

淺談社會性標記(Social Tagging) 之意涵與應用

卜小蝶

臺灣師範大學圖書資訊學所

htpu@ntnu.edu.tw

12/15/2006

大綱

- 前言
- Social Tagging之意涵與類型
- Social Tagging實例: Del.icio.us
- Social Tagging vs. 圖書資訊組織
- 結語

Twenty-one
puzzles that will test your
ability to think



Five hundred thousand
copies sold and counting

EMERGENCY

or

STEVEN JOHNSON

Author of Learning How to Learn, How to Stay Motivated, and How to Succeed

Cataloging a Book

LC Control No.: 2001032215

Type of Material: Book (Print, Microform, Electronic, etc.)

Personal Name: [Johnson, Steven, 1968-](#)

Main Title: Emergence : the connected lives of ants, brains, cities, and software / Steven Johnson.

Published/Created: New York : Scribner, c2001.

Description: 288 p. : ill., map ; 25 cm.

ISBN: 068486875X

Notes: Includes bibliographical references (p. 265-274) and index.

Subjects: [Self-organizing systems.](#)

[Swarm intelligence.](#)

[Systems engineering.](#)

LC Classification: Q325 .J65 2001

Dewey Class No.: 003/.7 21



Tagging a Book

- science
- artificial intelligence
- networks
- chaos



Social Tagging a Book

22 science
16 emergence
12 complexity
10 nonfiction
7 technology
6 wishlist
6 evolution
6 artificial intelligence
5 networks
5 ants
4 systems
4 sociology
4 self-organization
4 cities
3 Unread
3 software
3 internet
3 economics
3 culture
3 chaos

2 social learning
2 read
2 philosophy
2 own
2 network theory
2 home
2 emergence theory
2 community
2 commerce
2 brain science
2 aggregation
2 adaptive behavior
1 widget
1 NoTag



前言

- 眾”智”成城的Web 2.0
- Social Tagging相關研究受到重視
- 圖資領域關注Social Tagging的應用與發展

Web 2.0 的影響

- 使用者參與
 - － 去中介者化 (Disintermediation)
 - － 資訊需求者 = 資訊提供者
- 量變引起質變
 - － 豐富的內容與關聯
 - － 人人為我、我為人人
- 網路應用成功法則
 - － 簡單
 - － 由下而上

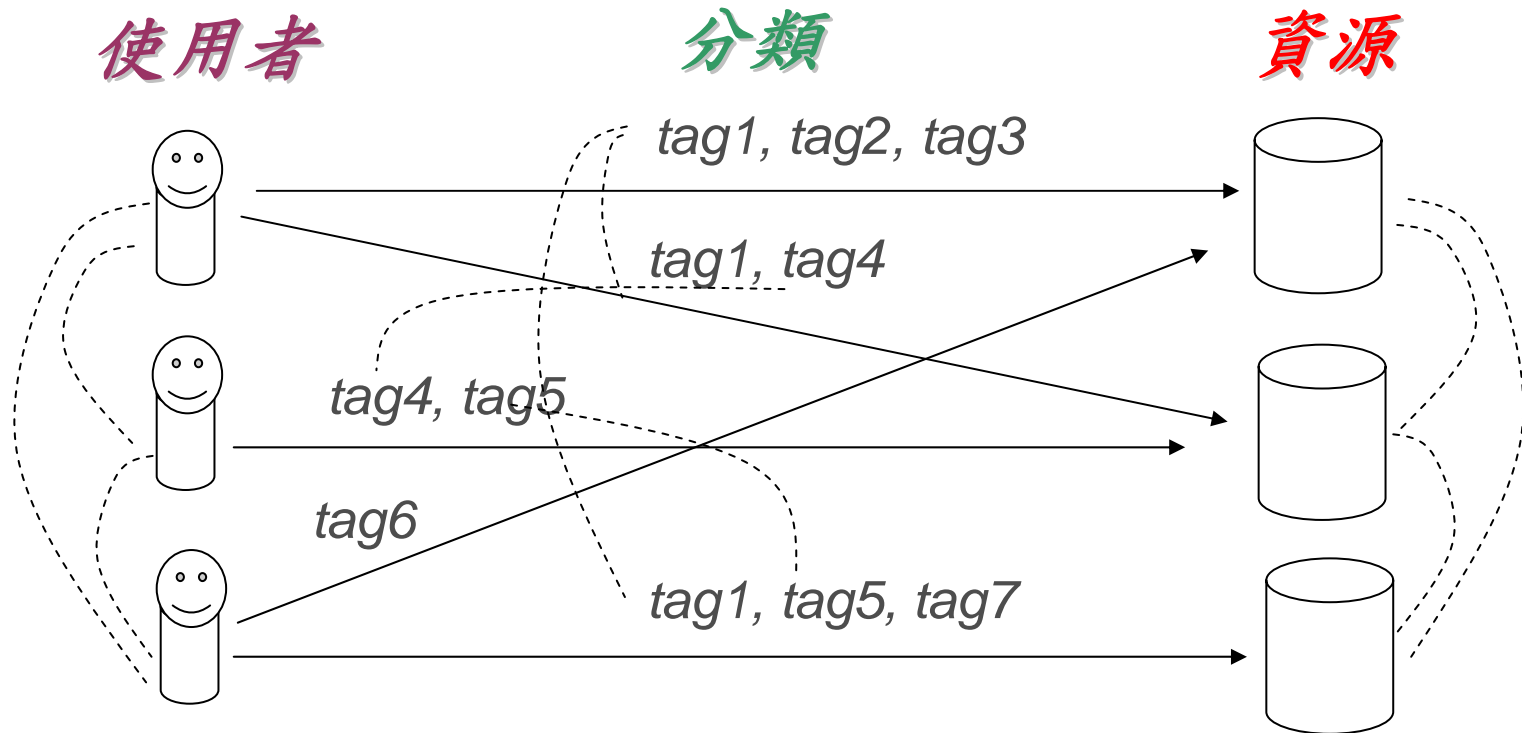
Social Tagging 的浪潮

- 名站帶動
 - Flickr, Del.icio.us, Technorati 等
- 學術加持
 - ASIST SIG/CR, DC
 - WWW, ACM CHI, ACM SIGIR, IA Summit 等

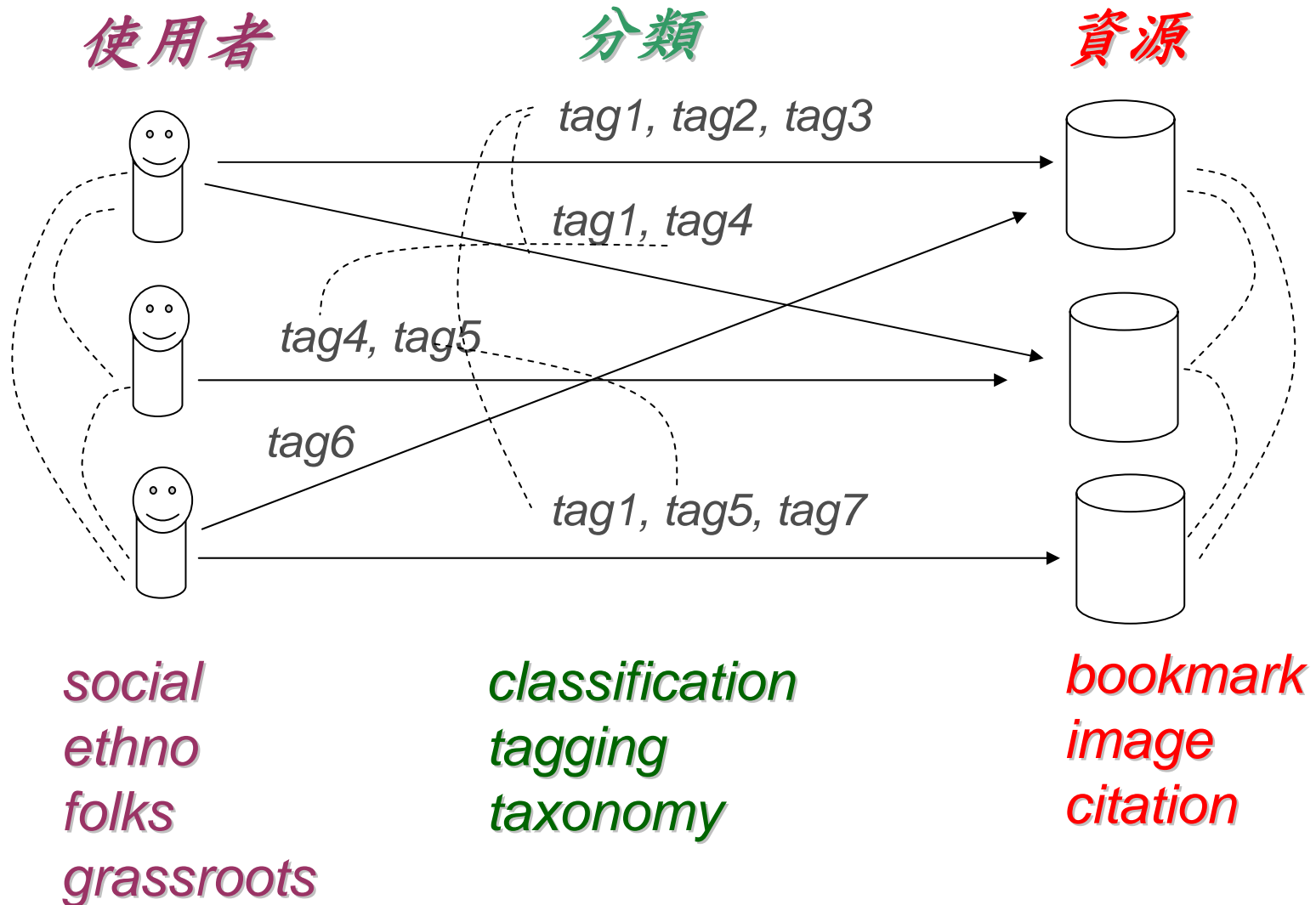
圖資人能不關心嗎？

- 相關應用蓬勃發展
 - PennTags、LibraryThing、CiteULike、steve.museum Project
- 個人學習
 - 使用者資訊素養 > 館員資訊素養？
- 組織學習
 - 免費商業網站服務 > 圖書資訊服務？

何謂 Social Tagging?



何謂 Social Tagging?



Social Tagging 之意涵

- 意義
 - 集合眾多個人對網路資源進行標記、以標籤分類的新興資訊組織方式
- Social
 - 促進社會對話
 - 產生有意義的關聯
- Tagging
 - 個人記憶的延伸
 - 索引與分類（分析與歸納）

Social Tagging 網站類型

- 依資源類型
 - 書籤、書目、圖片、影片、Blog等
- 以來源
 - 個人資訊，如Flickr
 - 他人資源，如Del.icio.us
- 以適用對象
 - 大眾，如YouTube
 - 特定社群，如CiteULike

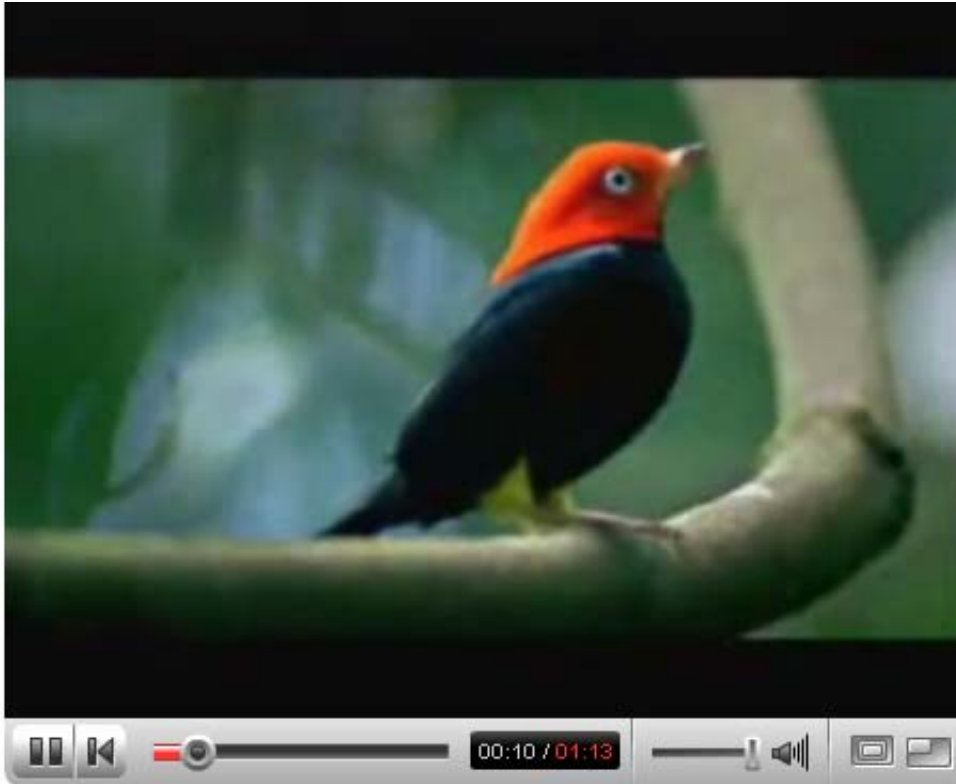
Social Tagging 應用實例

共享資源類型	網站名稱	網址
圖書書目	LibraryThing	http://www.librarything.com/
文章書目	CiteULike	http://citeulike.org/
	Connotea	http://www.connotea.org/
網站書籤	Del.icio.us	http://del.icio.us/
	Blinklist	http://www.blinklist.com/
	Furl	http://www.furl.net/
圖像	Flickr	http://www.flickr.com/
Blog	Technorati	http://www.technorati.com/
影像	YouTube	http://www.youtube.com/

Tagging a Video



Tagging a Video



- bird
- birds
- dance
- dancing
- shadow
- michael jackson
- interesting
- funny

Tagging an Image



Tagging an Image



- **Mona Lisa**
- **lonely**
- **heart**
- **red and black**
- **flower**
- **petal**
- **macro**
- **artinnature**
- **simpleyetelegant**
- **miss HP**
- **beautiful**
- **canon350d**
- **lovephotography**
- **lov**
- **wow**

Tagging a Website

201 reference
171 library
104 books
98 government
77 libraries
65 research
52 history
23 search
22 congress
17 information
16 images
15 imported
14 education
14 literature
13 safari_export
12 resources
10 politics
10 tools
9 book
9 resource
8 archive
8 law
7 art
7 bibliotecas
7 free

The LIBRARY of CONGRESS

Try Our New Search (BETA)

SEARCH

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- [Librarians](#)
- [Publishers](#)
- [Researchers](#)
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Library Resources

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- [Ask a Librarian](#)
- [Braille and Audio Materials](#)
- [Copyright Office](#)
- [Digital Preservation](#)
- [Jobs/Fellowships](#)
- [Kluge Center](#)
- [Law Library of Congress](#)
- [Library Catalogs](#)
- [Poetry](#)
- [Support the Library](#)

 LIBRARY CATALOGS Print, multimedia and online resources	 AMERICAN MEMORY Historic maps, photos, documents, audio and video	 EXHIBITIONS Presentations of treasures from our collections, past and present	 GLOBAL GATEWAY Multilingual resources on world culture	 THOMAS Legislative information: current and historical
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HIGHLIGHTS FROM THE LIBRARY

Wise Guide to loc.gov
 Presidential poets, art of war, visiting the Library

Webcasts from the Library
 Murder at the Library from David Baldacci

Today in History | December 8
 From the Library's American Memory collections

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Lifelong Literacy
Let the Journey Begin
➤ [About this campaign](#)

LIBRARY NEWS & EVENTS

2006 Kluge Prize for the Study of Humanity
John Hope Franklin, Yu Ying-shih named as recipients

Da Vinci Drawing Goes on Display
Study for "Adoration of the Magi" Dec. 7-8

"Cartoon America" Exhibition
Includes 100 works of cartoon and caricature

➤ [View all Library news and events](#)

Tagging an Article



WEB 2.0: IS IT REALLY DIFFERENT?

Ten years ago (has it really been that long?), we were well into the technology hype of the World Wide Web. New technologies were going to revolutionize how we live, how businesses work—just about everything. Enormous amounts of money were invested in all kinds of Web-based ideas, from optical fiber in the ground to telecommunications equipment to online banking to selling pet food on the Internet using a sock puppet mascot.

A few years later, the bubble burst. Both technologies and business models had been oversold, and the market collapsed. From a business (and investing) point of view, novel Web technologies were something to be avoided.

What is often missed about the post-bubble time is that Internet usage didn't stop, or even pause very much. Even electronic commerce, the big hype-driver of the late '90s, continued to grow in actual use even as company valuations crashed. Similarly, technology innovation and development continued, although it was much harder for a time to

raise capital for a startup company.

Today, hype is back, there's a lot of startup activity, and there are new claims about how Web technology will revolutionize this or that. Much of the excitement is described as "Web 2.0," suggesting the second major release of Web technology. This begs at least two questions: first, what exactly is "Web 2.0?" Second, what does it really mean?

Pinning down Web 2.0 is like trying to scoop up water with your hands. You can't really hold onto all of it, but after most of the water runs through your fingers, there's still something left. The common threads seem to

- classification
- collaboration
- collaborative
- folksonomies
- folksonomy
- metadata
- no-tag
- social
- social-informatics
- social-navigation
- social-networks
- tagging
- web-design
- web20

Win Treese

→ Putting it Together



Del.icio.us 背景介紹

- Joshua Schachter於2003年成立，2005年為Yahoo!購併
- 註冊人數超過30萬人
 - 59% 男性；41% 25-34歲；36% 年收入10-15萬美金 (網民13%) -- *Hitwise Survey*
 - 500萬筆links, 1000萬筆posts, 50萬筆tags (2005/11)
- 目的
 - 將分散儲存於個人瀏覽器中的Bookmark，共同儲存於網路伺服器，公開呈現、與人分享
 - 擴充個人記憶(*scalable memory*)，並結合眾人記憶，以尋得原來不易找到的好資訊

保存 (Keep)

url

description

notes

tags

space separated

▼ recommended tags

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▼ your tags

[Al](#) [archives](#) [blog](#) [card_sorting](#) [citation](#) [funny](#) [game](#) [insect](#) [invest](#) [IR_demo](#) [k](#) [keywords](#) [kids](#) [learning](#) [libraries](#) [library](#)

▼ popular tags

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Venkatesh (2003) 等人提出「整合性科技接受模式」(Unified Theory of Acceptance and Use of Technology, UTAUT) 的新架构

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▼ **xxc's network (7)**

[acer](#)


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[qs71chiu](#)

[revbob](#)

[skylinner](#)

[thecarol](#)

 [xiuli](#)

 = mutual connection

▼ **xxc's fans (34)**

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[allenown](#)

[cielito](#)

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[exjay](#)

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Search results for **tagging**

Everyone's favorites → **related tags:** [tagging](#) [tags](#) [folksonomy](#) [web2.0](#) [del.icio.us](#) [social](#) [tools](#) [bookmarks](#) [delicious](#) [search](#)

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» del.icio.us history for

del.icio.us

A social analysis of tagging

http://www.rashmishna.com/archives/06_01/social-tagging.html

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user notes

Why do people tag? For many, tagging is for sharing their own information and watching others.
- [fjc013](#)

o prechodu od osamoceneho brouzdani ke spolecnemu
- [vaishar](#)

Article about a social analysis of tagging systems and practices.
- [antbeard](#)

Why do people tag? An article that explores how tagging lets people connect with others. Tagging the individual and social. It serves the individual motive of remembering, and forms a ad-hoc social
- [harrychen](#)

Why do people tag?
[tumbo](#)

common tags

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Dec '06

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[folksonomy](#)
[ontology](#)
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[networking](#)
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[authoring](#)
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I'm going to analyse some of the more well-known tag clouds on the internet, explain what's wrong, and then show

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jamesmelzer's items tagged **social_tagging** → view **yours**, **all**, **popular**, **recommendations**
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on oct 27

related tags + * + *** + **** + ***** + =academic
+ =aggregator + =app + =article + =blog
+ =blogpost + =history + =image + =interview + =pdf
+ =review + =standard + =webapp + =wiki
+ adaptive_path + aggregation + ajax + alex_barnett
+ alexandra_krasne + analysis + architecture
+ archives + ari_paparo + barb_dybwad
+ best_practices + beta + bias + bibliographic + blink
+ blogs + browse + business_model
+ categorization + christopher_allen + classification
+ clay_shirky + clustering + cms + cognitive
+ collaboration + collaborative_filtering
+ collaborativerank + community + connotea

發掘 (Discover)

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▼ jamesmelzer's network (18)

angusf	
atomiq	72
beckymelzer	72
brownorama	72
DorineRuter	
Eudaimic	
halliew	
hoan	
jamesmelzer	72
johnt	

▼ jamesmelzer's fans (4)

templar9 ★	
1522	
aseman	
atomiq	72
avivagabriel	
aziz	
beckymelzer	72
brownorama	72

Social Tagging vs. 圖書資訊組織

比較項目	社會性標記	圖書資訊組織
組織型態	使用者自發性組合而成	有專責單位負責，可能來自作者或中介者如學科專家或圖書資訊專業人員等
組織目的	個人資訊管理（利己）	知識組織（利人）
分類基礎	使用者保證原理、個人知識	文獻保證原理、學科知識
分類架構	平面式為主、不事先製定、較彈性、更新容易	階層式為主、事先製定、固定、更新不易
詞彙特性	鬆散、發散、個人、零碎、模糊、變動	嚴謹、精簡、權威、統整、精確、穩定
詞彙品質	參差不齊、詳盡、較不精確、錯誤多	較一致、較簡要、精確、正確性高
檢索模式	由標籤及同好發掘相關資源	關鍵詞搜尋或主題分類瀏覽

多采多姿或一團混亂



同義詞 (Synonym)

詞類

縮寫，簡寫

單複數

.net 2006 advertising **ajax** apple architecture **art** article articles audio bit200f06 **blog** **blogs** book **books** **business**
christmas cms code comics community computer cool **css** culture daily database **design** **development** diy download
education email erotica finance firefox **flash** flickr food **free** freeware **fun** **funny** game **games** gifts **google** graphics
hardware health history hosting **howto** html **humor** **illustration** **imported** **inspiration** **internet** ipod **java**
javascript language learning library lifehacks **linux** **mac** maps **marketing** media microsoft **mobile** movies mp3 **music**
myspace network **news** online **opensource** **osx** personal **photo** **photography** photos **photoshop** **php** politics porn
portfolio **programming** python rails **reference** religion **research** resources rss ruby rubyonrails science **search**
security seo sex sexe sexy shop **shopping** social **software** tech **technology** tips tool **tools** toread travel
tutorial tutorials tv usability **video** videos **web** **web2.0** **webdesign** webdev wii wiki **windows** wishlist wordpress
work writing xml xxx youporn **youtube**

同形異義詞 (Homonym)

.net 2006 advertising **ajax** apple architecture **art** article articles audio bit200f06 **blog** **blogs** book **books** **business**
christmas cms code comics community computer cool **css** culture daily database **design** **development** diy download
education email erotica finance firefox **flash** flickr food **free** freeware **fun** **funny** game **games** gifts **google** graphics
hardware health history hosting **howto** html **humor** illustration imported inspiration internet ipod **java**
javascript language learning library lifehacks **linux** **mac** maps **marketing** media microsoft **mobile** movies mp3 **music**
myspace network **news** online **opensource** **osx** personal **photo** **photography** photos **photoshop** **php** politics porn
portfolio **programming** python rails **reference** religion **research** resources rss ruby rubyonrails science **search**
security seo sex sexe sexy shop **shopping** social **software** tech **technology** tips tool **tools** toread travel
tutorial tutorials tv usability **video** videos **web** **web2.0** **webdesign** webdev wii wiki **windows** wishlist wordpress
work writing xml xxx youporn **youtube**

一字多義

相關詞 (Related Terms)

廣義，狹義

.net 2006 advertising ajax apple architecture art article articles audio bit200f06 blog blogs book books business
christmas cms code comics community computer cool css culture daily database design development diy download
education email erotica finance firefox flash flickr food free freeware fun funny game games gifts google graphics
hardware health history hosting howto html humor illustration imported inspiration internet ipod java
javascript language learning library lifehacks linux mac maps marketing media microsoft mobile movies mp3 music
myspace network news online opensource osx personal photo photography photos photoshop php politics porn
portfolio programming python rails reference religion research resources rss ruby rubyonrails science search
security seo sex sexe sexy shop shopping social software tech technology tips tool tools toread travel
tutorial tutorials tv usability video videos web web2.0 webdesign webdev wii wiki windows wishlist wordpress
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相關詞

缺乏結構 (Structure)

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christmas cms code comics community computer cool **css** culture daily database **design** **development** diy download
education email erotica finance firefox **flash** flickr food **free** freeware **fun** **funny** game **games** gifts **google** graphics
hardware health history hosting **howto** html **humor** **illustration** **imported** **inspiration** **internet** ipod **java**
javascript language learning library lifehacks **linux** **mac** maps **marketing** media microsoft **mobile** movies mp3 **music**
myspace network **news** online **opensource** **osx** personal **photo** **photography** photos **photoshop** **php** politics porn
portfolio **programming** python rails **reference** religion **research** resources rss ruby rubyonrails science **search**
security seo sex sexe sexy shop **shopping** social **software** tech **technology** tips tool **tools** **toread** **travel**
tutorial tutorials tv usability **video** videos **web** **web2.0** **webdesign** webdev wii wiki **windows** wishlist wordpress
work writing xml xxx youporn **youtube**



缺乏結構

意義模糊 (Ambiguity)

.net 2006 advertising **ajax** apple architecture **art** article articles audio bit200f06 **blog** **blogs** book **books** **business**
christmas cms code comics community computer cool **css** culture daily database **design** **development** diy download
education email erotica finance firefox **flash** flickr food **free** freeware **fun** **funny** game **games** gifts **google** graphics
hardware health history hosting **howto** html **humor** **illustration** **imported** **inspiration** **internet** ipod **java**
javascript language learning library lifehacks **linux** **mac** maps **marketing** media microsoft **mobile** movies mp3 **music**
myspace network **news** online **opensource** **osx** personal **photo** **photography** photos **photoshop** **php** politics porn
portfolio **programming** python rails **reference** religion **research** resources rss ruby rubyonrails science **search**
security seo sex sexe sexy shop **shopping** social **software** tech **technology** **tips** tool **tools** **toread** **travel**
tutorial tutorials tv usability **video** videos **web** **web2.0** **webdesign** webdev wii wiki **windows** wishlist wordpress
work writing xml xxx youporn **youtube**

意義模糊

個人需求與喜好 (Preference)

.net 2006 advertising **ajax** apple architecture **art** article articles audio bit200f06 **blog** **blogs** book **books** **business**
christmas cms code comics community computer **cool** **css** culture daily database **design** **development** diy download
education email erotica finance firefox **flash** flickr food **free** freeware **fun** **funny** game **games** gifts **google** graphics
hardware health history hosting **howto** html **humor** illustration **imported** inspiration internet ipod **java**
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tutorial tutorials tv usability **video** videos **web** **web2.0** **webdesign** webdev wii wiki **windows** wishlist wordpress
work writing xml xxx youporn **youtube**

個人需求

個人喜好

Joshua Schachter (Del.icio.us創辦人)



del.icio.us / joshua / by Joshua Schachter

All joshua's items (9024)

del.icio.us

< earlier | later > page 1 of 91

- [Foxit Reader](#) save this
to pdf ... saved by 2214 other people ... 7 hours ago
- [totally pimped out firefox](#) save this
to firefox ... saved by 12 other people ... 18 hours ago
- [SuperDuper](#) save this
backup app
to osx backup ... saved by 1815 other people ... 1 day ago
- [EagerEyes - All Things Visual](#) save this
to vis ... saved by 26 other people ... 2 days ago
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to vis ... saved by 19 other people ... 2 days ago
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all are invited. please sign up and attend.
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to firefox ... saved by 5 other people ... 3 days ago
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to ir ... saved by 76 other people ... 3 days ago

8564 -> 9024 (4/26~12/8)
平均每天產生1.5筆links

- ▼ **academic** cf econ ir math papers statistics web
- ▼ **apple** dashboard
- ▼ **art** art culture design fashion fiction fonts food
- ▼ **cities** bos la london nyc sf travel
- ▼ **computers** ai algo alife backup c64 ca debian dev dht dist freedb ga graph graphics gui hw kwm mail net tl unix vr
- ▼ **consuming** buy catalog
- ▼ **countries** cn jp ru uk
- ▼ **cs** cs
- ▼ **development** bugs c++ dox java lisp vcs
- ▼ **ephemera** covers
- ▼ **finearts** archaeology architecture art fashion food
- ▼ **food** coffee food
- ▼ **gaming** atari dc emu games gb gba xbox
- ▼ **geo** geourl gis gps map
- ▼ **graphics** 3d exif graph img
- ▼ **media** audio books cdr codec dvd music tv video
- ▼ **net** comm hiptop vnc voip vpn wifi
- ▼ **science** aero archaeology architecture astro bio history sci
- ▼ **time** cal when
- ▼ **unbundled tags** 770 ads advertising ajax api apple attention auth bay biblio biz blog blogs bookmarklets bookmarks browsers chem collab colors

http://del.icio.us/joshua

Schachter's Tags

- ▼ **academic** web math ir papers econ statistics cf
- ▼ **apple** dashboard
- ▼ **art** food art fonts design fashion fiction culture
- ▼ **cities** nyc travel sf london la bos
- ▼ **computers** tl dev hw net ai graphics graph mail backup unix dist algo alife freebsd ca gui kvm vr c64 dht debian ga
- ▼ **consuming** catalog buy
- ▼ **countries** cn jp uk ru
- ▼ **cs** cs
- ▼ **development** vcs java bugs dox lisp c++
- ▼ **ephemera** covers
- ▼ **finearts** food art architecture fashion archaeology
- ▼ **food** food coffee
- ▼ **gaming** games emu dc atari gba gb xbox
- ▼ **geo** gis gps geourl map
- ▼ **graphics** img graph 3d exif
- ▼ **media** music video tv audio books dvd cdr codec
- ▼ **net** wifi vnc hiptop voip comm vpn
- ▼ **science** sci astro bio aero architecture history archaeology
- ▼ **time** cal when

▼ **unbundled tags** undescribed system:unfiled osx obsess pl wacko danger fetish ui windows vis apple movies sn comics photo spam swlist ling robo fab xml rdf del.icio.us sweet p2p pim sex firefox extracted rss lit ref advertising flash ruins transportation retro medicine toys ephemera database isbn ajax blogs linux nukes collab lego security psych tags js phys community mine os css im posters svg war wiki physics text mmo perl bay scifi xul hack nlp telecom data humor lang memes pdf python rube chem crypto gadget joshua law tele wtf uid disaster html mp3 editors fs guts mom soc surplus funny mt news privacy web2.0 api greasemonkey religion scm spreadsheet storage tape todo x11 db drugs foaf ie pc radio rfid search social virtualdesktop ads edit ew excel gametheory geometry issue metrology phil philosophy print pvr ruby yahoo browsers disabled dsp flickr fm furniture gtd howto http ip me money pets podcasting politics puzzles qmail quiet scam sports sql telco thumbnails toread usb 770 blog bookmarks conf dict ds ebook email events fail finance forums geo google ham ibm ide jam kr local mashup materials media museum mysql nuke palm pda pirates plot pm pol prank proce55ing psy rails readlater robotics safari screencast sd sec semistructured sleep sound stuff time typography unicode viral weather xpi attention auth biblio biz bookmarklets colors conference daq date:20051112 doll edu ergo etech extract facets forensics fwd gardening gearth gmaps gov govt haptic heh httpd i18n ia id ideas identity idiot ii imap indu irda javascript jobs k kooks kurl library lis loqu lua magic masups mech meta mil mini mob mod_perl mon monitoring monkeys moom moz muxway mx myth mythology nes neuro newton notes nsfw oai ocr org origami outlook pattern pen pgh plan9 poetry pr preso psp psx pub puzzle qr r rant research rex rhetoric rp rpc rpg rr sea semweb sensor service shareware shirts sim sms soap sour space speech sw thunderbird tobuy ul upc usenet utopia ux where wow x xsl xslt zen zombies

430 筆tags ,
平均1 tag 可
分21 筆links

Schachter's Networks

▼ joshua's network (39)

- alexbosworth
- aweigend
- awenger
- clamen
- davidr
- deusx
- dkindred
- eckartwalther
- ethank
- fpereira
- fredwilson
- fruminator
- greg
- Hebrew
- Herb
- hrheingold
- ifindkarma
- ignatz
- jessamyn
- jkopelman
- jweiner01
- jwhiting
- jzawodn
- kevinrose
- lemonodor
- maciej
- mamamusings
- mathowie
- mjdominus
- msippey
- muhacks
- negatendo
- nlanza
- peterb
- pvg
- regine
- rlink
- timb
- tjputanen d1

39名網友

▼ joshua's fans (852)

- ★ herbaz
- ★ cgaither
- ★ BenjiTools
- ★ AnnaleeNewitz
- ★ jessamyn
- ★ andreia
- ★ __etcetera__
- ★ saleiva
- ★ anikau
- ★ rwashtest
- 03rmp1
- 2003293804
- 24x7
- 2sheds
- 3rdparty
- 990000
- a9bejo
- abszeph
- aceboyzzz
- acer
- acidzebra
- act123
- adamcrowe
- adamhill
- ade
- adjectivec
- aeden
- afk47
- airwt
- aitor.garcia
- aivhao
- akent
- akirk
- alancordova
- alberthardy
- alex34
- alexander_boden
- alexbosworth
- alnhamule

852名粉絲

近900位
人際網絡

一樣米養百樣人

Non-Classification

Classification

Non-Social

memoins

- 190 links
- 220 tags (6 bundles)
- 0 networks

blockwork

- 1001 links
- 367 tags (19 bundles)
- 1 networks

Social

jamesmelzer

- 1673 links
- 1774 tags (11 bundles)
- 82 networks

joshua

- 9024 links
- 430 tags (18 bundles)
- 900 networks

Tagging 的問題

- 量
 - 詳盡性 (Exhaustivity, Coverage, Recall)
- 質
 - 精確性 (Specificity, Accuracy, Precision)
 - 錯誤之多，罄竹難書
 - 一致性 (Consistency)
 - 重複之多，不勝枚舉

解決之道？

- 先進技術
- 標記素養 (Tagging Literacy)

Clustering Tags Example



Tagging Literacy Example

- Think of tags as personal, but also think of tags as social
- Use plurals to define categories
- Avoid capitalization, except when capitalization is the norm
- Think specific, but also think general
- Be idiosyncratic, but also be generic
- Group common phrases
- If you want to be extra-nice, include a couple of synonyms
- Observe the norms of the network
- Contribute to maintenance efforts

為何很難改善？

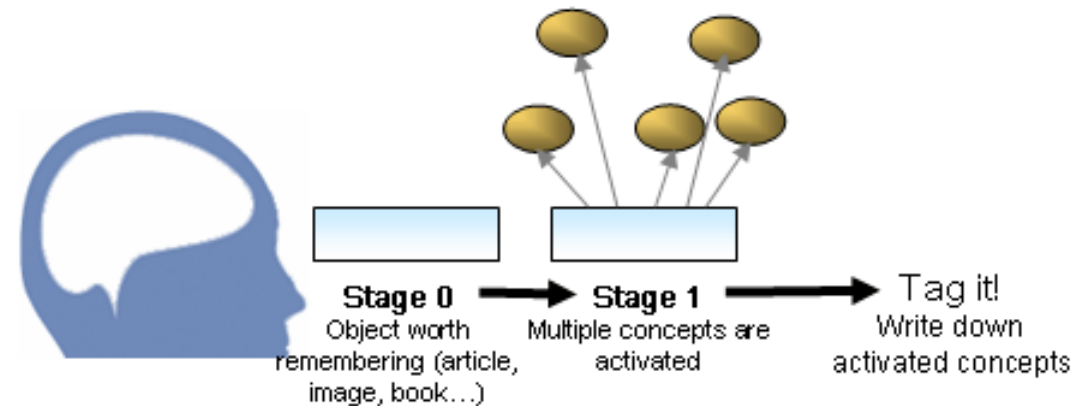
- 對資訊管理而言
 - 方便自己找即可 (利己)，
不需為他人著想 (利人)
 - 分類很困難
- 對資訊搜尋而言
 - 有幾筆就好，不要太多
 - 無結構可增加coverage? 縮小搜尋範圍?

分類的目的(需求)不同

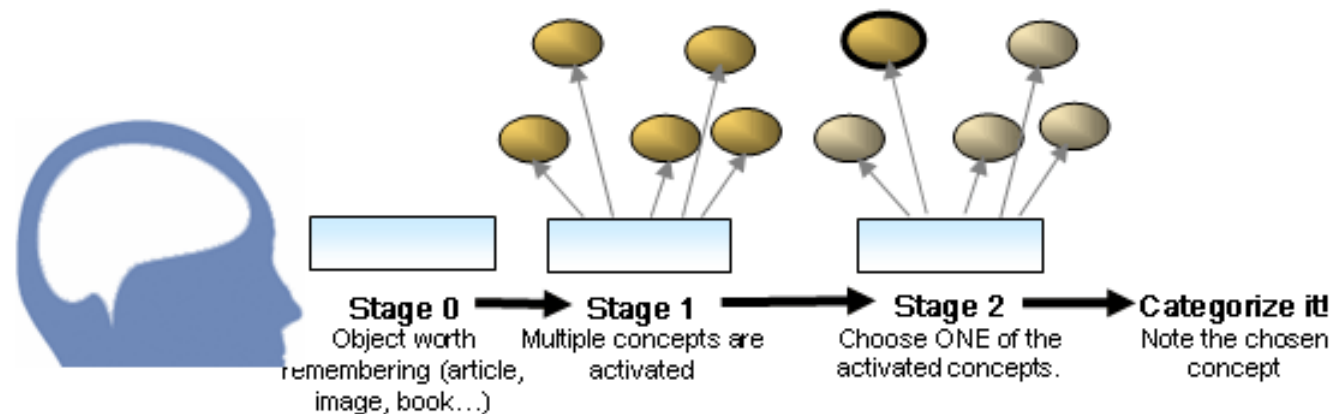
“Tagging in delicious is about 1/3 classification and 2/3 functionality. Something easy to do that lets you recall the item. The goal isn't to classify, it's to remember.” -- *Joshua Schachter, 2005*

分類很困難

Cognitive process behind tagging



Cognitive process behind categorization



Analysis-Paralysis!

Social Tagging

**Cornucopia of the Commons
or
Tragedy of the Commons?**

結語：需要更多研究

- Social Tagging 相關基本概念
 - 更深 → Tagging
 - 更廣 → Social
- 讓各種應用有所“本”
- 質化、量化分析都需要

Q&A

Keywords from Author, Indexer, User

- Author
 - Accuracy (precision)
- Indexer
 - Authority (consistency)
- User
 - Coverage (recall)

Keywords to Describe, Search, Use

- Describe (tags)
 - Consistency
- Search (query terms)
 - Coverage
- Use (content words)
 - Context