

# Delicious: the Power of Folksonomies

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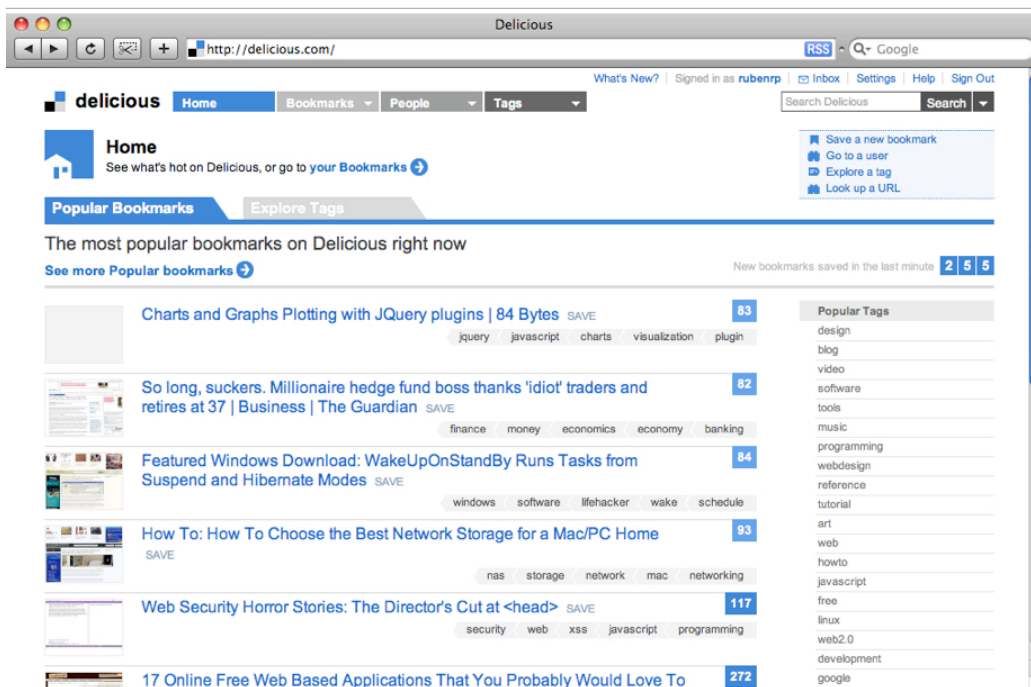
Ruben R. Puentedura, Ph.D.



# Folksonomy - A Definition

- Folksonomy: folk + taxonomy (Thomas Vander Wal, 2004)
- Wikipedia (20 October 2008):
  - “Folksonomy (also known as collaborative tagging, social classification, social indexing, and social tagging) is the practice and method of collaboratively creating and managing tags to annotate and categorize content. *Folksonomy* describes the bottom-up classification systems that emerge from social tagging. In contrast to traditional subject indexing, metadata is generated not only by experts but also by creators and consumers of the content. Usually, freely chosen keywords are used instead of a controlled vocabulary. *Folksonomy* (from *folk* + *taxonomy*) is a user-generated taxonomy.”

## Delicious



## What Elements Define Delicious?

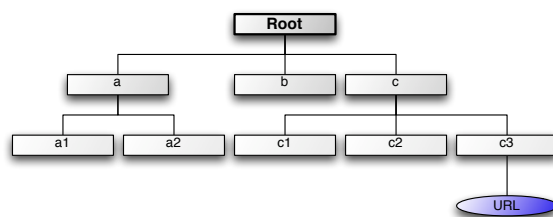
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- A bookmarking service with two significant differences:
  - A flexible approach to bookmark organization
  - A social software component

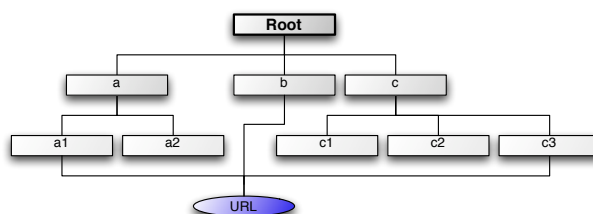
## Flexibility in Organization

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Traditional bookmarks > tree model



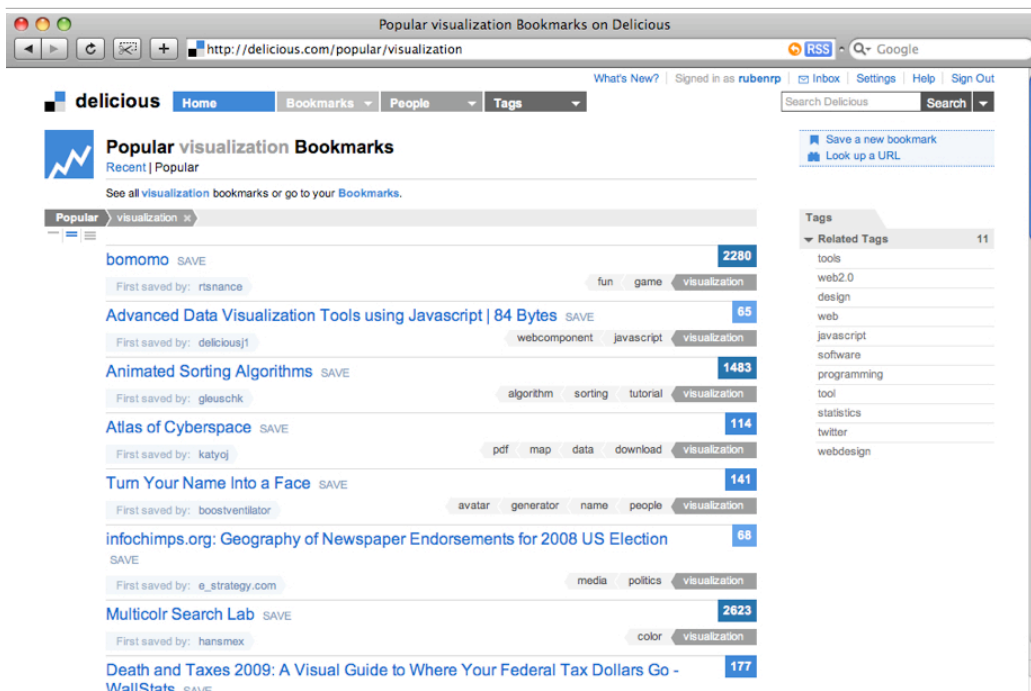
Delicious tags > more general graph model



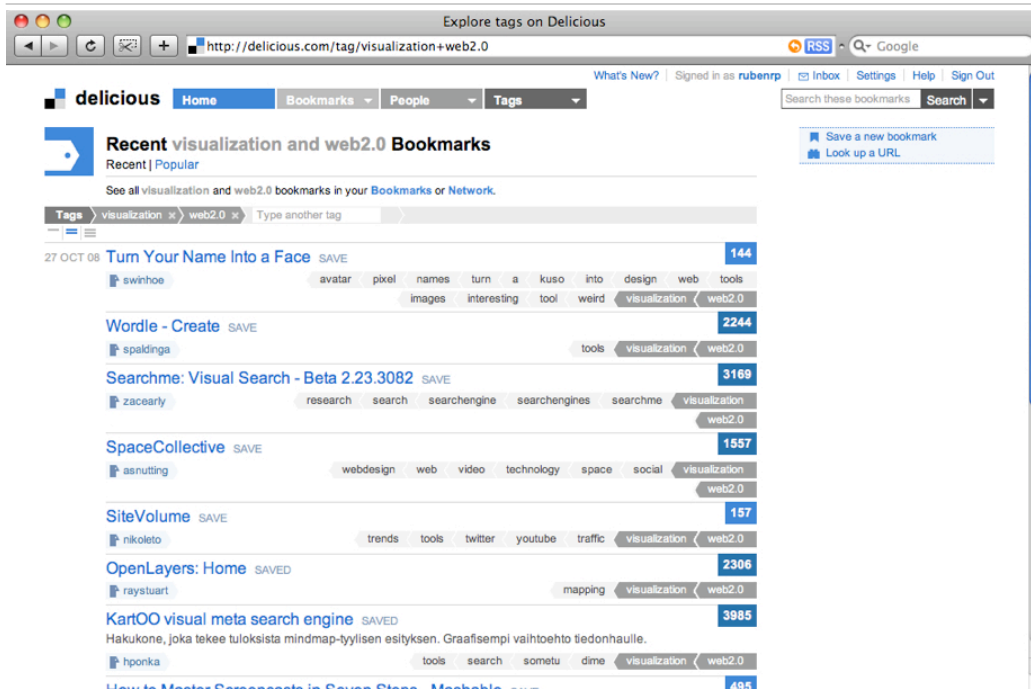
# Delicious as Social Software

- Three interconnected components:
  - **links** to tagged websites
  - **tags** attached by users to websites
  - **users** doing the tagging

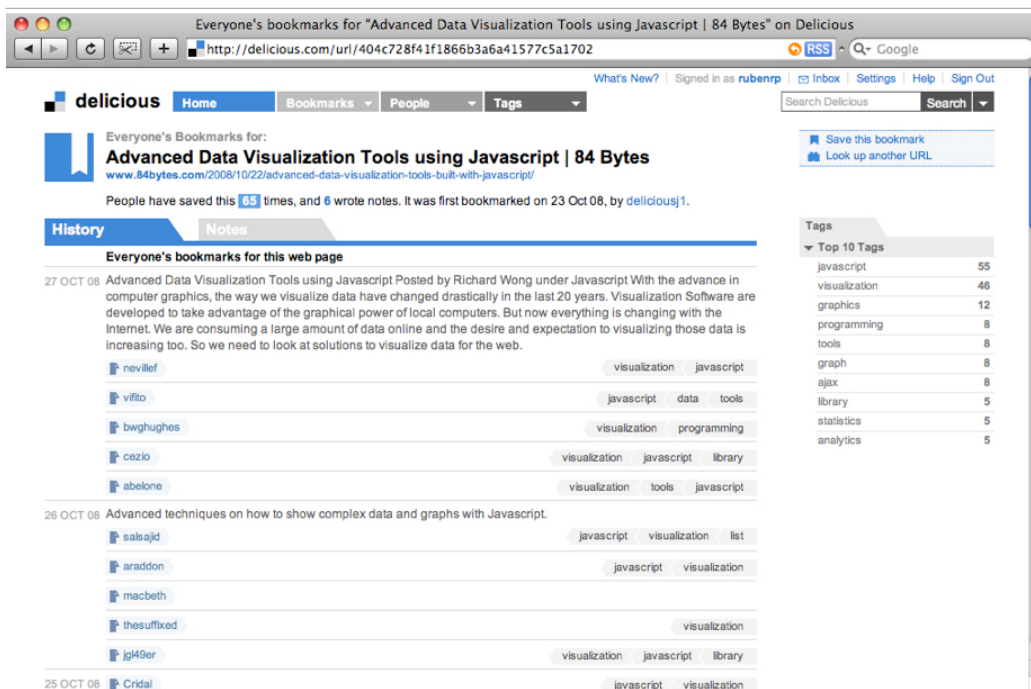
## Delicious: the Tag Page



## Delicious: the Tag Intersection Page



## Delicious: the Bookmark Page



# Delicious: the User Page

The screenshot shows a web browser window titled "araddon's Bookmarks on Delicious". The address bar shows the URL "http://delicious.com/araddon". The page features a navigation bar with "Home", "Bookmarks", "People", and "Tags" tabs. Below the navigation bar, there's a section for "AR's Bookmarks" with links to "Bookmarks", "Network", and "Subscriptions". The main content area displays a list of bookmarks, each with a date, title, and a "SAVE" button. The bookmarks are sorted by "Most Recent". On the right side, there's a "Tags" section showing "Top 10 Tags" and "Tag Bundles".

delicious Home Bookmarks People Tags

AR's Bookmarks  
Bookmarks | Network | Tags | Subscriptions  
Site: <http://apolatch.wordpress.com>  
See more bookmarks in Popular or Recent.

araddon Type a tag

Bookmarks 1783  
Sorted by Most Recent

26 OCT 08 Advanced Data Visualization Tools using Javascript | 84 Bytes SAVE 65  
javascript visualization

24 OCT 08 Open Source - Scroll Follow - The Kitchen @ Net Perspective SAVE 230  
jquery plugin

08 OCT 08 Shafqat Ahmed's .NET Blog: Comparison of Different Open Source Licenses - With Comparison Chart! SAVE 41  
opensource license

07 OCT 08 6 Exceptional Web-based Image Editors - Six Revisions SAVE 757  
web2.0 image

Flowgram SAVE 927  
presentation examplecss

Slideshows 2.0 - ReadWriteWeb SAVE 403  
presentation

06 OCT 08 "Bluehouse" - Home SAVE 188  
examplecss collaboration goaltool

05 OCT 08 Learning Advanced JavaScript SAVE 714  
workideas learning javascript

Tags  
Top 10 Tags  
python 202  
javascript 153  
opensource 107  
web2.0 102  
examplecss 100  
collaboration 92  
toread 90  
webdesign 90  
rails 83  
CSS 75  
Tag Bundles 9  
FunFoodAndTravel 11  
goaltool 1  
InvestFinance 3  
learningandeducation 16  
rallidev 5  
WebDev 25  
Webul 7  
workmanagement 7  
zDotNetDev 9  
Unbundled Tags 585  
All Tags 666

# Delicious: the Bookmark Entry Page

The screenshot shows the "Save a Bookmark on Delicious" page. The URL field is filled with "http://www.84bytes.com/2008/10/22/advanced-data-visualization-tools-built-with-javascript/". The title field is filled with "Advanced Data Visualization Tools using Javascript | 84 Bytes". The notes field is empty. The tags field is empty. There are "Save" and "Cancel" buttons. Below the form, there's a "Tags" section with "Recommended", "Popular", and "My top tags" categories.

Save a Bookmark on Delicious

delicious Home Bookmarks People Tags

Save a new bookmark  
Now add tags and notes

URL:  required

TITLE:  required

NOTES:

TAGS:  space separated, 128 characters per tag

☐ Do Not Share

Tags People

Sort: Alpha | Frequency

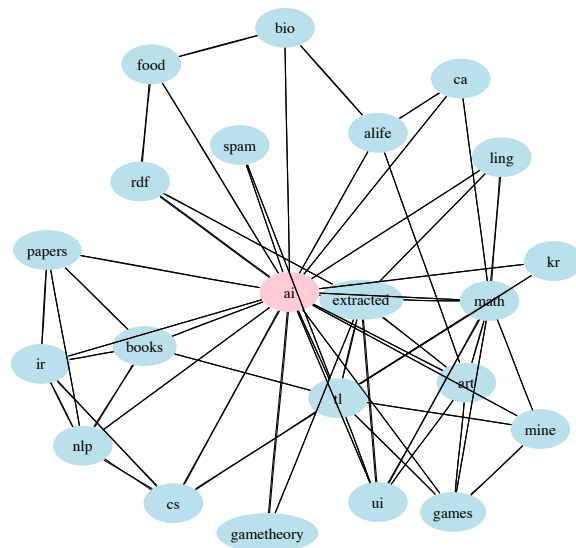
Recommended  
Programming visualization statistics Reference tools Ajax javascript graphics development library data Graph experimental howto MIT

Popular  
programming ajax graph analytics tool charts reference

My top tags  
3d accessibility activism advertising agile AI Ajax amazon analysis animation annotation Apple applescript architecture arg argentina art astronomy audio automator backup bibliography biology blender blog Bloglines bluetooth boardgames bookmark bookmarklets bookmarks books Business BusinessResources c

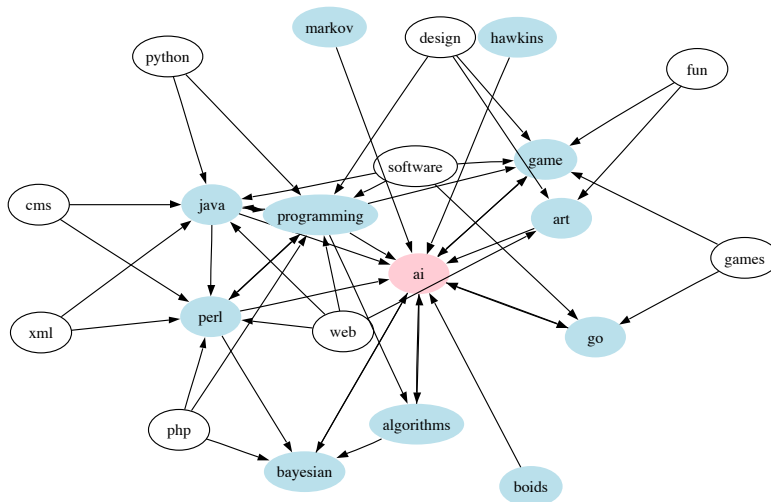
## A Sample Visualization - The Individual Network

This is an individual user's tag network surrounding AI:



## A Sample Visualization - The Individual Network

This is the cross-user tag network surrounding AI:



## Collecting Resources From a Team of Users

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- Use a common tag, defined by a “fake word”
  - e.g., “horizoneducause2008”
- Use consistency in other tags
  - Take a look at what the community has already used!
  - One possibility: assign someone to become a “tag editor” - not necessarily the best approach, because:
    - The tag editor has to assume a (not inconsiderable) burden;
    - The knowledge present in the group that went into the original tag creation is replaced by the subset of that knowledge present in the tag editor.
  - An alternative: set up a periodic voting process to cull and refine tags:
    - The burden is fairly shared by all;
    - The knowledge present in the group is not lost;
    - The process of voting on the tags in and of itself can enhance the knowledge present in the group and in each one of its members.

## Hippasus

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