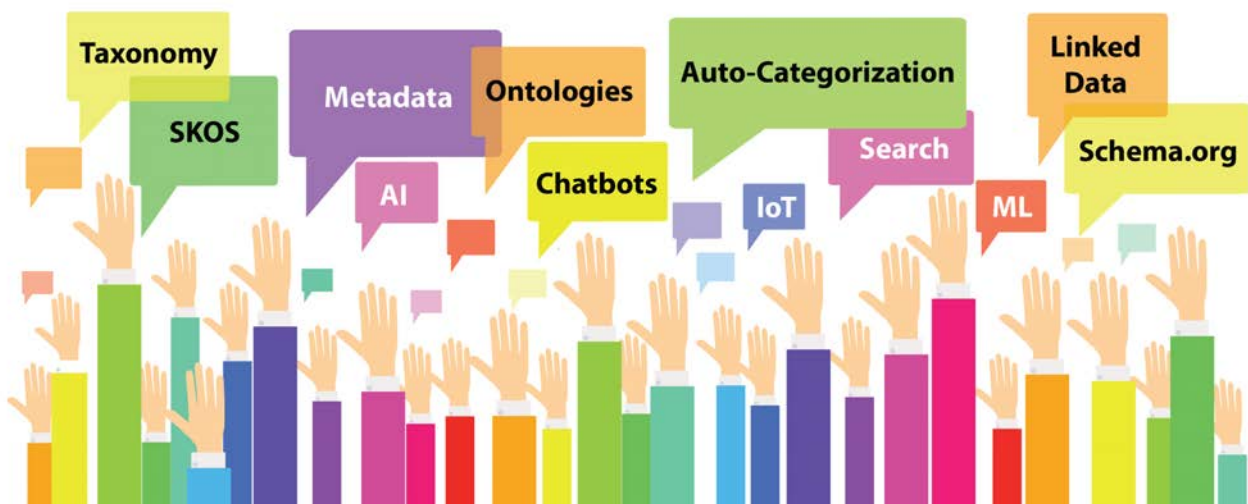


This document presents the final results of an online survey open to taxonomy practitioners. It was curated by Synaptica and promoted via the Information Today conference websites for Taxonomy Bootcamp, London in October 2018, and Taxonomy Bootcamp, Washington in November 2018. There were 53 respondents from a diversity of industry sectors. All data in this report has been anonymized. The report may be freely copied and shared.

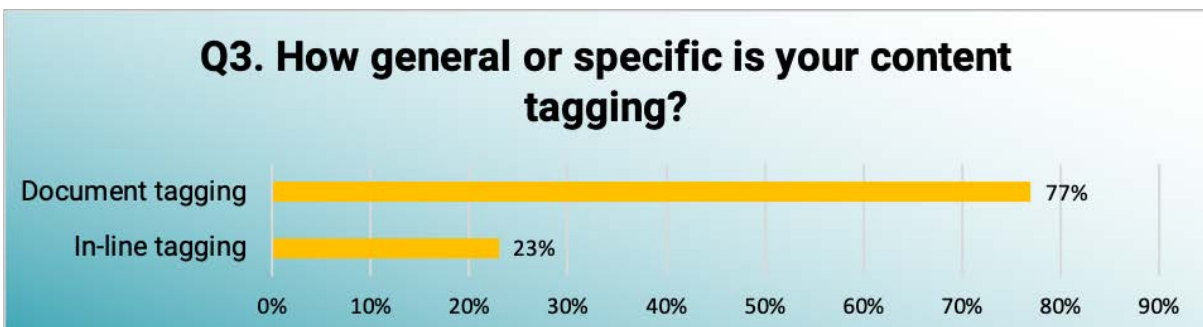
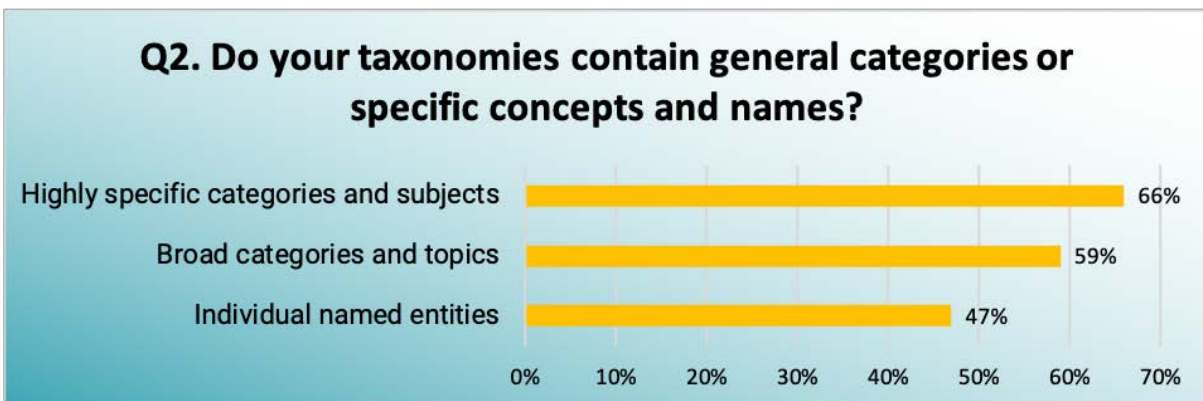
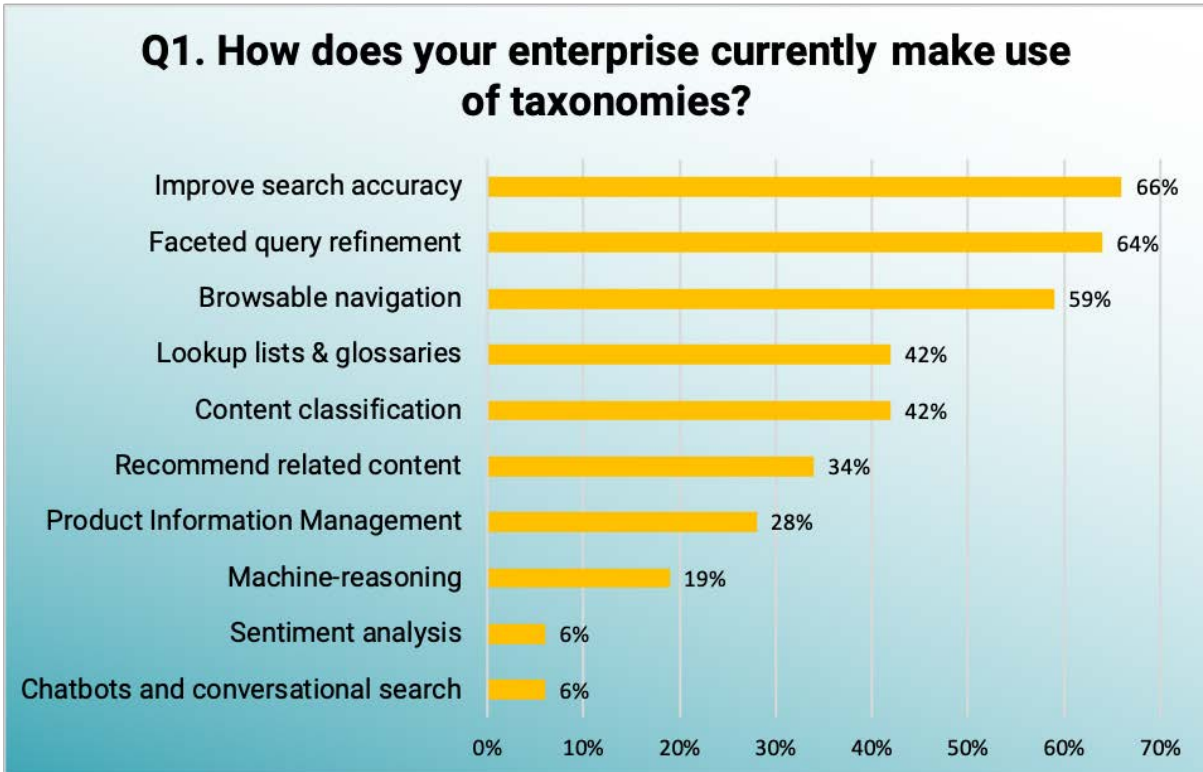


The survey aimed to find out how taxonomy practitioners go about building and maintaining taxonomies, and how they then use those taxonomies to categorize content and enhance search. The survey also asked respondents to describe which emerging technologies are impacting their enterprises.

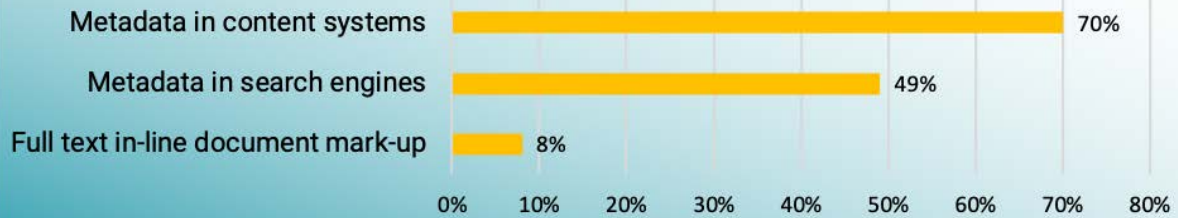
The first section of the survey contained ten questions answered by multiple choice options. All options were non-exclusive; respondents were asked to select all those options that applied to their enterprise. The second section invited free text responses about challenges, expectations and aspirations.

For questions about this survey please contact info@synaptica.com.

Section 1: Multiple Choice Responses



Q4. Where do you store your tagging data?



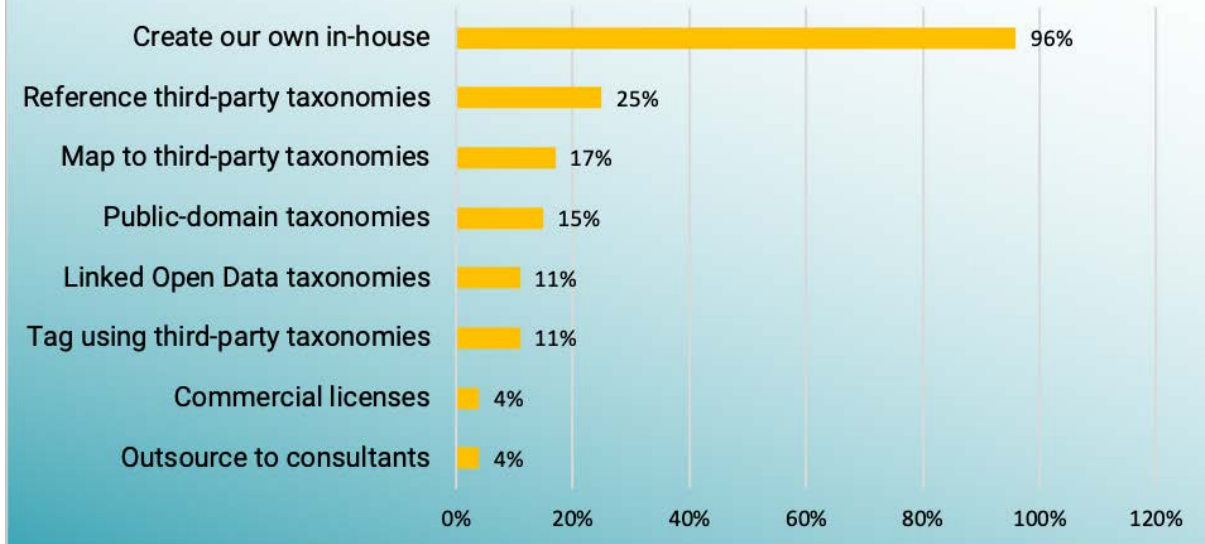
Q5. How are your lexicons / taxonomies / thesauri / ontologies structured?



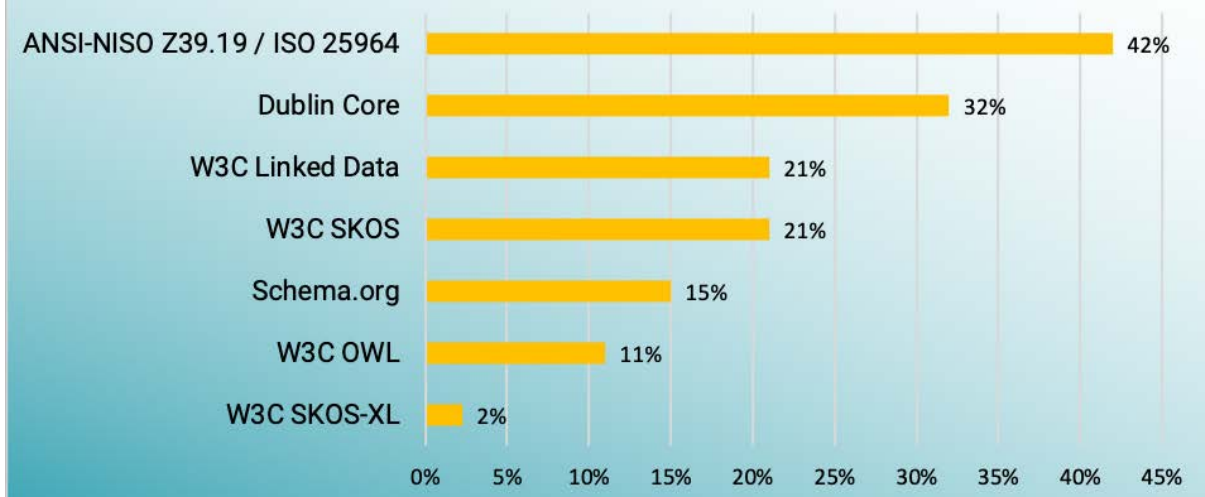
Q6. How public or private are your taxonomies?



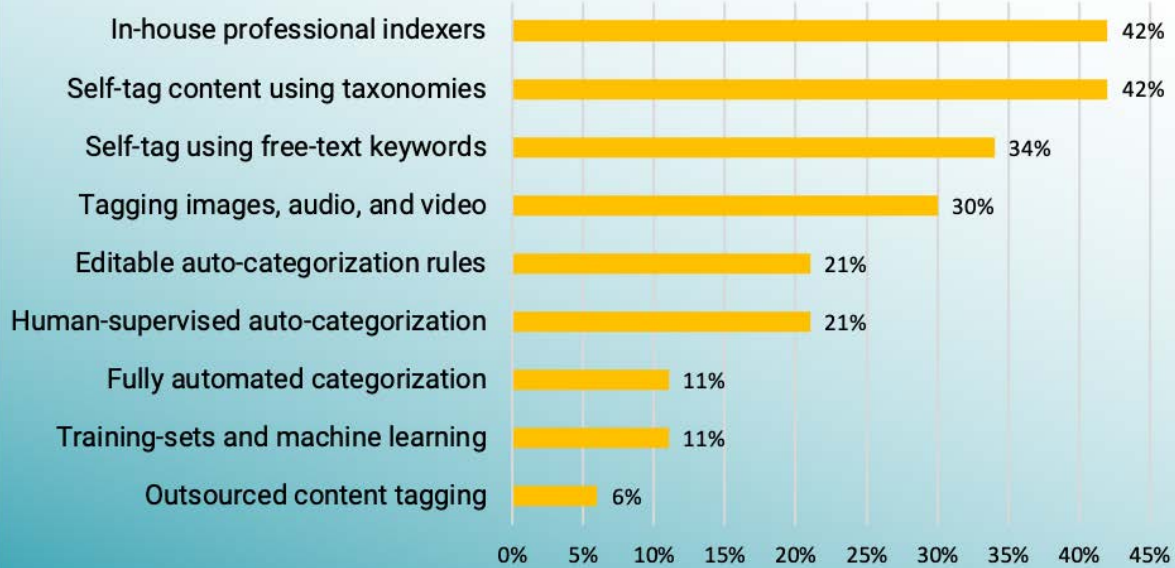
Q7. How do you create your taxonomies and/or use third-party taxonomies?



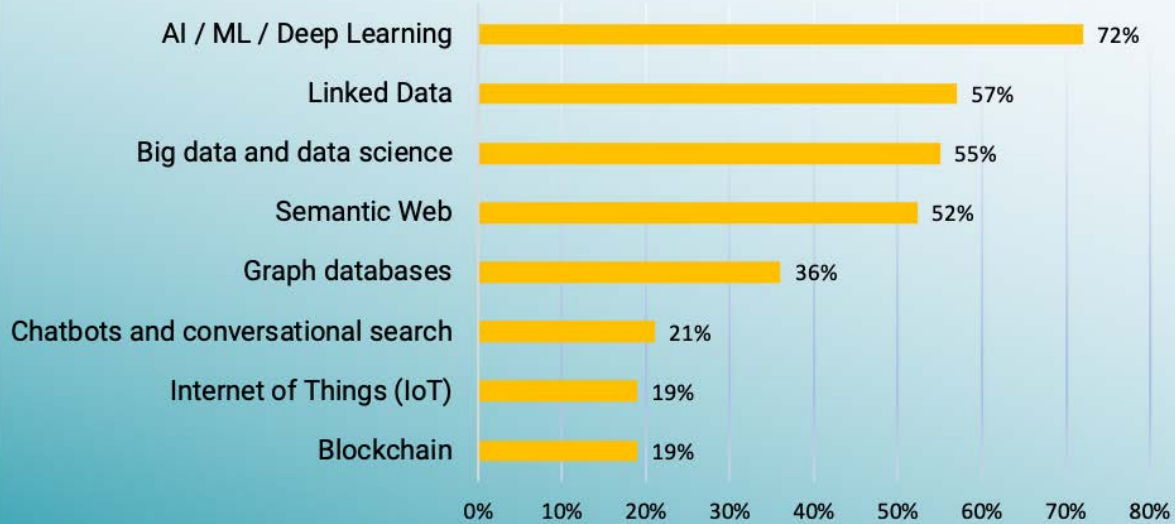
Q8. Which industry standards do you use for your taxonomies and/or for tagging?



Q9. What processes do you use to tag content?



Q10. Which emerging technologies do you think are already or will soon impact your enterprise?



Section 2: Qualitative Free-Text Responses

The survey contained three qualitative questions inviting respondents to describe their challenges, expectations and aspirations. The responses have been summarized as keyword-phrases. Common responses are sorted at the top of each list with the long-tail sorted alphabetically.

Q1. Challenges: What are the most significant challenges that you face today?

- Management buy-in (7x)
- Centralization of multiple taxonomies (3x)
- Systems interoperability (3x)
- Appreciation of benefits of taxonomy (3x)
- Adoption of open data
- Auto-indexing quality
- Content KPIs
- Data model complexity
- Governance processes
- Investment in methods
- Investment in tools
- IT buy-in
- Manual management using spreadsheets
- Proliferation of terminology
- Rapid change
- Recruiting in-house expertise
- Shortage of in-house resources
- Structuring unstructured data

Q2. Expectations: How do you think new technologies or methodologies will impact your work over the next five years?

- Auto-Categorization Adoption (4X)
- Knowledge Graph Adoption (3x)
- ML Adoption (2x)
- ML based on Taxonomy & Ontology (2x)
- Taxonomy Adoption (2x)
- Better Entity Extraction
- Better Image Classifiers
- Better Version Management
- Chatbot Adoption
- Ontologies & Open Data Adoption
- SKOS Adoption

Q3. Aspirations: What new resources would you like to have, or new solutions would you like to offer your users?

- Better Machine-aided indexing / Auto-Categorization (3x)
- Easier CMS integration (2x)
- New Image Classifiers (2x)
- Increased human resources (2x)
- Investment in taxonomy software (2x)
- Libraries of Linked Open Data (2x)
- Ontology Adoption
- Better disambiguation
- Knowledge graphs
- Linked Data tools
- Migrate away from SharePoint
- More automation
- Online training resources
- Semantic search
- Simpler version of Protégé
- SME participation in taxonomy curation
- Taxonomy alignment services

Section 3: Respondent Demographics

Respondent Job Titles or Roles

- Taxonomist / Taxonomy / Thesaurus Manager (8x)
- Principal (3x)
- Director (2x)
- Product Manager (2x)
- Cataloging Manager
- Chief Executive Officer
- Content Lifecycle Manager
- Content Manager
- Digital Consultant
- Digital Information Architect
- Digital Marketing Consultant
- Director of Technical Product Management
- Discovery officer
- Executive Director
- Head of Subject Cataloguing
- Information Architect
- Information Management
- Information Science Specialist
- Information Specialist
- KM Product Owner and Gatherer
- Knowledge and Communications Manager
- Knowledge Graph Strategist

- Knowledge Management Specialist
- Library Group Supervisor
- Manager Metadata Capabilities
- Manager, Metadata and Taxonomy
- Metadata and Knowledge Manager
- Metadata and Taxonomy Analyst
- Professor - Researcher
- Research Analyst in Informatics
- Research Information Manager
- Research Publications Manager
- Search analyst
- Senior Director, Knowledge Management
- Senior Legal Index Editor
- Senior Manager Louisville
- Senior Vocabulary Editor
- Software Engineer
- Team lead

Respondent Industries

- Publishing (6x)
- Education (4x)
- Marketing (4x)
- Consulting (3x)
- Media (3x)
- Aerospace (2x)
- Broadcast and Media (2x)
- Finance (2x)
- Libraries (2x)
- Retail (2x)
- Software (2x)
- Agribusiness
- Avionics and Defence
- Construction
- Data management
- E-commerce
- Enterprise Information Management
- Health and Social Care
- ICT Tech Docs
- Information Architecture Consultancy
- Information Industry
- Information Technology
- Knowledge Management
- Legal Publishing
- Local Government
- Manufacturing
- Medical Devices
- Membership Body
- Pharmaceuticals
- Professional Services
- Research
- Testing, Inspection and Certification (TIC)
- Video Games

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Information Today <http://www.infotoday.com/>

ISKO UK <http://www.iskouk.org/>

KAPS Group <http://www.kapsgroup.com/>

Scope eKnowledge <https://www.scopeknowledge.com/>

Search Explained <https://searchexplained.com/>

Straits Knowledge <http://www.straitsknowledge.com/>

Taxonomy Strategies <https://taxonomystrategies.com/>