



SHOWCASE

Development of an open source component for semantic tagging

Tagging content in web-based editorial systems, i.e. assigning content to a selection of topics, has not really evolved over the last few years. Many media companies and startups still tag manually and have to deal with the respective problems when dealing with large amounts of data.

What is missing is a standard component for web-based, smart tagging that, as an extension for popular front-end technologies and CMS platforms, automatically recognizes what content a text contains and what the main topic is, based on NLP and knowledge graphs.

This smart tagging could then be used to improve existing tagging systems and offer media startups without much know-how or funds an open-source, practical solution for smart tagging in everyday editorial work.

Development goals

- Developing a simple, standardized KnowledgeGraph format and API.
- Developing a web-based tagging component as a textarea field with live context-recognition (using javascript, while writing) and extensions to integrate the component into existing Vue or React projects

- Sample integration into one or more popular open source content management systems (e.g., Wordpress)
- Sample integration into a popular application framework (e.g. Laravel).
- Optional integration of client-side NLP analysis for application of the smart tagging algorithm to already existing written content.

Benefits for the media industry

Today, many companies still tag their articles manually or buy intransparent and poorly maintainable solutions from companies. However, manual tagging is very time-consuming for the editor, thus cost-intensive and extremely error-prone (e.g. with synonyms, no hierarchy,...). Proprietary systems are often very expensive, questionable from a data protection point of view (e.g. a tag analysis is started with the external provider before an article is published). You virtually buy the black box without knowing exactly what the system does, but you need smart tagging in all corners.

Example use cases:

- Automated generation of tag pages/topic landing pages for a topic (e.g. for SEO, personalization,...)
- Display similar articles below an article
- Display matching jobs for an article
- Automated topic newsletters
- Automated tagging of articles retroactively
- Show fitting answers from a FAQ list in the support form

Your idea for the Media Tech Lab?

Do you have an idea for a Media Tech Lab project we should definitely implement for the media industry? Something that annoys you in your daily editorial work or something you believe in for the future? Submit your idea using the form below and win one of our coveted "Media Tech Pioneer" shirts.

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