SAND2007-6290C

Social Bookmarks and Tagging in Social Networks

Do all tag clouds have a silver lining?

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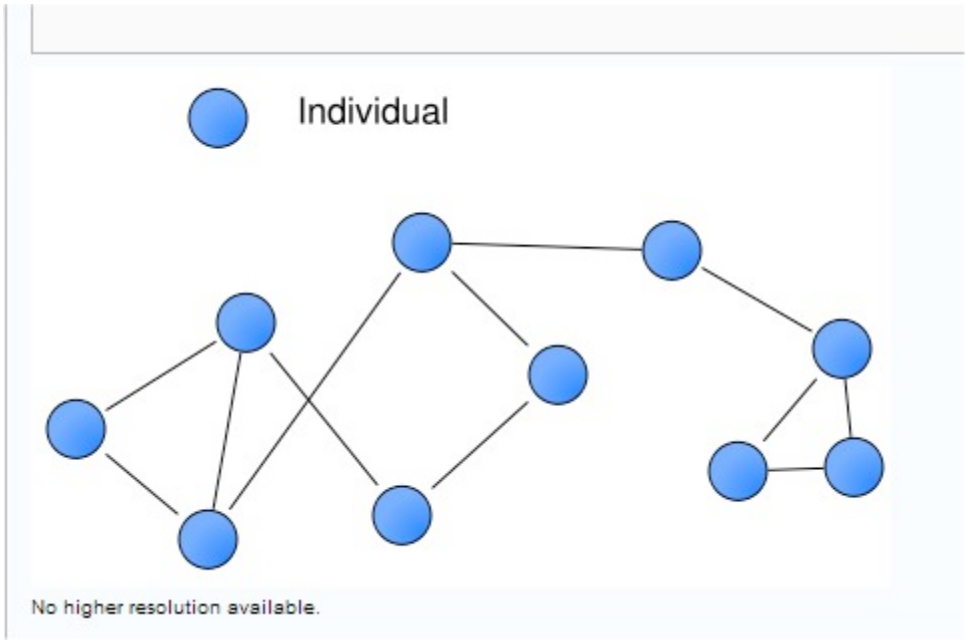
Definition of social network site:

- 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:

Nanotechn
Agilent Inst
Bio & Cher
www.agilen

Silicon Ph
Kotura is a
photonics t
www.kotura

Joe Lewis
Lead Web D
Laboratorie

Shina Sebr
SQL Server

Curren
view y

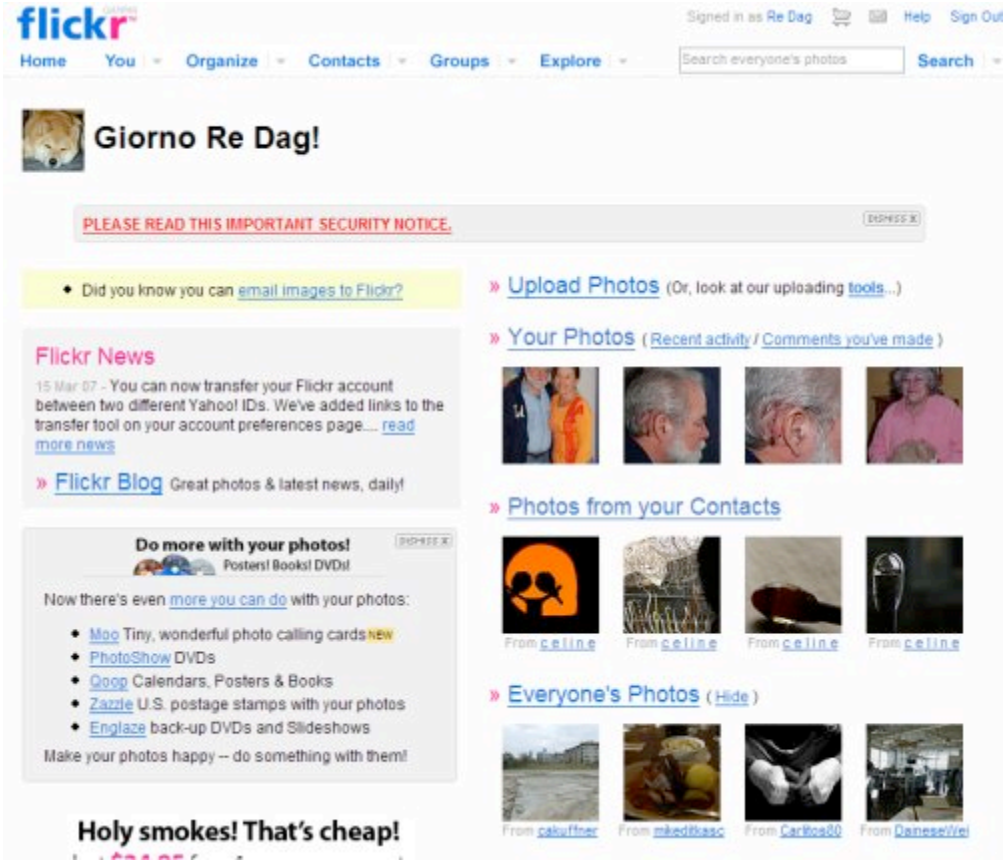
There are other reasons to have a social network….

- 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

last·fm
the social music revolution
Users
Music
Listen
Charts
Tools
Help
Have an account?
Sign in
Start Listening with Last.fm
Listen to something new. Last.fm radio learns what you like and gets better.
To start, type your favourite artist
Play
"Scrobbling," you say?
Click to see what all the fuss is about.
Rafiki
(listening now)
mandus
(listening now)
brianzor
(listening now)
RoundAboutx
(listening now)
lorioana
(listening now)
eyelinerman
(listening now)
Discover new artists, find out when their gigs are and invite friends. We've got free tracks, too.
kaki king
Find similar artists
If you like Kaki King, you might also like:
Sufjan Stevens
Iron & Wine
Broken Social Scene
Cat Power
Animal Collective
Elliott Smith
See more similar artists...

Flickr



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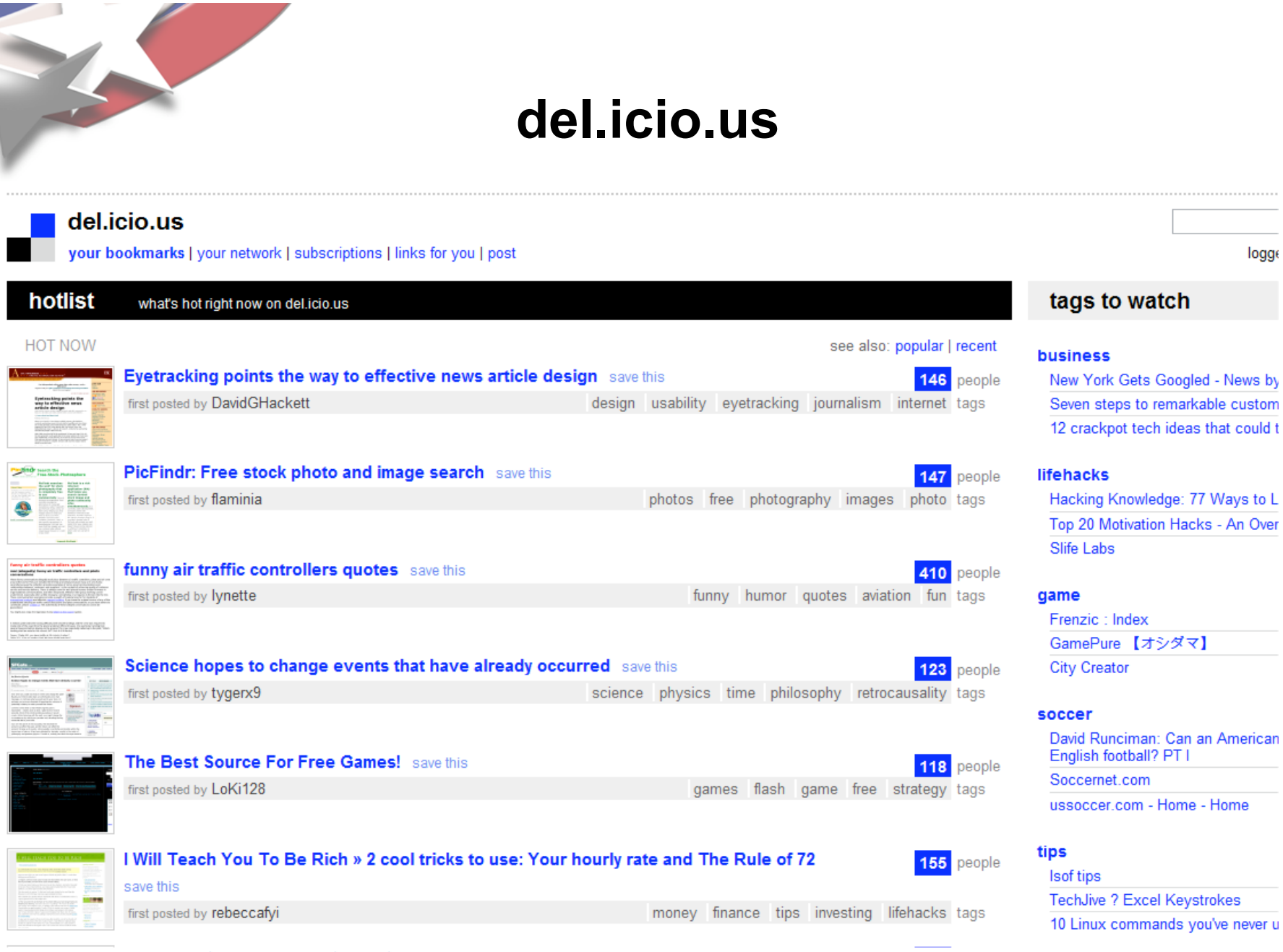
del.icio.us



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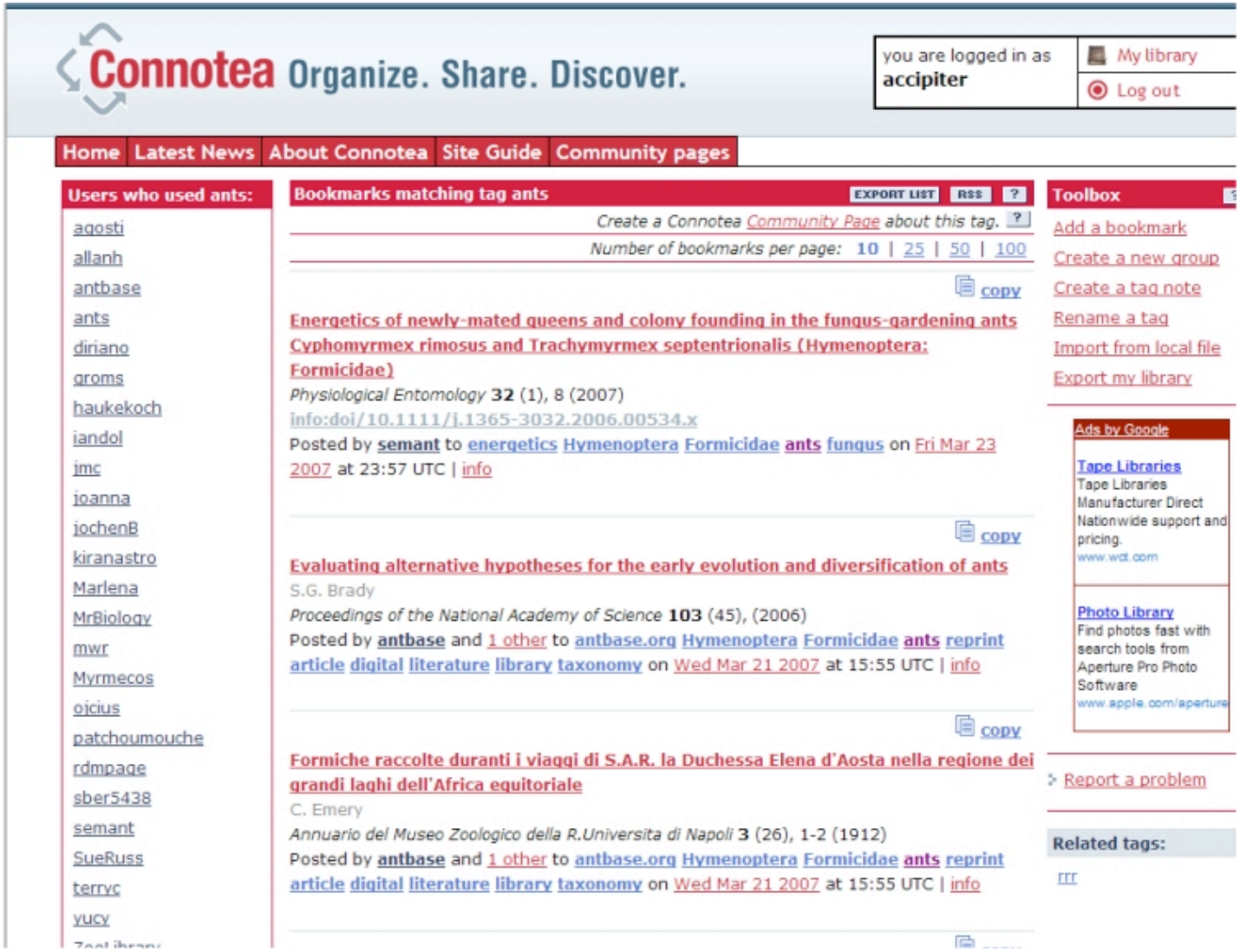
Scientific Bookmarking in Connotea



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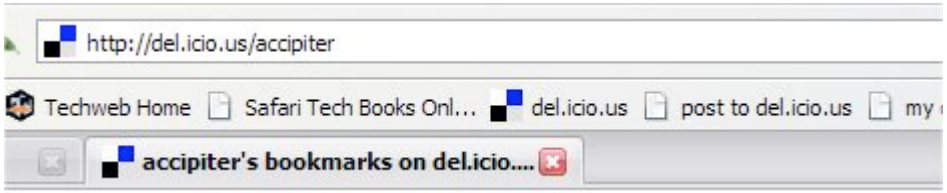
3 Common Features of Social Bookmarking Systems

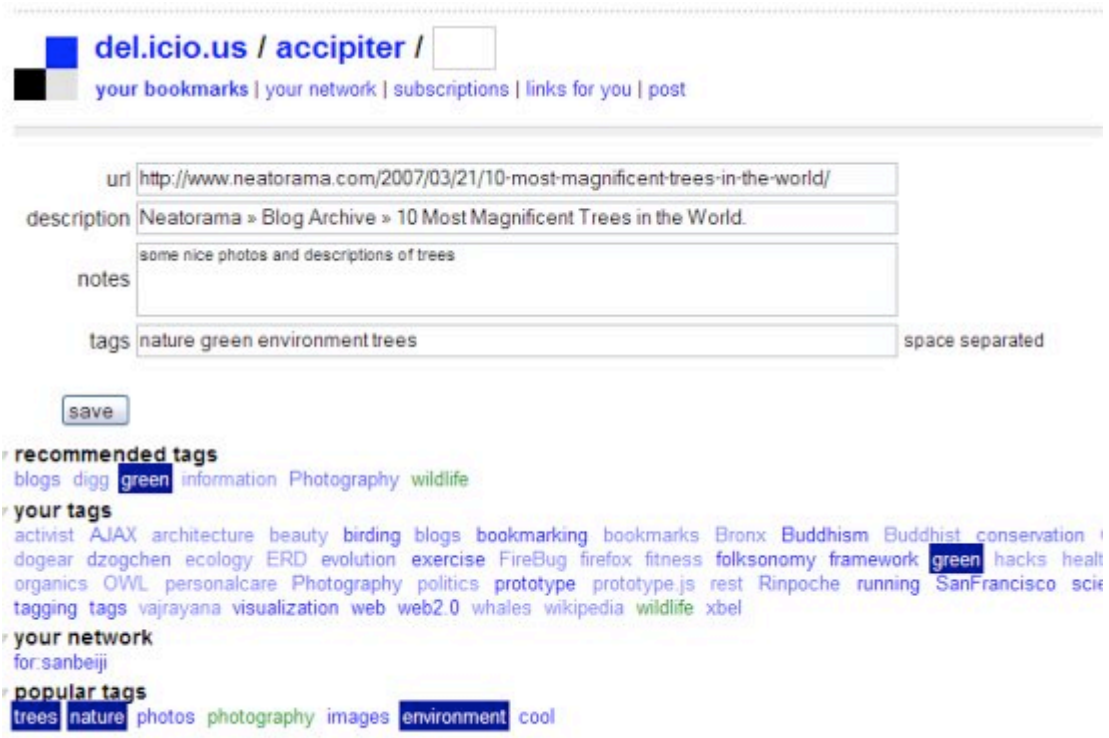
- Allow users to create and share bookmarks with others – (bookmark = pointer to a resource, primarily URLs)
- Users can enter ‘tags’ for each bookmark
- Social in use – more than just your ‘favorites’

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



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

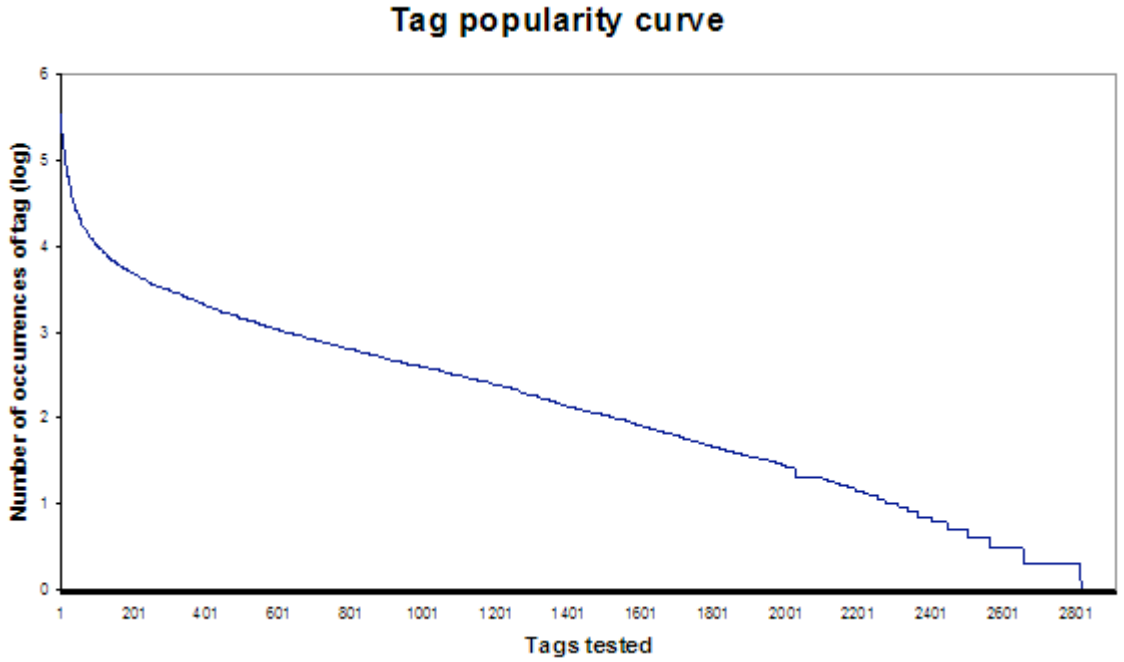
Folksonomy is a User Generated Taxonomy

- 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

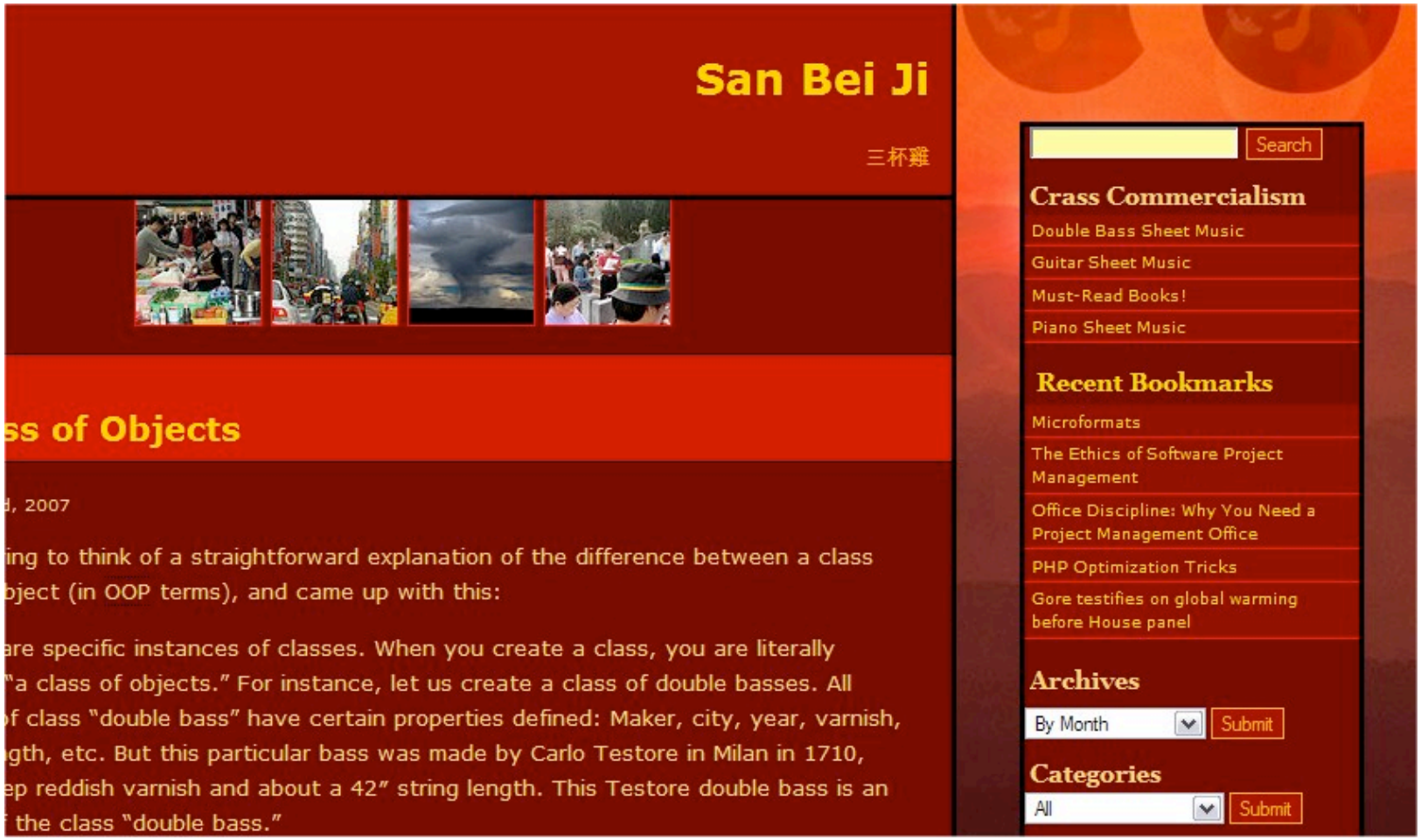
Tag Clouds Provide Visualization of Tag Information

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

Tags 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

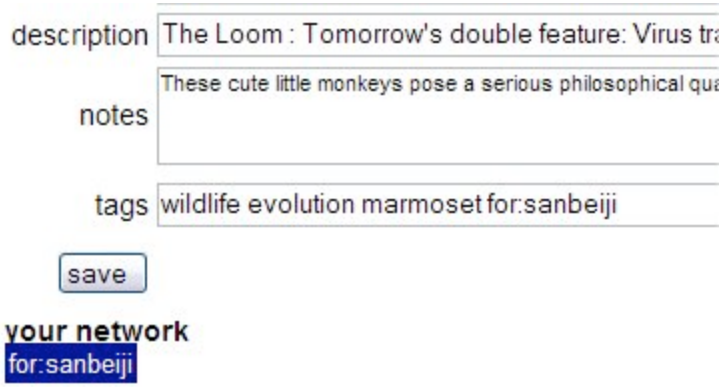
Tag (and other) feeds can be embedded in web sites



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



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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- 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)

My contact info

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- **Flickr – ‘Re Dag’**
- **Delicious – ‘accipiter’**
- **Digg – ‘9iron’**