

TS 6234 CLIENT-SERVER COMPUTING

Content Tagging



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Agenda



What is Content Tagging?

How Does Content Tagging Work?

Examples of Content Tagging

Advantages of Content Tagging

Disadvantages of Content Tagging

Content Tagging->Social Bookmarking->Folksonomy

Conclusion

Introduction: What is Content Tagging?



- also known as collaborative tagging, social tagging, social indexing, social classification, mob indexing, folk categorization, folksonomy
- became more known since around 2004 due to applications in social networking, photography sharing and bookmarking sites
- can be defined as the practice of creating and managing labels or tags that categorize content using simple keywords
- a tag cloud is a stylized way of visually representing occurrences of words used to described tags. Also called a weighted list.

How Does Content Tagging Work?



- Content tagging can be categorized into two schemes:
 - Public tagging
 - Publisher tagging
- Public tagging: creates a situation where visitors to a site can add and manage their own tags for content
- In contrast to traditional categorizing and other indexing techniques, public tagging allows visitors to freely choose the keywords that describe content
- The consumers of the content are the ones that determine the relevance of the content

How Does Content Tagging Work?



- Publisher tagging: the creator or publisher of the content is the one that places the tags.
- Rather than allowing users to freely create and manage tags, the publisher may choose to use tagging to make searching for content easier.
- Single-word tagging in the body of a post
`[tagname]`
- Two-word tagging in the body of a post
`
[tagname tagname]`
- E.g. `Gravity`

Examples of Content Tagging: Public Tagging

CiteULike: Search results for: client server computing [more than 800 articles] - Internet Explorer provided by Dell

http://www.citeulike.org/search/all?q=client+server+computing

Wiki Help/Good Wiki Style... Technorati Help: Tags CiteULike: Search result... X

what is webcasting

Register | Log in client server computing Search [Help]

sponsored by Springer

CiteULike

ANNUAL REVIEWS
INSIGHTFUL RESEARCH STARTS HERE

AuthorMapper
A free analytic tool from Springer

SAGE-Hindawi Open Access Journals -
Setting Research Free
Submit Your Work Today!

Search results for: client server computing [more than 800 articles]

All articles on CiteULike matching your search criteria

Users interested in: client server computing

knud thiagomanel locatellimp smithmc guhhy kistijantoro dgront ricardoaraujo jonathanbp Seenu tn timer franco Scis0000002 Baris22 unitial ingstrup hyoon marcela napvasconcelos stsaft swakefield mmuecke jweslley michaelbusmann Growlingfish ansobol ddahlem leemond31 romulusx peskin

Groups interested in: client server computing

- P2P-SeC
- Rigi
- LocationAwareComputing
- UbiComp
- Bioinformatics
- SNE
- Blog and Wiki Research
- Software Architecture
- Pervasive Distributed Systems
- structural bioinformatics
- Adaptive-Web

Articles discussing: client server computing

[Hide details](#)

A Graphical User Interface Toolkit Approach to Thin-Client Computing
by Simon Lok, Steven K. Feiner, William M. Chiong, Yoav J. Hirsch
posted to [client](#) by [JavaJoe](#) on 2008-03-17 17:50:32 as ★★

RIS BibTeX RTF/PDF

Everyone's Tags

Most active tags on CiteULike

Filter:

[\[Display as Cloud\]](#)

review	325
evolution	132
network	124
model	110
cancer	101
theory	94
networks	93
statistics	88
learning	87
simulation	79
development	74
protein	74
structure	74
clustering	73
software	70
biology	68
social	68
bioinformatics	67
analysis	62
expression	61
information	61
modeling	59

Internet | Protected Mode: On 100%

2 Internet ... TS6234 What Are Ta... SocialBook... Microsoft P... EN 11:14 AM

Examples of Content Tagging: Public Tagging

The screenshot displays the Delicious website in an Internet Explorer browser window. The address bar shows <http://delicious.com/>. The page header includes the Delicious logo, the text "social bookmarking", and buttons for "Join Now" and "Sign In". A large blue banner with the text "Your bookmarks will organize themselves. Tag your bookmarks. Collections will naturally emerge." is visible. Below the banner is a search bar with the placeholder text "Search the biggest collection of bookmarks in the universe..." and a "Search" button. The main content area is divided into three tabs: "Fresh Bookmarks", "Popular Bookmarks", and "Explore Tags". Under the "Fresh Bookmarks" tab, there are three featured items, each with a thumbnail, title, source, and tags.

delicious
social bookmarking

It's Free! [Join Now](#) [Sign In](#)

Your bookmarks will organize themselves.
Tag your bookmarks. Collections will naturally emerge.

[Learn More](#)

HIDE INTRO

Search the biggest collection of bookmarks in the universe... Search

Fresh Bookmarks Popular Bookmarks Explore Tags

The freshest bookmarks that are flying like hotcakes on Delicious and beyond.
[See more recent bookmarks](#)

How to Upgrade Windows XP to Windows 7 [SAVE](#) 48
via [nirmaltv.com](#)
tags: windows windows7 upgrade howto xp
64 Related Tweets


Bill Clinton leaves North Korea with journalists Laura Ling and Euna Lee [SAVE](#) 2
via [feeds.timesonline.co.uk](#)
tags: Ling journalists Clinton North leaves
25 Related Tweets

WordPress: Using the Featured Post Plugin | WordPress | Tutorial Blog [SAVE](#) 9
via [tutorialblog.org](#)

Done Internet | Protected Mode: On 100% 6:19 PM

Examples of Content Tagging: Public Tagging

The screenshot shows the 9rules website in an Internet Explorer browser window. The address bar displays <http://9rules.com/>. The browser's tab bar includes tabs for "Technology behind taggin...", "folksonomy", and "9rules". The website's header features the 9rules logo (a stylized leaf) and the tagline "The best content from the independent web." Navigation links include "Browse By Community" (with a dropdown arrow), "About 9rules", "Our Blog", "Contact Us", and "How Do I Join?".

A large green banner in the center contains the text: "If it's got the  you know it's the best." To the right of this banner, a message states: "We find the best content from the independent web and pull it all together in one location." Below this message are three buttons: "What's 9rules", "View All Members", and "Want To Join?".

The main content area is titled "Fresh From Our Member Blogs" with a link to "What's A 9rules Member?". It lists three blog entries:

- Eight Ways to Recharge Your Spirit »**
Tag: **Productivity** — Written by **Alex Fayle** [Profile](#)
Posted Aug. 06, 2009 / <http://www.thebridgemaker.com/blog/>
- Makeover »**
Tag: **Personal** — Written by **Jen** [Profile](#)
Posted Aug. 06, 2009 / <http://semanticallydriven.com/>
- Helen »**
Tag: **Art** — Written by **Stephe Harrop** [Profile](#)
Posted Aug. 06, 2009 / <http://www.londontheatreblog.co.uk/>

At the bottom of the list is a partially visible entry: **The Disappearing City + Old Abandoned Houses »**.

On the right side of the page, a green box contains the text: "Signup now or login below. Save your favorites, customize the content, and a lot more." Below this is a login form with fields for "Username" and "Password", and a "Sign In" button.

The footer area includes a "9rules Member Spotlight" section with a link to "View All Members" and a "Tales of a Designer" entry by **Profile**.

The browser's taskbar at the bottom shows several open applications: "how to d...", "9rules - I...", "TS6234", "What Ar...", "SocialBo...", and "Microsof...". The system clock indicates the time is 6:32 PM.

Examples of Content Tagging: Publisher Tagging

Popular Tags on Flickr - Internet Explorer provided by Dell

http://www.flickr.com/photos/tags/

Wiki Help/Good Wiki Style... Technorati Help: Tags Popular Tags on Flickr

flickr® You aren't signed in Sign In Help

Home The Tour Sign Up Explore

Search

Explore / Tags /

Hot tags

In the last 24 hours
usopenofsurfing, sanfranciscomarathon, prettypinktuesday, tenjinmatsuri, juliebenz, worldoutgames2009, nationalnightout, daringbakers, blogathon, hbwe, gdgt, peteturner, housewren, highkeysociety, billclinton, thingaweek, wednesdaycontactshowcase, toseland, fdt, day216

Over the last week
corazonaquino, missblythebrasil2009, canalparade, castlefest, dorealley, nationalnightout, brightonpride, 일식, upc0809, chbp, blc09, brightonpride2009, worldphotowalk, bristolharbourfestival, aug1, photowalksantiago2009, canalpride, sirbobbyrobson, upyouralley, animagic

Jump to: GO

All time most popular tags

animals architecture art asia australia baby band barcelona beach berlin bike bird birthday blackboard blue by california canada canon carca cisco china christmas church city clouds color conductor eia dance day de d... england europe fall family fashion festival film florida flower flowers food football france friends fun garden geotagged germany girl girls graffiti green halloween hawaii hiking holiday home house india ireland island italia italy japan lake landscape light live london macro me mexico ...

Done Internet | Protected Mode: On 100%

Popular T... Facebook... TS6234 What Are... SocialBo... Microsoft... EN 7:11 PM

Advantages of Content Tagging



- multidimensionality, users can assign a large number of tags to express a concept and combine them.
- users can use their own language: words that have meaning for them.
- tags can be shared, creating knowledge through aggregation
- instead of having to store an item in a single folder, it can be tagged with many different terms

Advantages of Content Tagging



- In E-commerce businesses, content tagging provides the ability for a publisher to tag their content.
- E.g. An online store that sells a wide variety of products. Products assigned to categories and searchable via keywords. Each product can be tagged with two or three relevant keywords that can then be used as another vector for cross-referencing products. When a customer is viewing one product, they could click on one of its tags to see a list of other products with the same tag.

Advantages of Content Tagging



- In Research, two different scenarios:

Conventional Bookmarking

Folders are used in a Web browser to organize bookmarks of online resources. If a resource is relevant to several topic areas, the bookmarks have to be saved in multiple folders. The bookmarks might be at different computers at the office and at home. The task of finding 1 site out of hundreds of bookmarks is more difficult than refinding it using Google.

Content Tagging

To manage bookmarks, a relevant Web site can be right-clicked and added to a social bookmarking site (e.g. CiteULike) and tagged with a few relevant keywords. The list of bookmarks is publicly accessible through the site. Other people can easily be directed to it or find the list through the keywords.

Disadvantages of Content Tagging



- the simplicity and ease-of-use of tagging can result in poorly chosen and applied tags. E.g. different terms may be used for the same concept. Felines maybe used for some items and cats for others.
- tags with personal meaning is of no use to others, e.g. viewfrommywindow

Content Tagging -> Social Bookmarking->Folksonomy



- Because a social bookmarking site indicate who created each bookmark and provide access to the person's other bookmarked resources, users can easily make social connections with other individuals interested in just about any topic.
- This community of users over time will develop a unique structure of keywords to define resources - something that has come to be known as Folksonomy

Conclusion



- In general, tagging is relatively new, but has already proven itself as an effective tool for creating rich relationships between content on the Internet.
- Although it is still mostly relegated to social networking and bookmarking sites, content tagging has potential for ecommerce websites based on the idea of helping customers to find related products.



Thank You