Tags, Folksonomies, and How to Use Them in Libraries

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Let’s Tag

http://flickr.com/photos/digitalcraftsman/14179934/

February, 2009 Prepared by Peishan Bartley for GSLIS Tech Lab Workshop

Tagging, how?

- Tagging: the act of reflecting upon a certain item, then assign free form labels expressing relevant ideas or notations to it.

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Tagging, why?

- Organize personal collection – both for easy search and retrieval and for management purposes
  - Record the facts about an item
  - Make personal notes
- Express an opinion
- Facilitate social networking
- Help the website make connections among items
- Play and compete (ESPgame.org)

When taggers come together...

- When tags are aggregated and taggers collaborate to create metadata to shared content it is called – collaborative tagging, social classification, or social indexing

Folksonomy = Folk + Taxonomy - a collection of all tags within a system.

Folksonomies become better with scale.
Folksonomies - Tag Clouds

- Definition of tags: free form labels assigned to an item.

Popular Tags from Flickr – Nov. 2008

More on Folksonomies

- Sounds scary - Not filtered, not controlled, not precise, not structured, no standard practice.
- However –
  - Folksonomies are often more up-to-date than professional indexes.
  - Folksonomies may cover a wider range of aboutness.

A Fad?

"A December 2006 survey by the Pew Internet & American Life Project 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 Internet and American Life Project,
January 31, 2007
Tag what?

- Photos – **Flickr** (geotag)
- Videos – YouTube
- Books – AADL, LibraryThing
- Articles – **Connotea** or **CiteULike**
- Blogs – Wordpress, **iReport**
- Museum items – **steve.museum**
- Anything, really
Let’s ride the wave…

Tags in OPAC – Ann Arbor District Library (http://www.aadl.org/catalog)

Goodnight moon / by Margaret Wise Brown ; pictures by Clement Hurd

[Tags: moon, rhymes, bedtime, story, bedtime, story, deep, sleep, peace, night, Goodnight, moon, 2 yrs]

Title: Goodnight moon / by Margaret Wise Brown ; pictures by Clement Hurd.

Let’s ride the wave…

Tags in OPAC – LibraryThing.com (http://www.librarything.com/fortlibraries/tour/1)

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Let’s ride the wave...

- Tags as a form of library service --
  Nashville Public Library
  (http://www.library.nashville.org/teens/teenweb.asp)

How was that done?

- `<script type="text/javascript"
  src="http://feeds.delicious.com/v2/js/
  /YOURUSERNAME?title=My%20Delicious%20Bookmarks&icon=m&count=5
  &sort=date&tags&extended&name&showadd"></script>`

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