



Folksonomy: A hated word but a loved resource

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Leicester, England :: 18 September 2007



What Is A Tag?

Tagging: Definition

- ❖ Simple data/metadata externally applied to an object
- ❖ Used for sorting
- ❖ A hook for aggregating
- ❖ Provides identifier and/or description
- ❖ Personal markers

History of Tagging





The “F” Word



Folksonomy

Folksonomy: Definition

- ❖ Folksonomy is the result of personal free tagging of pages and objects for one's own retrieval
- ❖ The tagging is *usually* done in a social environment (shared and open to others)
- ❖ The act of tagging is done by the person consuming the information

Folksonomy: Value

The value in this external tagging is derived from people using *their* own vocabulary and adding explicit meaning, which may come from inferred understanding of the information/object.

People are not so much categorizing, as providing a means to connect items (placing hooks) to provide *their* meaning in *their* own understanding.



“The beauty of tagging is that it taps into an existing cognitive process without adding much cognitive cost”

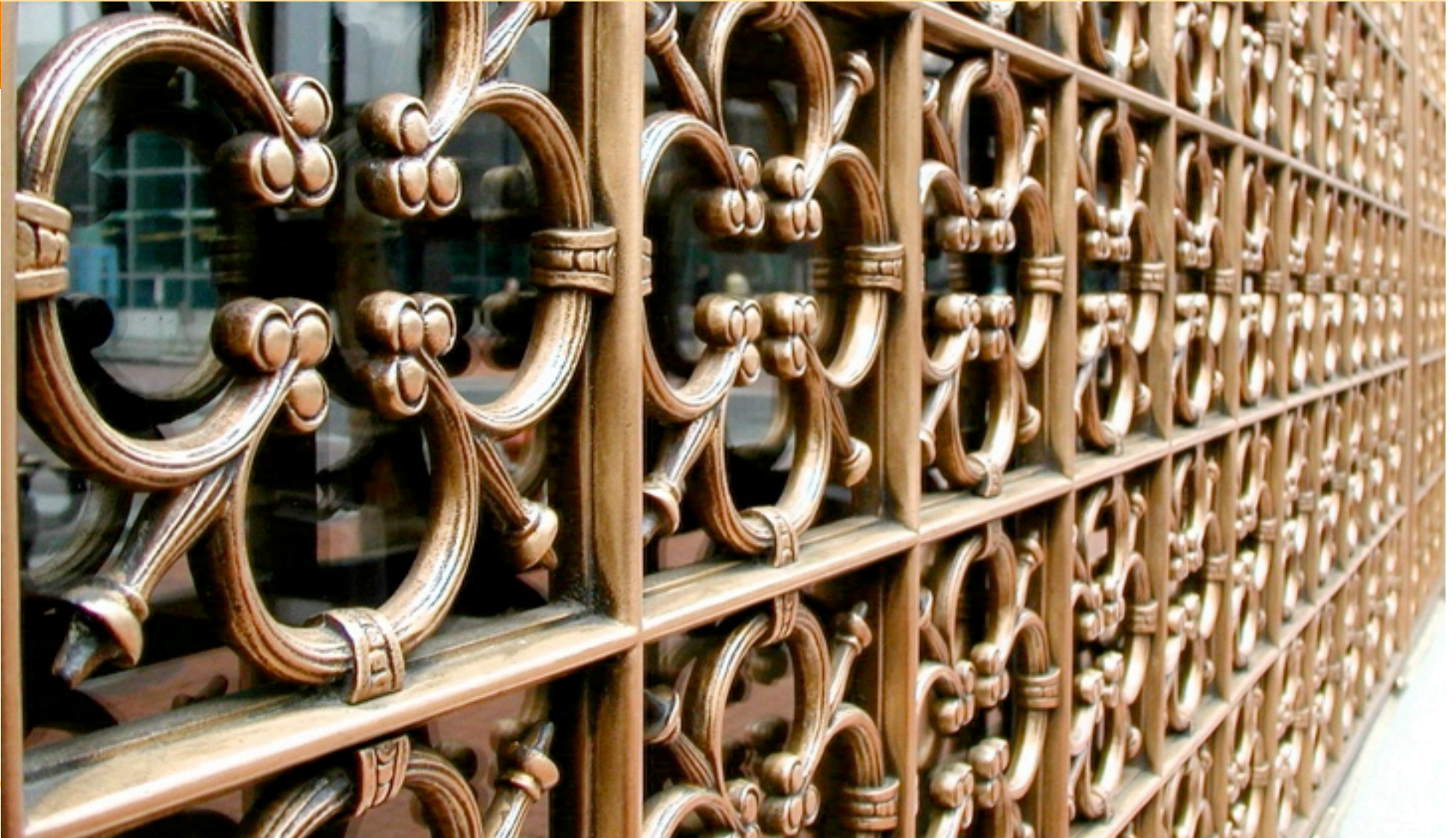
Rashmi Sinha

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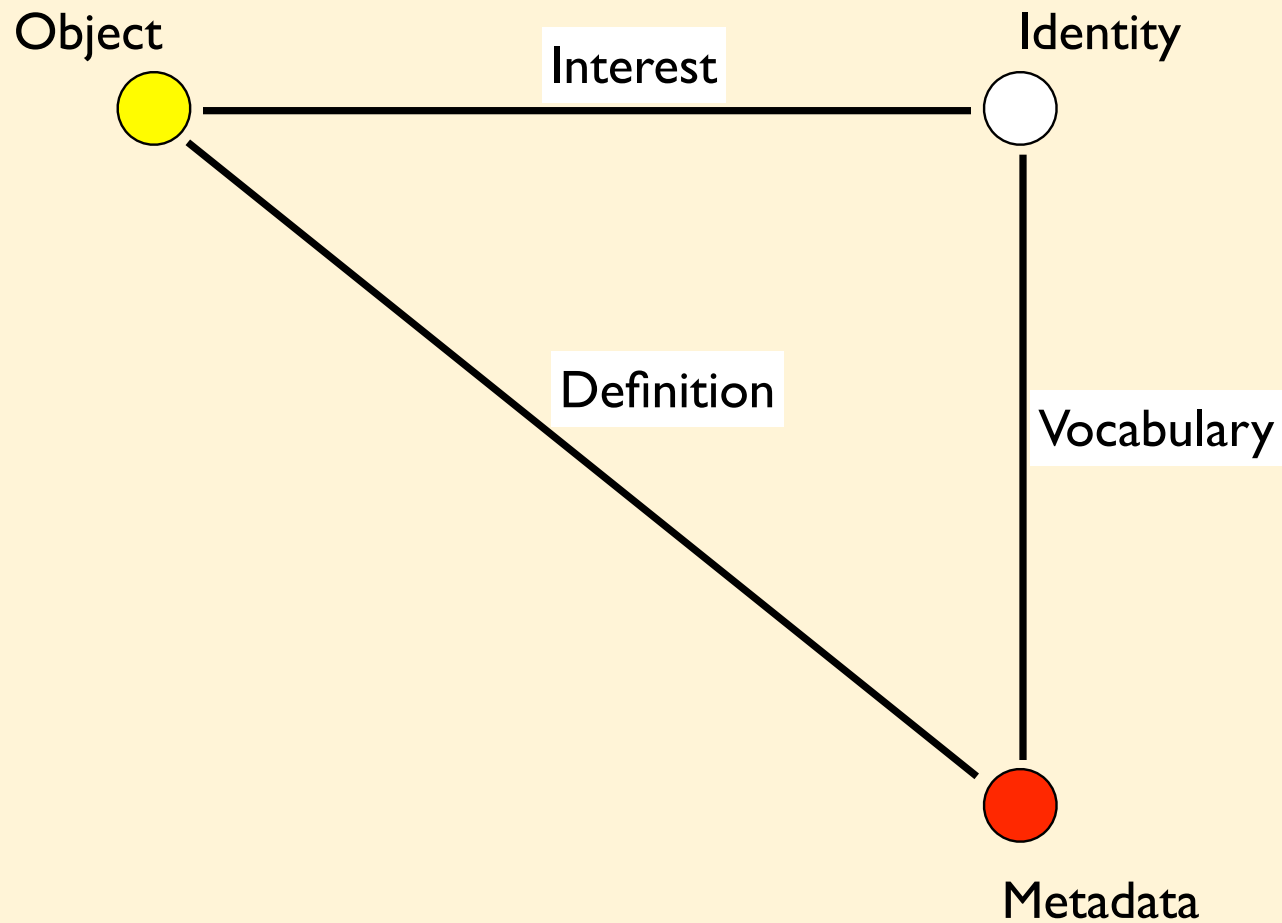


Every person is an expert in their own vocabulary (tags)

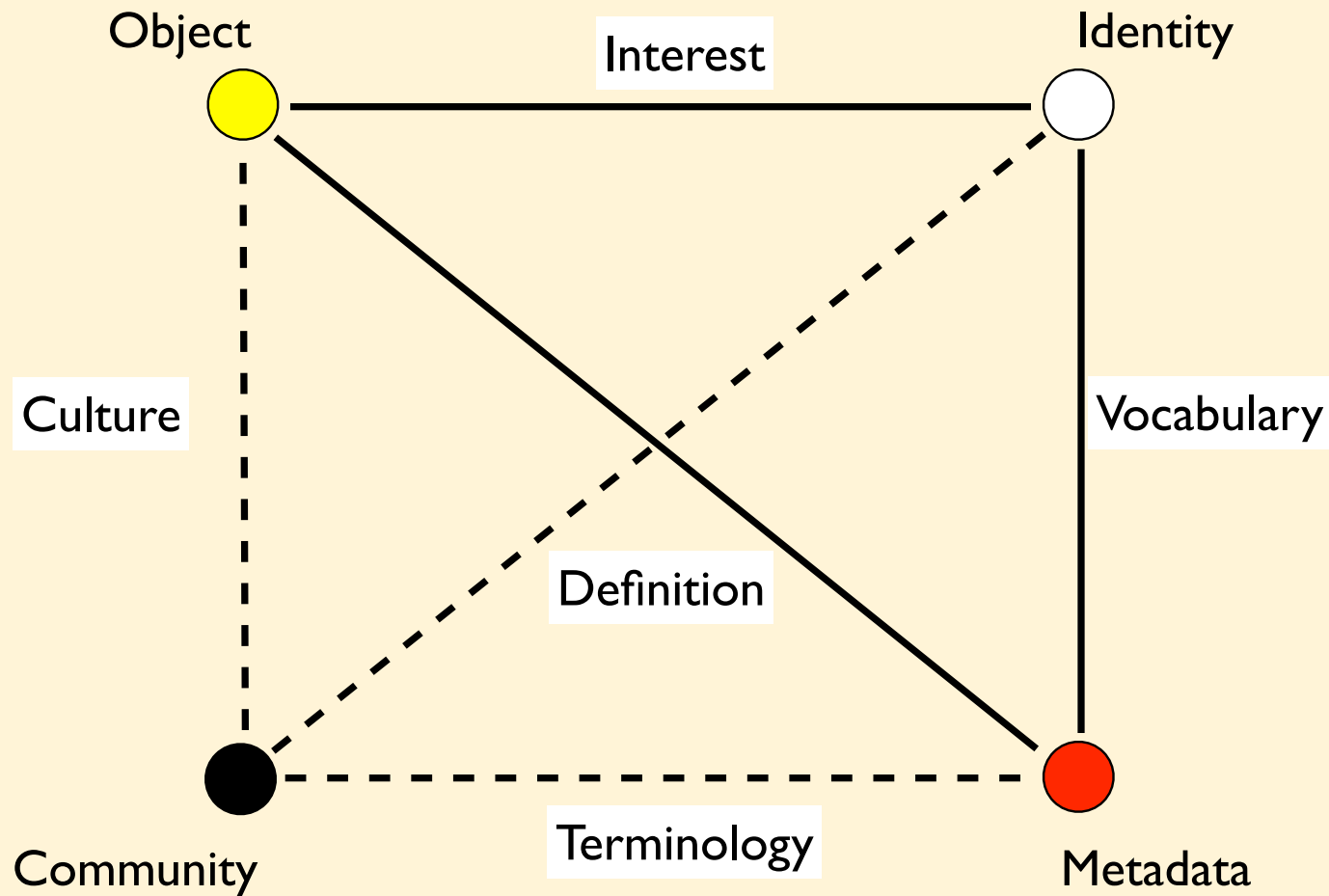
Every Tag is Sacred



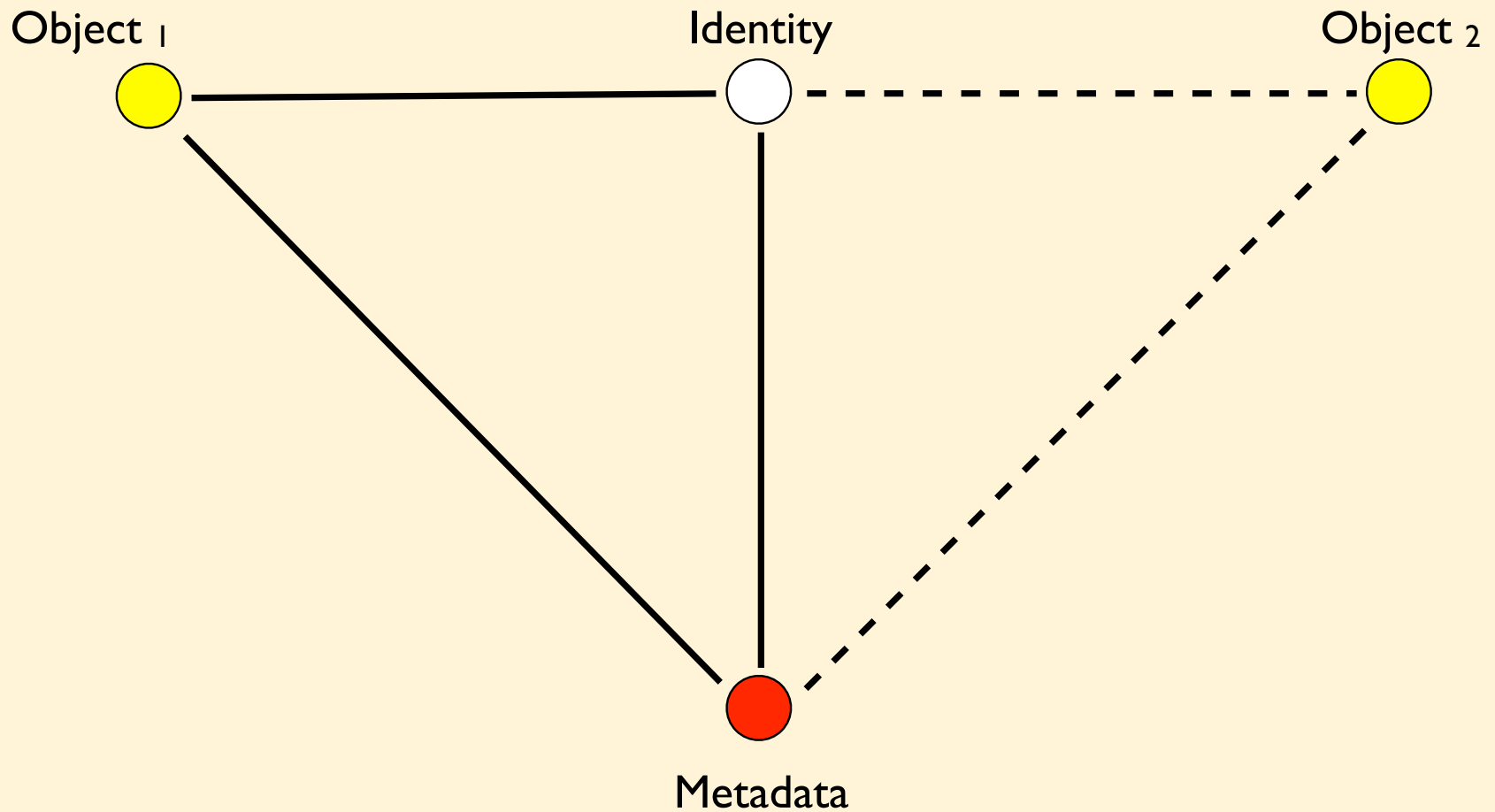
Folksonomy Triad



Dual Folksonomy Triad



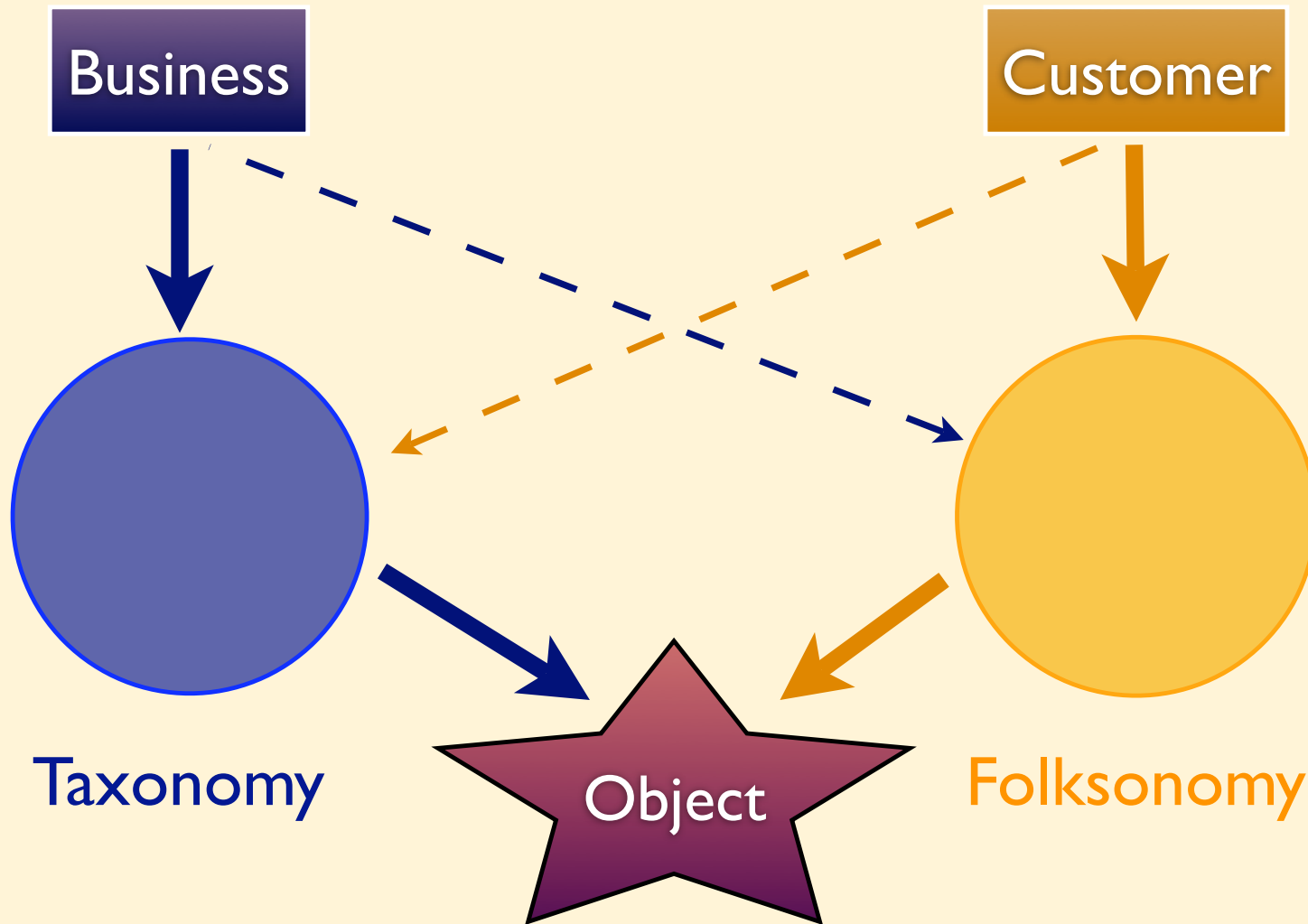
Finding More Objects



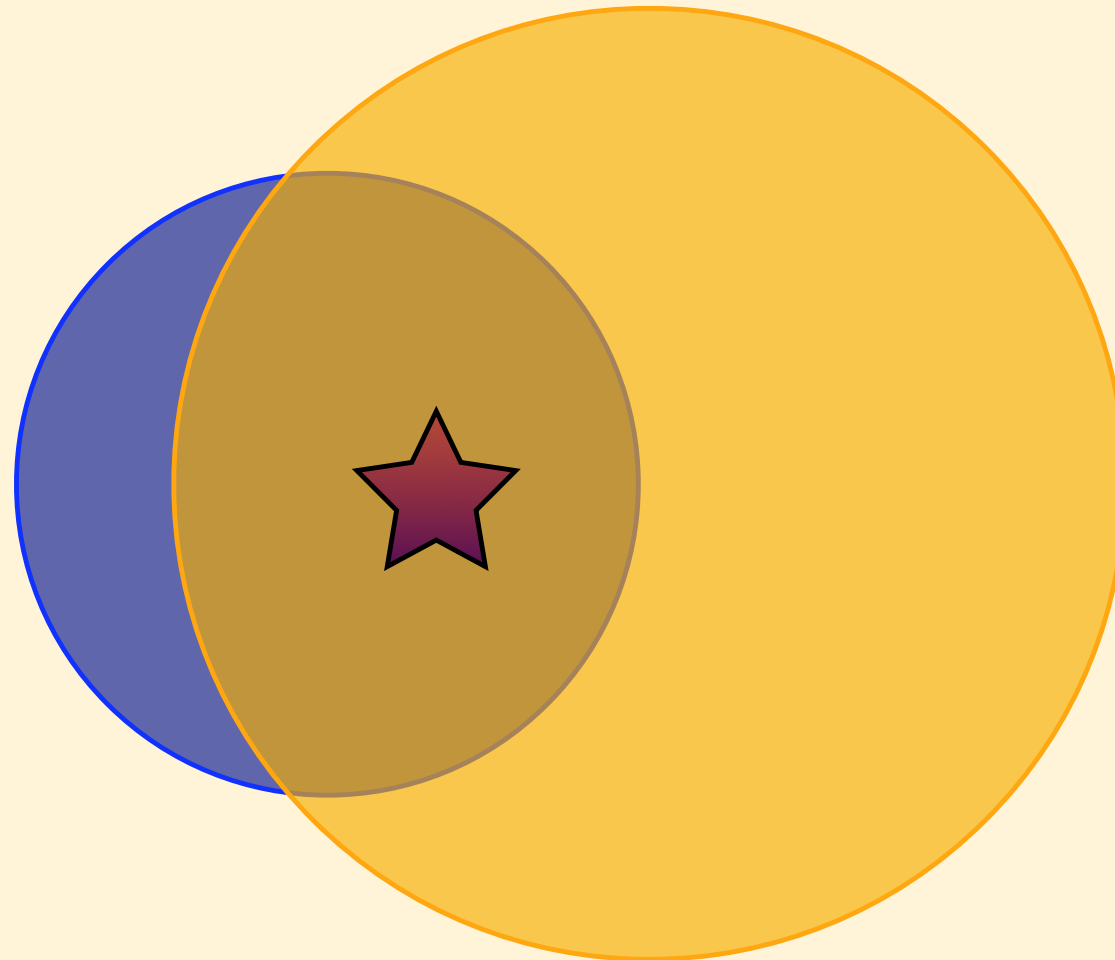


Folksonomy vs. Taxonomy

Taxonomy vs. Folksonomy



Taxonomy & Folksonomy



Taxonomy

Folksonomy

Compensating

Taxonomy	Folksonomy
+ Structure	- Messy
+ Efficiency	- Difficult Findability
+ Solid foundation	- Slow to emerge
- Resource intensive	+ Relatively inexpensive
- Not emergent	+ Emergent by nature
- Difficult to validate	+ Continual validation



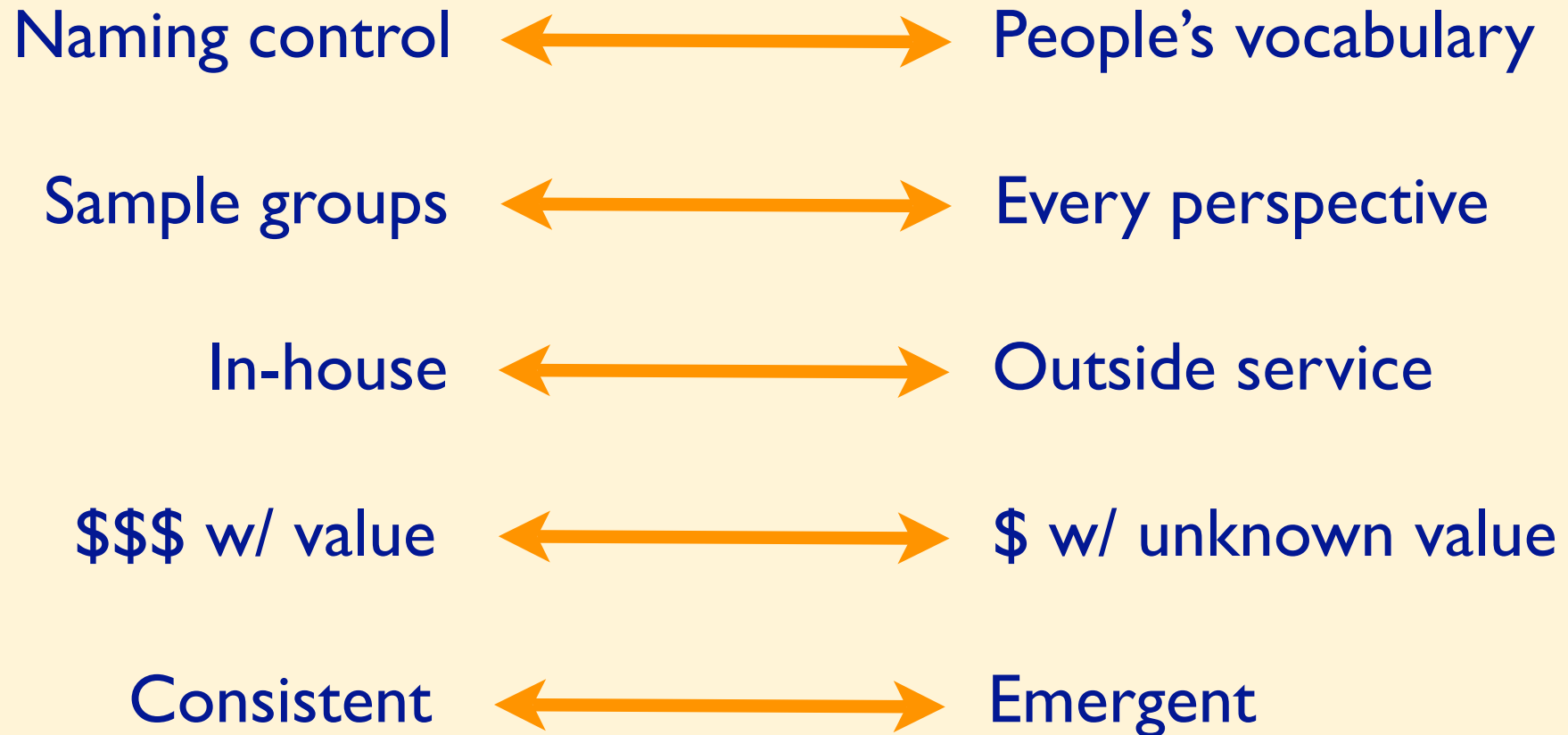
70% of Folksonomy tag terms not in Taxonomy

J.Trant regarding Steve.museum



The Value of Tagging for Business

Business Tensions



Business Gains: Internet

- ❖ Improved understanding of customers
- ❖ Current terminology (*all of it*)
- ❖ Market segmentations
- ❖ Target message to language, need & taste
- ❖ Ability to easily follow the customer
- ❖ Monitor and analyze existing services

Business Gains: Intranet

- ❖ Improve refindability
- ❖ Understand context
- ❖ Ease sharing of resources by perspective
- ❖ Cost effective means of building taxonomy
- ❖ Allow term use in and across silos
- ❖ Eases networking



Analysis & Monitoring Tools

Tools Needed

- ❖ Monitoring
 - ❖ Use
 - ❖ Inbound & Outbound
 - ❖ Spam
 - ❖ External tagging systems
- ❖ Analysis
 - ❖ System usage patterns
 - ❖ Term use
 - ❖ Synonyms
 - ❖ Identify people “near in thought”
 - ❖ Order & structure

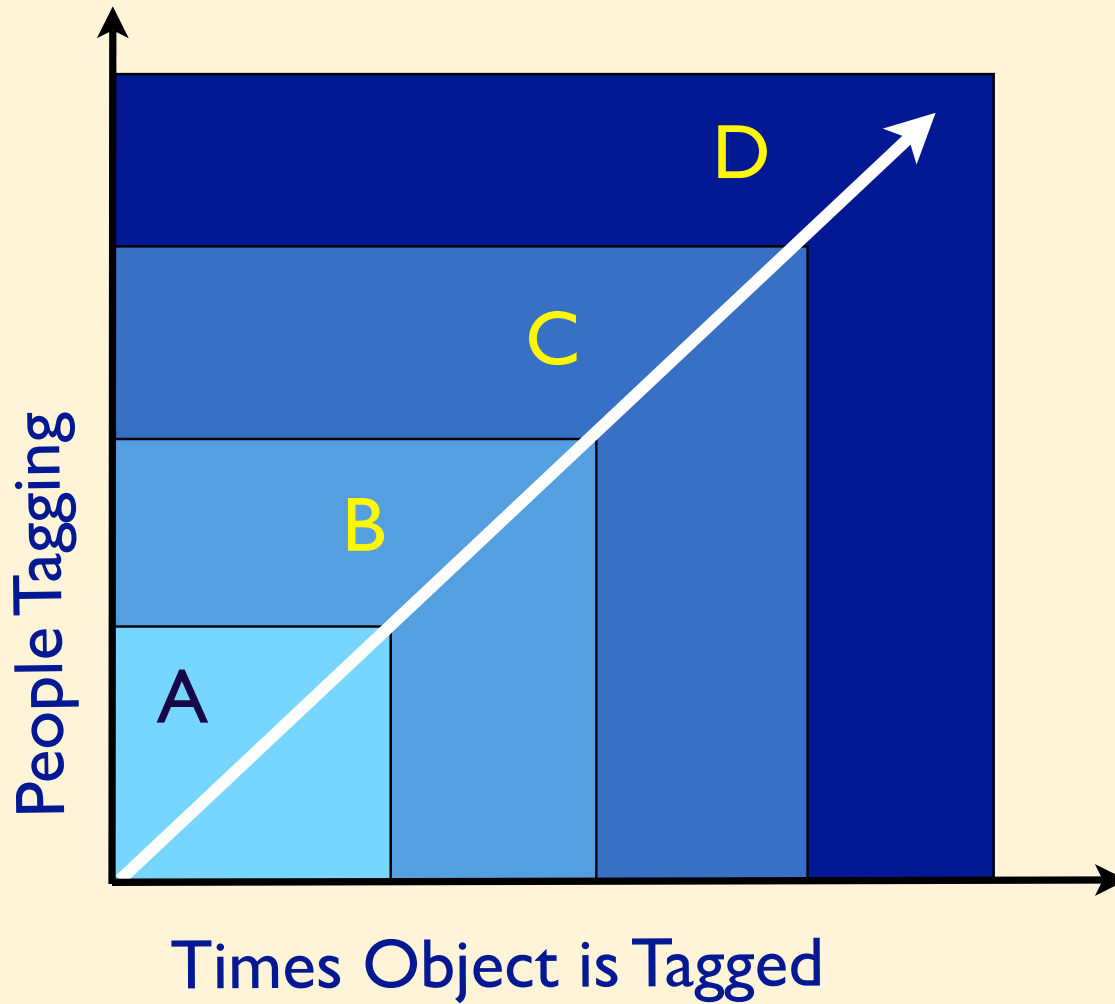


Understanding Scaling



Cold-Start Problem & Beyond

Scaling and Functionality



- A - Personal Use
- B - Serendipity
- C - Social Tagging Mature
- D - Complex Social System

Phases of Interaction

- ❖ Saving and tagging
- ❖ Refinding
- ❖ Clicking, pivoting, exploring
- ❖ Searching
 - ❖ One's own tags
 - ❖ Other's tags
 - ❖ Group
 - ❖ Everybody
- ❖ Group Social Interaction

Personal to Social

	Personal	Serendipity	Social Powerful	Mature
Save & Tag	X	X	X	X
Refind	X	X	X	X
Pivot & Explore		X	X	X
Search			X	X
Group Interaction			-	X



So, Who Tags?



As much as 28% of
Americans have tagged

Pew Internet Life Project: Report on Tagging
<http://www.pewinternet.org/PPF/r/2011/report-tagging.aspx>



Daily 7% of people on the Web in the U.S. tag

[Pew Internet Life Project: Report on Tagging](http://www.pewinternet.org/PPF/r/201/report_display.asp)
http://www.pewinternet.org/PPF/r/201/report_display.asp

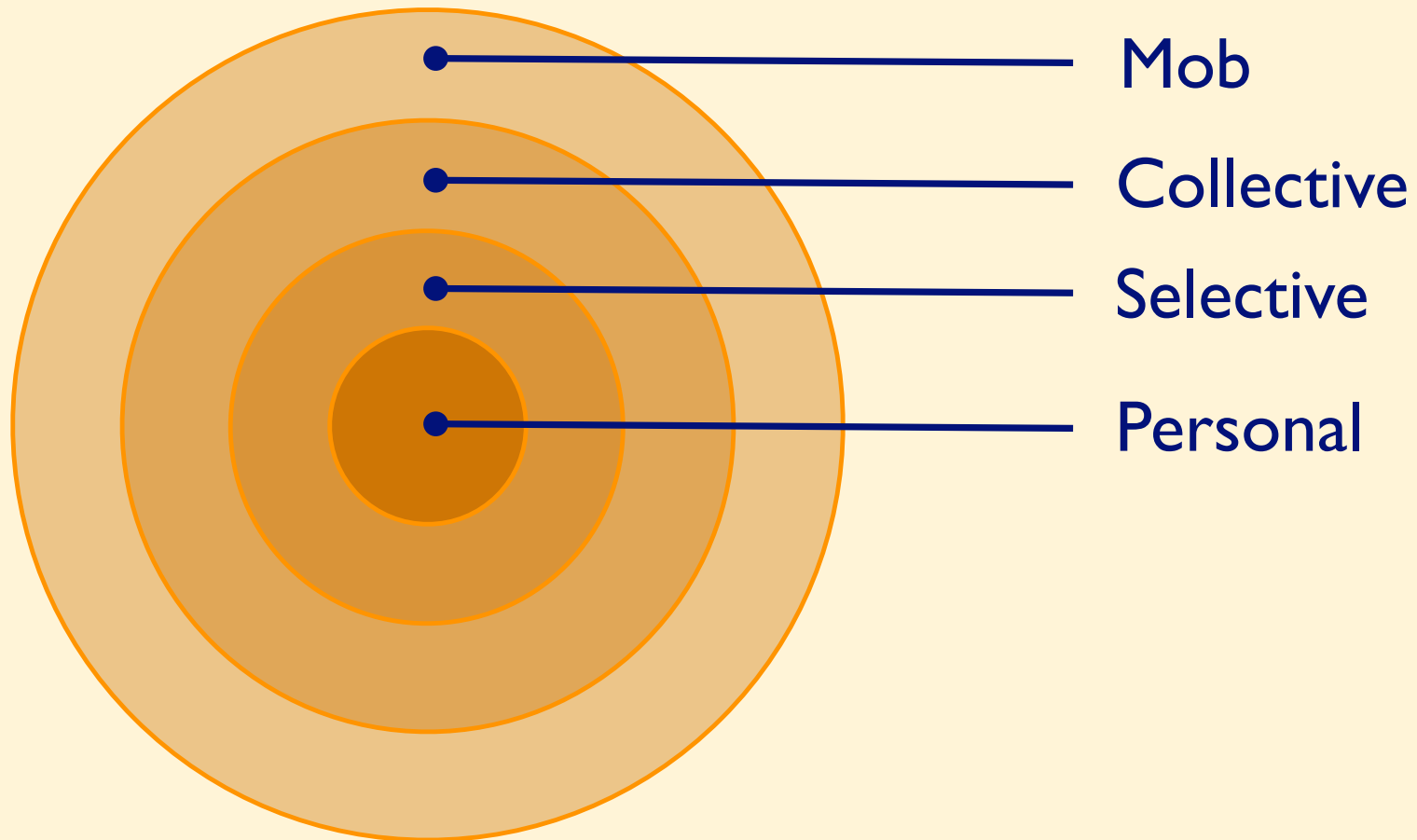


Why do People Tag?

Reasons People Tag

- ★
 - ❖ Their OWN use/value first
 - ❖ Add Perspective/Context
 - ❖ Missing metadata
 - ❖ Emergent Vocabulary
 - ❖ Personal descriptors
- ★
 - ❖ Refindability
 - ❖ Aggregation of information
 - ❖ Task-based aggregation
 - ❖ State Interest
 - ❖ Sociality

Spheres of Sociality



Social Context

Personal -

- ❖ Capture
- ❖ Hook/Copy
- ❖ Annotate
- ❖ Refind
- ❖ Privacy

Social -

- ❖ Share
- ❖ Point
- ❖ Collaborate
- ❖ Filter
- ❖ Trusted Groups

Privacy

- ❖ Privacy
 - ❖ Open to all
 - ❖ Open to community
 - ❖ Personal only
 - ❖ Selective sharing
 - ❖ By object tagged
 - ❖ All posts to a Group
 - ❖ Community tags
 - ❖ Send to

Tools for People Tagging

- ❖ Retrieval
- ❖ Search
- ❖ Identify, Build, & use a network of similar taggers
 - ❖ Filter
 - ❖ Follow
- ❖ Disambiguation
- ❖ Networking

Where Do People Tag?



Tag Venues

- ❖ Social Bookmarking del.icio.us, clipmarks, Ma.gnolia
- ❖ Media Flickr, Dabble, LastFM, Viddler
- ❖ Shopping Amazon
- ❖ Geo-Location Platial, Socialite
- ❖ Museums Steve.museum, Powerhouse
- ❖ Intranet ConnectBeam, IBM Dogear, Scuttle
- ❖ Dating Consumating
- ❖ OS (files) Mac OSX Tiger & Microsoft Vista

Tag Venues

Wherever there is a
digital object or marker



People Using Tag Services



Scanning

(what is your network?)

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Tag Combinations

All Directories Web 2.0 Blogs My Watchlist My Directory

Invite friends to RawSugar

All directories > folksonomy

folksonomy, |

Search

Over 4,000 RawSugar directories | Advanced Search »

Refine Search with Tags

folksonomy

tagging, classification, information architecture, metadata, taxonomies, social+bookmarks, facet, tag cloud, metasearch

blogosphere (35)

blogs, wordpress, blogging platforms

tool*

del.icio.us, meta, service, online, tips, aggregator, free, webapp »

web2.0 sites and t...

del.icio.us, rawsugar, wikis, furl, flickr, rojo, protopage

bookmark*

social, social+bookmarks, bookmarklet, cool

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web, ajax, search engine, css, xml, rdf, web services, html »

software (132)

software development, enterprise, free, databases, collaboration, webapp, production, plugin »

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system:import*

directory, review, development

companies (125)

rawsugar, google, yahoo!, hp, apple, ibm, microsoft, am »

2,935 pages sorted by popular recent

email results |

Related Directories +

SAVE

Quick Online Tips: Absolutely Del.icio.us - Complete Tool Collection

149»
■■■■■

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a collection of useful tools for making your Del.icio.us experience better - mellonstock

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BlinkList | Your personal start page and social bookmarking engine

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"BlinkList is Social Bookmarking merged with People Powered Search and Expert Recommendations... all wrapped in an elegant interface" mellonstock 2 notes

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eHub is a constantly updated list of web applications, services, resources, blogs or sites with a focus on next generation web (web 2.0), social software, blogging, Ajax, Ruby on Rails, location mapping, open source, folksonomy, design and digital media s mellonstock

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TagCloud

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Recent tags: folksonomy, tagging, rss, tags »

Palvelu yhdistää tageja useasta uutisvirrasta ja tekee niistä yhden tagipilven. Yksinkertaista, mutta kätevää. jjmajava

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Tag info: culture

Tag used 13,899 times by 2,239 users.

Using the tag culture

lulaa (286), languagehat (192), devans00 (139), gthornbury (133), bookfreaklibrarian (132), mattmcg (129), markell (126), seventime (115), antimuzak (111), eggwood (96), Donogh (95), katbook (93), msodalis (89), szarka (85), copernicus (83), jgarrig (73), wfwalsh (71), michaelagrey (69), jtcalleon (69), mojimbo (68) — see more

Most often tagged culture

Amusing ourselves to death : public discourse in the age of ... by Neil Postman (37)
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 The closing of the American mind : how higher education has ... by Allan Bloom (30)
 All God's children and blue suede shoes : Christians & popul... by Ken Myers (11)
 Addicted to mediocrity : 20th century Christians and the art... by Franky Schaeffer (9)
 Cultural literacy : what every American needs to know by E.D. Jr Hirsch (17)
 Sixty million Frenchmen can't be wrong : why we love France ... by Jean-Benoit Nadeau (11)
 From dawn to decadence : 500 years of western cultural life ... by Jacques Barzun (28)
 How should we then live? : the rise and decline of western t... by Francis A. Schaeffer (20)
 Christ and culture by H. Richard Niebuhr (16)
 The culture we deserve by Jacques Barzun (6)
 The Calvinistic concept of culture by Henry R. Van Til (6)
 Guns, Germs, and Steel: the fates of human societies by Jared Diamond (62)
 Consider Phlebas by Iain Banks (28)
 The dictionary of cultural literacy by E.D. Jr Hirsch (16)
 Fast food nation : the dark side of the all-American meal by Eric Schlosser (51)
 Culture Jam: How to Reverse America's Suicidal Consumer Bing... by Kalle Lasn (12)
 Free culture : how big media uses technology and the law to ... by Lawrence Lessig (17)

(see all works)

Last ten books tagged culture [XML](#) [HTML](#)

Feather Fall: An Anthology by Laurens Van Der Post [patwagner]
 Worldviews, Religion, and the Environment : A Global Antholo... by Richard C. Foltz [Whitmangirl]
 In the devil's garden : a sinful history of forbidden food by Stewart Lee Allen [Whitmangirl]
 24/7 : Living It Up and Doubling Down by Andres Martinez [ABVR]
 The Imperial Middle: Why Americans Can't Think Straight Abou... by Benjamin DeMott [ABVR]
 Culture wars : the struggle to define America by James Davison Hunter [ABVR]
 The Portable Enlightenment Reader by Isaac Kramnick [dwab34]
 Culture of honor : the psychology of violence in the South by Richard Nisbett [teatime]
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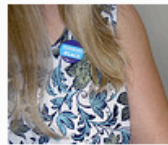
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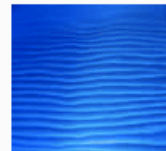
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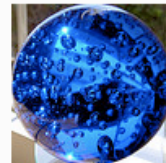
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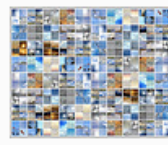
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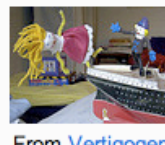
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(What's a tag?)

web design (204 products tagged by 216 customers)

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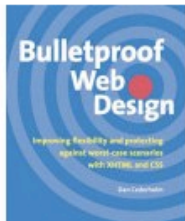
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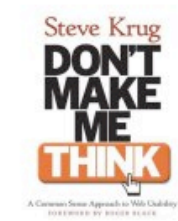
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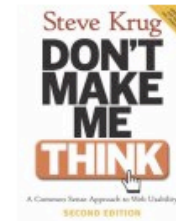
Bulletproof Web Design (Paperback)



Don't Make Me Think (Paperback)



CSS Mastery (Paperback)



Don't Make Me Think (Paperback)



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> Products you tagged "web design"



What Is Going On?

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**Playing with Fire [EXPLICIT LYRICS]**

Kevin Federline (Artist)

★★★★☆ (237 customer reviews)

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Products tagged "talentless"

Tagged 29 times	Tagged 3 times	Tagged 2 times	Tagged 1 time
			
Playing with Fire (Audio CD)	Paris (Audio CD)	B'day (Audio CD)	Viamund the Boy-Love Vampire Say... (Paperback)

> See all 29 products...

"talentless" Forum

Ask questions, Share opinions, Gain insight

Start a new discussion

Topic:

Lists and Guides tagged "talentless"

No one has created a list or guide tagged "talentless" yet. Be the first!

> Create your own "talentless": [List](#) | [Guide](#)

"talentless" Customer Images

Got images related to the tag **talentless**?



Products tagged "talentless" are also tagged:

a joke cd collection **crap** craptacular disgusting garbage horrible hot music music review overrated pathetic poop **pop** sideshow stupid terrible **trash** white trash would rather eat a turd

> See all 1096 tags...

Customers who used the tag "talentless"

				
brad featherstone (3 products)	Dan Delude (3 products)	Sailor Cynic "the artist ..." (3 products)	S. Mongrain "Designer" (2 products)	JustMe (2 products)

> See all 51 customers...

Products NOT tagged "talentless", but should be?

<input type="button" value="Yes"/> <input type="button" value="No"/>	<input type="button" value="Yes"/> <input type="button" value="No"/>	<input type="button" value="Yes"/> <input type="button" value="No"/>	<input type="button" value="Yes"/> <input type="button" value="No"/>	<input type="button" value="Yes"/> <input type="button" value="No"/>
				
All Together Dead (Southern Vampire Mysteries, Bk....)	The Heart of the Game	Oldboy (Three-Disc Ultimate Collector's Edition)	Goddess: The Church of Liberalism	Creative Zen Micro Photo 4 GB MP3 Player Black



Improvements Needed

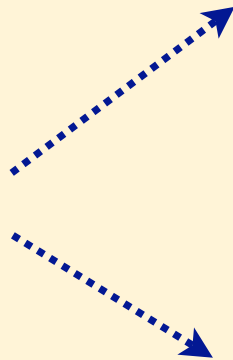


External Services

1, 1, 2, 2 ?



Design

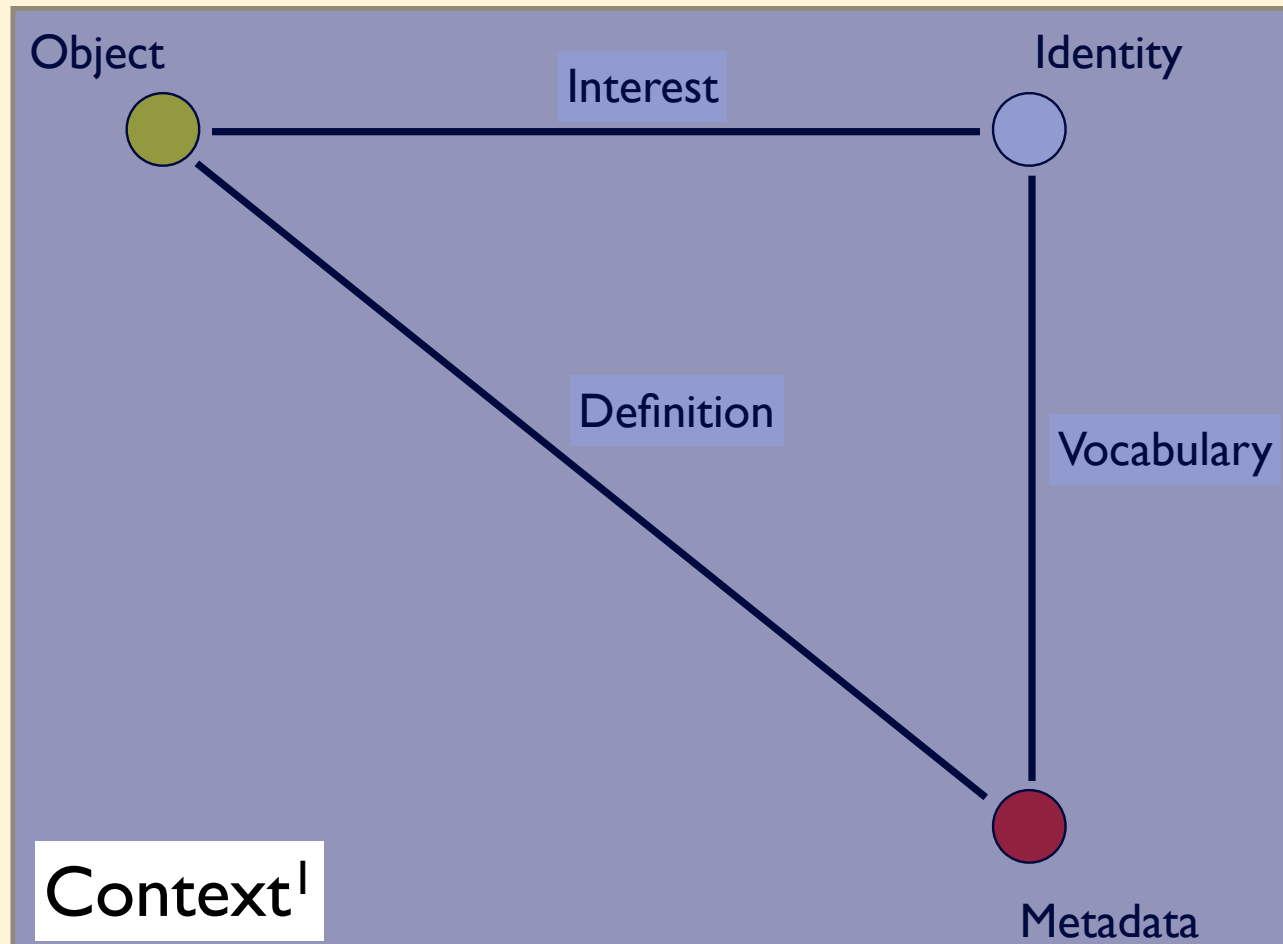


= Visual Design

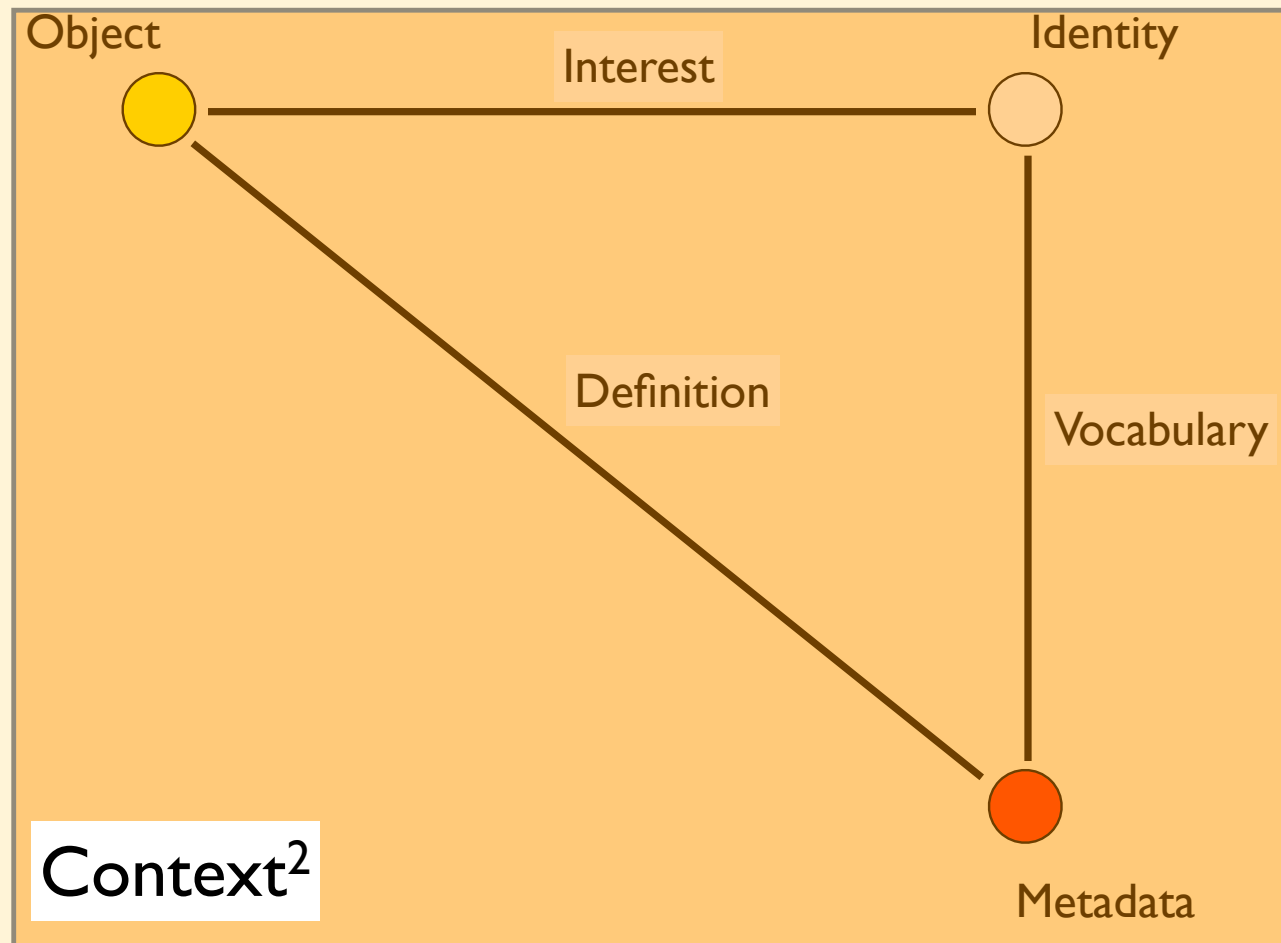


= Software Design

Device/Service Context



Device/Service Context





Folksonomy Needs Identity



Who & Where



Portability & Interoperability

Portability

- ❖ Transfer tags and metadata
 - ❖ Between devices
 - ❖ Between services
 - ❖ Between devices and services
- ❖ Context sensitive
 - ❖ Personal auto-stemming
 - ❖ Personal auto-synonyms

Interoperability

- ❖ Consistent metadata
- ❖ Viable identity
- ❖ Agreements to trust sharing
- ❖ Permeable firewalls
 - ❖ Internal pointers not allowed
 - ❖ Magic words not permeable
 - ❖ Policy agreements
 - ❖ Systems
 - ❖ Persons



Value of Tagging for Non-taggers



Volatility of Tagged Object

Tethering Needed

- ❖ When object is updated
 - ❖ Corrected/Edited
 - ❖ New Content
- ❖ Removed
 - ❖ Similar items
 - ❖ Archive access



Granular Social Network



Thank You



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