

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)



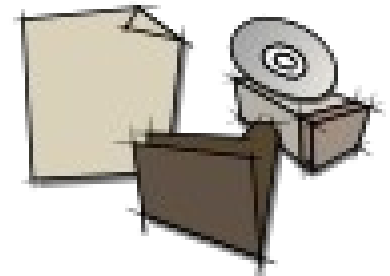
[flickr.com/photos/frogmuseum2/114349194/](https://www.flickr.com/photos/frogmuseum2/114349194/)

ASIS&T
23 October 2007



code4lib

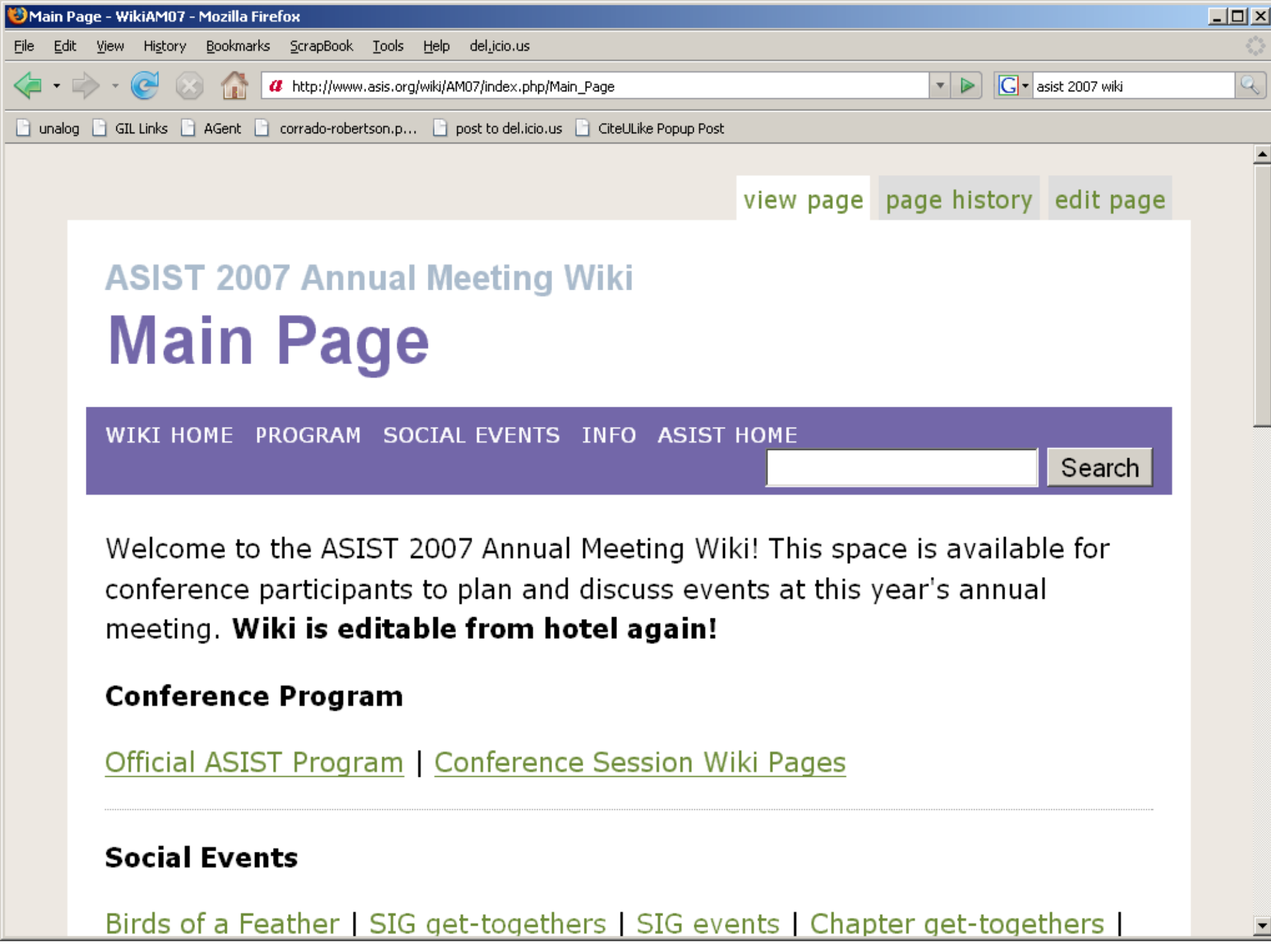
- An “organic” self-selected community
- No official structure or leadership
- E-mail list
- Web site
- IRC (Internet Relay Chat)
- Planet code4lib blog aggregator
- Conference
- Journal



a (very) brief introduction to tagging with del.icio.us



photo from Beige Alert: <http://flickr.com/photos/beigepictures/1510974843/>



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ASIST 2007 Annual Meeting Wiki

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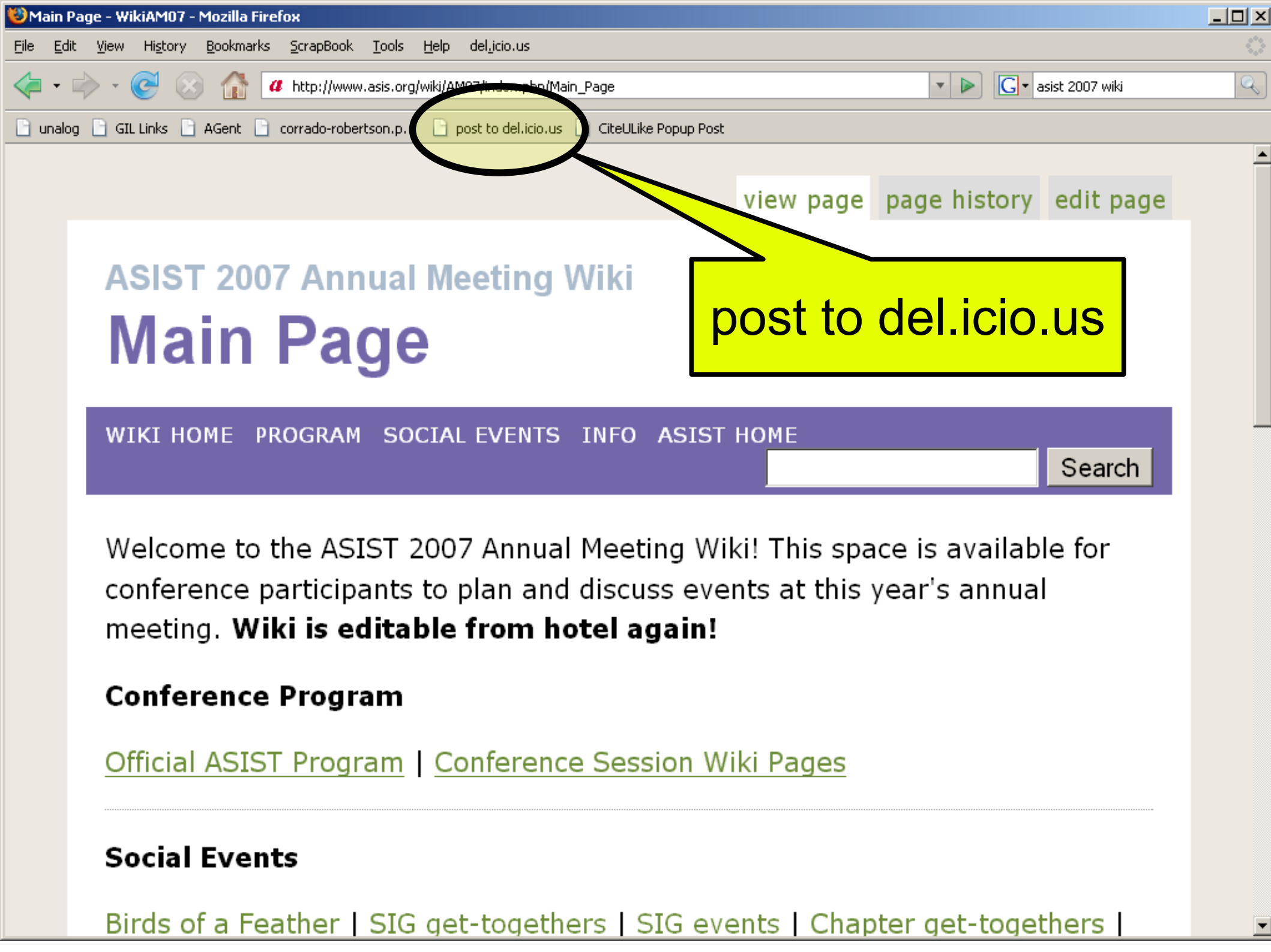
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- “A collection of favorites”
- Primarily a way to save your bookmarks on line

- Can also:

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- Tag
- Discover

- Folksonomy

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Tagger

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October 16, 2007

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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).

Tagger

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- Ferraro, Joshua (feed)
- Fiander, David (feed)
- Field, Dan (feed)

IRC

“Bot” displays news from planet code4lib

```
[screen 0: tcsh]
welcome to #code4lib - post access blues week - http://code4lib.org
10:41 < pmurray> safari++
10:43 < jtgorman> jaron: hah, 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://catalogable.blogspot.com/2007/10/when-to-create-new-record.html> ||
Styles, Rob: Lost + Found
<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]
[10:51] [ecorrado(+i)] [4:#code4lib(+cn)]
[#code4lib]
```

Displays
Heading
& Link

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.



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)



flickr.com/photos/frogmuseum2/114349194/

Scott Golder and Bernardo A. Huberman. (2006). "Usage Patterns of Collaborative Tagging Systems." *Journal of Information Science*, 32(2). 198-208. Available <http://www.hpl.hp.com/research/idl/papers/tags/>

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](#)

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to [via:code4lib cataloging blogs code4lib ...](#) saved by 2 other people ... on june 19

	A	B	C	D	E	F	G	H	I
1		Tag	1. What it is about	2. What it is	3. Who owns it	4. Refining Categories	5. Affective tags	6. Self Reference	7. Task <u>Org</u>
2	Inkdroid	Code4lib	21	1					
3		Non	26	1		1			1
4	Anarchivist	Code4lib	39		5	2	2		
5		Non	26	8	2		2		
6	Eby	Code4lib	11	2					
7		Non	16	7			1		
8	Technosoph	Code4lib	41	5	1				
9		Non	38	4	1				
10	Inkcow	Code4lib	23	2					
11		Non	27	2					
12	Keyvowel	Code4lib	25	4	4	2			2
13		Non	44						
14	Jaydatema	Code4lib (5)	7		1				
15		Non	13						

totals

	A	B	C	D	E	F	G
1		Inkdroid	Anarchivist	Eby	Technosophia	Inkcow	Keyvowel
2	Code4lib	22	48	13	47	25	37
3	No c4l tag	30	38	24	43	29	44

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!

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corrado@tcnj.edu