

# Community in user-centred tagging

Emma Tonkin – UKOLN



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# Characteristics of tags

- Depend greatly on:
  - Interface
  - Use case
  - User population
  - User intent, motivation for tagging



# Assertion

- At least part of a given tag corpus is 'language-in-use':
  - Informal
  - Transient
  - Intended for a limited audience
  - Implicit



# What's in a tag?

Reviewing Marshall's dimensions of annotation:

	Formal	Informal
'computationally tractable & interoperable, but expensive'	Explicit	Implicit
	Writing	Reading
	Extensive	Intensive
	Permanent	Transient

'descriptive, but not necessarily computationally tractable'

–“To reduce the overhead of description, we may use methods of extracting more formal description from informal annotations.”

The Future of Annotation in a Digital (Paper) World, Catherine C Marshall



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# Participant mechanisms in language development

- Semantic shift, evolution of language
- Mechanisms governing category learning
- Categorical perception (learnt, influenced via training)
- 'There are many agencies and variables that underpin language phenomena' – Ellis & Larsen-Freeman
- 'The individual and their prejudice are changed through the use of language, and the language changes through its use by individuals[...] ' – *Chalmers*



# Speech/discourse community

- Take for example discourse communities -
- Which share:
  - Common public goals
  - Mechanisms for intercommunication
  - Participatory mechanisms to provide members with feedback and information
  - Specialised terminology
  - A critical mass of experts



# The 'C' words: Context, Community, Confusion...?

- What is clear:
  - Contextual – situated
- Less clear:
  - Characterisation
  - Measurement
  - Evaluation
- Caution:
  - Seeing named social entities in a dataset may reflect preconceptions...



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