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## Social classification Panacea or Pandora?

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## What's in a name?

distributed	collaborative	recordkeeping		
<b>social</b>	inclusive	documentation		
mob	wikified	community	ordering	arrangement
folksonomic	democratic	description	metadata	
dynamic	cooperative	taxonomy	representation	bookmarking
user-generated	reader-assigned	organization	<b>classification</b>	
audience-derived	public-created	tagging	indexing	ranking
visitor-produced		annotation	cataloging	categorization

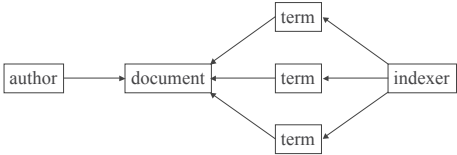
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## Everybody's taggin' ...

- tags are index terms are labels for classes
- never has interest in classification been so widespread
- opportunity knocks for SIG/CR

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## The old way

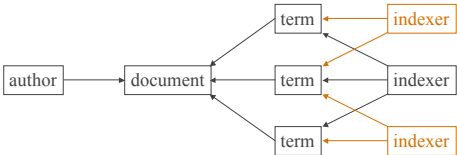


```

graph LR
    author --> document
    document --> term1[term]
    document --> term2[term]
    document --> term3[term]
    term1 --> indexer
    term2 --> indexer
    term3 --> indexer
  
```

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## The new way



```

graph LR
    author --> document
    document --> term1[term]
    document --> term2[term]
    document --> term3[term]
    term1 --> indexer1[indexer]
    term2 --> indexer2[indexer]
    term3 --> indexer3[indexer]
  
```

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## The Seven Wonders of SC

- it's **collaborative**
- it's **distributed**
- it's **dynamic**
- it's **instructive**
- it's **democratic**
- it's **empowering**
- it's **cheap**

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### The problem to be solved ... today!

- **What will successful SC systems be like?**
  - success = popularity?
  - success = high performance?
- complication: SC systems are **multifunctional**
  - personal, public
  - indexing, searching
  - access, engagement

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### The problem to be solved, cont'd

- **How do SC systems help users ...**
  - get things done?
  - pass the time?
- easily? [**usability**]
- cheaply? [**cost-effectiveness**]
- quickly? [**efficiency**]
- well? [**effectiveness**]

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### Beyond the interface ...

- **infrastructures**
  - socio-economic
    - motivations, incentives
  - linguistic

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### Classification research

- key to effective IR = **indexer--searcher consistency**
- thus ...
- vocabulary **control**
- **policies** on specificity, exhaustivity
- **hierarchical** arrangement
- categorization by **facet**
- **browsable** displays: recognition rather than recall

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### The problem restated

- **Can we expect taggers to think like searchers?**
  - Should they?
  - How can they be encouraged to do so?
- SC may be cheap, empowering, etc. ...
  - **but can it ever be effective?**