

The slide features a decorative border of light blue tags with black outlines and a small black dot at the top, scattered around the central text.

Tagging: in open and closed networks

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<http://socialware.at>

Wien, June 14, 2006

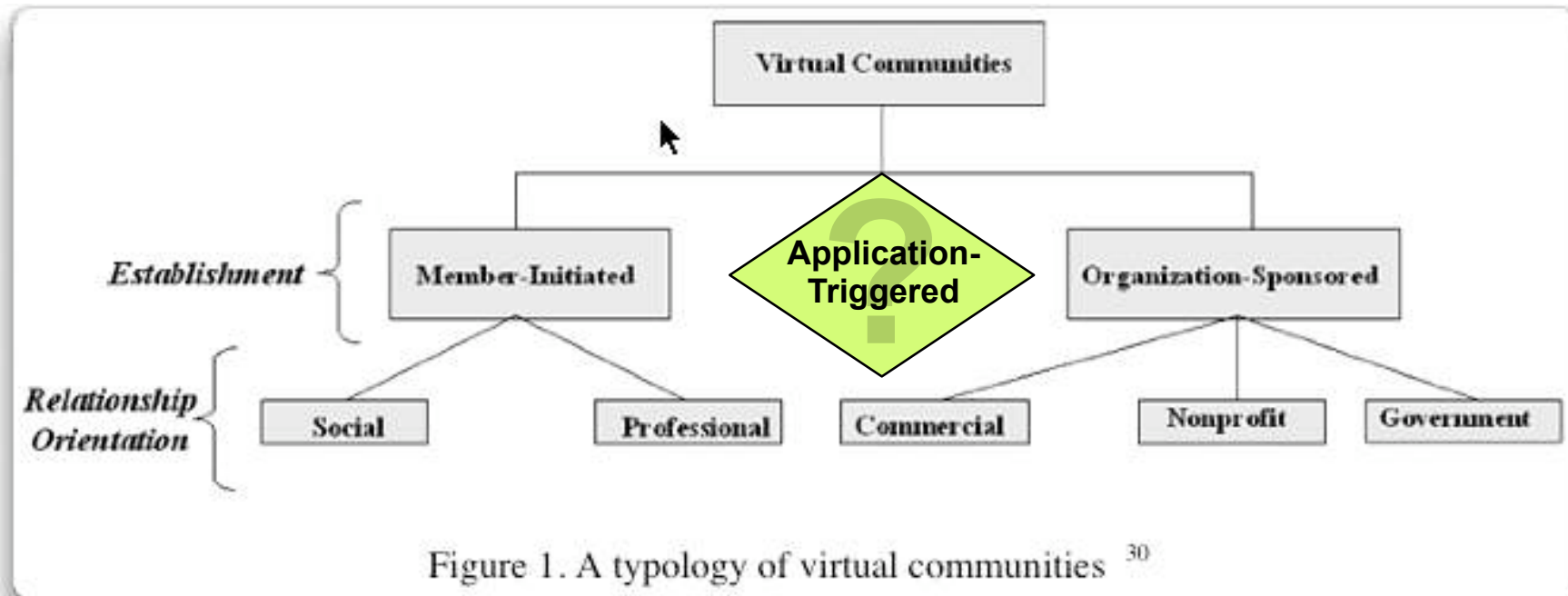
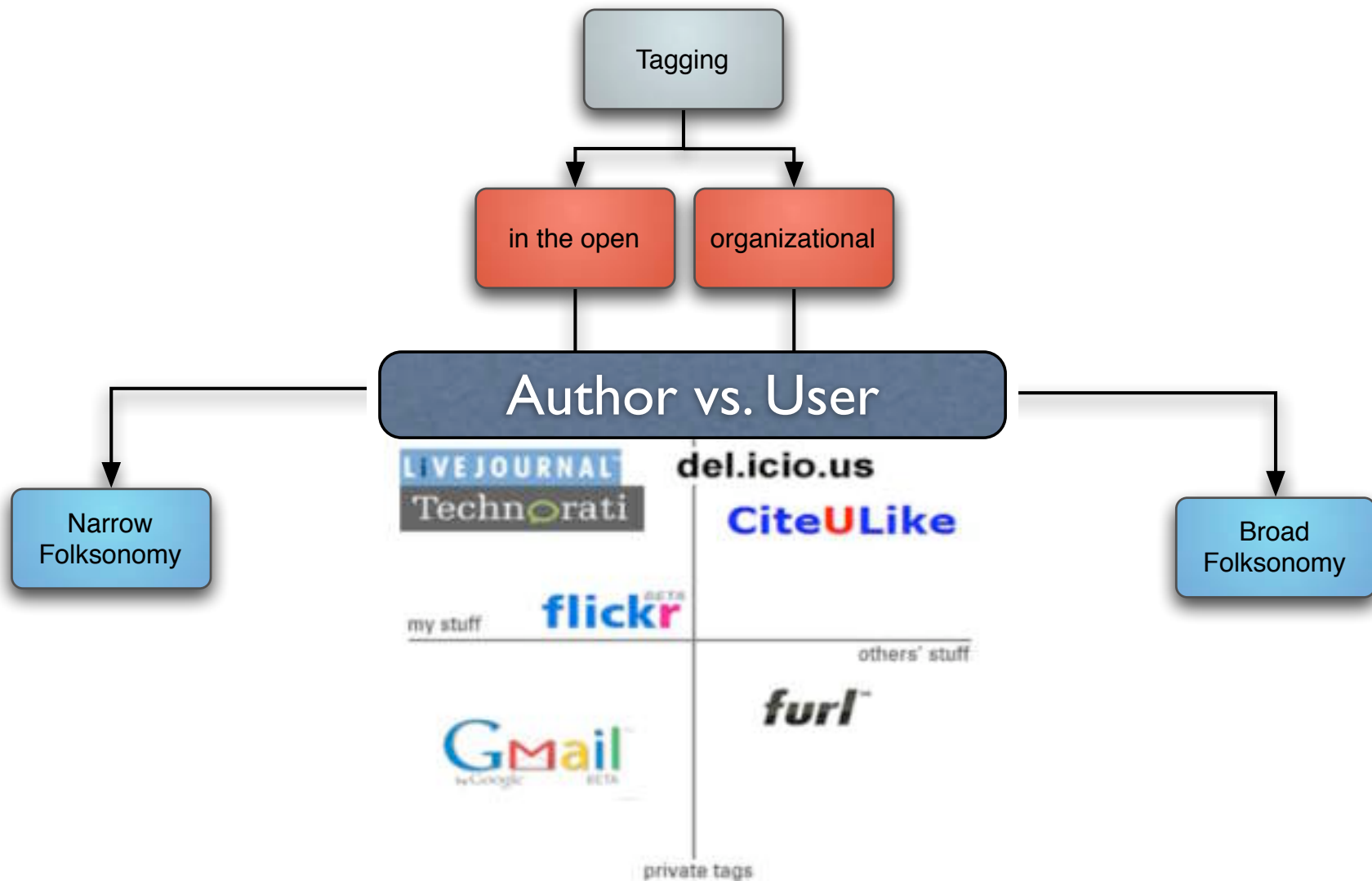


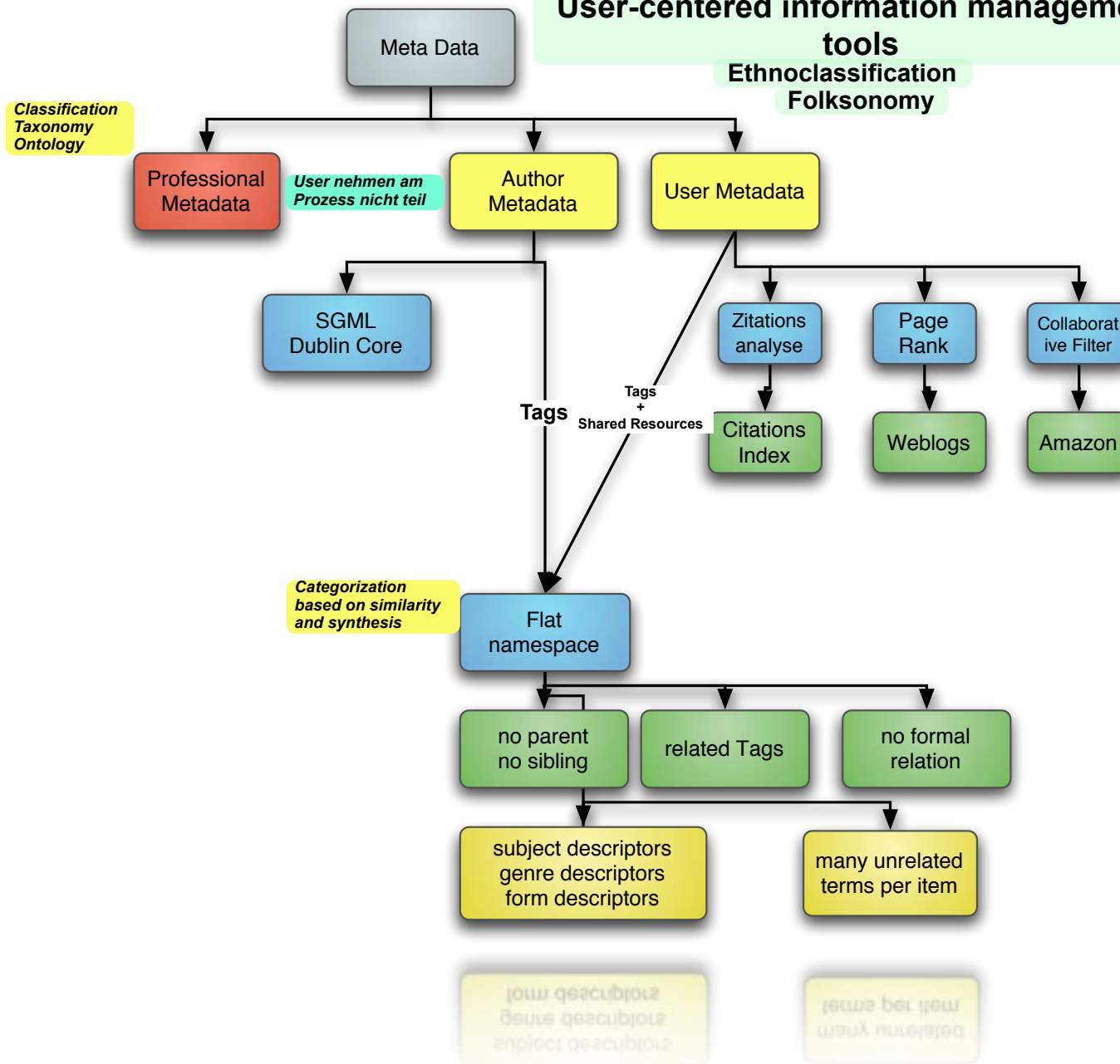
Figure 1. A typology of virtual communities ³⁰

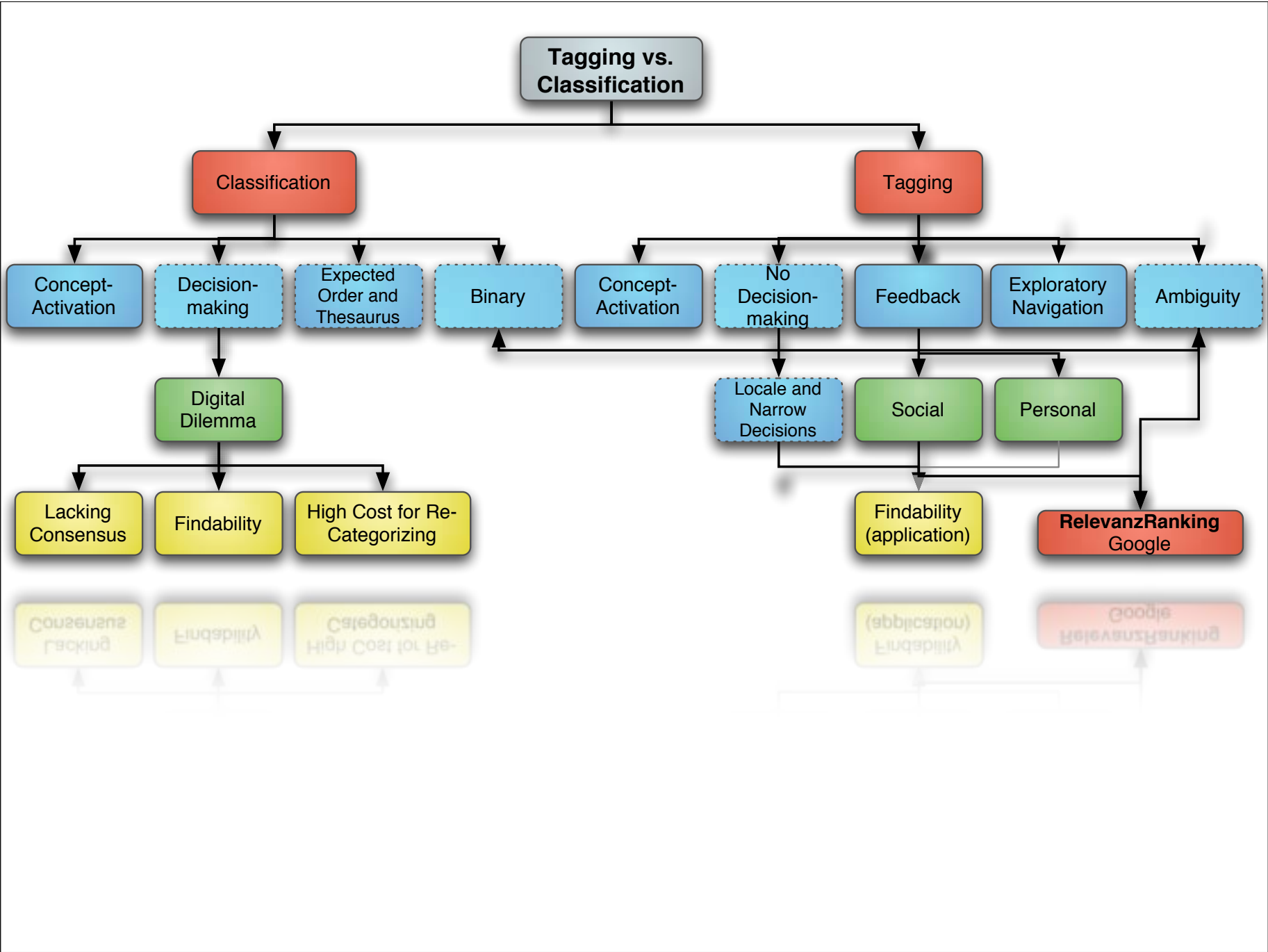


Issues: retrieval, quality, usability, authority, scalability, economics (social implications)

User-centered information management tools

Ethn classification
Folksonomy





Broad and Narrow

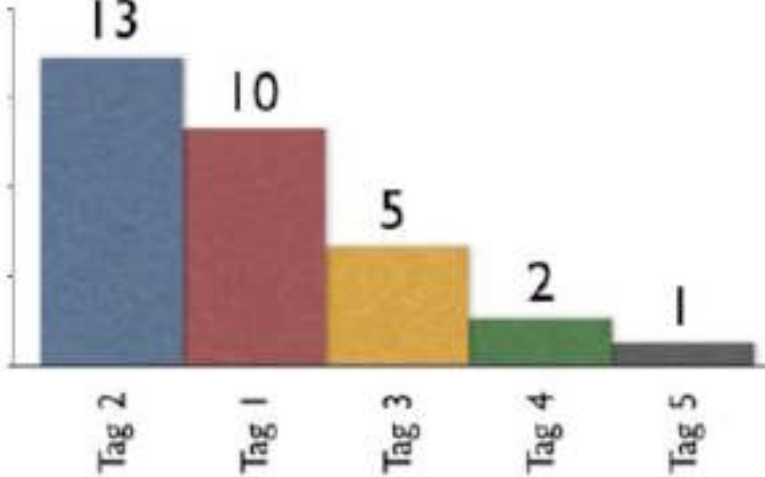
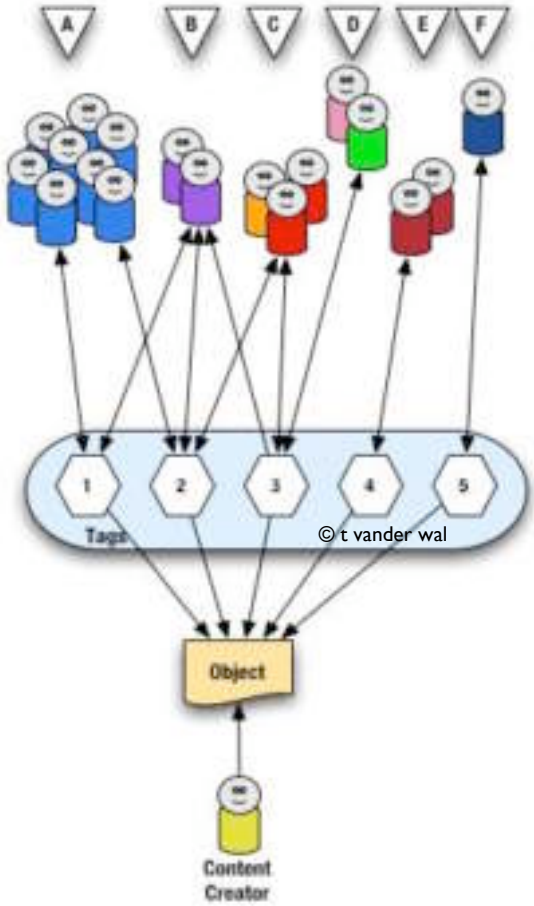
BROAD

Power Law

Convergence of Tags

del.icio.us many taggers

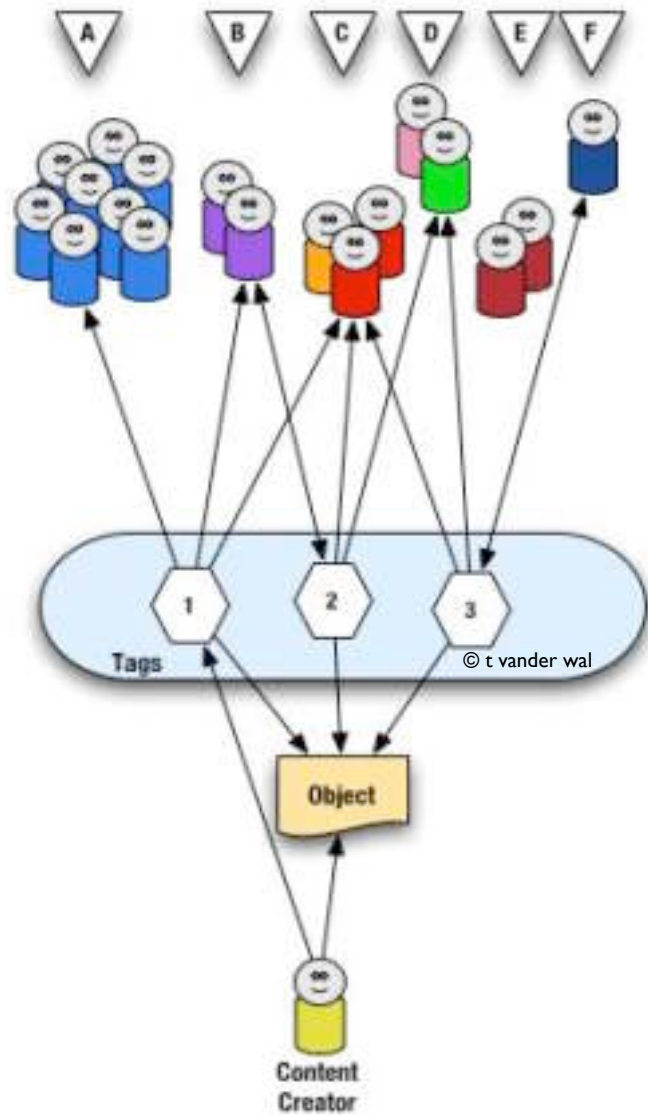
Broad Folksonomy



Tags not created by Content Creator



Narrow Folksonomy



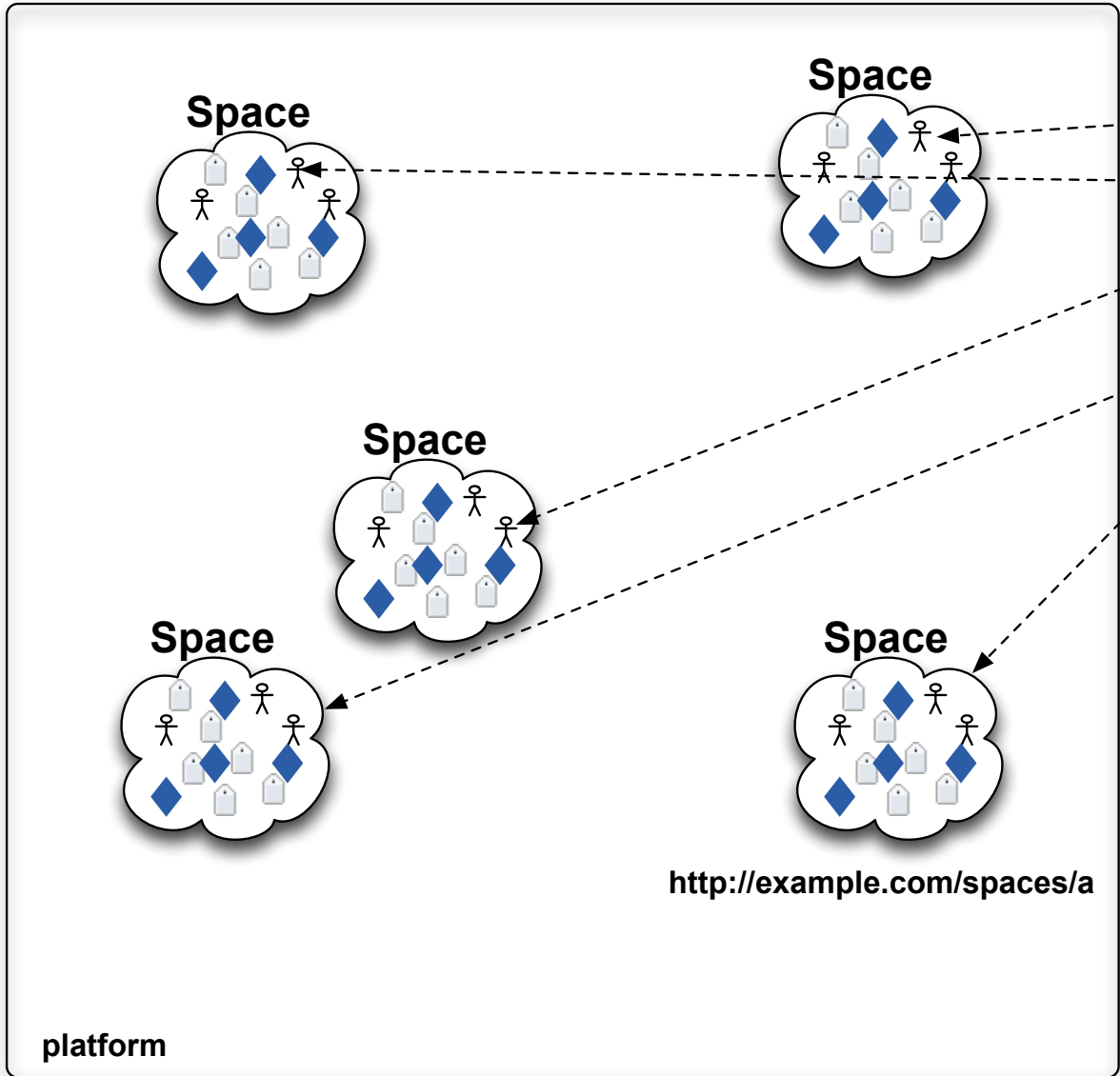
Broad and Narrow

NARROW

Single-Use

Object and Tag created by Content Creator





The data is from the following setting

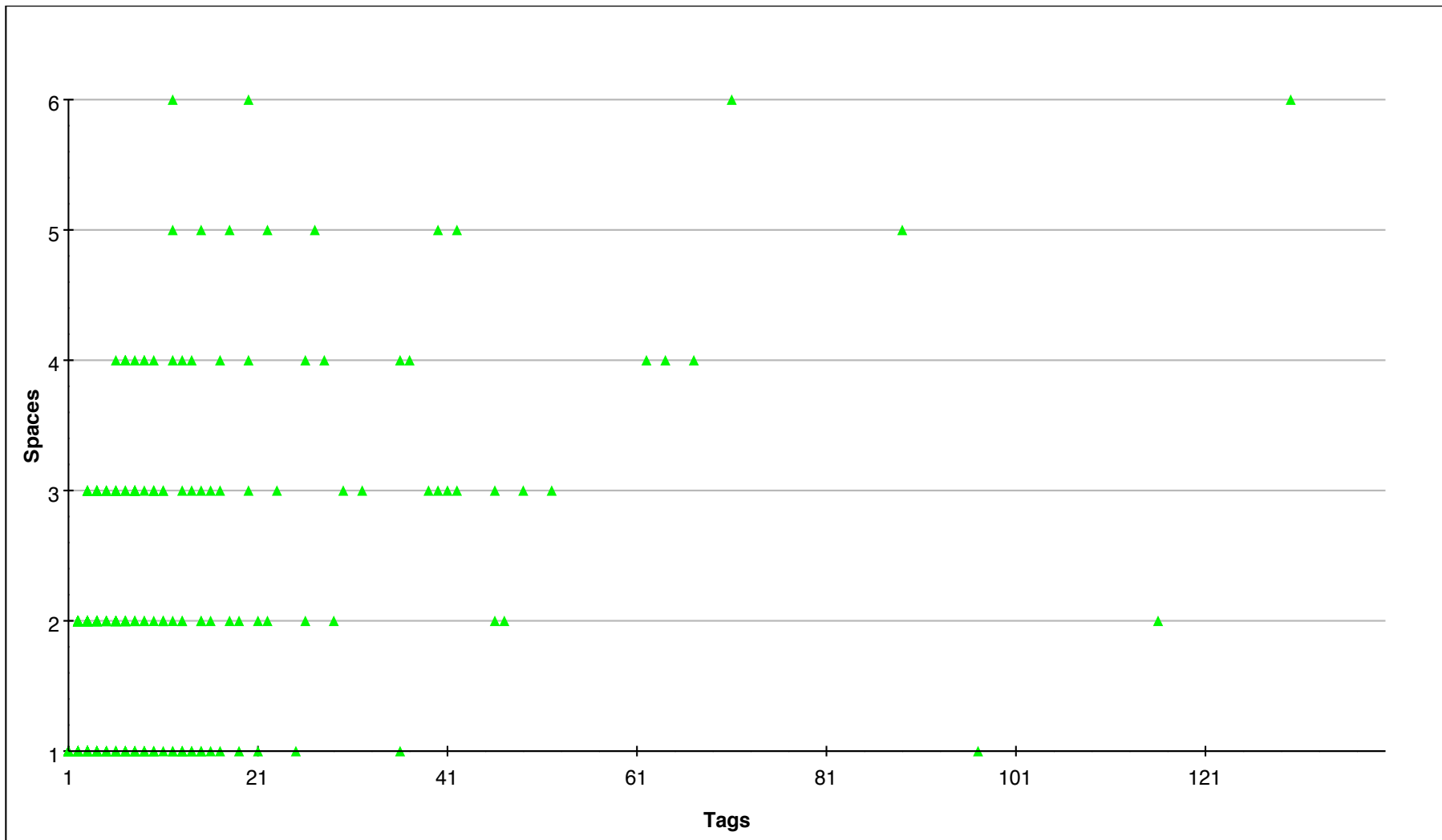
- One **platform** with one user database
- **Members** get added to **spaces**
- Each space is independent - in terms of permissions - from the other.
- You can be member in more than one space
- There is **tag** suggestion mechanism that polls tags from all spaces you are a member of.
- Tags are given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

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

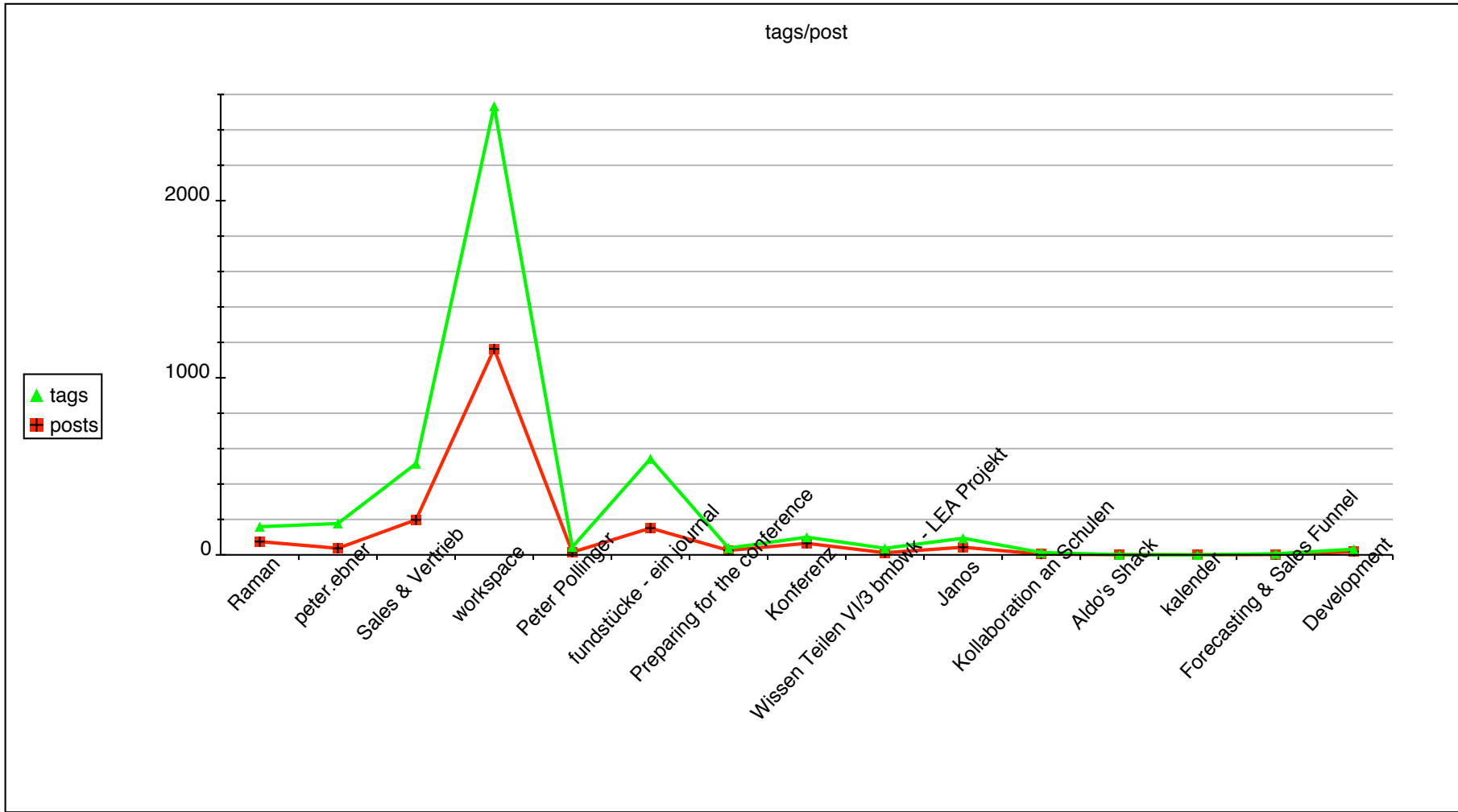
platform

taxonomy or facets

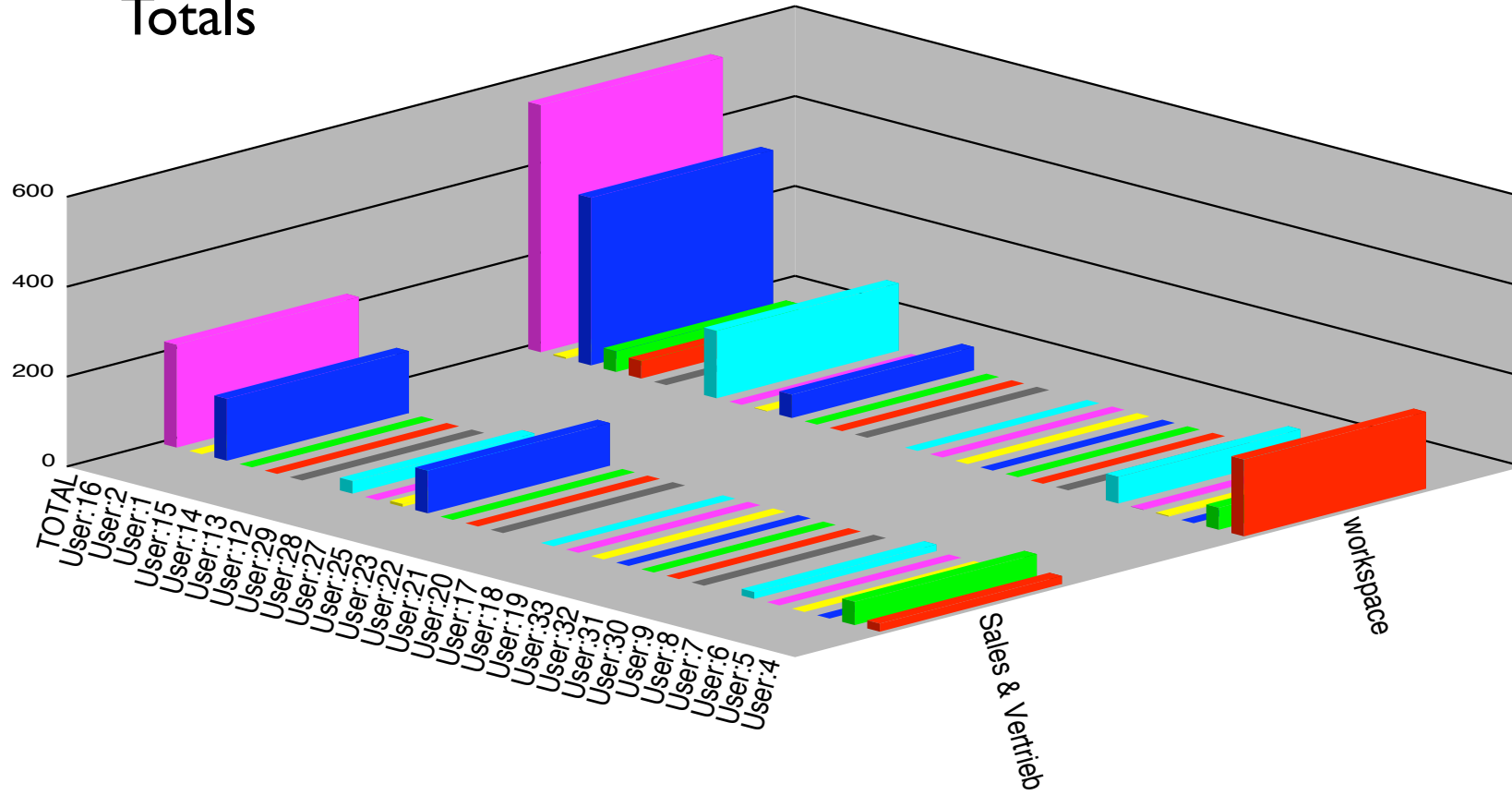
tagsPerSpacePerPlatform



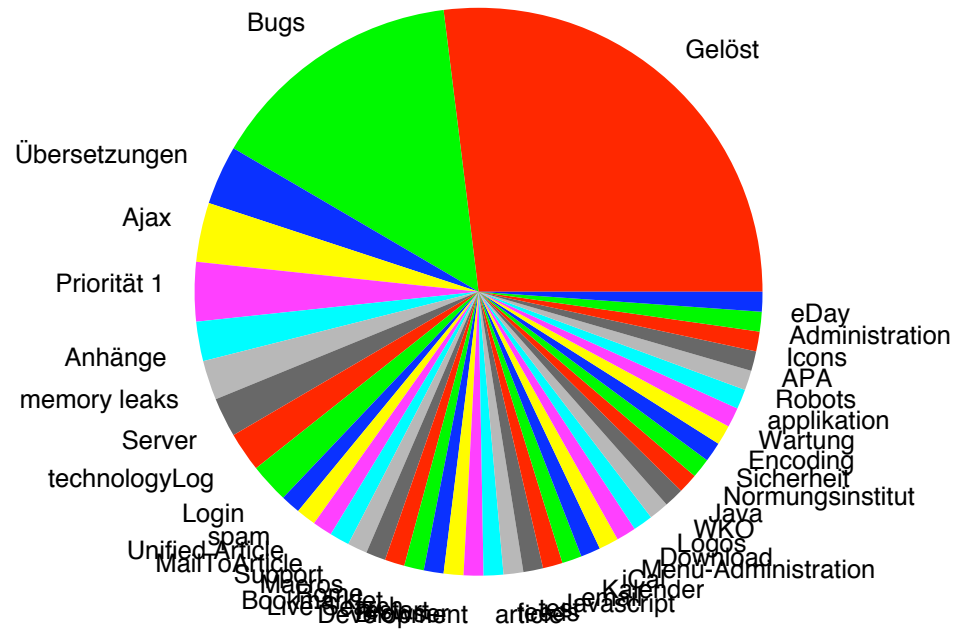
tagsPerPostPerSpace



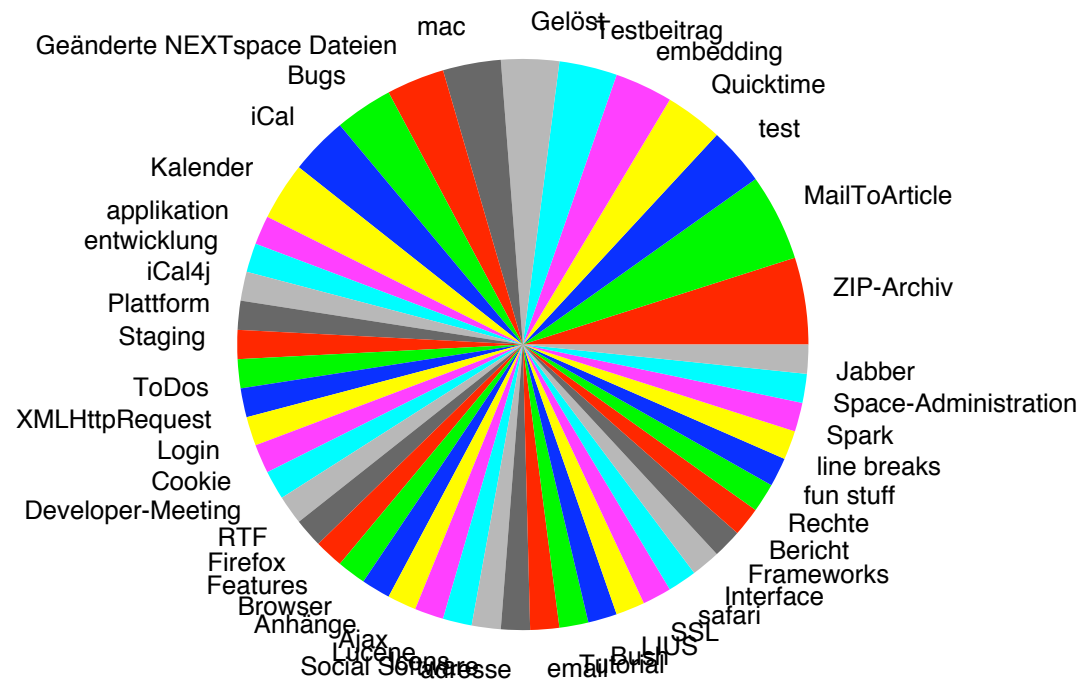
tagsUser and Totals

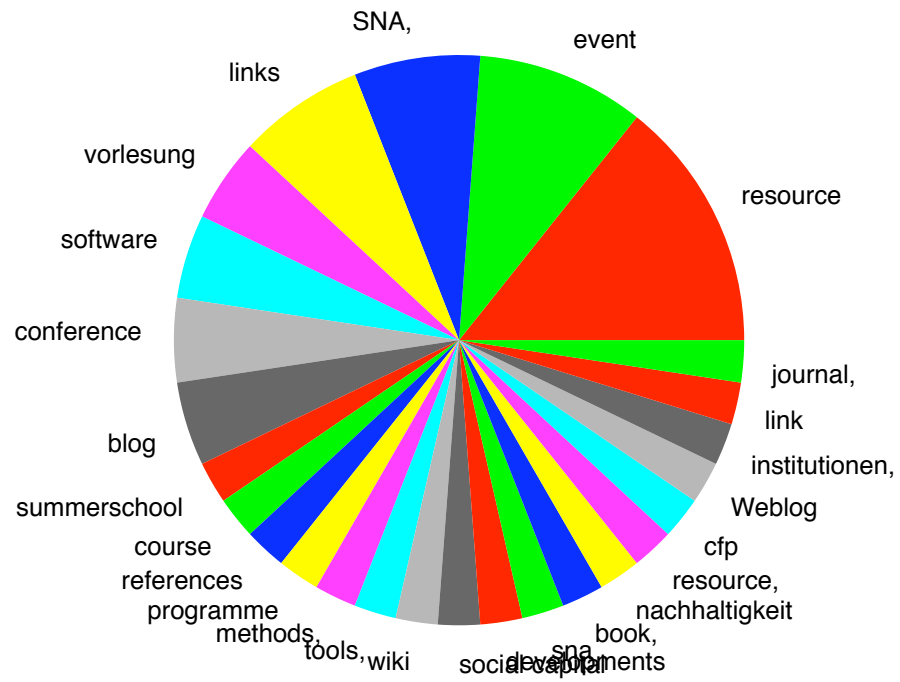


tagsForUser 15



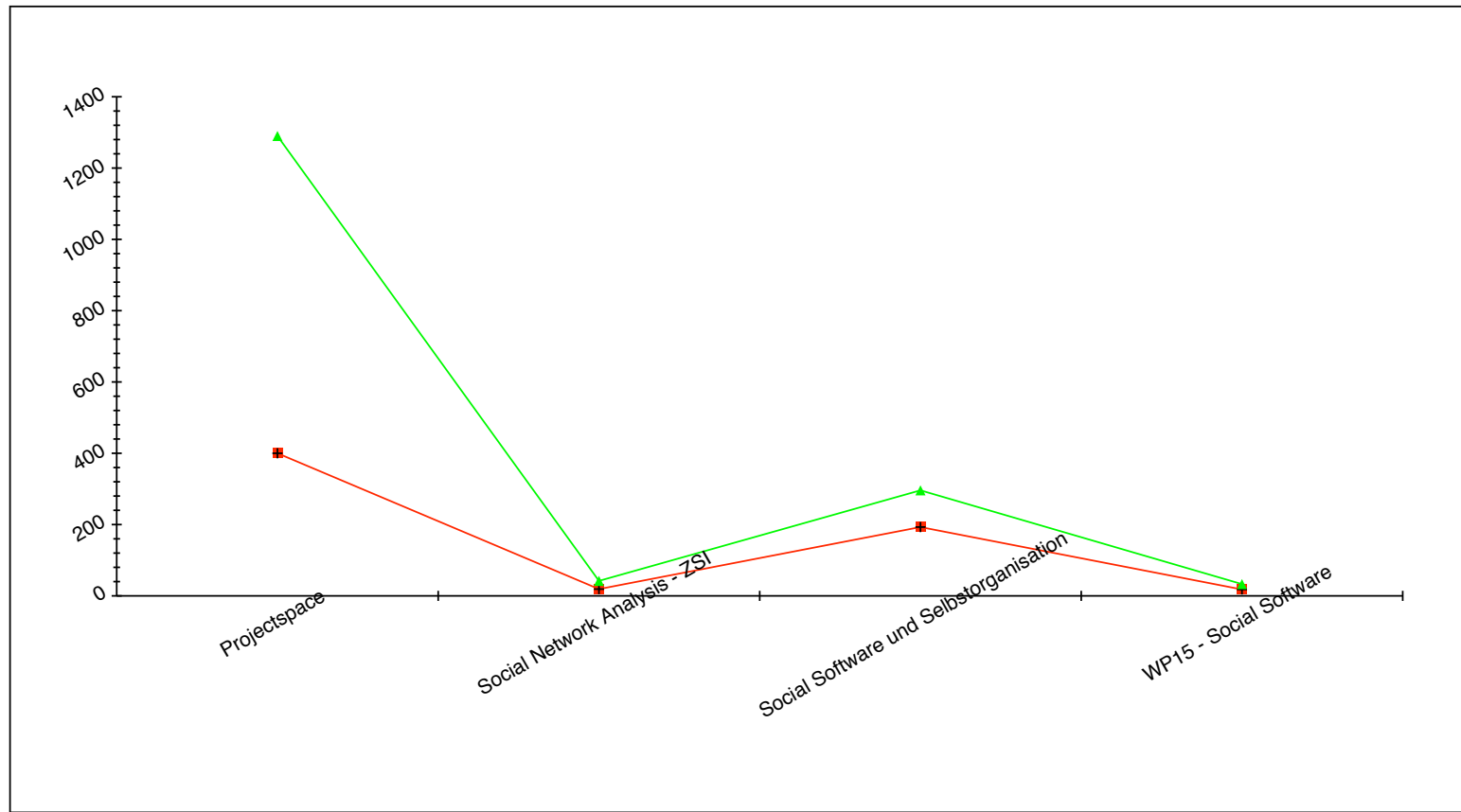
tagsForUser 1



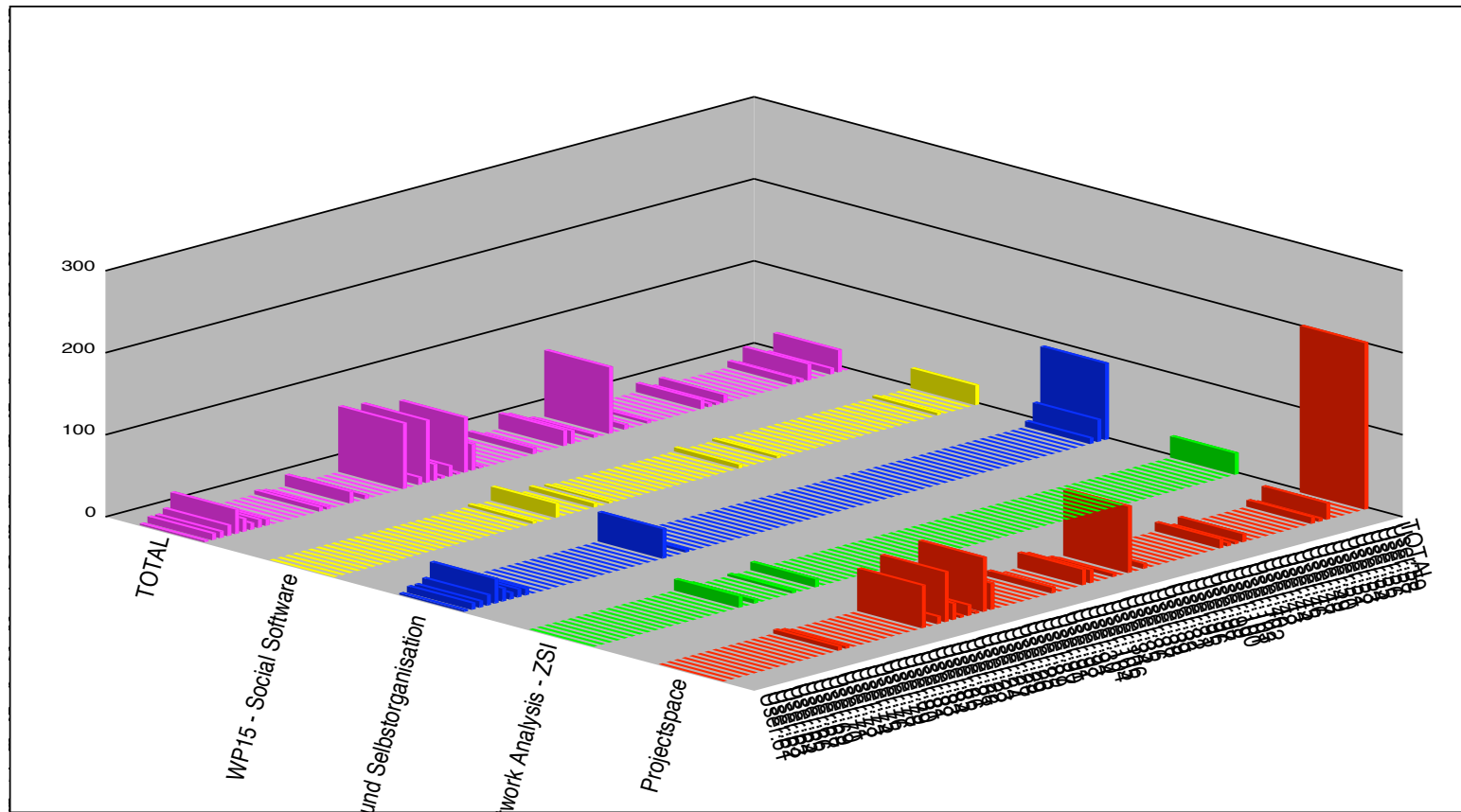


tools, wiki social developments

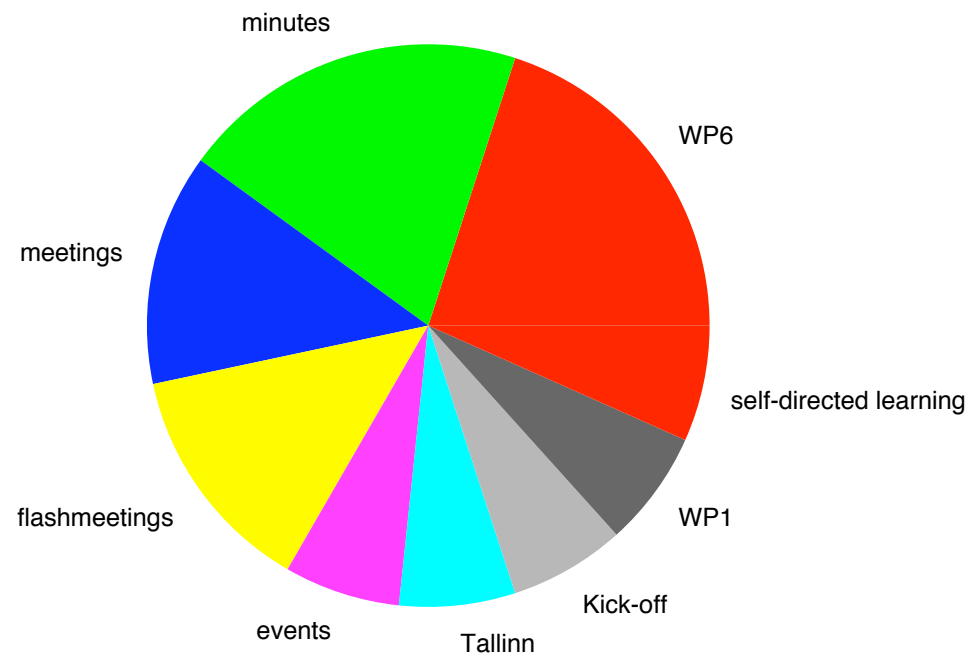
tagsPerPost



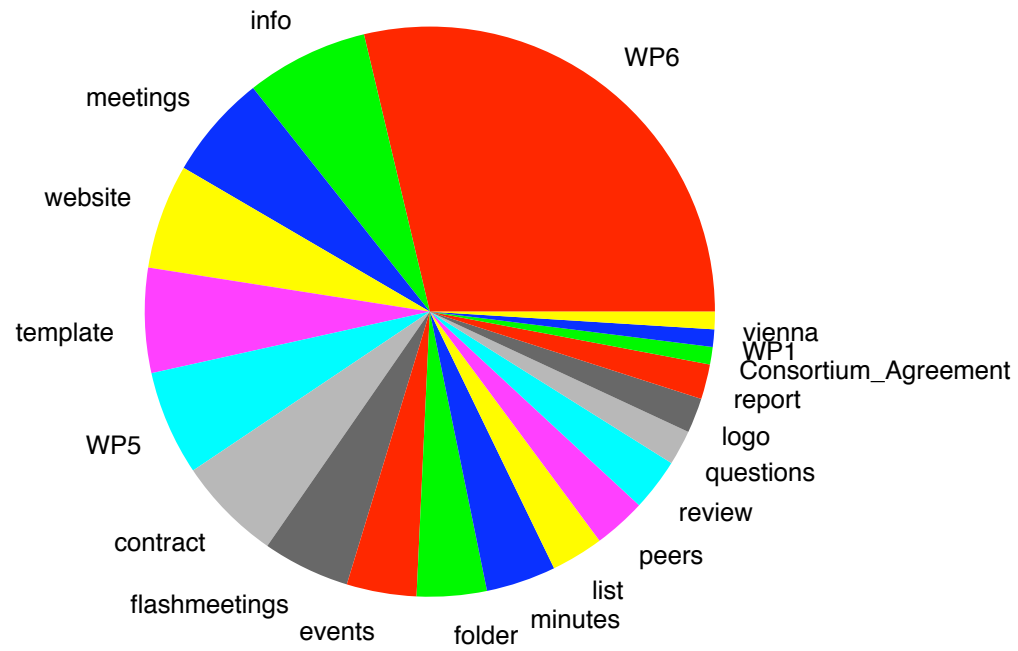
uniqueTagsPerUser



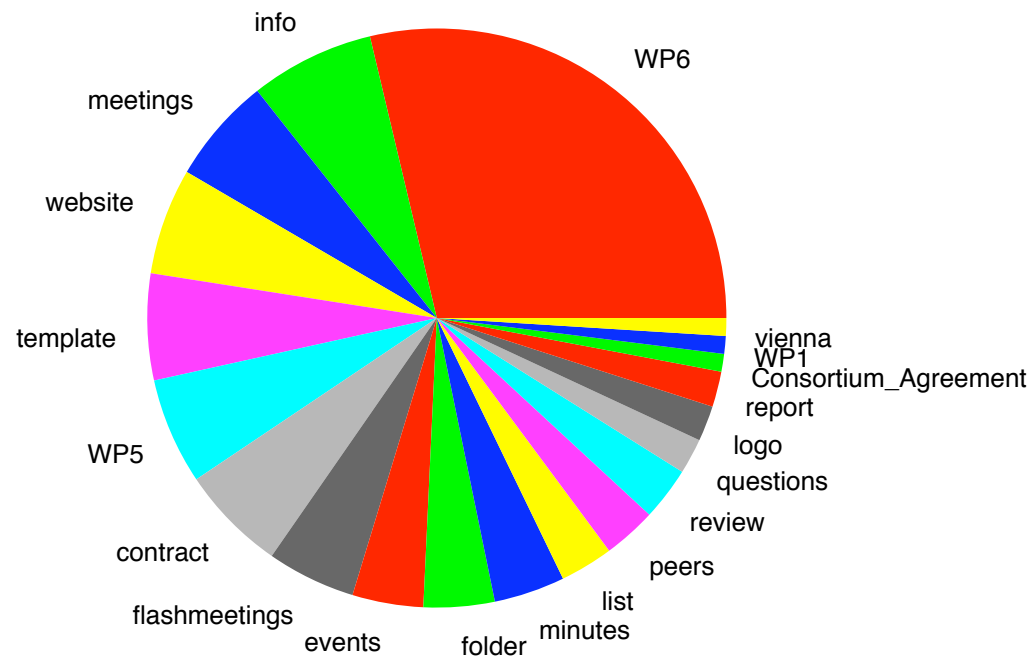
User22



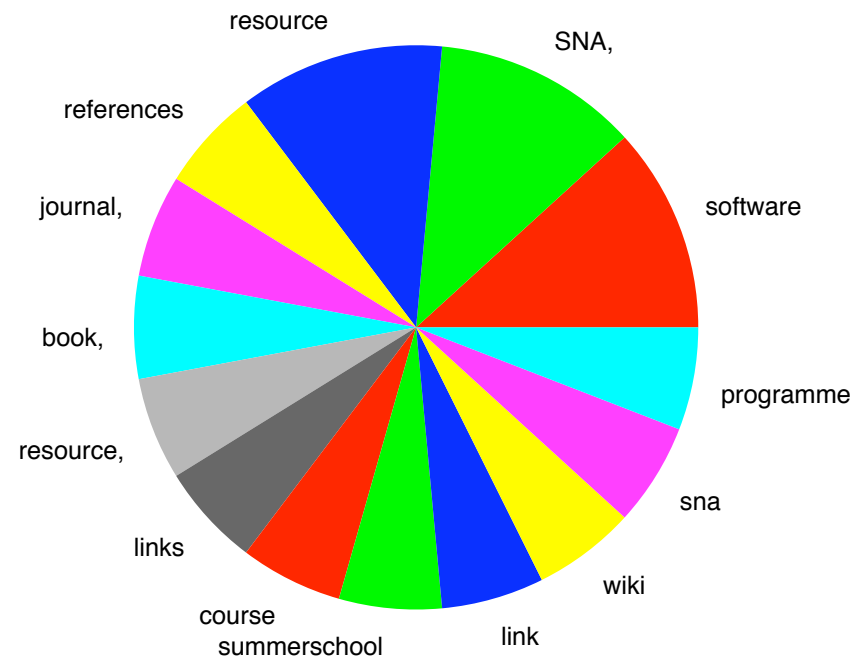
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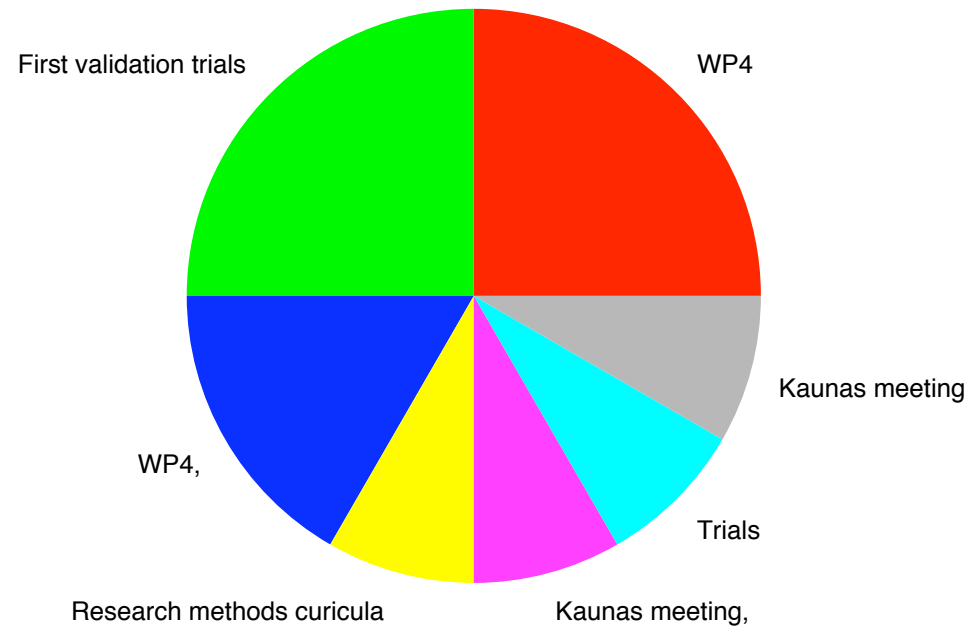
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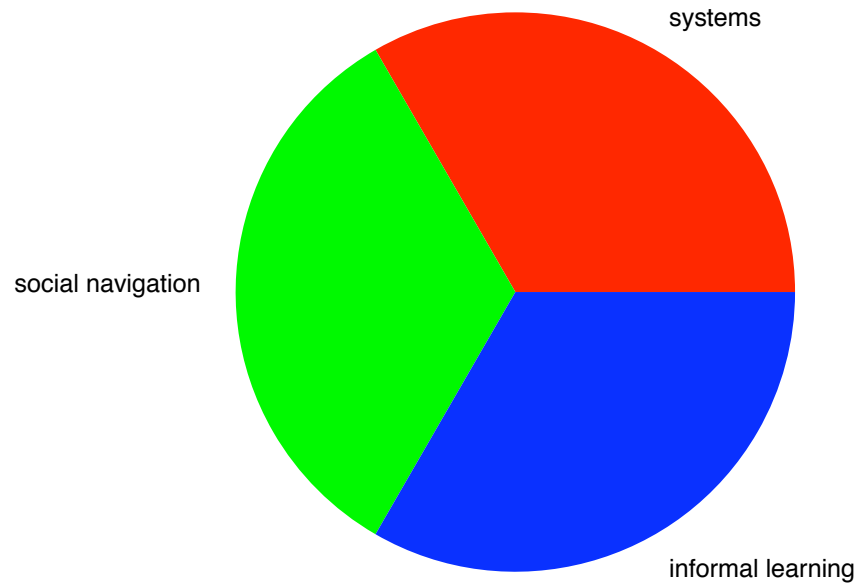
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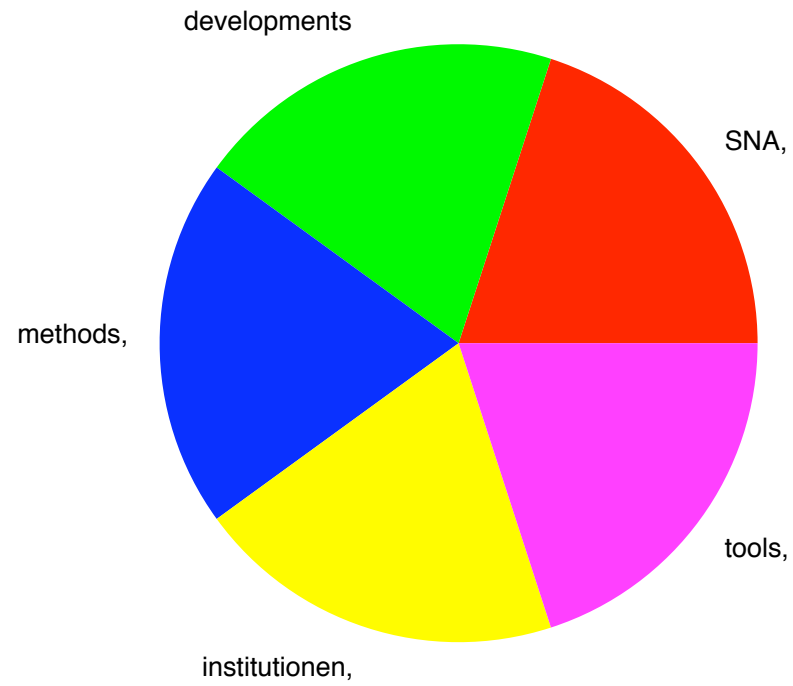
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User44

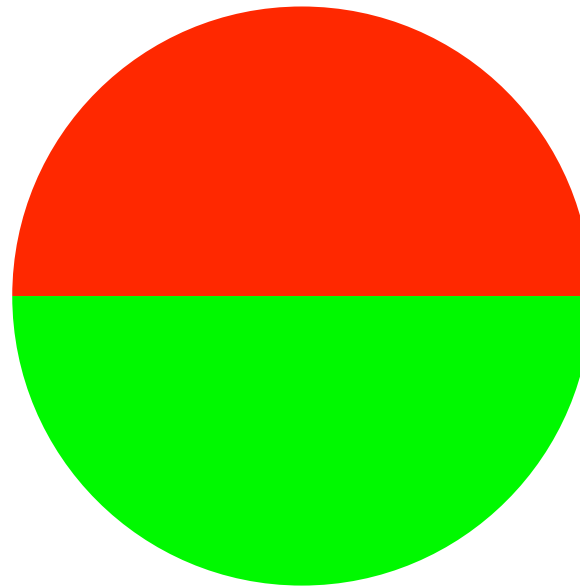


User82



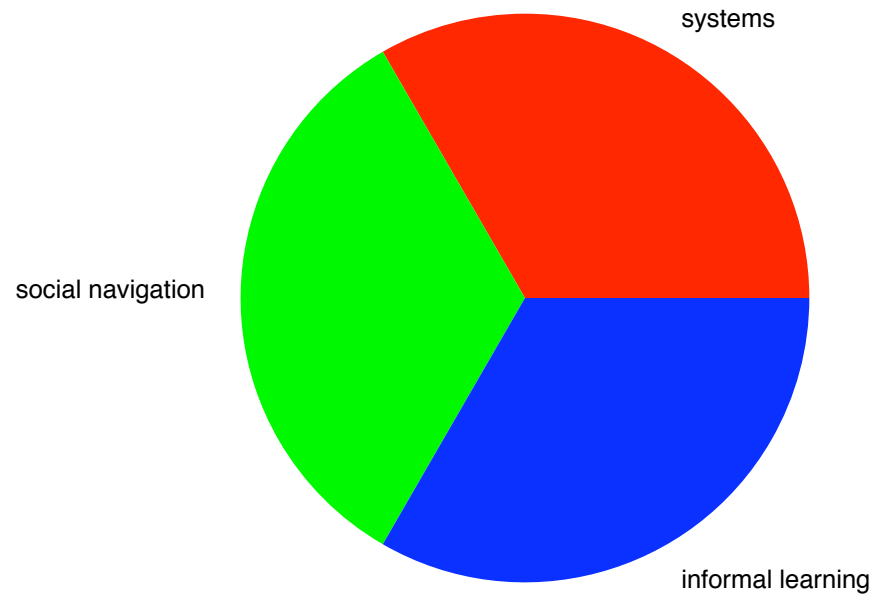
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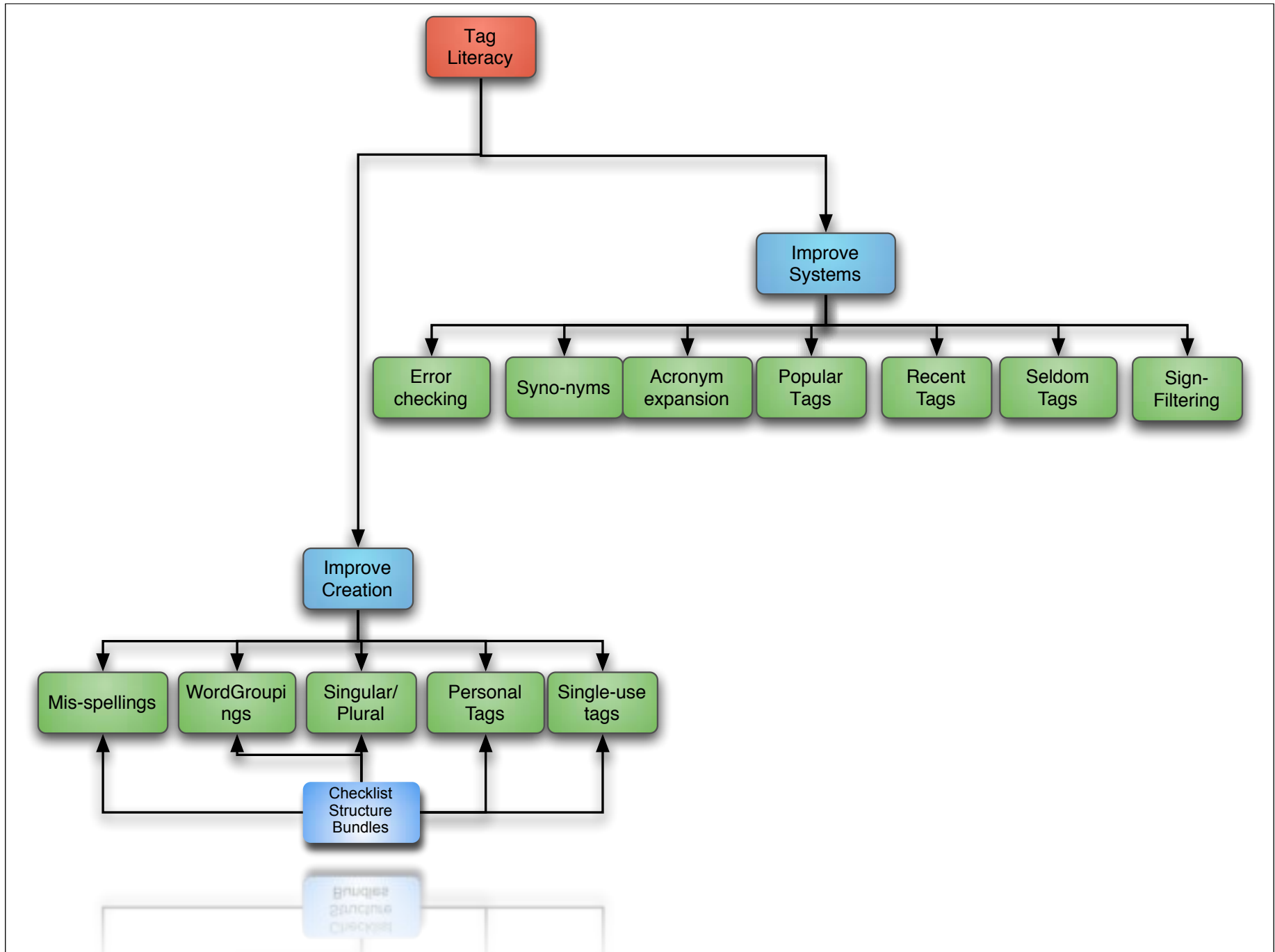
summerschool



PROLEARN

User97





Conclusions

- Tagging makes librarians of us (mass-amateurization)
- Tagging supports the creation of meaning, its organization and IR
- Tagging follows rules
- Meaning is created ex post and ex ante
- What we need:
 - automatic and rule-based creation of meaning
 - visualization for semantic navigation
 - interoperation between services (APIs)