The Practicality of Folksonomy

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ABSTRACT

Facing the massive network information resources and the higher and higher information demand of users, traditional taxonomy is becoming more and more unable to adapt to the classification of network information, and the emergence of folksonomy is a new solution of network information organization[2]. Based on the analysis of the various advantages of the classification methods, this paper demonstrates the practicality of the folksonomy of the network information from the user's perspective and the use of information organization.

INTRODUCTION

With the rapid development of the Internet, the resource of network information has become a very important type, but also the primary choice for information retrieval of many users. Taking into account the many advantages of such as large amount of information, rich in content and updating quickly, this approach gradually occupies the mainstream of the information; but such a mass of information also makes the issues of order and standard more and more significant[1]. When users face the ever-changing and vast sea of information, they often feel at a loss and helpless. Not only can’t they find all the information they need, and when retrieving the information redundancy is too large. Thus, the order of information, the classification of network information and other issues become a hot topic of concern.
again after a lapse of many years. Folksonomy is also a new classification method in such a demand.

“Folksonomy” is a creative word, founded in 2005. It is the combination of folks and taxonomy. That is, the folksonomy and the populace, which is defined by the "masses" independently. The concept of "folksonomy" is later than its practical application, it comes from the "social bookmark", which is the demand of Internet users sharing information classification on the Internet[3]. It refers to the activities that a community participant uses to freely define keywords for collaborative classification. Its rationale is to provide community participants with an open platform for building and sharing their respective resource tags, and to implement them by creating classification standards and submitting resource tags. This label is completely open to everyone, the user can freely view and modify their own free submit label. It can be said that the folksonomy is a solution of cyber source classification, various services are currently widely used in the Internet, such as foreign website "delicious bookmarks", the domestic websites "Douban" "Daily net pick" "China Digest" and so on[4].

Folksonomy advocates a classification which is different from the traditional classification. It completes the classification system to the public rather than the classification authority, and it does not adopt the established strict classification criteria. All categories are submitted by users, and the process of classification is entirely spontaneous. The folksonomy is based on the needs of the network users to classify the shared information, and it makes the complex information on the network show an orderly phenomenon, which also provides a new way to solve the problem of network information ordering.

ADVANTAGES OF FOLKSONOMY

The way of the generation, the main mechanism and the basic principle of the folksonomy have decided that it has the incomparable advantage of many traditional classifications from one generation.

A. Non-grade and Non-exclusive

Traditional classification has strict hierarchy and logical system. Each category is in a categorical category, and this classification is in a more general category. The hierarchical file organization clearly defines the contents of the file. It has a very strong rank and exclusiveness, which limits its upper class, subordinate class and it must belong to which category and cannot change etc. However, the folksonomy is neither exclusive nor hierarchical, it is flat distribution. Organize the network information according to the traditional classification in the age of information explosion, then one is the manual processing of information is relatively large. And
on the other hand, the retrieval efficiency of users is low. The plane of the category structure of Folksonomy is to provide the metadata open platform users, provides a convenient search platform.

B. Clustering of Natural Language

The traditional classification system generally uses the specially created artificial language to name the class, and uses the classification number as the identification system. Artificial language refers to the language created by many people for specific purposes and uses, for a particular use. Natural language is relative to artificial language, it represents the natural language with the evolution of culture, is the main tool for human communication and thinking. But the network information classification system generally uses the natural language to name the class object, and directly uses the word as the information indexing and the retrieval marking, greatly reduces the user to the classification system entry threshold. But at present, the mainstream information classification system of the network still maintains the characteristics of the clustering of traditional taxonomy. The subject cluster involved into the theme cluster, describe metadata in a more popular natural language, the classification system is still unified and standardized. It is difficult to deal with the characteristics of the rapid change of Internet information, and it is difficult to meet the needs of different cultural levels and knowledge backgrounds.

Folksonomy is mainly constructed by members of the community to establish the classification standard system. The tags submitted by members may be strange, but the system can easily find the most appropriate metadata in these keywords by means of statistical methods[5]. Folksonomy classification criteria is for the same content, with the highest frequency of use keyword tags to classify it as metadata. It can be seen that the folksonomy system is a classification based on the user to submit keywords. It is the reaction of the whole community collective consciousness and knowledge background, with different members of the same community structure of the network content may form different metadata tags. This is a natural language metadata tag clustering, without artificial language manual processing, and the use of natural language, is also the search direction and the trend of the development of language.

C. Opening and Sharing

The tags of folksonomy are self-defined by community participants, and can be freely viewed and freely modified, and all tags are open. Users can set labels according to their preferences and cognitive situations. In addition, you can see other people’s labels, you can also directly choose their own approved tags, labels for everyone is open. The whole folksonomy system is not constructed by authority or experts, but by the public structure. The whole folksonomy system is open, not closed.
The bookmarks provided by the folksonomy are flexible, open, shareable. Users can not only share other people's tags and resources, they can also browse through other people's tags, find kindred spirits or find new interesting research directions, and so on. In addition, when a user adds a label, he is also affected by other users who use the service as well as other users. Multi-dimensional communication, each individual user's awareness of different, but ultimately can still achieve a global perspective on the meaning of a label of cognitive consistency, so can share value, cooperation and exchange.

D. Individualization And Popularization

The folksonomy system can be defined as the user community, in which the user uses the free form label to annotate the digitized object, which fully embodies the user's personalized needs. It can be said that the folksonomy system fully adapted to the network era of personalized development requirements

The social label of the folksonomy also fully embodies the characteristics of popularity. These social tags are submitted by all the public, and users can see and share the resources of other people in the system during the submission process. For example, in "Delicious bookmarks", once a user adds a label to an entry, he can see the number of bookmarks to the site, as well as the clustering of entries with the same label and any other label used to describe the site. This approach builds up a social network of popular forms, allow users to recommend resources to other users, increase and continue to contact, fully reflects the public's awareness and needs.

THE PRACTICAL PRINCIPLE OF FOLKSONOMY

The "three-principle" was put forward when compiling the Classification of Chinese books, but it has been a yardstick for the library and information industry to formulate and measure various classifications. For the "ideological" principle, although there are some differences between the folksonomy and the traditional classification, but both uphold their own ideological principles, while the "scientific" and "practical" principle is biased. The folksonomy can be said to be a good interpretation of the principle of "practicality".

A. From The Prospective of Users

The traditional taxonomy uses a tree-like scientific classification system, which ensures a certain scientific nature, however, the user will find it difficult to grasps this kind of tree-like classification system. While a detailed classification system is difficult to be familiar with, and a simple classification system is incomplete and, there is no such problem in the plane non-hierarchical structure of the folksonomy,
whose open metadata platform provides users with personalized set of keywords platform[6]. Users can mark and set tags according to their own needs, saving the learning time to master the classification system and methods.

B. From the Prospective of Information Organization

The folksonomy is a plane of the class structure, with the non-hierarchical and non-exclusive, which makes its disclosure of information content is multi-faceted, multi-angle, multi-dimensional, easy to more comprehensively reflect the information situation, thus more convenient organization of information resources. In addition, open and shared label metadata can increase the communication between users, also facilitate the dissemination and use of information. And for the whole information organization, it can organize the information resources more directly according to the user's needs and the order of the community, so as to make the whole organization process and result more practical.

C. From the Prospective of Information Utilization

The user-friendly and unprofessional features of the folksonomy are also more practical for the utilization of network information resources. Because it is not the authority and experts to establish the metadata database, but the final decision-making power to the public users, relatively speaking, it will not be too professional and abstruse difficult to understand, but very easy to popularize and utilize. In addition, more convenient and practical, the utilization of natural language clustering, is a more artificial language.

The advantages of non-class classification, natural language clustering, openness and sharing, and individualization and popularization, both from the user's point of view and from the information organization and utilization angle, fully embody its practicability.

CONCLUSIONS

As a new type of network resource classification method, the folksonomy is derived from the process of network resource organization, and it is a kind of solution to the network resource classification. Because of many advantages, the folksonomy will have a very good usability and practicality; however, this method is a user-defined keywords as a label and set up an open shared metadata, therefore, an obvious problem or defect appears: this classification is not scientific and systematic enough. It is necessary to gradually improve the scientific in the future. The folksonomy as a new thing, we cannot demand there is no shortage in the short term,
but one thing can be sure, the folksonomy has been opening a new perspective and community of the Network Information Resources organization for us.

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