



# Disclaimer

FUMSI Report: Folio on Taxonomies and Tagging (ISBN 978-1-904769-81-1) is a FUMSI Report published by Free Pint Limited.

The opinions, advice, products, images and graphics offered herein are the sole responsibility of the contributors. Whilst all reasonable care has been taken to ensure the accuracy of the publication, the publishers cannot accept responsibility for any errors or omissions.

Except as covered by subscriber or purchaser license agreement, this publication MAY NOT be copied and/or distributed without the prior written agreement of the publishers. Product names used in FUMSI Reports are for identification purposes only, and may be trademarks of their respective owners.

Free Pint Limited disclaims any and all rights in those marks. All rights reserved. FUMSI Reports are published monthly in one of the four practice areas of Find, Use, Manage and Share. The online [FUMSI article database](#) is updated regularly. Database articles are free to browse and read and may be forwarded to colleagues, saved or printed.

For information about subscription options, please visit <http://www.fumsi.com/how/join/>

For information about sponsorship opportunities, please visit <http://web.freepint.com/go/family/sponsor/> or contact:

Robin Neidorf  
General Manager, Free Pint Limited  
[robin.neidorf@freepint.com](mailto:robin.neidorf@freepint.com)

## About FUMSI Reports

FUMSI Reports provide practical tips and guidance on business information topics and projects. FUMSI Folios, a regular series of FUMSI Reports, collect a series of articles relating to a skill set or information-related topic, along with additional resources and editorial comment. FUMSI subscribers receive all reports (a minimum of one per month) as part of their subscription, and non-subscribers can purchase individual reports.

For subscription information, please visit <http://www.fumsi.com/how/join/>

## Contact

Free Pint Limited  
4-6 Station Approach, Ashford,  
Middlesex, TW15 2QN, United Kingdom  
t: 0870 141 7474  
i: +44 870 141 7474  
e: [support@fumsi.com](mailto:support@fumsi.com)  
w: [www.fumsi.com/](http://www.fumsi.com/)

Free Pint Limited.  
Registered Office:  
Delaport Coach House,  
Lamer Lane, Wheathampstead,  
Herts, AL4 8RQ

Registered Number: 3754481



### Publisher's Note

To improve the usability of FUMSI, we have shortened many long URLs with DigBig, a free utility that creates persistent links (<http://www.digbig.com>). When you click a DigBig URL, or paste it into your browser, you will be directed to the original URL.

# Everybody FUMSI!

www.fumsi.com



Helping information practitioners  
**Find, Use, Manage** and **Share** Information at work

## What is FUMSI?

FUMSI offers an online database of articles in the four practice areas, reports for sale, a monthly PDF magazine featuring the latest content and more in development.

FUMSI fills a critical void in professional training and resources. We focus on the information function on a practical, experience-driven level, like no other resource currently available.

*"FUMSI is nothing less than a vital resource for me - thank you so much!"*

Sarah Hinton, [manage5nines.com](http://manage5nines.com)

## Who is behind FUMSI?

FUMSI is part of the [FreePint Family](#) of products to support information workers. FUMSI is directly supported by the efforts of four contributing editors, one in each practice area, who solicit contributions, insight and recommendations from experts worldwide.

Read more about the team at

<http://web.freepint.com/go/about/people/>

*"FUMSI is a favorite resource. Love the modern layout, color choices, gadgets, and of course, the content makes it a must-read."*

Strategic Analyst, Hawaii

## How can you use FUMSI?

With a FUMSI subscription, you can share all FUMSI publications at a single location (FUMSI Professional), at 5 locations (FUMSI Multisite) or all locations worldwide (FUMSI Enterprise).

These include:

- FUMSI Magazine
- FUMSI Reports and Tool Kits
- FUMSI Articles

Reuse these materials on site, on your intranet, in your internal newsletters and in training and resource materials.

Ask about:

- **Custom Publishing:** Bespoke reports or resource packets developed from FUMSI content – with our introduction or that of your experts
- **Integration:** Enterprise customers can benefit from integration of FUMSI resources directly into their intranets or knowledge management platforms

Contact [support@fumsi.com](mailto:support@fumsi.com) for a personal tour of FUMSI resources or to request help with your account.



# Contents

## Editor's Introduction

5



## Taxonomies and Tagging Survey Results

7

### Taxonomy and Tagging Activity

7

*Fig. 1: Does your organisation use any of the following?*

7

*Fig. 2: Agreement on a series of statements*

8

*Fig. 3: Spread of responses*

9

*Fig. 4: Agreement on a series of statements*

10

*Fig. 5: Spread of responses*

11

*Fig. 6: Information techniques*

12

### Demographics of Respondents and Organisations

13

*Fig. 7: Organisation types*

13

*Table 1: Number of full-time staff*

14

*Table 2: Job Titles of Respondents*

14

*Fig. 8: Geographic location of respondents*

15

### Feature Article 1

17

*Creating User Centred Taxonomies: Part One*

*by James Kelway*

### Feature Article 2

23

*Creating User Centred Taxonomies: Part Two*

*by James Kelway*

### Feature Article 3

30

*Folksonomies: Business Use*

*by Fran Alexander*

### Feature Article 4

35

*Automatic Classification: A Panel Discussion*

*by Karen Loasby*

### Feature Article 5

40

*Image Findability: Improving through Tags*

*by Ian Davis*

### Feature Article 6

46

*Becoming a Taxonomist: Real Life Stories*

*by Karen Loasby*

## Resources - Our Editor Recommends

50

## Resources - URL Index

51



# The FreePint Family

**FreePint**<sup>®</sup>

Sites, resources and community to support business information professionals worldwide. The free twice-monthly FreePint Newsletter keeps you informed about everything relating to the FreePint Family.

<http://www.freepint.com/>

**VIP** Magazine

VIP publishes in-depth unbiased product reviews on premium products, plus analysis of what's happening in the information industry, to support senior information professionals. Increase the value of even the tightest budget with VIP resources and guidance.

<http://www.vivaVIP.com/>

 **fumsi**  
magazine

Practical articles, reports and resources to help everyone in your organisation Find, Use, Manage and Share Information at work.

<http://www.fumsi.com/>

**jinfo**  
www.jinfo.com

Jinfo offers searchable databases of current information-related vacancies and upcoming events - conferences, workshops, webinars, etc. Free to search; cost-effective to advertise vacancies and events.

<http://www.jinfo.com/>

**docuticker**

Our editors help you find high quality, free PDF reports on the web, published by government agencies, universities, think tanks and other public interest groups.

<http://www.docuticker.com/>

**resource  
shelf**

For high quality free web-based resources to help you find information, turn to the editorial team at ResourceShelf. Updated daily - it's free!

<http://www.resourceshelf.com/>