

Social tagging and communities of practice: Two case studies

Edward M. Corrado

Heather Lea Moulaison

BINGHAMTON UNIVERSITY
LIBRARIES

RUTGERS

10th International ISKO Conference

CULTURE AND IDENTITY IN KNOWLEDGE ORGANIZATION

MONTRÉAL
5-8 AUGUST 2008



Overview

- Communities of Practice (CofP)
- Code4lib social tagging study
- Tecktonic Killer social tagging study
 - Exo- and Endo-tagging
- Conclusions and further thoughts

Photo by Dru! on Flickr!

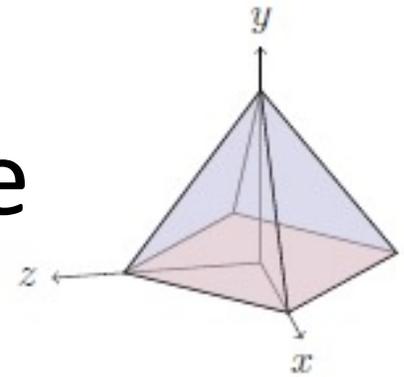


Communities of Practice



- A CofP communicates on a topic, learns together, & shares and generates knowledge
- “Groups of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly” (Wenger n.d.)
- Many different definitions (Hindreth & Kimble 2004)

Three Dimensions of Communities of Practice



- What it is about
 - a ***joint enterprise***; an identifiable domain of interest
- How it functions
 - the relationship of ***mutual engagement*** that binds members together (a community)
- What capability is produced
 - A ***shared repertoire*** of communal resources (practitioners, not merely observers)

(Wenger 1998)

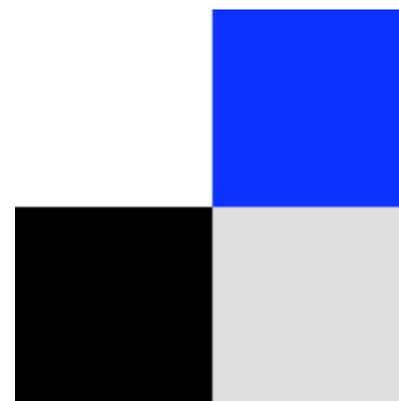
Code4lib as CofP

- Domain of Interest: Library software (mostly Open Source)
- Community: Systems librarians and computer programmers who develop library software and interact physically (conferences, ad hoc) and virtually (IRC, e-mail, blog aggregator, journal, etc.)
- Practitioners: Real world ideas are discussed, problems solved, and things learned



Social Tagging Within Code4lib

- Items tagged with 'code4lib' on del.icio.us are automatically shared:
 - On a Web page for the tag created by del.icio.us
 - On the Planet Code4Lib blog aggregator
 - On the Code4Lib IRC channel



Earlier Code4Lib Tagging Study

- Investigated tags made by 15 Code4Lib members
- Bookmarks tagged with `code4lib` (community) were compared with items bookmarked that did not include the `code4lib` tag (personal)
- Analyzed according to Golder and Huberman's (2006) 7 mutually exclusive semantic categories
- Only statistical difference found was the inclusion of the community tag

See Tonkin, et al. (2008) and Corrado (2007)

Golder and Huberman's seven semantic categories

1. Identifying what, or who, it is about (mathematics)
2. Identifying what it is (article, blog, book)
3. Identifying who owns it (via.edsu,from:code4lib)
4. Refining categories (red, 25, 100)
5. Identifying qualities or characteristics (stupid, funny)
6. Self reference (mystuff, mycomments)
7. Task organization (toread, jobsearch)



Methodology

- Selection: 10 sets of user tags assigned to Web sites tagged with 'code4lib' community tag
- Tag sets that included community tag and tag sets that did not include the community tag were analyzed



Results

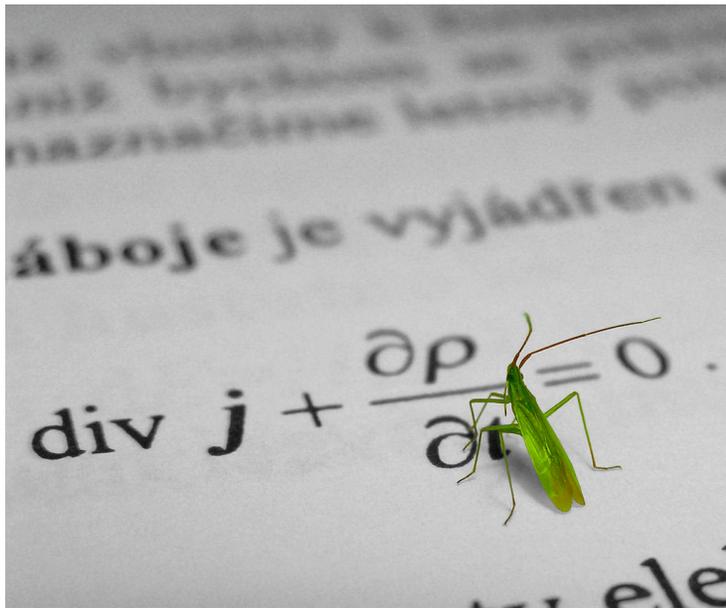


Photo by vojtesek on Flickr!

- Only statistical difference was the number of tags
- This may be explained by the inclusion of the community tag
- Supports results found in the earlier study of tagging in the Code4Lib CofP

Discussion

“Experts” tagging for “experts”?

- “Opensource,” “Open_Source,” and similar not used as much by Code4Lib community
- Open Source is a given for community members

Ownership

- Being a member of a CofP does not necessarily imply ownership
- Can small communities reach critical mass to develop interesting trends or folksonomies?



Tecktonik killer phenomenon: Analog and Digital aspects

*Offline: In the high schools and on
the streets*

Online: Video-sharing

- Homemade
- Materials shared on video sharing sites
- Advertisement of own skill
- Connecting with others in movement



mind-ambition.blogspot.com

BINGHAMTON UNIVERSITY
LIBRARIES

RUTGERS

10th International ISKO Conference

CULTURE AND IDENTITY IN KNOWLEDGE ORGANIZATION

MONTRÉAL
5-8 AUGUST 2008



Tecktonik killer on YouTube

Uploader contribution

- Video (dance and music)
- Textual explanation
- Tags

Visitor contribution

- Number of views
- Comments
- Favorites/Ratings

Jey-jey danse



[Jey-jey](#) as “dieu”

Tecktonik killer as CofP

- Domain of Interest: Techno music, dance, & competition
- Community: French counter-culture teenagers comfortable with technology
- Practitioners: Competitive and active members wishing to improve skills, receive and provide feedback

Idée de business sur internet: les cours de tecktonik en ligne

Par admin • 5 jan, 2008 • Catégorie: Micro-paiement



<http://www.webrevenus.fr/2008/01/05/idee-de-business-sur-internet-les-cours-de-tecktonik-en-ligne/>

The Tecktonik killer community as “normal” taggers

Study from October, 2007
(one month after the *Techno Parade*)

Examined

- Twelve videos posted on video-sharing sites



<http://www.flickr.com/photos/7791714@N08/1393315619>

Results

- Similar to “standard” online tagging/sharing behavior
- The French community in question has adapted to Web 2.0 in ways similar to other online communities.

Tagging as indexing?

Indexing

- Terms reflect (relative) *aboutness*
- Rules or guidelines for terms
- Supplied by author, intermediary, or machine

Social tagging

- Terms reflect *aboutness* and/or affective status
- Folksonomies in the vernacular
- Supplied by interested party: author, intermediary, user (human-supplied)

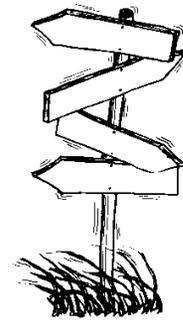
Endo-tagging in social networking sites

- Endo-tags (author tagging)
 - Social tags of one's own material
 - More tags make non-text resource more findable
 - Small investment to accompany larger work
 - Online advertisements
 - To other members of the community
 - To in-the-know outsiders
 - Tags resemble those of other uploaders/taggers

Exo-tagging in social networking sites

- Exo-tags (user tags)
 - Are social tags created by users of posted content
 - Succeed if they guide back to a previously-discovered online resource
 - Flag content of others for personal use
 - For self
 - For friends

Signposts instead of advertisements



Research Questions

- How is the indexing task approached differently by authors/uploaders (endo-taggers) and end-users or intermediaries (exo-taggers)?
- What new observations can we make five months after the 2007 TechnoParade?

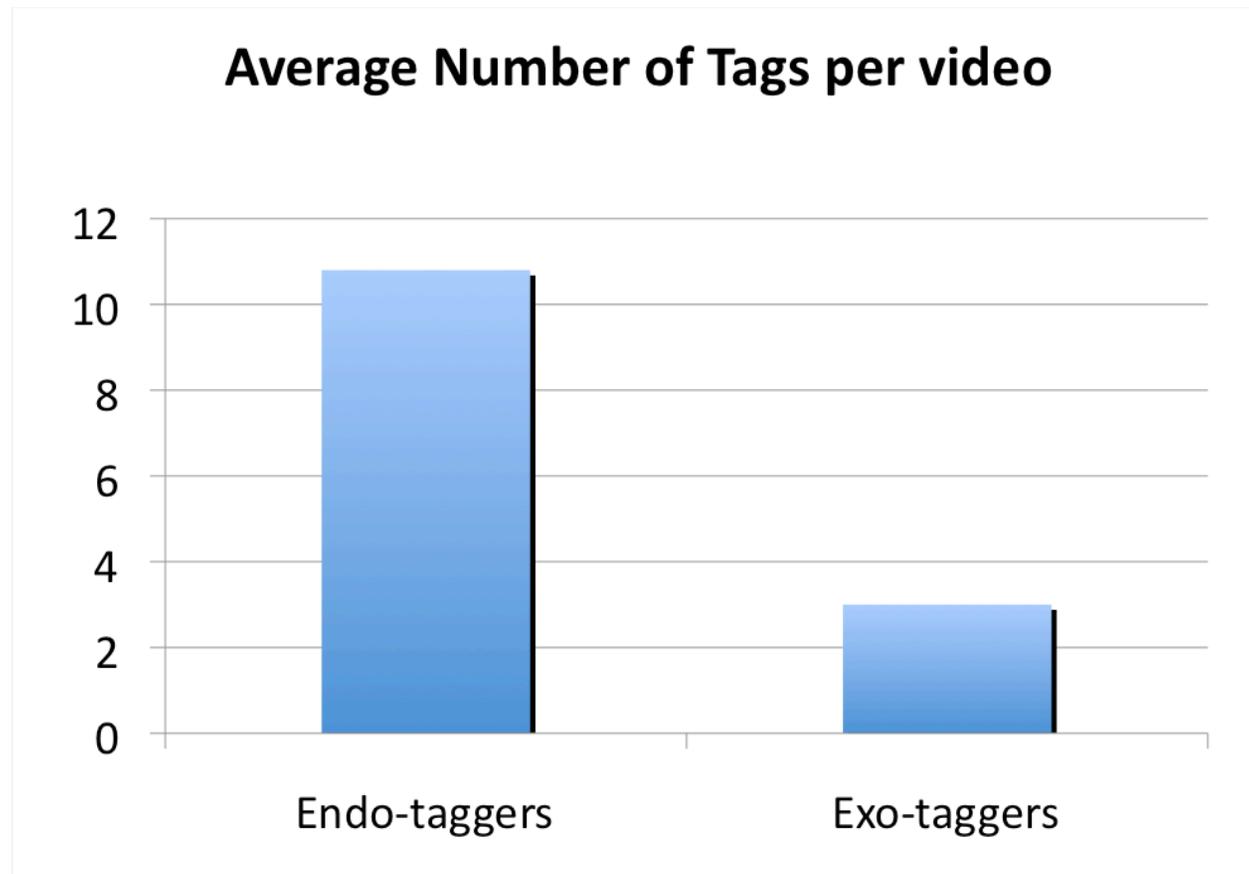
Methodology



kikiman.skyrock.com/

- Two primary alternate spellings (tecktonik, tecktonic) searched manually in del.icio.us
 - Exo-tags for 53 del.icio.us users
- Links followed to corresponding video
 - Endo-tags for 15 YouTube videos
- *Other data*
 - Number of times the video was viewed
 - Date video posted (for purposes of disambiguation)
- Limitations

Results



Discussion (1)

- Endo-taggers are advertising their work
 - Include copious amounts of metadata
 - “Reputation economy” (Anderson 2006)
- Exo-taggers are less invested
 - Perceived tagging for an individual (self or other) instead of a community
 - More likely to be casual or mocking
 - More likely to use English, other language



<http://www.flyawaycafe.com/>

Discussion (2)

- Language presents relevant cultural and community-based questions
 - Differences in the use of English and French
 - English as “internet language”
- Importance of the community
 - Core members ≠ casual observers
 - Advertising opens the work to positive and negative reactions

Conclusions and Future Studies

- Community taggers could be interviewed to understand
 - Personal status in the community
 - Politic for sharing
 - (Un)intentionally hiding from non-community members
 - French biblio-bloggers ‘hiding’ their activity
- Studies on larger data sets?
 - With small or emerging communities, it is not always possible to get a larger data sets
- Role of ownership in tagging

Thank you!

Merci!

Edward M. Corrado
ecorrado@ecorrado.us
<http://ecorrado.us>



Heather Lea Moulaison
heather.moulaison@rutgers.edu
<http://moulaison.net>

slides: ecorrado.us/scholarly/isko2008

Citations

- Anderson, C. (2006). *The long tail: Why the future of business is selling less of more*. New York: Hyperion.
- Corrado, E. M. (2007) Social Tagging: Community Tagging or Personal Tagging in Communities? Presented as part of panel: Corrado, Edward M., Kipp, Margaret, Zhang, Qiping, Moulaison, Heather Lea, Tonkin, Emma, and Pfeiffer, Heather D. (2007) *Tagging and social networks: The impact of communities on user centered tagging*. American Society for Information Science & Technology (ASIS&T 2007) Annual Conference.
- Golder, S. and B. A. Huberman. (2006). Usage patterns of collaborative tagging systems. *Journal of Information Science*, 32(2): 198-208. Retrieved September 30, 2007 from Web site: <http://www.hpl.hp.com/research/idl/papers/tags/>
- Hildreth, P. and C. Kimble (2004). *Knowledge Networks: Innovation through Communities of Practice*. London: Idea Group .
- Moulaison, H. L. (2007) Social Tagging in France: The Evolution of a Phenomenon. Presented as part of panel: Corrado, Edward M., Kipp, Margaret, Zhang, Qiping, Moulaison, Heather Lea, Tonkin, Emma, and Pfeiffer, Heather D. (2007) *Tagging and social networks: The impact of communities on user centered tagging*. American Society for Information Science & Technology (ASIS&T 2007) Annual Conference.
- Moulaison, H. L. (2008) Social tagging in the Web 2.0 environment: Author vs. User tagging. *Journal of Library Metadata*, 8(2):101-112.
- Saracevic, T. (2007). Relevance: A review of the literature and a framework for thinking on the notion in information science. Part II: Nature and manifestations of relevance. *Journal of the American Society for Information Science and Technology*, 58(13), 1915-1933.
- Tonkin, E., et al. (2008). Collaborative and social tagging networks. *Ariadne* (54). Retrieved March 13, 2008 from Web site: <http://www.ariadne.ac.uk/issue54/tonkin-et-al/>
- Wenger, E. (1998). Communities of practice: Learning as a social system. *Systems Thinker*, June 1998
- Wenger, E. (n.d.). Communities of practice: A brief introduction. Retrieved March 7, 2008 from Web site: <http://www.ewenger.com/theory/index.htm>