


tagging free tagging
folk classification
labeling **folksonomy**
ethnoclassification open tagging
social bookmarking

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What if . . .

- What if people could create their own personal classification systems?
- What if we could actually catalog the Internet!?



Tagging

- Tag: a word a user assigns to a resource to help find that resource later
- Acts as access point for that resource
- Tagging is less about formal categorization and more about functionality for users
 - Yes, we have no authority control



Tagging


- “A December 2006 survey has found that 28% of internet users have tagged or categorized content online such as photos, news stories or blog posts. On a typical day online, 7% of internet users say they tag or categorize online content.”
 - Pew report on tagging from 1/07

Social Bookmarking

- Uses tagging
- Save a bookmark to an online service and tag it to find it later
- Share your bookmarks with friends and colleagues

del.icio.us

- Joshua Schachter had too many bookmarks. Tagging was his way of helping him find his bookmarks later.
- del.icio.us in action
 - # other people saved this link
 - Add a note to self
 - Import, export, daily blog post



Folks – a – what?

- Folks-on-omy: a collection of tags
 - Folks + taxonomy
- The vocabulary may only be useful to the tagger (names, “to_read”)
- Or it could be useful to others (“funny,” “opac”)
 - del.icio.us: tag cloud, tag list, tag bundles, global rename/delete

What gets tagged?

- Websites (furl, del.icio.us)
- Pictures (flickr)
- Books (UPenn, AADL)
 - <http://tags.library.upenn.edu/>
 - <http://www.aadl.org/catalog>
- Products (Amazon.com) – items tagged “Harry Potter”

What’s the point?

- Tagging allows me to:



- Sort through 200 photos to find the ones of Jill
- Track links to info on LIS issues
- Look at new knitting projects by type
- Make my personal library searchable

Spurl • Connotea • unalog
CiteULike • BlinkList
del.icio.us • BlogMarks.net
de.lirio.us • Furl • Ma.gnolia
• Netvouz • Scuttle
• Shadows • Simpy

Social Bookmarking

- What’s the purpose?
 - share sites with colleagues, friends, family
 - access bookmarks/favorites from any internet connected computer
- Free, but need an account
- del.icio.us started the current trend
- Many more now...

Furl at <http://furl.net>

- Archives a copy of the page
- Clippings, ratings, read/unread
- Public or private
- See what’s popular, what others have saved
- Export formatted citations

LookSmart
FURL | Your Personal Web File

Connotea at <http://www.connotea.org/>

- Aimed at scientists
- Organized by tags
- Can grab other user bookmarks
- Link resolver
- Export possible
- Pretty friendly interface
- Presentation bibliography



Wait, there's more!

- wists <http://www.wists.com/>
 - Visual
 - Alison's wists <http://www.wists.com/alisonkc>
- Play with your del.icio.us tags
 - [Extisp.icio.us](http://www.extisp.icio.us) – allows for the visualization of tags
 - [Huntandgather](http://www.huntandgather.com) – extension that allows searching of del.icio.us tags from an edit box in a toolbar
- ❖ [Oishii!](http://www.oishii.com) – polls the del.icio.us front page every 5 minutes and returns all sites bookmarked by at least 30 people
- Choose a tool, set up an account and try it out...

Issues for Librarians

- Uncontrolled vocabulary! Synonyms everywhere!
 - Cook, cooking, cookbook, cookbooks . . .
- These words mean more to users than “cookery” . . .
- But without checking every form you'll miss resources!

Then again . . .

- Do you really need to see every single resource?
- But this could pair well with a controlled vocabulary like LCSH . . .



References & Resources

The references and resources for today's presentation is also available through the ASIST@Simmons del.icio.us account. You do not need to register with del.icio.us to view the links.

http://del.icio.us/asist_simmons

- <http://www.librarything.com/>
- <http://www.wists.com/>
- <http://www.flickr.com/>
- <http://tags.library.upenn.edu/>
- <http://lib.rario.us/>
- <http://del.icio.us/>
- <http://furl.net>
- <http://www.connotea.org>

Slides posted on the Tech Lab website:
<http://my.simmons.edu/techlab/howto-info.shtml>

References & Resources

- “Ontology is Overrated.”
 - Clay Shirky, NYU adjunct professor
- “Metadata for the Masses.”
 - Adaptive Path blog
- “Social Bookmarking Tools - A General Review”
 - D-Lib Magazine, April 2005
- Pew Internet & American Life Project: January 2007 report on tagging
- Candy's page on tagging includes an extensive list of readings