Social Tagging and Folksonomy: steve.museum and Access to Art

Why Tag in Art Museums?

Impressionism
Why Tag in Art Museums?

Really Well, Really Wrong

Why Tag in Art Museums?

Accessibility & Engagement
An Open Source Project

Jump in

steve has landed

We've done stuff
Why a research project?

A Research Project

- guilded
- animal
- bejeweled
- antler
- action
- dog
- bow

user tags object
Why Tag?

Useful? 92.5% new terms

A Research Project

social tagging and folksonomy analysis

social tagging environment
- who assigns how many terms?

folksonomy
- what kinds of terms are assigned?

vocabulary sources
- do terms represent known or needed content?

how does users' tagging differ?
- are the same terms used?
- are terms applicable to?
A Research Project

What do taggers do?

- Social tagging environment
  - Why assign
  - How many terms?
  - How does user tagging differ?

A Research Project

How do tags vary?

- Folksonomy
  - What kinds of terms are assigned?
  - Are the same terms used?

Terms assigned

Terms assigned

Terms assigned

Terms assigned

Terms assigned

Exploring the nature of tags: are tags real words?

A Research Project

- Folksonomy
  - what kinds of terms are assigned?
  - do terms represent known or needed content?
  - worklist
  - museum records
  - Art and Architecture Thesaurus (AAT)
  - Union List of Artists Names (ULAN)
  - search
  - single museum context

Vocabulary sources

- worklist
- museum records
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- single museum context

WordNet Search - 2.1

Grammar tools: select option to change

Enter a word to search for: storm

Search WordNet

- Noun:
  - storm: (noun) storm, violent storm (a violent weather condition with winds 54.72 knots (11. the Beaufort scale) and precipitation and thunder and lightning)
  - stormy: (adjective) stormy, tempest (violent commotion or disturbance) "the storms that destroyed their relationship had died away"; "It was only a tempest in a teapot"
  - storm: (noun) storm (a direct and violent assault on a stronghold)

- Verb:
  - storm
  - storm, rage, storm (behave violently, as if in state of a great anger)
  - storm: (verb) storm (raise, take by force) "Storm the fort"
  - storm (noun) (rain, hail, or snow hard and by very winds, often with thunder or lightning) "If it storms, we'll need shelter"
  - storm (noun) storm (a direct and violent assault on a stronghold)

Are terms applicable to?

- works of art

Are the same terms used?

- how does users' tagging differ?

Are terms found in?

- vocabulary sources
  - social tagging environment
  - single museum context
  - multiple museum context
  - folksonomy

Exploring the nature of tags: are they terms we use?
Exploring the nature of tags: are they terms from our discipline?

- what kinds of terms are assigned?
- do terms represent known or needed content?

Vocabulary sources:
- wordNet
- museum records
- Art and Architecture Thesaurus (AAT)
- Union List of Artist Names (ULAN)
- searches of art image databases

Works of art

Exploring the nature of tags: are they terms searchers use?

- do terms represent known or needed content?
- who assigns terms?
- how many terms?

Vocabulary sources:
- single museum context
- multiple museum context
- folksonomy
- social tagging and folksonomy analysis

Works of art

1. representational
2. non-representational art
3. minimal art
4. other categories

Are terms applicable to?
Are the same terms used?
How does users' tagging differ?
Are terms found in?
A Research Project

Exploring the nature of tags: are they appropriate to the work?

Inform development and deployment of tagging tools
Hello
My Name is
Steve
The Art Museum Social Tagging Project

steve.museum

Hello
My Name is
Steve
The Art Museum Social Tagging Project

sf.net/projects/steve-museum
Web Technologies

- PHP 5.1
- MySQL 4 or 5
- Apache or IIS
- Unix (Linux/OS X) or Windows

Installing steve

http://dellis.steve.thinkdesign.com – steve tagger installation

steve tagger installation
Installing steve

steve tagger installation
Checking environment...
- PHP version >5.1.0: ok
- Write permissions on config files and images directory: ok
- PHP libraries
  - GD (image processing): ok
  - MySQL (database): ok

Site configuration
Name: site
Your site name will be displayed throughout the user interface; shorter names are better.
URL: http://della.steve.thinkdesign.com/
   If it's different from the above, enter the full URL of your steve tagger installation (e.g.
   http://della.steve.thinkdesign.com/)
Email: dellawhitewalls.com
This will be used as the return address for password reminders and may be displayed in some error
situations so that users can get in touch with you.

Database configuration
Server: localhost
If your database server isn't on your web server, enter the full-qualified domain name or IP address of
the database server here. If your database server is on your web server, then localhost is fine.
Name: steveh
The name of an existing database, in which the steve tagger tables will be created.

Hello
My Name is
Steve
The Art Museum Social Networking Project

---

www.steve.museum
steve@steve.museum

Installing steve

.... in the amount of time
it took me to tell you about it

Table prefix: steve
An optional prefix for the table names that will be created in the database.

Admin configuration
Password: [Enter password for the steve administrator]
Password again: [Enter password again]

Installing...
- Configuration options written to file.
- Steve tagger is already installed in the given database - skipping table creation.
- Steve administrator password set.

You have successfully installed steve tagger!

For security reasons we strongly advise that you now delete the install.php file from the steve/ directory.

Note: the administrator username is steveadmin.
Steve tagger
Log in to administrator steve tagger

Done
Release Process

- Short time boxes
- Developers select files to add
- Package built, sent to SourceForge
- Test team run through scripted scenarios
- Bug reporting and tracking
**steve Application Architecture**

![Diagram of steve Application Architecture]

What Can I do with *Steve*!
What Can I Do With Steve

- Golly... steve looks like a great piece of software...
- It’s great that it’s open source, but...
- How on earth can I make use of this thing?

Build Tools...

The steve tagger interface is one example of a tool built using the steve APIs
What is an API?

- Application Programming Interface
- The set of commands programmers use to talk to each other’s software
- This enables a programmer to use this software w/o having to know how it works!
The steve API is simply a set of questions you can ask steve

We can use these commands to build a variety of powerful tools!
Tag Cloud in 5 lines...

```php
require_once('steve_client.php');

$terms = $Term->getTermFrequency(0);

sort($terms);

foreach ($terms as $term) {
    echo "<font size='+{$term->freq}'>{$term->term}
    <font>&nbsp;
";
}
```

WARNING: Technical Details...
(for those who care)

- PHP5 object interfaces for clients hosted on the steve server
- For remote clients:
  - SOAP WSDL's are auto-generated from API
  - REST / URL-based interface
- Initial tests tell us that this should work for clients written in:
  - php, Flash, .NET, Javascript
- Future:
  - A more robust and integrated testing scheme
A wide variety of data analysis can be accomplished without touching the DB.

We need to backup our claim that folksonomy by providing good data.
Novel Interfaces for Steve

- Pretty slide
- No “real” application
- Yet...
Get involved with steve

Do-It-Yourself Steve

- Install it
- Try it out
- Read about it
- Talk about it
Install Steve

- Installation requirements are very light
- Changing the look is easy
- Installer and Install Guide download on Sourceforge

Feel free to install Steve on

- That extra server you just retired
- A $6.95/month Web hosting provider
- Your desktop, even
- There are one-stop, combined downloads of all the software you need to run steve, and it will run on every OS
Changing the look is easy

- Design is pure standards-based CSS
- To change the look, just make a new style sheet
- Let’s check out some interfaces

THE METROPOLITAN MUSEUM OF ART

*Your keywords will appear here*
Changing the look is easy II

- Those are just new templates for the same basic page
- You can make a completely new interface, like in Rob’s example, with the API

Try Steve out

- Give the demo tagger a try on the public site, http://steve.museum (click “Tag Art”)
THE ART MUSEUM SOCIAL TAGGING PROJECT

Why tag art?
See art you haven’t seen before.
Look at it a new way.
Describe works of art in your own words.
Exchange your ideas with the community of art lovers.
Lead others to artworks they wouldn’t normally see.
Create a personal relationship to works.
Let museums know what you see.
The more you tag, the richer the experience for all.

Log in, register, or just start tagging images.

Login ID:
Password:
Log in

Learn more about steve
Read about Steve

- http://steve.museum
- Intro to the project
- Info for museums, researchers, and developers
- Reference section with papers, conference presentations, dev specs...
Talk about Steve

- **discuss** list for general discussion about steve and museum tagging, more broadly
- **steve.tech** list for tech concerns, installation help, etc.
- Subscription links on http://steve.museum/

fini.

steve@steve.museum