SLA 2015 Boston
CE Workshop
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Course Title
So You Have a Taxonomy!…Now What? *Advanced Taxonomy Topics*

Syllabus (tentative)

1. Thesaurus maintenance and upkeep
    a. Standards compliance
        i. What is that?
        ii. Which standards?
        iii. Why do we care?
        iv. How do we guarantee compliance?
        v. Balancing standards with client needs: "**more** what you'd call "**guidelines**" than actual rules"
    b. Reviewing content
        i. New terms/concepts in field
        ii. Changes in terminology
        iii. Metrics
            1. Delta of Taxonomy (or rule!) changes
            2. Frequency counts
                a. Terms/article
                b. Articles/term
            3. Low- and high-posting terms
            4. Under- and over-indexed content
            5. 0 hits!
    c. SME review
        i. Changes in the field
        ii. Changes in the literature
        iii. Best practices for dealing with SMEs
    d. Re-indexing: how often and when?
    e. UFs/NPTs: you can never have enough
    f. Other positive feedback loops
    g. Keep your authority files out of my taxonomy!
        i. What's the difference?
        ii. Controlled vs. Uncontrolled entity extraction
        iii. A word about sentiment analysis
2. Thesaurus implementation
    a. Indexing, Tagging, Auto-categorization, Semantic enrichment (or by any other name)

     i. Rule-based vs. inferential approaches
   b. Other places in the workflow
     i. Upon content ingestion
       1. Author Submission
         a. Controlled vs. uncontrolled terms
       2. Matching to peer reviewers, editors, appropriate publications, etc.
       3. Author-selected vs. auto-generated terms
     ii. Upon publication
       1. To show or not to show terms?
       2. Crowd-sourcing your taxonomy maintenance
         a. Folksonomies vs. feedback mechanisms

----------Lunch-----------

3. Leveraging your taxonomy for analytics
   a. Taxonomy-driven visualizations
     i. Why say it when you can show it?
     ii. Tools, techniques, tips
   b. Semantic fingerprinting! associate your taxonomy with:
     i. Content
     ii. People
     iii. Places
     iv. Dates
     v. …and all of the above!
   c. Author (and institution, and…) disambiguation routines
   d. Analytics for publishers and libraries
     i. Journal coverage
     ii. Trends in the field
     iii. Sales and marketing
4. Search and Browse
     i. Search vs. Browse: two ways to discover content
       1. What's the difference? And
       2. Why does it matter?
         a. Search behavior
         b. Recursive/refine searches
     ii. Leveraging taxonomy in search
       1. Keywords vs Free text: a false dichotomy
       2. Taxonomy-powered type-ahead boxes
       3. Why not let the *user* browse the taxonomy? Pros & Cons
         a. Surfacing the hierarchy directly
         b. Other methods and options
       4. Integration with search engines

     a. How search works

     b. Inverted indices and other impressive-sounding solutions

5. Ontologies, triple-stores, linked data, and the semantic web

   i. Triple stores, ontologies

     1. SKOS, OWL, RDF, and other acronyms

     2. What and why

     3. …and do I need it?

   ii. Linked data and the semantic web

     1. Uses

     2. Misconceptions and outright falsehoods