



Social Bookmarks and Tagging in Social Networks

Do all tag clouds have a silver lining?



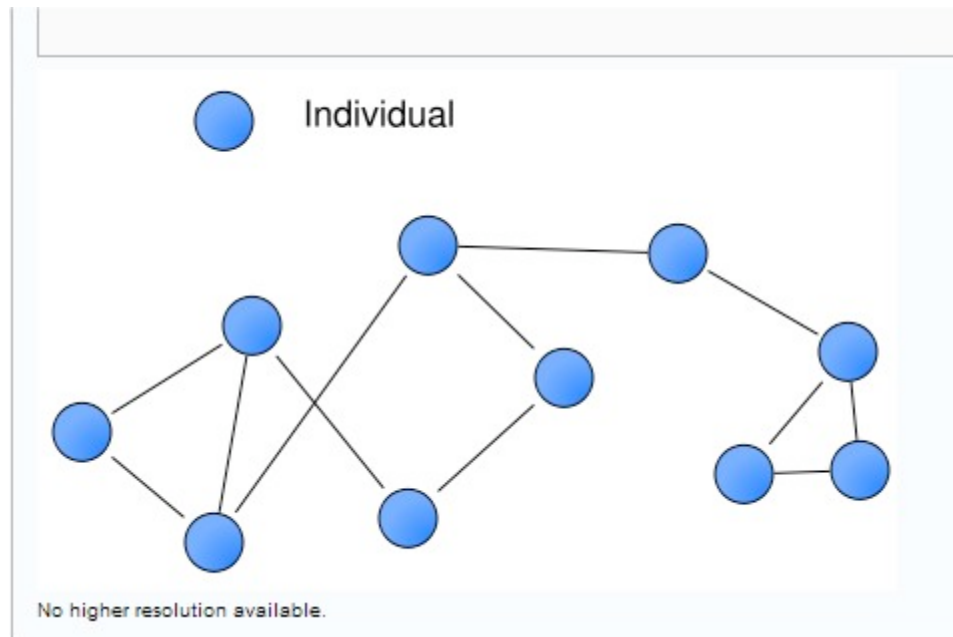
Definition of social network site:

- A “social network site” is a category of websites with profiles, semi-persistent public commentary on the profile, and a traversable publicly articulated social network displayed in relation to the profile*

* according to dana boyd [1]



Social Networks emphasize connections between people



- Nodes 
- Ties 



My LinkedIn Profile...

Hope Niblick
Web Applications Lead at Sandia National Labs
San Francisco Bay Area

[Profile](#) [Connections](#)

Current

• Team Lead at Sandia National Labs

Past

- Application Designer at City & County of San Francisco
- Application Designer at American Building Maintenance

Education

- Columbia University in the City of New York
- Drexel University
- Penn State - College of Agriculture

Connections

2 connections

Industry

Research

Public Profile

<http://www.linkedin.com/pub/2/795/148>

Summary

My primary area of interest is collaborative technologies, and keeping on the cutting edge. I've done groupware, forums, team workspace, im, and so on. Now getting into social networking and trust issues.

Specialties:

Nanotech
Agilent Inst
Bio & Cher
www.agilent.com

Silicon Ph
Kotura is a
photonics t
www.kotura.com

Joe Lewis
Lead Web I
Laboratorie

Shina Sebr
SQL Server

Current
view y



There are other reasons to have a social network....

- **Sharing photos with your friends (and strangers) a la Flickr**
- **Learning about new music (last.FM)**
- **Seeing strange movie clips (you tube)**
- **Sharing & rating interesting web pages (Digg)**
- **Sharing your bookmarks with your friends & the world (del.icio.us)**



Last.FM



The screenshot shows the Last.fm homepage. At the top is a red navigation bar with the Last.fm logo and the tagline "the social music revolution". To the right of the logo are icons for Users, Music, Listen, Charts, Tools, and Help. Further right are links for "Have an account?" and "Sign in".

Below the navigation bar is a section titled "Start Listening with Last.fm" with the text "Listen to something new. Last.fm radio learns what you like and gets better." Below this is a text input field with the placeholder "To start, type your favourite artist" and a "Play" button. To the right of this section is a music player interface with a large "AS" logo, several small icons (speech bubble, heart, etc.), and a progress bar.

Below the "Start Listening" section is a section titled "Scrobbling, you say?" with the text "Click to see what all the fuss is about." Below this is a grid of six artist profiles, each with a small album cover, the artist's name, and the text "(listening now)". The artists are Rafiki, mandus, brianzor, RoundAboutx, loriana, and gyllnerman.

To the right of the "Scrobbling" section is a section titled "Discover new artists, find out when their gigs are and invite friends. We've got free tracks, too." Below this is a text input field with the text "kaki king" and a "Find similar artists" button. Below the button is the text "If you like Kaki King, you might also like:" followed by a list of artists: Sufjan Stevens, Iron & Wine, Broken Social Scene, Cat Power, Animal Collective, and Elliott Smith. At the bottom of this section is a link "See more similar artists..."




Flickr

flickr powered by Yahoo!

Signed in as **Re Dag** [Help](#) [Sign Out](#)

[Home](#) [You](#) [Organize](#) [Contacts](#) [Groups](#) [Explore](#)

Search everyone's photos [Search](#)

 **Giorno Re Dag!**

[PLEASE READ THIS IMPORTANT SECURITY NOTICE.](#) [EXPRESS X](#)

• Did you know you can [email images to Flickr?](#)

Flickr News
15 Mar 07 - You can now transfer your Flickr account between two different Yahoo! IDs. We've added links to the transfer tool on your account preferences page... [read more news](#)

» [Flickr Blog](#) Great photos & latest news, daily!

Do more with your photos! [EXPRESS X](#)
Posters! Books! DVDs!

Now there's even [more you can do](#) with your photos:

- [Mac](#) Tiny, wonderful photo calling cards **new**
- [PhotoShow](#) DVDs
- [Gogo](#) Calendars, Posters & Books
- [Zazzle](#) U.S. postage stamps with your photos
- [Englaze](#) back-up DVDs and Slideshows

Make your photos happy -- do something with them!

Holy smokes! That's cheap!

» [Upload Photos](#) (Or, look at our uploading [tools](#)...)

» [Your Photos](#) ([Recent activity](#) / [Comments you've made](#))

» [Photos from your Contacts](#)

» [Everyone's Photos](#) ([Hide](#))

del.icio.us

 del.icio.us

[your bookmarks](#) | [your network](#) | [subscriptions](#) | [links for you](#) | [post](#)

logge

hotlist

what's hot right now on del.icio.us

tags to watch

HOT NOW

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Scientific Bookmarking in Connotea


Connotea Organize. Share. Discover.

you are logged in as **accipiter**
[My library](#)
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Users who used ants:

- [agosti](#)
- [allanh](#)
- [antbase](#)
- [ants](#)
- [diriano](#)
- [groms](#)
- [haukekoch](#)
- [iandol](#)
- [imc](#)
- [ioanna](#)
- [iochenB](#)
- [kiranastro](#)
- [Marlena](#)
- [MrBiology](#)
- [mwr](#)
- [Myrmecos](#)
- [oicius](#)
- [patchoumouche](#)
- [rdmpage](#)
- [sber5438](#)
- [semant](#)
- [SueRuss](#)
- [terryc](#)
- [yucy](#)

Bookmarks matching tag ants
[EXPORT LIST](#) [RSS](#) [?](#)

Create a Connotea [Community Page](#) about this tag. [?](#)
 Number of bookmarks per page: [10](#) | [25](#) | [50](#) | [100](#)

[copy](#)
Energetics of newly-mated queens and colony founding in the fungus-gardening ants *Cyphomyrmex rimosus* and *Trachymyrmex septentrionalis* (Hymenoptera: Formicidae)
Physiological Entomology **32** (1), 8 (2007)
[info:doi/10.1111/j.1365-3032.2006.00534.x](#)
 Posted by [semant](#) to [energetics](#) [Hymenoptera](#) [Formicidae](#) [ants](#) [fungus](#) on [Fri Mar 23 2007](#) at 23:57 UTC | [info](#)

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Evaluating alternative hypotheses for the early evolution and diversification of ants
 S.G. Brady
Proceedings of the National Academy of Science **103** (45), (2006)
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 C. Emery
Annuario del Museo Zoologico della R.Universita di Napoli **3** (26), 1-2 (1912)
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Toolbox

- [Add a bookmark](#)
- [Create a new group](#)
- [Create a tag note](#)
- [Rename a tag](#)
- [Import from local file](#)
- [Export my library](#)

Ads by Google

- [Tape Libraries](#)
Tape Libraries
Manufacturer Direct
Nationwide support and pricing.
[www.wdt.com](#)
- [Photo Library](#)
Find photos fast with search tools from Aperture Pro Photo Software
[www.apple.com/aperture](#)

[Report a problem](#)

Related tags:

- [III](#)



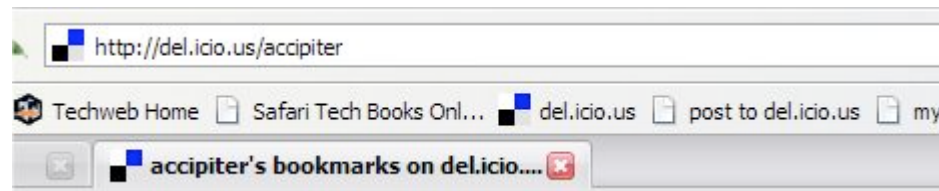
3 Common Features of Social Bookmarking Systems

- **Allow users to create and share bookmarks with others – (bookmark = pointer to a resource, primarily URLs)**
- **Users can enter ‘tags’ for each bookmark**
- **Social in use – more than just your ‘favorites’**



1. Users Create and Share Bookmarks With Others

- Generally, systems provide a 'bookmarklet' which sits in the browser's toolbar





Posting to del.icio.us

del.icio.us / accipiter /

[your bookmarks](#) | [your network](#) | [subscriptions](#) | [links for you](#) | [post](#)

url

description

notes

tags space separated

recommended tags
blogs digg green information Photography wildlife

your tags
activist AJAX architecture beauty birding blogs bookmarking bookmarks Bronx Buddhism Buddhist conservation dogear dzogchen ecology ERD evolution exercise FireBug firefox fitness folksonomy framework green hacks health organics OWL personalcare Photography politics prototype prototype.js rest Rinpoche running SanFrancisco science tagging tags vajrayana visualization web web2.0 whales wikipedia wildlife xbel

your network
for: sanbeiji

popular tags
trees nature photos photography images environment cool



2. Users Enter Tags for each Bookmark

- Tag = a (relevant) keyword or term associated or assigned to a piece of information, thus describing the item and enabling keyword-based classification of information it is applied to*
- A bookmark is often given more than one tag, allowing for multiple 'browseable paths' to return to and administer the bookmark and tag collection

- * wikipedia – www.wikipedia.com



Adding tags with some help from the community

▼ **recommended tags**
blogs digg **green** information Photography **wildlife**

▼ **your tags**
activist AJAX architecture beauty birding blogs bookmarking bookmarks Bronx dogear dzogchen ecology ERD evolution exercise FireBug firefox fitness folksc organics OWL personalcare Photography politics prototype prototype.js rest f tagging tags vajrayana visualization web web2.0 whales wikipedia **wildlife** xbel

▼ **your network**
for:sanbeiji

▼ **popular tags**
trees **nature** photos **photography** images **environment** cool



Folksonomy is a User Generated Taxonomy

- **No SME is dictating where a resource should fall in a hierarchy**
- **Social context lets users learn who created tag and what related tags are used for similar content**
- **Flat namespace – no hierarchy, no parent-child or sibling relationships**

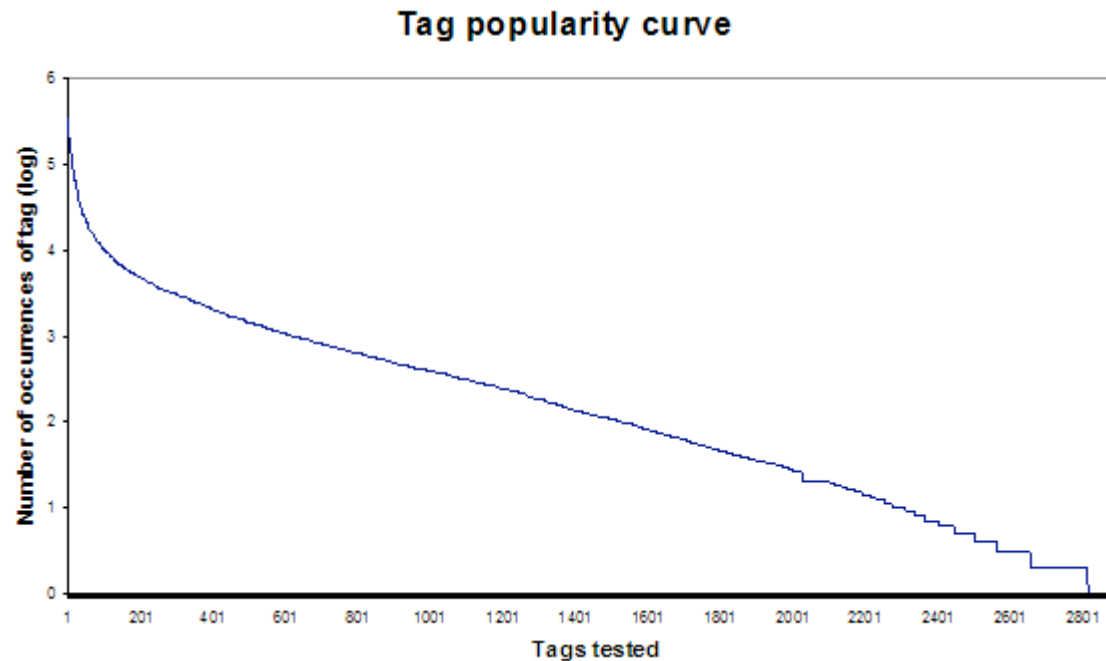


Information Scientists Have Some Criticisms of Collaborative Tagging

- Polysemy
- Synonyms
- Idiosyncratic
- Single Use
- Misspelt words
- Personal



Far fewer single-use tags are found than initially expected





Many Systems are Leaning Toward a Hybrid of Taxonomy and Folksonomy

- **Set up broad categories as would be found in taxonomy**
- **'Bundle tags' to show relations**
- **Use algorithms to relate tagged content to other content**
- **Educate users on 'good' tagging practices – tag etiquette**



Tag Clouds Provide Visualization of Tag Information

- “visual depiction of content tags used on a website”
- Generally more frequently used tags are depicted in a larger and/or bolder font

▼ **tags** AJAX birding bookmarking Bronx Buddhism Buddhist conservation CSS debugging documentation dogear dzogchen ecology evolution exercise FireBug firefox fitness folksonomy framework green hacks HHDL information JavaScript library LongTail Marin media meditation mySocialTalk ontology OWL Photography politics prototype prototype.js Rinpoche running SanFrancisco science semanticweb sf shoes socialbookmarking socialnetworks socialsoftware swimming tagging tags vajrayana visualization web Web2.0 whales wildlife xbel



Tags Can Be Integrated Into Other Web 2.0 Offerings

- **XBEL**
- **rel="tag"**
- **APIs**
- **REST architecture – giving a stable link to tagged resources allows integration later**



Tag (and other) feeds can be embedded in web sites

San Bei Ji

三杯雞



Class of Objects

4, 2007

ing to think of a straightforward explanation of the difference between a class object (in OOP terms), and came up with this:

are specific instances of classes. When you create a class, you are literally "a class of objects." For instance, let us create a class of double basses. All of class "double bass" have certain properties defined: Maker, city, year, varnish, length, etc. But this particular bass was made by Carlo Testore in Milan in 1710, deep reddish varnish and about a 42" string length. This Testore double bass is an instance of the class "double bass."

Crass Commercialism

[Double Bass Sheet Music](#)

[Guitar Sheet Music](#)

[Must-Read Books!](#)

[Piano Sheet Music](#)

Recent Bookmarks

[Microformats](#)

[The Ethics of Software Project Management](#)

[Office Discipline: Why You Need a Project Management Office](#)

[PHP Optimization Tricks](#)

[Gore testifies on global warming before House panel](#)

Archives

By Month

Categories

All



3. Bookmarks are social in use -- more than just your 'favorites' in a browser

- **Subscribe to tags**
- **Subscribe to people**
- **References to this talk on del.icio.us at:
...accipiter/mySocialTalk and are presented as an RSS feed**



Tags can be 'sent' to your contacts

description

notes

tags

your network
for:sanbeiji



Social Networking at Sandia and National Labs

- **Adding ability to integrate internal information like SAND reports, etc.**
- **‘Expert Locator’ function**
- **Development of communities**
- **Integration with research content via semantic web techniques**



Some references and further reading...

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- Hammond, Hannay, Lund, Scott (2005) Social Bookmarking Tools (1) a General Review; D-Lib Magazine April 2005. www.dblib.org
- Lund, Hammond, Flack, Hannay (2005) Social Bookmarking Tools(2) A Case Study – Connotea; D-Lib Magazine April 2005. www.dblib.org
- Guy, Tonkin (2006) Folksonomies. Tidying up Tags? D-Lib Magazine January 2006. www.dblib.org
- Golder, Huberman (2005) The Structure of Collaborative Tagging Systems. arXiv.org August 2005.
- <http://del.icio.us/accipiter/mySocialTalk> -- (for an inclusive list)



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