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*Beyond blogs and wikis,
Traction TeamPage puts E2.0 to work*

Tag Mash: How it works against, and for you.

KMWorld | Taxonomy Boot Camp
9:45 PM - Friday November 20, 2009

Jordan Frank

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(401) 528-1145

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Who is Traction Software, Who am I

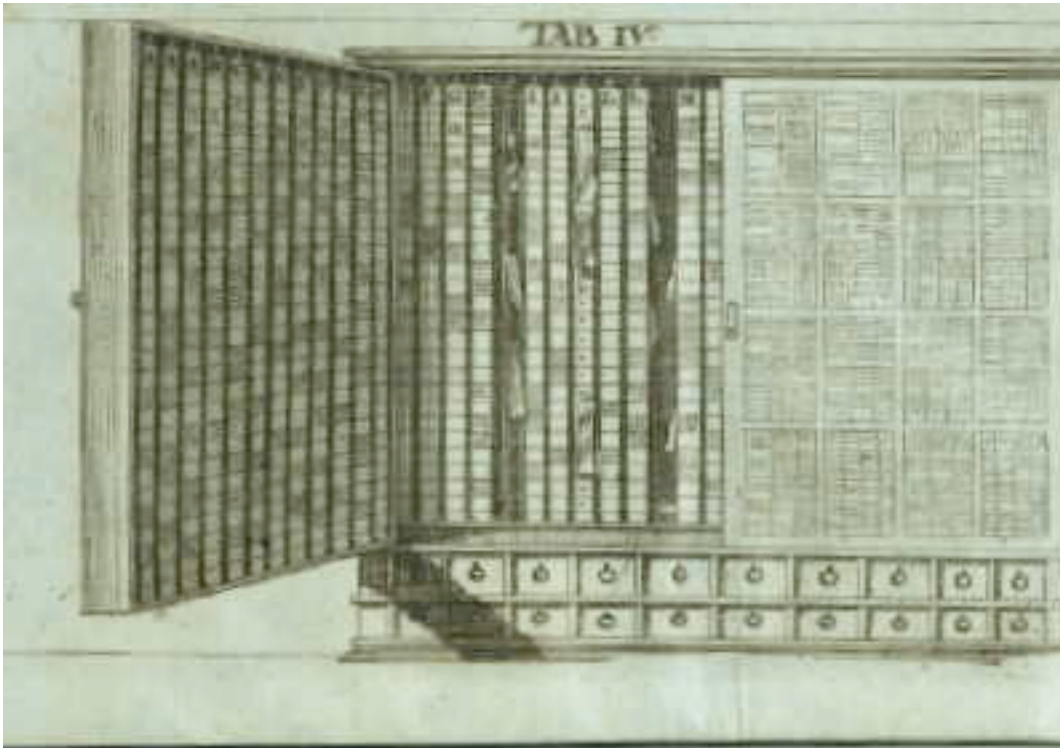
- Leading Enterprise Social Software Platform
 - Traction TeamPage commercial release in 2002
 - Current release 4.2
- Funded: 2000 and 2002
 - by In-Q-Tel (Venture arm of the CIA)
 - Slater Interactive and private investors
- Customer Leadership
 - 10 of the top 20 Pharmaceutical firms
 - 14+ of the Global 100
 - DOD, US Air Force & Navy, In-Q-Tel, DOJ
 - State of CT DOIT, State of TX Health
- Deployments with
 - 10s to 100s to 100,000s of users
 - 100s to 100s of 1000s of pages
- Black belt blogger?
 - Read mine at: www.tractionsoftware.com



Now Free for 5 Users
www.tractionsoftware.com

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Circa 1689: Early Tagging?



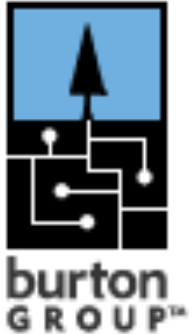
Source: April Joho the Blog reference to Ann Blair's talk on History of the Book.

<http://www.hyperorg.com/blogger/2009/04/18/hyperlink-aggregation-circa-1689/>

- Placcius Cabinet
- Designed by Vincentius Placcius to organize knowledge
- 3000 Hooks, one per Topic

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Today: The End of .DOC!



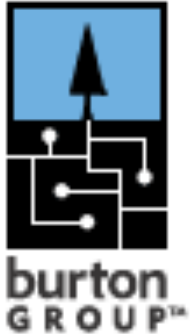
“...today’s most widely deployed **platforms and tools are still dominated by conceptual models based on a foundation of digitized file cabinets and traditional documents.**

This is all about to change, as the rapid growth of blogs, wikis and other market dynamics are helping information workers to more fully exploit the advantages of beyond the basics hypertext along with compound and interactive document models”

Hypertext and Compound/Interactive Document Models:
Collaboration and Content Management Implications
Peter O’Kelly, Senior Analyst, Burton Group, October 2006

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“this” is changing NOW
That was 2006

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Social Networks Atomize “Items”



Blog page items are **Byte** size

while social network items are **Bit** size

Chit chat predominates

We're ALL learning to speak in bit form rather than DOC form.

Time and Group are “Good Enough” taxonomic factors for Social Networks, but not for Enterprise

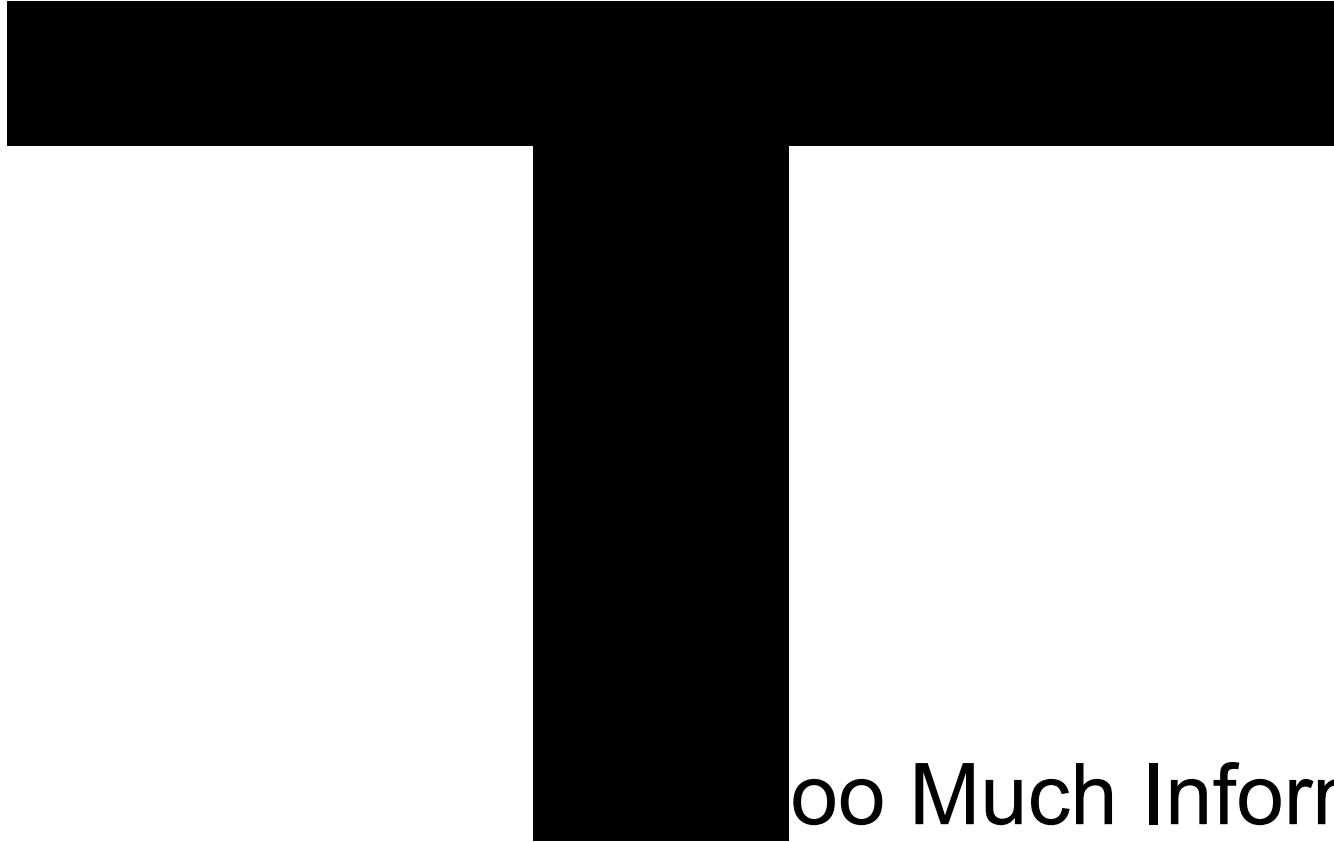
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Implications for the Enterprise: *From Placius Topics...* *to E2.0 Tagsonomy*

The Web 2.0 Model is looking right at us, but the implications for the enterprise are not nearly as obvious



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Too Much Information?

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Which Information to Remove?

On the relative importance of raw and synthesized information:

“So, what do I mean by the idea of fragmentation? Well its simple really: the more you structure material, the more you summarize (either as an editor or using technology), the more you make the material specific to a context or time, the less utility that material has as things change....

...as I have worked on homeland security, we have had the chance to run some experiments that show that **raw field intelligence has more utility over longer periods of time than intelligence reports written at a specific time and place.**”

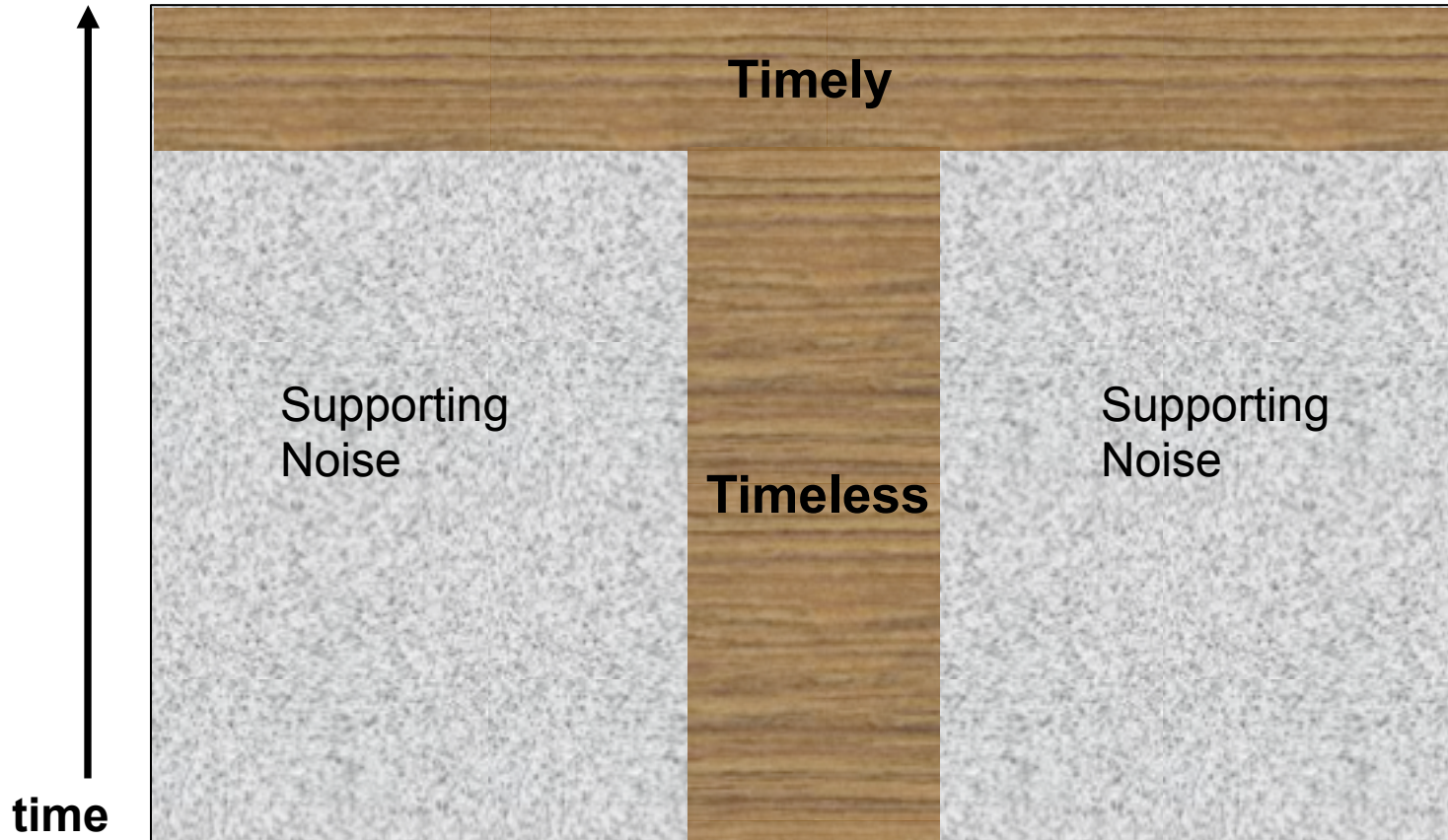
Now, everything is fragmented

By Dave Snowden, May 2008, KMWorld

Today's trash is tomorrow's gold, and vice-versa

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The Information T



Supporting Signal vs. Noise: **T**ime, en**T**ities, **T**ags

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Time?

The Role of Time

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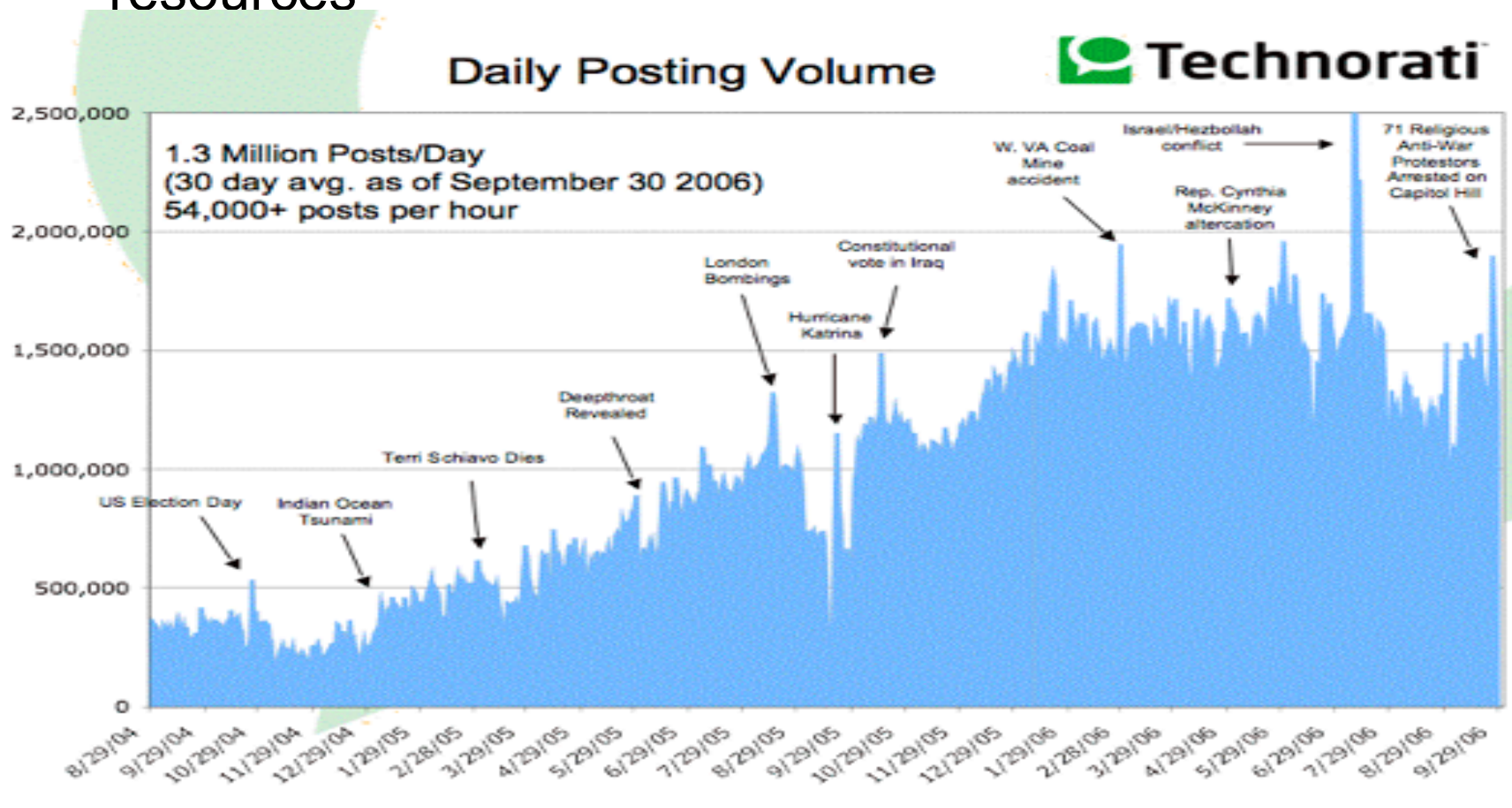
Without Time, a Pile



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With Time, the Needles

- Blogs point to what's important
- They provide time relevant context to timely and timeless resources



“Bug” Tags over All Time

View of “Server”
Engineering project.

Shows 2088 bug tags
used over all time.

Tells a story about work
over time, and
product quality

The screenshot shows the Traction software interface. At the top, there's a navigation bar with 'Start Page | Front Page > Server > Newpage' and a search bar. Below this, there's a 'Server' project view with a 'Date Range Selector' on the right showing years from 1996 to 2009. The main content area is divided into sections: 'RELEASES' with a list of items like 'Attivio Integration' and 'Traction TeamPage 4.2 Progress'; 'RANDOM FEATURE SUGGESTIONS' with a highlighted article 'New portlet: what content did I use this week?'; 'RECENT DONE' and 'RECENT TO-DO' sections with articles like 'Error creating project' and 're: Changelog for TeamPage 4.1.88'. On the left, there's a sidebar with 'People', 'Projects' (with 'Server' selected), 'Server', 'Labels', 'Bugs' (with a list of tags like 'believed fixed (122)', 'configuration duplicate (142)', etc.), and 'By Priority' (P1, P2, P3, P4) and 'By Severity' (High, Low, Medium) and 'By Risk' (High, Low, Medium) and 'By Cost' (High, Low, Medium).

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“Bug” Tags over All Time

View of “Server” Engineering project.

Shows 2088 bug tags used over all time.

Tells a story about work over time, and product quality

The screenshot shows the 'Server' project page in the traction software. The page has a blue header with the 'traction' logo and navigation links. Below the header, there are several sections: 'People' with a search bar, 'Projects' with a dropdown menu set to 'Server', and 'Server' with a search bar. The main content area is divided into 'RELEASES' and 'RANDOM FEATURE SUGGESTIONS'. The 'RELEASES' section lists several items, including 'Attivio Integration', 'Traction TeamPage 4.2 Progress', 'Traction TeamPage 4.2', 'Traction TeamPage 4.1 Maintenance', and 'RDB Traction TeamPage'. The 'RANDOM FEATURE SUGGESTIONS' section has a 'feature:suggestion r3' tag. On the right side, there is a 'Date Range Selector' with a list of years from 1996 to 2009.

The screenshot shows a detailed view of a bug tag in the traction software. The bug title is 're: Project activity links to the wrong timeslice'. The description includes a link to a journalrequest and a note about counts. The bug is dated May 5, 2004, and has a rating of 0 stars. The bug is assigned to Christopher Nuzum. The page also shows a 'Date Range Selector' on the right side, which is set to November 2009. The 'Article Tools' section includes 'Add New Article', and the 'Administer' section includes 'Create Project', 'Create Account', 'Project Setup', and 'Server Setup'. The 'Account' section includes 'My Account (frank)', 'My Profile', 'My Collector', and 'Sign Out'.

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“Bug” Tags over All Time

View of “Server” Engineering project.

Shows 2088 bug tags used over all time.

Tells a story about work over time, and product quality

“Bug” Tags for November tells a story about current workload

traction
Start Page | Front Page > Server > Newspage
Search [] advanced search

People
Search by name or email []

Projects
Server

Server

Labels
Bugs
General
bug (2088)
believed fixed (122)
configuration
duplicate (142)
fixed (543)
mischaracterized (21)
not (101)
OBE (17)
unreproducible (174)
Vendor (4)
verified (25)
duplicate (130)
By Priority
P1 (2473)
P2 (1033)
P3 (451)
P4 (81)
By Severity
High (20)
Low (25)
Medium (29)
By Risk
High (2)
Low (34)
Medium (23)
By Cost
High (7)
Low (32)
Medium (21)

Server » All Recent | Recent Articles | Recent Comments | Recently Edited | Discussions
Subscribe

RELEASES
Attivio Integration
Traction TeamPage 4.2 Progress
Traction TeamPage 4.2
Traction TeamPage 4.1 Maintenance
RDB Traction TeamPage
Read More Releases...

RANDOM FEATURE SUGGESTIONS
Add

New portlet: what content did I use this week?
feature:suggestion r3

Active Years
1996
1997
1998
1999
2000
2001
2002
2003
2004
2005
2006
2007
2008
2009
Go to Today

traction
Start Page | Front Page > Server > Newspage
Search [] advanced search

People
Search by name or email []

Projects
Server

Server

Labels
Bugs
General
bug (18)
believed fixed
configuration
duplicate
fixed
mischaracterized
not
OBE
unreproducible
Vendor
verified
duplicate

Server » All Recent | Recent Articles | Recent Comments | Recently Edited | Discussions
Subscribe

RELEASES
Attivio Integration
Traction TeamPage 4.2 Progress
Traction TeamPage 4.2
Traction TeamPage 4.1 Maintenance
RDB Traction TeamPage
Read More Releases...

RANDOM FEATURE SUGGESTIONS
Add

re: Project activity links to the wrong timeslice
One way to deal with this in the future is to modify the journalrequest in a nosearch block so that the counts reflect where you're going, not where you came from.
Christopher Nuzum / Server10771 / May 5, 2004 / 3:22 PM
☆☆☆☆☆ Rate This! / Avg: 0 stars / 0 ratings
Read More Random Feature Suggestions...

NOVEMBER 2009
S M T W T F S
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 1 2 3 4 5
Go to Today

Article Tools
Add New Article

Administer
Create Project
Create Account
Project Setup
Server Setup

Account
My Account (frank)
My Profile
My Collector
Sign Out

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enTities

When developing tagging strategy, consider the role of entity extraction and search

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Types of Entities

Explicit Entities

- **Workspace Name**
- **Tag**
- **Author** (Expert?)
- **Date**
- **Content Type**

Implicit Entities

- **Keywords** (nouns, noun phrases)
- **Sentiment**
- **Names** (Experts or Person of Interest?)
- **Companies**
- **Locations**
- **Other** (dictionary or regular expression driven groups e.g. products or part numbers)

Searching for Inside Experts

The screenshot shows the Tracition software search interface. At the top, there's a navigation bar with 'Start Page | Front Page > All Projects > Attivio Search'. Below that is a search bar with the text 'blogs wikis rss km BI "text mining"' and a search button. The interface is divided into several sections: 'People' (search by name or email), 'Projects' (Go to Project), 'Narrow Results' (Keywords, Authors, People, Projects, Labels, Sentiment, Companies), and a main content area with search results. The search results are filtered by 'Type Article' and show 1-25 of 3894 hits. The first result is 'Report on KM World 2006 San Jose' by Jason Siegal and Greg Lloyd, dated November 4, 2006. The second result is 'KM Cluster Boston: June 7 - Business Blogs - An Interactive Workshop and Conversation' by Jordan Frank, dated May 10, 2005. The third result is 'Gilbane Updates Enterprise Blog Survey' by Greg Lloyd, dated October 19, 2005. The fourth result is 'AIIM Training: Are wikis, blogs, feeds, and social networking going to be important for your organization?' by Greg Lloyd, dated June 5, 2008. The fifth result is 'Lori Brown - Novell KM Group - B2Evolution Based Blogs at Novell' by Jordan Frank, dated September 28, 2005. The sixth result is '16 Technorati Tags and Google Search Results for Web 2.0 and Enterprise 2.0 Terms' by Greg Lloyd, dated August 22, 2007. On the right side, there are various toolbars for 'Draft Mode', 'Article Tools', 'Export', 'Page Tools', 'Administer', 'Account', and 'shortcuts'.

Searching for people, starts with searching for content.

3,894 hits out of 221,000 entries, a good stack!
(more IS more)

Do a Visual Scan,
(page rank & authorship point to 2 people)

or Dig Deeper...

Experts float to the top.

traction® software

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The screenshot shows the traction software search interface. The search bar contains the query "blogs wikis rss km BI 'text mining'" and has returned 3,894 hits. The results are displayed in a list format, with the first few items highlighted in yellow. The interface includes a navigation menu on the left, a search bar at the top, and a sidebar on the right with various tools and settings.

traction

Start Page | Front Page > All Projects > Attivio Search

Search

advanced search

People

Search by name or email

Projects

Go to Project

Narrow Results

Keywords 95 more

Original Source (1957)

Rss Feeds (325)

Traction Software (311)

Knowledge Management (267)

Rss Feed (223)

Authors 93 more

Greg Lloyd (2242)

Jordan Frank (827)

Christopher Nuzum (154)

Mr. Tim Simonson (132)

Andrew Miller (69)

People 95 more

Greg Lloyd (110)

Dave Winer (93)

David Weinberger (40)

Suw Charman (38)

Jim Moge (36)

Projects 95 more

Marketing (1172)

Competitor (530)

PR (234)

Partner (224)

Server (162)

Labels 95 more

:Marketing:Analysis (374)

:Marketing:news (362)

:Marketing:web log (343)

:Marketing:quotes (241)

:Marketing:social software (236)

Sentiment

pos (3316)

neg (578)

Companies 95 more

Microsoft (649)

All Projects > All Recent | Recent Articles | Recent Comments | Recently Edited | Discussions

By Rank | Newest First | Oldest First

Show Snippets

WATTIVO Search

Type a few search terms or just click the search button to browse

Search Preferences

Attivio Setup

blogs wikis rss km BI "text mining"

Search

Projects

Limit results by project

Edit All Projects

More Controls

Searched for: blogs wikis rss km BI "text mining" (Results show hits for any term)

Showing 1-25 of 3894 hits in 0.025 seconds

Filtered by: Type Article (remove all filters)

Report on KM World 2006 San Jose

Marketing8781 | November 4, 2006 | 2:37 PM | Posted by Jason Siegal, Greg Lloyd | 1 Attachment | Similar results

every visitor to our booth was familiar with **blogs**, **wikis**, and **RSS** feeds. In previous years, we had... design and new tagline, "Beyond **Blogs** and **Wikis**... There's Traction", was highly effective. It gave... to ask, "So what's beyond **blogs** and **wikis**?" We got 65 new interested prospects of which I'd

KM Cluster Boston: June 7 - Business Blogs - An Interactive Workshop and Conversation

Marketing5566 | May 10, 2005 | 1:27 PM | Posted by Jordan Frank | Similar results

and practical social media are of course, **blogs**, **wikis** and Enterprise **RSS**. Many people are asking... what critical competitive advantages **blogs**, **wikis** and **RSS** bring to business Be able to assess the... Understand the basics of Enterprise **RSS** how-to syndicate **blogs** Define clear objectives for your

Gilbane Updates Enterprise Blog Survey

Marketing6324 | October 19, 2005 | 9:01 PM | Posted by Greg Lloyd | 1 Attachment | Similar results

Moonwatcher writes Oct 19, 2005: **Wikis** and **RSS**, too: The Gilbane Report has updated its survey of enterprise use of **blogs**, **wikis**, and **RSS** in anticipation of their upcoming conference, where I will be on a panel discussing this very topic. Respondents report that they use **blogs** and **wikis** most for

AIIM Training: Are wikis, blogs, feeds, and social networking going to be important for your organization?

Marketing11035 | June 5, 2008 | 9:54 AM | Posted by Greg Lloyd | Similar results

Training.aiim.org email to grl Jun 5, 3008" Are **wikis**, **blogs**, **feeds**, and social networking going to... this course you will learn about **wikis**; **blogs**; social networking; feeds; search; tagging; folksonomies... 2.0 in relationship to IM, **BI**, **KM** and Web 2.0 - Enterprise 2.0 technologies - Enterprise 2.0

Lori Brown - Novell KM Group - B2Evolution Based Blogs at Novell

Competitor1555 | September 28, 2005 | 10:16 AM | Posted by Jordan Frank | Similar results

something to do with projects. Blog re experiences like this conference **KM** portal page has an **RSS** feed from the **KM** related **blogs** Hope to do more w/ integration to Interwoven / portal and CM in general Are...I caught the last 5 minutes of her presentation when she spoke about **blogs** at Novell. They have 300

16 Technorati Tags and Google Search Results for Web 2.0 and Enterprise 2.0 Terms

Marketing10098 | August 22, 2007 | 9:51 AM | Posted by Greg Lloyd | 16 Attachments | Similar results

Draft Mode

Showing draft articles.

Published Mode

Recent Drafts

Article Tools

Add New Article

Export

Print Version

Email Articles

Export Articles

Page Tools

Collect Articles

Change Labels

Erase Articles

Administer

Create Project

Create Account

Project Setup

Server Setup

Account

My Account (jfrank)

My Profile

My Collector

Sign Out

shortcuts

See ongoing services engagements

See open helpdesk issues

Show calendar view of current project(s)

See Get Traction Server Last Logins

To-do Views

Chris's To-Do's

Traction Skins

Default

Quick

Basic

News

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traction

Start Page | Front Page > All Projects > Attivio Search

Search by name or email

By Rank | Newest First | Oldest First

Show Snippets

WATTIV/O Search

Type a few search terms or just click the search button to browse

blogs wikis rss km BI "text mining"

Search

Projects

Limit results by project

More Controls

Searched for: blogs wikis rss km BI "text mining" (Results show hits for any term)

Showing 1-25 of 3894 hits in 0.025 seconds

Filtered by: Type Article (remove all filters)

Authors

Click single words to narrow OR

Use to narrow using more than one term.

Andrew Miller (69)	Jeff Rhodes (1)	Patrice Livingston (30)
Anne-Katrin Nuzum (19)	Jen Snider (5)	Paul Needham (1)
Bill Proffler (3)	Jesus Gonzalez (1)	Paula Thornton (5)
Brian Tullis (1)	Jim Coleman (1)	Peter O'Kelly (1)
Chris Chang (1)	Jim Sullivan (1)	Ray Velez (1)
Chris Heise (6)	Josh Bornstein (1)	Richard Gray (1)
Christina Dong (9)	Kanae Ishiyama (2)	Richard Ryan (1)
Christopher Nuzum (154)	Kellen Roach (1)	Riparian Partners, Ltd (1)
Clay Romeiser (2)	Kent Bradford (1)	Robert You (1)
Clive Flory (4)	Kim Kennedy (1)	Rolf I Isakson (4)
Cristina Kozsak (1)	Laurentiu Jordan (1)	ron adams (1)
Dan McCall (9)	Lewis Jones (7)	Ross Mullenger (1)
Dana Harris (31)	Marius Siebe (1)	Roy R (1)
Daniel Melendez (1)	Mark Shih (1)	Russell Cook (1)
Dave Shepperton (36)	Markus Sindhoff (24)	Sam Martin (1)
David Parker (3)	Maryanne L. (1)	Sascha Becker (1)
David Rendall (2)	Masayuki Kojima (14)	schristansen (1)
Documentation Importer (21)	Matt Cole (3)	Sergey Kanareykin (1)
Don Brown (2)	Matt Mover (4)	Steven Beth (1)
Doug Frain (12)	Matthew Nahik (2)	Steven Rizz (3)
Dr. Raif J. Jaeger (7)	Melanie Blower (1)	Stuart Knight (3)
Erik Spears (4)	Michael Angeles (25)	Takashi Okutsu (3)
Ernest Kayinamura (2)	Michael Hudson (4)	Thierry Barsiau (2)
Eugene Wong (1)	Michael Hudson (4)	Thomas Harris (1)
Glenn Lombardo (1)	Michael Hudson (4)	Theresa Dalton Account (3)

Sort by: Name | Count Scale font to count

Lori Brown - Novell KM Group - B2Evolution Based Blogs at Novell

Competitor1555 | September 28, 2005 | 10:16 AM | Posted by Jordan Frank | Similar results

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AUTHOR entity delivers explicit "Expert Cloud"

Author has "relationship" to content, and people.

Drill down further, by refining the search based on authors,

Click to see an author profile and their content,

And Dial their extension!

traction® software

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Click to see an author profile and their content,

And Dial their extension!

The screenshot shows the Traction software search interface. At the top, there's a search bar with the text "blogs wikis rss km BI text mining" and a search button. Below the search bar, there's a section for "Narrow Results" with various filters like "Keywords", "Projects", "People", "Labels", "Sentiment", and "Companies". The main search results area shows a list of authors, with "Jordan Frank (827)" highlighted in a red box. To the right of the author list, there's a search snippet for "previous years, we had... design and new ave... to ask, 'So what's beyond blogs and Conversation'". Below the snippet, there's a section for "Lori Brown - Novell KM Group - B2Evolution Based Blogs at Novell" with a brief description of the content. The interface also includes a "Draft Mode" section on the right with options like "Showing draft articles", "Published Mode", and "Recent Drafts".

traction® software

Searching for Inside Experts

traction

AUTHOR entity delivers explicit “**Expert Cloud**”

Author has “relationship” to content, and people.

Drill down further, by refining the search based on authors,

Click to see an author profile and their content,

And Dial their extension!

The screenshot displays the Traction software interface. At the top, there's a navigation bar with 'Start Page | Front Page > All Projects > Attivio Search'. Below this is a search bar with the text 'blogs wikis rss km BI "text mining"'. The interface is divided into several sections: 'People' (listing authors like Greg Lloyd, Jordan Frank, etc.), 'Projects' (listing various projects), 'Labels' (listing categories like Marketing, PR, etc.), and 'Sentiment' (listing sentiment scores). A search results list is shown, with 'Jordan Frank (827)' highlighted in a red box. A pop-up window for Jordan Frank is visible, showing his profile and a list of articles. One article is highlighted: 'Lori Brown - Novell KM Group - B2Evolution Based Blogs at Novell'. The article text mentions 'something to do with projects. Blog re experiences like this conference KM portal page has an RSS feed from the KM related blogs Hope to do more w/ integration to Interwoven / portal and CM in general Are...I caught the last 5 minutes of her presentation when she spoke about blogs at Novell. They have 300'.

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AUTHOR entity delivers explicit “**Expert Cloud**”

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Click to see an author profile and their content,

And Dial their extension!

The screenshot shows the Traction software search interface. The search query is "blogs wikis rss km BI text mining". The results are filtered by "Type Article". The "Authors" section is expanded, showing a list of authors with their counts. Three authors are highlighted with red boxes: Jordan Frank (827), David Rendall (2), and Matt Hoyer (4). The "Projects" section is also expanded, showing "Marketing (1172)", "Competitor (530)", "PR (234)", "Partner (224)", and "Server (162)". The "Labels" section is expanded, showing "Marketing:Analysis (374)", "Marketing:news (362)", "Marketing:web log (343)", "Marketing:quotes (241)", and "Marketing:social software (236)". The "Sentiment" section is expanded, showing "pos (3316)" and "neg (578)". The "Companies" section is expanded, showing "Microsoft (649)". The "People" section is expanded, showing "Greg Lloyd (110)", "Dave Winer (93)", "David Weinberger (40)", "Suw Charman (38)", and "Jim Moge (36)". The "Projects" section is expanded, showing "Marketing (1172)", "Competitor (530)", "PR (234)", "Partner (224)", and "Server (162)". The "Labels" section is expanded, showing "Marketing:Analysis (374)", "Marketing:news (362)", "Marketing:web log (343)", "Marketing:quotes (241)", and "Marketing:social software (236)". The "Sentiment" section is expanded, showing "pos (3316)" and "neg (578)". The "Companies" section is expanded, showing "Microsoft (649)".

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Searching for Anyone

The screenshot shows the traction software search interface. At the top, there's a search bar with the text "blogs wikis rss km BI 'text mining'" and a search button. Below the search bar, there are several filters and options: "Projects" (Go to Project), "Narrow Results" (Multi-term filter), "Keywords" (95 more), "Authors" (93 more), "People" (95 more), "Projects" (95 more), and "Labels" (95 more). The main content area displays a search result for "Report on KM World 2006 San Jose" by Greg Lloyd. A "People" sidebar is open, showing a list of authors with their names and the number of results for each. Greg Lloyd has 110 results, which is the highest count. Other authors include Dave Winer (93), Dan Bricklin (29), and Jim Mcgee (36). The interface also shows a "Draft Mode" section on the right with options like "Showing draft articles", "Recent Drafts", and "Article Tools".

NAMES entity delivers an implicit “**Person of Interest Cloud**”

Drill down further,
or phone a friend!

Drill down may yield different experts (Greg does more research than I do – his content has more names)

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Searching for Anyone

The screenshot shows the traction software search interface. The search bar contains the query "blogs wikis rss km BI 'text mining'". The results page displays a list of authors and projects. A red box highlights the name "Jack Vinson (5)" in the authors list. The interface includes navigation links, search filters, and a sidebar with various tools and account options.

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Searching for Anyone

The screenshot shows the traction software search interface. The search query is "blogs wikis rss km BI text mining". The results are sorted by rank, showing a report on KM World 2006 San Jose. A pop-up window titled "People and Conversation" is open, displaying a list of authors. Two authors, Jack Vinson (5) and Jim Mcgee (36), are highlighted with red boxes. The interface includes navigation links, search filters, and a sidebar with various tools and account options.

NAMES entity delivers an implicit "Person of Interest Cloud"

Drill down further,
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Searching for Anyone

The screenshot shows the traction software search interface. At the top, there's a search bar with the text "blogs wikis rss km BI 'text mining'" and a search button. Below the search bar, there are several filters and options. On the left, there's a "Narrow Results" section with a "Multi-term filter" and a list of names: Dan Bricklin, Jack Vinson, and Jim Mgee. Below this, there are "Keywords" and "Authors" sections. In the center, there's a "Report on KM World 2006 San Jose" article. On the right, there's a "People" section with a list of names and their associated counts. Two names, "Jack Vinson (5)" and "Jim Mgee (36)", are highlighted with red boxes. The interface also includes a "Draft Mode" section on the right with options like "Showing draft articles" and "Recent Drafts".

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do – his content has more
names)

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Tagsonomy?

The Role of Subject and Non-Subject
Tagging for Enterprise

A Collective Intelligence Use Case

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Web 2.0 Non-Subject Tagging

“Tags such as @toread, tobuy, todo, fun and cool suggest that users see their relationship to these documents in different ways (than by subject index)”

“Users relate information to time related tasks, activities and own emotional reactions”

“@toread and Cool: Tagging for Time, Task, and Emotion”

<http://dlist.sir.arizona.edu/1633/>

Margaret E. Kipp mkipp@uwo.ca

Faculty of Information and Media Studies

University of Western Ontario, Canada

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Go Beyond “Subjects”

5 tag types for E2.0 blog & wiki use cases:


- Content type
- Importance
- Status
- Assignment
- Category


*32% say a barrier to adoption is
the wiki being too unstructured
and appearing chaotic*

*Managing Wikis in Business
September 2007
Penny Edwards
Open University Business School*

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Go Beyond “Subjects”

- Content type
- Importance
- Status
- Assignment
- Category
- Objective/KIT 
- Question
- Report / Analysis
- Profile
- Requirement
- Interview
- Meeting
- Issue
- News

 a “KIT” is a Key Intelligence Topic, often used as an “Objective” in the Collective Intelligence discipline

Go Beyond “Subjects”

- Content type
- **Importance**
- Status
- Assignment
- Category
- **Headline**
- **Alert**
- **Priority 1, 2, 3**
- **Next**

Go Beyond “Subjects”

- Content type
 - Importance
 - **Status**
 - Assignment
 - Category
- To Do
 - Done
 - Stalled
 - Skipped
 - Waiting
 - No

Go Beyond “Subjects”

- Content type
 - Importance
 - Status
 - **Assignment**
 - Category
- Alpha, Beta
 - FCS
 - V1, V2
 - KIT:BigCoMerger
 - Manager:Simon
 - CI Director
 - Finance, Legal, Engineering

Go Beyond “Subjects”

- Content type
- Priority
- Status
- Assignment
- Category
- Price, Product, Place, Promotion
- Strength, Weakness, Opportunity, Threat
- Competitor, Partner, Customer
- Car, Truck, Shoe

Put It Together: Manage KITs

- Content type → Objective/KIT
- Priority → Priority 2, Next
- Status → To Do
- Assignment → Simon, KIT:BigCoMerger
- Category →

Put it Together: Analysis

- Content type → Analysis
- Priority →
- Status →
- Assignment → KIT:BigCoMerger
- Category → Price, Place

Put it Together: HUMINT

- Content type → HUMINT
- Priority → Alert
- Status →
- Assignment → KIT:BigCoMerger
- Category → SWOT:Threat

Nests vs. Cocktails

Nests vs. Cocktails

- Example:

Nests vs. Cocktials

- Example:
 - Competitors are MeanCo and TurnCo

Nests vs. Cocktials

- Example:
 - Competitors are MeanCo and TurnCo
 - Partners are NiceCo and TurnCo

Nests vs. Cocktials

- Example:
 - Competitors are MeanCo and TurnCo
 - Partners are NiceCo and TurnCo
 - Customer is NiceCo

Nests vs. Cocktails

- Example:
 - Competitors are MeanCo and TurnCo
 - Partners are NiceCo and TurnCo
 - Customer is NiceCo
- Cocktail - 6 Tags:

Nests vs. Cocktails

- Example:
 - Competitors are MeanCo and TurnCo
 - Partners are NiceCo and TurnCo
 - Customer is NiceCo
- Cocktail - 6 Tags:
 - Competitor, Partner, Customer, MeanCo, NiceCo, TurnCo

Nests vs. Cocktails

- Example:
 - Competitors are MeanCo and TurnCo
 - Partners are NiceCo and TurnCo
 - Customer is NiceCo
- Cocktail - 6 Tags:
 - Competitor, Partner, Customer, MeanCo, NiceCo, TurnCo
- Nest - 5 Tags:

Nests vs. Cocktails

- Example:
 - Competitors are MeanCo and TurnCo
 - Partners are NiceCo and TurnCo
 - Customer is NiceCo
- Cocktail - 6 Tags:
 - Competitor, Partner, Customer, MeanCo, NiceCo, TurnCo
- Nest - 5 Tags:
 - Competitor:MeanCo,

Nests vs. Cocktails

- Example:
 - Competitors are MeanCo and TurnCo
 - Partners are NiceCo and TurnCo
 - Customer is NiceCo
- Cocktail - 6 Tags:
 - Competitor, Partner, Customer, MeanCo, NiceCo, TurnCo
- Nest - 5 Tags:
 - Competitor:MeanCo,
 - Partner:NiceCo, Customer:NiceCo

Nests vs. Cocktails

- Example:
 - Competitors are MeanCo and TurnCo
 - Partners are NiceCo and TurnCo
 - Customer is NiceCo
- Cocktail - 6 Tags:
 - Competitor, Partner, Customer, MeanCo, NiceCo, TurnCo
- Nest - 5 Tags:
 - Competitor:MeanCo,
 - Partner:NiceCo, Customer:NiceCo
 - Competitor:TurnCo, Partner:TurnCo

Nests vs. Cocktails

- Example:
 - Competitors are MeanCo and TurnCo
 - Partners are NiceCo and TurnCo
 - Customer is NiceCo
- Cocktail - 6 Tags:
 - Competitor, Partner, Customer, MeanCo, NiceCo, TurnCo
- Nest - 5 Tags:
 - Competitor:MeanCo,
 - Partner:NiceCo, Customer:NiceCo
 - Competitor:TurnCo, Partner:TurnCo
- But what if I add FriendFoCo?

Nests vs. Cocktails

- Nest tags when:
 - The **second term** in the tag will never appear as a separate stand-alone tag or as the second term of another tag.
 - **Wrong:** *Competitor:FriendFoCo, Partner:FriendFoCo*
 - **Right:** *Company:FriendFoCo, Competitor, Partner*
 - **Right:** *KIT:BigCoMerger*
- Otherwise, combine rather than nest
 - Combine tags as necessary for the context
 - *Competitor + Company:FriendFoCo + Price*
- Exceptions exist
 - *Weigh the pros and cons when you Nest*

Tags in Action: KIT/Objective

The screenshot shows a wiki page interface. At the top, there are two tabs: 'Article' (selected) and 'History'. The main heading is 'Monitor KM Market Convergence' in a bold, dark font. Below the heading, it says 'MarketResearch50 | December 10, 2002 | 10:24 PM' and 'Posted and Edited by SallySu'. To the right of the heading, there are several icons and labels: a 'todo' icon, 'convergence', 'manager:SallySu', a target icon, 'Objective', and a 'p2' icon. Below the heading, there are five star icons, with the first three filled, and the text 'Undo Vote | Avg: 3.7 stars | 3 ratings'. The main body of the page contains a paragraph: 'Watch and predict market trends in the general knowledge management industry. There appears to be convergence. But **Why?** and **What** pain does the convergence try to address? Or is convergence a result of various players reaching for market share.' Below this paragraph, it says 'Key intelligence topics for this Convergence objective, and corresponding labels, include:'. There is a bulleted list of four items: 'Portal - with primary focus on the Intranet', 'Collaboration - with primary focus on asynchronous collaboration, technologies enabling information exchange for teams.', 'ContManage - content management systems, generally for website publishing but increasingly capable of updating the intranet.', and 'km - specific reference to knowledge management technologies and general trends .'. To the right of the list, there are several labels: 'collaboration', 'content management', 'km', and 'portal'.

Define KITs/Objectives and manage them like wiki pages

Include references or association by Tag to source info motivating the KIT or gathered as a result.

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Tags in Action: by Manager

manager:SallySu Add to This Topic

December 10, 2002

Predict Weblog Takeoff in Corporate Market

MarketResearch54 | December 10, 2002 | 10:54 PM
Posted by SallySu | Edited by admin
2 Comments

☆☆☆☆☆ Rate This! | Avg: 3.5 stars | 2 ratings

At this point, weblog technology is becoming visible and our consultants indicate that corporate business process owners are looking to weblogs for solutions to common communication problems. The objective is to monitor the consumer markets for the technology and determine what variables are required to cause takeoff in the corporate market. A similar trend can be seen with AOL's latest moves with AIM (MarketResearch52: AOL Targets Enterprise Instant Messaging), so we need be ready for the Big Boy's to enter the weblog market through make or buy moves. ...

What are we asking for? Trends in the industry as a whole or
Jason Siegal / ExecutiveTeam599 / October 3, 2006 / 10:38 AM (1 Comment)

Monitor KM Market Convergence

MarketResearch50 | December 10, 2002 | 10:24 PM
Posted and Edited by SallySu

☆☆☆☆☆ Undo Vote | Avg: 3.7 stars | 3 ratings

Watch and predict market trends in the general knowledge management industry. There appears to be convergence. But **Why?** and **What** pain does the convergence try to address? Or is convergence a result of various players reaching for market share. ...

Review content by
Manager

- manager:SallySu

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Tags in Action: Alert

Documentum Acquires Eroom alert

MarketResearch99 | December 10, 2002 | 11:02 PM
Posted by SallySu
1 Attachment | 2 Comments
☆☆☆☆☆ Rate This | Avg: 0 stars | 0 ratings

Documentum, the document management software company, flush with news of a better than expected quarter, announced the acquisition of collaboration software vendor eRoom. This will allow Documentum to offer not just Enterprise Document Management but to expand its offering to include a full set of collaboration features. collaboration
content management
:Competitor-SWOT:strength

See also InBox5: IBM Market Moves - Heard on the Street ←
admin / Board119 / February 16, 2005 / 3:47 PM

Hmmm ... wonder how the EMC acquisition of Documentum will do to the eRoom product line?
Guest / MarketResearch1254 / February 23, 2005 / 2:45 PM

The acquisition, which is scheduled to close in December, was priced at \$12.7 million in cash plus 7.7 million shares of stock, with an additional 1.7 million shares of stock being held in reserve for committed options.

We have been awaiting further consolidation in this sector, as well as in related sectors such as portals, as market economics, and the customer demand for integrated function, make such convergence both logical and economically appealing. content management
convergence ←

From <http://www.wohl.com>, see original source.

Article Comments

Add a Comment on this Article Cancel

Heading 4 - Font family - Font size - [Rich Text Editor] - Use Simple Editor

Path: H4
Post Comment in the project MarketResearch

Attachments

1. Copy of Original Webpage.mht (14.2 KB)

Related Articles

emailed by (1)
MarketResearch132: Emailed Articles

referenced by (2)
MarketResearch2224: Blogs to Romp in the Enterprise
MarketResearch62: Convergence, Fact and Prediction

Post Alerts

Discuss implications, including links to other source

Tag to categories or KITs

Follow References (link to Convergence, Fact and Prediction)

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Tags in Action: Report

Article History

Convergence, Fact and Prediction

MarketResearch62 | December 10, 2002 | 11:12 PM
Posted by SallySu | Edited by Jordan Frank
1 Comment
★ ★ ☆ ☆ ☆ Undo Vote | Avg: 3.5 stars | 2 ratings

content management
convergence
Report

Gartner's prediction in may ([MarketResearch9: CM, Portals and Collaboration Fading: Enter 'Smart' Suite](#)) indicating convergence around portal, content management and collaboration technologies seems to be coming true.

In a recent move, Documentum acquired eRoom. Conceivably, the acquisition is aimed at rounding out Documentum's robust, enterprise document management system with a lower end system to handle more ad-hoc needs. Wohl associates agrees and also predicts more convergence activity in [MarketResearch59: Documentum Acquires Eroom](#). That link will tell you a lot. AIM

Though it may be popular for Documentum customers, eRoom has not made any foray into the Social Software market in the 6 years since the acquisition.
Jordan Frank / MarketResearch2933 / February 23, 2009 / 4:22 PM

Our field reps are also starting to hear rumours. Edward hears IBM may be moving further into building workflow capabilities and making aquisitions (see [InBox5: IBM Market Moves - Heard on the Street](#)).

Tag Reports/Analysis to KITs

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Tags in Action: A Project Page

traction

Front Page > MarketResearch > Newpage

MarketResearch > All Recent | Recent Articles | Recent Comments | Recently Edited | Discussions

Archive for January 1, 2002 - December 31, 2002 | Go to Today


Market Research Central

Market monitoring and intelligence

HEADLINES

CM, Portals and Collaboration Fading: Enter 'Smart' Suite

10 May 2002 - Mark Gilbert
French Caldwell Simon
Hayward - A new type of "suite product" is emerging. This suite covers the needs for content management, knowledge management and collaboration inside and between enterprises.



By 2004, smart enterprise suites will emerge as an aggregation of the functionality offered today by portals, team collaboration support and content management (0.8 probability). ...

Posted by Jordan Frank, Edited by admin / MarketResearch9 / July 5, 2002 / 4:33 PM / 1 Comment

RESEARCH REPORTS

Weblogs gain consumer ground, graze enterprise

Weblogs have gone from relative obscurity to high visibility in the last 11 months. References to weblog technology and the social phenomenon found their way into technology mags like InfoWorld and Wired over the summer, and the grand finale appears to be coverage in such popular and widely read publications as the Economist, the New York Times, and Newsweek.

Posted by SallySu, Edited by Jordan Frank / MarketResearch63 / December 10, 2002 / 11:27 PM / 4 Comments

Convergence, Fact and Prediction

Garner's prediction in may (MarketResearch9: CM, Portals and Collaboration Fading: Enter 'Smart' Suite) indicating convergence around portal, content management and collaboration technologies seems to be coming true.

Posted by SallySu, Edited by Jordan Frank / MarketResearch62 / December 10, 2002 / 11:12 PM / 1 Comment

QUESTIONS TO DO

Weblog Market Size?

Hi - We are working on a second stage market plan for the Alpha product and need to know what information you have on the size of the Weblog market. Any pointers you can give us on the business and consumer side would be interesting. Thanks!

Posted by Visitor, Edited by Greg Uoyd / Inbox3 / December 10, 2002 / 6:50 PM / 1 Comment

OBJECTIVES TO DO

Predict Weblog Takeoff in Corporate Market

At this point, weblog technology is becoming visible and our consultants indicate that corporate business process owners are looking to weblogs for solutions to common communication problems. The objective is to monitor the consumer markets for the technology and determine what variables are required to cause takeoff in the corporate market. A similar trend can be seen with AOL's latest ...

Posted by SallySu, Edited by admin / MarketResearch54 / December 10, 2002 / 10:54 PM / 2 Comments

Monitor KM Market Convergence

Watch and predict market trends in the general knowledge management industry. There appears to be convergence. But Why? and What pain does the convergence try to address? Or is convergence a result of various players re...

SallySu / MarketResearch50 / December 10, 2002 /

Labels
2004
AIH (3)
alert (2)
ADL
boats
bulletin (3)
c1
c2 (1)
c3
channel
chris
collaboration (5)
competition (1)
content management (5)
ContManage
convergence (5)
data (1)
DGRND
document (1)
done (1)
Enterprise:services
event
fda
feature
feature:suggestion
geog:asia
geog:china
geog:europe
geog:france
Geog:global
geog:uk
headline (4)
hp Hewlett Packard
humint (1)
icec

Date Range Selector

2002

Q1 Jan Feb Mar
Q2 Apr May Jun
Q3 Jul Aug Sep
Q4 Oct Nov Dec

Show All Years
Go to Today

Article Tools

Add New Article

Administer

Create Project
Create Account
Project Setup
Server Setup

Account

My Account (frank)
My Profile
My Collector
Sign Out

Research Shortcuts

- Weblog KIT
- Convergence KIT
- Show all Time
- Show Quarter

XML Feeds

RSS Feed | Atom Feed
Click here to learn more

Top Articles

Today | Past Week | All Time

- Economy's effects on global jobs (90)
- The Hubble Project -

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Tags in Action:

Big Pharma Competitor Product Profiles

- Originally, a 2 Page PDF

Their Product

Company Summary

Manufacturing Capability

SWOT

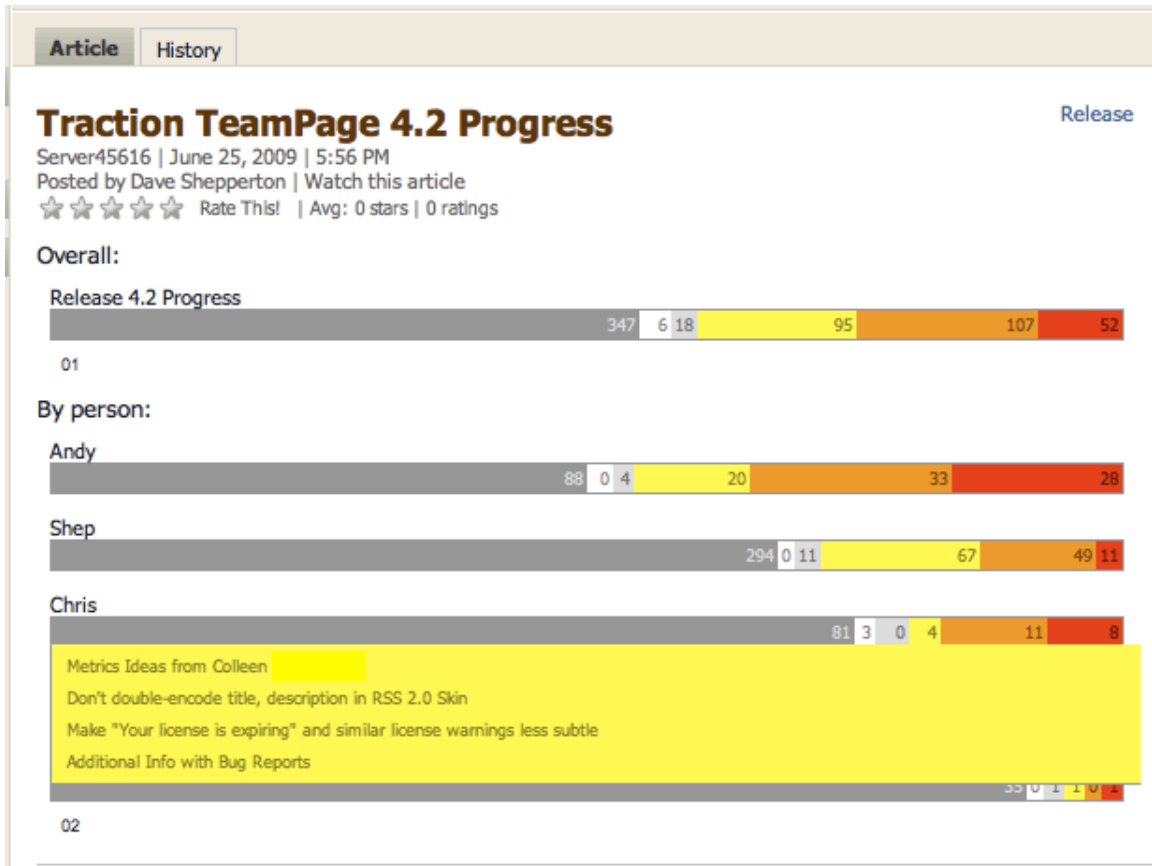
Our Position

Their Position

- Converted into 5 Pages
 - *Profile:Overview, Product:A*
 - *Profile:Manufacturing, Product:A*
 - ...
- Delivered as PDF, as usual, or on screen
- Or sliced by tag combos
 - *View of competitor SWOTs*
 - *View of competitor Positions against our products*

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Tags in Action: Project Work



Tasks filtered by R42 tag.

Organized by:

- Done tag
- To Do + Priority
- Assignment

Hover to Learn more and drill down

Implications for the Enterprise

- Hypertext, via Blogs & Wikis, is a better form-follows-function fit than print-centric approaches
- Blogs & Wikis offer order of magnitude improvement in distribution and re-usability
- **T**ime, **e**n**T**ities and **T**ags are key basis of overall **T**axonomy
- Th **T**agging Strategy framework for **C**I is easily generalized to other disciplines
- Authorship offers a chance to give credit for contribution within the corporate machine
- Attribution opens new opportunities to leverage our favorite knowledge seeking tool – the telephone

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Any Questions? |

Search

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