

Trend Analysis in Social Tagging: An LIS Perspective

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Social tagging

The classification of resources

- **“by the use of informally assigned, user-defined keywords or tags” (Barnes, 2006; Barsky & Purdon, 2006)**
- **“using free-text tags, unconstrained and arbitrary values” (Tonkin, 2006).**
- **User-generated tags, metadata, keywords, terms.**

Social annotation

Ethnoclassification

Free tagging

Social bookmarking

Folksonomies

Collaborative tagging

Social classification

Social networking

Social tags

Social tagging

Collaborative classification



43 Things



facebook

Social networks



Videoblogging and sharing



Photo sharing

Social Tagging Environment

Bookmarking



Slide sharing



Academic bookmarking



Objective

The aim of the present study was to identify and categorize social tagging trends and developments as revealed by the analysis of library and information science scholarly and professional literature.

Method

- **The abstracts and selected full text of approximately 100 articles**
- **Content analysis of abstracts and full papers**
- **Thematic categorization of the issues and subjects discussed**
- **Databases searched:**
 - **Library and Information Science Abstracts,**
 - **Library Literature and Information Science Fulltext,**
 - **Library, Information Science and Technology Abstracts(LISTA),**
 - **Academic Search Premier,**
 - **Emerald Fulltext**
 - **DLIST (Digital Library of Information Science and Technology)**
 - **E-LIS**

Results: Trends

Two general trends:

- *Technological Innovations and Applications*
- *Research*

Technological innovations and applications

- Improved searching (**DeliSearch**)
- Integration
- Music discovery (**MyStrand**)
- Social networks for specific social groups
- Pedagogical and andragogical applications
- Functionality and interoperability
- Folksonomies for intranets

Research

- **Searching social networks (Kleinberg, 2006)**
- **Relating social networks to knowledge management (Neelameghan , 2006)**
- **Discovering hidden online social networks (Tang and Yang, 2006)**
- **Using social tagging systems (Golder & Huberman, 2006)**
- **Linguistic issues: grammar and lexicon of tags (Tonkin, 2006)**
- **Affective and emotional issues (Kipp, 2007)**
- **Philosophical and epistemological (Campbell, 2006; Tennis, 2006)**
- **Comparison of social tags and controlled vocabularies (Lin et al; 2006; Kipp, 2006)**

Some observations

- **Most of the literature discovered and examined is of a popular or professional nature**
- **The crux of debate in the professional library literature: whether the folksonomic model is a passing fad or an important trend that could impart a new richness in search capabilities, particularly in the OPAC.**
- **How and in what ways Web 2.0 and social tagging enhance user experience.**

Some observations (cont.)

- **A strand of research is emerging that examines the interoperability of social tagging systems, led by writers such as Fox (2006) and OCLC and demonstrated by DeliSearch**
- **A growing body of work on the application of social tagging systems in various information search and retrieval systems such as OPACs, bibliographic databases, search engines, library portals and digital libraries**

Research areas

- **Search, interaction and tagging behaviour**
- **Combined use of KO systems and techniques and social tagging tools ([FaceTag](#))**
- **Interoperability, cross-searching and browsing and mapping of social tagging systems and KOS systems**
- **Linguistic and discourse analysis of tags**
- **Cultural and phenomenological perspectives**
- **Cognitive and affective issues in social tagging**
- **User interface features**
- **Social classification benefits in the context of other electronic search services**
- **Information retrieval (relevance)**

Questions?

Thank you!

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FaceTag is a working prototype of a semantic collaborative tagging tool conceived for bookmarking Information Architecture resources. Use it to save, find and manage your bookmarks or to discover new interesting connections.

Language	Resource type (24)	Themes (33)	People (11)	Purposes (17)
all	article (7), blog + (3), magazine + (5), paper (4), posters (1), toolkit (2), tutorial (2)	contextual.inquiry (1), deliverables + (2), design (1), diagrams (1), ethnography (1), evaluation (1), folksonomies (4), information.architecture (6), interface.design (2), intranets (4), knowledge.management (2), navigation.design (1), scent.of.information (1), social.classification (2), tag (1), tagging (2), tags (1)	david.weinberger (1), quintarelli (2), isko + (1), jared.spool (1), rosati (1), shiv.singh (1), step.two.design (1), stephen.turbek (2)	conference (1), deliverable (1), education + (1), interface.design (1), intranet.design (4), myproject (1), project.planning (1), prototyping (1), research (3), user.experience (2), wireframes (1)
Publication date from <input type="text"/> to <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	more tags			
Search resources <input type="text"/> <ul style="list-style-type: none"> Inf Informatics Information architecture Information design 				

Recent bookmarks (85 item)

[order by insertion \(newest / oldest\)](#)
[order alphabetically \(ascending / descending\)](#)

Folksonomies: power to the peoples

Folksonomies are web-based collaborative systems for building shared databases of items, enriched by a flat metadata vocabulary that can be used to perform metadata-driven queries,

posted by [andrea](#) at 23 may 2007 20:30 in: [article](#) [folksonomies](#), [information architecture](#), [social classification](#), [tag](#), [tagging](#) [quintarelli](#)
<http://www.infospaces.it/> - [cached](#) - [mail it](#) - [blog this](#)

A List Apart: Articles: Power To The People: Relative Font Sizes

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Real Wireframes Get Real Real Results - Boxes and Arrows: The design behind the design

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GUUUI - Navigation blindness

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KMWorld.com: The BBC's low-tech KM

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Technology Review: Emerging Technologies and their Impact

High-tech companies are deploying ethnographers and anthropologists by the score to study how people actually use technology.

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Figure 1: FaceTag homepage