Tagging That Works

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San Francisco, California :: 16 April 2007
What Is A Tag?
What's A Tag?
Wutzatag?
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

http://www.rashmisinha.com/archives/05_09/tagging-cognitive.html
Every person is an expert in their own vocabulary (tags)
Every Tag is Sacred
Folksonomy Triad

Object → Interest → Identity

Definition

Vocabulary

Metadata
Finding More Objects

Object 1

Identity

Object 2

Metadata
Folksonomy vs. Taxonomy
Taxonomy vs. Folksonomy

- Business
- Customer

Taxonomy

Product

Folksonomy
Taxonomy & Folksonomy

Taxonomy

Folksonomy
The Value of Tagging for Business
Business Tensions

- Naming control <-> People’s vocabulary
- Sample groups <-> Every perspective
- In-house <-> Outside service
- $$$ w/ value <-> $ w/ unknown value
- Consistent <-> Emergent
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
Business Gains: Intranet

- Improve findability
- Understand context
- Ease sharing of resources by perspective
- Cost effective means of building taxonomy
- Allow term use in and across silos
Understanding Scaling
Cold-Start Problem & Beyond
Scaling and Functionality

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

Times Object is Tagged

People Tagging
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

<table>
<thead>
<tr>
<th></th>
<th>Personal</th>
<th>Serendipity</th>
<th>Social Powerful</th>
<th>Mature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Save &amp; Tag</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
</tr>
<tr>
<td>Refind</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
</tr>
<tr>
<td>Pivot &amp; Explore</td>
<td>![X]</td>
<td></td>
<td>![X]</td>
<td>![X]</td>
</tr>
<tr>
<td>Search</td>
<td></td>
<td></td>
<td>![X]</td>
<td>![X]</td>
</tr>
<tr>
<td>Group Interaction</td>
<td></td>
<td></td>
<td>-</td>
<td>![X]</td>
</tr>
</tbody>
</table>
So, Who Tags?
As much as 28% of Americans have tagged

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

- Mob
- Collective
- Selective
- Personal
## Social Context

<table>
<thead>
<tr>
<th>Personal</th>
<th>Social</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Capture</td>
<td>- Share</td>
</tr>
<tr>
<td>- Hook/Copy</td>
<td>- Point</td>
</tr>
<tr>
<td>- Annotate</td>
<td>- Collaborate</td>
</tr>
<tr>
<td>- Refind</td>
<td>- Filter</td>
</tr>
<tr>
<td>- Privacy</td>
<td>- Trusted Groups</td>
</tr>
</tbody>
</table>
Shape of Tags
Where Do People Tag?
# Tag Venues

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

Wherever there is a digital object or marker
People Using Tag Services
Tag Services Offer

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

- Tags
  - Delimited combinations
    - Comma
    - Text box per tag term
    - Space
    - Quotes for compound words
  - Suggested tags
    - From own tags
    - From other’s tags
    - Automated from object content
Interaction

❖ Privacy
❖ Open to all
❖ Open to community
❖ Personal only
❖ Selective sharing
❖ By object tagged
❖ All posts to a Group
❖ Community tags
❖ Send to
Scanning
(what is your network?)

« earlier | later »

YouTube - Battlestar Galactica Season 3 Preview save this
by blackbeltjones to galactica scifi TV youtube ... saved by 15 other people ... 48 min ago

Power Laws Of Innovation save this
by blackbeltjones to design ideas innovation thackara ... saved by 6 other people ... 1 hour ago

A History of the Car Bomb by Mike Davis save this
"Stolen nukes, Sarin gas, and anthrax may be the 'sum of our fears,' but the car bomb is the quotidian workhorse of urban terrorism."
by anne ... 1 hour ago

High School's New Face: There is something about publicizing thought that takes the writer to a new level of cognition save this
There is something about publicizing thought that takes the writer to a new level of cognition
by judell to education professionalblog ... saved by 4 other people ... 2 hours ago

the cool hunter - GOOGLE 3D save this
augmented reality search spec. design - with quite nice visuals. via smartmobs
by blackbeltjones to future google search augmented ... saved by 4 other people ... 2 hours ago

Battleship:GoogleEarth (a 1st Life/2nd Life mashup) save this
Fantastic!
by blackbeltjones to earth fun games play nokia mobile maps location ubicom ... saved by 55 other people ... 2 hours ago

Upcoming.org: Techa Kucha Night at New Cavendish Street campus of Westminster University (Tuesday, July 25, 2006) save this
by blackbeltjones to events london talks pechakucha techakucha ... saved by 1 other person ... 2 hours ago

Click opera - Notes on Potus save this
"POTUS Typographicus is an article by Steve Heller at VOICE... about how terrible the White House's graphic design is"
by TomC to usa bush typography design politics ... 4 hours ago

Highlighting form fields with unobtrusive JavaScript :: Adam Kalsey save this
by TomC to javascript html forms web programming ... saved by 4 other people ... 4 hours ago

Shapeshifters » Twisted hard drive save this
twists when backup isn't synchronized. starts backing up when twisted back into shape... kaibab!
Hello, vanderwal. You have new messages!

Your Most Recent Bookmarks

You have not yet created any bookmarks; but it's easy to get started. Just enter a url in the Add Bookmark form to the right or get a bookmarklet from our Support & Tools section.

Most Recent Bookmarks from your Contacts (View All)

污染防治欧洲 - Popular Science [How Can I Make a Personalized E-Mail Address?]

Tags: merlinmann, merlinwriting
Saved by Merlin Mann on Jul 14, 2006 at 09:12 AM

Enhanced Simple PHP Gallery 2.0 (open source)

Open source software module originally designed as a simple way to post photos online. With version 2.0, it has been completely overhauled to support detailed annotation ("footnotes") of objects (such as artwork or photos), including citations, dimensions...

Tags: open, source, opensource, software, photo, gallery, web, photos, photography, point, b, php, webchick
Saved by Jeffrey Zeldman on Jul 14, 2006 at 09:08 AM

Find Bookmarks (More Options)

Add a bookmark

Featured Linker

Ted Allen
Ted Allen is a member of the Emmy-nominated cast of Bravo TV's "Queer Eye for the Straight Guy" as well as the author of several books and cookbooks.

Recent Bookmarks

www.whatson.com by Geoffrey
Does Your Flash Drive Do U3? by pacificIT
Devshop.com - Really smart... by bluevertical
Naar Voren » Tijdschrift vo... by Bas
myFavorites: Popular Favorites by Donizetti
DIARY OF A WEBSITE :: DESIGN... by bluevertical
WordPress Unattended Instal... by John
Mint: A Fresh Look at Your ... by Lark
Microformats Extensions - T... by stephen
Search Inside the Music by William

Hot Groups
Sociality
Interesting Today

**Find Your Home Value, House Values and Prices ...**
Saved by: Samantha on 7/20/2006 at 4:57 AM - Details

**Sharpcast**
Saved by: Reto N on 7/20/2006 at 4:50 AM - Details

[www.andhravilas.com](http://www.andhravilas.com)
Saved by: 8 people on 7/20/2006 at 5:28 AM

**Diggview**
Saved by: dannulo on 7/20/2006 at 5:25 AM - Details

**20 pro tips - .net magazine**
Saved by: Stephen R on 7/20/2006 at 5:27 AM - Details

**10 Questions to Ask When Taking a Digital Photo**
Saved by: ronnie_lazar on 7/20/2006 at 4:15 AM - Details

**MajorGeeks.com - Download Freeware and Sharewa...**
Saved by: YJ on 7/20/2006 at 4:28 AM - Details

**Techtree.com India > Guides > Software Guides ...**
Saved by: Adam Buili on 7/20/2006 at 5:28 AM - Details

Tags: home values, home value, values, real estate

Tags: digital photos, photo albums, mobile phone,

Tags: telugu songs, hyderabad, cakes, india

Tags: digg, web 2.0, diggview, diggs

Tags: webdesign, web, design, magazine

Tags: photography, tips, howto, questions

Tags: windows, services, tuning, troubleshooting

Tags: xd, system
Selective
My Contacts
(See all 61)

Norm
erin
Caterina
lantzilla
Joshua Kaufman

Manage Contacts

Find My Contacts' Tags
Type Tag here Find
ajax, art, blog, blogs, css, design, flickr, funny, google, internet, javascript, music, photo, photography, photos, search, tagging, web, webdev, yahoo

View More
This is a public group.
css group for any and everything related to css

Top Tags (View All)
a list apart, accessibility, accessible, ascading style sheets, aural, awareness, bar grabs, best practices, blog, brat, browser, browsers, bugs, business, centering, cheatsheet, checkbox, clean, clients, code, coding, compatibility, computer, convention, cookie, cool, creativity, CSS, css backgrounds, css collection

Recent Bookmarks (View All)

Standards for Life: Some Print Stylesheet Tips » Web design blog and articles on faith, life, love, and more
Tags: print, stylesheets, css, design, web-design, webdesign, accessibility, usability
Saved to All Things CSS by Rizwan Reza on Jul 19, 2006 at 04:13 AM

Accessites.org: Big Red Angry Text (BRAT)
Tags: accessibility, elements, standards, brat, clients, awareness, css, markup, xhtml, html, web
Saved to All Things CSS by Mike Cherim on Jul 17, 2006 at 07:55 AM

Raising the CSS B.R.A.T.
Personal
Find My Favorite Tags
application, business, community, design, folksonomy, information, interaction, mobile, personalinfocloud, social, socialnet, socialsoftware, socialweb, tagging, tags, technology, web, webdesign, webdev

View More

Tools
Edit My Profile
Import Bookmarks

vanderwal
View public profile - Edit profile Messages

Find My Favorite Tags
Type Tag here Find

application, business, community, design, folksonomy, information, interaction, mobile, personalinfocloud, social, socialnet, socialsoftware, socialweb, tagging, tags, technology, web, webdesign, webdev

View More

Tools
Edit My Profile
Import Bookmarks

My Bookmarks  My Contacts Interesting Today

Bookmarks 1 - 20 of about 2,283

Yah-oops - CNN
Shared by: Me on 7/19/2008 at 5:35 AM - Details - My saved copy
Access: Everyone - Delete

Price of virtual living: Patience, privacy
Shared by: Me on 7/19/2008 at 5:33 AM - Details - My saved copy
Access: Everyone - Delete

FT.com / Business Life - The crash that shaped...
Shared by: Me on 7/18/2008 at 9:20 AM - Details
Access: Everyone - Delete

New in JavaScript 1.7 - MDC
The new additions to JavaScript in version 1.7
Shared by: Me on 7/14/2008 at 1:04 PM - Details - My saved copy
Access: Everyone - Delete

adaptive path » blog » A new framework
Todd post about a need for an improved method of looking at designing solutions for people across contexts
Shared by: Me on 7/14/2008 at 1:10 PM - Details
Access: Everyone - Delete
Filtering
Clustering
Tag Combinations
### Search Results

#### Quick Online Tips: Absolutely Del.icio.us - Complete Tool Collection
- **Active Tool**: Tools, directory, folksonomy, api
- **Tags** - tools, directory, folksonomy
- **Description**: A collection of useful tools for making your Del.icio.us experience better.
- **Last Update** - 07/10/06
- **Author** - mellonstock

#### Discover Music - Pandora
- **Active Tool**: melonstock
- **Tags** - music, folksonomy, socialsoftware
- **Description**: A social bookmarking platform for discovering and sharing music.
- **Last Update** - 07/10/06
- **Author** - mellonstock

#### BlinkList | Your personal start page and social bookmarking engine
- **Active Tool**: BlinkList
- **Tags** - folksonomy, tagging, personal, tags
- **Description**: BlinkList is social bookmarking merged with people powered search and expert recommendations.
- **Last Update** - 07/10/06
- **Author** - mellonstock

#### Ning
- **Active Tool**: Ning
- **Tags** - social, free, programming, software
- **Description**: Ning is a free online service for building and using social applications.
- **Last Update** - 07/10/06
- **Author** - mellonstock

#### Emily Chang - eHub
- **Active Tool**: eHub
- **Tags** - folksonomy, directory, java, blog
- **Description**: 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.
- **Last Update** - 07/10/06
- **Author** - mellonstock

#### Social Bookmarking Tools (1): A General Review
- **Active Tool**: lst
- **Tags** - folksonomy, tagging, rss, tags
- **Description**: A general review of social bookmarking tools.
- **Last Update** - 07/05/06
- **Author** - lst

#### TagCloud
- **Active Tool**: TagCloud
- **Tags** - folksonomy, tagging, rss, tags
- **Description**: Palvelu yhdistää tageja useasta uutisvirrasta ja tekee niistä yhden tagipilven. Yksinkertaista, mutta kätevää.
- **Last Update** - 05/29/06
- **Author** - jimajava
Algorithms
TagCloud
TagClouds Best on Granular Items
Freetag is an easy tagging and folksonomy-enabled plugin for use with MySQL-PHP applications. It allows you to create tags on existing database schemas, and access and manage your tags through a robust API.

See this thread http://www.sugarcrm.com/forums/show_thread.php?t=9040

Gordon Luk’s Freetag, an Open Source Tagging / Folksonomy module for PHP/MySQL applications

Freetag - an Open Source Tagging / Folksonomy module for PHP/MySQL applications
Shopping
Amazon
Art of the Pivot
24 used & new available from $232.00

See larger image

See 41 customer images
Share your own customer images

Return to Product Overview

Customers tagged this product with
First tag: justin (Amy L. Auel) on Nov 11, 2005
Last tag: cbmacd

Sort by: Popularity

ipod (21)
apple (9)
ipod video (7)
1 (5)
mp3 (4)
video (3)
2 (2)
apple ipod (2)
black (2)
cool (2)
mp3 player (2)
mpeo4 (2)
thin (2)
17798511 (1)
2005 (1)
30 gb (1)
cristina (1)
dawn (1)
deal (1)
dipod (1)
discomusic dot com top pick (1)
dustin (1)
for charlie (1)
highly recommended (1)
i have it (1)
iiPod viideo (1)
invisible shield (1)
ipod 30 (1)
ipod 30gb (1)
ipod 60 gb (1)
ipod black (1)
mp3 video (1)
mp3player (1)
music players (1)
my christ (1)
my ipod (1)
nano (1)
new ipod (1)
nice toy (1)
pod (1)
podcast (1)
prenosivi mp3 (1)
pretty (1)
products (1)
sean (1)
seth (1)
shaf present (1)
Easy Tagging
Tag Yes/No
What Is Going On?
Playing with Fire [EXPlicit Lyrics]
Kevin Federline (Artist)

List Price: $16.98
Price: $10.99 & eligible for FREE Super Saver Shipping on orders over $25. Details
You Save: $4.99 (31%)


Want it delivered Saturday, January 20? Order it in the next 3 hours and 43 minutes, and choose Saturday Delivery at checkout. See details

43 used & new available from $7.98

Customers tagged this product with
First tag: poser loser (The JuR.K on Oct 18, 2006)
Last tag: waxing philosophically

Sort by: Popularity

talentless (28)
garbage (17)
laughable (17)
idiot (16)
music to make you long for the sweet rel... (16)
hack (13)
crap (12)
loser (11)
terrible (9)
clown (7)
poser (7)
trash (7)
aka yogon poetry (6)
wigger (6)
moron (5)
pathetic (5)
wannabe (5)

cole slaw (2)
death (2)
demented (2)
depressing (2)
detestable (2)
disgusting (2)
dreadful (2)
dull (2)
dumbass (2)
dumb (2)
espic fail (2)
every track ought to be hidden (2)
feedex (2)
frisbee (2)
god awful (2)
herpes would be more enjoyable (2)
hopi indians (2)
horrific (2)

Tiresome and vulgar (2)
Undeserving of release (2)
Unlistenable (2)
Untalented (2)
Upchuck (2)
Vanilla ice (2)
Weak (2)
White trash (2)
Worst album ever (2)
Would rather eat a turd (2)
Wretched (2)
Wth (2)
Yucky (2)
2012 (1)
99 cent store (1)
99 cents (1)
999 cents (1)
a joke (1)
A terrible album (1)
Improvements
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
Interoperability
Tag Commons
March 2nd, 2007

Ontologies Vs. Formats Vs. Schema Vs. APIs

The TagCommons Working Group is having a fascinating discussion about the mechanism by which a community can agree to share tag data. Here are some of the options before us:

- point-to-point translation of static data files with a proprietary data format
- point-to-point integration using data derived by crawling and screen-scraping sites
- point-to-point integration using an API (REST, Web Service, etc) that assumes a particular data model and encapsulates the format in code
- point-to-point integration accessing databases with documented schemas
- common content formats, such as microformats and l-tags
- common database schemas using a standard schema definition language
- common ontologies and RDF / SPARQL for interchange