Social Tagging: Community Tagging or Personal Tagging in Communities?

Edward M. Corrado

Panel:
Tagging and Social Networks: The Impact of Communities on User Centered Tagging
(SIG TAG, SIG KM and SIG CR)

ASIS&T
23 October 2007
code4lib

- An “organic” self-selected community
- No official structure or leadership
- E-mail list
- Web site
- IRC (Internet Relay Chat)
- Planet code4lib blog aggregator
- Conference
- Journal
a (very) brief introduction to tagging with del.icio.us

photo from Beige Alert: http://flickr.com/photos/beigephotos/1510974843/
Welcome to the ASIST 2007 Annual Meeting Wiki! This space is available for conference participants to plan and discuss events at this year’s annual meeting. **Wiki is editable from hotel again!**

**Conference Program**

[Official ASIST Program](#) | [Conference Session Wiki Pages](#)

**Social Events**

[Birds of a Feather](#) | [SIG get-togethers](#) | [SIG events](#) | [Chapter get-togethers](#)
Welcome to the ASIST 2007 Annual Meeting Wiki! This space is available for conference participants to plan and discuss events at this year’s annual meeting. **Wiki is editable from hotel again!**

**Conference Program**

[Official ASIST Program](#) | [Conference Session Wiki Pages](#)

**Social Events**

[Birds of a Feather](#) | [SIG get-togethers](#) | [SIG events](#) | [Chapter get-togethers](#)
del.icio.us / ecorrado / by Edward Corrado

url: http://www.asis.org/wiki/AM07/index.php/Main_Page

description: Main Page - WikiAM07

notes:

tags: asist wiki conference co

suggestions: code4lib conferences confernce community copyright co-citation co-star coconut coffee color

your tags

2007 academic academic_libraries academic access accostic acquisitions acrl acrlnj acronyms africa airfare ala alabama alia amazon ANOVA antenna api apple archive archives arl art article artwork ascia asist asistsigtag audio australia ausweb backdoor background backpain backup basto bathroom beef beer bibexcel bibliographic bibliometric blog blogs blues book bookcover bookreview books brewery brewpub Britannica britishcolumbia brno broadcasting browser buffalo business
• “A collection of favorites”
• Primarily a way to save your bookmarks on line
• Can also:
  – Share
  – Tag
  – Discover
• Folksonomy
code4lib: sharing bookmarks

Philosophers' Café | Continuing Studies | Simon Fraser University
Comfortable surroundings for vibrant street level discussions on burning issues of the day. No formal philosophy training required; real life experience desired. Come early, stay late. Philosophers' Cafes are organized by Interdisciplinary.

by ecorrado to community local sfu philosophy code4lib ... saved by 7 other people ... 1 hour ago

LISNews.org | Open Source ILS Market Penetration
by inkdroid to code4lib even green koha opensource ... saved by 11 other people ... 11 hours ago

DBSlayer - Trash
"The DBaccesslayer aka DBSlayer aka Slayer (as we like to call it when we're feeling ironically heavy metal) is a lightweight database abstraction layer suitable for high-load websites where you need the scalable advantages of Connection.

by technosophia to databases apis json http code4lib oss code in:NYTimes ... saved by 333 other people ... 18 hours ago

SWORD APP Profile 1.0 - DigiRepWiki
SWORD profile goes 1.0
by technosophia to atom interoperability sword repositories code4lib apis ... saved by 4 other people ... 20 hours ago

Internet Archive: Details: MARC Records from Scriblio 2007
by esperr to exploding_opac marc bibliographic_records code4lib ... saved by 12 other people ... 20 hours ago
October 16, 2007

del.icio.us

Philosophers' Café | Continuing Studies | Simon Fraser University

Comfortable surroundings for vibrant street level discussions on burning issues of the day. No formal philosophy training required; real life experience desired. Come early, stay late. Philosophers' Cafés are organized by Interdisciplinary.

by ecorrado at October 16, 2007 12:22 PM

Bisson, Casey

Not Just Hip

When a writer goes looking for young Turks (my words, not Scott's), you should expect the story to include some brash quotes (writers are supposed to have a chip of ice in their hearts, after all). On the other hand, we're librarians, so how brash can we be? Scott Carlson's Young Librarians, Talkin' 'Bout Their Generation [...]

by Casey at October 16, 2007 11:15 AM

Powell, Andy and Johnston, Pete

Andy is ...

... writing this blog entry (obviously).
IRC

“Bot” displays news from planet code4lib

welcome to #code4lib - post access blues week - http://code4lib.org

10:41 < pmurray> safari++
10:43 < jtgorman> jaron: hh, between O'Reilly books and our generous (for profs) reserve policy, lately I've been finding myself mostly doing ILL/inter-consortium borrowing

10:43  * ecorrado sad that code4lib is down
10:43 < ecorrado> code4lib.org, that is
10:44 < jtgorman> I'd wager somewhere between 70% to 90% of the books I end up wanting to read are on reserve
10:45 < ecorrado> I read books about mathematics. They seem to always be available on the shelf
10:45 < ecorrado> math doesn't seem to be a hot topic here
10:48 < zoia> New news from code4lib: del.icio.us: Irssi - The client of the future <http://irssi.org/> | | Bigwood, David: When to Create a New Record
<http://www.dynamicorange.com/blog/archives/random-thought/lost_found.html> | | del.icio.us: Umlaut Installation - Main - Umlaut
<http://umlaut.netcipia.net/xwiki/bin/view/Main/Installation>

10:50  !-! willkurt [n=wkurt@dhcp33-073-130.bbn.com] has left #code4lib []
10:50 < jtgorman> ecorrado: I'd wager about 1% of my reading is about math ;)
10:50  !-! willkurt [n=wkurt@dhcp33-073-130.bbn.com] has joined #code4lib
10:50 < jtgorman> ecorrado: seriously though, even engineering topics are a pain to get since the engineering school is so big here
10:50 < ecorrado> jtgorman: that is more than most]
social (definition)

Adj.
1. a. Living together in **communities**.
   b. Of or relating to **communal** living.
   c. Of or relating to human **society** and its modes of organization: social classes; social problems; a social issue.

2. Living together in **organized groups** or similar close aggregates: Ants are social insects.
3. Involving allies or members of a **confederacy**.
4. Of or relating to the upper classes.
5. a. Inclined to seek out or enjoy the company of others; sociable.
   b. Spent in or marked by friendly relations or companionship.
   c. Intended for convivial activities.
6. Of, relating to, or occupied with matters affecting human welfare: social programs.

Noun
An informal social gathering, as of the members of a church congregation.
in other words...

• It takes into account so form of:
  – Community
  – Commune
  – Confederacy
  – Organization
  – etc.

Photo by mcav0y: http://flickr.com/photos/mcav0y/451448348/
Are people really tagging socially?

- Do people think “Social” when tagging?
- When people are actively tagging for a community, does it change the types of tags they use?
- If not, is it really “Social” tagging?”
Golder & Huberman's 7 kinds of tags

- Identify what (or who) it is about
  - Topics/usually common nouns (dog, cat, linux)
- Identifying what it is
  - Kind of thing (article, blog, book)
- Identify who owns it
  - Based on who owns/created bookmark (via.inkdroid, from:john)
- Refining categories
  - Numbers, colors (20, black)

kinds of tags (con't)

- Identifying qualities or characteristics
  - Similar to Kipp's affective (emotional) tags
  - (funny, cute, stupid, crazy)

- Self reference
  - Tags beginning with my, such as mystuff, mycomments

- Task organizing
  - Similar to Kipp's time and task related tags
  - (toread, jobsearch, @todo)

methodology

You're Not Special - Tennant: Digital Libraries - Blog on Library Journal

save this
to via:code4lib cataloging blogs code4lib ... saved by 2 other people ... on june 19

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Inkdroid</td>
<td>Code4lib</td>
<td>21</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Non</td>
<td></td>
<td>26</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>Anarchivist</td>
<td>Code4lib</td>
<td>39</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Non</td>
<td></td>
<td>26</td>
<td>8</td>
<td>2</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Eby</td>
<td>Code4lib</td>
<td>11</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Non</td>
<td></td>
<td>16</td>
<td>7</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Technosoph</td>
<td>Code4lib</td>
<td>41</td>
<td>5</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Non</td>
<td></td>
<td>38</td>
<td>4</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Inkcow</td>
<td>Code4lib</td>
<td>23</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Non</td>
<td></td>
<td>27</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Keyvowel</td>
<td>Code4lib</td>
<td>25</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Non</td>
<td></td>
<td>44</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Jaydatema</td>
<td>Code4lib (5)</td>
<td>7</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Non</td>
<td></td>
<td>13</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Total Bookmarks: **265** (115 w/ code4lib; 150 without)
Total Tags: **872**

Average # Tags per bookmark with code4lib tag: **3.70**
(2.704 if code4lib tag is ignored)

Average # Tags per bookmark without code4lib tag: **2.97**
findings / discussion

• It appears that individual users may use different types of terms when tagging for the community

• Overall, no significance found relating to the types of tags (Wilcoxon Signed-Ranked Test)

• The difference in the number of tags used, however was significant ($\alpha = 0.01$)

• More study needed
  – Near misses on significance
  – Larger dataset
Social Tagging: Community Tagging or Personal Tagging in Communities?

Edward M. Corrado

Thank You!

www.tcnj.edu/~corrado
corrado@tcnj.edu