

I 202: INFORMATION ORGANIZATION & RETRIEVAL FALL 2025

Class 8: Ontologies; Tags vs Faceted Categories

Today's Outline

Ontology Definition

Ontology Examples

AI-based Ontologies

Tags vs Faceted Categories

Upcoming Assignment

Exercise: Create Faceted Metadata for this Image



Photo by J. Hearst, jhearth.typepad.com

Faceted Metadata Limitation: Shows Attributes, but not **Relations between Attributes**



Photo by J. Hearst, jhearth.typepad.com

Aquamarine
Red
Orange

Door
Doorway
Wall

- Does not show which color is associated with which object
- Ontologies can help with this limitation

WHAT IS AN ONTOLOGY?

Gr: *onto*: being, *logy*: science, study-of

- An information structure that often includes **relationships, constraints, and rules.**
- A method for describing **knowledge** in such a way that it can be process by a computer.
- The branch of metaphysics dealing with the nature of being (we are not using this sense of the word)

Taxonomy vs Ontology

Taxonomy

- Tree / Hierarchical in structure
- Relation is consistent throughout and signifies inclusion
 - *(type-of, part-of)*

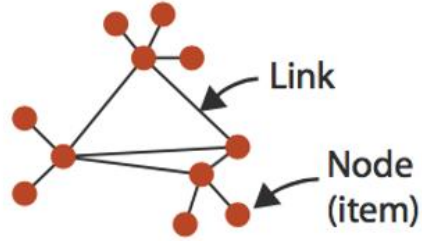
Ontology

- Graph / Network in structure
- Relations can link objects to each other *without* inclusion
- Relations can represent attributes
- Often includes rules and constraints

Tree vs. Network / Graph



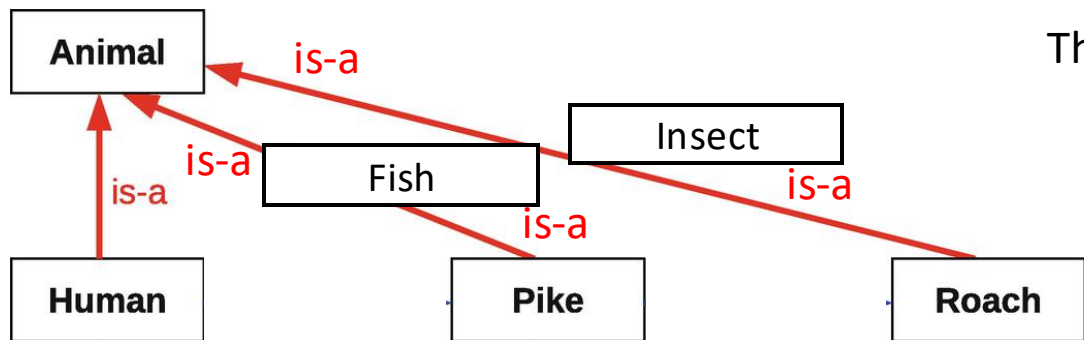
tree



graph

BASIS FOR COMPARISON	TREE	GRAPH
Root node	It has exactly one root node.	Graph doesn't have a root node.
Cycles	No cycles are permitted.	Graph can have cycles.
Complexity	Less complex	More complex comparatively
Number of edges	$n-1$ ($n = \#$ of nodes)	Not defined
Model type	Hierarchical	Network

ONTOLOGY EXAMPLE: INFERENCE FROM A TAXONOMY



This is a partial taxonomy

We can make inferences from taxonomies, using the implicit is-a rule:

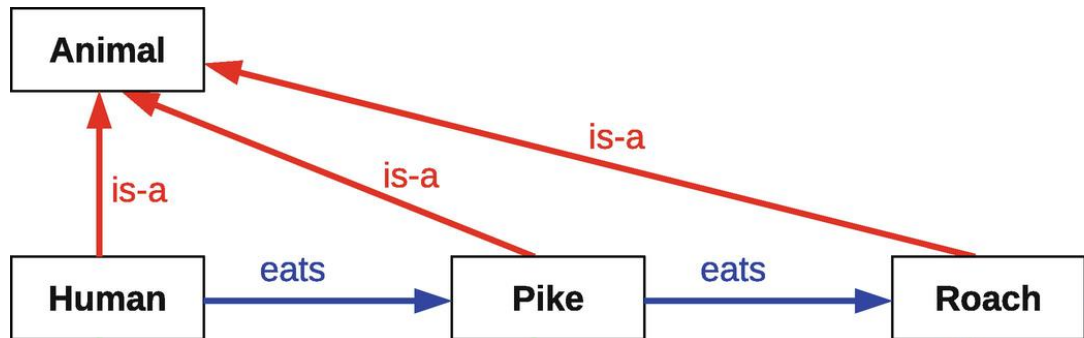
$$isa(a, b) \text{ AND } isa(b, c) \rightarrow isa(a, c)$$

In English:

A pike is a fish; a fish is an animal, therefore a pike is an animal.

ONTOLOGY EXAMPLE

RELATION LINKS ALLOW ADDITIONAL INFERENCE



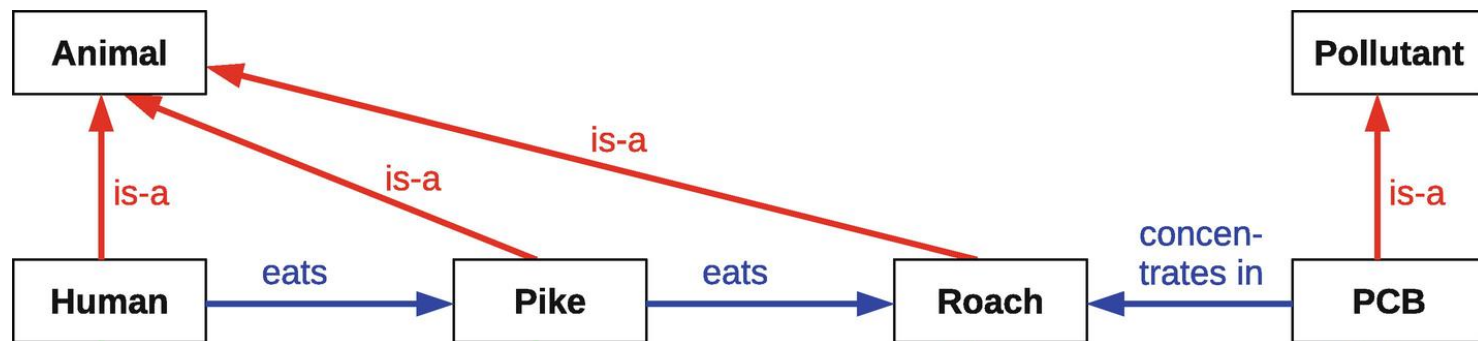
We've added eats() relation links; Now it is an ontology

We can now make new rule and inferences; create new knowledge

$$eats(a, b) \text{ AND } eats(b, c) \rightarrow eats(a, c)$$

Humans (indirectly) eat roaches

ONTOLOGY EXAMPLE: ADDING MORE INFERENCE RULES



More rules, more inferences

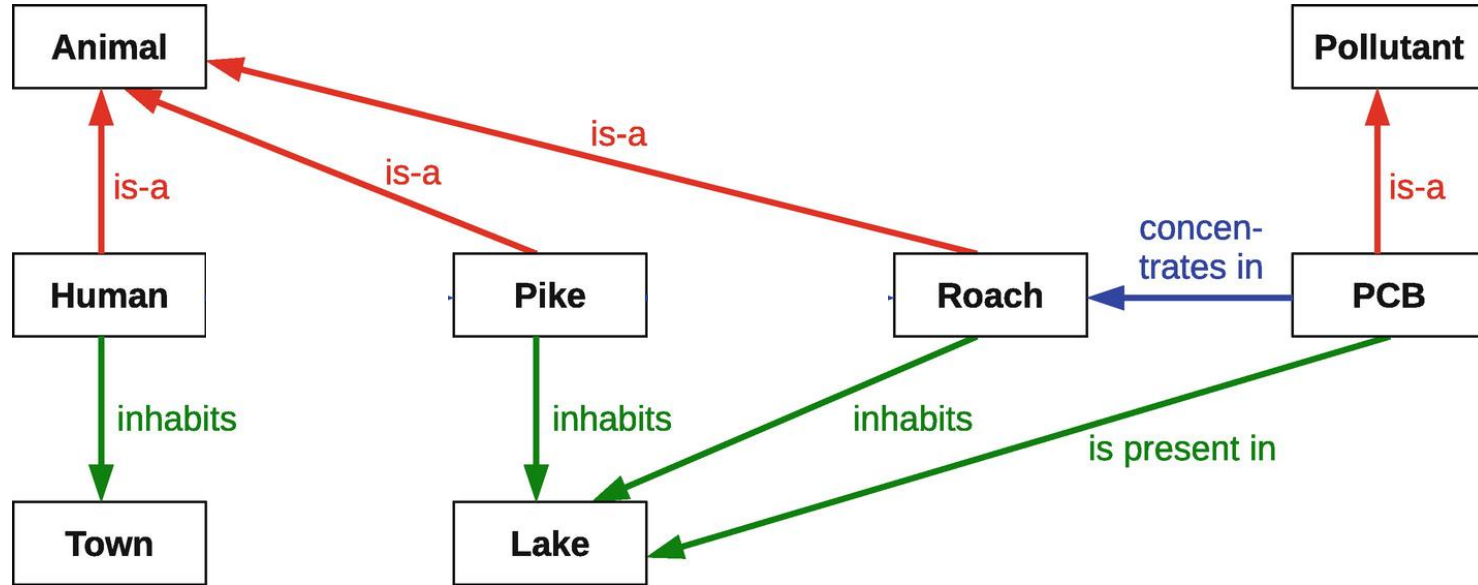
$concentratedIn(p, a) \text{ AND } eat(b, a) \rightarrow poisonedBy(b, p)$
 $eats(a, b) \text{ AND } eats(b, c) \rightarrow eats(a, c)$

Can conclude:

Pike poisonedBy PCB, therefore

Human poisonedBy PCB

ONTOLOGY EXAMPLE: ADD MORE RELATION TYPES



ONTOLOGY EXAMPLE: IMDB



Movies

- Release Calendar
- DVD & Blu-ray Releases
- Top Rated Movies
- Most Popular Movies
- Browse Movies by Genre
- Top Box Office
- Showtimes & Tickets
- In Theaters
- Coming Soon
- Movie News
- India Movie Spotlight

Celebs

- Born Today
- Most Popular Celebs
- Celebrity News

TV Shows

- What's on TV & Streaming
- Top Rated Shows
- Most Popular Shows
- Browse TV Shows by Genre
- TV News
- India TV Spotlight

Watch

- What to Watch
- Latest Trailers
- IMDb TV
- IMDb Originals
- IMDb Picks
- IMDb Podcasts

Awards & Events

- Oscars
- Best Picture Winners
- Golden Globes
- Emmys
- San Diego Comic-Con
- New York Comic-Con
- Sundance Film Festival
- Toronto Int'l Film Festival
- Awards Central
- Festival Central
- All Events

Community

- Help Center
- Contributor Zone
- Polls



Lauren Bacall was born Betty Joan Perske on September 16, 1924, in New York City. She was the daughter of Natalie Weinstein-Bacal, a Romanian Jewish immigrant, and William Perske, who was born in New Jersey, to Polish Jewish parents. Her family was middle-class, with her father working as a salesman and her mother as a secretary. They divorced ... [See full bio](#) »

Born: September 16, 1924 in The Bronx, New York City, New York, USA
Died: August 12, 2014 (age 89) in New York City, New York, USA

Nominated for 1 Oscar. Another 21 wins & 13 nominations. [See more awards](#) »

Photos



549 photos | 31 videos »

Known For



Quick Links

Biography
Awards
Photo Gallery

Filmography (by Job)
Trailers and Videos

Explore More

Top 10 Moments From the 2020 Emmy Awards



From presenters in hazmat suits to record-breaking wins, our editors name the best moments and biggest surprises from the 72nd Primetime Emmy Awards.

[See the full list](#) »

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Related News

Memo to Oscars: Bring back Governors Awards even if they have to be virtual
21 September 2020 | Gold Derby

John Wayne: Top 10 Best Westerns
04 September 2020 | Gold Derby

The Best Celebrity Memoirs, from Carrie Fisher to Katharine Hepburn
19 August 2020 | IndieWire

IMDB Entry: Actor

Many relation types!

Acted in

Photos of

Biography of

Known for

Related News

All actors born on Sept 16

All actors born in 1924

All actors with same

astrological sign

Nicknames

Quotes

+ To Have and Have Not (1944)

★ 7.8
30,365

☆ Rate This

Passed | 1h 40min | Adventure, Comedy, Film-Noir | 20 January 1945 (USA)



During World War II, American expatriate Harry Morgan helps transport a French Resistance leader and his beautiful wife to Martinique while romancing a sensuous lounge singer.

Director: [Howard Hawks](#)

Writers: [Ernest Hemingway](#) (novel), [Jules Furthman](#) (screen play) | [1 more credit](#) »

Stars: [Humphrey Bogart](#), [Lauren Bacall](#), [Walter Brennan](#) | [See full cast & crew](#) »



Watch on Prime Video 
rent/buy from \$2.99



+ Add to Watchlist


Reviews

164 user | 93 critic



Popularity

4,829 (★ 4,191)

IMDbPro [View production, box office, & company info](#) 

1 win. [See more awards](#) »

IMDB Entry: Performance

Many relation types!

Directors

Writers

Actors

Screenwriters

Awards

Reviews

Box office statistics

Videos

Photos

Plot

Quotes

Soundtracks

IMDB



married_to(x,y) is a symmetric relation that holds between “resources”

$$\text{married_to}(x,y) = \text{married_to}(y,x)$$

IMDB



stars_in

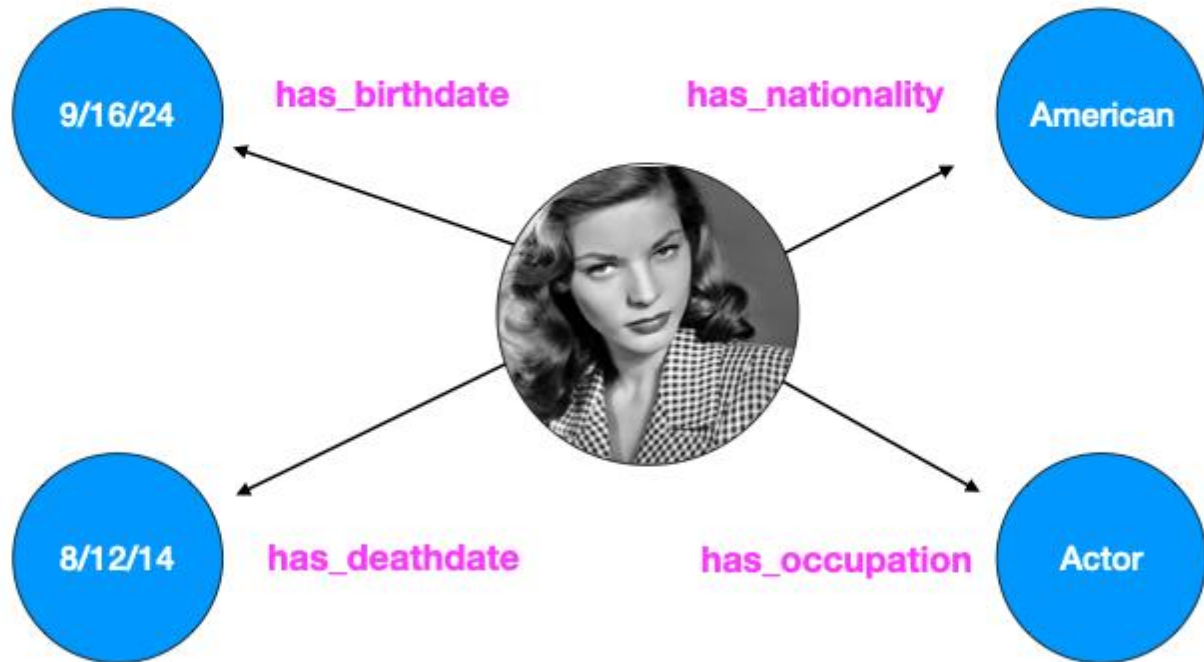


stars_in



**stars_in is an
asymmetric relation
between x and y**

IMDB



USES FOR DIGITAL ONTOLOGIES

- **Store and re-use knowledge**
 - *WordNet (will see next week)*
- **Link Knowledge Across Different Sources**
 - *Semantic Web*
 - *Knowledge Graphs*
- **Automated Reasoning**
 - *Formal logic, theorem provers, inference engines*
 - *HermiT OWL reasoner, Pellet reasoner*
 - *Graph-based Neural Net reasoning*

UNDERSTANDING & NAVIGATING ONTOLOGIES

- Ontologies are difficult to show visually
- They are also difficult to convey how to navigate
- Most websites provide a simplified view
- Inference is not usually done where users can see it, but instead used behind the scenes to generate information
- Inference is usually much slower than what a relational database can do equivalently

EXERCISE: LINKED-IN

- What are the relations?
- What inferences can be done with them?
- How does the interface express these?

INFERRING ONTOLOGIES FROM DATA

- We can impose connections by following links
- The “6 degrees of Kevin Bacon game”
- Play it with Wikipedia links to find new knowledge

SIX DEGREES OF WIKIPEDIA

[About](#) | [Blog](#) | [GitHub](#)

Find the shortest paths from

Unobtainium

to

Andromeda Galaxy

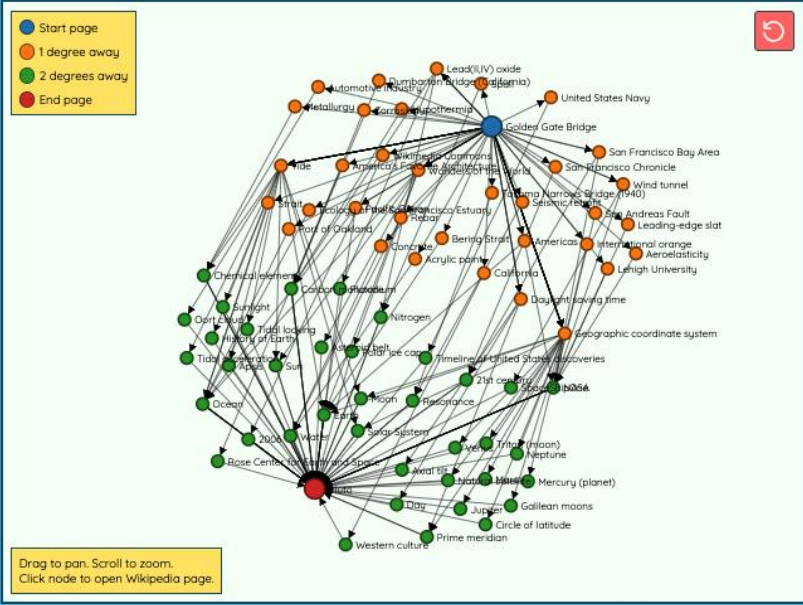
Go!

golden gate bridge	\leftrightarrow	pluto
--------------------	-------------------	-------

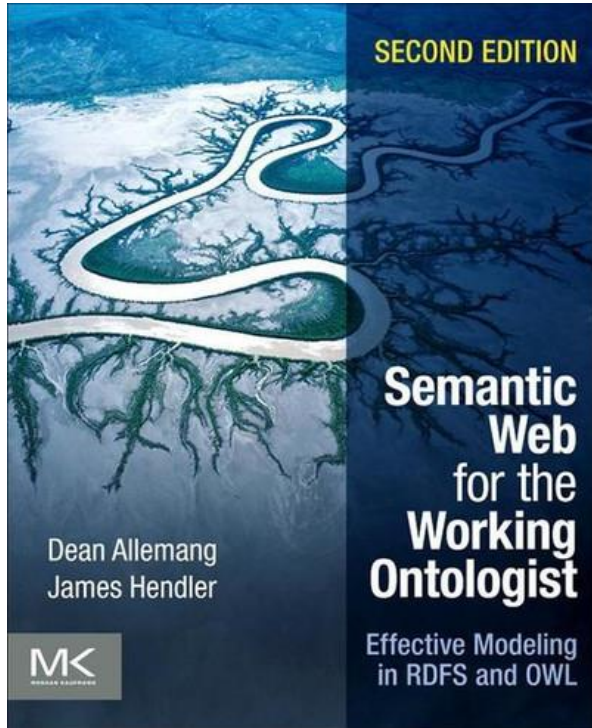
Go!

Golden Gate Bridge to Pluto in 3.53 seconds!

 **Tweet result**



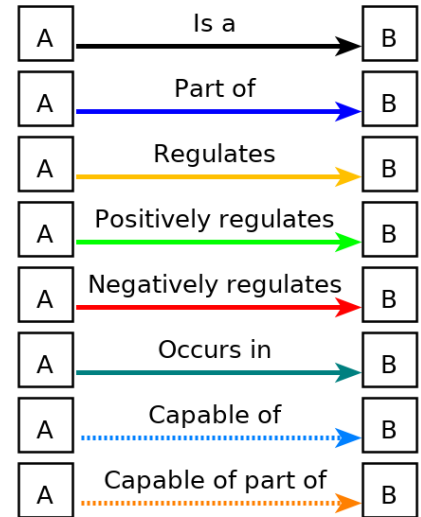
THE SEMANTIC WEB



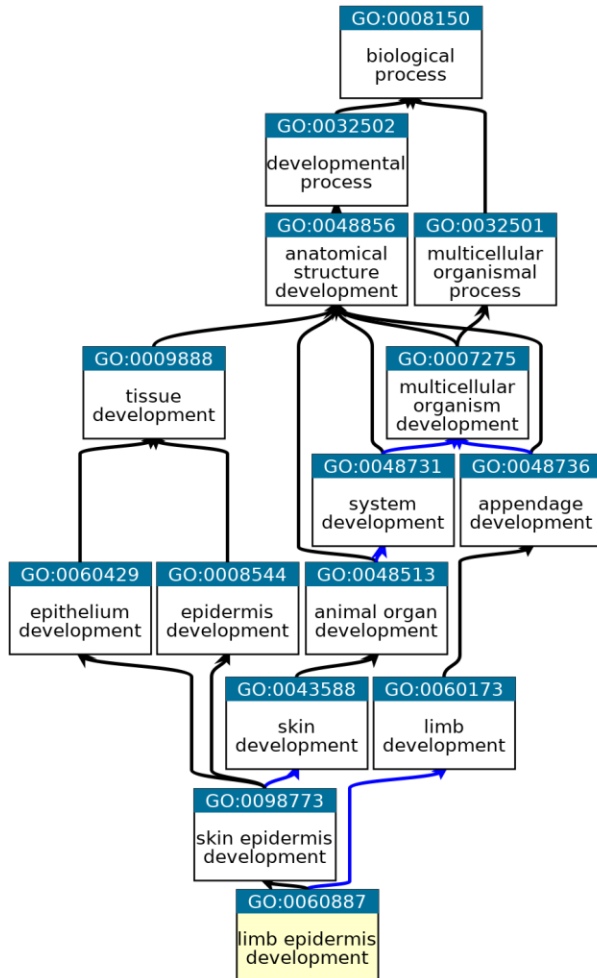
- Goal: support a distributed Web at the level of the data rather than at the level of the presentation.
- A data item can point to another, using global references called Uniform Resource Identifiers (URIs).
- Information about an entity can be distributed over the entire web.
- A way to achieve inter-operability
- Lots of people work on it, but it doesn't seem to ever really take off in practical applications

GENE ONTOLOGY (GO)

- Annotates gene function: molecular function, cellular components, biological processes
- Under active development for > 25 years!
- 40,000 terms
- 134,000 relations
- >9M annotated gene products



Go Ontology Example



Taxon Constraints

The use of this term should conform to the following taxon constraints:

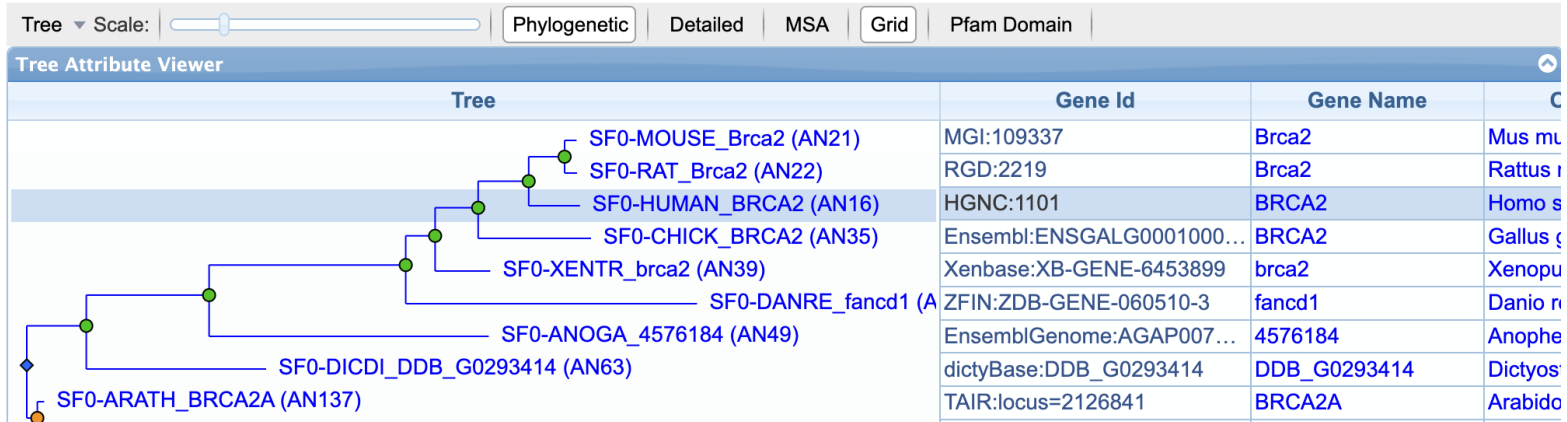
Ancestor GO ID	Ancestor GO Term Name	Relationship	Taxon ID	Taxon
GO:0008544	epidermis development	Never in Taxon	33090	Viridiplantae
GO:0009888	tissue development	Never in Taxon	147554	Schizosaccharomycetes
GO:0009888	tissue development	Never in Taxon	33630	Alveolata
GO:0009888	tissue development	Never in Taxon	33682	Euglenozoa
GO:0009888	tissue development	Never in Taxon	38254	Glaucocystophyceae
GO:0009888	tissue development	Never in Taxon	4891	Saccharomycetes

BRCA1 Gene Example

PANTHER TREE VIEWER ?

Family: BREAST CANCER TYPE 2 SUSCEPTIBILITY PROTEIN BRCA2 (PTHR11289)

Reduced Tree View



<https://pantherdb.org/treeViewer/treeViewer.jsp?book=PTHR11289&species=agr&seq=HGNC=1101>


BRCA1 Gene Example

PANTHER TREE VIEWER

Family: BREAST CANCER TYPE 2 SUSCEPTIBILITY PROTEIN BRCA2 (PTHR11289)
Reduced Tree View



Tree

Tree Attribute Viewer 

Tree	Gene Id	Gene Name	Organism	Definition	Subf
Eukaryota					BREAS
Unikonts					BREAS
Bilateria					BREAS
Euteleostomi					BREAS
Tetrapoda					BREAS
Amniota					BREAS
Euarchontoglires					BREAS
Murinae					BREAS
Mus musculus	MGI:109337	Brca2	Mus musculus	Breast cancer type 2...	BREAS
Rattus norvegicus	RGD:2219	Brca2	Rattus norvegicus	Breast cancer type 2...	BREAS
Homo sapiens	HGNC:1101	BRCA2	Homo sapiens	Breast cancer type 2...	BREAS
Gallus gallus	Ensembl:ENSGALG0001000...	BRCA2	Gallus gallus	BRCA2, DNA repair ...	BREAS
Xenopus tropicalis	Xenbase:XB-GENE-6453899	brca2	Xenopus tropicalis	BRCA2, DNA repair...	BREAS
Danio rerio	ZFIN:ZDB-GENE-060510-3	fancd1	Danio rerio	BRCA2 DNA repair...	BREAS
Anopheles gambiae	EnsemblGenome:AGAP007...	4576184	Anopheles gambiae	AGAP007032-PA	BREAS
Dictyostelium discoideum	dictyBase:DDB_G0293414	DDB_G0293414	Dictyostelium discoid...	Breast cancer type 2...	BREAS
AN136					BREAS
Arabidopsis thaliana	TAIR:locus=2126841	BRCA2A	Arabidopsis thaliana	Protein BREAST CA...	BREAS
Arabidopsis thaliana	TAIR:locus=2149800	BRCA2B	Arabidopsis thaliana	Protein BREAST CA...	BREAS

<https://pantherdb.org/treeViewer/treeViewer.jsp?book=PTHR11289&species=agr&seq=HGNC=1101>

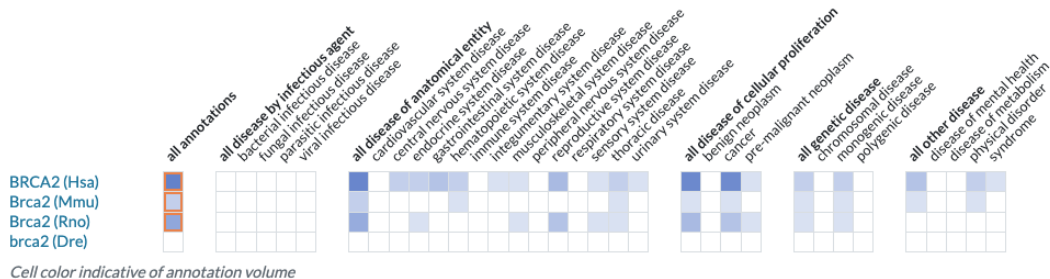
BRCA1 Gene Example: Disease Associations

☒ Compare Ortholog Genes

Stringency: Stringent

Species

☐ Include Negative Annotations Cases where the expected disease association was NOT found



Species	Gene	Association	Disease	Evidence	Source	Based On	References
<i>Homo sapiens</i>	BRCA2	is implicated in	breast cancer	IAGP	OMIM via RGD		RGD:7240710
<i>Homo sapiens</i>	BRCA2	is marker for	colorectal cancer	IEP	RGD		PMID:16533773
<i>Homo sapiens</i>	BRCA2	is marker for	colorectal carcinoma	IEP	RGD		PMID:11497291
<i>Homo sapiens</i>	BRCA2	is implicated in	ductal carcinoma in situ	IAGP	RGD		PMID:16280055
<i>Homo sapiens</i>	BRCA2	is implicated in	endometrial cancer	IAGP	RGD		PMID:10451700
<i>Homo sapiens</i>	BRCA2	is implicated in	endometrial serous adenocarcinoma	IAGP	RGD		PMID:16650962
<i>Homo sapiens</i>	BRCA2	is implicated in	esophagus squamous cell carcinoma	IAGP	RGD		PMID:21279724

BRCA1 Example

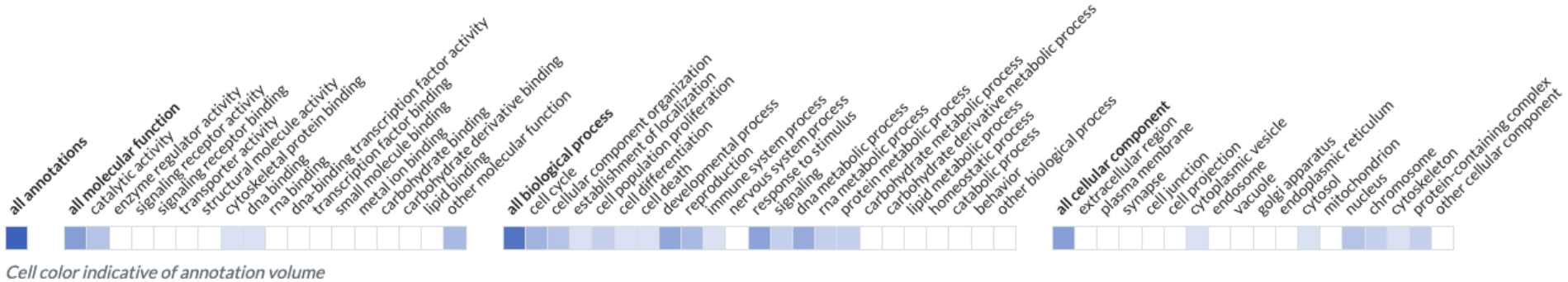
Function - GO Annotations ?

☐ Compare Ortholog Genes

Stringency: Stringent ▼

Species ▼

☐ Show Functions With At Least One Experimental Evidence



BRCA1 Example

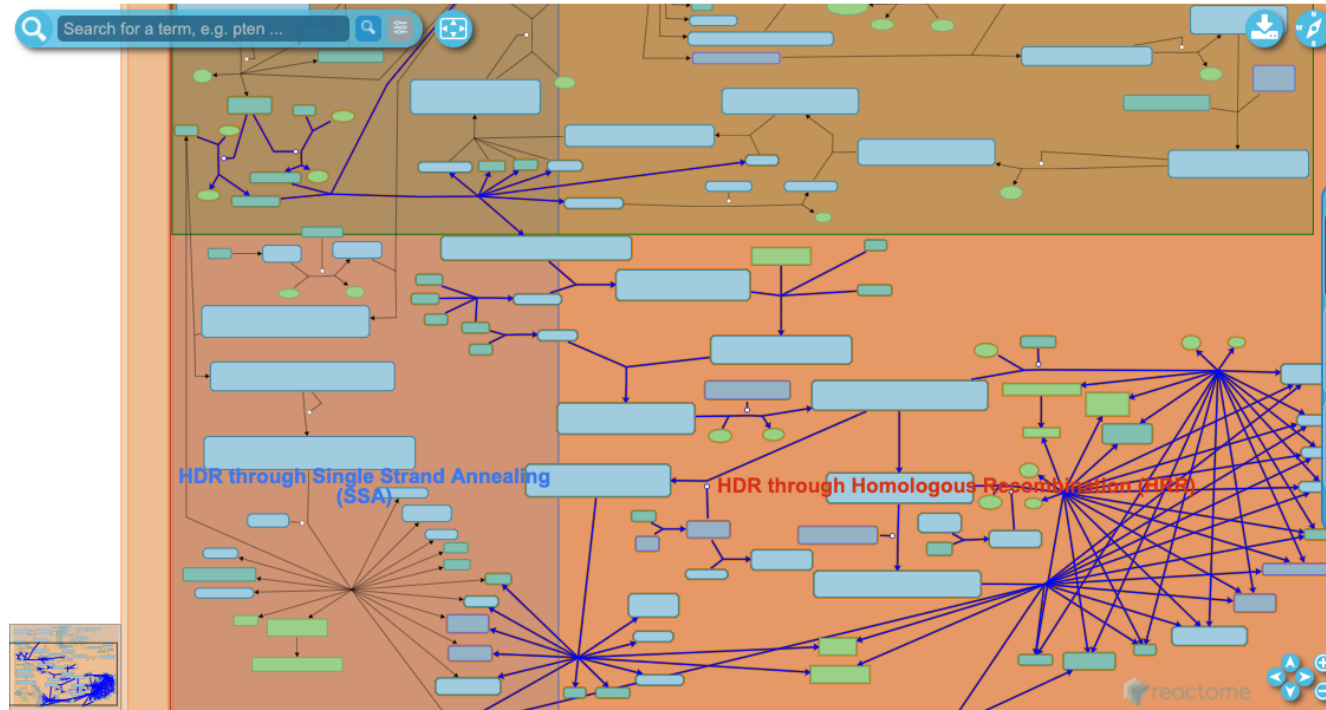
Pathways ?

Reactome Pathway (9)

Reactome Reactions (20)

GO-CAMs (0)

Available pathways: HDR through Homologous Recombination (HRR)



Open in Reactome Pathway

<https://www.alliancegenome.org/gene/HGNC:1101>

BRCA1 Example

Alleles and Variants

Genome Location

[Chr13:32315086...32400268](#) [↗](#) + (85.18 kb)

Assembly Version

GRCh38





























































MAINTAINING THE GO KNOWLEDGE BASE

- Experts read papers and enter information
- Other experts can report on problems
- The standards used have evolved over time, reflecting improvements in knowledge representation
- Algorithms analyze the data to help researchers analyze results and formulate hypotheses
- Visualizations have been developed to simplify the complexity

EXERCISE: EXPLORE THE GENE ONTOLOGY

- Search for quickgo, click on the link
 - <https://www.ebi.ac.uk/QuickGO/annotations>
- Explore one of the genes there
- See what kinds of relations are supported
- Follow links, look at the graph structures, the Ontology tab

Download table as: [[YAML](#) | [JSON-LD](#) | [RDF/Turtle](#)]

bfo	Basic Formal Ontology 	The upper level ontology upon which OBO Foundry ontologies are built. Detail	      
chebi	Chemical Entities of Biological Interest 	A structured classification of molecular entities of biological interest focusing on 'small' chemical compounds. Detail	       
doid	Human Disease Ontology 	An ontology for describing the classification of human diseases organized by etiology. Detail	       
go	Gene Ontology 	An ontology for describing the function of genes and gene products Detail	      
obi	Ontology for Biomedical Investigations 	An integrated ontology for the description of life-science and clinical investigations Detail	      
pato	Phenotype And Trait Ontology 	An ontology of phenotypic qualities (properties, attributes or characteristics) Detail	      
po	Plant Ontology 	The Plant Ontology is a structured database resource that links plant anatomy and growth and development to p	  
pr	PRotein Ontology (PRO) 	An ontological representation of p Detail	  

A Collection of Ontologies

<http://www.obofoundry.org/>



Principles: Overview

- [Overview](#)
- [Open \(principle 1\)](#)
- [Common Format \(principle 2\)](#)
- [URI/Identifier Space \(principle 3\)](#)
- [Versioning \(principle 4\)](#)
- [Scope \(principle 5\)](#)
- [Textual Definitions \(principle 6\)](#)
- [Relations \(principle 7\)](#)
- [Documentation \(principle 8\)](#)
- [Documented Plurality of Users \(principle 9\)](#)
- [Commitment To Collaboration \(principle 10\)](#)
- [Locus of Authority \(principle 11\)](#)
- [Naming Conventions \(principle 12\)](#)
- [Maintenance \(principle 16\)](#)

View

Edit

This page is generated via
[_layouts/principle.html](#). See [edit guide](#)

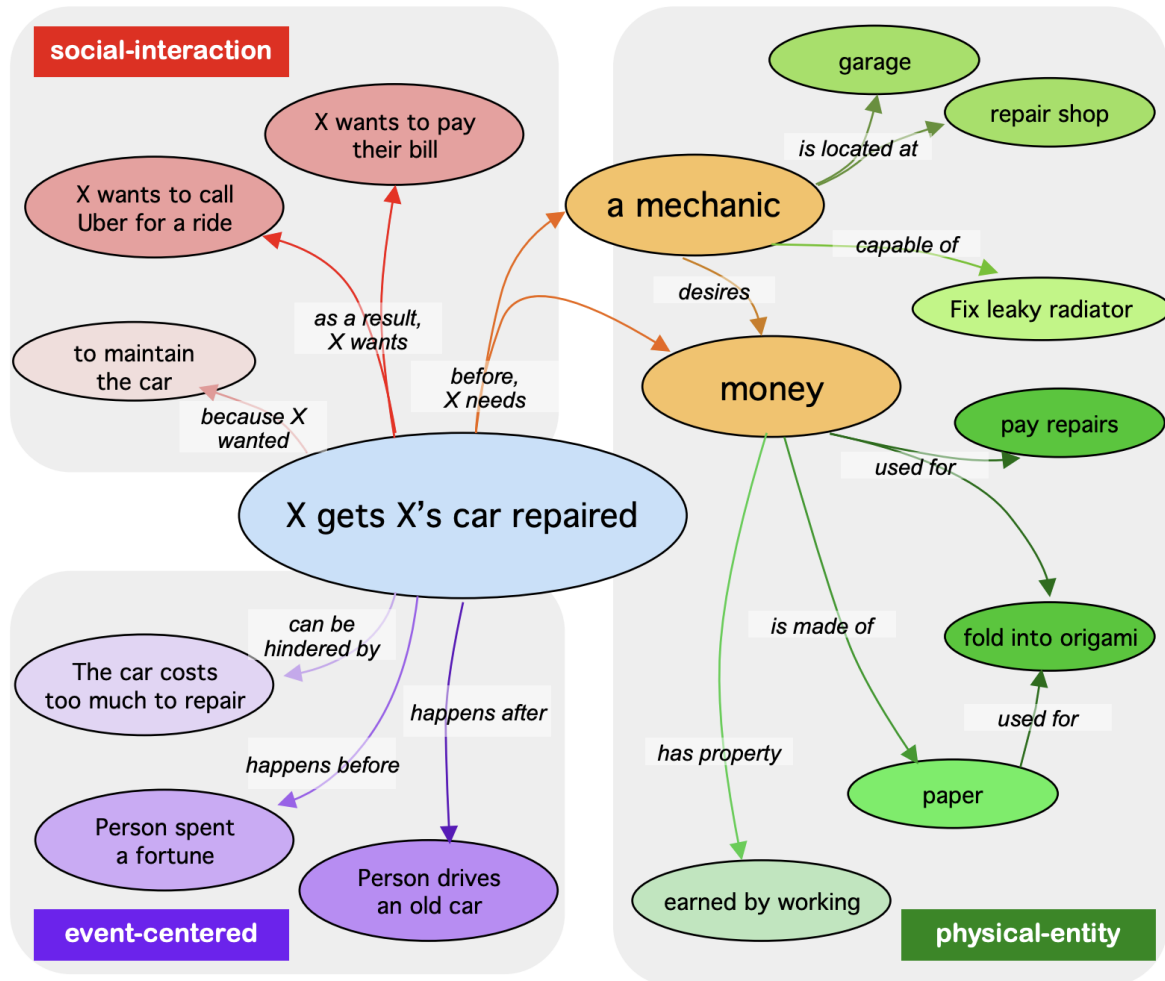
These principles are intended as normative for OBO Foundry ontologies, and ontologies submitted for review will be evaluated according to them. We consider these to be generally good practice, and recommend they be considered even if there are no plans to submit an ontology for review by the Foundry. Where we use capitalized words such as “MUST”, and “SHOULD”, they will be interpreted according to [RFC 2119: Key words for use in RFCs to Indicate Requirement Levels](#) when the principles are applied during reviews of ontologies for inclusion in the Foundry.

There is currently an ongoing process to clarify the wording of the principles and expand on their purpose, implementation, and criteria to be used to evaluate ontologies for compliance with each principle. We have gone through this process for the following principles: open, common format, users, collaboration, locus of authority. The new wording has been posted for these and we are continuing to work on the others. Please use the [issue tracker](#) to let us know if there are further clarifications that you would like to see addressed for any of the principles.

Principles for Ontology Creation

AI-BASED COMMON-SENSE REASONING

- Pre-LLM work in natural language processing
- Makes use of large datasets and deep neural nets
- Getting some interesting results now





Mosaic Knowledge Graphs

Model ^

[People & Events \(COMeT 2020\)](#)[Entities \(COMeT 2020\)](#)[Images \(VisualCOMET\)](#)

Knowledge Graph ^

[ATOMIC 2020](#)[About](#)

Commonsense Inferences about Entities (COMmonsensE Transformers on Atomic2020)

A commonsense knowledge graph with 1.33M everyday inferential knowledge tuples about entities and events. It represents a large-scale common sense repository of textual descriptions that encode both the social and the physical aspects of common human everyday experiences. We also provide COMET-ATOMIC-2020 model which can generate representative knowledge for new, unseen entities and events. | [read the paper](#) / [download the data](#)

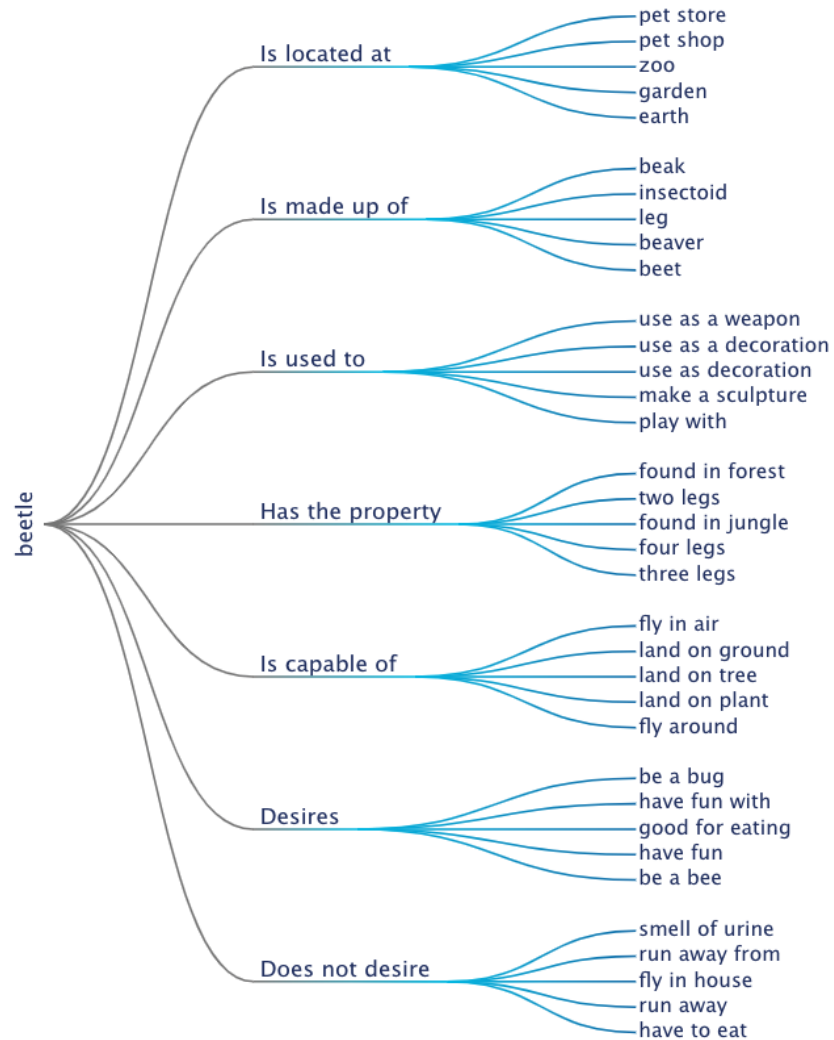
Explore

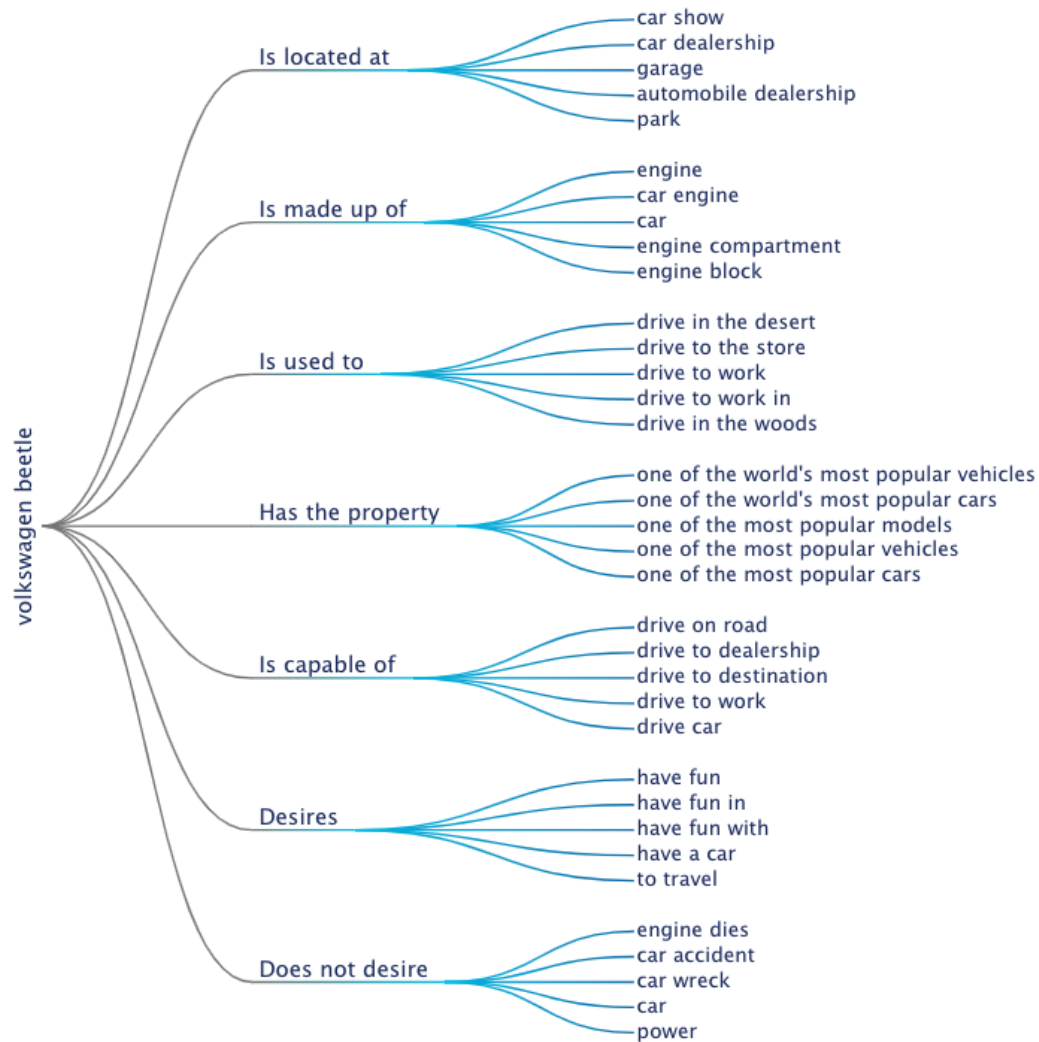
Predict

Try: [car](#), [student](#), [brain](#), [artificial intelligence](#)

Project link no longer active

https://mosaickg.apps.allenai.org/model_comet2020_entities





Commonsense Inferences about People and Events (COMmonsenseE Transformers on

Atomic2020)

A commonsense knowledge graph with 1.33M everyday inferential knowledge tuples about entities and events. It represents a large-scale common sense repository of textual descriptions that encode both the social and the physical aspects of common human everyday experiences. We also provide COMET-ATOMIC-2020 model which can generate representative knowledge for new, unseen entities ... [Expand](#) | [read the paper](#) / [download the data](#)

Explore

Predict

Try: [PersonX acts quickly](#), [PersonX is a big deal](#), [My boss is very good](#)

Select one or more relations.

☒ **Select all**

☒ PersonX is seen as

☐ Before, PersonX needed

☒ As a result, PersonX wants

☐ As a result, others want

☒ Is hindered by

☐ PersonX then

☒ As a result, PersonX feels

☐ Others then

☐ Happens before

☒ Causes

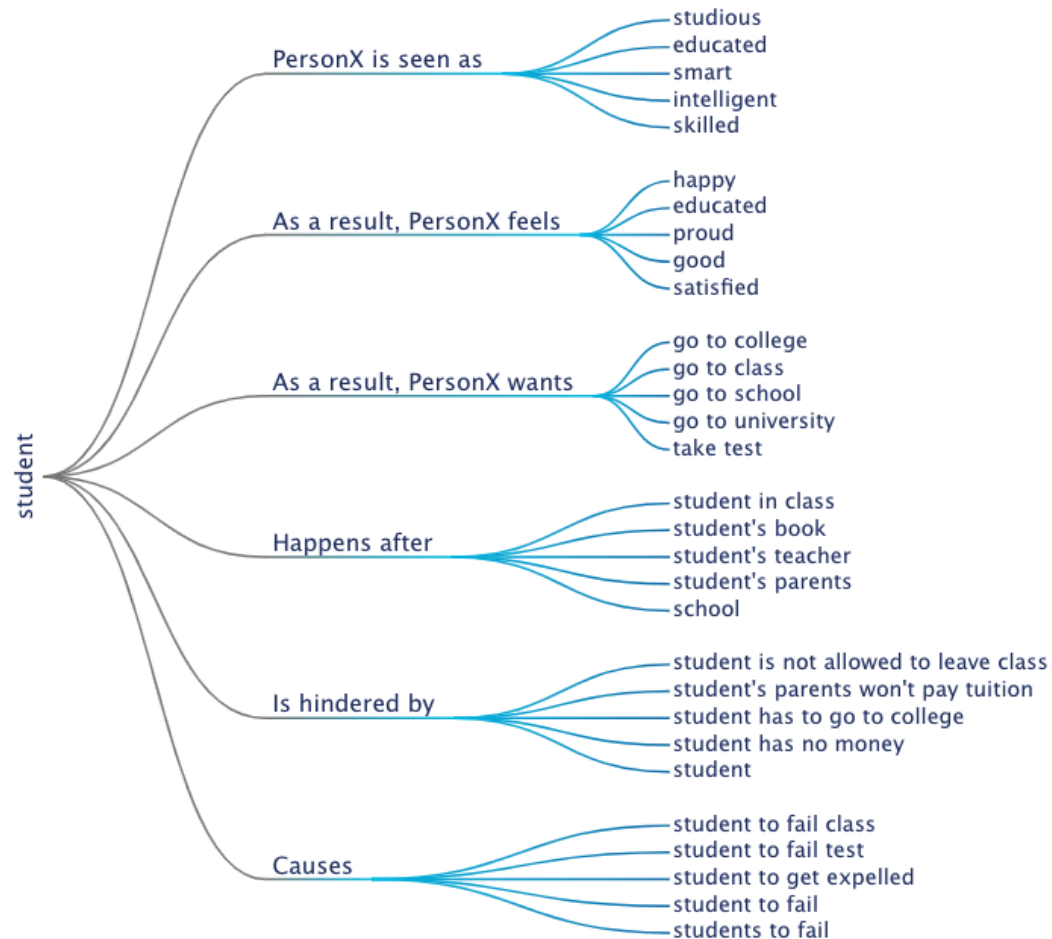
☐ Because PersonX wanted

☐ As a result, PersonX reasons

☐ As a result, others feel

☒ Happens after

The model has predicted these relationships for 'student'



SUMMARY: ONTOLOGIES

- Goes beyond taxonomies and faceted metadata to express relationships, constraints, and rules
- Useful (maybe) for computer-assisted analysis
- Complex to build and maintain
- Difficult to show in an interface for everyday use
- AI methods are making progress in automating creation

TAGS VS FACETED CATEGORIES

Faceted Categories vs Tags

Faceted categories

- Multiple facets per item
- Hierarchical (often)
- Intentionally Constructed Organization
- Controlled vocabulary
- Collection owner

Tags

- Multiple tags per item
- Flat categories (usually)
- Any term is ok
- User-driven

Home

PUBLIC

 Stack Overflow

Tags

Users

FIND A JOB

Jobs

Companies

TEAMS

What's this?

 Free 30 Day Trial

Tags

A tag is a keyword or label that categorizes your question with other, similar questions. Using the right tags makes it easier for others to find and answer your question.

[Show all tag synonyms](#)

Popular

Name

New

javascript

For questions regarding programming in ECMAScript (JavaScript/JS) and its various dialects/implementations (excluding ActionScript). This tag is...

2086025 questions

605 asked today, 5388 this week

java

a popular high-level programming language. Use this tag when you're having problems using or understanding the language itself. Th...

1711975 questions

324 asked today, 3104 this week

python

a multi-paradigm, dynamically typed, multipurpose programming language. It is designed to be quick to learn, understand, and use, and enforce a...

1534354 questions

842 asked today, 6957 this week

c#

a high level, statically typed, multi-paradigm programming language developed by Microsoft. C# code usually targets Microsoft's .NET famil...

1435109 questions

193 asked today, 2177 this week

php

a widely used, high-level, dynamic, object-oriented and interpreted scripting language primarily designed for server-side web development. Us...

1370376 questions

210 asked today, 1849 this week

android

Google's mobile operating system, used for programming or developing digital devices (Smartphones, Tablets, Automobiles, TVs, Wear, Glass, IoT)....

1298309 questions

275 asked today, 2169 this week

html

the main markup language for creating web pages and other information to be displayed in a web browser. Questions regarding HTML should include a...

1021249 questions

243 asked today, 2143 this week

jquery

a JavaScript library, consider also adding the JavaScript tag. jQuery is a popular cross-browser JavaScript library that facilitates Document Obje...

996899 questions

83 asked today, 830 this week

c++

css

ios

mysql

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[python](#)
[sqlalchemy](#)
[python-asyncio](#)
[one-to-many](#)

asked 23 secs ago [Dilshod Bakhtiyorov](#) 1

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answers

7

views

[How to slowly extend the expiry time of a cache?](#)
[php](#)
[wordpress](#)
[caching](#)

modified 46 secs ago [Ben Turner](#) 143

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[opencv](#)
[opencv-python](#)

asked 1 min ago [sameep baraiya](#) 65

0

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3

answers

30

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[if-statement](#)
[input](#)
[while-loop](#)
[boolean](#)

answered 1 min ago [chanakya kasper](#) 1

0

votes

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answers

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[cluster-analysis](#)
[k-means](#)
[storing-data](#)
[storing-information](#)

asked 1 min ago [user2782345](#) 7

Unsplash

The internet's source of freely-usable images.
Powered by creators everywhere.

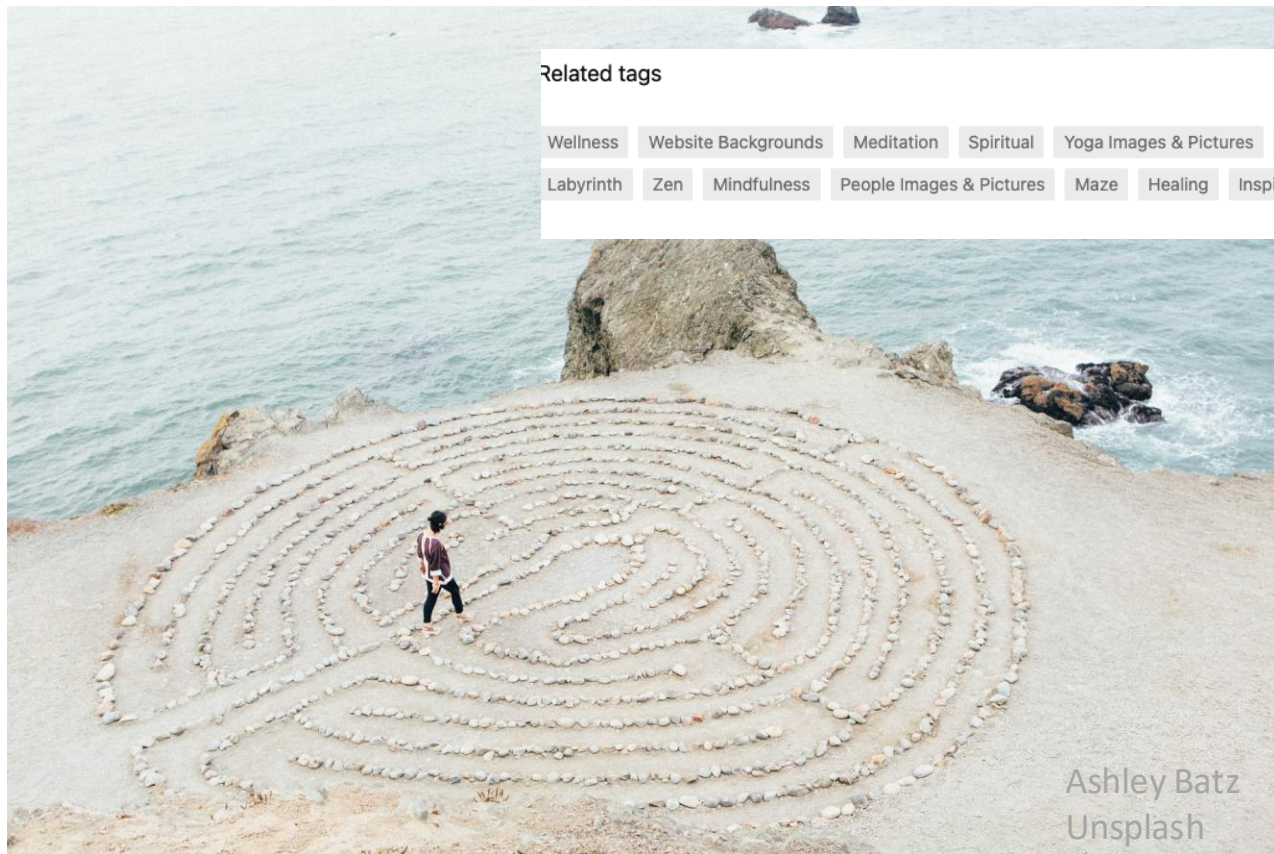
Trending: flower, wallpapers, backgrounds, happy, love

Photo of the Day by Hello I'm Nik 

[Read more about the Unsplash License](#)

All you

Tags for an Unsplash Image



Related tags

Wellness

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Healing

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Health Images

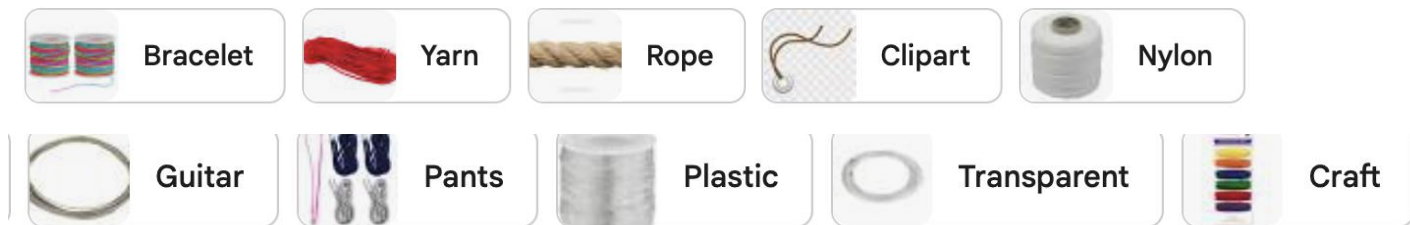
Sand

Backgrounds

Ashley Batz
Unsplash

Google image groupings vs facets

Example: query on “string”



If this were organized, we'd have categories like:

- material (nylon, plastic)
- appearance (transparent, colors)
- uses (jewelry > bracelets, instruments > guitar, etc)

Faceted Categories vs Automated Tags (google images, etc)

Faceted categories

- Multiple facets per item
- Hierarchical (often)
- Controlled vocabulary
- Collection owner
- Category labels intentionally selected from an organized topic or field

Tags

- Multiple tags per item
- Flat categories (usually)
- Any term is ok
- Algorithmically and data driven
- Categories data-driven, and uneven in content coverage.

ASSIGNMENT: CREATE A FACETED IMAGE SEARCH AND NAVIGATION INTERFACE

1. Select 25 images for a collection
2. Create the faceted hierarchical category structure
3. Assign the categories to the images
4. Put everything into the Algolia system
5. Write up your assignment

FACETED IMAGE SEARCH INTERFACE

Renad Abdallah and Shreshta Bhat Alevooru

VACATION TYPE

Adventure11

Educational7

Art7

Museum4

Performance3


Getaways12

DURATION


< 1 Week2

1 Week1


> 1 Week1




Italian Renaissance Tour
Matteo Maretto
2019
5K



London Museums Tour
Grant Ritchie
2018
500



Scandinavian Art Exhibit
Dev Benjamin
2017
500



Museum Tour of the American West
Michau0142 Parzuchowski
2017
500

Show more

VACATION TYPE

Adventure5

Aquatic5

Sailing2

Scuba Diving3


Educational17

Getaways12


DURATION

< 1 Week2


1 Week1



Under the sea in Cabo Pulmo
Pascal van de Vendel
2018
5K



Dive Buddies Tour, Gulf of Mexico
Laya Clode
2019
2.5K



Scuba diving in Redang Island
Nazarizal Mohammadi
2020
2.5K

Show more

Example from previous class

VACATION TYPE

Adventure

6

Educational

2

Getaways

1

PRICE

\$500

\$5000



LOCATION

City

11

Mountains

9

Ocean

5

Beach

4

Country-Side

4

Forest

4

Desert

1

Mountain

1



Mount Baker Skiing

Johannes Andersson

2017

1.5K



Colorado Skii Trip

Lance Asper

2021

4.5K



Starry Alabama Hills Camping

Clarisse Meyer

2017

1.2K



Group Campfire Trip, Sedona

Mike Erskine

2016

1.5K



Bali Mountain Experience

Aldino Hartan Putra

2018

3K



Peruvian Mountain Trekking

Michau0142 Parzuchowski

2016



Exploring Cuisine of The West Indies

Juan Jose

2018



Machu Picchu, Peru Tour

Aaron Thomas

2019

2K

Example from previous class

HIERARCHICAL FACETS

FACET 1: TYPE OF TRIPS

Category 1: Getaways

- a. Health & Wellness
 - i. Spiritual
 - ii. Spa
- b. Retreats
 - i. Eco Tours
 - ii. Lodging & Treehouses

Category 2: Educational

- c. Culture
 - i. Archeological Site-Seeing
 - ii. Culinary Tours
- d. Art
 - i. Performance
 - ii. Museums

Category 3: Adventure

- e. Mountain
 - i. Trekking
 - ii. Skiing & Snowboarding
- f. Aquatic
 - i. Sailing
 - ii. Scuba Diving

CET 2: LOCATION

Category 1: International:

- 1. Continent
 - a. Country

Category 2: Domestic:

- 1. State
 - a. City

3: TYPE OF BOOKINGS

Category 1: Solo Bookings

- a. Meet Other Travelers
 - i. Women Only
 - ii. Co-Ed
- b. Just you
 - i. Escorted
 - ii. Self-Guided

Category 2: Group Bookings

- c. Travel with Loved Ones
 - i. Families
 - ii. Couples
- d. Field Trip Options
 - i. Students
 - ii. Team Bonding

FLAT FACETS

Environment:

- City
- Beach
- Forest
- Mountains
- Country-side
- Desert
- Savanna

Duration

- < 1 Week
- 1 week
- > 1 Week

Cost:

Range from 500-5,000 (USD)

Example from previous class

ASSIGNMENT DETAILS

- Assigned one partner to work with
- Need to create a JSON file
 - *describes both the categories and the images*
 - *Be sure to use a code editor to create the JSON*

Algolia JSON Format

```
{
  "name": "bold t-shirt",
  "desc": "Be bold, wear a t-shirt with only one color",
  "color": "white",
  "sleeves": "short"
},
{
  "name": "Hippie Vest with Fringes",
  "desc": "Be hip: get back to where you belong, peace + love",
  "color": ["red", "orange", "yellow", "green", "blue"],
  "sleeves": "long"
}
```

These are flat facets

Notice that you can have a list of attributes for a given item (colors in this example)

Algolia JSON Format

```
{  
  "name": "Ursula K. Le Guin",  
  "categories": [  
    "level0": "Books",  
    "level1": ["Books > Science Fiction", "Books > Literature & Fiction"],  
    "level2": ["Books > Science Fiction > Time Travel", "Books > Literature & Fiction > Literary"]  
  ]  
}
```

This is a hierarchical facet

Notice that you can have a list of facet attributes for a given item (two kinds of level1 and two kinds of level2 in this example)

Thus, you can assign Le Guin to be an author of both Scifi and Lit,
And within scifi, to Time travel and within lit to Literary.

JSON format example

including hierarchical facet with multiple assignments



```
{  
  "title": "Hawaiian Sunset sailing",  
  "artist": "Joel Moysuh",  
  "year": 2021,  
  "description": "Sunset sail cruise off the coast of Kapolei, Hawaii.",  
  "image": "https://images.unsplash.com/photo-1620261952751-b294980bcd8c?w=387&auto=format&fit=crop&ixlib=rb-4.1.0&ixid=M3wxMjA3fDB8MHxwaG90by1wYWdlfHx8fGVufDB8fHx8fA%3D%3D",  
  "activity_type": {  
    "at_level0": "Water Sport",  
    "at_level1": "Water Sport > Boating",  
    "at_level2": "Water Sport > Boating > Sailing"  
  },  
  "location": {  
    "loc_level0": "Country",  
    "loc_level1": "Country > U.S.A.",  
    "loc_level2": "Country > U.S.A. > Hawaii",  
    "loc_level3": "Country > U.S.A. > Hawaii > Waikiki"  
  },  
  "natural wonder": {  
    "nw_level0": ["Mountains", "Oceans"],  
    "nw_level1": ["Mountains > Ko olau Range", "Oceans > Pacific"],  
    "nw_level2": ["Mountains > Ko olau Range > Diamond Head (Le ahi)", "Oceans > Pacific > Mamala Bay"]  
  }  
}
```