Taxinomos
A Browser Plugin to categorize Websites

17.09.2017 · Alex Mayrhofer · Head of R&D
Introduction

• Domain Industry Taxonomy
  – 25 main categories, ~130 sub categories
  – https://stats.centr.org/rrdg#dit
  – Goal: Automated classification via Machine Learning
  – Training Data required – manual task!

• Idea: Chrome Plugin
  – Development @nic.at: tasked to our internal
„Taxinomos“ – current status @ .at
### Website Kategorisieren

**marionkorn.at**

<table>
<thead>
<tr>
<th>Mining and Drilling</th>
<th>Manufacturing</th>
<th>Energy and Utility Suppliers</th>
<th>Construction</th>
<th>Automotive</th>
<th>Trade</th>
<th>Transportation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism and Accommodation</td>
<td>Restaurants, Bars, Cafes, Catering</td>
<td>Publishing, Printing and Photography</td>
<td>Leisure</td>
<td>Beauty and Perfume</td>
<td>IT</td>
<td>Financial Services and Insurance</td>
</tr>
<tr>
<td>Real Estate</td>
<td>Project Management, Marketing and Admin</td>
<td>Employment, Recruitment, HR</td>
<td>Science and Engineering</td>
<td>Legal, Public Order, Security</td>
<td>Cleaning and Facility Management Services</td>
<td>Education</td>
</tr>
<tr>
<td>Healthcare</td>
<td>Community Groups, Social, Political and Religious</td>
<td>Personal Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Gewissheits-Level:**

- Igitt!!
- Non comprende
- Unklar

- [5 Stars]
What do you need to run it?

• Get the plugin (Chrome Store)

• Implement a Taxinomos API server
  – Add DIT structure
  – Translate DIT?
  – Issue Authentication Tokens

• Translate GUI (if required)

• Recruit Manpower
  – Distribute Authentication Tokens
  – Train them

• Analyze Measurements
Demo time!
Summary

• A plugin to manually classify websites / -pages
• DONE:
  – API specification + Plugin Code
  – https://github.com/nic-at/taxinomos
  – Plugin is in Chrome store (search „Taxinomos“)
• TODO:
  – Clean up implementation (code review)
  – Optimize UX (eventually)
  – (Finalize DIT! Assign IDs, so we can compare data cross-registry)
• Use cases? Let us know!