

Metadata Enhancement for Improved Content Management: Taxonomies and Governance

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Why doesn't content management work?

- ❖ For content management to work, it needs better stuff to work on. Otherwise it's garbage in and garbage out.
- ❖ Correctly matching content with users (regardless of the technology) requires better content to work on.

How to fix content management—add metadata to work on

- ❖ “Adding metadata to unstructured content allows it to be managed like structured content. Applications that use structured content work better.” S. Phillips, E. Maguire, C. Shilakes
- ❖ “Enriching content with structured metadata is critical for supporting search and personalized content delivery.” P. Hagen
- ❖ “Content that has been adequately tagged with metadata can be leveraged in usage tracking, personalization and improved searching.” K. Hall

Recent taxonomy projects

<http://www.taxonomystrategies.com/html/clients.htm>

Commercial



Governmental and international organizations



Not-for-profit and professional organizations



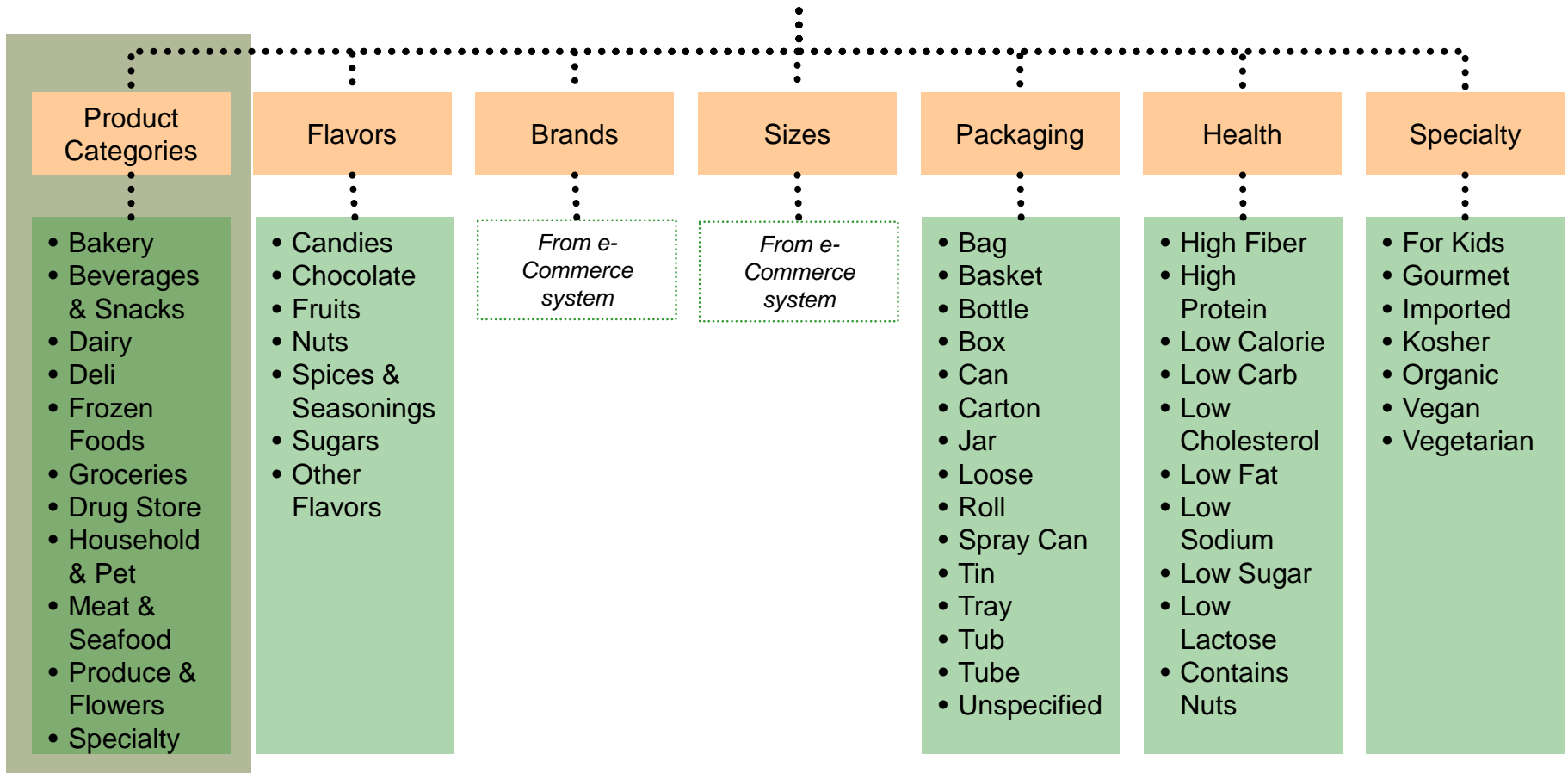
Urban legends

- ❖ Taxonomies are monolithic hierarchies
- ❖ Content must be filed in one place so it can be retrieved
- ❖ Taxonomies never change

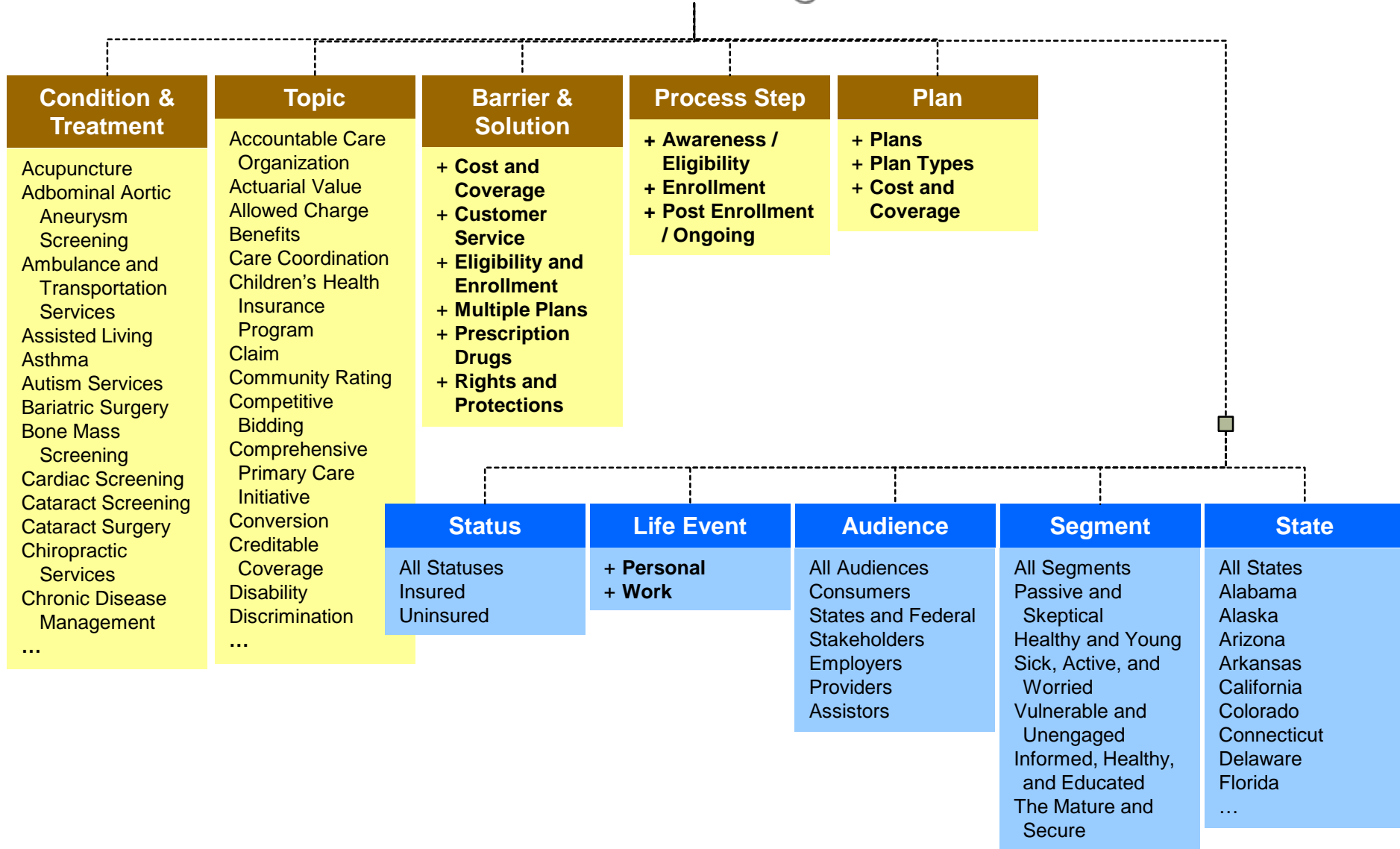


Do not categorize content using a monolithic hierarchy—use a faceted taxonomy

- ❖ Use a broad grouping + universal attributes such as spatial, temporal, extent, properties, etc. that modify the broad grouping.



HealthCare.gov



Digital is not the same as a physical library—Online is not the same as a bricks and mortar store

- ❖ The goal is not to file content in one location in a folder or on a shelf, the goal is to make content readily discoverable in many different ways.
- ❖ Online, products can easily be merchandized in more than one location.

The screenshot shows the Amazon.com homepage with a search bar containing the text "s4 case". A dropdown menu is open, listing various departments with right-pointing chevrons. The search results are displayed below the dropdown, listing several "s4 case" products with their respective categories. At the bottom of the page, there is a large "BLACK FRIDAY" banner with navigation arrows and a "See the deals" link.

amazon Prime Joseph's Amazon.com Today's Deals Gift Cards Sell Help

Shop by Department Search All s4 case X Go

Unlimited Instant Videos >
MP3s & Cloud Player >
20 million songs, play anywhere >
Amazon Cloud Drive >
5 GB of free storage >
Kindle E-readers >
Kindle Fire Tablets >
Appstore for Android >
The Adventures of Mosaika for free >
Digital Games & Software >
Books & Audible >
Movies, Music & Games >
Electronics & Computers >
Home, Garden & Tools >
Beauty, Health & Grocery >
Toys, Kids & Baby >
Clothing, Shoes & Jewelry >
Sports & Outdoors >
Automotive & Industrial >
Full Store Directory >

s4 case
s4 case in Electronics
s4 case in Cell Phones & Accessories
s4 galaxy case
s4 mini case
s4 active case
s4 phone case
s4 case otterbox
s4 cases for girls
s4 cases for women

Search suggestions LEARN M

Growing up Country Black Friday Amazon Prime Electronics Holiday Gift Guide

BLACK FRIDAY > See the deals

Do not expect to create a perfect categorization scheme

- ❖ A taxonomy should be good enough to use, and then improved over time.

