



Understanding Tagging

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Wutzatag?

Tagging: Definition

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



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

Rashmi Sinha

http://www.rashmisinha.com/archives/05_09/tagging-cognitive.html



The “F” Word



Folksonomy

Folksonomy: Definition

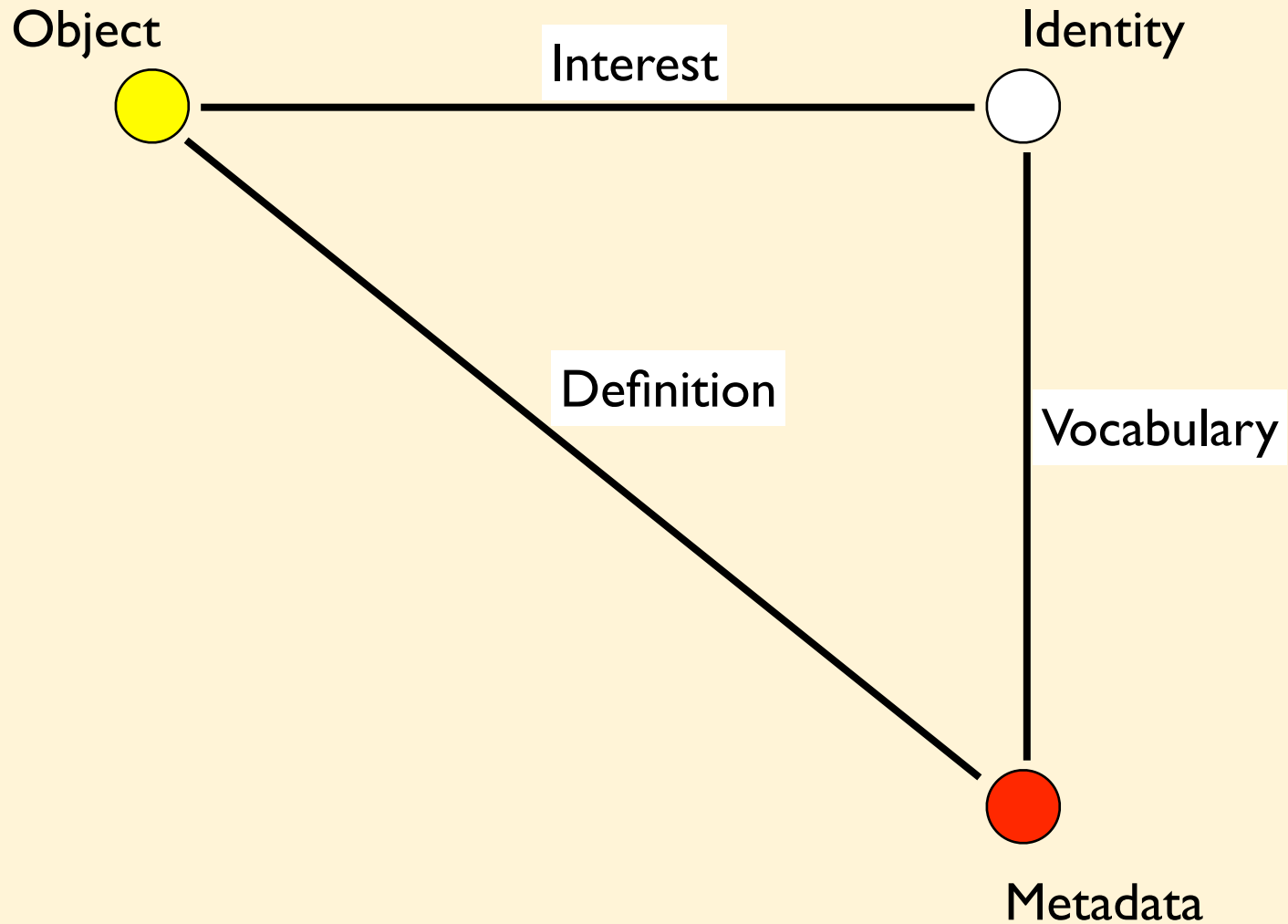
- ❖ Folksonomy is the result of personal free tagging of pages and objects for one's own retrieval
- ❖ The tagging is usually done in a social environment (shared and open to others)
- ❖ The act of tagging is done by the person consuming the information

Folksonomy: Value

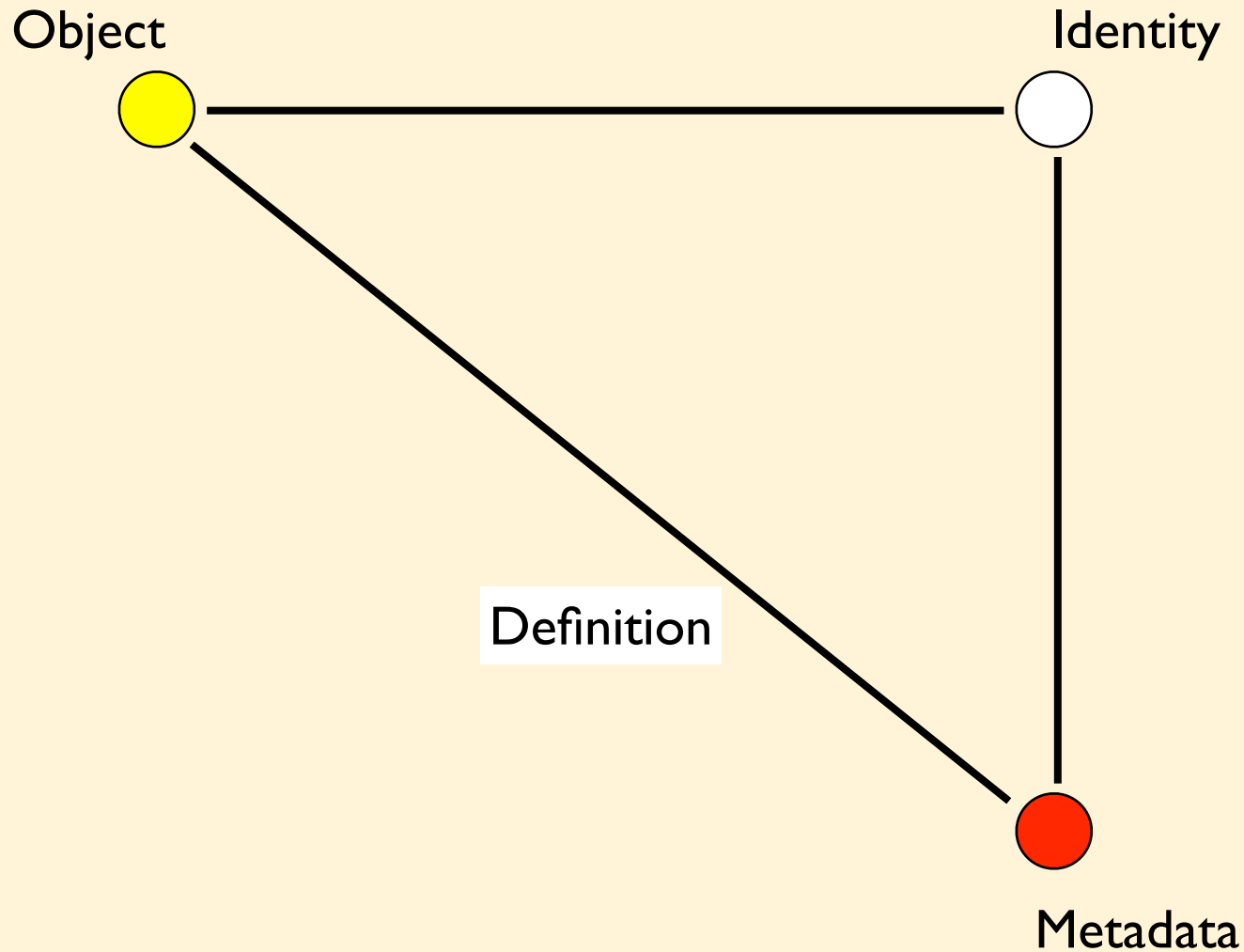
The value in this external tagging is derived from people using *their* own vocabulary that adds some explicit meaning, which may come from inferred understanding of the information/object.

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

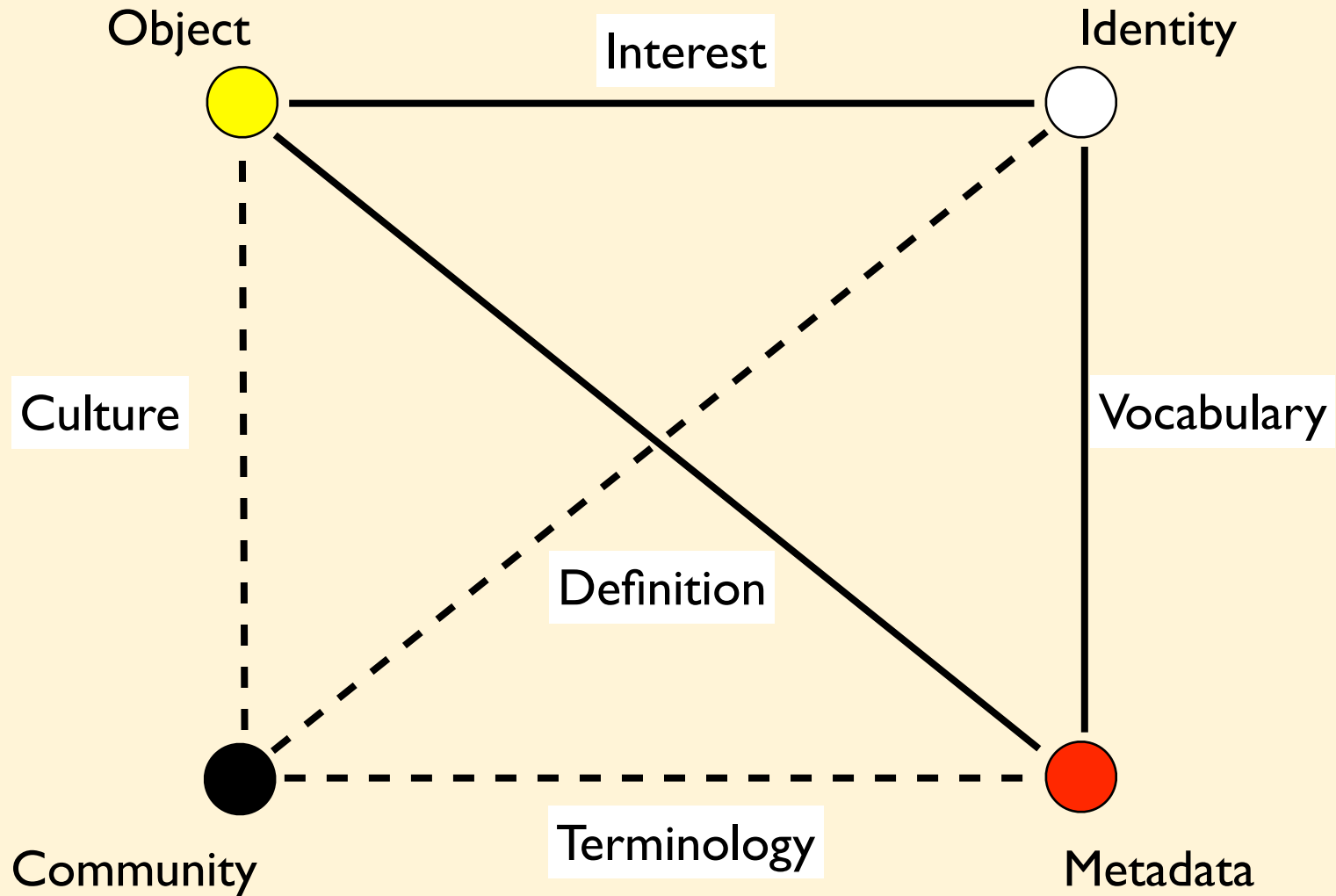
Folksonomy Triad



Looking for Others



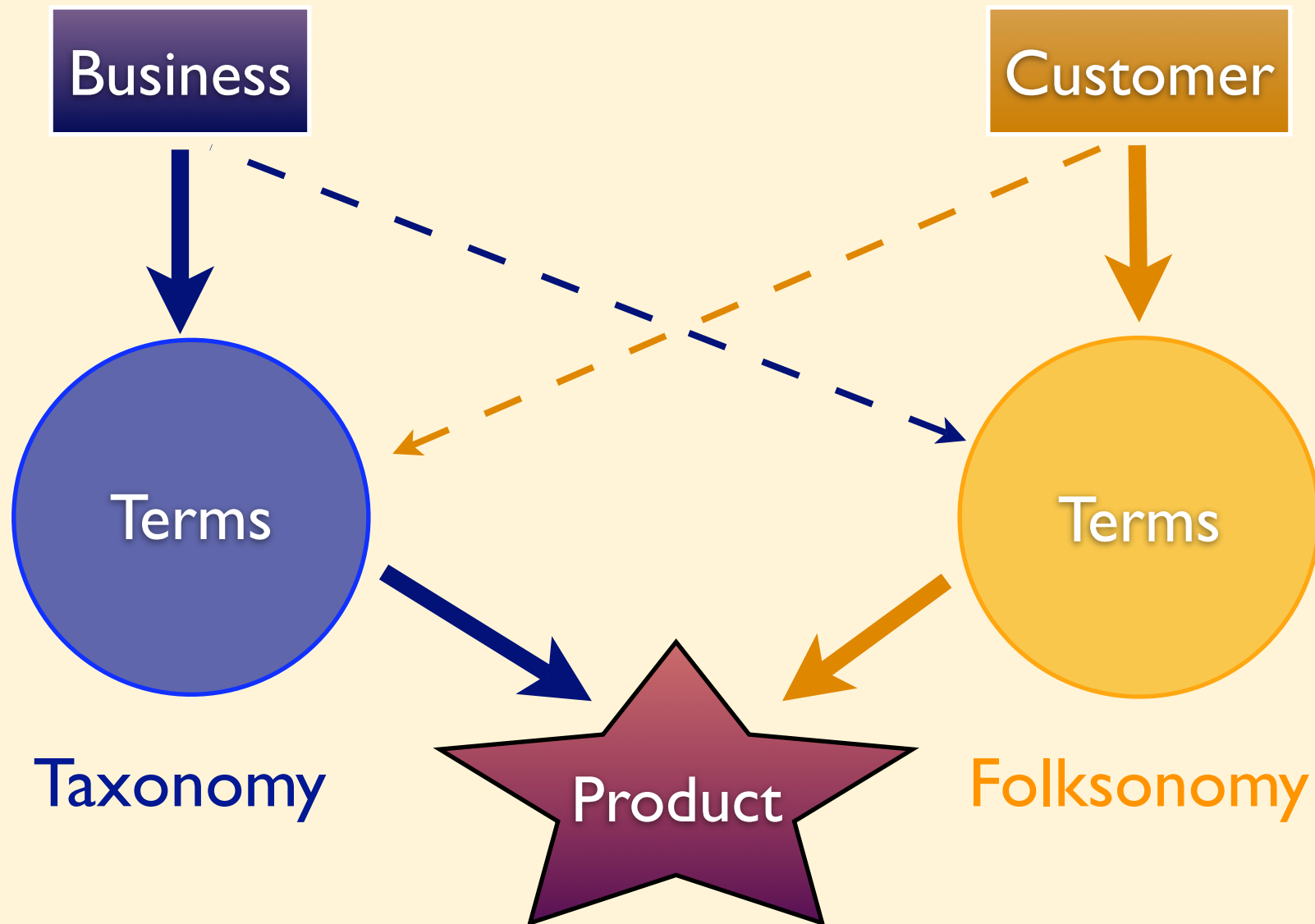
Dual Folksonomy Triad



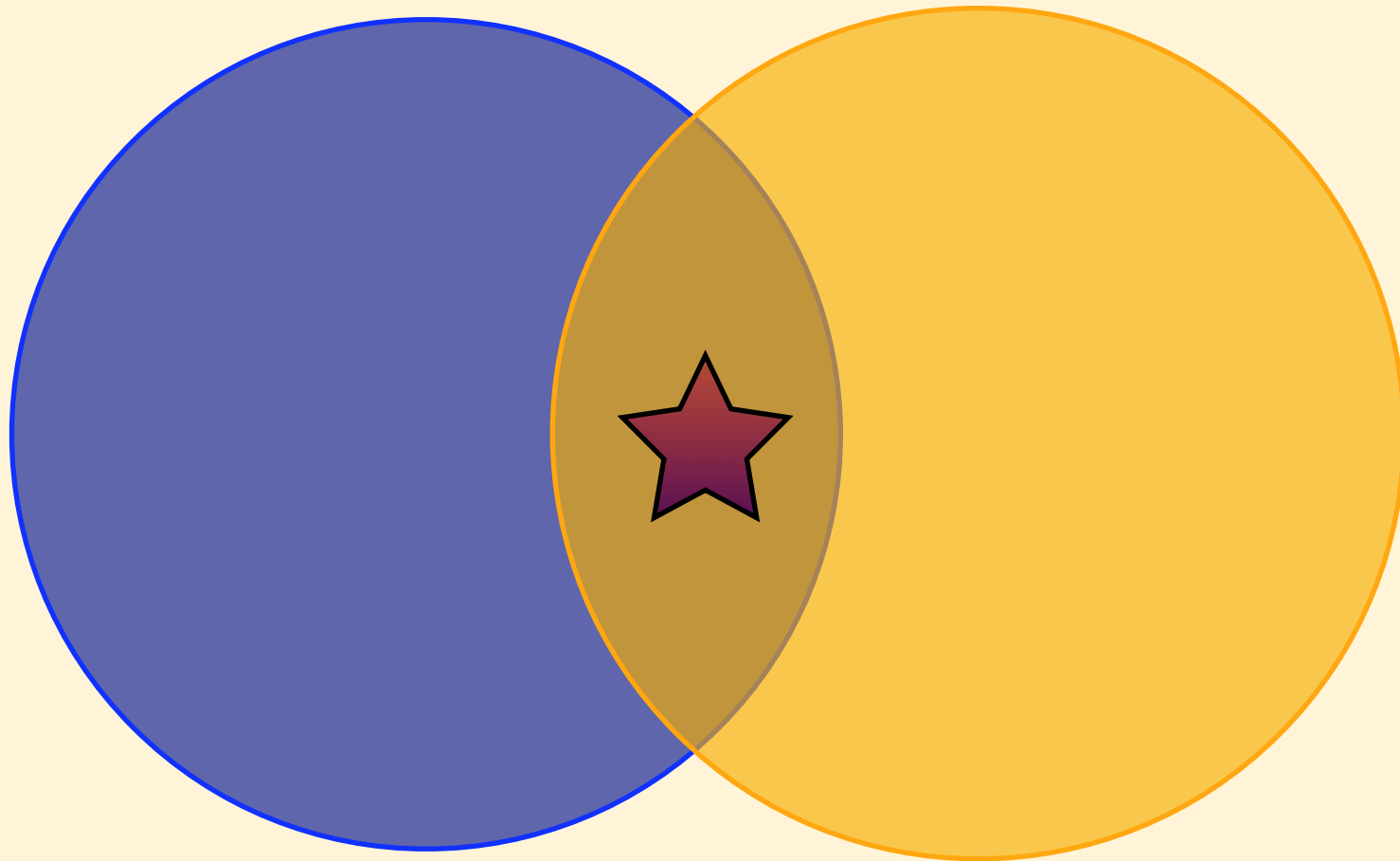


Folksonomy vs. Taxonomy

Taxonomy vs. Folksonomy



Taxonomy & Folksonomy



Taxonomy

Folksonomy



The Value of Tagging for Business

Business Tensions



Business Gains

- ❖ Improved understanding of customers
- ❖ Current terminology (*all of it*)
- ❖ Market segmentations
- ❖ Ability to follow the customer's view



So, Who Tags?



**About 0.5% (↑) of
people on the web are
tagging**

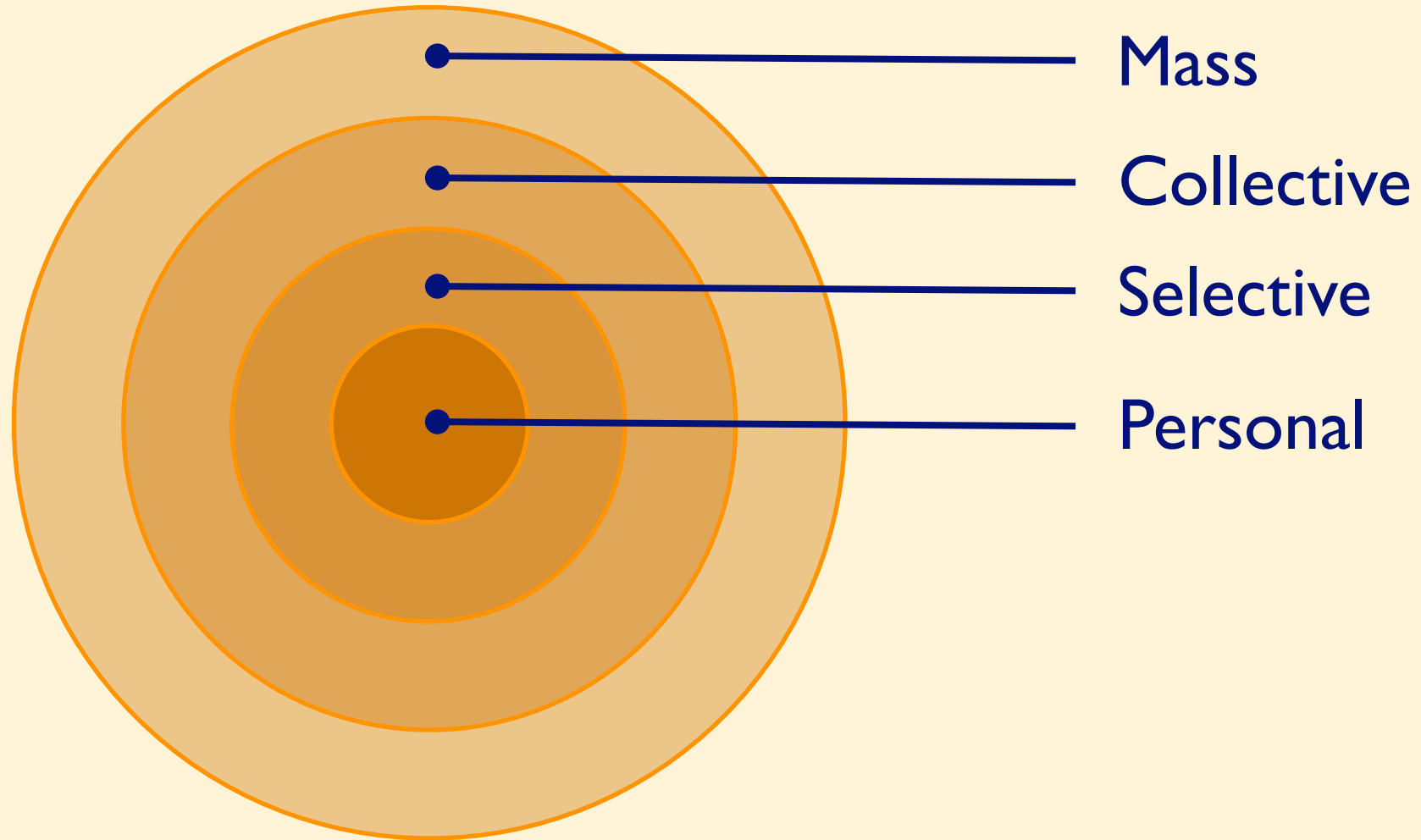


Why do People Tag?

Reasons People Tag

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

Spheres of Sociality





Every Tag is Sacred



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



Shape of Tags



Where Do People Tag?

Tag Venues

- ❖ Social Bookmarking del.icio.us, RawSugar
- ❖ Media Flickr, Dabble, LastFM
- ❖ Shopping Amazon
- ❖ Geo-Location Platial
- ❖ Dating Consumating
- ❖ Intranet IBM's Dogear, Scuttle
- ❖ Mobile Socialite
- ❖ OS (files) Apple Mac OSX Tiger

Tag Venues

Wherever there is a
digital object or marker



Using Tag Services

Tag Services Offer

- ❖ Tagging
- ❖ Descriptions
- ❖ Feeds
- ❖ Interface
- ❖ Additional offerings
 - ❖ Groups
 - ❖ Favorites
 - ❖ Rating
 - ❖ Search
 - ❖ Save page

Interaction

- ❖ Tags
 - ❖ Delimited combinations
 - ❖ Space
 - ❖ Comma
 - ❖ Quotes for compound words
 - ❖ Suggested tags
 - ❖ From own tags
 - ❖ From other's tags
 - ❖ Automated from object content
 - ❖ Tag Combinations

Interaction

- ❖ Rating
 - ❖ Stars
 - ❖ Positive/negative
 - ❖ Favorite
- ❖ Feeds
 - ❖ RSS/ATOM
 - ❖ API
 - ❖ How much access to data/metadata?



Filtering



Clustering

Explore / Tags / portland / clusters

Jump to:



[oregon](#), [pdx](#), [bridge](#), [river](#), [willamette](#), [sign](#), [water](#), [downtown](#), [night](#), [tree](#)
[→ See more in this cluster...](#)



[garden](#), [japanese](#), [rose](#)
[→ See more in this cluster...](#)



[maine](#), [lighthouse](#), [ocean](#)
[→ See more in this cluster...](#)



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

internet (188)

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

software (132)

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

search (265)

facet, clustering, metasearch, meta, directory, service, seo, pr »

user experience (418)

entertainment (14)

book, people, music, dance, theater, television, movies

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 Subscribe 

SAVE

149»

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

Tagged by [mellonstock](#) (07/10/06) and 148 others, 1 recently

Recent tags: [tools](#), [directory](#), [folksonomy](#), [api](#) »

a collection of useful tools for making your Del.icio.us experience better - [mellonstock](#)

SAVE

100»

**Discover Music - Pandora**

Tagged by [mellonstock](#) (07/10/06) and 99 others, 1 recently

Recent tags: [music](#), [folksonomy](#), [socialsoftware](#)

SAVE

90»

**BlinkList | Your personal start page and social bookmarking engine**

Tagged by [mellonstock](#) (07/10/06) and 89 others, 2 recently

Recent tags: [folksonomy](#), [tagging](#), [personal](#), [tags](#) »

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

SAVE

76»

**Ning**

Tagged by [mellonstock](#) (07/10/06) and 75 others, 2 recently

Recent tags: [social](#), [free](#), [programming](#), [software](#) »

Ning is a free online service (or, as we like to call it, a Playground) for building and using social applications. [mellonstock](#)

SAVE

66»

**Emily Chang - eHub**

Tagged by [mellonstock](#) (07/10/06) and 65 others, 1 recently

Recent tags: [tools](#), [directory](#), [ajax](#), [blog](#) »

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](#)

SAVE

58»

**Social Bookmarking Tools (I): A General Review**

Tagged by [itst](#) (07/05/06) and 57 others, 4 recently

Recent tags: [social](#), [software](#), [folksonomy](#), [tagging](#) »

SAVE

57»

**TagCloud**

Tagged by [jjmajava](#) (05/29/06) and 56 others, 2 recently

Recent tags: [folksonomy](#), [tagging](#), [rss](#), [tags](#) »

Palvelu yhdistää tageja useasta uutisvirrasta ja tekee niistä yhden tagipilven. Yksinkertaista, mutta kätevää. [jjmajava](#)



Improvements



Value of Tagging for Non-taggers



Self Building & Self Healing Thesaurus



Volatility of Tagged Object

Tethering Needed

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



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