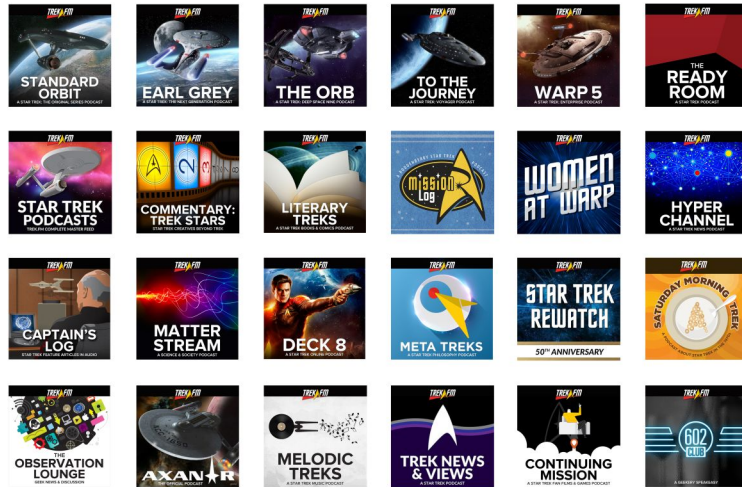
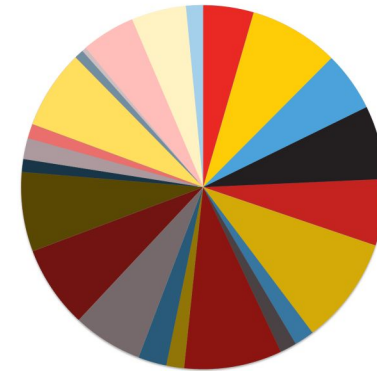




TO BOLDLY TAG: Increasing User Discovery of Trek.fm



Since 2010 Trek.fm has been bringing in-depth discussions on the 50 years of *Star Trek* and beyond. There are over twenty different podcasts creating a lot of data on the Trek.fm website. With 2100 episodes and counting it can be overwhelming for listeners to find specific episodes in the Trek.fm archives.

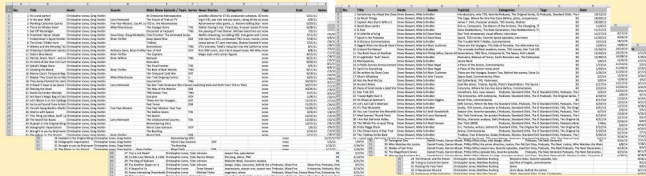


- Warp Five
- Axanar
- Hyperchannel
- The Observation Lounge
- To the Journey
- Captain's Log
- Literary Treks
- Saturday Morning Trek
- The Orb
- Commentary: Trek Stars
- Matter Stream
- The 602 Club
- Earl Grey
- Continuing Mission
- Melodic Treks
- Trek News & Views
- Standard Orbit
- Deck Eight
- Meta Treks
- Women at Warp
- The Ready Room
- From There To Here
- Mission Log

PROCESS



Six podcasts were chosen to focus on to get a good sample size to develop tagging rules. I made spreadsheets for each show to gather data on how they are currently tagged and the general content of the shows to gain an understanding to build rules for tagging in the future.

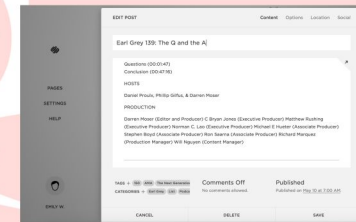


From that data I took note of holes and redundancies in order to brainstorm solutions. I talked with Christopher Jones, founder and publisher of Trek.fm, in order to understand his vision for tagging content. I fit all of the data and observations into a tagging recommendations and guidelines document. I then went back through to re-tag all of the episodes of the six shows that I initially chose as my target sample. I also created listener accessible lists that link to each of the show pages.

RESULTS

In the data gathering process I found a lot of holes in the tagging history of most of the shows. In addition, all six of the shows I looked at had problems with redundantly tagging and categorizing episodes.

I had to work within Squarespace to accomplish everything I wanted to do since Squarespace is how Trek.fm is currently hosting their website. This gave me a little less options than would be available on some sites, so I had to make the built-in categories and tagging features work the way I wanted them to. I re-tagged all of the episodes of the six shows I originally chose to work on based on my new tagging rules.



FUTURE STEPS

Now that the tagging structure is set in place and the rules are established, the hosts and other volunteers on the Trek.fm network should be able to easily tag content in a way that is not redundant and consistent throughout the network.

This tagging system can also be used to go back and continue work on tagging the other 18 shows in the Trek.fm archives. This work could be done by any volunteer or host of the network.