

Tagging

IMT530: Organization of Information Resources
February 10, 2007

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Overview

- Definition and history of tagging
- Mechanics of tagging
- Tagging in the enterprise
- Where tagging fits

Section One: Definitions

- Definition and history of tagging
- Mechanics of tagging
- Tagging in the enterprise
- Where tagging fits

What is tagging?

“There is no fixed set of categories or officially approved choices. You can use words, acronyms, numbers, whatever makes sense to you, without regard for anyone else’s needs, interests, or requirements.”

- Shirky, 2005

What is tagging?

“[Tagging] sticks it to The Man, especially if The Man happens to be a traditional taxonomist.”

“It’ll be messy and inelegant and inefficient, but it will be Good Enough.”

- Weinberger, 2005

What is tagging?

“...free tagging, mob indexing, collaborative categorization, ethnoclassification, or whatever you want to call it.”

- Morville, 2005

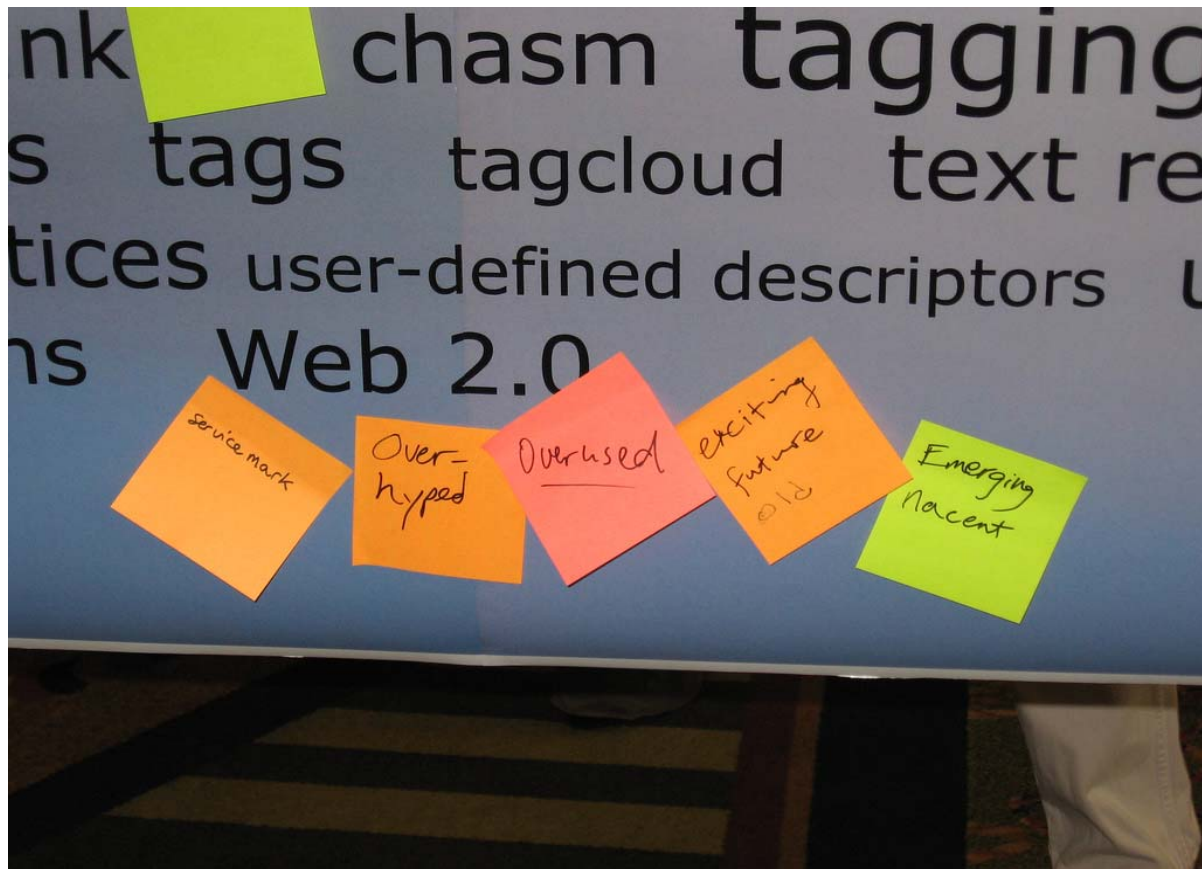
What is tagging?

“[T]ags represent an *allocation of attention*.”


- Mejias, 2005

*Of all the things in the world, I choose to
acknowledge this thing, and I call it x.*

Tagging: Tagged Poster



Tagging: del.icio.us

 **del.icio.us** / url

popular | recent
login | register | help

» del.icio.us history for

del.icio.us

Info Mgt (MSIM) - Information School - University of Washington
<http://www.ischool.washington.edu/msim/>
this url has been saved by 4 people.
[save this to your favorites »](#)

user notes


Sep '06

Full time and part time programs available.
- [squeg](#)

common tags [cloud](#) | [list](#)
education

related items - [show ↓](#)

posting history
» first posted by [hazelkat](#) to [gradschool](#)
..... Dec '06
by [Josh Schumacher](#) to [ischool mastersprogram](#)
..... Oct '06
by [Tumoc](#) to [school education masters washington](#)
..... Sep '06
by [squeg](#) to [mastersdegree education contentmanagement informationmanagement](#)
by [hazelkat](#) to [gradschool](#)

 [del.icio.us](#) | [about](#) | [blog](#) | [terms of service](#) | [privacy policy](#) | [copyright policy](#) | [support](#) | [RSS](#) feed for this page

Tagging: del.icio.us

The screenshot shows the del.icio.us interface for user 'hazelkat' with the tag 'gradschool'. The page displays a list of items tagged with 'gradschool', including 'Web Science', 'CREST - Centre For Renewable Energy Systems Technology', 'MSc in Interactive Systems Design: the course', 'The Department of Computer Science at the University of Wales, Aberystwyth', 'HERO - Higher Education & Research Opportunities in the UK: RAE 2001 : Results', 'Department of Geography - McGill University', 'SIPA: School of International and Public Affairs at Columbia', 'Centre for Sustainable Development', 'The Rhodes Scholarships', 'Nationally Coveted College Scholarships and Graduate Fellowships', 'Center on Globalization and Sustainable Development', 'Info Mgt (MSIM) - Information School - University of Washington', 'Graduate Schools, Study Abroad, ESL and more - PlanetEdu (WD)', and 'INREB'. Each item includes a 'save this' link and a 'to' field indicating the tag used.

del.icio.us / hazelkat / **gradschool**

popular | recent
login | register | help

hazelkat's items tagged **gradschool** → view **all**, popular, recommendations

« earlier | later » page 1 of 2

Web Science save this
to technology research network gradschool ... saved by 144 other people ... on nov 04

CREST - Centre For Renewable Energy Systems Technology save this
to gradschool energy ... on sept 26

MSc in Interactive Systems Design: the course save this
You should apply online, using the Postgraduate Applications Online system. This is quick and easy to use, and you can track the status of your application at any time.
to gradschool notforme ... on sept 18

The Department of Computer Science at the University of Wales, Aberystwyth :: save this
to gradschool ... on sept 18

HERO - Higher Education & Research Opportunities in the UK: RAE 2001 : Results save this
to rating gradschool uk ... on sept 18

Department of Geography - McGill University save this
to gradschool notnow ... on sept 18

SIPA: School of International and Public Affairs at Columbia save this
to gradschool notnow ... on sept 18

Centre for Sustainable Development save this
to center gradschool sustainable development ... on sept 18

The Rhodes Scholarships save this
to gradschool funding ... saved by 27 other people ... on sept 18

Nationally Coveted College Scholarships and Graduate Fellowships save this
to gradschool funding ... saved by 34 other people ... on sept 18

Center on Globalization and Sustainable Development save this
to university institute sustainable development gradschool ... on sept 09

Info Mgt (MSIM) - Information School - University of Washington save this
to gradschool ... saved by 3 other people ... on sept 09

Graduate Schools, Study Abroad, ESL and more - PlanetEdu (WD) save this
to green gradschool esl environment ... on sept 09

INREB save this
to notnow gradschool ... on sept 09

Choosing Graduate School in Computer Science save this

related tags

- 1 + australia
- 1 + australia
- 1 + canada
- 3 + center
- 5 + development
- 2 + energy
- 1 + engineering
- 2 + environment
- 1 + esl
- 1 + france
- 3 + funding
- 2 + geography
- 2 + geoinformatics
- 1 + green
- 1 + informatics
- 1 + institute
- 1 + internet
- 2 + netherlands
- 2 + network
- 10 + notforme
- 18 + notnow
- 4 + rating
- 1 + reference
- 2 + renewableenergy
- 1 + research
- 1 + search
- 2 + sustainable
- 1 + sustainable
- 2 + technology
- 6 + uk
- 5 + university

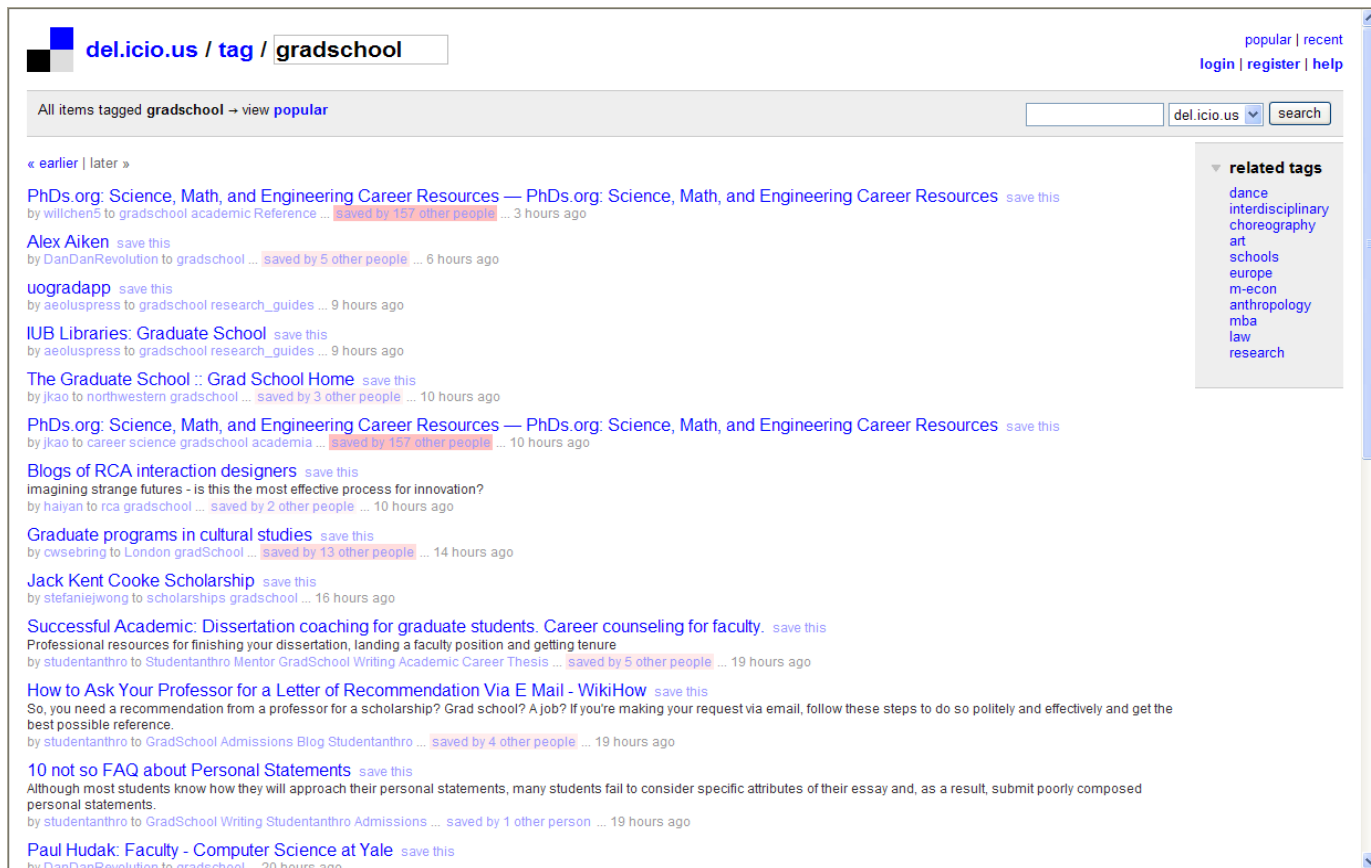
book

- 2 book
- 30 books
- 5 books?

unbundled tags

- 10 activism
- 2 activism
- 7 agriculture
- 5 america
- 2 american
- 2 application
- 2 appropriatetechnology
- 17 architecture
- 1 architecturegradschool
- 7 aroundthehouse
- 8 articles
- 1 australia
- 3 australia
- 1 beginning
- 5 berkeley
- 1 blog
- 3 c
- 16 canada
- 1 canadianborder
- 1 cars
- 8 center
- 3 change
- 1 charity
- 1 college
- 1 commonwealth
- 20 community
- 1 competition
- 1 computing
- 11 concrete
- 9 conference
- 2 conferences
- 4 conservation
- 1 copyright
- 1 courses
- 2 creativecommons
- 4 credit
- 20 cs
- 29 database

Tagging: del.icio.us



The screenshot shows the del.icio.us website interface. At the top left is the del.icio.us logo. To its right is the breadcrumb path: **del.icio.us / tag / gradschool**. In the top right corner, there are links for [popular](#), [recent](#), [login](#), [register](#), and [help](#). Below the breadcrumb path, a grey bar contains the text "All items tagged **gradschool** → view **popular**". To the right of this bar is a search input field with "del.icio.us" in the dropdown and a "search" button. On the left side of the main content area, there are navigation links: [« earlier](#) | [later »](#). The main content area displays a list of items tagged with "gradschool". Each item consists of a title, a link to "save this", the user who saved it, a link to "saved by X other people", and the time since it was saved. The items listed are: 1. "PhDs.org: Science, Math, and Engineering Career Resources — PhDs.org: Science, Math, and Engineering Career Resources" saved by wilchen5 3 hours ago. 2. "Alex Aiken" saved by DanDanRevolution 6 hours ago. 3. "uogradapp" saved by aeoluspress 9 hours ago. 4. "IUB Libraries: Graduate School" saved by aeoluspress 9 hours ago. 5. "The Graduate School :: Grad School Home" saved by jkao 10 hours ago. 6. "PhDs.org: Science, Math, and Engineering Career Resources — PhDs.org: Science, Math, and Engineering Career Resources" saved by jkao 10 hours ago. 7. "Blogs of RCA interaction designers" saved by haiyan 10 hours ago. 8. "Graduate programs in cultural studies" saved by cwsebring 14 hours ago. 9. "Jack Kent Cooke Scholarship" saved by stefaniejwong 16 hours ago. 10. "Successful Academic: Dissertation coaching for graduate students. Career counseling for faculty." saved by studentanthro 19 hours ago. 11. "How to Ask Your Professor for a Letter of Recommendation Via E Mail - WikiHow" saved by studentanthro 19 hours ago. 12. "10 not so FAQ about Personal Statements" saved by studentanthro 19 hours ago. 13. "Paul Hudak: Faculty - Computer Science at Yale" saved by DanDanRevolution 20 hours ago. On the right side of the main content area, there is a sidebar titled "related tags" with a list of tags: dance, interdisciplinary, choreography, art, schools, europe, m-econ, anthropology, mba, law, and research.

del.icio.us / tag / gradschool

popular | recent
login | register | help

All items tagged **gradschool** → view **popular**

« earlier | later »

PhDs.org: Science, Math, and Engineering Career Resources — PhDs.org: Science, Math, and Engineering Career Resources [save this](#)
by wilchen5 to gradschool academic Reference ... [saved by 157 other people](#) ... 3 hours ago

Alex Aiken [save this](#)
by DanDanRevolution to gradschool ... [saved by 5 other people](#) ... 6 hours ago

uogradapp [save this](#)
by aeoluspress to gradschool research_guides ... 9 hours ago

IUB Libraries: Graduate School [save this](#)
by aeoluspress to gradschool research_guides ... 9 hours ago

The Graduate School :: Grad School Home [save this](#)
by jkao to northwestern gradschool ... [saved by 3 other people](#) ... 10 hours ago

PhDs.org: Science, Math, and Engineering Career Resources — PhDs.org: Science, Math, and Engineering Career Resources [save this](#)
by jkao to career science gradschool academia ... [saved by 157 other people](#) ... 10 hours ago

Blogs of RCA interaction designers [save this](#)
imagining strange futures - is this the most effective process for innovation?
by haiyan to rca gradschool ... [saved by 2 other people](#) ... 10 hours ago

Graduate programs in cultural studies [save this](#)
by cwsebring to London gradSchool ... [saved by 13 other people](#) ... 14 hours ago

Jack Kent Cooke Scholarship [save this](#)
by stefaniejwong to scholarships gradschool ... 16 hours ago

Successful Academic: Dissertation coaching for graduate students. Career counseling for faculty. [save this](#)
Professional resources for finishing your dissertation, landing a faculty position and getting tenure
by studentanthro to Studentanthro Mentor GradSchool Writing Academic Career Thesis ... [saved by 5 other people](#) ... 19 hours ago

How to Ask Your Professor for a Letter of Recommendation Via E Mail - WikiHow [save this](#)
So, you need a recommendation from a professor for a scholarship? Grad school? A job? If you're making your request via email, follow these steps to do so politely and effectively and get the best possible reference.
by studentanthro to GradSchool Admissions Blog Studentanthro ... [saved by 4 other people](#) ... 19 hours ago

10 not so FAQ about Personal Statements [save this](#)
Although most students know how they will approach their personal statements, many students fail to consider specific attributes of their essay and, as a result, submit poorly composed personal statements.
by studentanthro to GradSchool Writing Studentanthro Admissions ... [saved by 1 other person](#) ... 19 hours ago

Paul Hudak: Faculty - Computer Science at Yale [save this](#)
by DanDanRevolution to gradschool ... 20 hours ago

related tags
dance
interdisciplinary
choreography
art
schools
europe
m-econ
anthropology
mba
law
research

Tagging: flickr.com

flickr.com

You aren't signed in [Sign In](#) [Help](#)

[Home](#) [Learn More](#) [Sign Up!](#) [Explore](#) [Search](#)

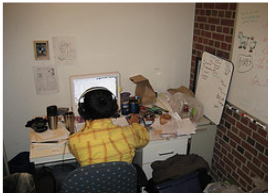
Search [Photos](#) [Groups](#) [People](#) [NEW Search by Camera](#)

[SEARCH](#) [Advanced Search](#)


☐ Full text ☒ Tags only

✓ We found 2,960 photos tagged with **gradschool**. [Show thumbnails](#)


View: [Most recent](#) • [Most interesting](#)



From the back
Uploaded on 5 February 2007
By [Knile](#)
See more photos, or visit his profile.
[school. me. computer. office ...](#)



From the side
Uploaded on 5 February 2007
By [Knile](#)
See more photos, or visit his profile.
[school. me. computer. office ...](#)



You Should Go to Grad School
Grad school definition and for everyone, but it means this to you.
You have a pretty good idea of what you want to study and how to further your career. You go ahead and go for it! You're ready to be a...

This is me.(in the comments, not in the picture)
Uploaded on 3 February 2007

Sponsored Results

[Request College Information](#)
Begin earning your college degree today. Request more information.
[university.edu-info.com](#)

[Free Online College Info](#)
Explore your online degree options in many high-demand career fields.
[www.college.online-info.com](#)

[Gradschool - Programs Directory](#)
Gradschool programs. Search our directory for links to accredited programs. Campus attendance...
[www.e-degrees.com](#)

[Earn Your Online Degree](#)
Study for your degree at Florida Metropolitan University Online.
[online.edu-degrees.net](#)

[Gradschool Online Degrees](#)
Online Degrees as Fast as 1 Year for Business, Technical, Law & More.
[www.nextag.com](#)

[Www Gradschool](#)

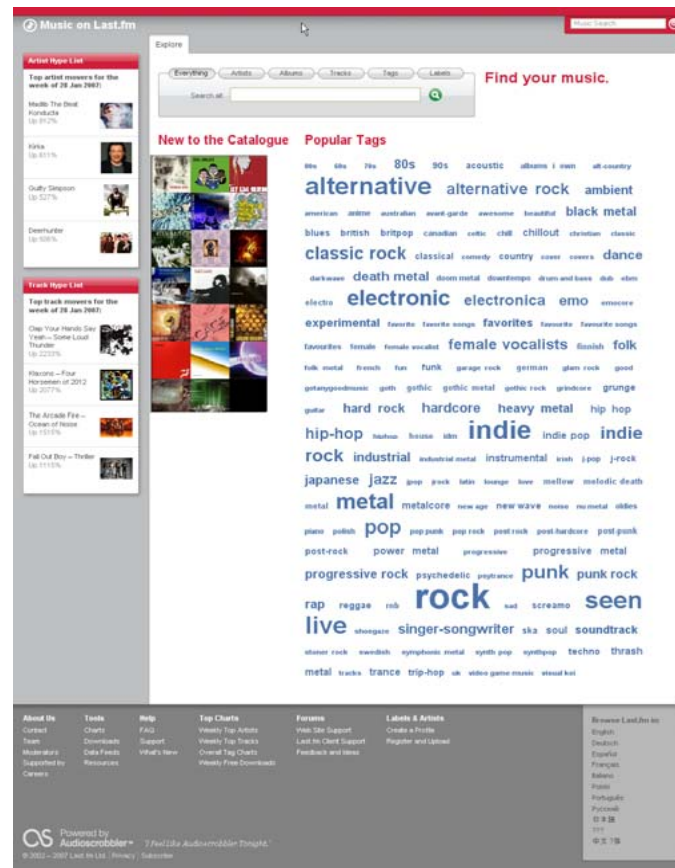
Tagging: last.fm

The screenshot displays the last.fm website interface for the 'ethereal' tag. The top navigation bar includes links for Home, Music, Listen, Charts, Tools, and Help. The main content area is divided into several sections:

- Recently Tagged:** A list of artists and albums recently tagged with 'ethereal', including 'Sirens', 'Maelstrom', 'Cherubim', 'Sirens', 'Maelstrom', 'Cherubim', 'Sirens', 'Maelstrom', 'Cherubim', 'Sirens', 'Maelstrom', 'Cherubim'.
- Tag Radio:** A section titled 'Listen to Last.fm's "ethereal" station.' with a 'Play Tag Radio' button. Below it, a note states: 'This station has been created for 2,573 people that have used this tag 15,552 times (last used 15 minutes ago)'.
- Similar tags:** A list of related tags including 'darkwave', 'gothic', 'gothic', 'gothic', 'gothic', 'gothic', 'gothic', 'gothic', 'gothic', 'gothic'.
- Top Albums:** A section titled 'Top Albums (new all)' featuring album covers for 'Treasure', 'Lowdown', 'Beauty', 'Treasure', 'Lowdown', 'Beauty'.
- Top Artists tagged "ethereal":** A list of artists ranked by the number of times they have been tagged with 'ethereal'. The top artists are: 1. Dead Can Dance, 2. Caroline Tades, 3. Lullabies, 4. Delerium, 5. This Mortal Coil, 6. Black Tape for a Blue Girl, 7. Eire, 8. Felt and the Muse, 9. Live Through This, 10. Cranes, 11. Lita Strehlend, 12. Lullaby, 13. Changeling, 14. Sliver Ribs, 15. Alcala, 16. Enya, 17. Red Cards, 18. Mediamatic, 19. Onda, 20. Clara Novak.

The bottom of the page features a Nissan Altima advertisement and a footer with links for About Us, Tools, Help, Top Charts, Forums, Labels & Artists, and a list of featured artists.

Tagging: last.fm



Tagging: steve.museum

BACK TO SETS
HELP
LOG IN

steve

THE ART MUSEUM SOCIAL TAGGING PROJECT

MMA PAINTINGS 10 of 15



Start Here
ADD ↓

I am Stumped →

*Your keywords will appear here

← PREVIOUS NEXT →



← PREVIOUS MMA PAINTINGS, TOTAL OBJECTS 15 NEXT →

Send us your feedback

Tagging: BBC Radio 6

PHONE TAGS

BBC 6 music

Recent tracks | Top Tags | Top Rated Songs

Tagged "rock"

recently tagged 'rock' | top tags like 'rock' | top rated 'rock' tracks

18:37
08/02/2005

Plantlife - When She Smiles She Lights The Sky
Recently tagged by: plasticbag
Top tags for song: rock punk newwave postpunk ...
Song rating: ★★★★★

1 users
4 tags
1 votes

09:44
04/02/2005

The Rolling Stones - Start Me Up
Recently tagged by: plasticbag
Top tags for song: classic blues rock england ...
Song rating: ★★★★★

1 users
4 tags
1 votes

10:19
03/02/2005

Soul Wax - E Talking
Recently tagged by: plasticbag
Top tags for song: energy noise good fun ...
Song rating: ★★★★★

1 users
4 tags
1 votes

18:26
02/02/2005

Julian Cope - Trampoline
Recently tagged by: plasticbag
Top tags for song: beautiful score elegant torchsong ...
Song rating: ★★★★★

1 users
4 tags
1 votes

Tagging: amazon.com

[amazon.com](#) [Your Amazon.com](#) [Music](#) [See All 36 Product Categories](#) [Your Account](#) | [Cart](#) | [Your Lists](#) | [Help](#)

[Advanced Search](#) | [Browse Styles](#) | [Classical](#) | [Top Sellers](#) | [New & Future Releases](#) | [Music You Should Hear](#) | [Blowout Music](#) | [Free](#)

Search [GO](#) [Find Gifts](#)



Kevin Federline

Playing with Fire [EXPLICIT LYRICS]
[Kevin Federline](#) (Artist)
★★★★☆ [\(240 customer reviews\)](#)

List Price: \$45.98
Price: **\$10.99** & eligible for **FREE Super Saver Shipping** on orders over \$25. [Details](#)
You Save: \$4.99 (31%)

Availability: In Stock. Ships from and sold by **Amazon.com**. Gift-wrap available.

Want it delivered Wednesday, January 31? Order it in the next **2 hours and 17 minutes**, and choose **One-Day Shipping** at checkout. [See details](#)

[See larger image](#)



[See all 3 customer images](#)
[Share your own customer images](#)

[Return to Product Overview](#)

Customers tagged this product with

Tagging: amazon.com

Customers tagged this product with

First tag: [poser loser](#) ([The JuRK](#) on Oct 18, 2006)

Last tag: [dreck](#)

Sort by:

Popularity



talentless (29)	cole slaw (2)
garbage (17)	death (2)
laughable (17)	demented (2)
idiot (16)	depressing (2)
music to make you long for the	detestable (2)
sweet rel... (16)	disgusting (2)
hack (13)	dreadful (2)
crap (12)	dull (2)
loser (11)	dumbass (2)
terrible (9)	dung (2)
clown (7)	epic fail (2)
poser (7)	every track ought to be hidden (2)
trash (7)	fed ex (2)
wigger (7)	frisbee (2)
aka vogon poetry (6)	god awful (2)
moron (5)	herpes would be more enjoyable (2)
pathetic (5)	hopi indians (2)
wannabe (5)	horrid (2)
stupid (4)	i left justin for this (2)
wtf (4)	joke (2)
awful (3)	lol (2)
bum (3)	makes baby jesus cry (2)

Precursors of Tagging

- Formal: Dialog's user-suggested free-text keywords
 - User suggestions were incorporated in CV change management process
 - Users were mostly experts (reference librarians)
- Informal: User generated content
 - eBay listing lingo and buyer/seller ratings
 - Amazon stars and reviews

Precursors: Déjà vu all over again

Rowley's 4 eras in indexing

- Era1: Pre-computer access
- Era 2: Online age
- Era 3: Full-text vs. subject indexing
- Era 4: Tests with real users instead of controlled experiments

Tagging vs. Controlled Vocabulary Debate Is
Somewhere Early in Era 3...

tag != keyword

Tags and Controlled Vocabulary

- Process Perspective
- Structural Perspective
- Cognitive Perspective

Process: CVs vs. Tags

Expert determines acceptable
list of keywords



People apply term to resource



Resource is described using
an expert's language

Folksonomy evolves



List of tags viewed in aggregate

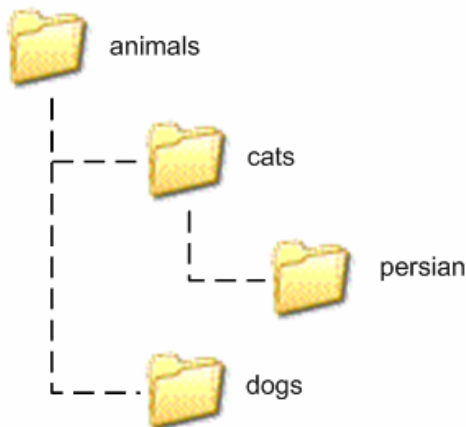


People describe a resource

Structural: Taxonomy vs. Tagging

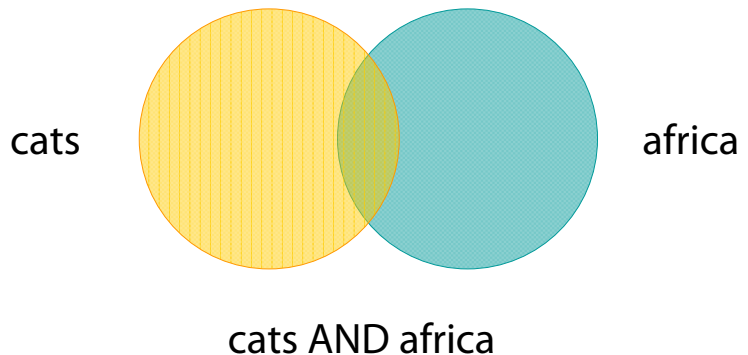
Taxonomy

- Hierarchical
- Exclusive
- A Folder System

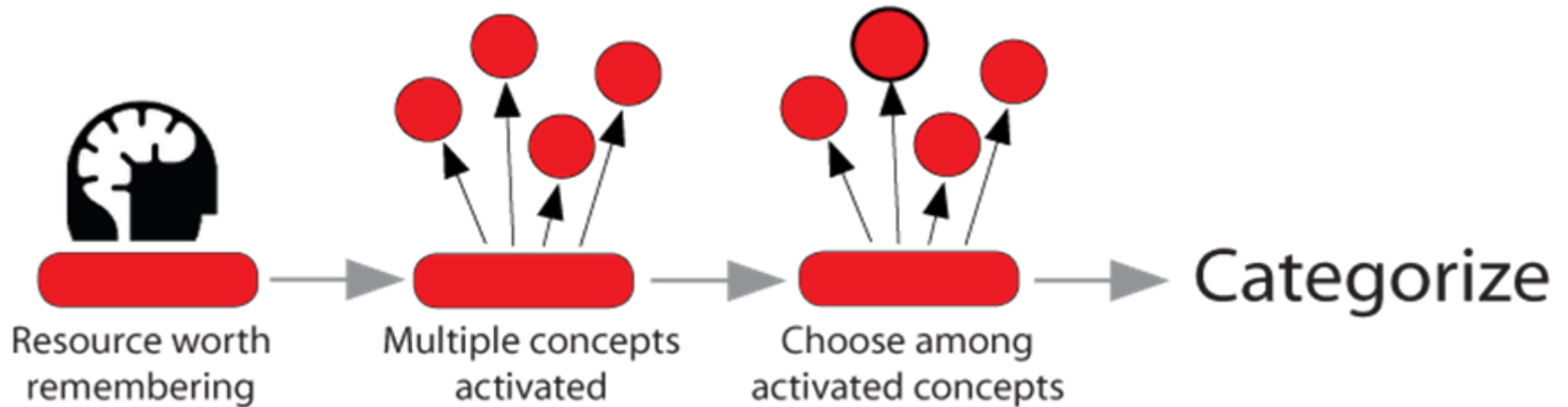


Tagging

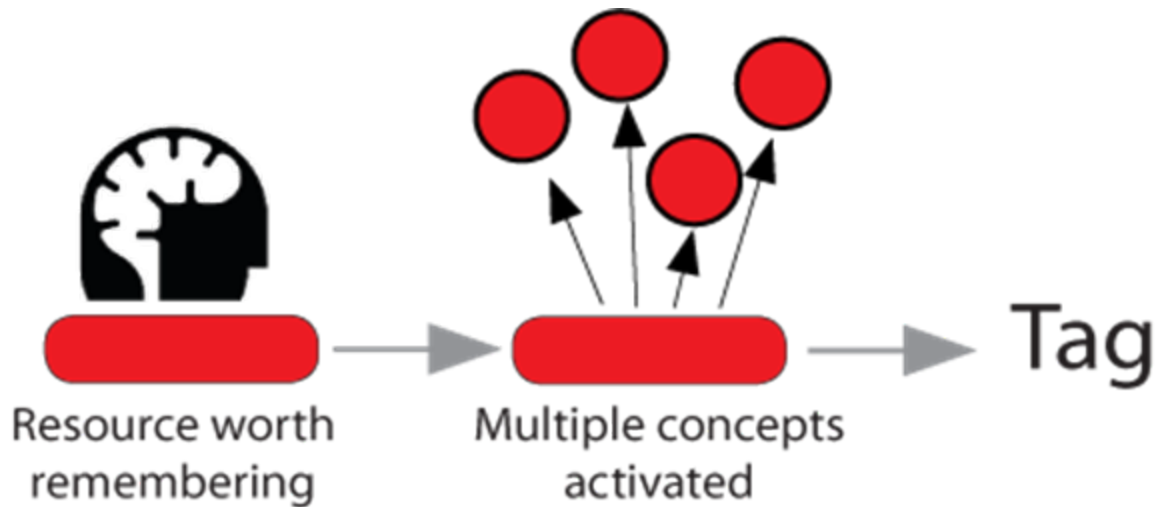
- Flat
- Non-exclusive
- A Filtered Query



Cognitive: CV Indexing



Cognitive: Tagging



Why do individuals tag?

- Future retrieval
- Contribution and sharing
- Attract attention
- Play and competition
- Self presentation
- Opinion expression

How are we doing? Questions or
comments so far?

Section Two: Mechanics

- Definition and history of tagging
- **Mechanics of tagging**
- Tagging in the enterprise
- Where tagging fits

Is Phlat tagging?
Is Phlat **social** tagging?

Three components of social tagging

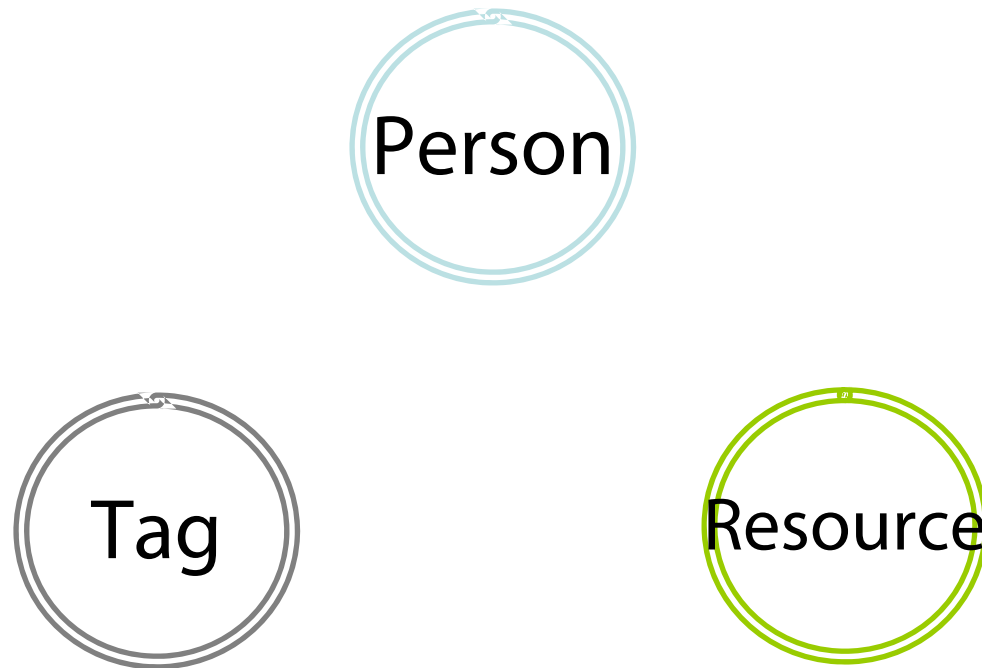




Photo: tjean314 (<http://www.flickr.com/photos/tjean314/379212666/>)

enterprisetagging.org

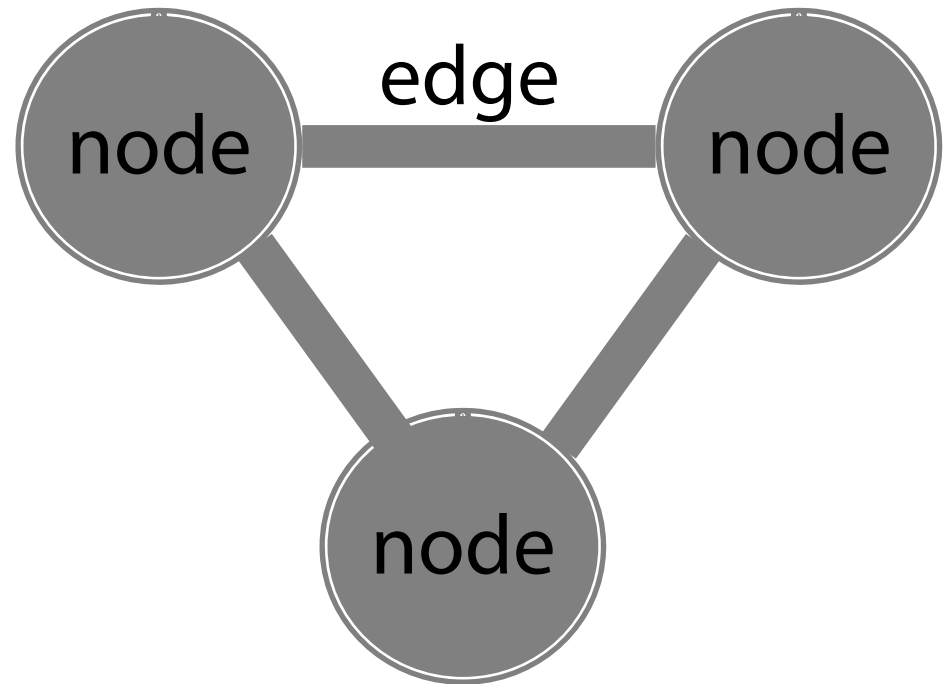
Wisdom of Crowds

Preconditions for Emergence of Collective Intelligence

- Cognitive diversity: many opinions
- Independence: individuals can freely offer opinions
- Decentralization: opinions are evaluated equally (more or less)
- Easy Aggregation: all opinions can be utilized

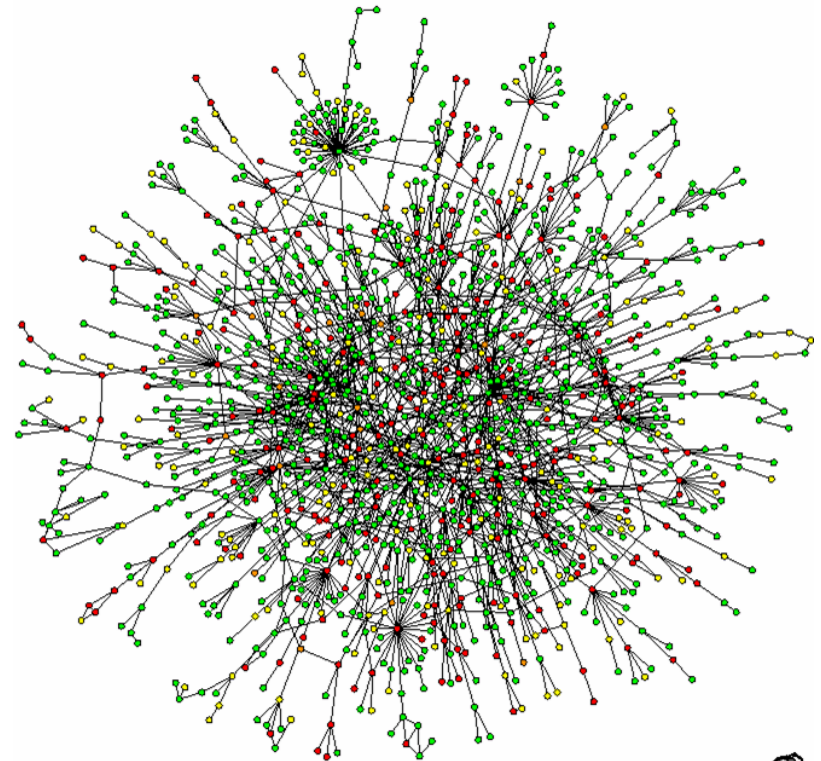
Theory of Networks

- Formal methods for modeling relationships in systems (“graphs”)
- Applied in social science as Social Network Analysis
- Milgram: Six degrees of separation



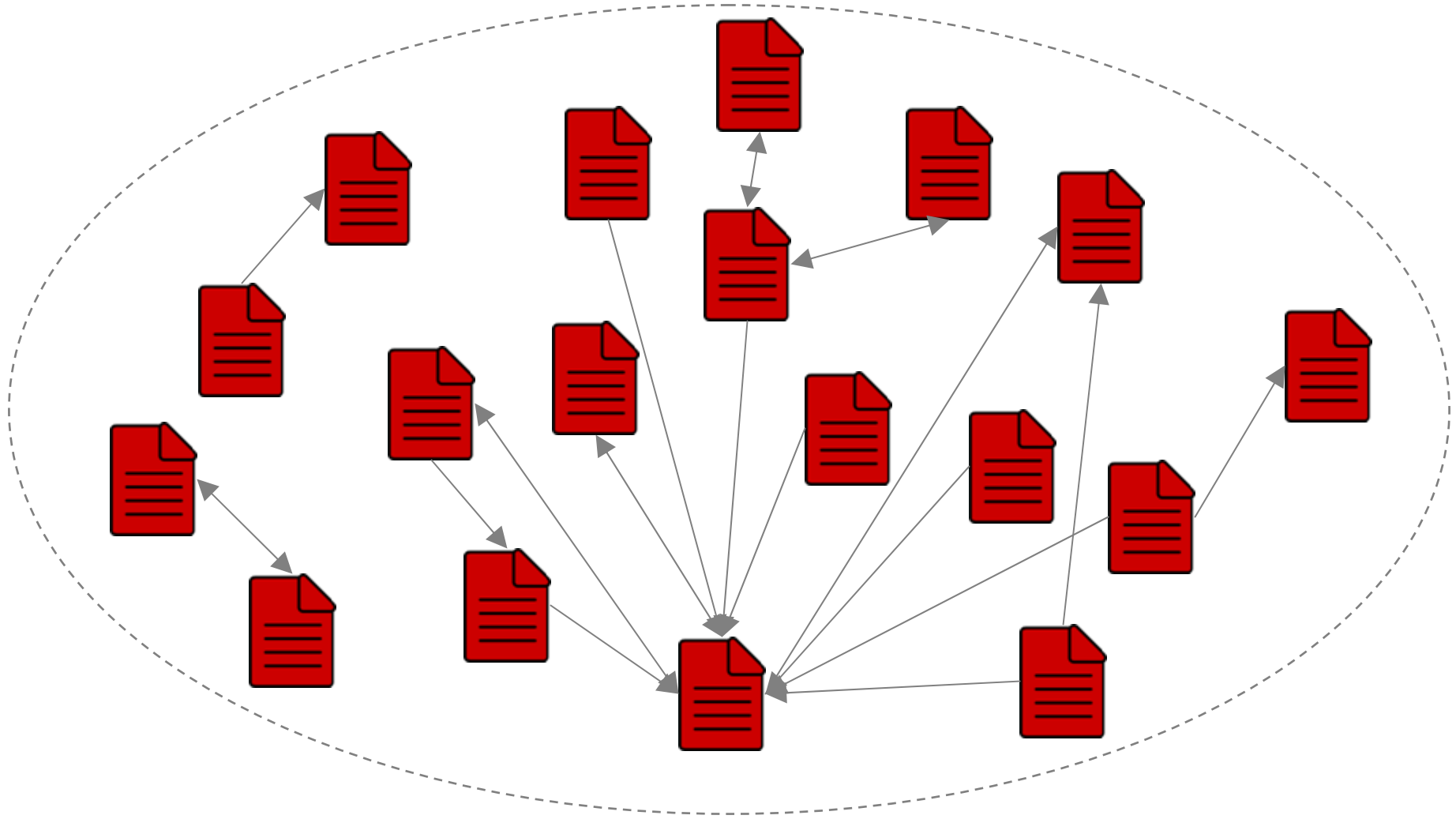
“New” Theory of Networks

- Systems that are highly dynamic
 - Molecular state change
 - Neuronal connections
 - North American power grid
- Watts, Strogatz, Barabási



Paieek

Google Magic



Social Tagging as Dynamic Network?

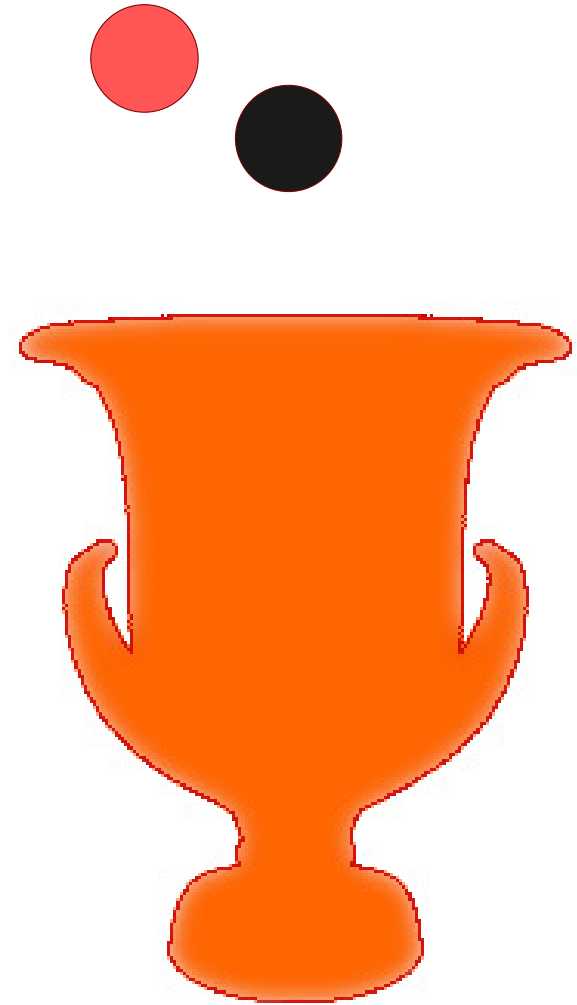
- Social tagging presents many features of a dynamic network system
 - Users are joining the system
 - Users are submitting new tags and new bookmarks
 - New web resources are continually emerging to be bookmarked
 - Language is constantly changing
- del.icio.us easy to model as a network and provided access to data

Stable patterns in dynamic systems

Polya-Eggenberger Urn Model

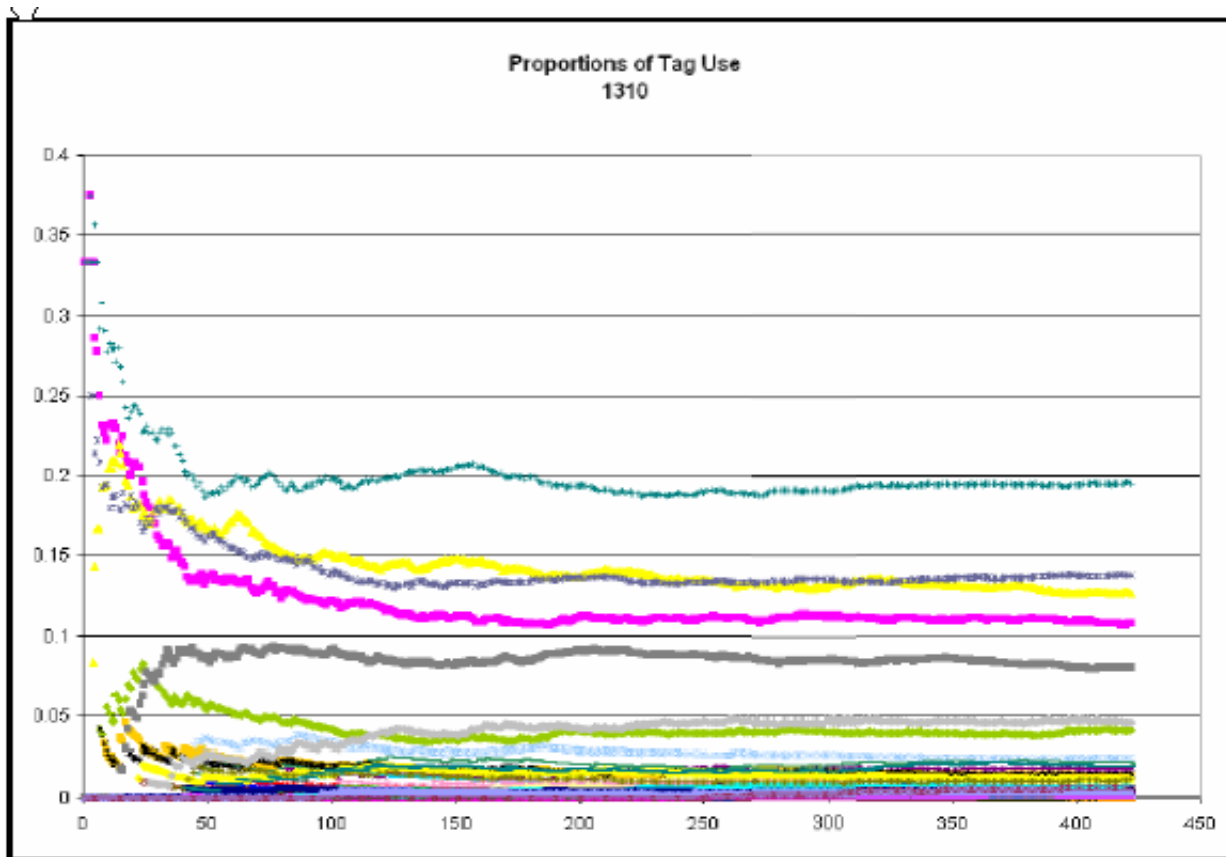
1. Place a red and a black ball in the urn.
2. Select a ball.
3. Place the ball back in urn with one more of same color.
4. Repeat N times.

Fraction of red/black balls becomes stable at a random limit.



Patterns in tag proportions

At about 100 bookmarks, the proportion of each individual tag to the total group of tags is statistically stable



Stability in tag proportions

- Why is this happening?
 - Imitation
 - Shared knowledge
- What are the implications?
 - Collective meaning can emerge from individual tagging
 - Lesser used tags can coexist with more popular tags
 - Less popular URLs can produce useful tag data

Dynamic Structure of Social Tagging: Research

- Exposed sub-communities of users and inferred genre clusters in audioscrobbler and Last.fm (Lambiotte & Ausloos, 2005)
- Used del.icio.us to model concept of lightweight, self-organizing emergent ontology (Mika, 2005)

Questions or comments?
Take a Break!

Section Three: Enterprise

- Definition and history of tagging
- Mechanics of tagging
- Tagging in the enterprise
- Where tagging fits

Enterprise Controlled Vocabularies



Microsoft®

Does this look familiar?

- Specific Purposes
 - To provide access to content by subject, through providing hierarchical and associative relationships and synonym control for the terms used in the domain
 - Increase precision in retrieval and display by controlling homographs (words that are spelled the same but have different meanings)
- General Purposes
 - Assist users by conveying meaning, orientation, and structure in a subject area
 - Assist users by providing rich relationships among concepts and terms

Specific Purposes - CV

To provide access to content by subject, through providing hierarchical and associative relationships and synonym control for the terms used in the domain

Specific Purposes - Tags

To provide access to content by subject, through providing associative relationships between the user's own terminology with that of other users as well as controlled domain vocabulary

Specific Purposes - CV

Increase precision in retrieval and display by controlling homographs (words that are spelled the same but have different meanings)

Specific Purposes - Tags

Increase precision and recall in retrieval by providing a greater range of possible subject terms than manual or automatic indexing can produce

General Purposes - CV

Assist users by conveying meaning, orientation, and structure in a subject area

General Purposes - Tags

Assist users by surfacing patterns of shared meaning, orientation, and structure in a subject area

General Purposes - CV

Assist users by providing rich relationships among concepts and terms

General Purposes - Tags

Assist users by exposing relationships between concepts, resources and other users

Purposes of social tagging?

- Specific Purposes
 - To provide access to content by subject, through providing associative relationships between the user's own terminology with that of other users as well as controlled domain vocabulary
 - Increase precision and recall in retrieval by providing a greater range of possible subject terms than manual or automatic indexing can produce
- General Purposes
 - Assist users by surfacing patterns of shared meaning, orientation, and structure in a subject area
 - Assist users by exposing relationships between concepts, resources and other users

Enterprise tagging environment

HR/Directory systems

Identity and profile management

Collaboration platforms

The diagram illustrates an enterprise tagging environment centered around three interconnected concepts: Person, Tag, and Resource. These concepts are represented by circles arranged in a triangle, with dashed lines connecting their centers. The 'Person' circle is light blue, the 'Tag' circle is grey, and the 'Resource' circle is green. Each circle is surrounded by a list of associated systems or data sources. The 'Person' circle is connected to HR/Directory systems, Identity and profile management, and Collaboration platforms. The 'Tag' circle is connected to Application-specific CVs, Industry thesauri, and WordNet. The 'Resource' circle is connected to Search engines, Document repositories, CMS, and Wikis.

Person

Tag

Resource

Application-specific
CVs

Industry thesauri

WordNet

Search engines

Document repositories

CMS

Wikis

How tagging can be used

- Learn the vocabulary of the people (“User Warrant”)
- Enhance a controlled vocabulary
- Search enhancement

How tagging can be used

- People
 - Community of Expertise
 - Community of Interest
 - “Assist users by providing rich relationships among concepts and terms.” (Mike C)
 - Assist users by exposing relationships between concepts, resources and other users.

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 Wikipedia entry on social networking

Chris Pepin's Blog [blog](#)

Tags **People**

Most Active People 7

Jeff Strick	50
Sandra L. Hogan	45
Will K. Raske	41
Carol Jones	37
Tolga Oral	24
Frank-Oliver Siebert	22
Claudia Ortel	18
Mary Moore	18
Carl Kriger	17
David A. Brooks	17
Miguel Estrada	17
Chris S. Lamb	16
Colleen S. Conneaney	15
Mike Rhodin	15
adobyl O Blasso	15
Diane B. Copenhaver	14
Scott H. Prager	12
Timothy J. Finley	12
Craig B. Hayman	10
Ronnie Maffa	9

Tips

New to Bookmarking?

- Learn [more](#) about social bookmarking
- [Import](#) bookmarks from your browser
- [Bookmark](#) a Web page

[more](#)

Done

How are we doing? Questions or
comments so far?

Section Four: Where tagging fits

- Definition and history of tagging
- Mechanics of tagging
- Tagging in the enterprise
- Where tagging fits

Surface Problems

- Problems with Language
- Problems with Users

Problems with language

- Semantic issues (Golder & Huberman, 2005)
 - **Homonymy:** same word with different meaning
patient
mad
 - **Polysemy:** same word with different senses
a thing you walk through
a thing you open and close
 - **Synonymy:** different words with the same meaning
PC
computer
 - **Basic level variation:** different levels of specificity
fish
salmon
sockeye
- Multi-lingual environments

Problems with Users

Unintentional bad acts

- “Sloppiness” (Guy & Tonkin, 2006)

semantic

PetersonElaine emma_tonkin Marieke-Guy

dogs Dog

imt530b

- Lack of expertise (aka “Stupidity”) (Peterson, 2006)

Problems with users

Intentional bad acts

- Offensive/inappropriate content (“graffiti”)
[WorstBossEver movie_downloadz](#)
- System manipulation (“gaming,” “tagspam”)

[best_website_for_big_sexy_time](#)

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Deep problems

- Inattention
- Authority

Deep problems: Inattention

- How do you get the first tag
 - Tagging is post-hoc process
 - Valuable resources may be hard-to-find
 - Users may not be familiar with the corpus
- What happens if users don't participate
 - System is difficult to use
 - Knowledge domain is not understood
 - Concept of tagging is not understood

Deep problems: Authority

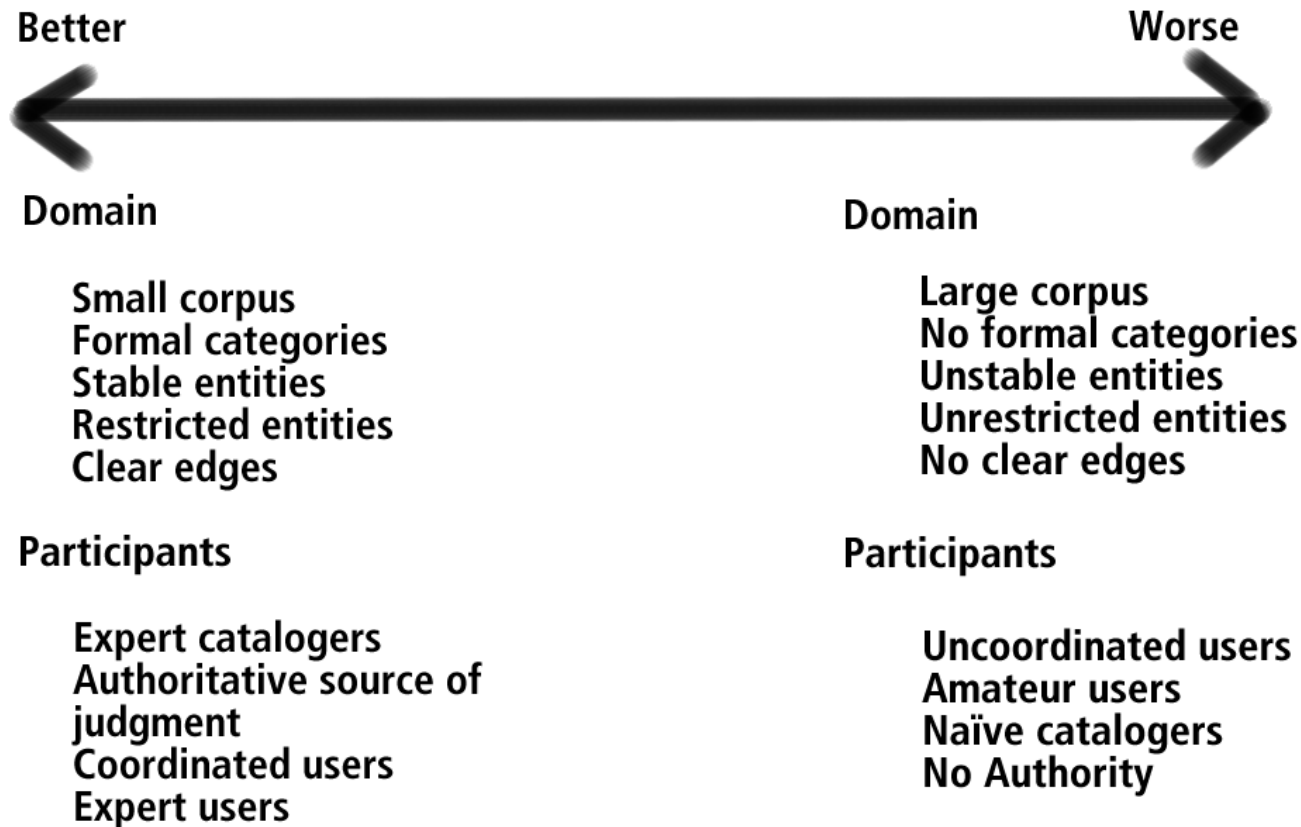
~~“Merely naming the world creates no actual change, either in the world, or in the minds of potential users who don’t understand the system.”~~

~~- Shirky, 2005~~

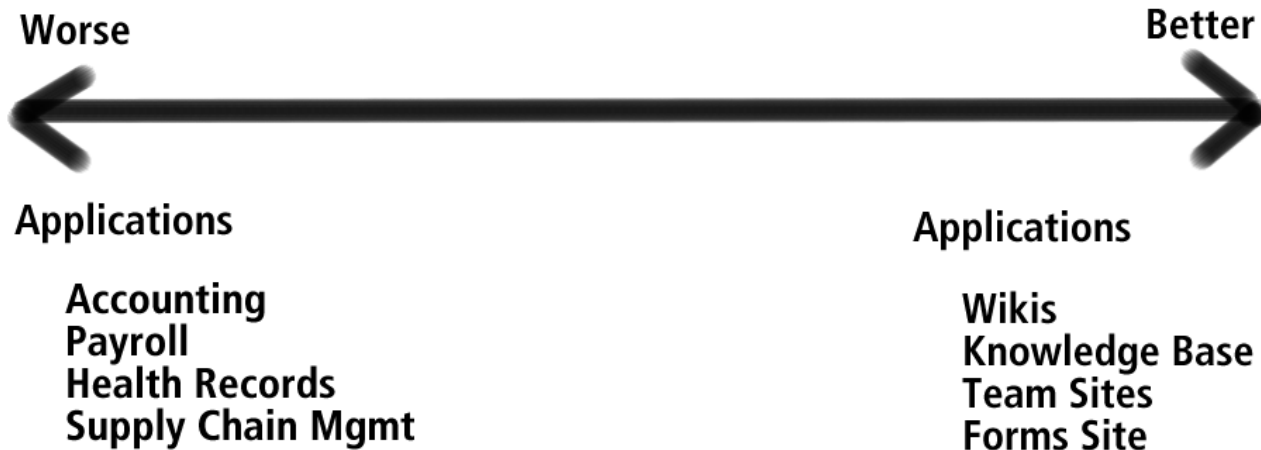
Deep problems: Authority

- Naming is about rules, control and politics **and** it is important
- Construction of meaning
 - **CVs**: Fixed; negotiated in advance; authority is an inherent property
 - **Tagging**: Dynamic; post-hoc; flows upward from multiple sources
- In organizations, source of authority sometimes must be predetermined and fixed
 - Product lists, position titles, navigation labels

Where Ontology fits



Where tagging fits



Thank You!

Discussion and Questions

References

- Del.icio.us
- Flickr.com
- Last.fm
- Amazon.com
- Golder
- Shirky
- Steve.museum
- Marlow et al
- Sinha
- Crandall
- Peterson
- Linked
- Emergence
- Wisdom of Crowds
- Morville

Appendices

Tips for tag designers (Rashmi Sinha, SXSW06)

- How are you serving the individual's motives?
- Does the individual understand and really want to fulfill that goal?
- What is the relationship between the social and the personal?
- Is it too easy to mimic the tags of others?

Tips for tag designers (Rashmi Sinha, SXSW06)

- Don't make navigation all about the most popular, most tagged...
- Enable discovery, exploration, finding new things
- Don't force users to do things differently than what comes naturally. Take user input as it comes naturally.
- Solve problems by ensuring good findability.