

## Transcript for Slides

**K:** Hi everyone, I'm Keith, and this is Shuli, my buddy for this assignment. Today, we are discussing on the article "The Faceted Navigation and Search Revolution" by Steve Papa. Now, who exactly is Steve Papa and what is this article about

**S:** Steve founded Endeca, which is a leading provider of innovative information access and analysis software solutions, and their customers include Bank of America, Walmart and Harvard Business School. In fact, what we are about to present is closely linked to what Endeca can offer.

Faceted Navigation complements Search & Relevance rankings. It helps make Knowledge reusable, and effectively manage content, and of course, allows user to more accurately find what they are looking for. In fact, Steve thinks faceted navigation makes it even feasible to manage content at all in reality. Peter Morville, President & Founder of Semantic Studios also believe the **future is indeed Faceted.**

**K:** That sounds very fluffy. Let's drill down to how exactly Faceted Navigation delivers these results. Now, return whatever you have heard about Faceted Navigation back to Shuli; Firstly, facets are independent categories, unlike hierarchical organizations. Within each facets there are different nodes.

It is simply a way to browse information, to scope down long list of search results along many different dimensions. For example, Angeline may want to look for a boyfriend, by his height or his hobbies, or his nationality (she may prefer an angmoh?), or all together. There are different dimensions, or faces of this search. There you go – Faceted Navigation.

We all know the story of the elephant and the blind man (calls for volunteer and ask him to describe). As you can see, everyone has different ways to look at a piece of information. The same piece of information may be relevant to each party for different reasons. **Relevance is in the eye of the beholder**, and thus, it is difficult for any search engine or content management system to read a user's mind. Therefore, as you can see.... <Interrupted by Shuli>

**S:** Well Keith, there is nothing interesting about what you just said. Is that all you know? Have you even heard of Busch's Law?

**K:** <blank look> George Bush?

**S:** No. Joseph Busch is a past president of the American Society for Information Science and Technology: Busch's golden law of facets is a taxonomy strategy states that:

*Four facets of 10 nodes each have the same discriminatory power as one taxonomy of 10,000 nodes.*

That's stunning. That means that with facets, I can describe a collection with 40 nodes (aka subject categories) that would take a taxonomy 10,000 nodes to describe. That's for an idealized case, of course, but the gist of it holds true in the real world. The bottom line is that with facets, we can make do with orders of magnitude fewer nodes than we needed in a taxonomy.

**S:** Instead of 10,000 nodes, we will have in place 40 nodes. Thus, this would then help users greatly in what they are looking for. It means we have multiple paths to each item of content – dozens or hundreds!

**S:** Now, for a real life example, Barnes and Noble previously allow users to browse for books through a taxonomy that allows 250,000 paths. Using Steve Papa's Endeca, they now have BILLIONS of path! The difference in figure – is the incremental value Endeca's delivers.

**K:** Now we know how faceted navigation can bring on so much more value to the users. Let's not forget about Content Owners.

Information Management Process is thus streamlined as a result too. The effect is exponential.

Well, faceted navigation seems like a really easy concept. Why didn't Faceted Navigation evolve earlier? Have humans become smarter? Or did IT create Faceted Navigation?

**K:** IT did not create Faceted Navigation, neither did anyone of us recently tried. If you all recalled Prof Pang's opening classes, historically, Librarians were the world's most effective organizers of information. Mr S.R Ranganathan – Father of Library Science, first wrote the book, "Colon Classification". It is in fact Faceted Classification, where categories are separated by Colons. Faceted Navigation is based on Faceted Classification.

**K:** Now, faceted navigation is applicable because of IT. In the old days, books were still physical and any book can only be at a single shelf of a single category. You can't roam through the library with multiple categories like in Ebay.

Mortimer Taube, a librarian in Mid Century, actually tried to address this with a ROD. This is where faceted navigation comes in. Ladies and Gentlemen, please use your imagination with your utmost ability. Using punch cards and the rod ... he would ...<DEMO>

For obvious reasons, this complicated system never took off. However, there are some valuable lessons; Faceted Navigation and Faceted Classification are not the same. It took Taube and Ranganathan to produce this seemingly obvious combination.

Also, navigation unlocks the potent value of classification. A lot of companies have structured data, but no proper system of navigation. If they unlock it with faceted navigation, the value would have been tremendous.

Shuli, can you think of more takeaways?

**S:** How about, Iteration is the key to browsing? That said, what I meant was, in the case of Taube, he repeated the Rod and Punch Cards process several rounds, before finally reaching what a user wanted.

One more bit; What Taube invented was ingenious, but difficult to use. For Faceted Navigation to be successful, the user interface must be easy

**K:** Moving on, we all know Librarians would be the toughest critics on search technologies. The early adopters of Faceted Navigation would in fact be enterprises, not libraries. In Jan 2006, when North Carolina University finally deployed Faceted Navigation on an OPAC, waves of generous review poured in.

Taube and Ranganathan hit the bull's eye and their principles had come alive without restrictions of physical bookshelves.

**K:** So Shuli, tell me, what is the most important single lesson you have gathered from this article?

**S:** I must say, I am most impressed by how much value Faceted Navigation has brought, and the true benefits to knowledge management. In the modern world, time is crucial for end users and thus, faceted navigation supports this cause for end users, as well as content owners.

**K:** Let's not forget that content are piling up by the second. Surely, more innovations will come along the way in terms of content management – if Taube and Ranganathan can invent faceted nav and classification, surely, with the power of IT, we can come up and innovate much more.

Thanks for your attention. We will now wrap up our presentation and open to the floor for questions.

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