

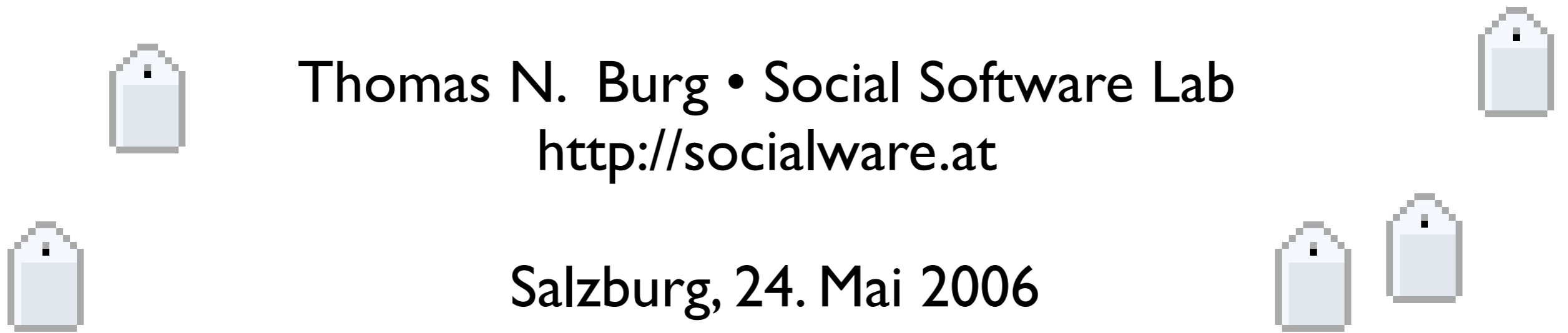


Tagging:

Wissensteilung in offenen und geschlossenen Netzen

Thomas N. Burg • Social Software Lab
<http://socialware.at>

Salzburg, 24. Mai 2006



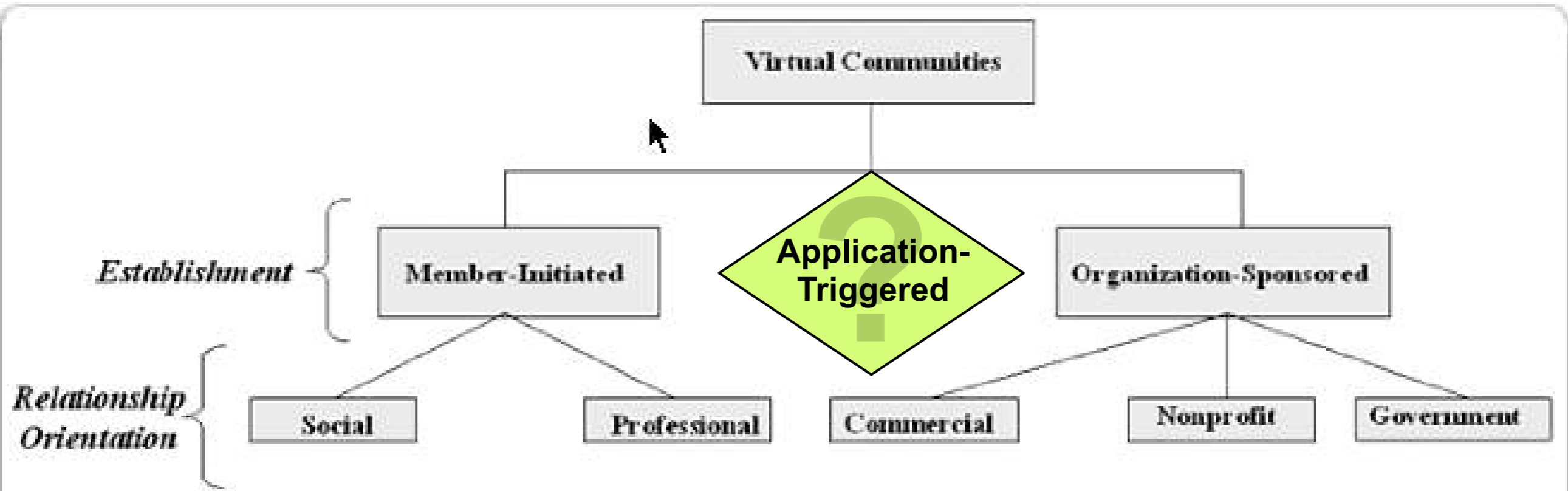
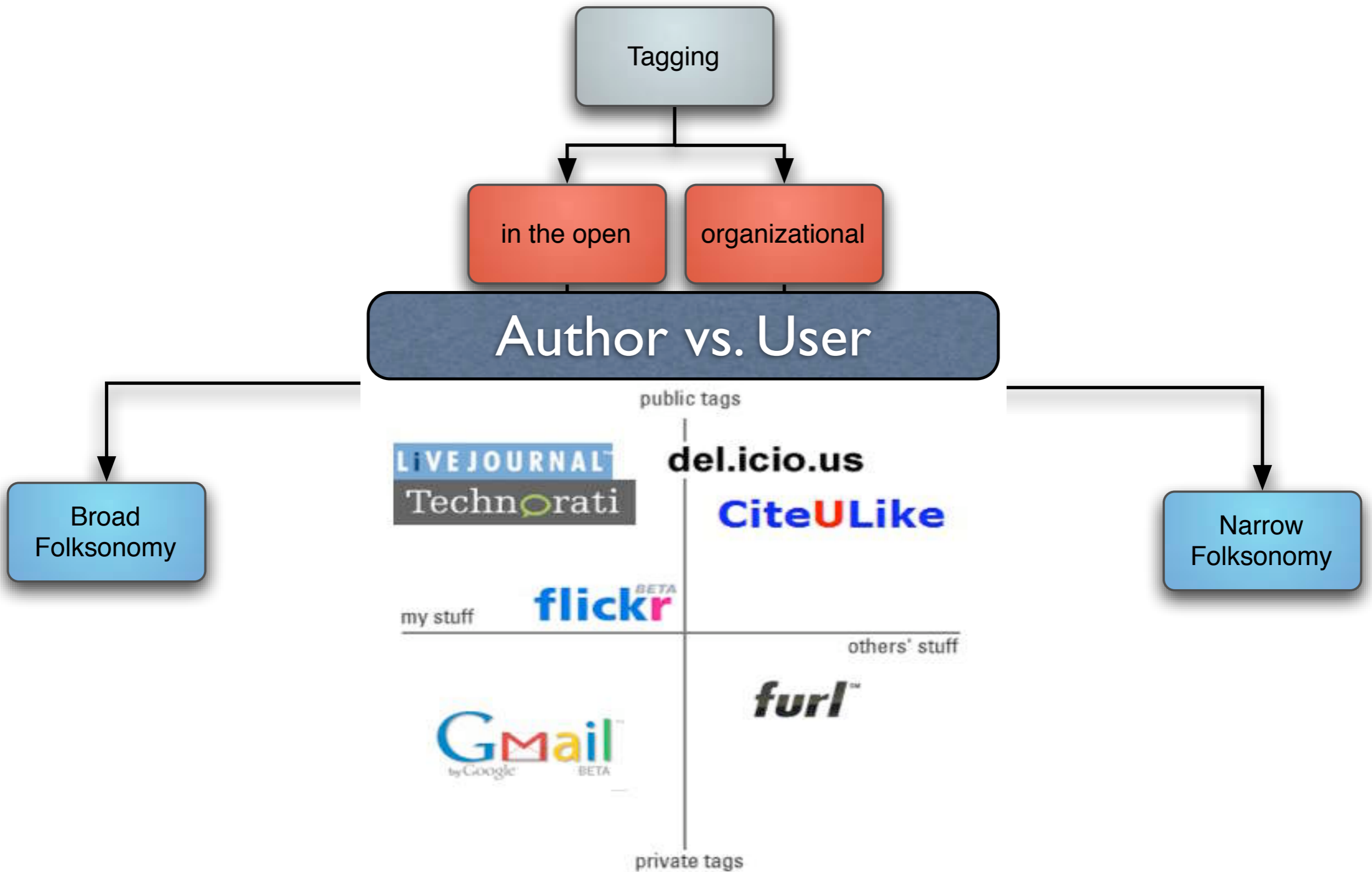


Figure 1. A typology of virtual communities 30

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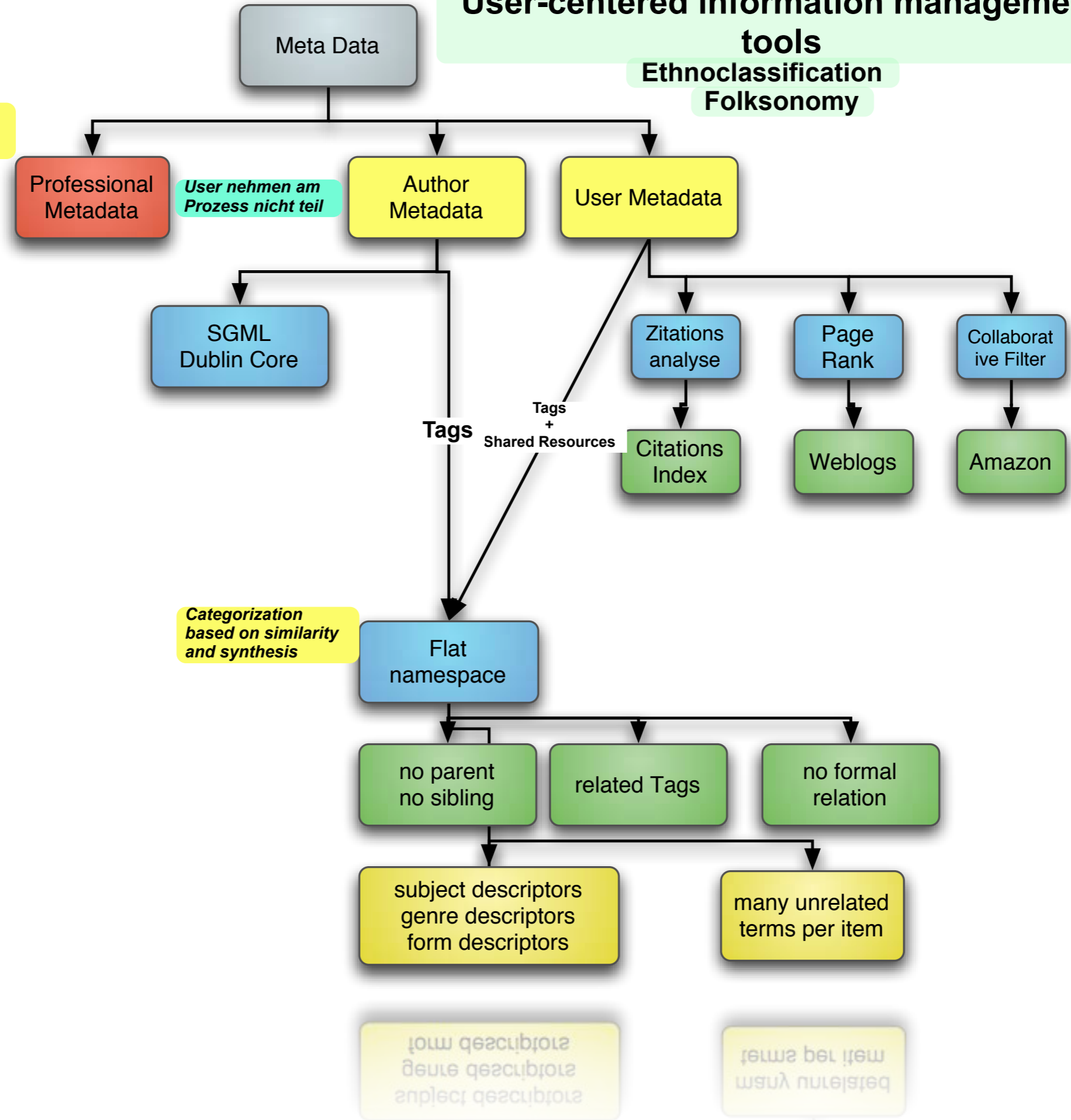


Issues: retrieval, quality, usability, authority, scalability, economics (social implications)
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User-centered information management tools

Ethnoco-classification
Folksonomy

Classification
Taxonomy
Ontology

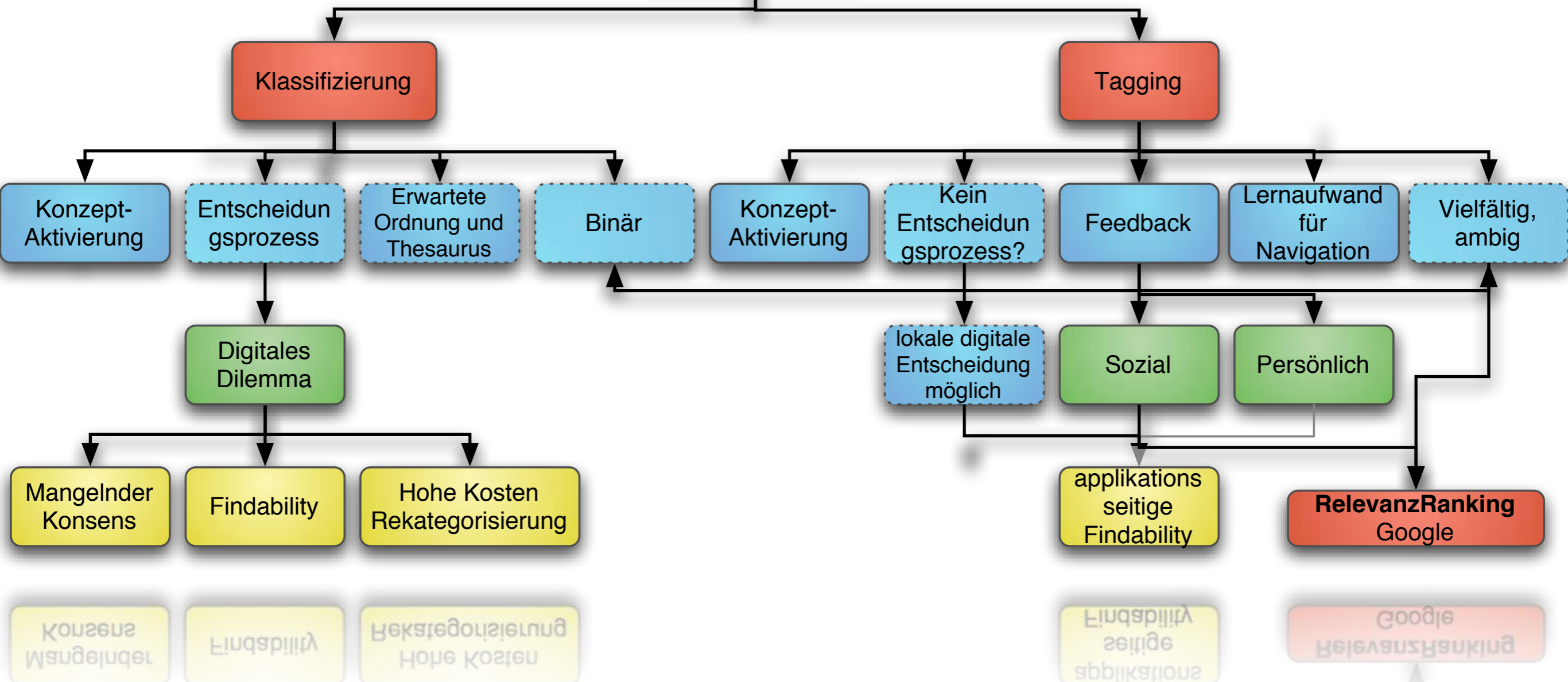


Categorization
based on similarity
and synthesis

form descriptors
genre descriptors
subject descriptors

terms per item
many unrelated

Tagging vs. Klassifizieren



Broad and Narrow

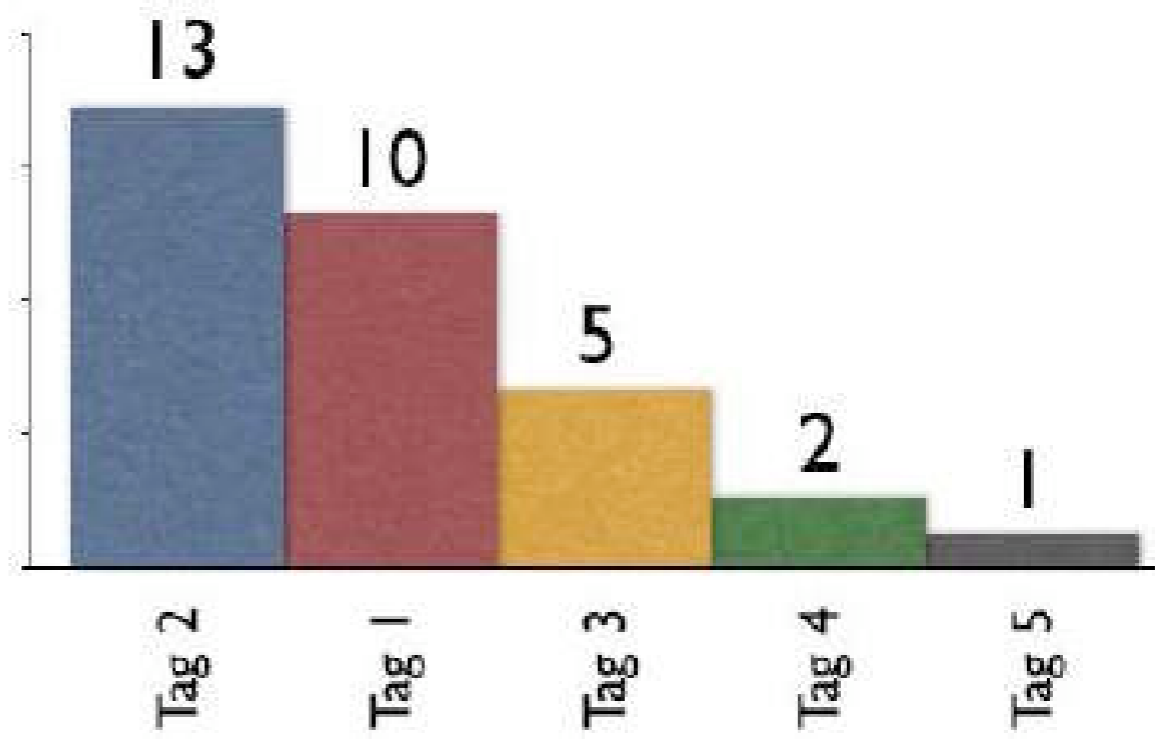
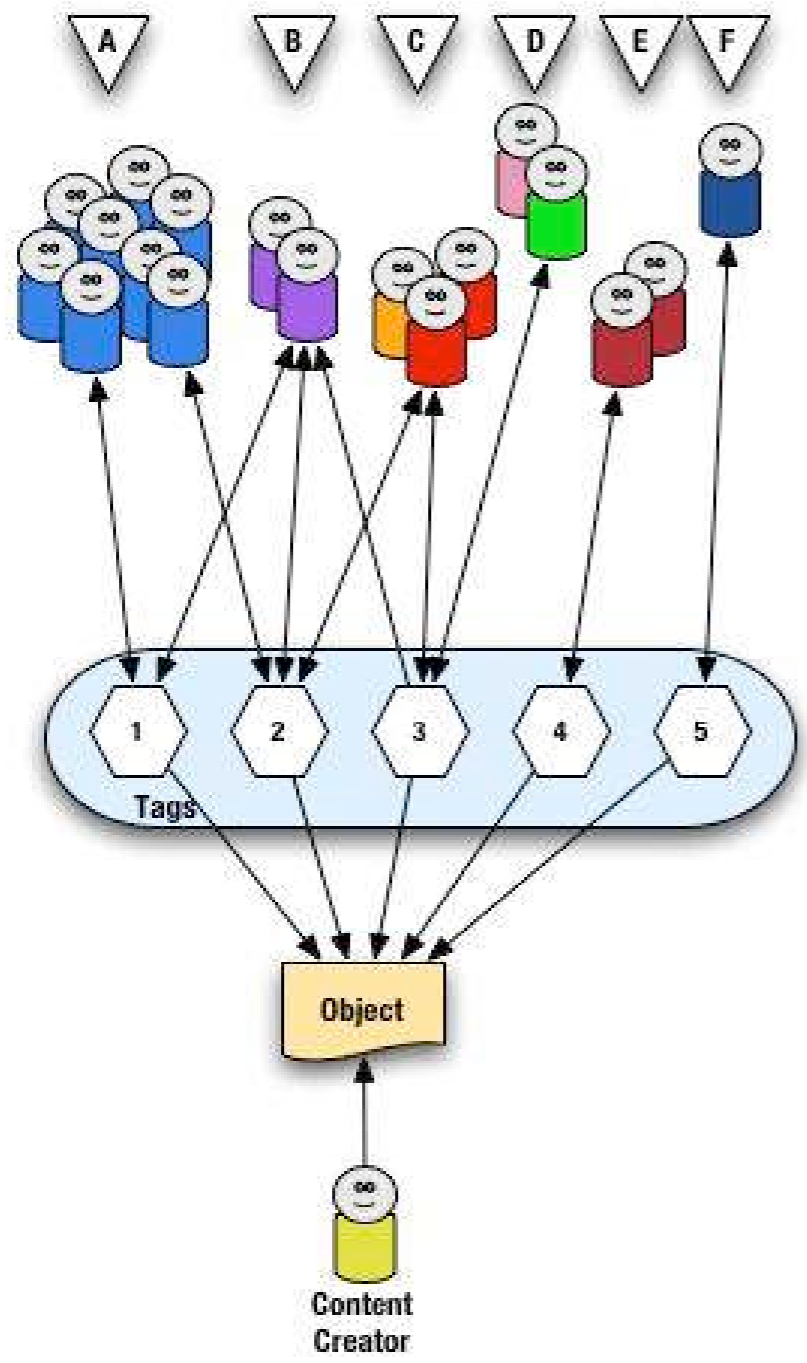
BROAD

Power Law

Convergence of Tags

Broad Folksonomy

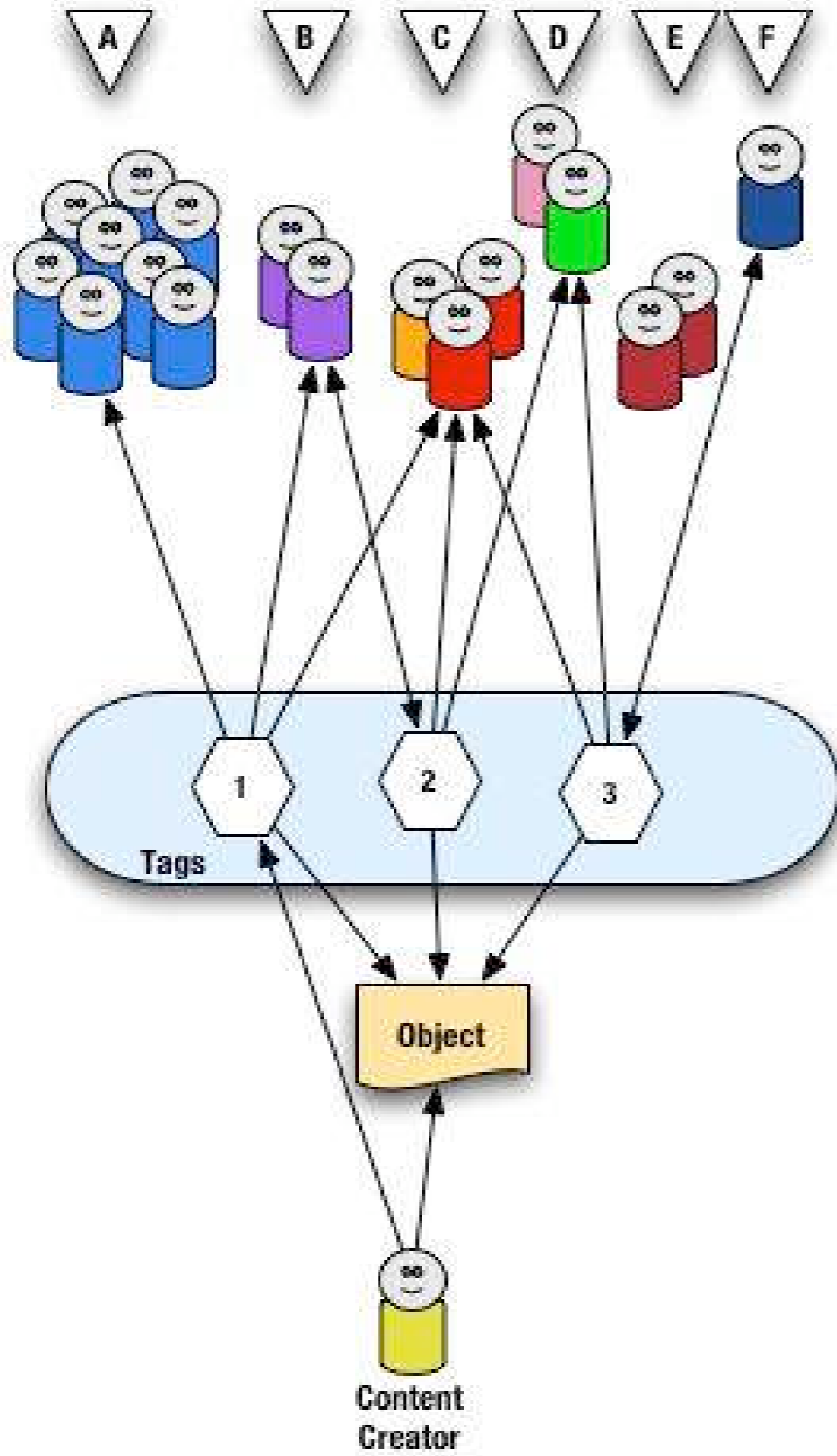
del.icio.us many taggers



Tags not created by Content Creator



Narrow Folksonomy



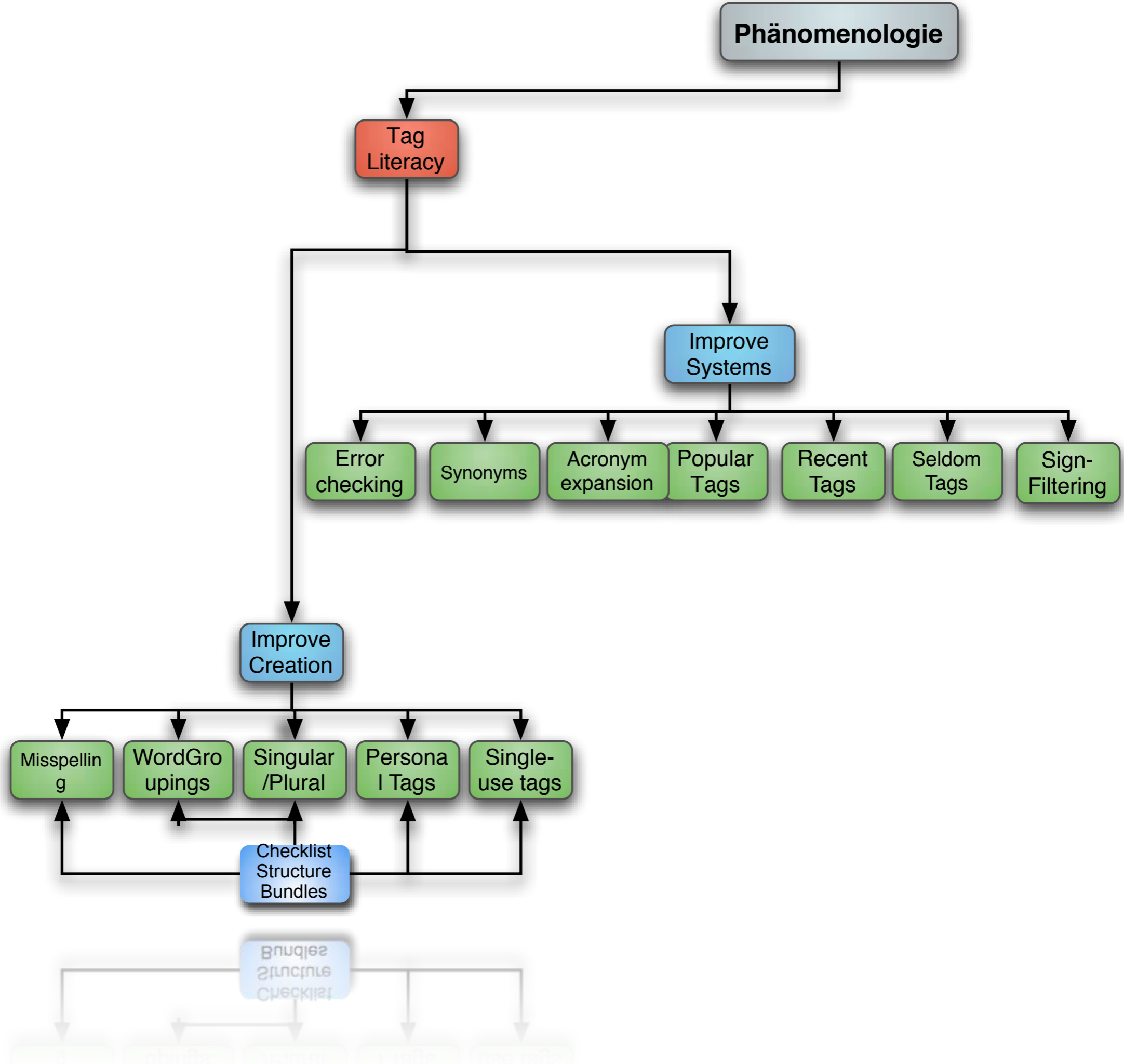
Broad and Narrow

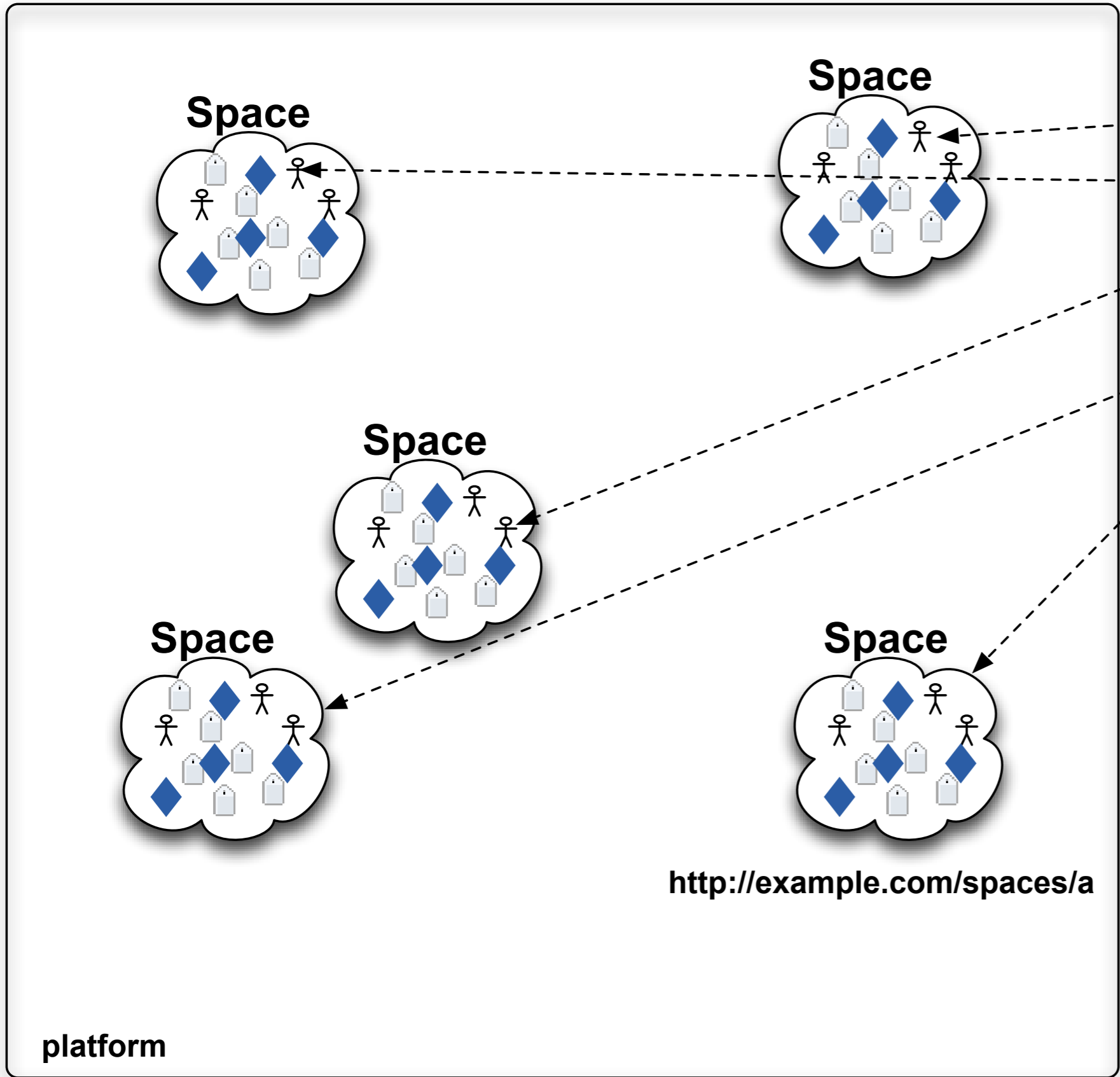
NARROW

Single-Use

Object and Tag created by Content Creator



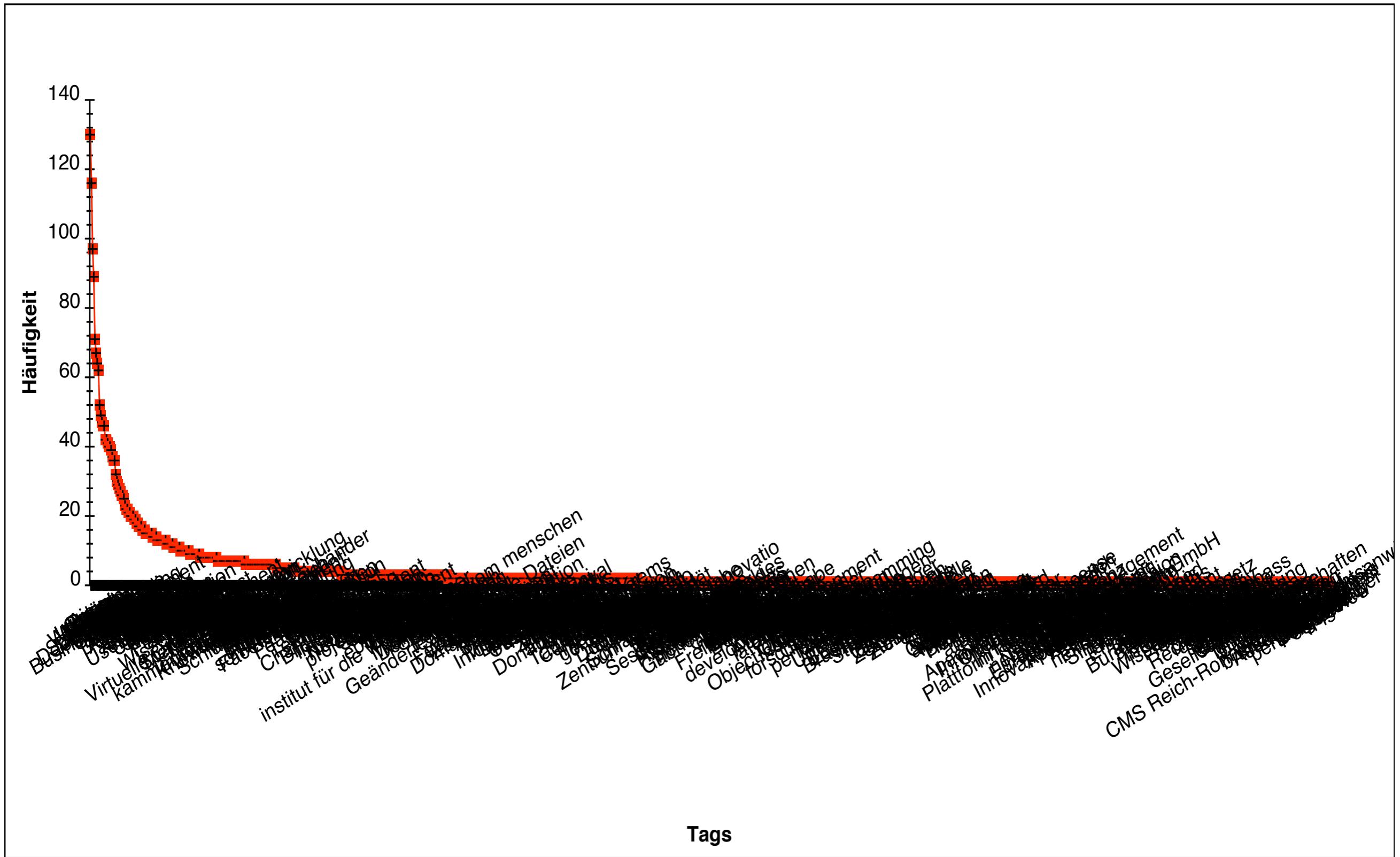




- The data is from the following setting**
- One **platform** with one user database
 - **Members** get added to **spaces**
 - Each space is independent - in terms of permissions - from the other.
 - You can be member in more than one space
 - There is **tag** suggestion mechanism that polls tags from all spaces you are a member of.
 - Tags are given free without any taxonomy or facets

<http://example.com>
<http://example.com>

tagsPerPlatform

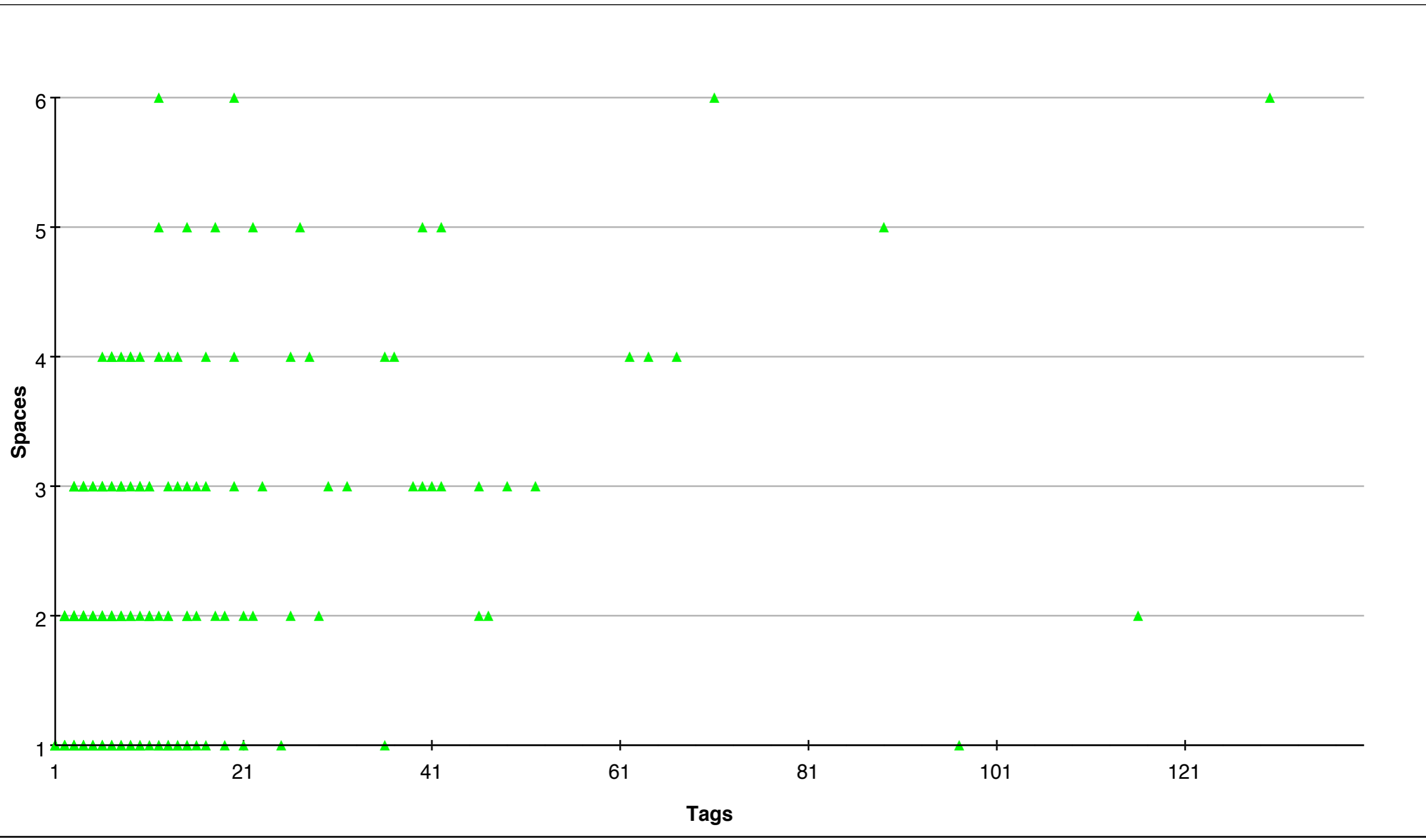


tags

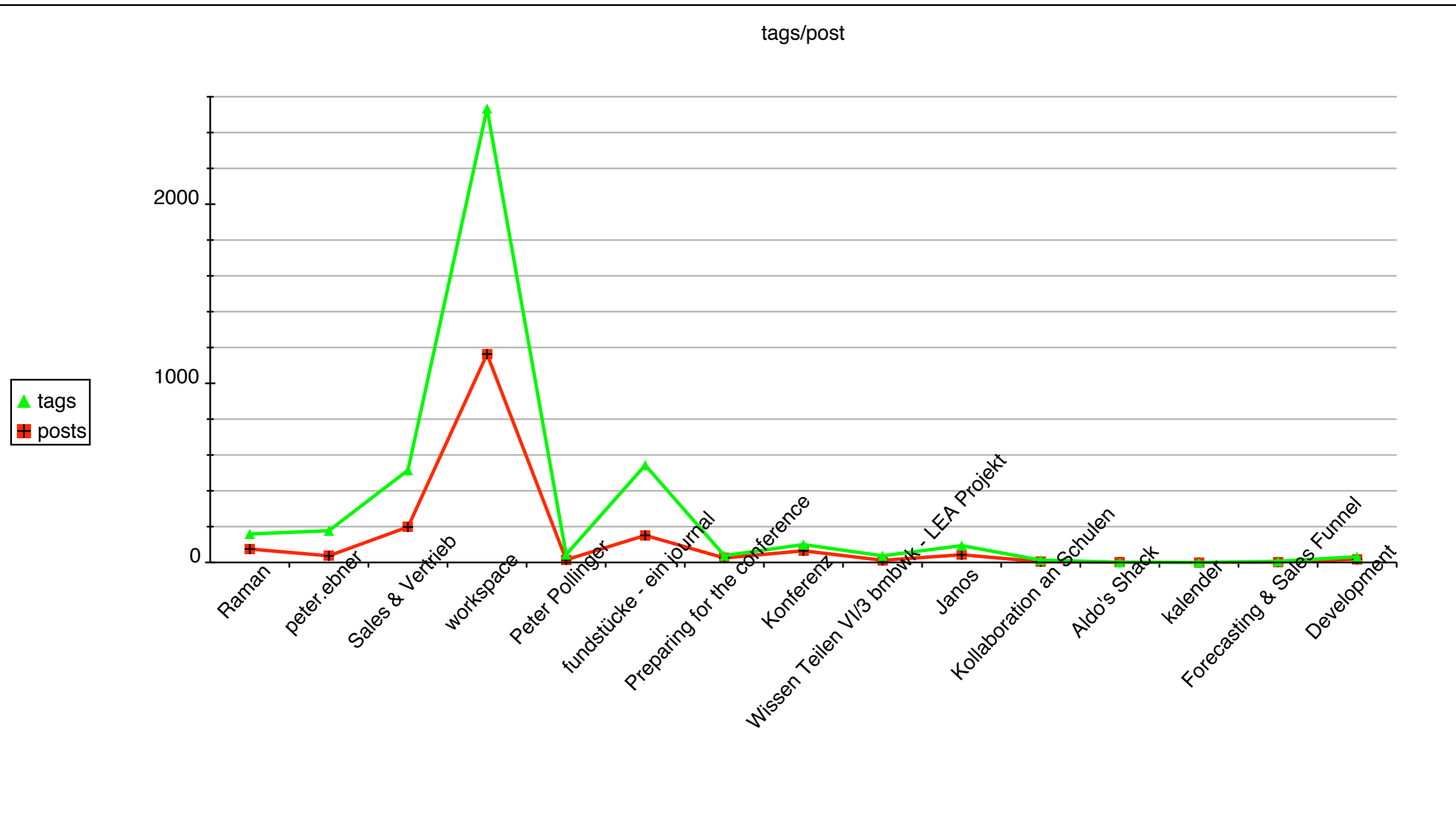
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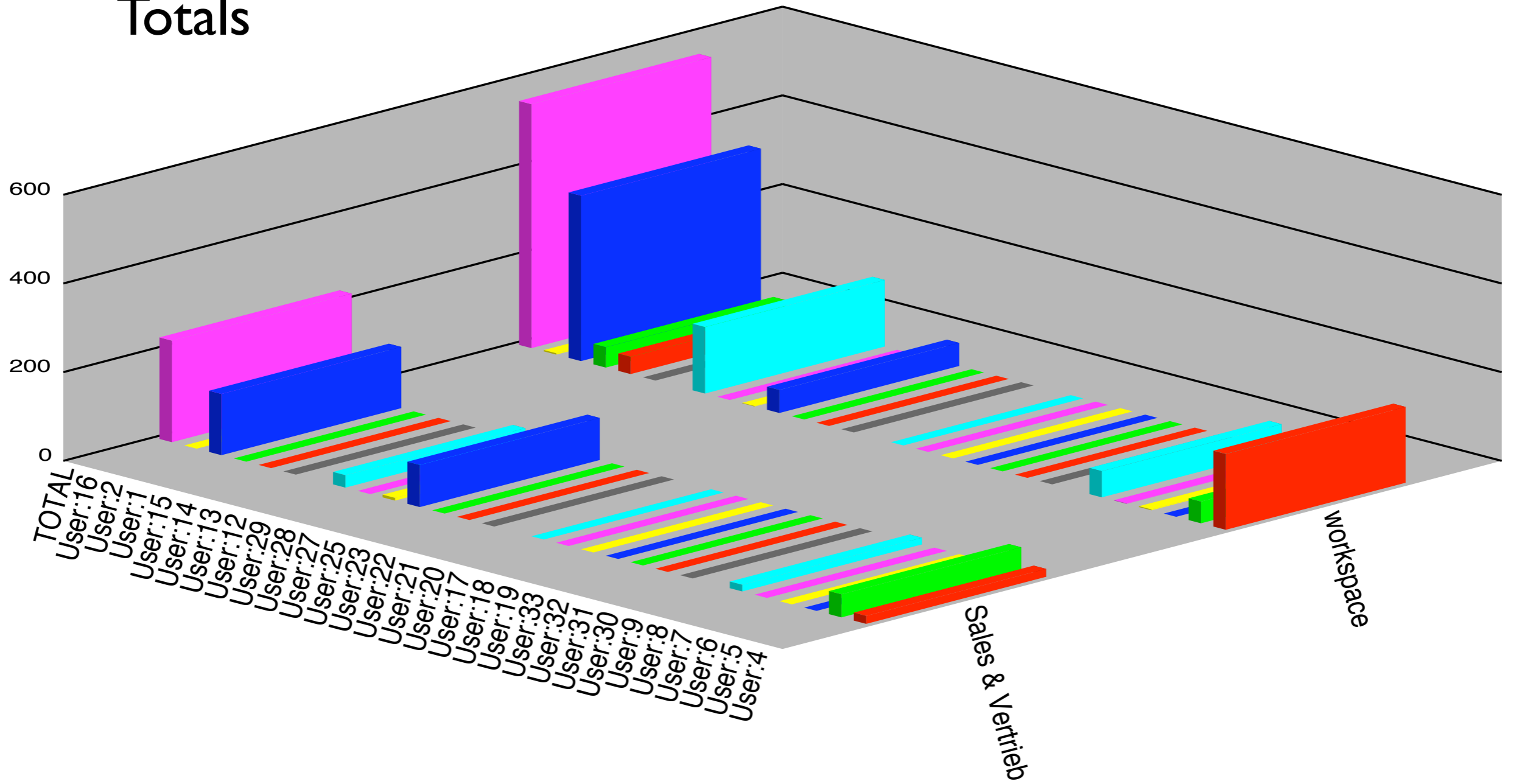
tagsPerSpacePerPlatform



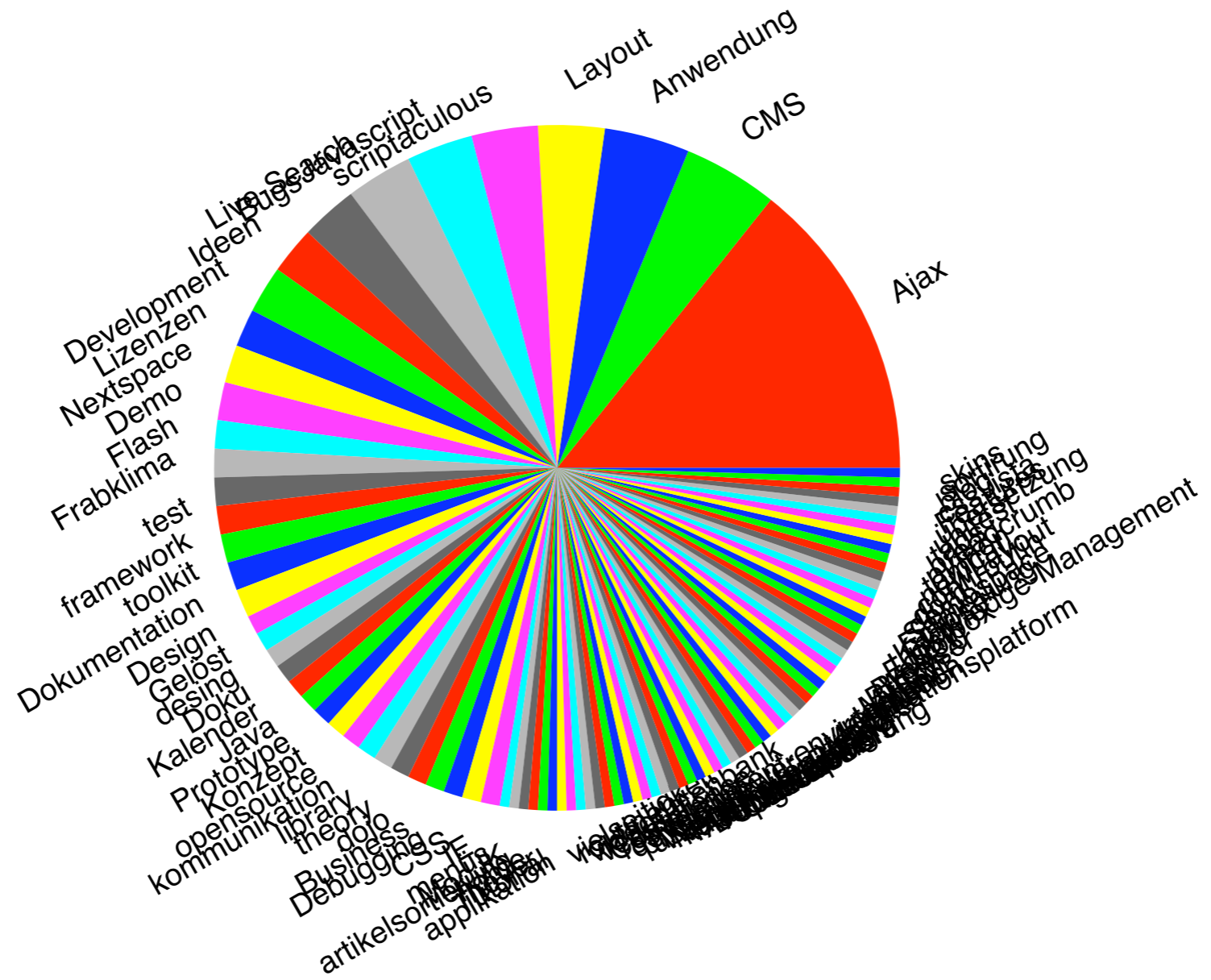
tagsPerPostPerSpace



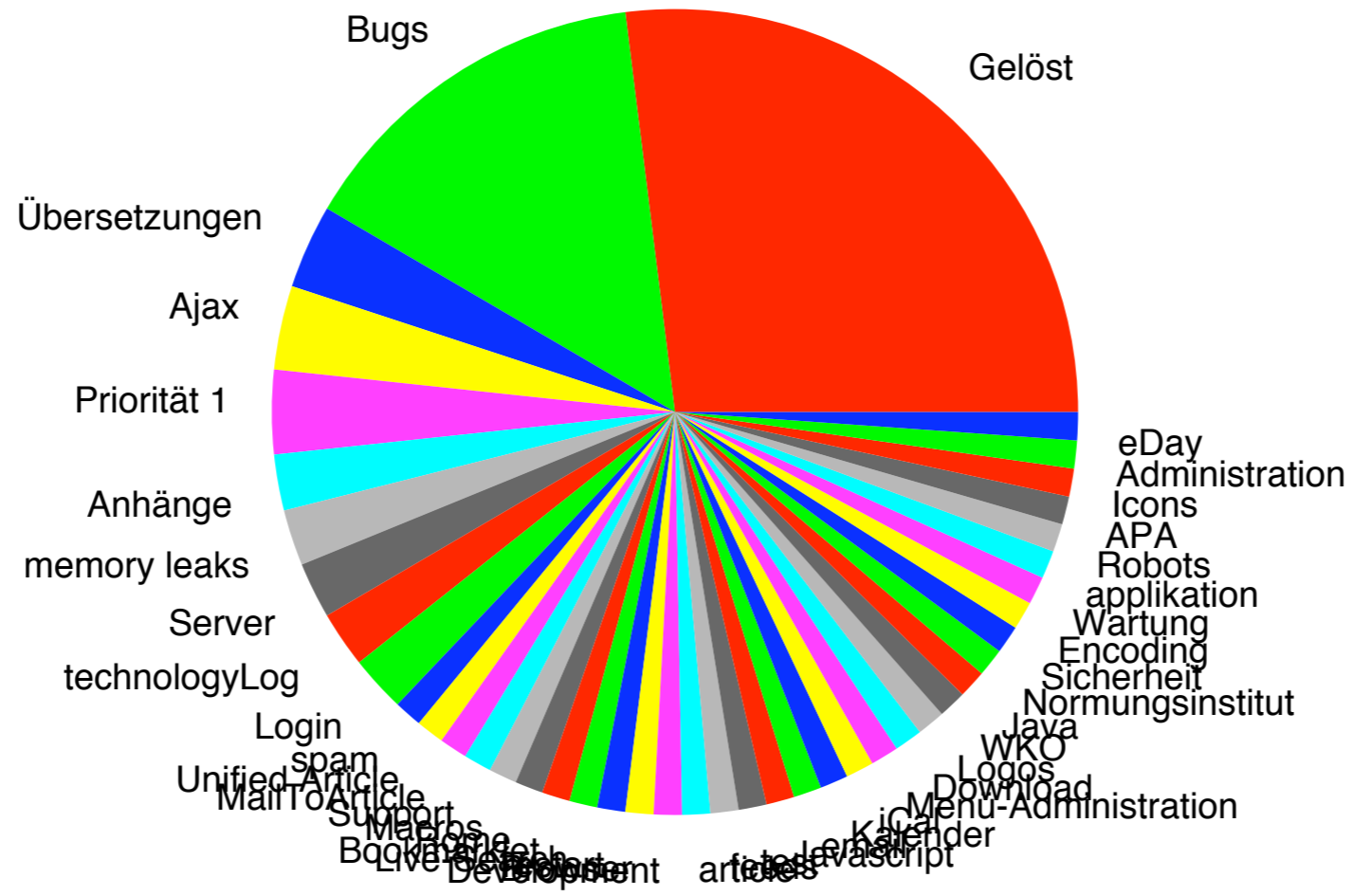
tagsUser and Totals

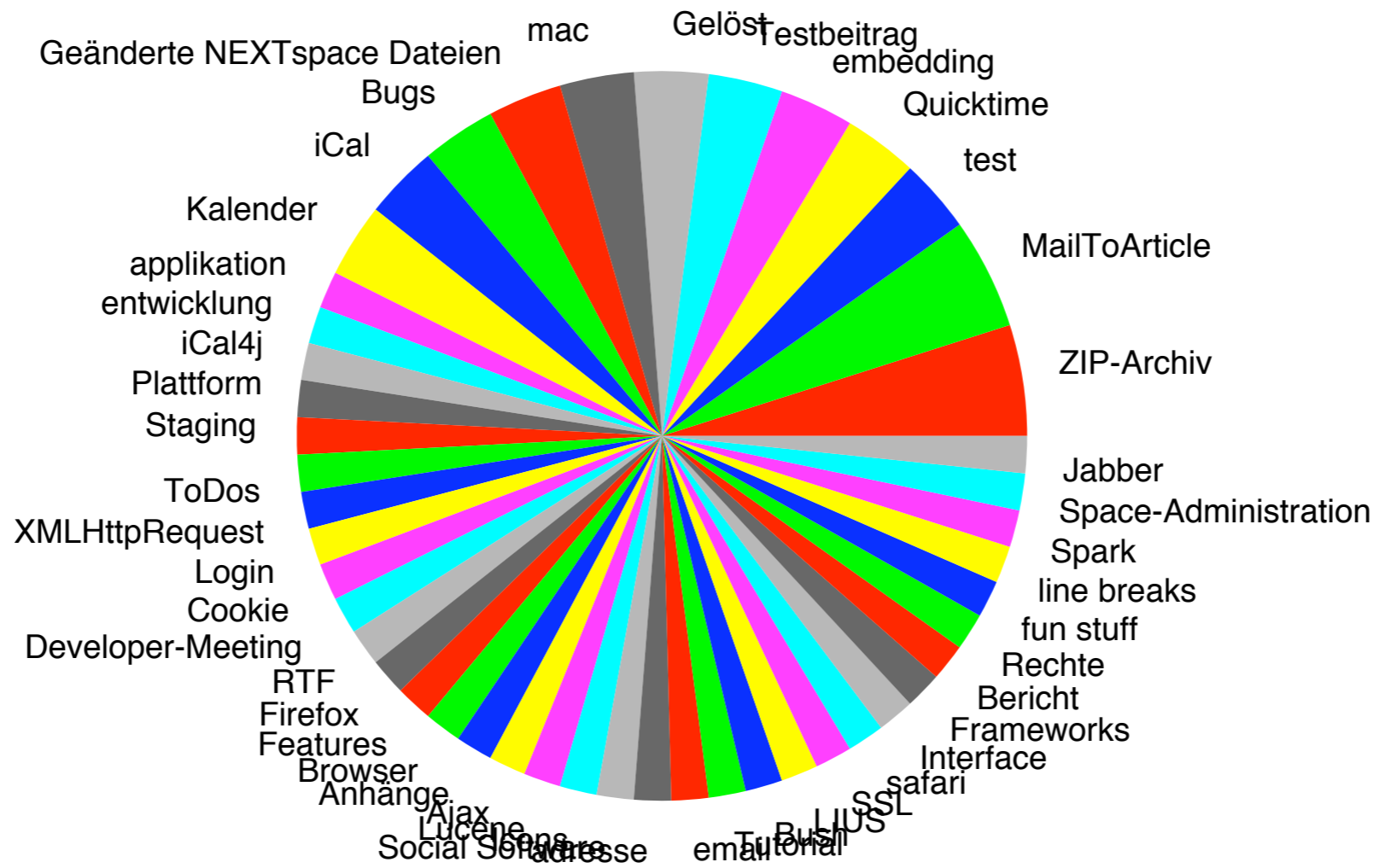


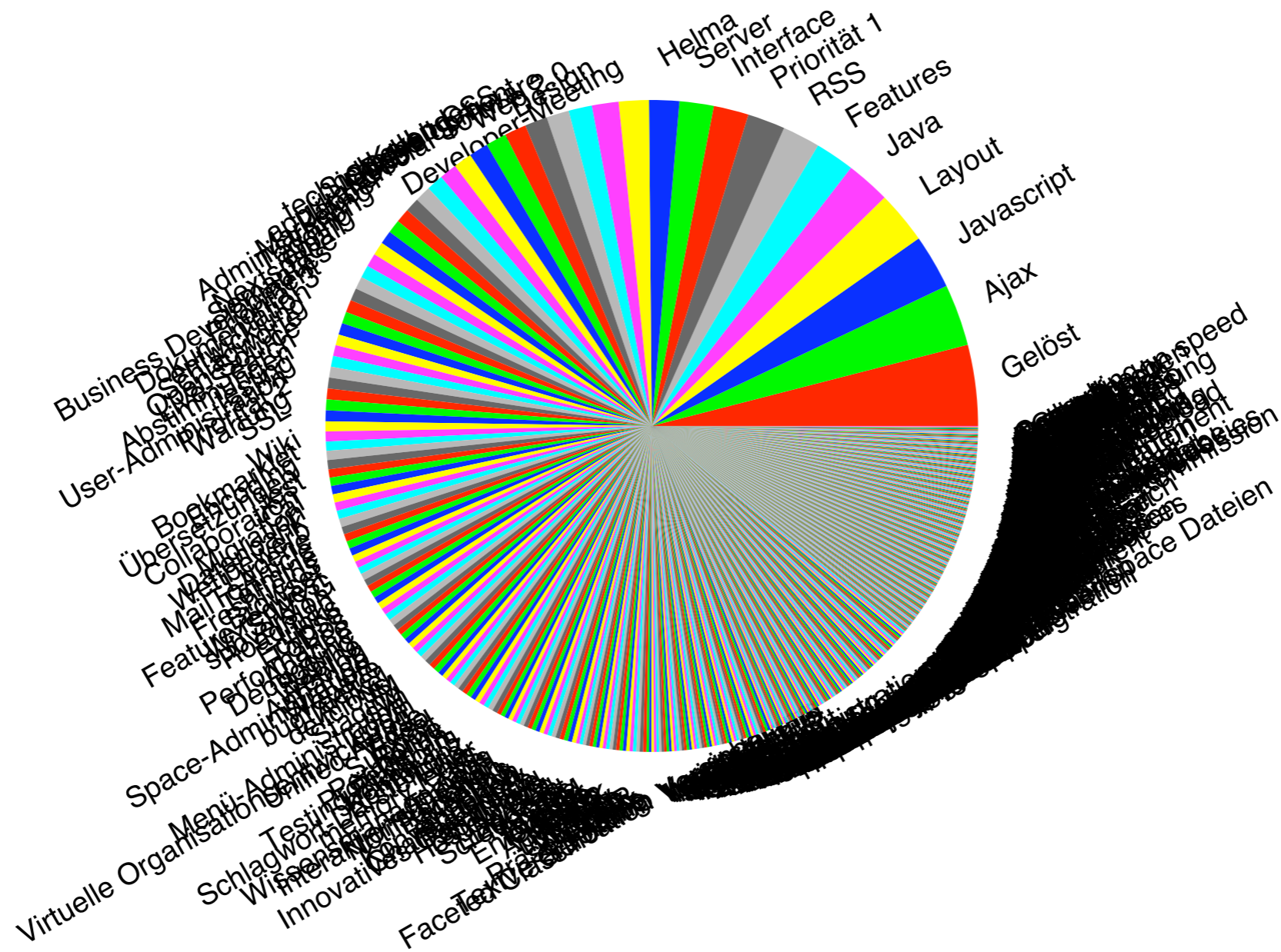
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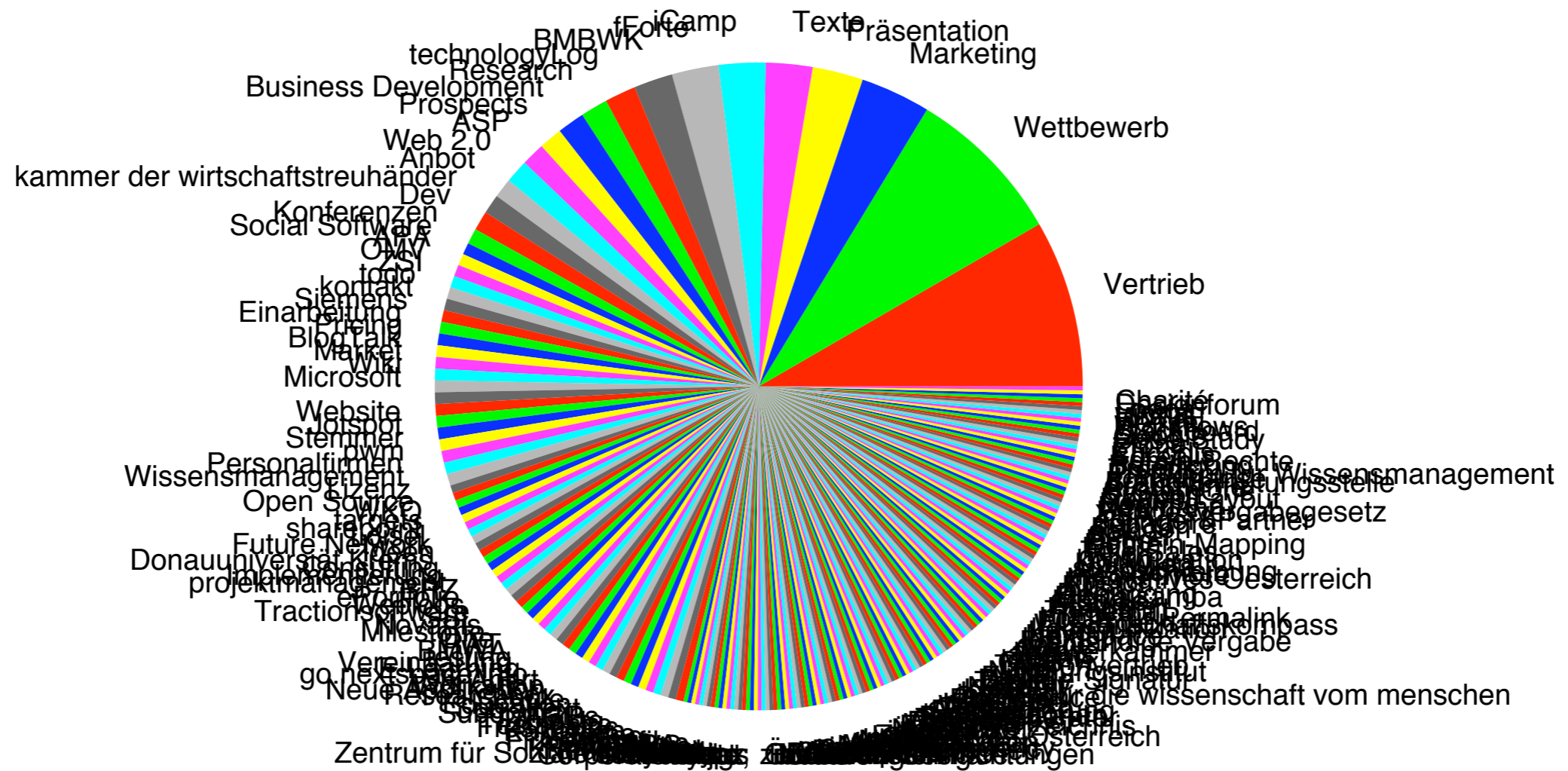


sb
Depn
Bn









Fazit

- Tagging macht uns alle zu BibliothekarInnen
- Tagging unterstützt die Bedeutungsbildung, -organisation und Retrieval
- Tagging gehorcht Regeln (wzzw)
- Bedeutung wird ex post und ex ante geschaffen
- Das Feld ist eröffnet für automatische Bedeutungsgenerierung auf Basis der Regeln
- bzw für Visualisierungen als semantische Navigationshilfen