

Search: Categories and Tags

Introduction and House Rules

- Please mute your microphone
- Please do not use video
- Please ask questions in the chat box
- The first 20 minutes will be a presentation
- The second 20 minutes will be Q&A for content editors
- Please be respectful of others

Resources

- Biology Information Technology: www.biology-it.iastate.edu
- Luggage Showcase: http://www.biology-it.iastate.edu/luggage_doc/showcase
- Luggage Feature Examples: http://www.biology-it.iastate.edu/luggage_doc/luggage-feature-examples
- Digital Access: <https://www.digitalaccess.iastate.edu/>

Search: Categories and Tags

Luggage is founded on the concept of search. What does that mean?

- Wikipedia definition: *An attempt to find something.*
- Essentially, content is created based on categories and tags vs. a one to one relationship with a single menu item.

What is the benefit of search, specifically when using categories and tags?

- Let's start by talking a bit about audiences. Your website has multiple audiences and each of those audiences may look for information differently. For example, a prospective student may look for content about a degree that has to do with insects. Chances are, the prospective student will search Google for "insects" or "bugs" and "degree". A different audience, such as researchers or collaborators, may look for similar information using the search terms of "Entomology degree". Due to a great list of categories and tags, both audiences can find the information they are looking for. Perhaps information that they didn't know they were looking for.
- Users can find information quickly
- You can help train your site visitors. For example, let's think about our prospective student searching for "bug degree". Chances are this person will land on your page titled "Entomology Graduate Degree". The page includes the information and teaches the visitor the terminology for this kind of degree.
- Essentially, we can create content which accounts for multiple mental pathways. Information will be found through multiple ways of thinking to get there.

- Content can “live” under multiple categories/tags without being duplicated. One page can be found using a multiple number of categories or tags without being duplicated.

What are tags?

- Let’s begin by watching a short video: http://www.biology-it.iastate.edu/luggage_doc/video/search-what-are-tags
- Terms which you feel someone may use to search for the content you are sharing
- You may have multiple tag terms
- Use tags which already exist if possible – note that early on in site creation, all of your tags will need to be created
- Site Index is a way to view all of the tags on your Luggage site

What are categories?

- These terms will be used to categorize all content on your website
- Essentially these terms should describe “what you do”. What is the expertise in which you are sharing on your website?
- The terms may be scientific terms.
- You may have multiple levels of terms. Sub-terms.
- Lab website example of categories: <http://maize-surface-lipids.gdcb.iastate.edu/>
 - Surface Lipid Research
 - Genetic Network
 - Metabolic Network
 - Environmental Response
 - Surface Lipid Metabolome
 - Biotic Stress Mitigation
 - Abiotic Stress Mitigation
- There should be quite a bit of content related to your categories.
- Example of department categories: <http://www.econ.iastate.edu/>
 - Agricultural Economics
 - Applied Economics
 - Game Theory
 - Health Economics
 - Macroeconomics
 - Risk Management
- Example of collaborative website categories: <http://crops.extension.iastate.edu/>
 - Crop Production
 - Equipment and Machinery
 - Grain Handling and Storage
 - Insects and Mites
 - Pesticide Education
 - Plant Diseases
 - Soils
 - Soil Fertility

- Soil Management
- Weeds
 - Herbicide Resistance

Open vs. Closed term lists

- Open vocabulary: editors may continue to add terms; unlimited number may be added
 - Tags are an example of an open term list
- Closed vocabulary: website owner(s) determine the terms in the list; not added “on the fly”
 - Categories are an example of a closed term list

Faceted Search

- Filters for site visitors to search content
- Amazon uses faceted search: <https://www.amazon.com/>
- Luggage uses faceted search:
<https://www.digitalaccess.iastate.edu/search/content/accessibility>