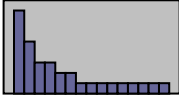# Contextual Authority Tagging:
Cognitive Authority through Folksonomy

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SILS @ UNC-CH

CRADLE Seminar

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Folksonomy

○ Relatively new way to categorize things
- Social
- Easy
- Messy

○ But also traditionally behaved
- Follows power law distribution
- Stabilizes over time

Cognitive Authority

○ Hubs and Authorities (Kleinberg)
  - Hubs $\longrightarrow$ many outlinks
  - Authorities $\longrightarrow$ many inlinks

○ Authority can be of two types (Wilson)
  - Administrative
  - Cognitive

Contextual Authority Tagging

… can only show who is "an authority",

(cognitive)

not who is "in authority" …
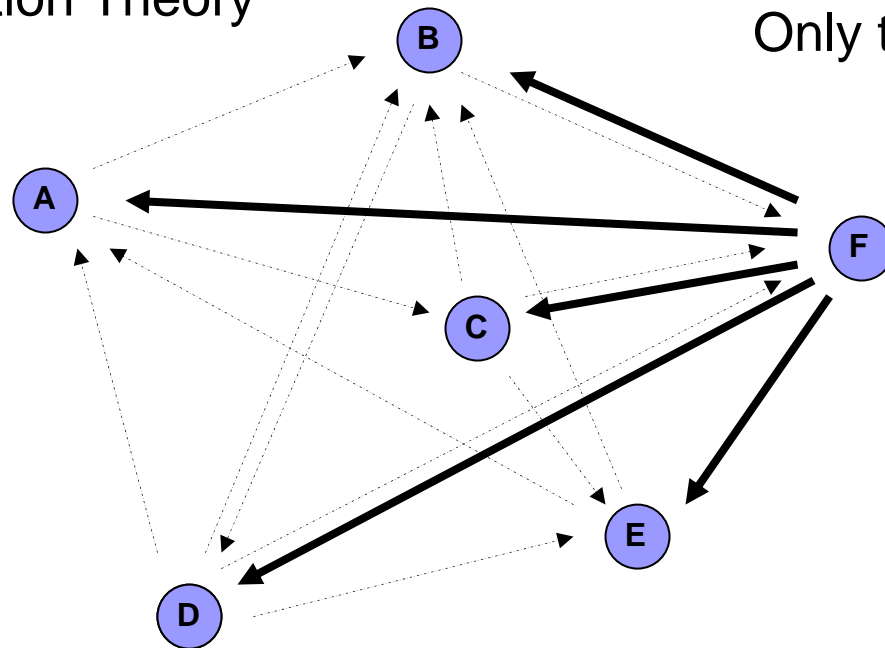
(administrative)

The Context of it All

○ The Mechanic and the Tax Attorney.

○ I trust them both, but within different realms.
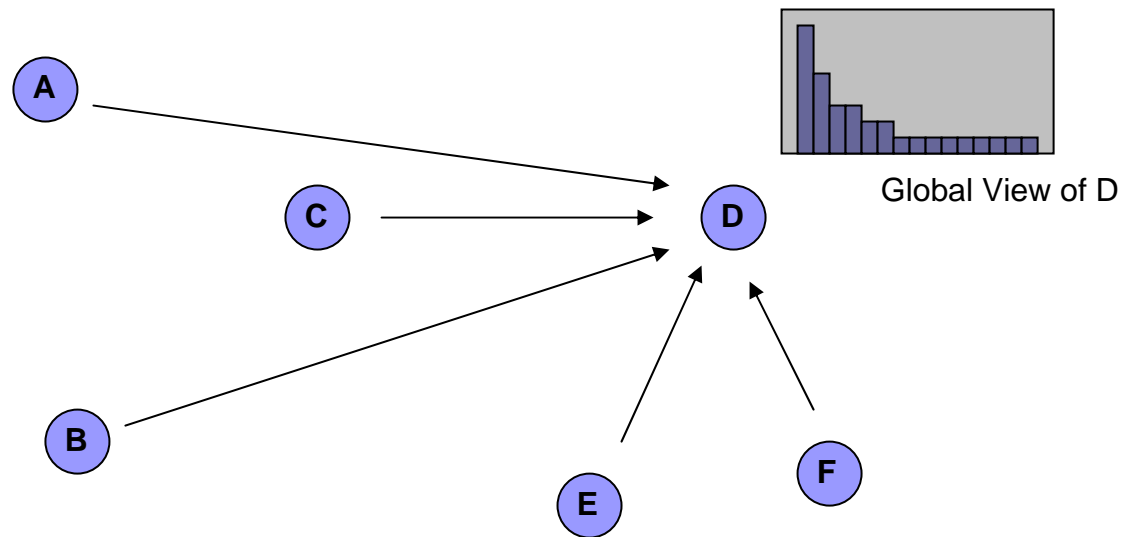
Aggregate Trust Models

- Computer Science
- Bots
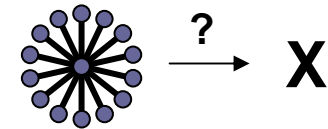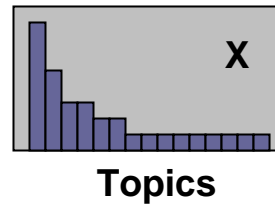- Auction Theory

All trust is equal
Only the amount varies

A	.32
B	.65
C	.77
D	.16
E	.52

Contextual Authority Model

○ More like how we interact as humans

○ Captures what different people know about different people
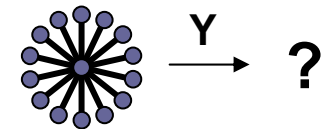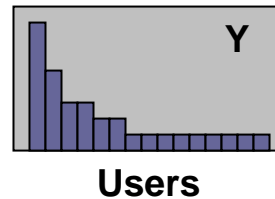

Global View of D

The Four Views

Global   Personal

What is User X an authority on?

Who is an authority on Topic Y?

Future Work

- Work out the math

- Write bulletin board plug-in

- Watch and Learn

Contextual Authority Tagging:
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