

Lesson 3 - Social networking: Tagging

Objectives:

1. Noticing tags
2. Tagging in Delicious
3. Alternative network searches

There are two ways that tags can be applied to blogs and other content that has RSS feeds.

1. The **creator** of the RSS-enabled content sets tags that he or she thinks are appropriate to the material in that content.
 - This allows others to find that material using search tools that aggregate on tags
2. **Viewers** of content can tag any web content that appears in a browser at social bookmarking sites such as **Diigo** or **Delicious**
 - This allows others to find that material by browsing those social bookmarking sites, which aggregate bookmarks on tags

3.1 Noticing tags

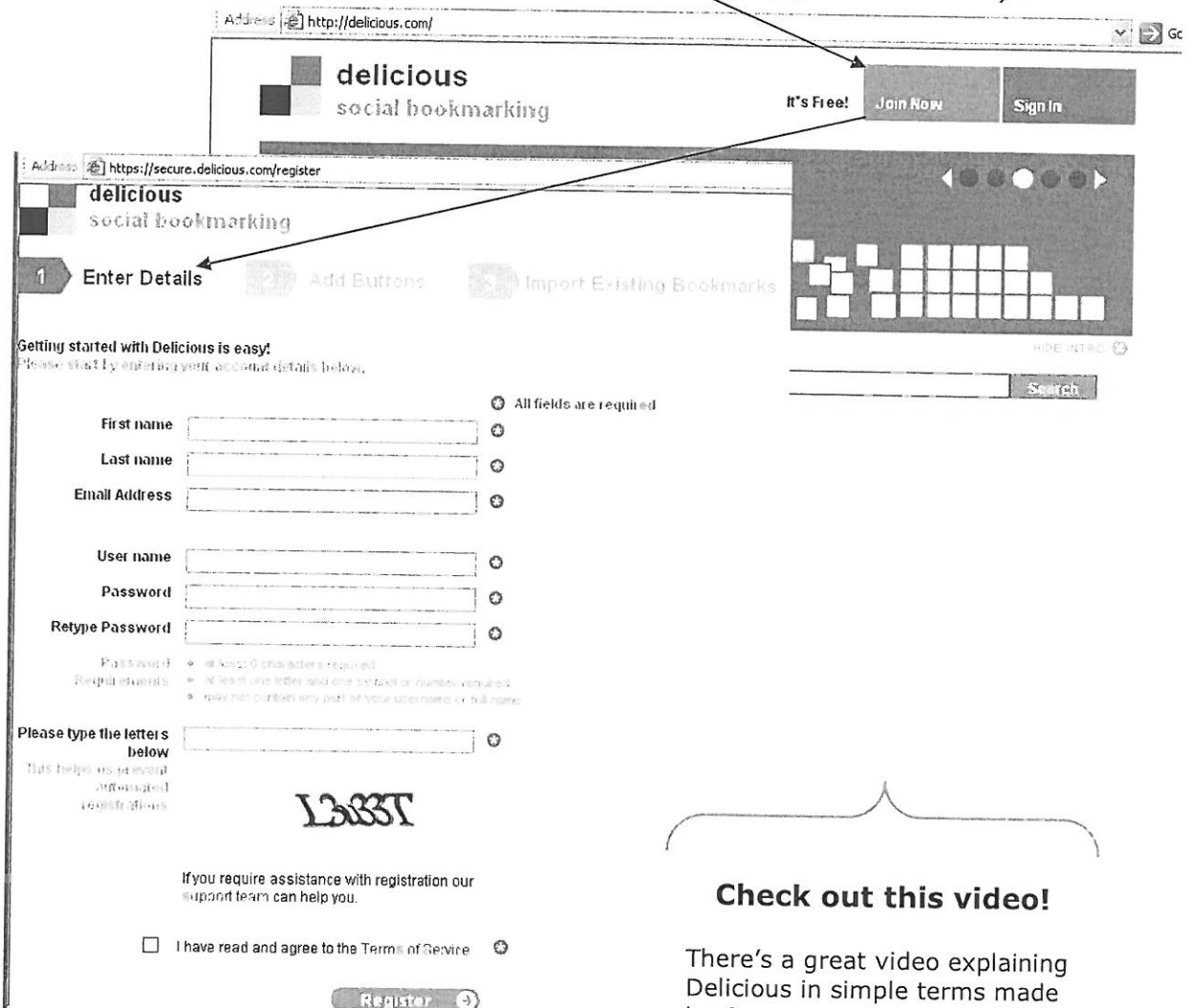
Let's get an idea of what tags people in your field are using by looking at some of the blogs you've explored and see how postings there are tagged.

Go to a few of your favorite postings and find the tags the authors made for those postings. Write them here.

<i>Name of Post</i>	<i>Tags used</i>

3.2 Social bookmarking by tagging in Delicious

<http://Delicious> lets you save your bookmarks to your account wherever you happen to be on the Internet. To use it you have to **JOIN** (open an account).



The simple form is easy to fill out.

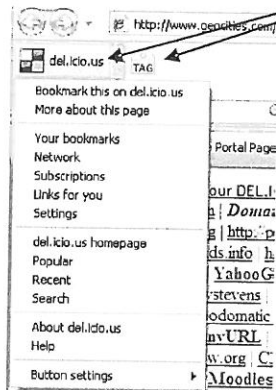
Check out this video!

There's a great video explaining Delicious in simple terms made by Commoncraft:
<http://www.commoncraft.com/bookmarking-plain-english>

If your English is not so good, hit the pause button at the end of each sentence and think about what was just said before playing the next one.

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Once you are registered you need to install two useful buttons to your browser toolbar. At many computers at the PI, you should find these buttons already installed. They look something like this:

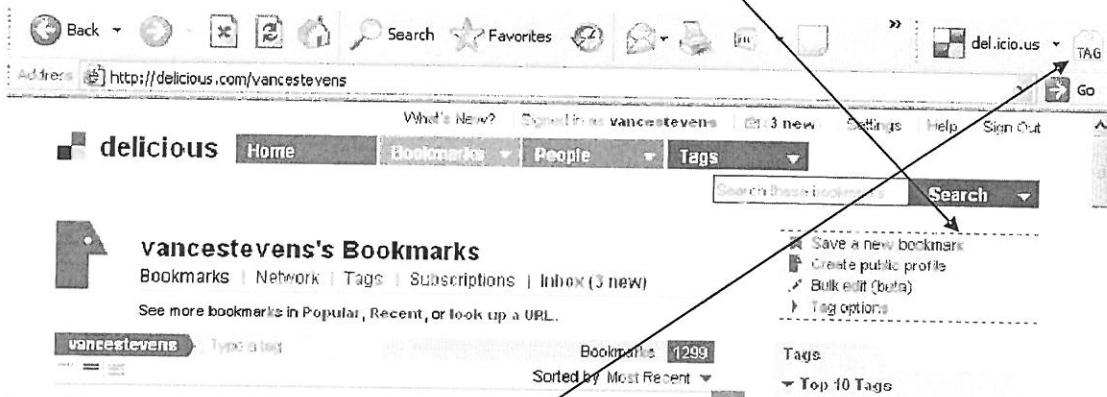


When you visit a website you want to bookmark you can use the first button to see your account and the second to **tag** sites.

If you are using a browser where these buttons are not installed, you can use the facility anyway. For example, if you want to see your bookmarks, you can type a URL ending in your user ID (like this one, only replace your user ID with the one given here).

<http://Delicious/vancestevens>

If you want to tag a site but have no buttons for *Delicious* in the toolbar, you can log on to your account and find a small POST link where you can copy in the URL you are trying to tag.



But if there is already a TAG button in the toolbar, you simply log on to your account at Delicious, surf as you would normally, and when you find a site you want to bookmark, just TAG it.

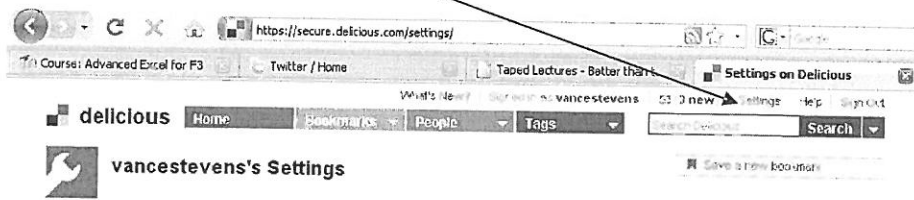
What is a tag? It's a one-word description, or as many words as you can think of, to help you remember what the site is about.

This "tag cloud" shows a few tags in Delicious. Size and color represent how often sites are tagged using that tag term.

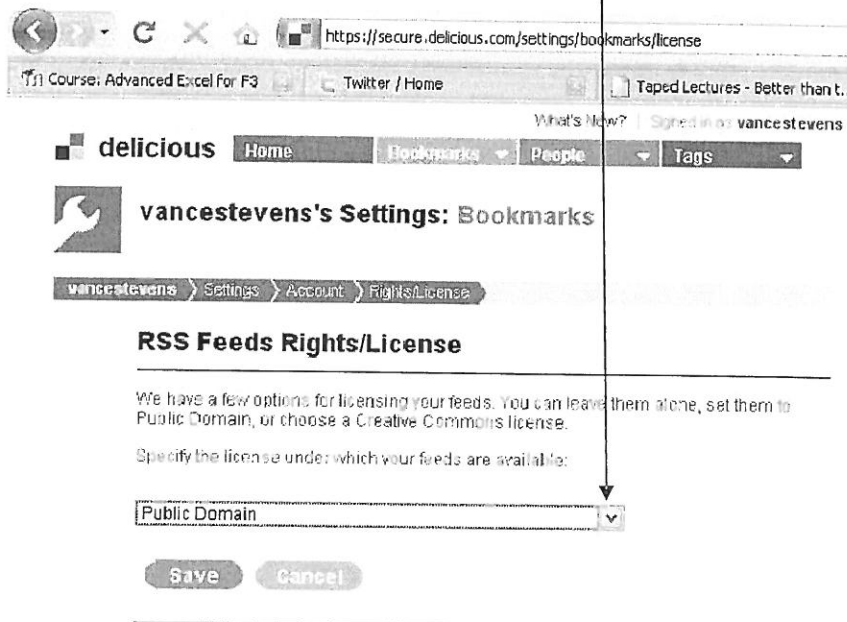
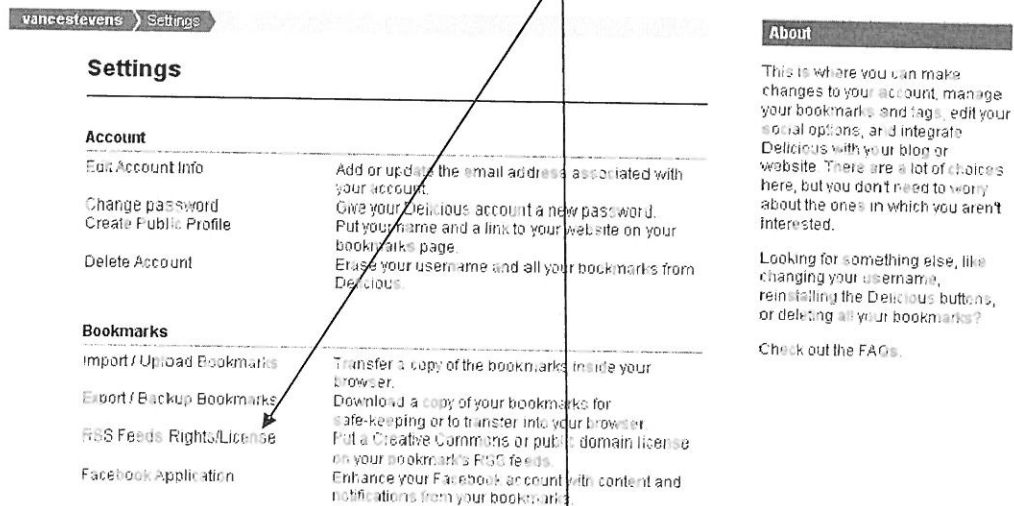
mlearning	mobile	mobile_learning
mobilelearning		mobiletechnology
mobilemtnis	moderators	mobilezitter
moneymaking	mongolia	moodle
moonwalkingbear	montezabarin	motionparade
moti_neurs	movable_type	novobeltys
moz	mozilla	mp3
multicultural	mp3directCut	mp4
multimedia	multiliteracies	multitask
multitouch	multimemberships	multitasking
Musandam	MUSIC	Musicbridges

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In order to participate in Social Bookmarking, you have to make your bookmarks available to others by making them **public**. Start with Settings ...



You need to adjust your RSS feed license: Set it to Public Domain and click SAVE.

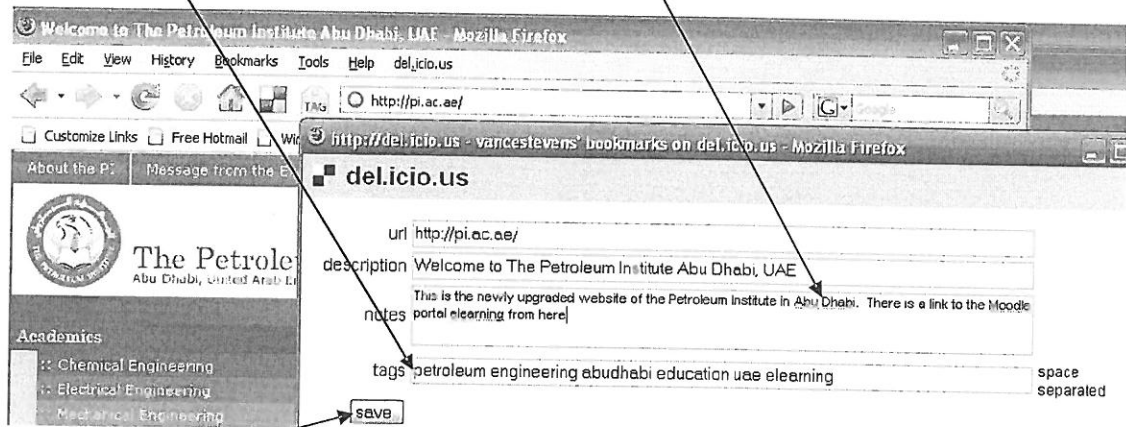


If you wish, you can save some bookmarks as private when you use the system later.

3.3 Saving and exploring YOUR bookmarks

To see how this works, let's visit the PI website and TAG it. Browse to <http://pi.ac.ae>

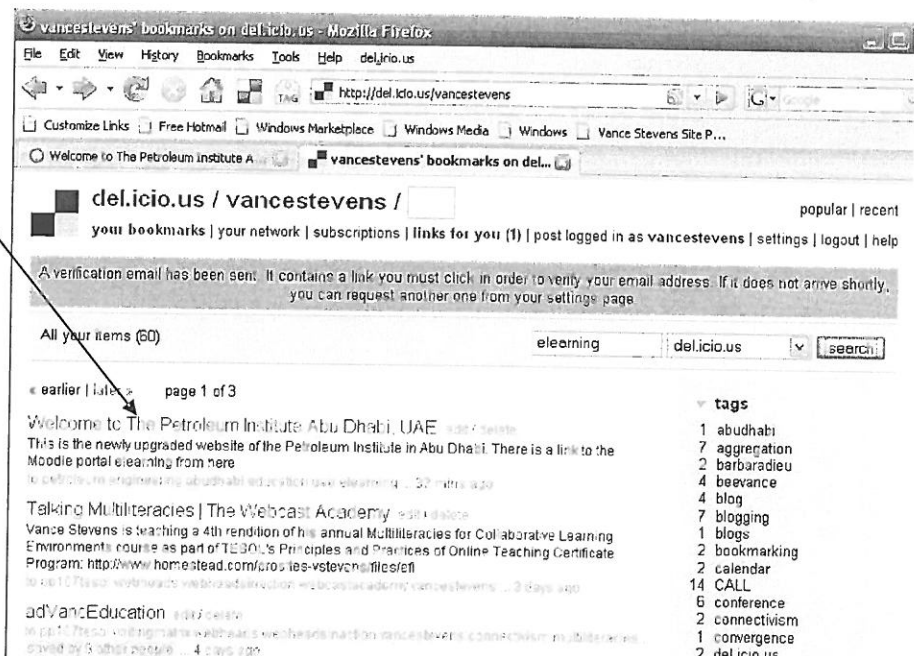
- Here, you can write a short description of the site, a few words to help you remember what you found there, or copy some text from the site itself (highlight text at the site before clicking TAG and it *might* appear here).
- For tags, you can use ones like those in the example or make up your own.



When done, save your bookmark.

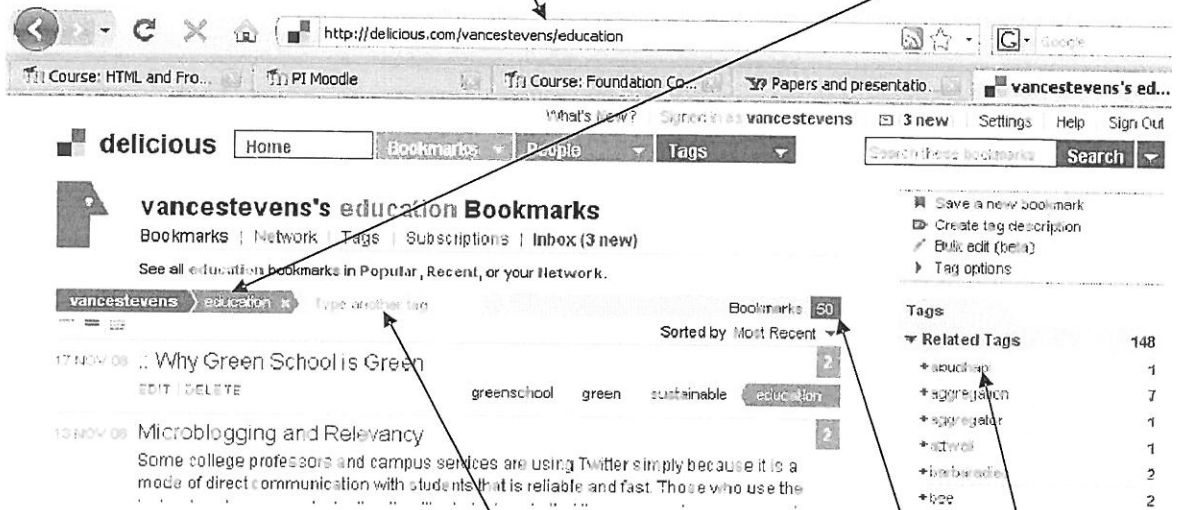
Now let's see what it looks like at your account, and learn about what information you can get about *who else* is tagging sites you bookmark, and what tags *they* are using.

Log on to your Delicious account.
Find the bookmark you just created.
 Here, it appears at the top of a list of all bookmarks created by user 'vancestevens' (because it's the most recent one created):

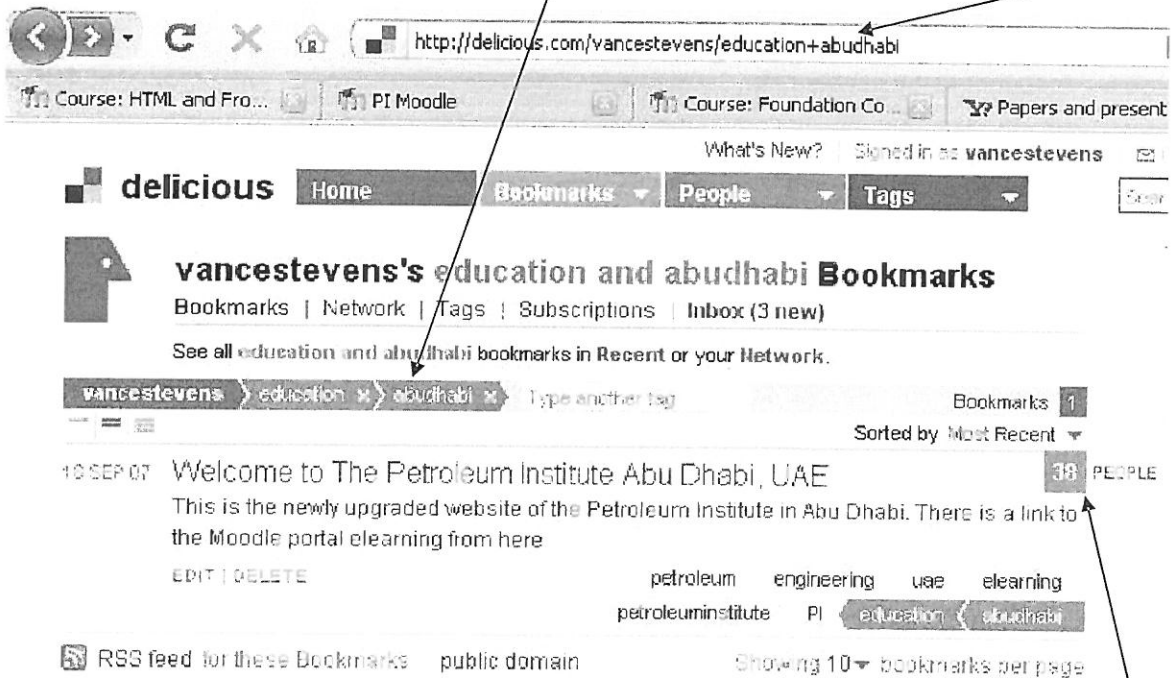


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However, the PI web site won't be the first shown for long. If I want to find it again I can track it down through its tags. For example, perhaps I can remember that it was among some sites I tagged 'education' I can either write education next to my account name here, or add it after my account URL



But I don't see my bookmark to the PI site yet. It's one of 50 sites I tagged 'education.'. At right I see other tags I've used with 'education'. Abu Dhabi is one. I can click on it in the list, or add it here, or even add it directly to the URL.



Notice the number in blue to the right of each entry. If I put my mouse on it, it turns green and indicates (in this case) that 38 other PEOPLE have tagged this site.

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When you click on the PEOPLE link it tells you who else has tagged this site using your tag terms, and what other tags they have used:

The screenshot shows a Delicious bookmark page for the website 'The Petroleum Institute Abu Dhabi, UAE' (www.pi.ac.ae). The page is viewed from the user's perspective, showing their own bookmark and a list of other users who have bookmarked the page. The bookmark is dated 18 SEP 07 and includes a note: 'This is the newly upgraded website of the Petroleum Institute in Abu Dhabi. There is a link to the Moodle portal elearning from here'. The bookmark has several tags: petroleum, engineering, abudhabi, education, uae, elearning, petroleuminstitute, and PI. To the right, there is a 'Tags' section showing the 'Top 10 Tags' used by other users: uae (16), engineering (16), education (15), petroleum (14), elearning (14), pi (13), abudhabi (13), universities (2), uae.edu (2), and musch (1). The page also has a 'History' section showing other users' bookmarks for this page, such as one from 22 MAY 08 by a.albraiki and another from 01 MAR 08 by moalimansoori.

3.4 Searching OTHER PEOPLE's bookmarks

I can also see sites that other people have tagged education+abudhabi at Delicious. To see this I shift from viewing *my account* to viewing *everyone's tags* by clicking on RECENT.

The screenshot shows a Delicious search page for the tags 'education and abudhabi'. The page title is 'vancestevens's education and abudhabi Bookmarks'. The search results show a list of bookmarks for this combination of tags. The first result is the same bookmark as in the previous screenshot, dated 18 SEP 07, with 38 people having bookmarked it. The page also shows navigation links for 'Bookmarks', 'Network', 'Tags', 'Subscriptions', and 'Inbox (3 new)'. The search filters are set to 'education' and 'abudhabi', and the results are sorted by 'Most Recent'.

This shifts me from looking at **my tags** on a topic, such as:

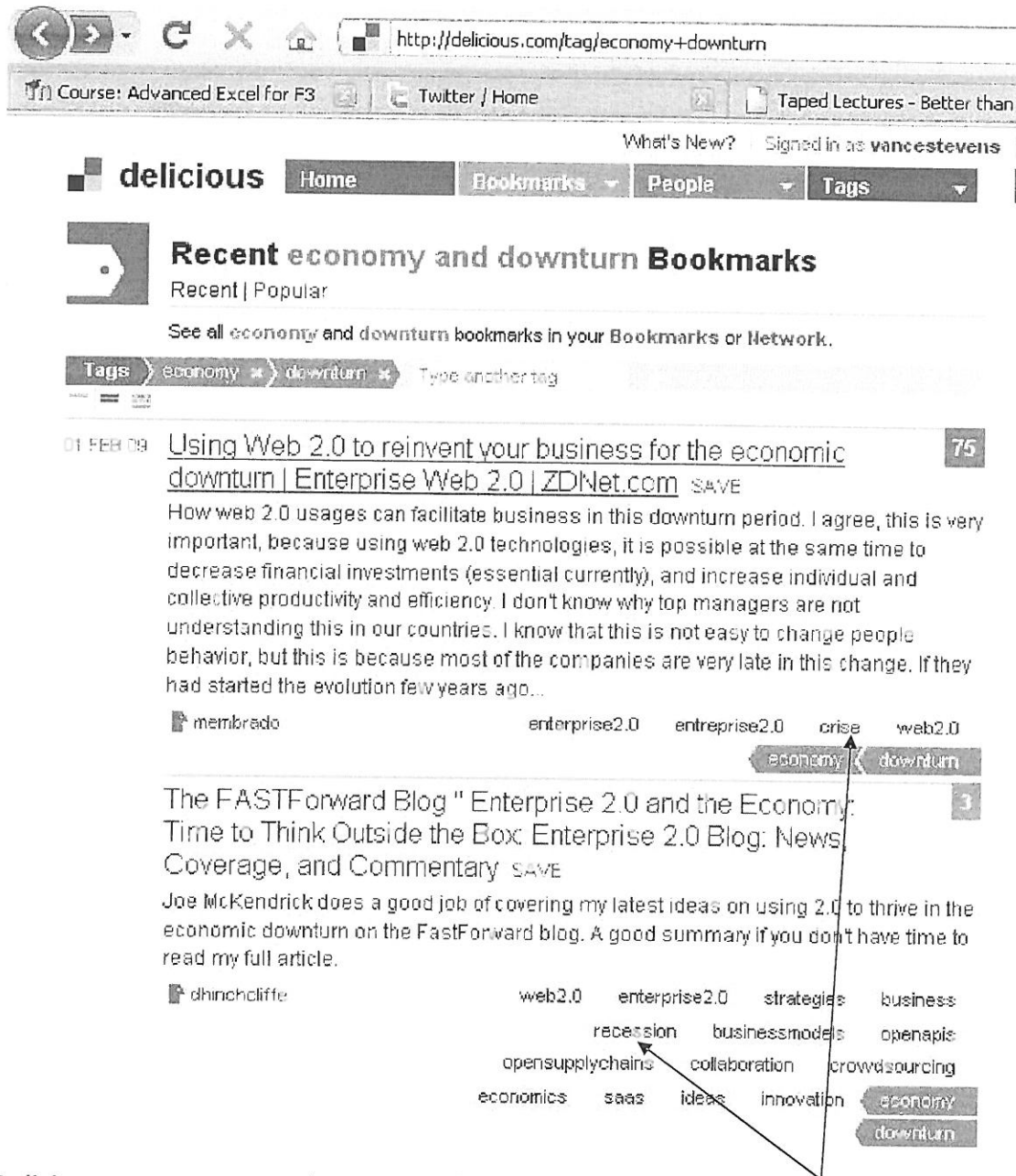
- <http://delicious.com/vancestevens/education+abudhabi>

To looking at everything on that topic that **anyone has tagged** in Delicious

- <http://delicious.com/tag/education+abudhabi>

So this is more like an Internet search on a set of tags. It shows us sites that other people thought were important for this combination of tags.

Suppose for example that we want information on the recent economic downturn impacting everyone worldwide in early 2009. We can search everyone's tags for words like 'economic' or 'economy'. We can **narrow** our search by adding the term 'downturn'.



Delicious can recommend some articles and also suggest some other search terms we might try in addition or in place of those we've tried already.

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It might be that certain *combinations* of tags might not be used by anyone on Delicious. In that case you can try searching the site. If you reach a dead-end on a tag search, Delicious will offer some suggestions, including doing a site search (as opposed to a tag search).

For example, suppose you try searching for the combination of tags economy+downturn+dubai

The screenshot shows the Delicious website interface. The browser address bar displays the URL: `http://delicious.com/tag/economy+downturn+Dubai`. The page title is "Recent economy, downturn and Dubai Bookmarks". Below the title, it says "Recent | Popular" and "See all economy, downturn and Dubai bookmarks in your Bookmarks or Network." The search bar contains the tags "economy", "downturn", and "Dubai". A message states: "There are no bookmarks with these tags used together saved by at least 2 or more people." To the right of this message is a dropdown menu with options: 1, 2, 5, 10, 25. Below the message, there are three suggestions: "Try checking Recent bookmarks for each tag individually:" followed by buttons for "economy", "downturn", and "Dubai"; "Check your spelling."; and "Search Delicious:" followed by a search bar containing "economy downturn dubai" and a "Search" button.

You can try entering your search terms in a *Delicious site search*. You can also expand or narrow the search results by setting the *number of people* who have used this combination of tags you are searching on. Also you can check the tags you are searching on *one by one*, or *removing search terms from here*.

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Here's the search result for 'economy downturn dubai'. Again you can find *suggestions for keywords* to continue your search, and you can see what *other people* who have tagged these sites have tagged in addition to this site..

delicious Home Bookmarks People Tags

Searching Everybody's economy, downturn and Dubai bookmarks for:

economy downturn dubai Search

Search all of Delicious for "economy downturn dubai"

No results from My bookmarks

Also try searching your Network's bookmarks

Everybody's bookmarks 3 results - show more detail

The Downturn Hits Dubai - BusinessWeek **SAVE** 3
First saved by: farhan725 finance globalization horror economy dubai

The Downturn Hits Dubai **SAVE** 2
First saved by: Gavrillo crisis business credit eads dubai

The Downturn Hits Dubai - BusinessWeek **SAVE**
First saved by: nahmisaran abudhabi debtcrisis debtrizing desertstorm dubai

Everyone's Related Tags

dubai abudhabi eads finance economy

Something else of use here is a link to other tags Delicious thinks might be *related* to the search you are trying to perform.

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Sometimes it is particularly interesting to see who else has tagged a site, and explore some of the tags that person has associated with the topic.

For example, consider the sites I have tagged 'education':

Here, it is indicated that 24 other users have tagged this site **education** as I did. Clicking on this link expands information on it. From here I can explore the accounts of others with similar interests as mine, and I can see what other tags they used to help them describe this site (and also, not shown here, their descriptions of this site).

User	Tags
28 OCT 08 cgerdes1	Web2.0
23 OCT 08 vancestevens	web2.0, campustechnology, education, criticalmultiliteracy, multiliteracies
20 OCT 08 michelle.farley	article, campus_technology
18 OCT 08 ggrosseck	web2.0, education2.0
17 OCT 08 lmalita	web2.0, Education
radical.librarian	web2.0, technology, teaching, resources, education, pedagogy, learning

This kind of exploration is particularly interesting if the site you have tagged is your own!

3.5 Some alternative search techniques

There are many ways besides using a standard search engine to search topics on the Internet. **Try these searches (NOTE the “” marks)**

Fill in the number of hits:

Search term	Search engine	Hits
Petroleum engineering	http://www.google.com	14,600,000
“Petroleum engineering”	http://www.google.com	1,520,000
“Petroleum engineering”	http://scholar.google.com/	
“Petroleum engineering”	http://blogsearch.google.com/	
Petroleum engineering	http://technorati.com/posts/tag/petroleum%20engineering	
Petroleum engineering	http://technorati.com/blogs/tag/petroleum+engineering	_____ blogs
Petroleum engineering	http://Delicious	

Now, see what you can find out about:

Search term	Search engine	Hits
social networking	http://www.google.com	
“social networking”	http://www.google.com	
“social networking”	http://scholar.google.com/	
“social networking”	http://blogsearch.google.com/	
social networking	http://technorati.com/posts/tag/social%20networking	
social networking	http://technorati.com/blogs/tag/social%20networking	
social networking	http://Delicious	

Checkpoint 3

Tags are a classification system call "**folksonomy**" (because the system is created by "folks" or normal people). Libraries are organized using a **taxonomy**, which is a classification system specified in advance.

1. Put the following descriptors in the correct column. The first one is done for you.

Descriptors:

<u>Dewey Decimal system</u>	---	Tagging
Bottom up	---	Top down
Predictable	---	Unpredictable
Adaptable	---	Inflexible
Inexact	---	Precise
Peer to peer	---	Client server
Unstructured	---	Structured

Taxonomy	Folksonomy
<i>Dewey Decimal system</i>	<i>Tagging</i>

2. Visit three of the blogs from your chart on page 6. Tag them in Delicious. Compare the tags you used with some that others in your class used.

Name of blog	Tags used