Tag for search: extensions

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Extensions

- Bischoff et al. (2008): 8 tag categories, but usually 1 type ruled over others

- Heymann et al. (2008): “A substantial proportion of tags are obvious in context, and many tagged pages would be discovered by a search engine.”

- Sites like Flickr and Delicious have enormous amount of content
  - Too generic and obvious tags
  - Hard to find relevant results

- Solution: Recommender system and adding diversity
  - More diverse tags
  - Improves the quality of the tags
  - Reduces the workload of the users
Recommending tags

• Recommender system for tag implementation can be utilised to rapidly add tags and reduce the workload of the user

• Recommender system can be combined with Bischoff et. al (2008) tag classification scheme to provide larger amount of relevant tags

• User-based approach
  
  • Search for other users that have used similar tags
  
  • Obtain their tags
  
  • Generate recommendations based on them
Recommending tags

- Finding recommended tags
  - Term co-occurrences in previous tag assignments in the collection or other textual features, such as title and description
    - Large amount of tags, but they can be irrelevant or inaccurate
- Belém et. al (2010): Sum+TS
  - Ranks candidate tags
  - Find high quality tags that are most relevant
  - Machine learning
    - Association rules, support, confidence
How to add diversity when searching with tags

Using recommending system that is based on others users tags.

- Estimate users tagging similarity to other users
  - Using similarity computation

- Finding the correct users by tagging similarity

- Recommend their tags
Problems, solutions and drawbacks

- Same problems that diversity algorithm have (cold start)

- Using website’s own recommending systems

- If the users only uses website’s recommending systems then algorithm would not work