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Beyond blogs and wikis, there's Traction

KM Forum - June 2008

Non-Subject Tagging in an E2.0 World

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About Traction Software, About Me

- Leading Enterprise Wiki and Blog Platform
  - Traction TeamPage commercial release in 2002
  - Current release 4.0
- Funded: 2000 and 2002
  - by In-Q-Tel (Venture arm of the CIA)
  - Slater Interactive and private investors
- Customer Leadership
  - 9 of the top 20 Pharmaceutical firms
  - 14+ of the Global 100
  - DOD, US Air Force & Navy, DOJ, In-Q-Tel
  - State of CT, State of TX Health
- Deployments with
    - 10s to 100s to 100,000s of users
    - Systems with 100s to 1M+ posts
- Black belt blogger?
  - Read mine at: www.tractionsoftware.com

InfoWorld
2007
TECHNOLOGY
OF THE YEAR
AWARDS
"Best Enterprise Wiki"

Now Free for 5 Users
www.tractionsoftware.com

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Two Words

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| Two Words | | Search |

Top Yahoo Searches

top overall searches

Leaders						Movers		
Rank	Prev.	Subject (Days on Chart)	Move	Score		Rank	Subject	1-Day Move
1	— 1	Black Friday (7)	+162	692		1	Safest U.s. City	Breakout!
2	↑ -	Safest U.s. City (1)	+318	318		2	Oprah School Scandal	Breakout!
3	— 3	WWE (429)	+46	229		3	Stir Fry	Breakout!
4	↓ 2	NFL (91)	-237	207		4	Melanie Wilson	Breakout!
5	↑ 21	American Music Awards (2)	+123	204		5	Celebrity Apprentice	Breakout!
6	↑ -	Paige Davis (1)	+181	189		6	Earl Paulk	Breakout!
7	↑ 27	Beyonce Knowles (391)	+79	168		7	Juanita Jordan	2876%
8	↑ 9	Nintendo Wii (12)	-7	127		8	Paige Davis	2177%
9	↓ 7	Hi-5 (107)	-18	123		9	Marfan Syndrome	1946%
10	↑ 13	Alicia Keys (40)	+7	113		10	Maurice Jones-Drew	1063%
11	↑ -	Dancing With The Stars (1)	+95	112		11	Kindle	1057%
12	↑ -	Oprah School Scandal (1)	+110	110		12	Victoria's Secret Fashion Show	997%
13	↓ 8	Britney Spears (403)	-24	109		13	Paige Turco	956%
14	↑ 46	Kellie Pickler (3)	+6	104		14	Brad Womack	927%
15	↓ 6	Limewire (11)	-44	100		15	Apprentice	919%
16	↑ 24	Rihanna (147)	+0	82		16	Sales At Walmart	890%
17	↓ 14	Angelina Jolie (429)	-22	80		17	Nadia Comaneci	884%
18	↑ -	The Bachelor (1)	+68	79		18	Bugaboo	881%
19	↑ 73	Walmart Black Friday 2007 (2)	+11	78		19	Barry Bonds Girlfriend	830%
20	↑ -	Stir Fry (1)	+78	78		20	Monday Night Football	788%

Two Words | Search

As reported, Tuesday November 20, 2007

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Leverage ➡ Productivity

W W W

Two Words | Search
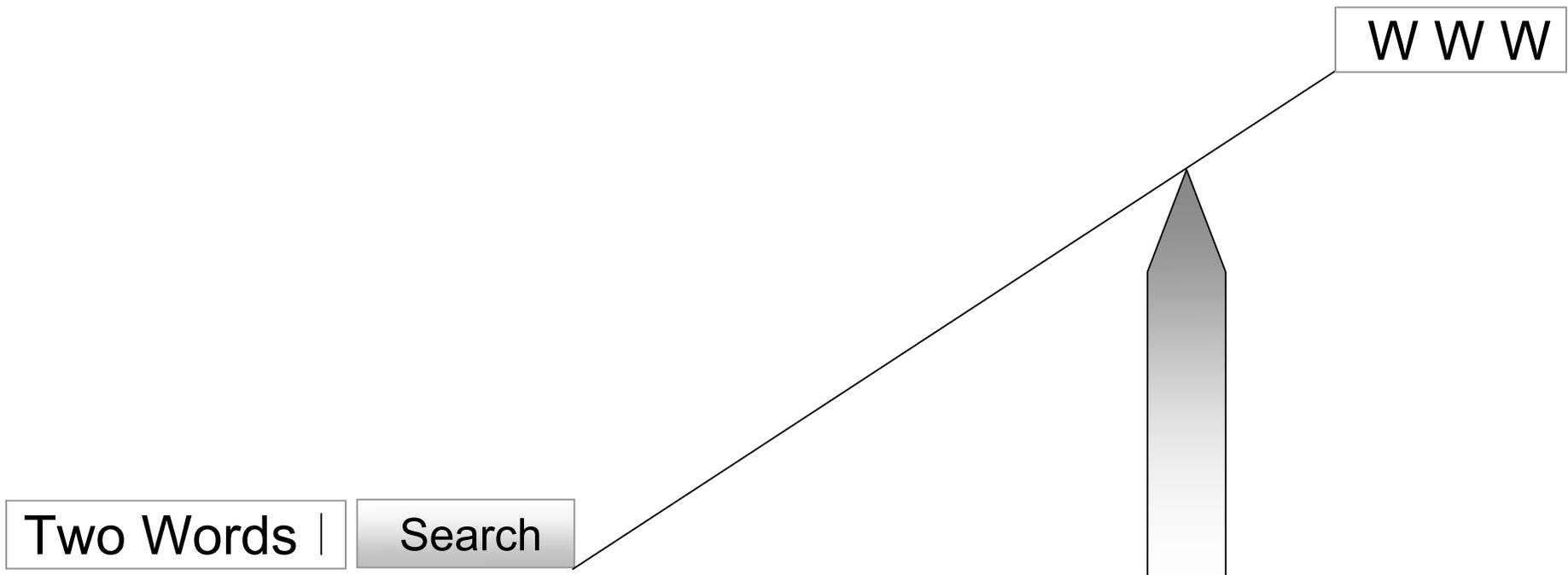
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Why Does Enterprise Search Suck? ~~(crossed out)~~ | Search

How Do I Fix It? How Do I Get Leverage? | Search

The Information T

time

Timely

Supporting Noise

Timeless

Supporting Noise
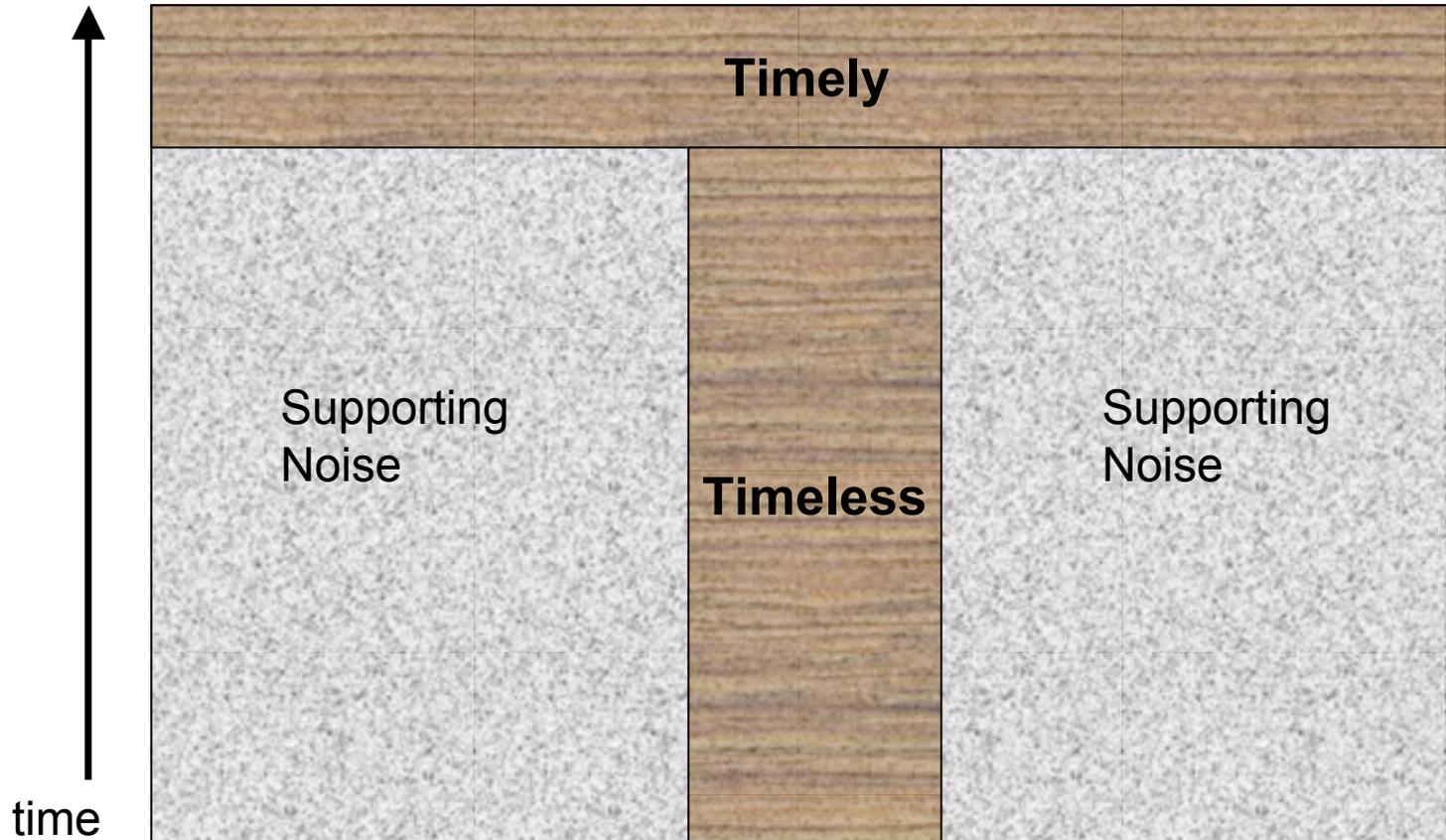
Separating signal from noise: Rank, Time, and Taxonomy*

Trees, Tags, and enTities
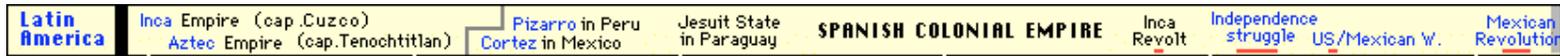
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Time?

The Role of Time

It takes a haystack…

… to find a needle!

Time Offers Context to History

| Latin America | Inca Empire (cap.Cuzco) | | Pizarro in Peru | Jesuit State in Paraguay | SPANISH COLONIAL EMPIRE | Inca Revolt | Independence struggle | US/Mexican W. | Mexican Revolution |
| | Aztec Empire (cap.Tenochtitlan) | | Cortez in Mexico | | | | | | |

Major shift here

History of Latin America

Time Offers Context to History

History of the World

Doug Engelbart's NLS (oNLine System a "hypertext journaling system")
first demonstrated in 1968 brought time to hypertext.

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Without Time, a Stack

London Bombings

US Election day

Deepthroat Revealed

Indian Ocean Tsunami

W. VA Coal Mine Accident

Constitutional vote in Iraq

Terri Schiavo Dies

Israel/Hezbollah Conflict

Rep Cynthia McKinney Altercation

71 Religious Anti-War Protesters
Arrrested on Capitol Hill

Hurricane Katrina

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With Time, the Needles

- Blogs point to what's important
- They provide time relevant context to timely and timeless resources
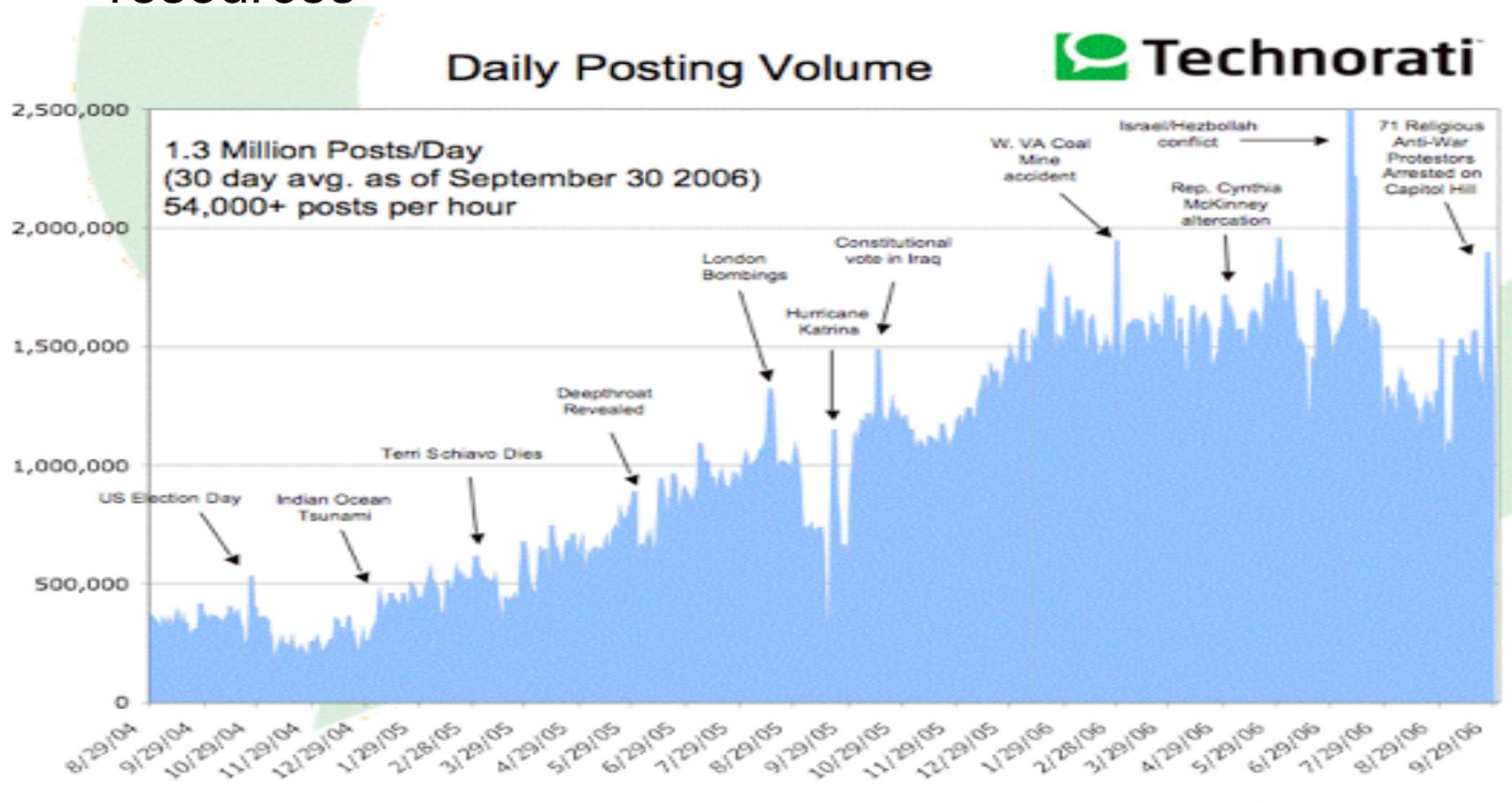
Taxonomy?

The Role of Subject and Non-Subject Tagging

Web 2.0 Non-Subject Tagging

"Tags such as @toread, tobuy, todo, fun and cool suggest that users see their relationship to these documents in different ways (than by subject index)"

"Users relate information to time related tasks, activities and own emotional reactions"

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The Gold Standard - Wikipedia

User facing tags are subject based.

But, admin tags are action based.

Three E2.0 "Wiki" Use Cases

- Unordered Documentation
  - "pedia," glossary, policies, FAQs

- Ordered Documentation
  - reference manuals, proposals

- Project Team Collaboration
  - "wiki" content:
    - unordered and ordered documentation
    - project requirements, policies, proposals, feedback
  - "blog" content:
    - questions, issues, status, meeting notes

How are wikis used? (top 4 cases)

- *82% - knowledge base*

- *59% - project collaboration*

- *59% - idea generation*

- *44% - collaborative doc writing*

Managing Wikis in Business
September 2007
Penny Edwards
Open University Business School

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Unordered Documentation

- Independent pages, inter-linked together
  - Corporate Wikipedia
  - Policies, procedures, glossary, forms
  - Person and project profiles
- Unique naming is important
  - Refactoring required as corpus evolves
- Possible use of tags
  - For categorization
  - For marking language (e.g. Glossary)
- Key point of entry is search by title
  - Secondary by category

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Ordered Documentation

- Serial pages, linked by TOC
  - Long reference manuals
  - Document templates with standard set of items
  - Multi-part processes
  - "Build out a site"
- TOC page names are unique
  - Other page names may not be unique (e.g. Introduction)
  - Refactoring uncommon in most use cases as documentation is generally solid-state
- Possible use of labels?
  - Depends on use case
- Key point of entry is search by TOC title

Project Team

- Independent pages, solid-state or fluid organization
  - Project requirements
  - Issues
  - Lessons learned
- Uniqueness may not be an issue
- Possible use of labels
  - For association to milestone
  - For categorization, assignment, priority, status
  - Project activity likely to force constant refactoring
- Key point of entry is status and milestone
  - Other points may be by assignee or category

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Go Beyond "Subjects"

5 tag types for E2.0 blog & wiki use cases:

- Content type
- Importance
- Status
- Assignment
- Category

32% say a barrier to adoption is the wiki being to unstructured and appearing chaotic

Managing Wikis in Business
September 2007
Penny Edwards
Open University Business School

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Go Beyond "Subjects"

- Content type
- Importance
- Status
- Assignment
- Category

- Bulletin
- Requirement
- Meeting
- Issue
- Milestone
- FAQ
- Process
- Best Practice
- Profile

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Go Beyond "Subjects"

- Content type
- Importance
- Status
- Assignment
- Category

- Headline
- Alert
- Priority 1, 2, 3
- Next

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Go Beyond "Subjects"

- Content type
- Importance
- Status
- Assignment
- Category

- To Do
- Done
- Stalled
- Skipped
- Waiting
- No

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Go Beyond "Subjects"

- Content type
- Importance
- Status
- Assignment
- Category

- Alpha, Beta
- FCS
- V1, V2
- Clay, Ashwini
- Project Manager
- Finance, Legal, Engineering

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Go Beyond "Subjects"

- Content type

- Priority

- Status

- Assignment

- Category

- Price, Product, Place, Promotion

- Strength, Weakness, Opportunity, Threat

- Car, Truck, Shoe

- Security, Architecture, Design, GUI, Quality

Putting it Together

Assigning Project Team Requirements

- Content type ———→ Requirement
- Priority ———————→ Priority 2, Next
- Status ——————→ To Do
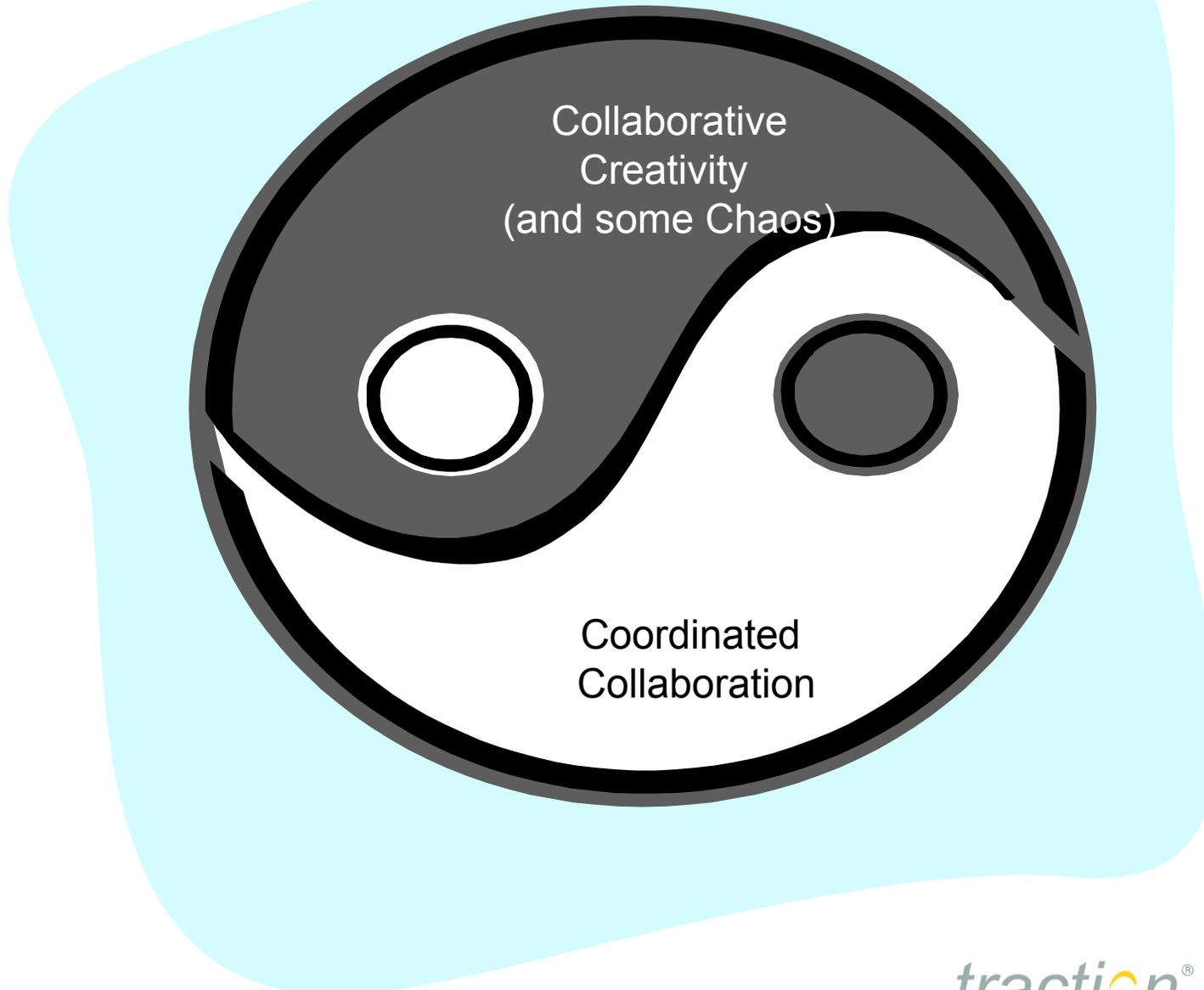- Assignment ————→ Manager:Stanley, FCS
- Category ————→ Security

This is the *Coordinated Collaboration **Yin*** of blog and wiki structure

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The Yin-Yang of E2.0

Collaborative
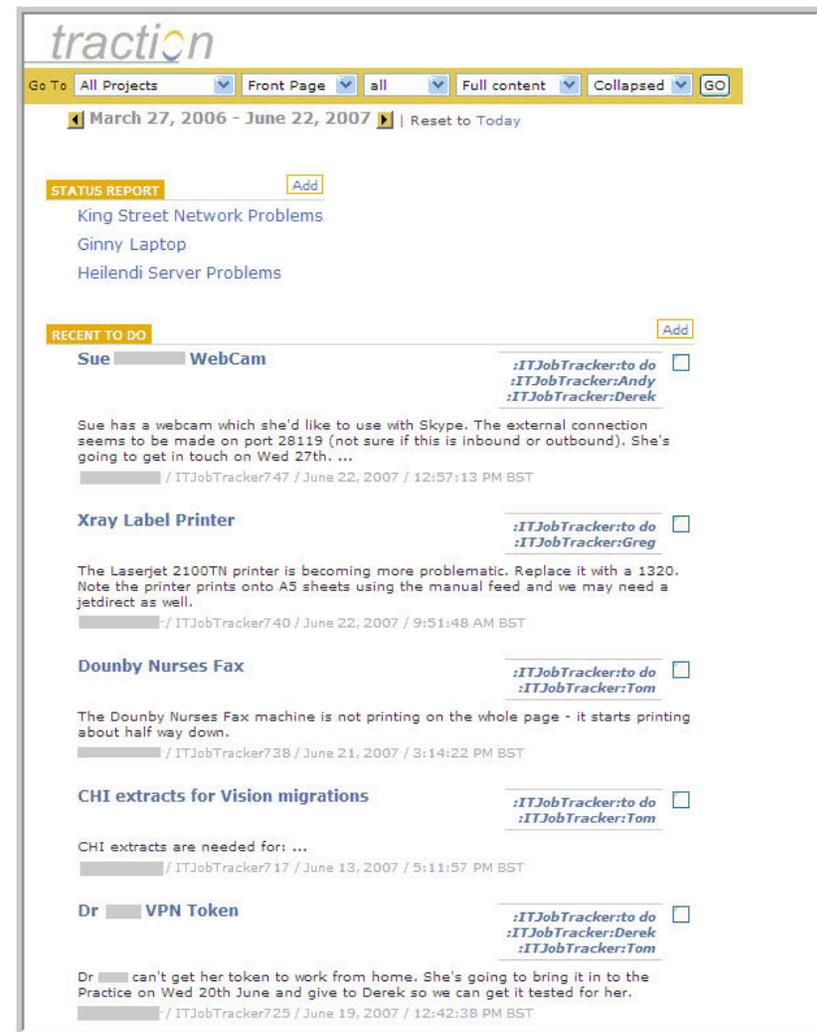Creativity
(and some Chaos)

Coordinated
Collaboration

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NHS Orkney (UK)

A Simple Example

- Job Tracker Wiki Project
  - Post a page for every task
  - Tag with status (To Do or Done) and manager name

- 171 Pages Marked To Do in first 5 Months

- Great example of "Micro Project" management, done Wiki style

Traction TeamPage Drives *Milestone Management* at ShoreBank

TeamPage is the way we fuel our project management activities as well as the project portfolio as a whole," adds Evans. "We can track all the relevant materials that have to do with any project that's going on."

- John Evans, ShoreBank Senior VP and IT Director

CONTENT, DOCUMENT and KNOWLEDGE Management
KMWorld

Blogs & Wikis: Ready for prime time?
By Judith Lamont, 1 January 2007
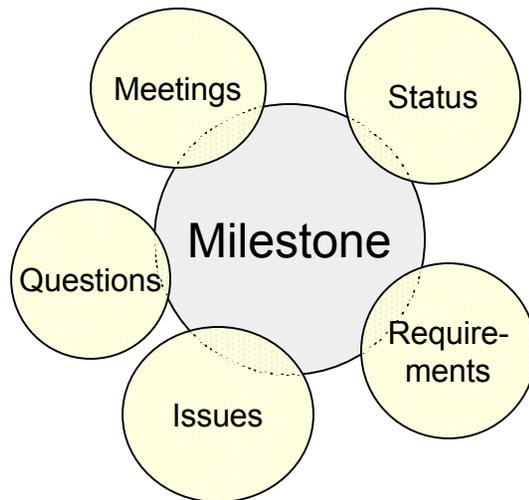
Project milestones form the nucleus around which the project information and communication are organized, including the individual responsible, the milestone, the requirements, the issues to be addressed and any open questions.

- Author (Judith Lamont) regarding ShoreBank

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Reporting and communication occurs over time

Traction project pages

and time based views

help managers and team members follow the progress,

by any vector, or combination of vectors.

Project Page shows:
- *Left*: Labels
- *Middle*: "Sections"
- *Up Right*: Date Navigator
- *Right*: Shortcuts

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Communication Surrounds Milestones

Drill down on *"Status"* for the 2230Move Milestone

Managers may need to change the vector

Milestones
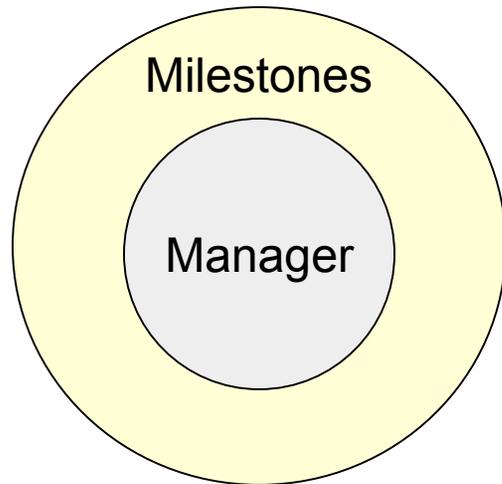
Manager

For example, to examine *all milestones for one manager*

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"Cocktail" of Tags for Product Development

Actual example of "progress bar" widget used by Traction Software to monitor product development activity against a given release goal.

A "tag cloud" of sorts

• to assist product development process

• to represent a "document"

• 581 Features or Bugs marked Done for Release 3.8.

• 244 remain To Do, unallocated or Priority 1 to Priority 4.

Drill Down to find out more.

• Roger has 4 Priority 2 items remaining

"Cocktail" of Tags for Team Collaboration

Fictional example based on an the idea of a team at Alcoa building a power plant

A "tag cloud," of sorts, to provide a productive visual of open project activity:

• to assist project team communication and collaboration

• to represent a "document"

• sort by content type or priority

• expand any article to see more detail, flip tags, edit or comment.

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Nests vs. Cocktails

- **Nest labels when:**
  - *The second term in the label will never appear as a separate stand-alone label or as the second term of another label.*
- **Otherwise, combine rather than nest**
  - *Group labels with XML Left Nav over-rides as necessary for more obvious GUI display*
- **Exceptions exist**
  - *Weigh the pros and cons when you Nest*

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A Simple Example

- Example:
  - Competitors are BigCo and SmallCo
  - Partners are BigCo and GoodCo
- Nest or Cocktail?
  - Cocktail - 5 Tags:
    - Competitor, Partner, BigCo, SmallCo, GoodCo
  - Nest - 4 Tags:
    - Competior:BigCo, Partner:BigCo, Competitor:SmallCo, Partner:GoodCo
  - What if I add FriendFoCo?

Taxonomy?

The Role of Entities vs. Tags

A "Social Networking" Example

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Where are the Experts? | Search

Searching for People

Searching for people, starts with searching for content.

8,231 hits out of 130,000 entries, a good stack!
(more IS more)

Do a Visual Scan,
(page rank & authorship point to 2 people)

or Dig Deeper…

---

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Start Page | Front Page > All Projects > FAST Search

Search

» advanced search

Projects

--Go to Project--

Narrow Results

Keywords 95 more ▸
blogs (0.45)
wikis (0.36)
content management (0.22)
knowledge management (0.18)
traction software (0.17)

Names 95 more ▸
Greg Lloyd (601)
Jon Udell (269)
Doug Engelbart (258)
Dave Winer (153)
Vannevar Bush (90)

Authors 95 more ▸
Greg Lloyd (3163)
Jordan Frank (2255)
Christopher Nuzum (777)
David Shepperton (316)
Andrew Miller (259)

Labels 95 more ▸
:Marketing:news (393)
:Marketing:web log (369)
:Marketing:Analysis (262)
:Marketing:quotes (251)
:Marketing:position (171)

Companies 95 more ▸
Verizon (272)
Documentum (188)
Intel (178)
TR (128)
Ltd. (127)

Projects 95 more ▸
Marketing (1598)
RedJavelin (565)
Competitor (523)
Server (507)
Sales (501)

Types ▸
Article (3229)
Comment (2116)
Attachment (1830)
Email (909)

All Projects ▸ All Recent | Recent Articles | Recent Comments | Recently Edited | Discussions

By Rank | Newest First | Oldest First • Any Words | All Words | Exact Phrase   Show Snippets

fast Search

Type a few search terms or just click the search button to browse

blogs wikis rss km BI "text mining"   Search

▾ Show Controls

Search Preferences
FAST Setup

Did you mean: logs wikis rss km BI "text mining"   Showing 1-25 of 8231 hits in 0.36 seconds

Searched for: blogs wikis rss km BI "text mining"

KM World Webcast | The Next Generation of Content Management (Wikis / Blogs) | 4 December 2007
Marketing9827 | July 17, 2007 | 11:42 AM | Posted by Jordan Frank | Similar results
This webcast will feature Charlene Li (Forrester), Daryl Gies (FAST), and Jordan Frank (Traction Software). The webcast will start at 2:00 PM. Julie Paradiso is organizing the webcast event. On the day of the webcast, we will get online at 1:30 to prepare.

Traction Software - Enterprise Blogs and Wikis
Marketing8104 | July 26, 2006 | 10:39 AM | Posted by Greg Lloyd | 1 Attachments | Similar results
...capabilities that make **blogs** and **wikis** such powerful tools for...Traction Software - Enterprise **Blogs** and **Wikis** Traction Software offers...a similar structure to **blogs**. To this they add project...recent post by Jordan, **KM** is the Forest, Enterprise...

Blogs, Wikis, RSS: Walking the enterprise tightrope
Marketing5295 | April 15, 2005 | 10:50 AM | Posted by Greg Lloyd | 1 Attachment | Similar results
...morning conversation on the role of **blogs**, **wikis**, and **RSS** in the enterprise . The central...enterprise issues." As **blogs** and **wikis** evolve, they will undoubtedly...from the bottom up are adopting **blogs**, **wikis** and **RSS** because of their simplicity. Mandates...

KM Cluster Boston: June 7 - Business Blogs — An Interactive Workshop and Conversation
Marketing5566 | May 10, 2005 | 1:27 PM | Posted by Jordan Frank | Similar results
...media are of course, **blogs**, **wikis** and Enterprise **RSS**. Many people are...competitive advantages **blogs**, **wikis** and **RSS** bring to business...basics of Enterprise **RSS** how-to syndicate **blogs** Define clear objectives...your business **blogs**, **wikis** and syndication Be...

Wikis and Blogs Transforming Workflow [↑]
Marketing7574 | April 26, 2006 | 6:41 PM | Posted by Greg Lloyd | Similar results
...it . Check out **Wikis** and **Blogs** Transforming Workflow...able to read how **wikis** and weblogs can...amongst other **KM** tools, in the place...said **wikis** and **blogs** are a good way...IT departments **wikis** could help track...Knowledge Management , **KM** , Social Software...

Boston KM Forum 12/18/06 - Jordan Speaking and on Panel
Marketing8899 | December 4, 2006 | 3:20 PM | Posted by Jordan Frank | Greg Lloyd | Similar results
...on the internal uses of **blogs** for knowledge sharing. That said, some aspects of **blogs** in general are germane...can imagine that tags, **RSS** feeds, analytics, and other...2006 session): Enterprise **Blogs** & **Wikis**: The **KM** 2.0 Path Jordan Frank...

Article Tools
📄 Add New Article

Export
🖨 Print Version

Account
Server Setup
Project Setup
My Account (jfrank)
My Collector
Sign Out

shortcuts
See ongoing services engagements
See open helpdesk issues
Show calendar view of current project(s)
See Get Traction Server Last Logins

To-do Views
• Chris's To-Do's

Traction Skins
• Default
• Quick
• Basic
• News
• Modern
• Earth 2col
• Earth 3col
• Ocean
• Verizon
• Simple (PDA)
• Early Bird
• NKM Today

Memory Statistics
[[link type temetrics]]
Server Project Statistics
Create a License

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Searching for Inside Experts

AUTHOR entity delivers explicit "**Expert Cloud**"

Drill down further, by refining the search based on authors,

Click to see an author profile and their content,

And Dial their extension!

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Searching for Inside Experts

See Profile information and "blog" for the Author.

Searching for Anyone

NAMES entity delivers an implicit "**Person of Interest Cloud**"

Drill down further,

or phone a friend!

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Your Challenge

- Understand the interaction between time, tag, taxonomy, entities and page rank.

- Determine the role of these facilities
  - For each use case or team requirement
  - Within and across enterprise applications

- Implement systems that address the Yin and Yang of Collaboration

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KMWorld 2007

Tagging Strategies & E2.0 In Action

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InfoWorld
2007
TECHNOLOGY
OF THE YEAR
AWARDS
"Best Enterprise Wiki"

Now Free for 5 Users
www.tractionsoftware.com

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