

Cut me out!

:: Social Tagging ::

The Organization of Information [804]
Spring 2011

Folk: people in general



Taxonomy: practice of classifying plants and animals according to their presumed natural relationships

= Folksonomy

Tag: "anyword that defines a relationship between the online resource and the concept in the user's mind." (Kakali and Papatheodorou)

Presentation By:

*Katy Bogart
Jeanne Kliewer
Amanda Meeks
Visakha Seon
Betsy Summers
Patrick Wohlmüt*

History of social tagging

Social Tagging started even before De.lic.ious. when the site creator, *Joshua Schachter*, started with a small bookmarking site that featured interesting links in the late 90's. The site became overwhelmed with over 20,000 featured links so created a new site to add tags to organize the links. There was still so much traffic on this site that he saw a need to create something for everyone to store, bookmark, and tag their own sites and have the ability to share those with others; Delicious was born from this concept in 2003. Following Delicious, it became apparent that all digital content can be categorized and linked.

How tagging fits into Libraries

Marketing and outreach:
Allows libraries to post news and announcements to the library homepage, recommend resources, alert patrons of newly acquired materials and publicize or document events. Through these tools, libraries can reach a wider audience.

Multiple access points: By using social/personal tags in OPAC and LTFL it gives users more options for access points.

Libraries are moving in the direction of including tags in their cataloging system. Some already do [University of Pennsylvania], while others are formulating how this will be effective [Bibliocommons.com].

There are no guidelines or limits in place to control tag selection on many sites, and as most users tag for their own reference, tags may have only personal rather than wider relevance.

Often, tags are split with some users tagging with the individual word ["cat"] and others using the multiple form ["cats"].

Tags are also plagued by misspellings, homonyms, and other vocabulary control issues.

Limited history archive, not good for keeping track of lengthy interactions [specifically Twitter].

Drawbacks

Tag clouds on Library websites via the tagroll or linkroll features of Delicious, to guide users toward a wide array of resources.

Tags do not just organize information; they often encourage the creation of new information.

Librarians are using Delicious, twitter, library thing, youtube, flickr and CiteUlike to develop professional relationships between coworkers and within the broader LIS community by sharing links, resources, and ideas.

Benefits

Biblicommons

All-time most popular tags: design, blog, video, inspiration, free, google, travel
With over 150 new links saved per minute, Delicious is the original social book-marking site. Everyone and anyone can use Delicious to save and tag a link with any keyword they like, for personal reference and to share with others.

All-time most popular tags: Wedding, Party, Nikon, Nature, Travel

Flickr is a free photo and video sharing website. People can use up to 75 tags for each photo, allowing ease in searching and sharing. Even the Official White House photographer, Pete Souza, uses Flickr.



Twitter

Librarians for relevancy. The tags are sorted in Librarians for relevancy. The tags are created in Librarians for relevancy. The tags are created in Librarians for relevancy. The tags are created in Librarians for relevancy. The tags are created in Librarians for relevancy.



CiteULike is a free academic book-marking site that allows you to easily bookmark and share scholarly papers and articles. As a bonus, this program captures metadata to easily cite for your bibliography!

Flickr

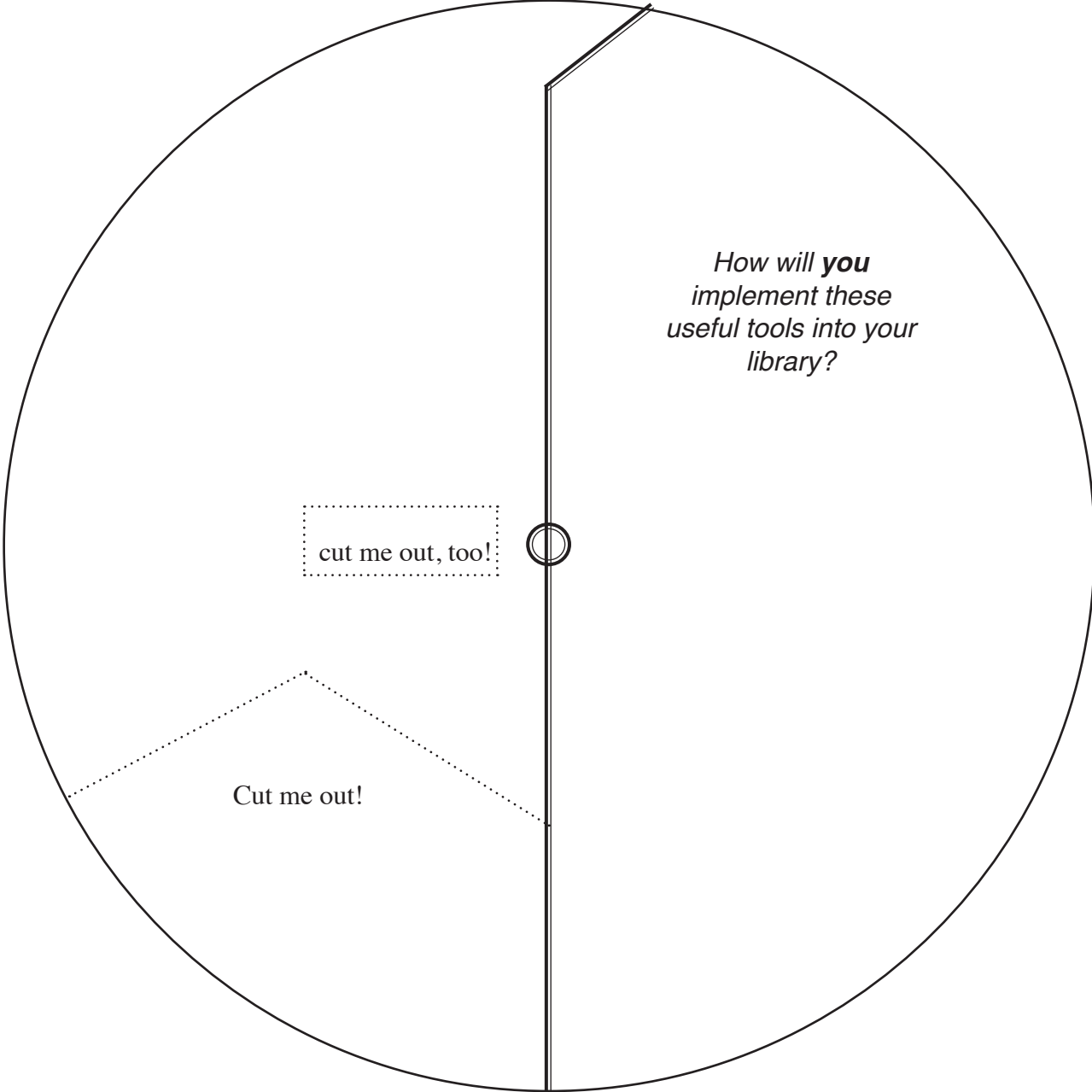
CiteULike

"Tagging Has Me All A-Twitter!" The tagging system on Twitter serves to separate out strands of content for easier perusal in a digitally "noisy" system. By using a system of context-marked tags, Twitter users can address messages to each other, create talking points and whole conversational threads, and even collaborate with each other.

BiblioCommons is a new system for libraries that replaces all user-facing OPAC functionality, allowing for faceted searching and easier user commenting and tagging. The system makes it easier for users to comment and tag items wherever they are in the catalog. It's much more user friendly than most library catalogs and incorporates many popular social networking tools.

Delicious

LibraryThing



*How will **you**
implement these
useful tools into your
library?*

cut me out, too!

Cut me out!