

The Amount of Conformity of Persian Subject Headlines with Users' Social Tagging

Authors : Amir Reza Asnafi, Masoumeh Kazemizadeh, Najmeh Salemi

Abstract : Due to the diversity of information resources in the web0.2 environment, which is increasing in number from time to time, the social tagging system should be used to discuss Internet resources. Studying the relevance of social tags to thematic headings can help enrich resources and make them more accessible to resources. The present research is of applied-theoretical type and research method of content analysis. In this study, using the listing method and content analysis, the level of accurate, approximate, relative, and non-conformity of social labels of books available in the field of information science and bibliography of Kitabrah website with Persian subject headings was determined. The exact matching of subject headings with social tags averaged 22 items, the approximate matching of subject headings with social tags averaged 36 items, the relative matching of thematic headings with social tags averaged 36 social items, and the average matching titles did not match the title. The average is 116. According to the findings, the exact matching of subject headings with social labels is the lowest and the most inconsistent. This study showed that the average non-compliance of subject headings with social labels is even higher than the sum of the three types of exact, relative, and approximate matching. As a result, the relevance of thematic titles to social labels is low. Due to the fact that the subject headings are in the form of static text and users are not allowed to interact and insert new selected words and topics, and on the other hand, in websites based on Web 2 and based on the social classification system, this possibility is available for users. An important point of the present study and the studies that have matched the syntactic and semantic matching of social labels with thematic headings is that the degree of conformity of thematic headings with social labels is low. Therefore, these two methods can complement each other and create a hybrid cataloging that includes subject headings and social tags. The low level of conformity of thematic headings with social tags confirms the results of backgrounds and writings that have compared the social tags of books with the thematic headings of the Library of Congress. It is not enough to match social labels with thematic headings. It can be said that these two methods can be complementary.

Keywords : Web 2/0, social tags, subject headings, hybrid cataloging

Conference Title : ICSML 2021 : International Conference on Social Media and Libraries

Conference Location : Amsterdam, Netherlands

Conference Dates : February 08-09, 2021