

# Taxonomy Bootcamp 2011

## Avoiding the Autobiographical Taxonomy: *Creating the Right Taxonomy*

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# Gary Carlson



## Roles:

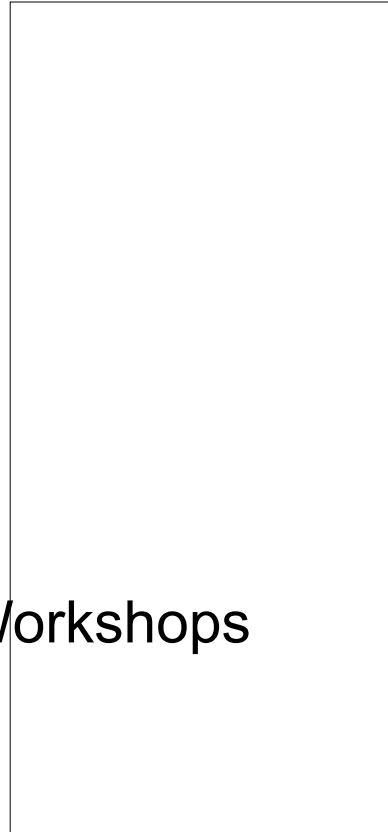
consultant  
taxonomist  
product manager

## Services:

- Information Strategy
- Taxonomy Management
- RFP Development
- Taxonomy Assessments and Workshops
- Business Case Development

## Tags:

taxonomy, information management, content management, knowledge management, e-commerce and intranet, SharePoint, Ontologies, healthcare, finance, etc.



# John Cusack on Taxonomies ???



High Fidelity

<http://www.youtube.com/watch?v=AQvOnDlql5g>

- Is the taxonomy a reflection of the taxonomist??
- Is the taxonomy a reflection of the organization??
- Does the taxonomy reflect the needs of actual users??
  - The right users??
- Does the taxonomy reflect the goals of the organization??

# Taxonomy – Boring Definition

Collection of terms and relationships between terms used to describe a domain. (And hopefully created to address a real business problem)

Thesauri

Controlled Vocabularies

Ontologies

Controlled value lists

Folksonomies?

etc

Terms or relationships may or may not have rich attributes associated with them

# Taxonomy – Interesting Definition



*OK, maybe interesting to some, but hopefully it is a less boring definition to others...*

This is a codification of an organization's expertise as it relates to products, customers, workflows, business constraints, etc.

Taxonomies and attributes are designed to bridge the gap between content and customer

Directly support revenue, brand health and operational efficiency





# A quick story

When taxonomies get a bad haircut



# comb over hairstyles

Search

SafeSearch off ▼

About 52,600 results (0.28 seconds)

Advanced search



# punk hairstyles

Search

SafeSearch off ▼

About 67,900 results (0.19 seconds)

Advanced search

Related searches: [short punk hairstyles](#) [emo punk hairstyles](#) [punk hairstyles for girls with long hair](#) [scene hairstyles](#)



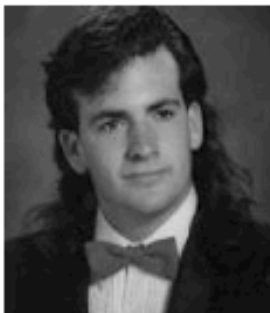
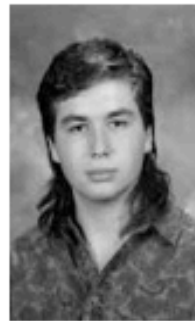
mullet



SafeSearch off ▼

About 1,370,000 results (0.36 seconds)

Related searches: [girl mullet](#) [mullet haircut](#) [funny mullets](#) [famous mullets](#) [mullet cartoon](#)



# Some Examples

PEARSON

ALWAYS LEARNING

PREK-12 EDUCATION

HIGHER EDUCATION

PROFESSIONAL

ASSESSMENT

Search

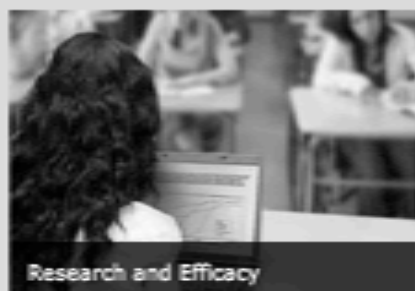


## Considerations for Next-Generation Assessments: A ROADMAP TO 2014

Are you ready for next  
generation learning?

In the journey to expand personalized learning opportunities for all students, it's important to understand both the benefits of assessing students online as well as the logistical issues involved in moving from paper-and-pencil to digital technologies.

[START HERE](#)



Research and Efficacy



Virtual School Leader

Pearson Acquires  
Connections  
Education



College Readiness - MyLabs



A New Record!

### What's New

More Than Two Million People Break World Reading Record to Combat Nation's Early Education Crisis

6th Annual Jumpstart's Read for the Record focuses attention on the importance of early education and school ... [Continue reading](#) →

### Open. Easy. Amazing.





# Creating the Right Taxonomy

- Who are you creating it for?
  - User
  - Use Cases
  - Organization
- Why are you creating it?
  - What are the goals?
  - Can you measure them?
- What is it about?
  - Are you sure?
- Where will it be used?
  - Internally?
  - Different platforms?



# Who is it for?

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- John Cusack was categorizing his records for himself not his record store.
- Who is going to depend on your taxonomy
  - Customers
  - Internal Users
  - Other systems

# Why are you creating it?

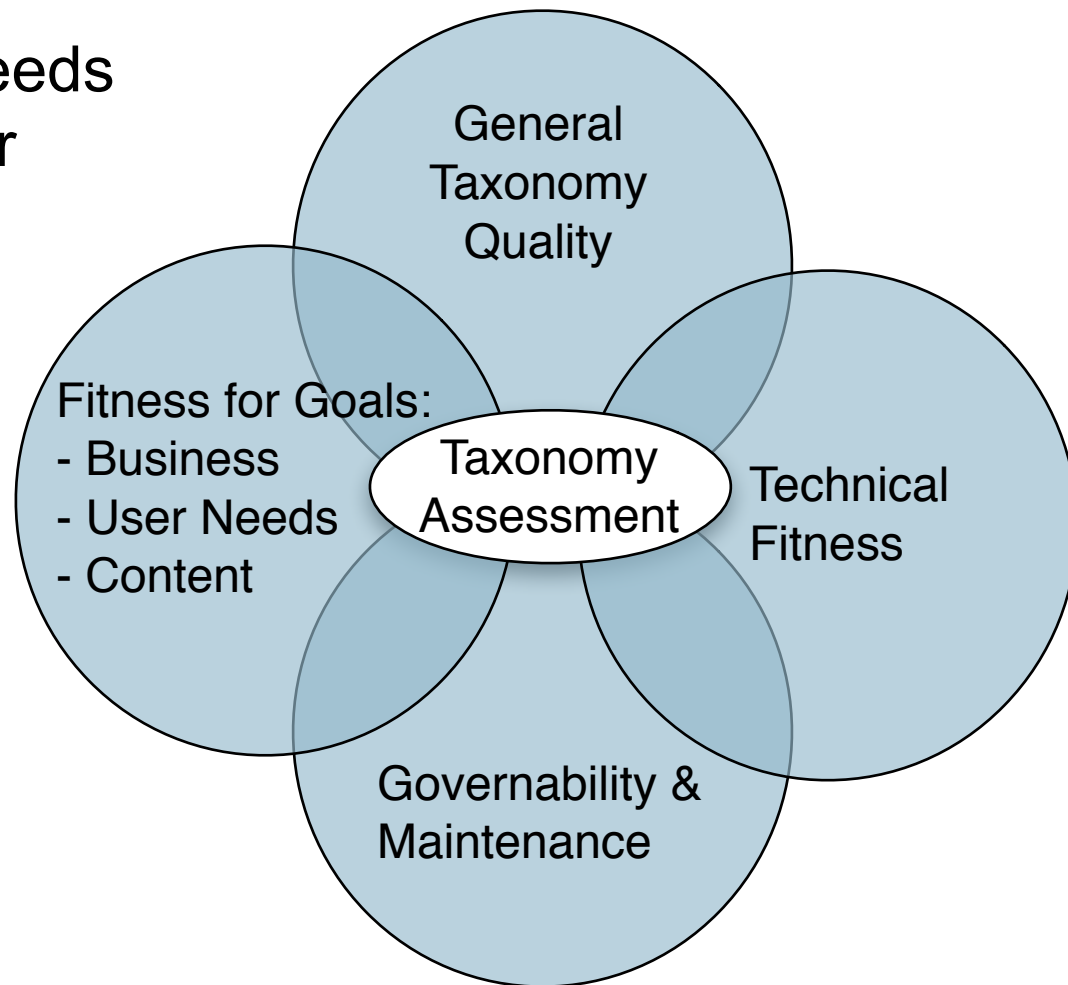
- Get content to the right location?
  - Support search and navigation?
  - System Integration?
  - Support publication?
  - Provide Tags for tagging?
- 
- Describe your Company Products, Services, etc.

**High Fidelity** –To allow John Cusack to wallow in nostalgia while listening to music

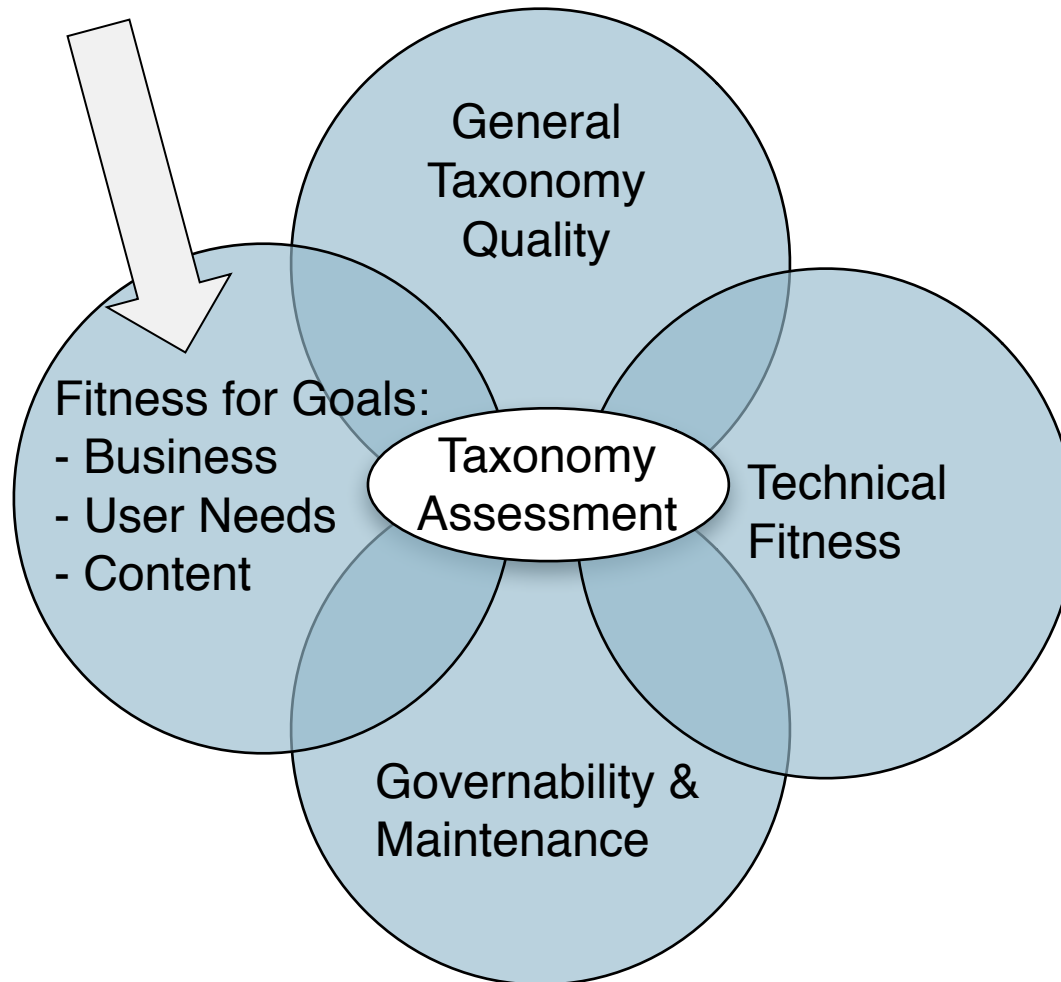
# An Approach

# A Multi-faceted Assessment Approach

Address today's needs  
and future-proof for  
tomorrow



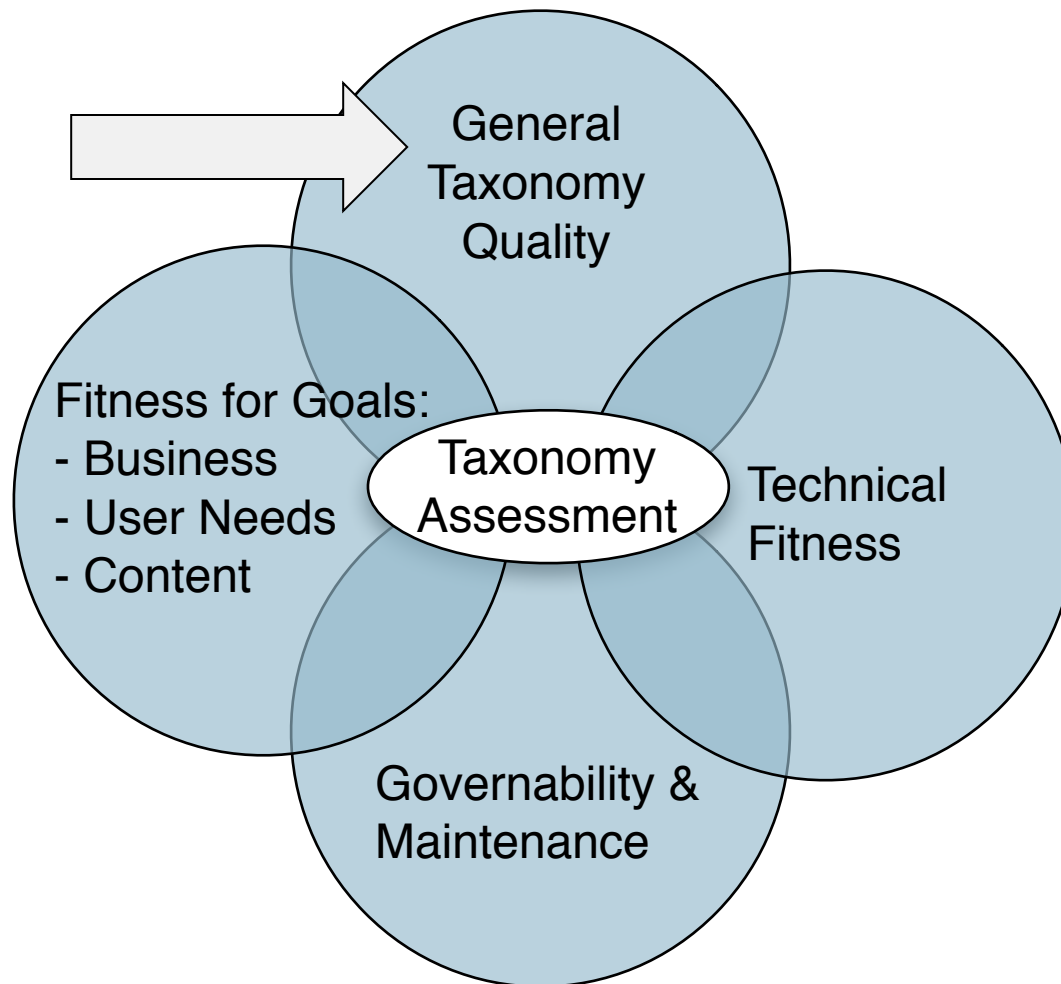
# An Assessment Approach



## **Fitness for Business Goals:**

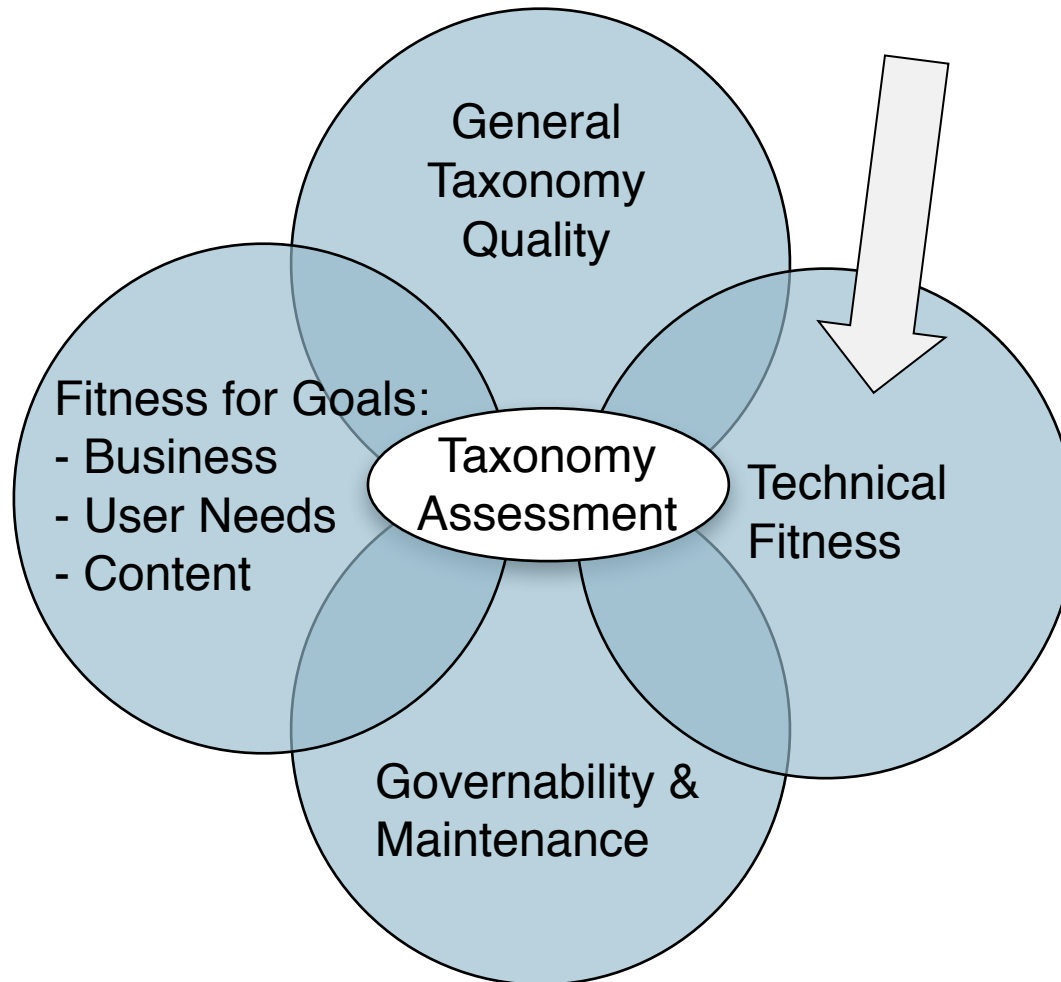
Taxonomies should reflect the company business goals and be relevant to requirements, content, and users.

- Revenue
- Brand Health
- Operational Efficiency
- Compliance



## General Taxonomy Quality:

Taxonomies should adhere to principles for unambiguous concepts that are mutually exclusive, consistency in organization, and parsimony.

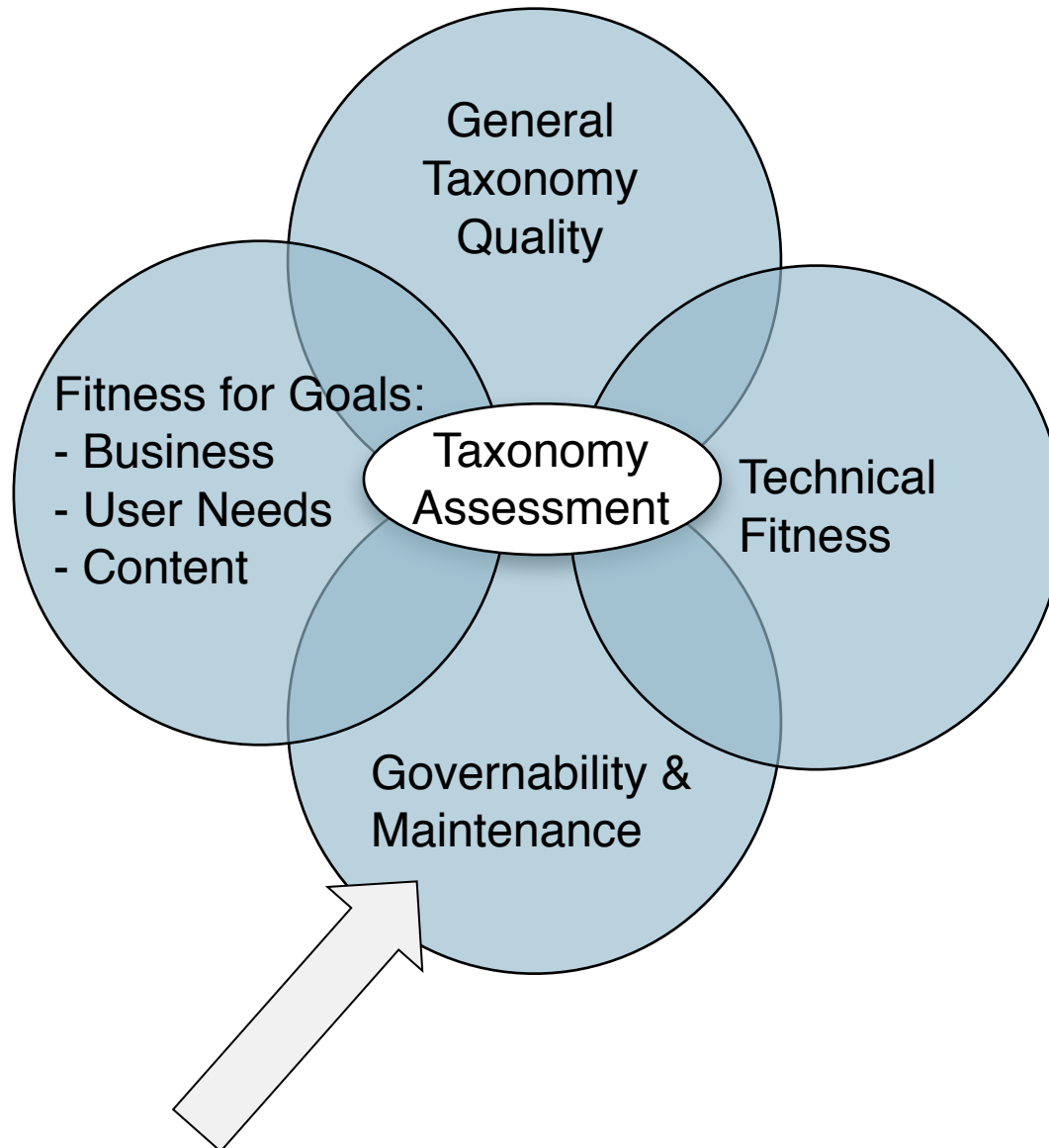


## Technical Fitness:

Taxonomies should be usable within the targeted content and publishing systems.

- Integrations
- Alignment with functionality
- Workflows

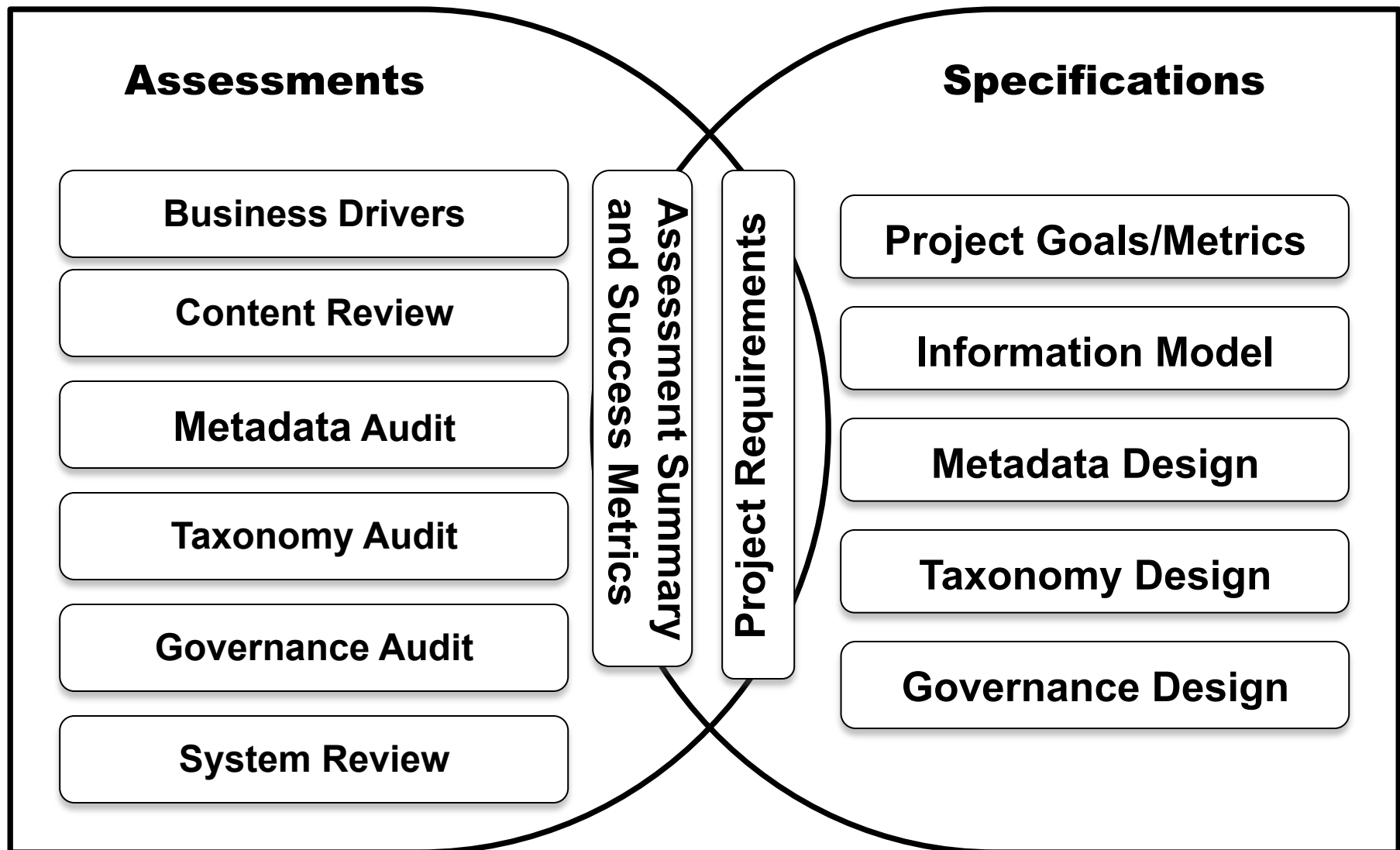




## Governance:

Taxonomies should be maintained using standard processes that meet the needs of all stakeholders.

# Steps in Building the Right Taxonomy



# Sample Sources of Analysis for the Assessment

Source	Details
Existing information	In depth analysis of the existing information and the processes that deliver it to the website
IT infrastructure	In depth analysis of the applications and integration points storing and managing the information
Internal workflows & governance	Review of the content creation and editorial process with an emphasis on areas where data consistency could be improved
Industry best practices	Incorporation of lessons learned and best practices in the industry.
Internal expertise of the employees	Extensive interviews with employees who are “on the ground” as these insights are often the quite valuable.
Legal	Review of any legal implications or requirements in the content creation and publication process
Analytics	Usage, web metrics, sales information, etc

# Things to Think About

**What is the business justification for the taxonomy project?!! Can you measure results??**

Don't assume one size fits all

Choose user access points wisely

Provide tools and education for effective use of the taxonomy

Make sure you're adding value

Balance theory with practical needs

# Questions?

# Thank You

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# Sites referenced in this presentation

- High Fidelity
- <http://www.youtube.com/watch?v=AQvOnDIql5g>
- Apple
- [www.apple.com](http://www.apple.com)
- Pearson Education
- <http://www.pearsoned.com/>