



**ADmantX English Taxonomy  
As of January, 2013**

art and entertainment

books and literature

- best-sellers
- reference books
- textbooks
- children's books
- comicbooks
- mystery novels
- mythology
- science fiction
- romance novels
- non-fiction
- poetry
- literary awards

celebrity fan/gossip

cinema

- film festivals and awards
- movies

dance

- ballet
- modern dance

fine art

- architecture
- drawing
- gallery
- museums
- painting
- restoration
- sculpture

humor

radio

- radio programmes

music

- hits
- musical instruments
- music genres
  - classical music
  - folk music
  - jazz music
  - opera
  - pop music
  - rock music
  - religious music

singing

television

TV series

TV shows

shows and events

beauty contest

circus

conference

concert

classical concert

jazz concert

pop concert

rock concert

events

exhibition

fair

festival

festivities

sports event

theatre

drama

theatre awards

theatre companies

automotive

auto parts

auto repair

buying/selling cars

car culture

buy a second-hand car

certified pre-owned

road-side assistance

cars

convertible

coupe

crossover

diesel

electric vehicle

hatchback

hybrid

luxury

minivan

off-road vehicles

performance vehicles

pickup

sedan

vintage cars

wagon

SUV

RV

- motorcycles
- trucks and accessories
- motor shows
- car industry

business

- advertising
- agriculture
  - organic farming
- automation
  - robotics
- biotech/biomedical
- business software
- ceramic industry
- chemical industry
  - petrochemistry
- clothing industry
- company
  - annual report
  - bankruptcy
  - buyback
  - earnings
  - joint venture
  - layoffs
  - merger and acquisition
- construction
- cosmetics industry
- electronic industry
- energy
  - electricity
    - electricity rates
  - coal
  - nuclear power
    - nuclear accident
  - natural gas
  - oil
    - diesel fuel
    - oil and gas prices
    - oil company
    - petrol
  - renewable energy
    - biofuel
    - fuel cell
    - geothermal energy
    - hydroelectric energy
    - solar energy
    - wind energy
- food industry
- footwear industry

- forestry
- green solutions
- human resources
- industrial design
- industry financing
- iron and steel industry
- logistics

- air freight
  - freight train
  - marine cargo
  - road cargo

- marketing
- manufacturing
- mechanical industry
- metals
- mining industry
- paper industry
- pharmaceutical industry
- plastics industry
- publishing
- record company
- shipbuilding
- tanning
- textile industry
- war industry
- weaponry

#### careers

- career planning
- financial aid
- job fairs
- job search
- resume writing/advice
- nursing
- scholarships
- telecommuting
- U.S. military
- career advice

#### education

- school
  - k-6 education
  - 7-12 education
  - private school
- graduate school
  - college life
  - college administration
  - college
- distance learning
- homeschooling

- special education
- homework/study tips
- adult education
- art history
- english as a 2nd language
- language learning
- studying business

family and parenting

- parenting - k-6 kids
- parenting teens
- family internet
- adoption
- motherhood
  - artificial insemination
  - pregnancy
  - surrogacy

- babies and toddlers

- children

- children's food
- children's rights
- children's wear
- objects for children
- daycare/pre school

- special needs kids

- eldercare

health and fitness

- exercise

- disease

- AIDS/HIV
- allergies
- asthma
- cancer
  - brain tumor
- cholesterol
- chronic fatigue syndrome
- chronic pain
- cold and flu
- deafness
- diabetes
- GERD/acid reflux
- headaches/migraines
- heart disease
- IBS/crohn's disease
- incontinence
- infertility
- arthritis
- thyroid disease
- epidemic

- alternative medicine
  - herbs for health
  - holistic healing
  - homeopathy

- dental care
- men's health
- women's health
- senior health
- disorders

- sleep disorders
- sexuality disorder
- mental disorder
  - A.D.D.
  - autism/PDD
  - bipolar disorder
  - depression
  - epilepsy
  - panic/anxiety

- therapy
  - pain therapy
  - physical therapy

- incest/abuse support

- addiction
  - alcoholism
  - substance abuse
  - smoking addiction
  - smoking cessation

- weight loss

- clinical tests

- drugs

- sports medicine

- food and drink

- american cuisine
- cajun/creole
- desserts and baking
- dining out
- food allergies
- health/lowfat cooking
- chinese cuisine
- french cuisine
- italian cuisine
- japanese cuisine
- mexican cuisine
- vegan
- vegetarian
- kosher food
- barbecues and grilling
- beverages

- alcoholic beverages
  - cocktails/beer
  - wine
- non alcoholic beverages
  - coffee/tea

frozen food

gastronomy

- fast food
- slow food
- bar
- restaurant

hobbies and interests

art/technology

arts and crafts

- jewelry making
- woodworking
- beadwork
- candle and soap making
- photography
- drawing/sketching/painting
- crochet
- knitting
- DIY
- pottery
- decoupage
- watchmaking

birdwatching

cigars

collecting

- stamps and coins

reading

- comic books
- sci-fi and fantasy

getting published

- screenwriting
- freelance writing

guitar

home recording

inventors and patents

games

- card games
- chess
- role playing games
- video and computer games
- board games/puzzles
- gambling
- lottery

magic and illusion

- needlework
- scrapbooking
- astrology
- paranormal phenomena
  - occult
  - parapsychology
  - UFO
- antique
- home and garden
  - appliances
  - entertaining
  - environmental safety
  - gardening
  - house care
  - home repair
  - interior decorating
    - furniture
  - landscaping
  - luxury homes
  - remodeling and construction
- law, gov't and politics
  - immigration
  - legal issues
    - civil law
      - copyright
    - civil rights
      - privacy
    - criminal law
    - death penalty
    - human rights
    - international law
    - public and administrative law
    - legislation
      - adoption laws
      - building laws
      - education laws
      - family laws
      - health care laws
      - immigration laws
      - tax laws
      - welfare laws
  - U.S. government resources
  - commentary
  - politics
    - elections
      - local elections
      - congressional elections
      - presidential elections



- referendums

- foreign policy

- government

- heads of state

- domestic policy

- parliament

- parties

- news

- international news

- national news

- local news

- finance

- personal finance

- investing

- beginning investing

- venture capital

- hedge fund

- stocks

- mutual funds

- options

- insurance

- health insurance

- car insurance

- life insurance

- homeowners insurance

- credit/debt and loans

- financial planning

- retirement planning

- saving

- bank

- bank account

- checks

- discount rate

- foreign bank

- portfolio

- securities

- bank services

- prices

- tax planning

- society

- dating

- gay life

- senior living

- teens

- ethnic specific

- armed forces

- air force

- army

- marines
- navy
- crime
  - drug trafficking
  - organized crime
  - property crime
    - bribery
    - corruption
    - embezzlement
    - fraud
    - robbery
    - smuggling
    - theft
    - usury
  - personal offense
    - assault
    - homicide
    - kidnapping
    - torture
    - child trafficking
  - sexual offence
    - paedophilia
    - prostitution
    - rape
- espionage and intelligence
  - corporate espionage
  - secret service
  - terrorism
  - surveillance
- law enforcement
  - coast guard
  - fire department
  - police
  - highway patrol
- racism
- sex
  - pornography
  - sex education
- social institution
  - divorce
  - family
  - marriage
    - common law marriage
- unrest and war
- welfare
  - healthcare
    - hospital
  - social services

volunteering

work

- contracts
- retirement
- temporary agencies
- unemployment
- unions

science

biology

- biotechnology
- botany
- cytology
- marine biology
- molecular biology
- zoology
  - breeding
  - endangered species
  - entomology
  - ethology
  - ichthyology
  - ornithology

chemistry

- inorganic chemistry
- organic chemistry

ecology

- pollution
- waste management
  - waste disposal
  - recycling
- environmental disaster

engineering

geography

- cartography
- hydrography
- topography

geology

- mineralogy
- seismology
  - earthquakes
- volcanology
  - volcanic eruptions

mathematics

- algebra
- arithmetic
- geometry
- statistics

medicine

- cardiology

- dermatology
- embryology
- genetics
- immunology
- medical research
- oncology
- pediatrics
- pharmacology
- physiology
- psychology/psychiatry
  - psychoanalysis
- surgery
  - cosmetic surgery
  - transplants
- orthopedics
- veterinary medicine
- physics
  - acoustics
  - space/astronomy
  - astrophysics
  - atomic physics
  - electromagnetism
  - hydraulics
  - nanotechnology
  - optics
  - thermodynamics
- social science
  - anthropology
  - history
    - ancient history
    - archaeology
    - contemporary history
    - epigraphy
    - heraldry
    - genealogy
    - medieval history
    - modern history
    - prehistory
  - linguistics
    - translation
  - pedagogy
  - philosophy
    - ethics
  - sociology
  - theology
- weather
  - meteorological disaster
    - flood

tornado  
hurricane

pets

aquariums  
birds  
cats  
dogs  
large animals  
reptiles  
animal welfare  
zoo

sports

auto racing  
    formula 1  
    rally  
    NASCAR  
archery  
badminton  
baseball  
basketball  
bicycling  
    track racing  
    mountain biking  
billiards  
bobsled  
bodybuilding  
bowling  
boxing  
canoeing/kayaking  
cheerleading  
climbing  
    mountain climbing  
    rock climbing  
cricket  
curling  
diving  
dog sled  
fencing  
fishing  
    sport fishing  
    underwater fishing  
    fly fishing  
    freshwater fishing  
    saltwater fishing  
football  
golf  
go kart  
gymnastics

- artistic gymnastics
- callisthenics
- handball
- horse racing
- horses
- hockey
  - field hockey
  - ice hockey
  - roll hockey
- hunting/shooting
  - skeet shooting
  - target shooting
- martial arts
  - judo
  - karate
  - sumo
- motorcycling
  - MotoGP
- olympics
  - paralympic games
- paintball
- parachuting
- polo
- rodeo
- rugby
- running/jogging
- rowing
- sailing
- scuba diving
- skateboarding
- skating
  - figure skating
  - inline skating
  - ice skating
  - roller skating
- skiing
  - downhill skiing
  - nordic skiing
- skeleton
- snowboarding
- soccer
- surfing/bodyboarding
- softball
- speedboat racing
- squash
- swimming
  - synchronized swimming
- table tennis/ping-pong

- tennis
- trekking
- volleyball
  - beach volleyball
- walking
- water polo
- weightlifting
- windsurfing
- waterski/wakeboard
- wrestling

style and fashion

- accessories
- beauty
  - beauty centre
  - cosmetics
    - cosmetics for men
  - gym
  - hair care
  - perfume
  - tattoos

- body art

- clothing

- fashion

- jewelry

- swimwear

- fashion show

- footwear

- men's fashion

- style

- underwear

  - men's underwear

- luxury goods

technology and computing

- hardware

  - computer peripherals

    - monitor

    - printers

  - game console

  - disks

  - graphics cards

  - sound board

  - memory

    - portable memory

  - processors

  - motherboards

  - computer networking

    - controller

    - router

- wireless technology
- network security
- computer
  - desktop computer
  - portable computer
    - laptop
    - palmtops/PDAs
    - tablet PC
- internet technology
  - chat
  - ecommerce
  - email
  - web search
  - forum
  - social network
- computer crime
  - hacking
- operating systems
  - linux
  - mac os
  - unix
  - windows
- programming languages
  - C/C++
  - java
  - javascript
  - visual basic
- software
  - antivirus software
  - graphics software
    - animation
    - 3-D graphics
  - shareware/freeware
  - desktop publishing
  - desktop video
  - net conferencing
  - databases
- technological innovation
- consumer electronics
  - portable entertainment
    - mp3 reader
    - ebook reader
  - GPS navigator
  - home video/DVD
  - home theater
  - radio set
  - TV set
  - video projector



- cameras and camcorders
  - cameras
  - camcorders
  - photo and video accessories

- telephony
  - cell phones
  - cell phone accessories
  - connection
  - fixed phone
  - smartphone
  - telephone rates

- electronic components

- computer certification

- computer reviews

- data centers

- mac support

- mp3/midi

- pc support

- travel

- tourist destinations

- africa

- australia and new zealand

- by US locale

- canada

- caribbean

- europa

- france

- greece

- italy

- eastern europa

- japan

- mexico and central america

- south america

- united kingdom

- national parks

- theme parks

- cities

- spas

- seaside resorts

- ski resorts

- adventure travel

- budget travel

- last minute

- business travel

- honeymoons/getaways

- holidays

- traveling with kids

- touristic facilities

bed and breakfast

camping

hotel

transports

air travel

airplanes

airfare

airlines

airports

air and space accident

railway travel

railway accident

road travel

road accident

sea travel

cruises

maritime accident

public transport

real estate

apartments

architects

buying/selling homes

low income housing

shopping

contests and freebies

coupons

comparisons engines

retail

supermarkets

second-hand market

religion and spirituality

alternative religions

latter-day saints

pagan/wiccan

sects

atheism/agnosticism

buddhism

christianity

catholicism

orthodoxy

protestantism

hinduism

islam

islamic fundamentalism

judaism

emotions

positive emotions

joy

happiness  
love  
satisfaction  
success  
hope  
forgiveness  
trust  
like  
amusement  
excitement  
affection  
empathy  
courage  
pride  
relief  
compassionate  
sympathy  
neutral emotions  
desire  
surprise  
negative emotions  
sadness  
anguish  
fear  
anger  
irritation  
disgust  
hatred  
boredom  
stress  
shame  
anxiety  
resignation  
jealousy  
offence  
nostalgia  
remorse  
disappointment  
disillusion  
exasperation  
envy  
torment  
suffering  
neglect  
horror  
regret  
confusion  
behaviour

positive  
negative  
dynamic  
sedentary  
playful  
earnest  
pragmatic  
superstitious  
passionate  
thoughtful  
frivolous  
committed  
health fanatic  
dissolute  
nature lover  
city lover  
conformist  
eccentric  
modern  
traditionalist  
frugal  
outgoing  
reserved  
spiritual  
materialistic  
active  
passive  
organized  
disorganized  
calm  
relaxed  
polite  
impolite

motivations

hunger  
thirst  
pain  
safety  
pleasure  
curiosity  
violence  
belonging  
esteem  
independence  
self-realization  
power  
wealth  
poverty



intentions

search

find

purchase

uncategorized

blind/no site list

sentiment

positive sentiment

negative sentiment

neutral sentiment