

Tags and bookmarks

tagging free tagging

folk classification

labeling **folksonomy**

ethnoclassification open tagging

social bookmarking

Why you should care about 'em!

What if . . .

- What if people could create their own classification systems? And what if library and information professionals could add order to the chaos and make a classification system that was truly the people's?
- What if we could actually catalog the Internet!?

Tagging

- Tag: a word a user assigns to a resource to help find that resource later
- Acts as access point for that resource
- Tagging is less about formal categorization and more about functionality for users
 - “The old way creates a tree, the new rakes leaves together.” (Smith, 2005)
 - Yes, we have no authority control



Social Bookmarking

- Uses tagging
- Save a bookmark to an online service and tag it to find it later
- Share your bookmarks with friends and colleagues

del.icio.us

- Joshua Schachter created del.icio.us: when he wanted to retrieve a bookmarked site, he couldn't remember where it was. Tagging was his way of helping him find his bookmarks later.
- del.icio.us in action
 - # other people saved this link
 - Add a note to self
 - Import, export, daily blog post
 - Networking

Folks – a – what?

- Folks-on-omy: a collection of tags
 - Folks + taxonomy
- The vocabulary may only be useful to the tagger (names, “to_read”)
- Or it could be useful to others (“funny,” “opac”)
 - del.icio.us: tag cloud, tag list, tag bundles, global rename/delete

What gets tagged?

- Websites (furl, del.icio.us)
- Pictures (flickr)
- Books (OCLC, UPenn)
 - <http://tags.library.upenn.edu/>
- Products (Amazon.com) – items tagged “knitting”

What's the point?

- Tagging allows me to:



- Sort through 200 photos to find the ones of Jill
- Track links to info on LIS issues
- Look at new knitting projects by type
- Make my personal library searchable

Spurl • Connotea • unalog
CiteULike • BlinkList
del.icio.us • BlogMarks.net
de.lirio.us • Furl • Ma.gnolia
• Netvouz • Scuttle
• Shadows • Simpy

Social Bookmarking

- What's the purpose?
 - share sites with colleagues, friends, family
 - access bookmarks/favorites from any internet connected computer
- Free, but need an account
- del.icio.us started the current trend
- Many more now...

Del.icio.us/YOU!

- Let's set up your own del.icio.us account
 - Type "del.icio.us" in your browser (no need for www!)
 - Click on get started
 - Fill in your information
 - Now you are all set! Have fun!

LibraryThing

- Tagging people's books -- yeah!
 - <http://www.librarything.com/tag/dogs>
 - See also related tags, related subjects, LT tag cloud, and LT author cloud
 - You can search the tags for things of interest to you
 - Within the tags, you can view who is using that tag, the most often tagged, and the last ten books tagged.

Wait, there's more!

- wists <http://www.wists.com/>
 - Visual
 - Alison's wists <http://www.wists.com/alisonkc>
- Play with your del.icio.us tags
 - [Extisp.icio.us](#) – allows for the visualization of tags
 - [Oishii!](#) – polls the del.icio.us front page every 5 minutes and returns all sites bookmarked by at least 30 people
 - [Facetious](#) – use guided navigation to browse combinations of del.icio.us tags
- Choose a tool, set up an account and try it out...

Issues for Librarians

- Uncontrolled vocabulary! Synonyms everywhere!
 - Cook, cooking, cookbook, cookbooks . . .
- These words mean more to users than “cookery” . . .
- But without checking every form you'll miss resources!

Then again . . .

- Do you really need to see every single resource?
- But this would pair well with a controlled vocabulary like LCSH . . .



Bibliography

The bibliography for today's presentation is also available through ASIS&T@Simmons del.icio.us account. You do not need to register with del.icio.us to view the links.

http://del.icio.us/asist_simmons

- <http://www.librarything.com/>
- <http://bigcite.com/>
- <http://www.wists.com/>
- <http://www.flickr.com/>
- <http://tags.library.upenn.edu/>
- <http://lib.rario.us/>
- <http://del.icio.us/>
- <http://furl.net>
- <http://www.connotea.org/>
- <http://www.citeulike.org/>

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http://www.shirky.com/writings/ontology_outrated.html
- “Metadata for the Masses.”
<http://www.adaptivepath.com/publications/essays/archives/000361.php>
- “Social Bookmarking Tools - A General Review”
<http://www.dlib.org/dlib/april05/hammond/04hammond.html>
- PennTags tips page (general tips on tagging)
http://tags.library.upenn.edu/help/tagging_tips

Thanks!

- Jen Lege, ASIS&T Chair
- Alison Cody, ASIS&T Vice Chair & Lead TRA
- Slides posted on the ASIS&T and Tech Lab websites:
 - <http://web.simmons.edu/~asist/news/>
 - <http://my.simmons.edu/gslis/techlab/howto-info.shtml>