F*reetagging*

Freetagging
Social Bookmarking

Freetagging

Social Bookmarking

Folksonomy

Freetagging

Social Bookmarking

Folksonomy

What is it?

How does it Work?

How does it Work?

- *web site with a database*

How does it Work?

- *web site with a database*
- *bookmarklet*

How does it Work?

web site with a database

- *bookmarklet*

```
javascript:document.location=
    "http://foo.com/tagit?url=_____"
```

How does it Work?

- *web site with a database*
- *bookmarklet*
- *URL building*

How does it Work?

web site with a database

bookmarklet

- *URL building*

http://foo.com/

How does it Work?

web site with a database

bookmarklet

- *URL building*

  http://foo.com/

  http://foo.com/tag/lis419

How does it Work?

web site with a database

bookmarklet

- *URL building*

  http://foo.com/
  http://foo.com/tag/lis419
  http://foo.com/person/paul

How does it Work?

web site with a database

bookmarklet

- *URL building*

http://foo.com/
http://foo.com/tag/lis419
http://foo.com/person/paul
http://foo.com/person/paul/tag/lis419

How does it Work?

web site with a database

bookmarklet

- *URL building*

  http://foo.com/
  http://foo.com/tag/lis419
  http://foo.com/person/paul
  http://foo.com/person/paul/tag/lis419
  http://foo.com/tag/lis419+bibliography

Essential Properties

Essential Properties

- *user-centered*

Essential Properties

- *user-centered*
- *uncontrolled*

Essential Properties

- *user-centered*
- *uncontrolled*
- *shared*

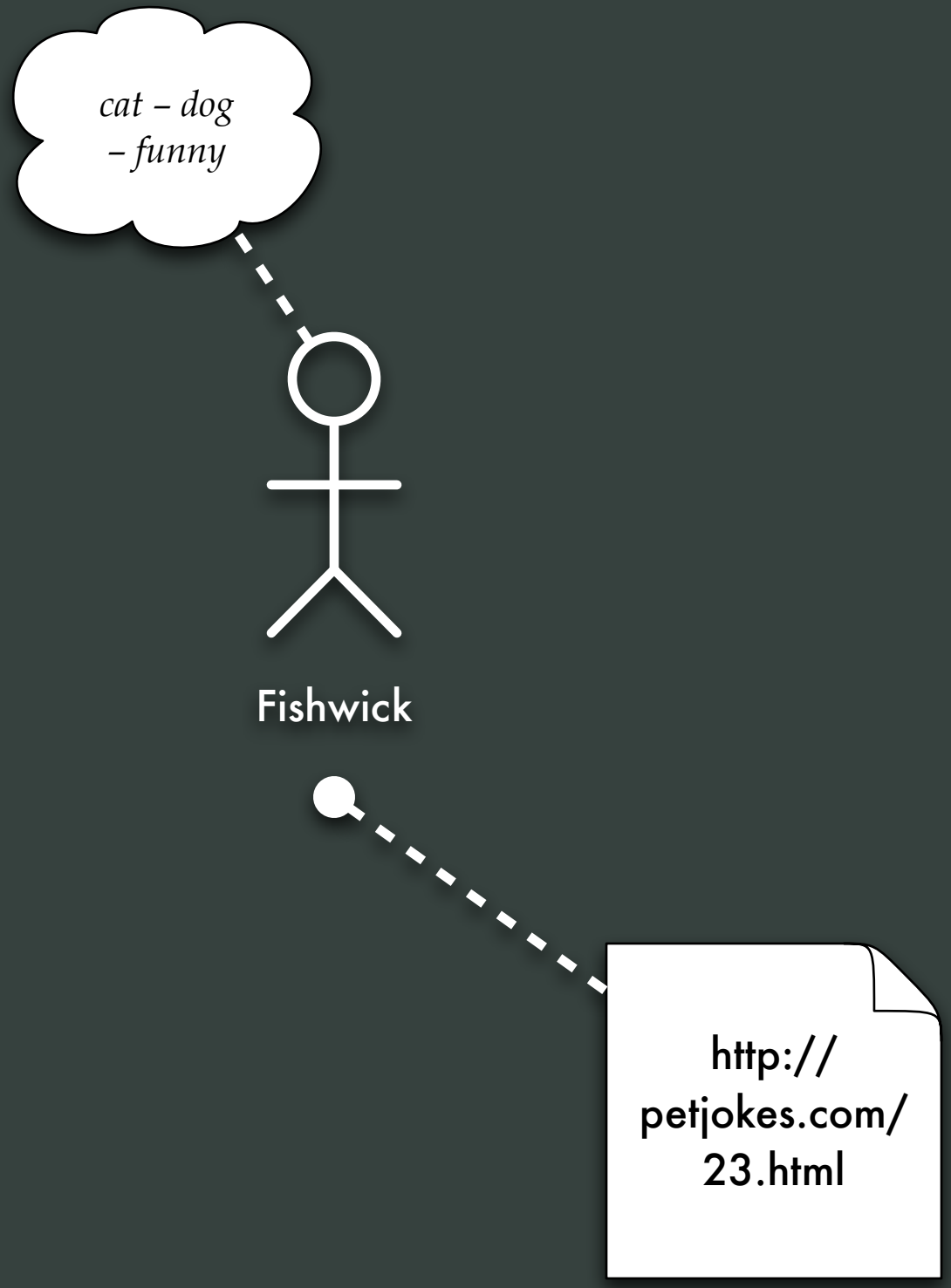
Essential Properties

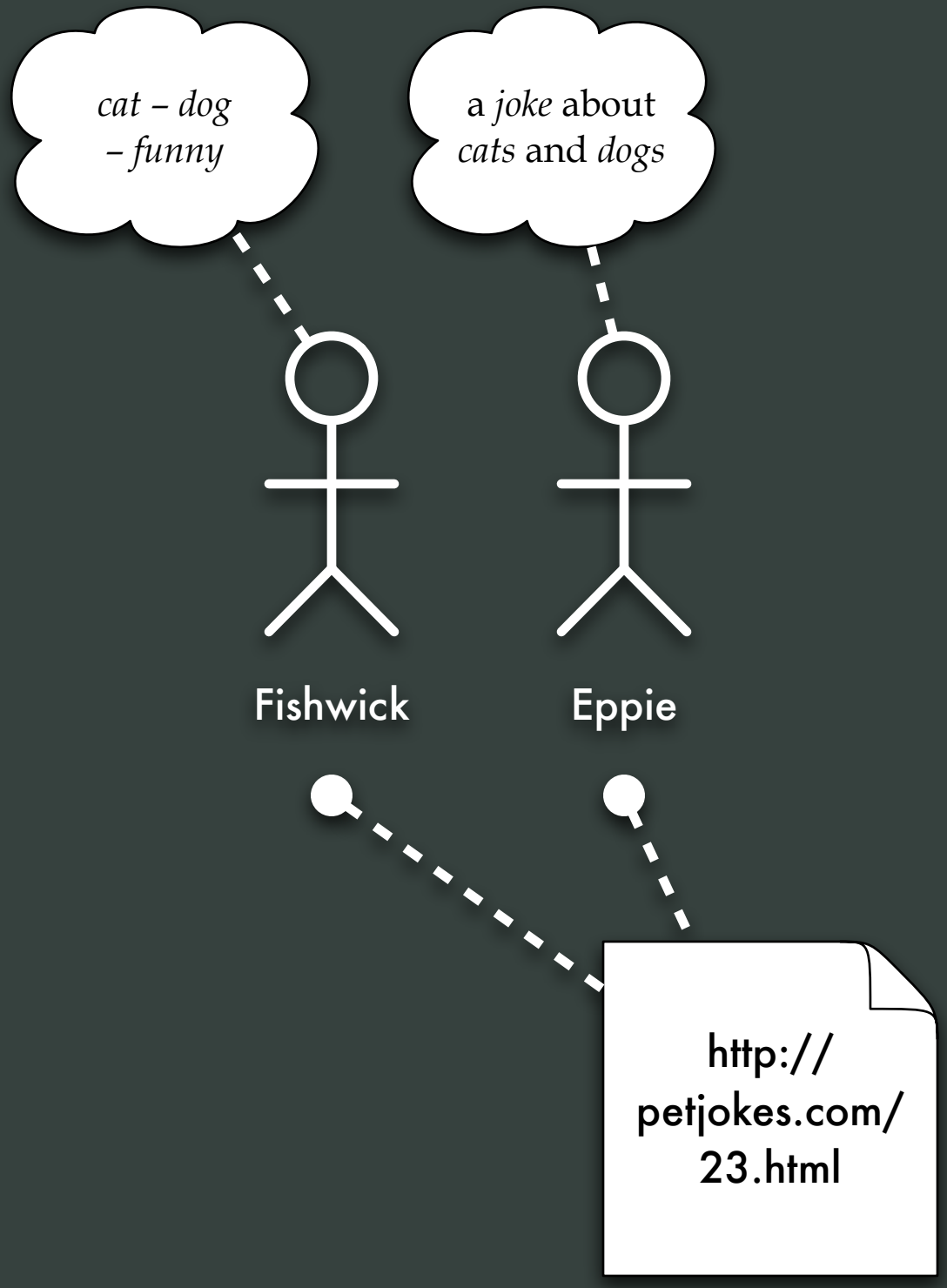
- *user-centered*
- *uncontrolled*
- *shared*
- ▶ *social*

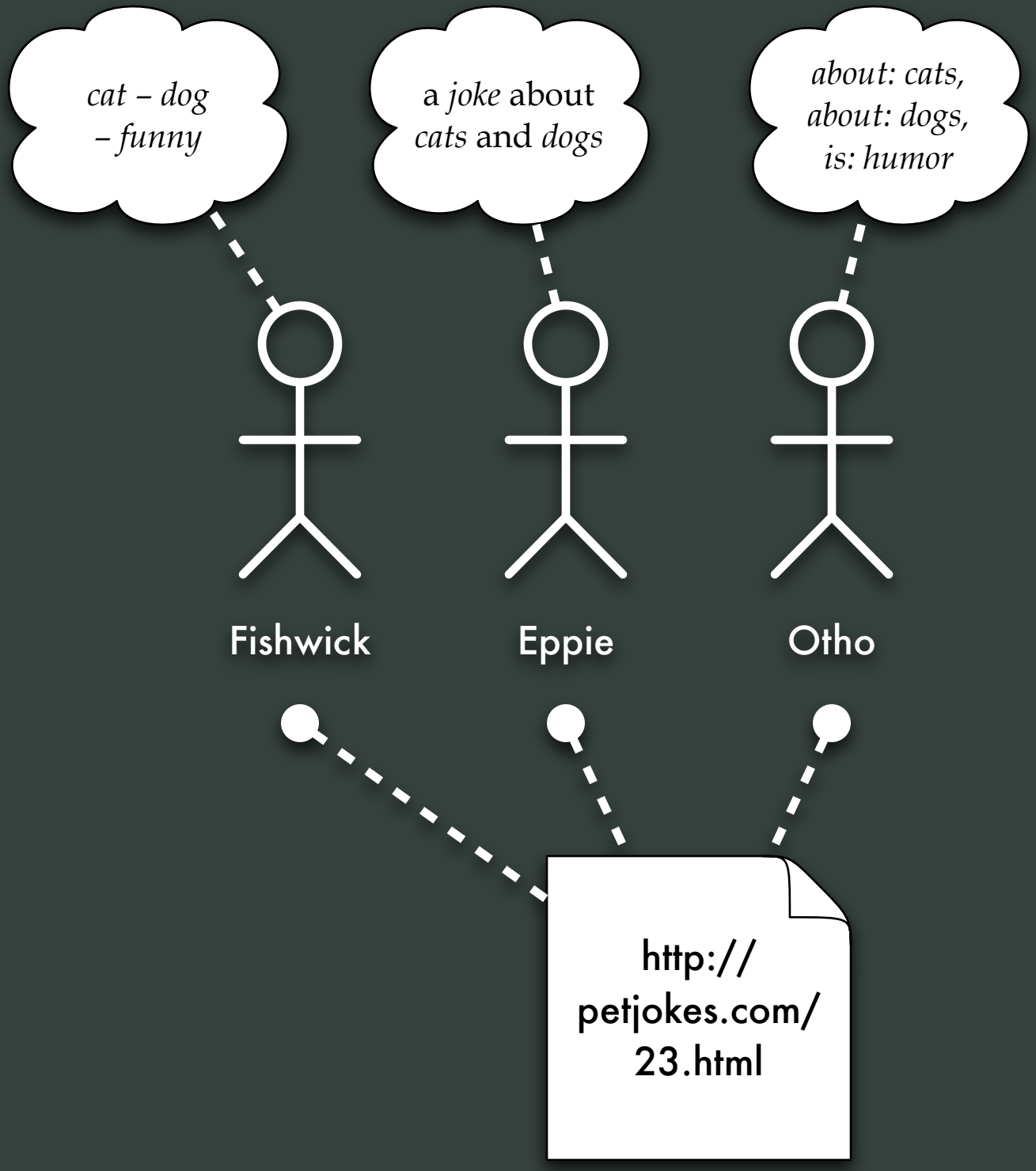
Essential Properties

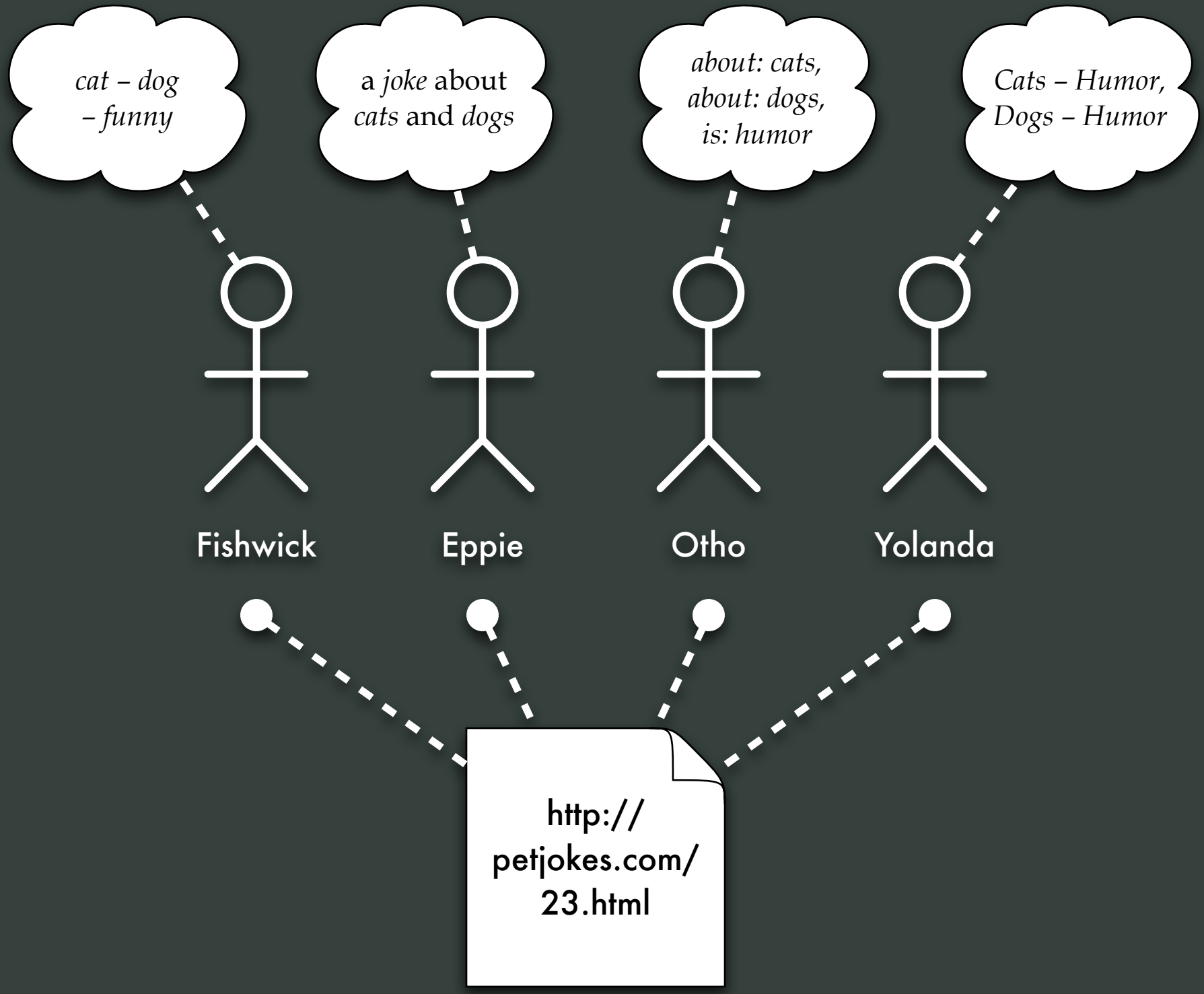
- *user-centered*
- *uncontrolled*
- *shared*
- *social*
- ▶ *immediate*

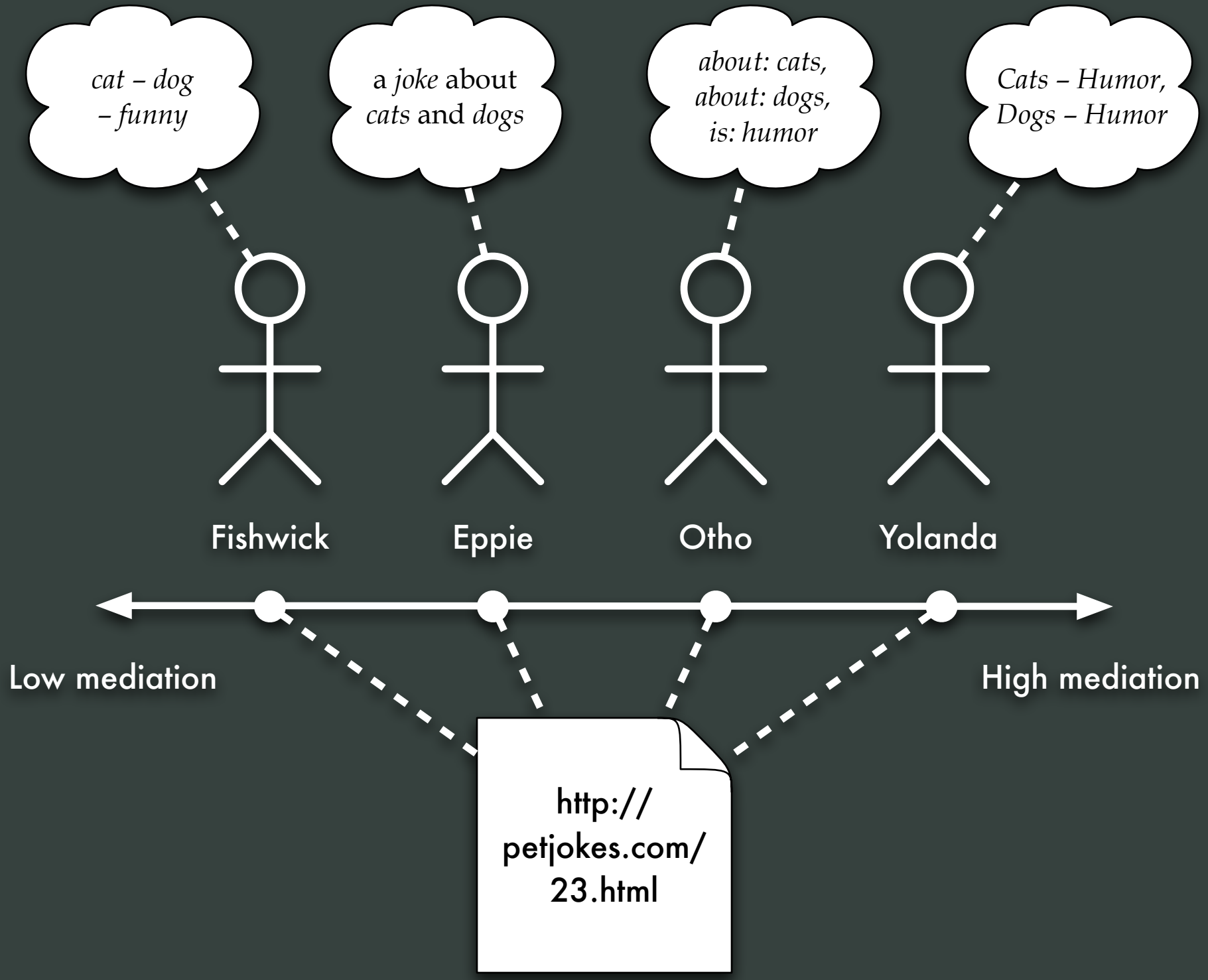
Capturing the Thought Bubble


cat – dog
– funny
Fishwick
http://
petjokes.com/
23.html


cat – dog – funny
a *joke* about *cats* and *dogs*
Fishwick
Eppie
http://
petjokes.com/
23.html


cat – dog – funny
a *joke* about *cats* and *dogs*
about: cats, about: dogs, is: humor
Fishwick
Eppie
Otho
http://petjokes.com/23.html


cat – dog
– funny
a joke about
cats and dogs
about: cats,
about: dogs,
is: humor
Cats – Humor,
Dogs – Humor
Fishwick
Eppie
Otho
Yolanda
http://
petjokes.com/
23.html


cat – dog – funny
a joke about cats and dogs
about: cats, about: dogs, is: humor
Cats – Humor, Dogs – Humor
Fishwick
Eppie
Otho
Yolanda
Low mediation
High mediation
http://petjokes.com/23.html

What's it Good for?

What's it Bad for?

Where is it Going?

Where is it Going?

- *automated tagclouds*

Where is it Going?

- *automated tagclouds*
- *federated tagging*

Where is it Going?

- *automated tagclouds*
- *federated tagging*
- *tag clustering*

Where is it Going?

- *automated tagclouds*
- *federated tagging*
- *tag clustering*
- *tagging the tags?*

F*reetagging* S*ites*

F*reetagging* S*ites*

http://del.icio.us/

http://flickr.com/

http://unalog.com/

http://www.furl.net/

Further Information

http://hoffmancommapaul.com/tagging/