User Interfaces for Machine-Generated Ontologies
Supporting Social Browsing and Exploration in Flickr by Exploiting Folksonomies

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Introduction – This work is about:

• Tagging-systems (Flickr)
• Folksonomies
• Visualization of tagged data
• Social browsing
Related work – Social Browsing

• (Pre) 2006: Analysis of navigation with tags (clouds & search)
Related work – Social Browsing

• 2006: Social Navigation (Bookmarking-systems)
Related work – Social Browsing

• 2007: Social Browsing (Flickr)

Quelle: http://www.flickr.com
Contribution

- More visualization, less navigation.
- Individual tags to support individual collections.
- Non-general relations between tags to support orientation.
Designspace

- # Users
  - all
  - many
  - a few

- # Images
  - 0
  - a few
  - many
  - all

Level of Detail:
- fully functional
- basic functionality
- concept

Sven Koch
Presentation

[interactive presentation of the program]
Some interesting design decisions

Granularity and Clusters.
Some interesting design decisions

Distance and Clusters.
User Study

- 10 participants

- Usability study

- Experiment to determine how the parameters of design decisions influence the user.
User Study – Experiment

- 3 different photo-collections (1, 2, 3)
- 3 different arrangement-types (A, B, C)
User Study

1) Usability Study
2) Usability Questionnaire

3) Experiment Setup 1 (randomized)
4) Experiment Questionnaire 1

... 
8) Experiment Questionnaire 3
User Study – Usability Problems

- No preview when zoomed out.
- Tags outside of screen when zoomed in.
- Mouse-Over functionality.

[interactive presentation]
User Study – Experiment

User satisfaction

![Bar chart showing user satisfaction levels for different groups (1A, 1B, 3A, 3B, 2A, 2B, 1C, 1A, 3C, 2C). The chart illustrates varying levels of content satisfaction from not content to very content.](chart.png)
User Study – Experiment

Influence of photo-collections and type of arrangement (remember: only 10 participants!)

<table>
<thead>
<tr>
<th>Influenced by...</th>
<th>photo collection</th>
<th>type of arrangement</th>
</tr>
</thead>
<tbody>
<tr>
<td>... usefulness of red labels</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>... comprehensibility of red labels</td>
<td>no</td>
<td>no</td>
</tr>
</tbody>
</table>
User Study – Experiment

Influence of photo-collections and type of arrangement (remember: only 10 participants!)

Influenced by...

- photo collection
- type of arrangement

Influence on...

- user's satisfaction

- yes
- probably
Conclusion

• Different arrangements benefit different photo collections.

• There are A LOT of parameters that influence the usefulness of a visualization.

• Future Work: Automatic analysis to determine optimal settings.
Thank you for listening.

Questions and discussion.