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## **The PERsonlisation TAGging interface INformation in Services, PERTAINS project: presenting tag recommenders in UK national services Background**

Building on work from the The Enhanced Tagging for Discovery (EnTag<sup>1</sup>) project the PERTAINS project aims to deliver service enhancements to the UK national aggregator services of research library OPACs (COPAC<sup>2</sup>) and Intute<sup>3</sup> the database of web resources for higher education. Over 120,000 records of quality internet resources across all subject disciplines are described in the Intute database and over 34 million records from over 50 libraries make up the Copac database. Intute and Copac have grown out of library conventions and have traditionally taken a structured approach to categorising and classifying their content; through classification schemes and assigning keywords.

However, we are in the midst of a paradigm shift as a result of the growing proliferation of popular websites which offer users more informal tagging functionality to assist with collecting and describing personal collections. The report from the 2008 DPIE 1<sup>4</sup> project encourages exploration of personalisation technologies in the National Data Centre (NDC) services. Intute worked with EnTag project (and in particular Professor Douglas Tudhope) to test its tag recommender functionality in the context of Intute politics data. The PERTAINS project takes this a step further and is creating tag recommender demonstrators for Intute and Copac. Development is taking place in partnership with the University of Glamorgan, and the Intute and Copac teams at the NDC Mimas<sup>5</sup>, The University of Manchester. The demonstrators developed will be evaluated by groups of users (as encouraged by DPIE 2<sup>6</sup>) and decisions made about their potential value in service implementation.

### **Aims**

This paper will give an overview of the PERTAINS project (which is JISC funded), including technical discussion, sharing of the issues around enhancement to existing services, and project development in response to user requirements. Overall, this project explicitly aims to leverage network effects, respond to changing user expectations and more effectively exploit Intute's and Copac's UK presence as powerful aggregators of learning and research materials. We believe that the demonstrators developed could provide the foundations for a new tag recommender system and infrastructure for future development work in other services.

Objectives of PERTAINS:

- To take build on the En-Tag project to produce a transferable tag recommender tool for the Intute and Copac services
- To provide the Intute and Copac user community with a tag recommender tool which allows users to tag with a tool developed in conjunction with their needs as defined by them.
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### **Main findings**

This paper will present for the first time the PERTAINS project demonstrators. Throughout the summer and with a completion date of September 2009, the University of Glamorgan will be working on appropriate Web services for incorporation into the existing Intute and Copac interfaces to create the demonstrators. These services will include suggestions from both structured (controlled) vocabularies (held in the SKOS RDF standard representation) and unstructured sets of previous tags. The project team will have selected appropriate content and vocabularies and developed heuristics applying personalisation context to a prioritisation of possible suggestion sources.

In addition, the paper will share the findings of focus groups and user evaluation which led to the development of the demonstrators.

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1 <http://www.ukoln.ac.uk/projects/enhanced-tagging/>

1 <http://www.copac.ac.uk/>

1 <http://www.intute.ac.uk/>

1 Development of Personalisation for the Information Environment 1 (DPIE1)

<http://www.jisc.ac.uk/whatwedo/programmes/resourcediscovery/dpie1.aspx>

1 <http://www.mimas.ac.uk/>

1 Development of Personalisation for the Information Environment 2 (DPIE2)

<http://www.jisc.ac.uk/whatwedo/programmes/resourcediscovery/Personalisation.aspx>