

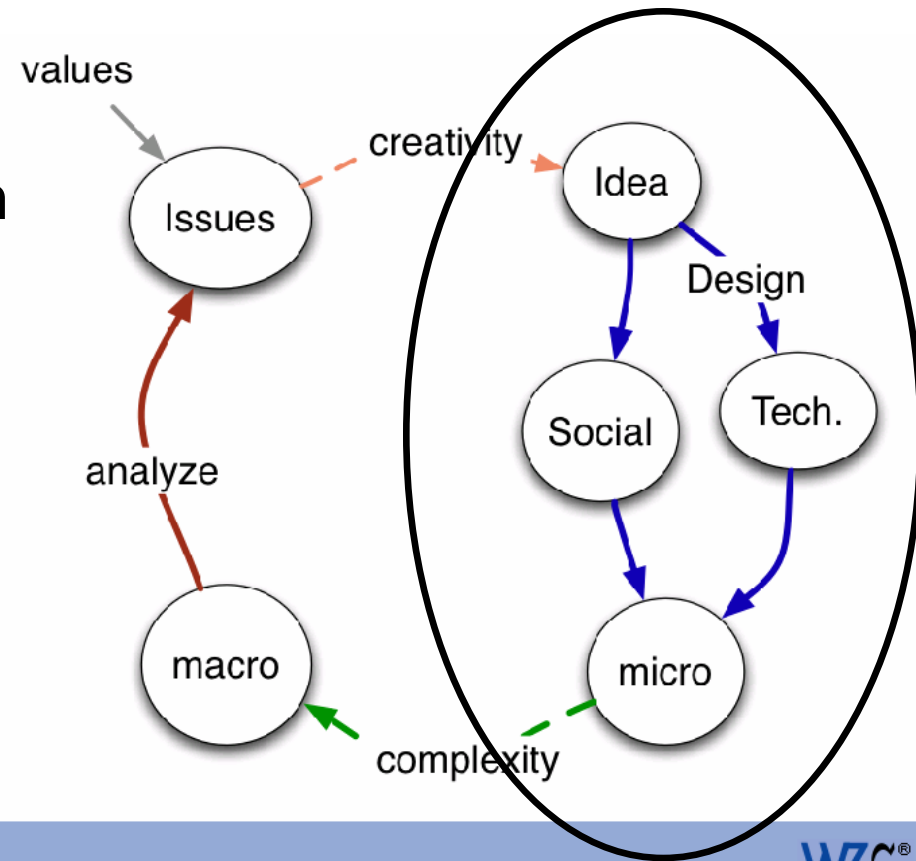
# **A Working Prototype of a Social Goal Tagging Application**

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# Motivation :

- **Engineering**
  - Collect data which is currently not available



[Berners-Lee: „The process of Webscience“]

# Motivation :

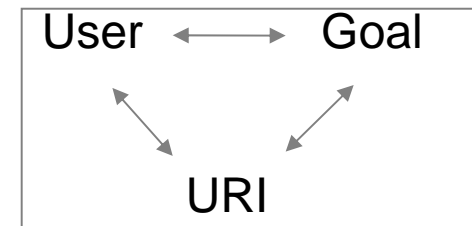
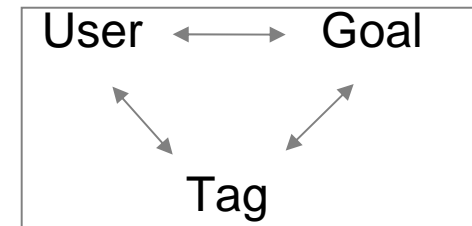
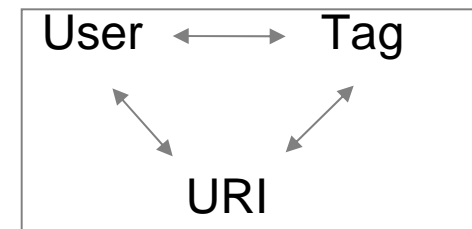
- Collect goals of users which are associated to websites (user | goal | URI)
  - Goals are closer to the user
  - Goals might improve the search-process
    - Many papers about “Determining the Goal” [3-7]
  - It’s difficult and slow to work with NLP
  - Knowledge about the goals of URI’s is currently not available

“find a girlfriend”  $\leftrightarrow$  <http://www.facebook.com/>

# Motivation :

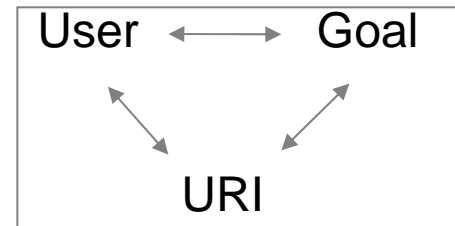
- Currently the needed data is not available
  - Del.icio.us
  
  - 43things.com
  
- Goal-Based social bookmarking
  - high quality of goals
  - feasibility of such an application

## Triples



# Our Prototype : General

- Use of a Tripartite Graph



- Gather information through community effect
  - Similar to del.icio.us or 43things.com
  - Combine common features of these platforms

# Our Prototype : Features

- **Bookmarks (Goal & URI & Visibility & Comment)**
  - Either through the FF Plugin, Favelet or online [2]
- **Provide Bookmarking Privacy**
  - Private, shared with friends or public goals
- **Browse through all Resources**
  - Associated to a user or a goal
- **Annotate existing Goals in the discussion forum**
  - Post new URLs to provide additional information

# Our Prototype : Demo

Working prototype

<http://webdev.know-center.tugraz.at:8080/GT/index.jsp>

# Outlook :

- Case Study with users
- Evaluation of the gathered triples
  - Process folding operations
  - Generated Data

**Thank you for your attention.**

Questions?

# References :

- [1] “Wege zur Entdeckung von Communities in Folksonomies”  
– [http://dbs.informatik.uni-halle.de/GvD2006/gvd06\\_jaeschke.pdf](http://dbs.informatik.uni-halle.de/GvD2006/gvd06_jaeschke.pdf)
- [2] “A Working Prototype of a Social Goal Tagging Application “  
– <http://webdev.know-center.tugraz.at:8080/GT/index.jsp>
- [3] “The intention behind web queries”: Baeza-Yates et.al.
- [4] “Automatic Identification of User Goals in Websearch”: Lee et.al.
- [5] “Determining the User Intend of Web Search Engine Queries”:  
J.Jansen et.al.
- [6] “Different degrees of explicitness in Intentional Artifacts..”:  
Strohmaier et.al.
- [7] “Improving Identification of Latent User Goals through Search-  
Result-Snippet Classification”: He et.al.