TS 6234 CLIENT-SERVER COMPUTING

Content Tagging

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Agenda

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Introduction: What is Content Tagging?

- o also known as collaborative tagging, social tagging, social indexing, social classification, mob indexing, folk categorization, folksonomy
- o became more known since around 2004 due to applications in social networking, photography sharing and bookmarking sites
- o 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.

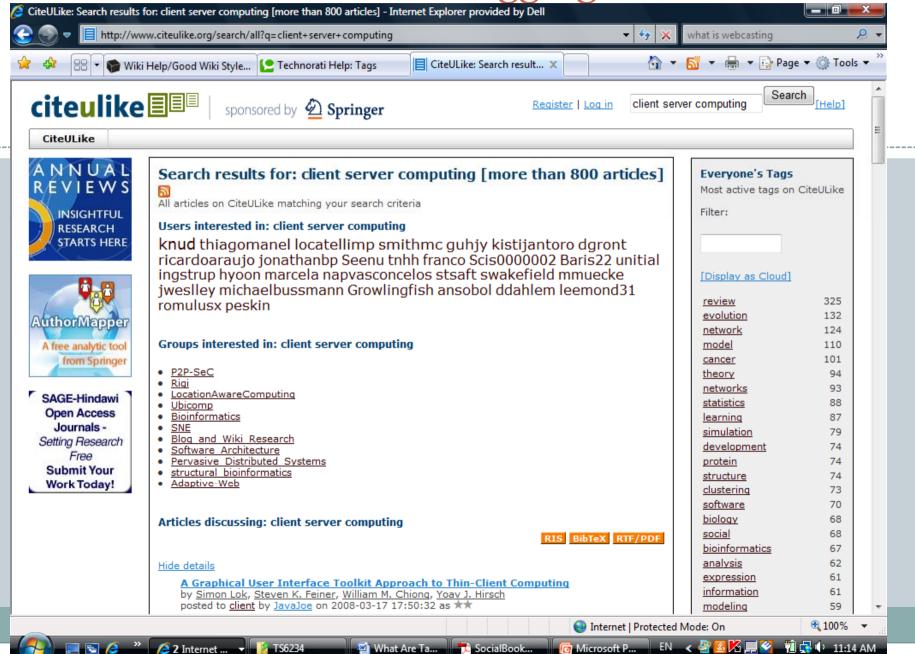
How Does Content Tagging Work?

- Ocontent 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
- o 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

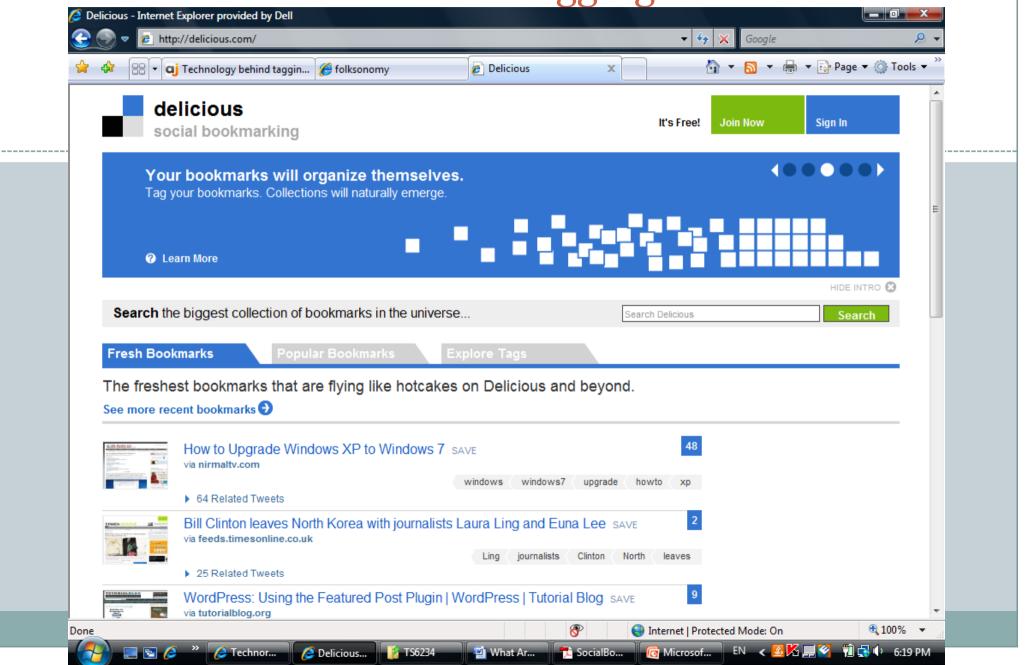
How Does Content Tagging Work?

- 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.
- o Single-word tagging in the body of a post [tagname]
- Two-word tagging in the body of a post [tagname tagname]
- E.g. Gravity

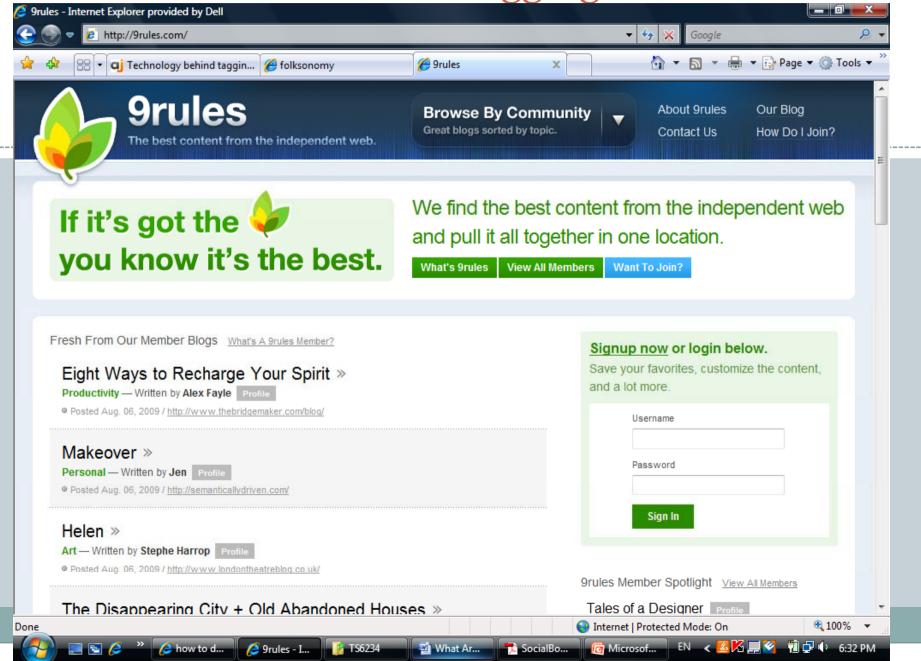
Examples of Content Tagging: Public Tagging



Examples of Content Tagging: Public Tagging



Examples of Content Tagging: Public Tagging



Examples of Content Tagging: Publisher Tagging



Advantages of Content Tagging

- o multidimensionality, users can assign a large number of tags to express a concept and combine them.
- o users can use their own language: words that have meaning for them.
- o tags can be shared, creating knowledge through aggregation
- o 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

o 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.
- o tags with personal meaning is of no use to others, e.g. viewfrommywindow

Content Tagging -> Social Bookmarking-> Folksonomy

- o 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

- o 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.

