Trend Analysis in Social Tagging: An LIS Perspective

Ali Shiri Assistant Professor

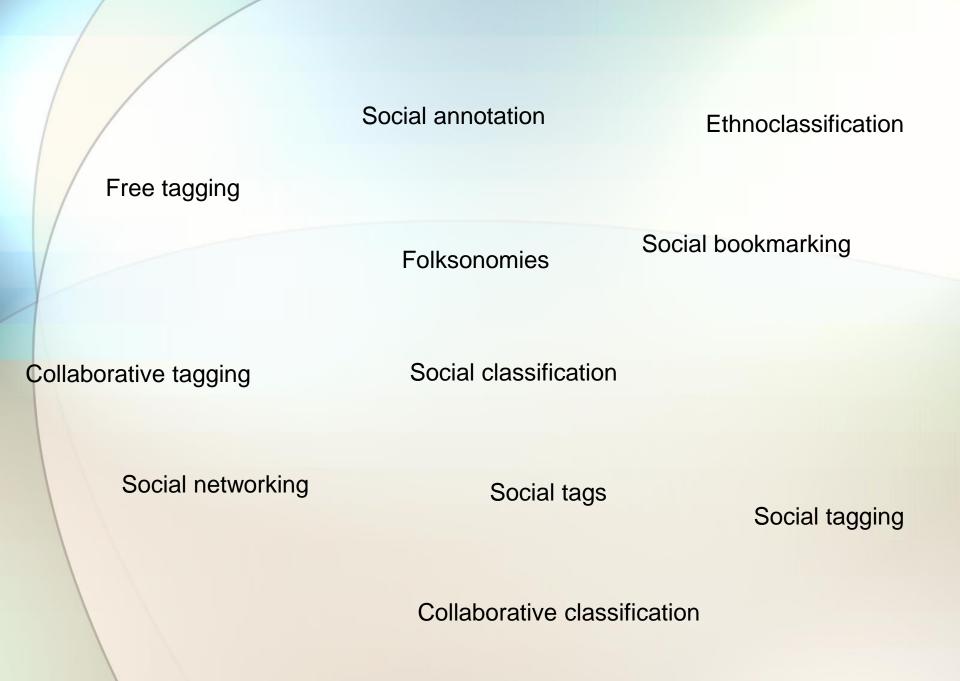
School of Library and Information Studies University of Alberta Edmonton, Alberta, Canada

6th European Networked Knowledge Organization Systems (NKOS) Workshop, 11th ECDL Conference, Budapest, Hungary September 21, 2007

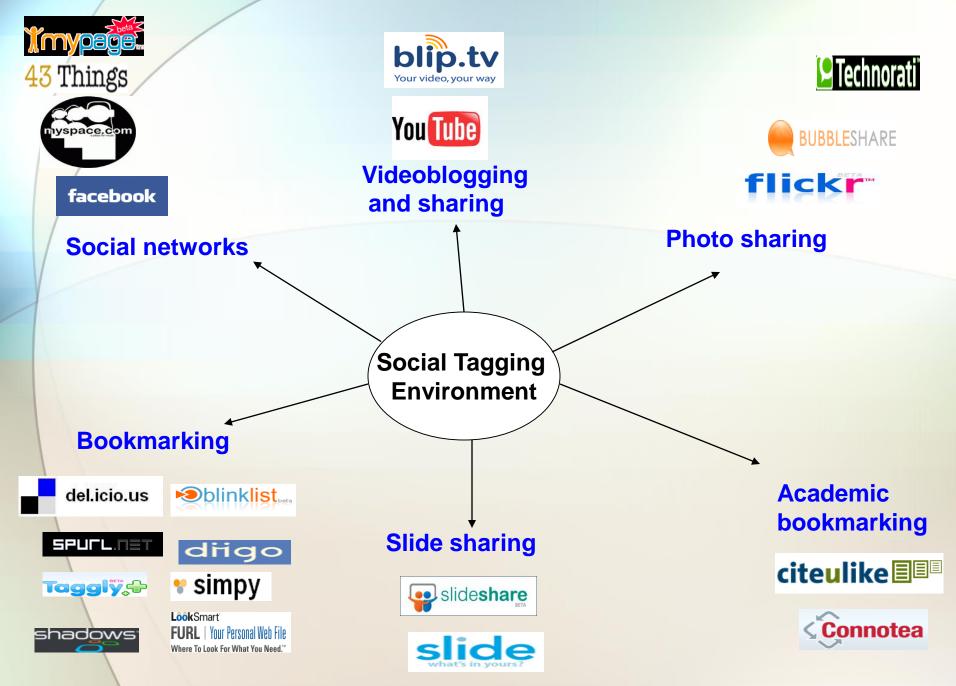
Social tagging

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.



6th European Networked Knowledge Organization Systems (NKOS) Workshop, 11th ECDL Conference, Budapest, Hungary September 21, 2007



6th European Networked Knowledge Organization Systems (NKOS) Workshop, 11th ECDL Conference, Budapest, Hungary September 21, 2007

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 epistomological (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!

Ali Shiri ashiri@ualberta.ca

facelag				
0			Home Take a tour!	Get in touch! About FT
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 Publication date from to mm yyyy mm yyyy	article (7), blog + (3), magazine + (5), paper (4), posters (1), toolkit (2), tutorial (2)	contextual inquity (1), deliverables + (2), design (1), diagrams (1), ethnography (1), evaluation (1), folksonomies (4), information architecture (6), interface design (2), intranets (4), knowlegdge management (2), navigation design (1), scent.of	david weinberger (1), quintarelli (2), isko + (1), jared spool (1), rosati (1), shiv singb (1), step two design (1), stephen turbek (2)	
Search resources		information (1), social classification (2),		
Informatics		tag (1), tagging (2), tags (1) more tags		
Information architecture Information design				
Recent bookmarks (85 item) order by insertion (newest / olderst) order alphabetically (ascending / descending)				
perform metadata-driven querie posted by andrea at 23 may 200 http://www.infospaces.it/- cached posted by emanuele at 23 may 2 http://www.alistapart.com/- cached neal Wireframes Get Real R posted by Luca at 23 may 2007 http://www.boxesandarrows.com GUUUI - Navigation blindne posted by emanuele at 23 may 2 http://www.guuui.com - cached -	es, 7 20:30 in: article folksono d - mail it - blog_this r To The People: Relative Fo 2007 20:30 in: article, magazine > ed - mail it - blog_this real Results - Boxes and Arm 20:30 in: article information - cached - mail it - blog_this ss 2007 20:30 in: blog > guud - mail it - blog_this	g shared databases of items, enrice mies, information architecture, social class ont Sizes a list apart Interface design, typogr ows: The design behind the de a architecture, deliverables > wireframes Information architecture, navigation desig	ification, tag, tagging quintarel aphy bojan mihelac esign stephen turbek myproje	
KMWorld.com: The BBC's lo posted by Luca at 23 may 2007 http://www.kmworld.com- cacher	20:30 in: magazine, article	knowledge managament, Intranet da	avid weinberger intranet design	•
• · ·	ying ethnographers and anthrop 20:30 in: magazine, magazine >t	mpact pologists by the score to study ho echnology review user research, co		ogy.
Read more »				
igure 1: FaceTag hon	nepage			