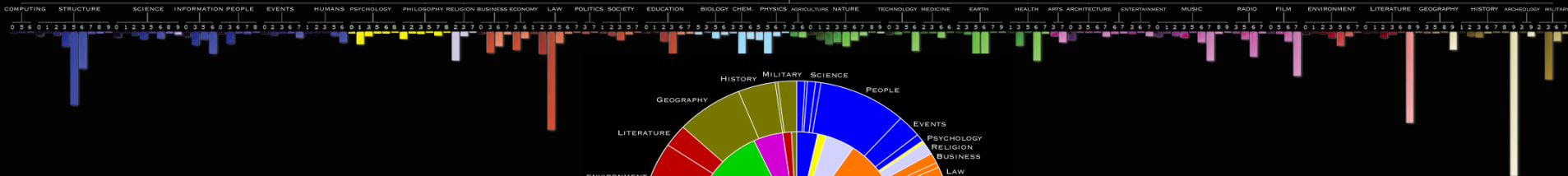


- 1.COMPUTING
- 2.STRUCTURE
- 3.SCIENCE
- 4.INFORMATION
- 5.PEOPLE
- 6.EVENTS
- 7.HUMANS
- 8.PHILOSOPHY
- 9.PSYCHOLOGY
- 10.RELIGION
- 11.BUSINESS
- 12.ECONOMICS
- 13.LAW
- 14.POLITICS
- 15.SOCIETY
- 16.EDUCATION
- 17.ASTRONOMY
- 18.BIOLOGY
- 19.CHEMISTRY
- 20.MATHEMATICS
- 21.PHYSICS
- 22.AGRICULTURE
- 23.NATURE
- 24.TECHNOLOGY
- 25.MEDICINE
- 26.APPLIED SCIENCES
- 27.EARTH
- 28.HEALTH
- 29.ARTS
- 30.VISUAL ARTS
- 31.CRAFTS
- 32.ENTERTAINMENT
- 33.MUSIC
- 34.RADIO
- 35.FILM
- 36.ARCHITECTURE
- 37.CULTURE
- 38.ENVIRONMENT
- 39.LITERATURE
- 40.GEOGRAPHY
- 41.HISTORY
- 42.ARCHEOLOGY
- 43.MILITARY

UNIVERSAL DECIMAL CLASSIFICATION



OCCURRENCES OF WIKIPEDIA'S TOP CATEGORY TERMS IN UDC



WIKIPEDIA'S CATEGORY STRUCTURE:

Visualization of the quasi-hierarchized network of category pages in Wikipedia (UDC color coded), Gephi software: Fruchterman-Reingold layout. Only nodes are displayed, there are too many edges.

CATEGORY DISTRIBUTION UDC & WIKIPEDIA:

Distribution of UDC entries (categories) into nine main classes (inner ring) and distribution of Wikipedia category pages into 43 top categories (outer ring). Wikipedia categories are further assigned to corresponding UDC classes, and colored accordingly.

UNIVERSAL DECIMAL CLASSIFICATION:

Visualization of the UDC tree network, Gephi software: Fruchterman-Reingold layout. Edges are visible.

OCCURRENCES OF 43 TOP WIKIPEDIA CATEGORIES:

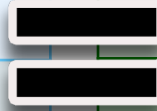
Visualization of Wikipedia's top category terms' occurrences in the Master Reference File of UDC in a tree-map layout (Magnaview software). The length of a column corresponds to how many times a category term is found in a UDC main class. Long columns indicate strong connections between a Wikipedia category and a UDC class. Each column is marked with its UDC main class number to show the connection.

CATEGORY DISTRIBUTION OF UDC (INNER) & WIKIPEDIA (OUTER)

Taxonomy + Folksonomy



Taxonomy	Folksonomy	Taxonomy Hybrid Models
Central Control	Democratic Creation	Central control with continuous user input
Top-down	Bottom-up	Meet in the middle
Meaning to the author	Meaning to the reader	Cater for the growing community
Tedious process for making changes	Just do it	Suggestions, additions, deletions with governance models
Accurate	Good enough	Community validated and tested
Navigation	Discovery	From navigation to discovery by leveraging mass input
Restrictive	Expansive	Flexible and evolving
Defined Vocabulary	Personal Vocabulary	Community Vocabulary



Dow Jones Factiva & Michael Sampson

Taxonomy + Folksonomy

[Challenges]



Need to preserve the taxonomic structure



Variation of languages



No structure among tags

- Tags are merely individual words

- Space is not allowed in a tag



Lots of misspellings



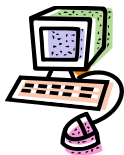
Need to recover word stem from word tenses and parts of speech



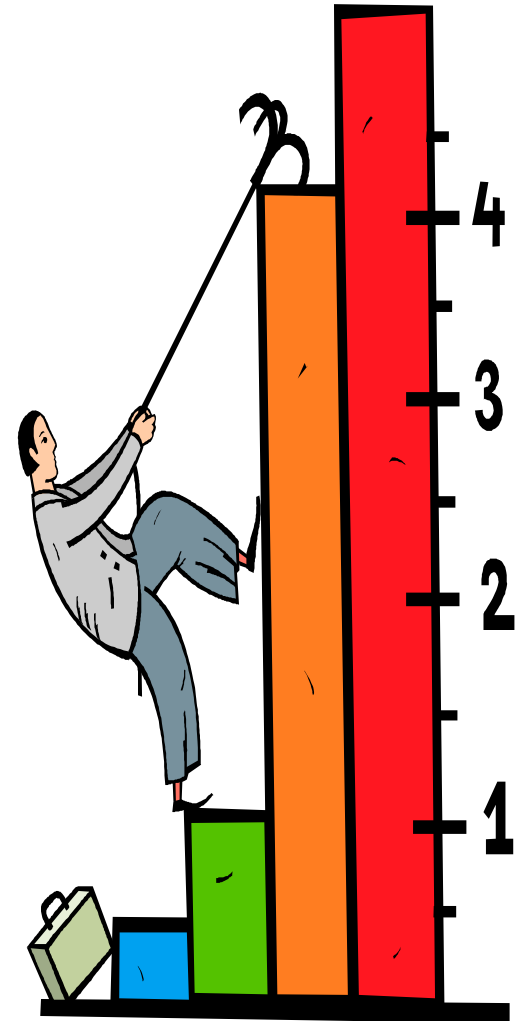
Abbreviations/Acronyms/Aliases exist



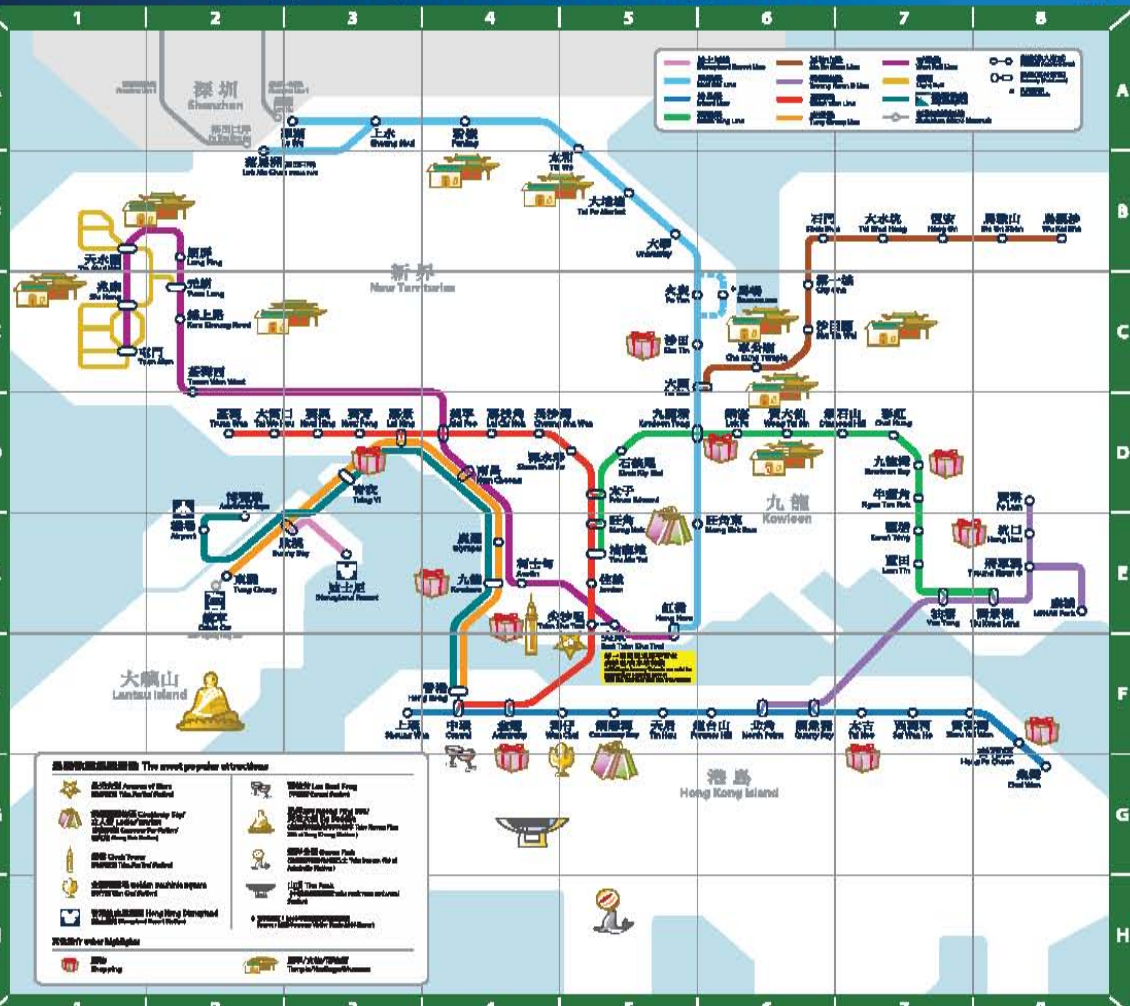
Varying importance and frequency of tags



Automate and customize the entire process



港鐵帶你沿鐵遊香港 Enjoy the very best of Hong Kong along the MTR



車站 Station	粵語站名 Cantonese	英文站名 English	粵語站名 Cantonese	英文站名 English	粵語站名 Cantonese	英文站名 English	粵語站名 Cantonese	英文站名 English						
Airport	機場	AI	Hong Kow	九龍	KA	Le Wu	荔圃	LI	Sha Tin	沙田	ST	Tin Shui Wai	天水圍	TS
AsiaWorld-Expo	維多利亞	EA	Hong Po Chuen	香港仔	EP	Lok Fu	樂富	LF	She Tin Wai	沙田圍	STW	Tin Kong Leng	銀禧花園	TKL
Admiralty	金鐘	AM	Hong On	香港	HO	Lok Ma Chau	鴨脷洲	LMC	Shau Sha Tei	沙頭角	SSA	Tsuen Wan O	荃灣	TWO
Audience	灣仔	WA	Hong Kong	香港	HK	Lung Ping	龍坪	LP	Shek Kip Mei	賽馬場	SKM	Tsim Yi	慈雲寺	TYI
Connaught Place	干諾道中	CP	Hung Shing	橫濱	HS	Ma On Shan	馬鞍山	MOS	Shek Ngai Wan	石圍角	SNW	Tsuen Wan West	荃灣西	TWOW
Central	中環	CA	Jordan	佐敦	JO	Mai Faa	葵芳	MF	Shek Man	石門	SM	Tsuen Wan	荃灣	TWO
Chai Wan	柴灣	CH	Kam Sheung Road	上環	KS	Mong Kok	旺角	MK	Shang Shui	上水	SHU	Tsuen Wan West	荃灣西	TWOW
Che Kung Temple	車公廟	CKT	Kowloon	九龍	KL	Mong Kok East	旺角東	ME	Shang Yuen	上環	SY	Tsuen Mun	屯門	TM
Cheung Sha Wan	長沙灣	CSW	Kowloon Bay	九龍灣	KB	Nam Cheong	南豐	NC	Sheung Yuen	上環	SY	Tung Chung	東涌	TC
Choi Hong	油蔴地	CHH	Kowloon Tong	九龍塘	KT	Ngau Tau Kok	牛車水	NTK	Sunny Bay	葵涌	SB	University	大學	UN
City One	第一城	CO	Kwai Fong	葵芳	KF	North Point	北角	NP	Tai Kwai	太古	TK	Wan Chai	灣仔	WC
Diamond Hill	鑽石山	DH	Kwai Hong	葵興	KH	Olympic	奧運	OL	Tai Po Market	大埔墟	TPM	Wang Tai Shan	旺角大	WTS
Diamond Hill Resort	鑽石山	DHR	Noron Tuen	龍運	NT	Po Lam	寶琳	PL	Tai Shui Hang	大埔水	TSH	Wu Kai Sha	烏溪沙	WKS
Dei Tsim Sha Tsui	德輔道中	DTT	Lai Chi Kok	荔枝角	LCK	Prince Edward	太子	PE	Tai Wo	大圍	TWO	Yau Ma Tei	油麻地	YMT
Fanning	粉嶺	FA	Lai King	梨木樹	LK	Quarry Bay	筲箕灣	QB	Tai Wo Hau	大圍	TWO	Yau Tang	油塘	YT
Pe Tan	平潭	PT	Lam Tin	藍田	LT	Necessaire	康翠	NC	Tai Wo	大圍	TWO	Yuen Long	元朗	YL
Porters Hill	炮台山	PH	LQ&H Park	康城	LQP	Sai Wan Ho	西貢	SWH	Tin Hau	天橋	TH			

東涌綫 East Rail Line

香港鐵路博物館
 香港鐵路博物館是香港唯一以鐵路為主題的博物館，展示由大埔鐵路車站開始，此車站在1918年興建，是鐵路發展史，更會展示中國鐵路特色的蒸汽火車模型，還有博物館「1984年第一屆鐵路展覽會」(太子站出口，步行約10分鐘)

This remains the only museum in the Territory dedicated to the history of Hong Kong's railway systems. The facility is located close to the historic former Tai Po Railway Station which was built in 1918 and officially became a dedicated monument in 1984. (10-min walk from Tai Wo Station)

西貢綫 West Rail Line

香港濕地公園
 佔地約六十萬呎的香港濕地公園是香港唯一以濕地生態為主題的公園，園內設有各種濕地生態展示，包括濕地植物、濕地動物、濕地昆蟲等。園內更設有各種設施，如觀鳥亭、觀魚亭、觀魚池等。園內更設有各種設施，如觀鳥亭、觀魚亭、觀魚池等。

The 60-hectare Hong Kong Wetland Park celebrates the diversity of the Hong Kong natural ecosystem and highlights the need to conserve them. It is open to the public for education and recreation with themes on the Avicennia, Scaevola and Light Rail 900 or Tai Wo Wetland Park on Tai Wo Station Exit F9

荃灣綫 Tsuen Wan Line

香港歷史博物館
 香港歷史博物館是香港唯一以歷史為主題的博物館，展示由大埔鐵路車站開始，此車站在1918年興建，是鐵路發展史，更會展示中國鐵路特色的蒸汽火車模型，還有博物館「1984年第一屆鐵路展覽會」(太子站出口，步行約10分鐘)

Hong Kong Museum of History showcases Hong Kong's dynamic history and gives visitors a better understanding of the city's past. (10-min walk from Tin Shui Tsui Station Exit B3 / East Tin Shui Tsui Station Exit F9)

香港太空館

香港太空館是香港唯一以太空為主題的博物館，展示由大埔鐵路車站開始，此車站在1918年興建，是鐵路發展史，更會展示中國鐵路特色的蒸汽火車模型，還有博物館「1984年第一屆鐵路展覽會」(太子站出口，步行約10分鐘)

The Space Theatre is one of the largest planetariums in the world which features Earth Orientation Screenings and Big Shows several times daily. (8-min walk from Tin Shui Tsui Station Exit C1 or B)

港島綫 Island Line

金鐘廣場
 又名香港廣場，是香港唯一以金鐘為主題的廣場，展示由大埔鐵路車站開始，此車站在1918年興建，是鐵路發展史，更會展示中國鐵路特色的蒸汽火車模型，還有博物館「1984年第一屆鐵路展覽會」(太子站出口，步行約10分鐘)

Also known as Regus Promenade, the Golden Square and the Rejuvenation Monument highlighting the establishment of the Hong Kong Special Administrative Region. (13-min walk from Wan Chai Station Exit A9)

港島綫 Island Line

海洋公園
 海洋公園是香港唯一以海洋為主題的公園，展示由大埔鐵路車站開始，此車站在1918年興建，是鐵路發展史，更會展示中國鐵路特色的蒸汽火車模型，還有博物館「1984年第一屆鐵路展覽會」(太子站出口，步行約10分鐘)

With more than 80 structures inside the Park, providing you with memorable experiences, you can ride on the cable cars and enjoy the thrill-dropping rides, or you may discover over 480 fishes from 250 species at the world-class Axial Reef Aquarium. (See bus no. 639 from Admiralty Station Exit B)

港島綫 Island Line

山頂
 山頂是香港唯一以山頂為主題的公園，展示由大埔鐵路車站開始，此車站在1918年興建，是鐵路發展史，更會展示中國鐵路特色的蒸汽火車模型，還有博物館「1984年第一屆鐵路展覽會」(太子站出口，步行約10分鐘)

Take in the panoramic view of Victoria Harbour from the Peak. It is marvelous. You can also enjoy a lovely stroll and the waterfalls right view from Central Station Exit G2, walk to the Garden Road Peak Tram Lower Terminus

馬鞍山綫 Ma On Shan Line

香港鐵路博物館
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The museum covers 33,000 square metres and is divided into 12 exhibition galleries, each a treasure house of relics of the history, culture and art of early Hong Kong and the nearby South China region. (8-min walk from Cheung Ngai Station Exit B)

觀塘綫 Kwun Tong Line

會館
 會館是香港唯一以會館為主題的博物館，展示由大埔鐵路車站開始，此車站在1918年興建，是鐵路發展史，更會展示中國鐵路特色的蒸汽火車模型，還有博物館「1984年第一屆鐵路展覽會」(太子站出口，步行約10分鐘)

Built in 1981 to commemorate the famous monk of yao Wang Tai Shih, the temple serves as a landmark in the Wang Tai Shih Station. (Over 10-min walk from Wang Tai Shih Station Exit B)

將軍澳綫 Tsung Kwan O Line

將軍澳
 將軍澳是香港唯一以將軍澳為主題的博物館，展示由大埔鐵路車站開始，此車站在1918年興建，是鐵路發展史，更會展示中國鐵路特色的蒸汽火車模型，還有博物館「1984年第一屆鐵路展覽會」(太子站出口，步行約10分鐘)

Home to more than 200 shops, this is one of the largest malls in Kowloon. Inside its bright and airy shopping areas, you are sure to encounter many famous brands, superb jewellery and outstanding dining, shopping and entertainment choices. (Kowloon Bay Station Exit A, B or C)

東涌綫 Tung Chung Line

昂平
 昂平是香港唯一以昂平為主題的博物館，展示由大埔鐵路車站開始，此車站在1918年興建，是鐵路發展史，更會展示中國鐵路特色的蒸汽火車模型，還有博物館「1984年第一屆鐵路展覽會」(太子站出口，步行約10分鐘)

Experience the magic of Hong Kong wherever you can see peaks and other memorable landmarks from their scenic views, as well as those behind the camera who make the magic happen. (8-min walk from Yau Tsai Station Exit F)

東涌綫 Tung Chung Line

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Combines a stunning 25 minutes cable car journey between Tung Chung and Ngong Ping. Equipped with a glass balcony, the new Crystal Cabin allows you to look at unobstructed scenery. You are a short stroll from Ngong Ping Village and its many attractive and retail, dining and entertainment experiences, including easy access to the world's tallest, outdoor, seated bungee jump. (Tung Chung Station Exit B1 and then take cable car)

東涌綫 Tung Chung Line

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 昂平是香港唯一以昂平為主題的博物館，展示由大埔鐵路車站開始，此車站在1918年興建，是鐵路發展史，更會展示中國鐵路特色的蒸汽火車模型，還有博物館「1984年第一屆鐵路展覽會」(太子站出口，步行約10分鐘)

Over one million square feet of shopping malls, ELEMENTS houses the variety's most prestigious and dynamic brands, while Civic Square on the roof of ELEMENTS provides a unique al fresco dining area. (Kowloon Station Exit C1/D1)

迪士尼綫 Disneyland Resort Line

迪士尼樂園
 迪士尼樂園是香港唯一以迪士尼為主題的博物館，展示由大埔鐵路車站開始，此車站在1918年興建，是鐵路發展史，更會展示中國鐵路特色的蒸汽火車模型，還有博物館「1984年第一屆鐵路展覽會」(太子站出口，步行約10分鐘)

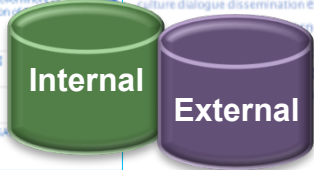
With more than 40 structures inside the Park, providing you with memorable experiences, you can ride on the cable cars and enjoy the thrill-dropping rides, or you may discover over 480 fishes from 250 species at the world-class Axial Reef Aquarium. (See bus no. 639 from Admiralty Station Exit B)

TaxoFolk

A Hybrid Taxonomy - Folksonomy For Enhanced Knowledge Navigation



Collaborative tagging tools



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Attractions

Most Popular

Hong Kong Island

- ▶ The Peak
- ▶ Madame Tussauds
- ▶ Hollywood Road, Cat Street / Man Mo Temple
- ▶ Western Market
- ▶ Lan Kwai Fong & SoHo
- ▶ Happy Valley Racecourse
- ▶ Jumbo Kingdom
- ▶ Ocean Park
- ▶ Repulse Bay
- ▶ Stanley Market & Murray House
- ▶ Aberdeen

Kowloon

- ▶ Ladies Market
- ▶ Temple Street Night Market
- ▶ Jade Market & Jade Street
- ▶ Avenue of Stars
- ▶ A Symphony of Lights
- ▶ Clock Tower
- ▶ Kowloon Walled City Park
- ▶ Sik Sik Yuen Wong Tai Sin Temple
- ▶ Lei Yue Mun Seafood Bazaar

Taxonomy



Attractions

Most Popular

Hong Kong Island

- ▶ The Peak **Sightseeing** **Tram**
- ▶ Madame Tussauds **Museum** **Waxworks**
- ▶ Hollywood Road, Cat Street / Man Mo Temple
- ▶ Western Market **Shopping**
- ▶ Lan Kwai Fong & SoHo **Nightlight**
- ▶ Happy Valley Racecourse
- ▶ Jumbo Kingdom
- ▶ Ocean Park **Panda**
- ▶ Repulse Bay **Beach**
- ▶ Stanley Market & Murray House **Beach**
- ▶ Aberdeen **Sightseeing**

Kowloon

- ▶ Ladies Market **Shopping**
- ▶ Temple Street **Night Market** **Opera**
- ▶ Jade Market & Jade Street
- ▶ Avenue of Stars
- ▶ A Symphony of Lights
- ▶ Clock Tower
- ▶ Kowloon Walled City Park **City**
- ▶ Sik Sik Yuen Wong Tai Sin Temple
- ▶ Lei Yue Mun Seafood Bazaar

New Territories

- ▶ Sha Tin Racecourse **Horse**
- ▶ Ching Chung Koon
- ▶ Ping Shan Heritage Trail

Temple Street got an OPERA

Can visit a BEACH at here

