

Fun with tags

tagging free tagging

folk classification

labeling **folksonomy**

ethnoclassification open tagging

social bookmarking

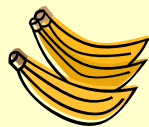
What it is and who is doing it

What if . . .

- What if people could create their own classification systems? And what if library and information professionals could add order to the chaos and make a classification system that was truly the people's?
- 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
 - “The old way creates a tree, the new rakes leaves together.” (Smith, 2005)
 - Yes, we have no authority control



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 created del.icio.us: when he wanted to retrieve a bookmarked site, he couldn't remember where it was. 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 (OCLC, UPenn)
 - <http://tags.library.upenn.edu/>
- 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>

- Subscription
- Organized by folder, can tag
- Public or private
- See what's popular,
- You have a bookmark, see what others with the same bookmark have saved
- Export formatted citations
- Bookmarklet - how to add sites to your list

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

- Audience different from Furl, more science skew, see tag cloud on front page
- Organized by tags
- Can grab other user bookmarks
- Link resolver
- Export possible (.ris new feature)
- 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
 - [Extispicio.us](http://www.extispicio.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 would pair well with a controlled vocabulary like LCSH . . .



Bibliography

The bibliography for today's presentation is also available through Sue Russell's Connotea account. You do not need to register with Connotea to view the links.

http://www.connotea.org/user/sueruss/tag/social_bookmarks

- <http://www.librarything.com/>
- <http://bigcite.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/>
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http://www.shirky.com/writings/ontology_overrated.html
- “Metadata for the Masses.”
<http://www.adaptivepath.com/publications/essays/archives/000361.php>
- “Social Bookmarking Tools - A General Review”
<http://www.dlib.org/dlib/april05/hammond/04hammond.html>
- PennTags tips page (general tips on tagging)
<http://tags.library.upenn.edu/help/taggingtips.html>

Thanks!

- Sue Russell, TRA
- Jen Lege, ASIS&T Chair
- Alison Cody, ASIS&T Vice Chair & TRA

- Slides posted on the ASIS&T and Tech Lab websites:
 - <http://web.simmons.edu/~assist/news/2006/SprWorkshops.html>
 - <http://my.simmons.edu/techlab/howto-info.shtml>