

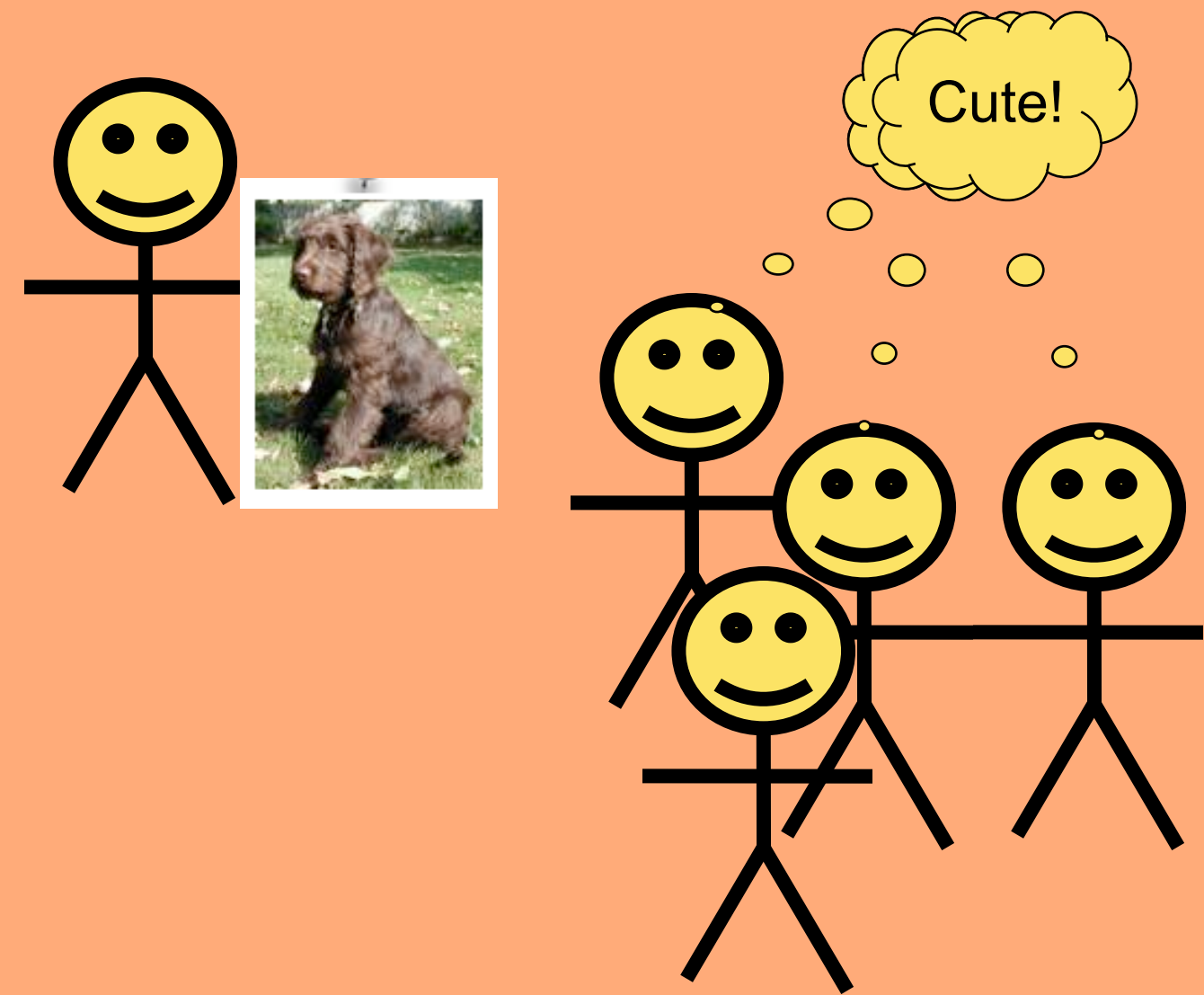
Folksonomy and Web 2.0 - Power to the People

1 Web 2.0

Easy Publishing



Social Sharing

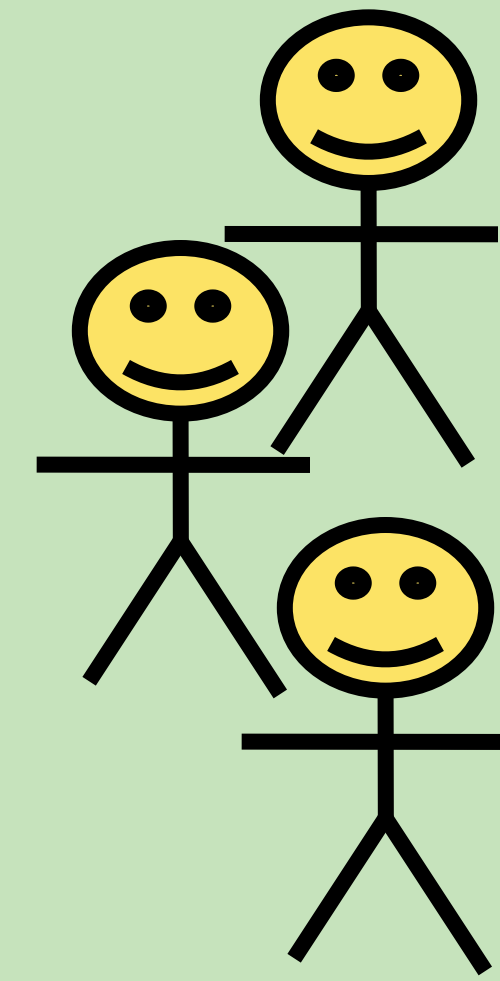


Tagging Content



2 Folksonomy, Tag Clouds & APIs

Folksonomy



Many people tagging the same object in a common system collectively build a Folksonomy or "People's Taxonomy" for the object. These objects can be URLs, photos, movies, blog entries or just about anything else on the web.

Tag Clouds

Tag clouds are the list of tags that a group assigns an object. The tags are weighted by the number of times they are used. Tag Clouds are a description of the content or context of an object. Tag Clouds have a Power Law distribution. It takes ~10 people to lock in the top 3 tags

common tags

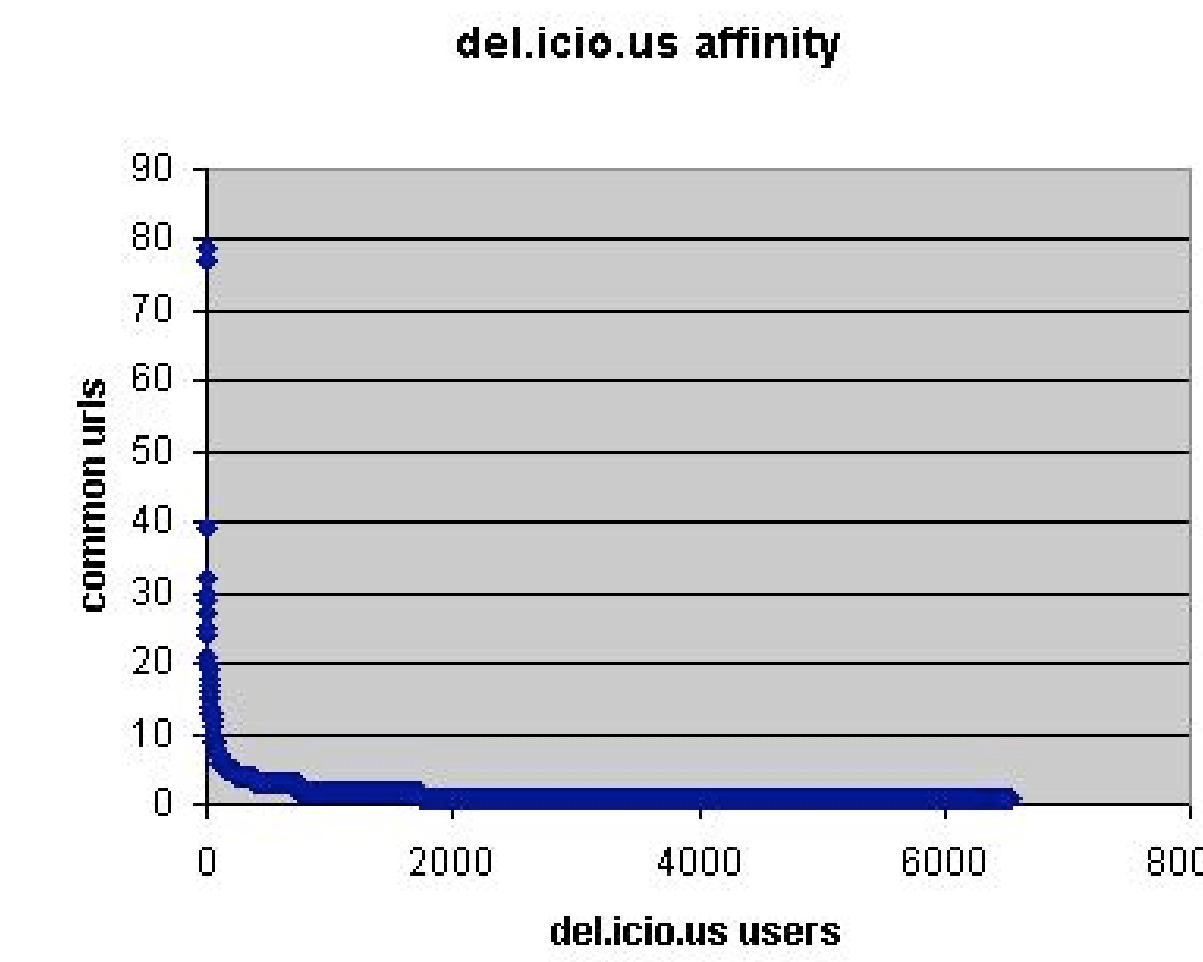
104	linux
79	mac
45	osx
32	emulator
32	software
28	apple
24	os
17	opensource
12	emulation
10	unix
6	computers
5	macosx
5	free
4	desktop
4	it
4	powerpc
4	tech
4	safari_export
4	development
4	news
3	apps
3	technology
3	computing
3	oss
2	emu
2	ppc

Open Simple APIs and RSS

Most Web 2.0 software has open APIs and RSS feeds. The open APIs allow developers to extend the applications in new ways. RSS lets users track changes easily.

3 Peer/Reference Discovery, Meme flow, V.O. and more

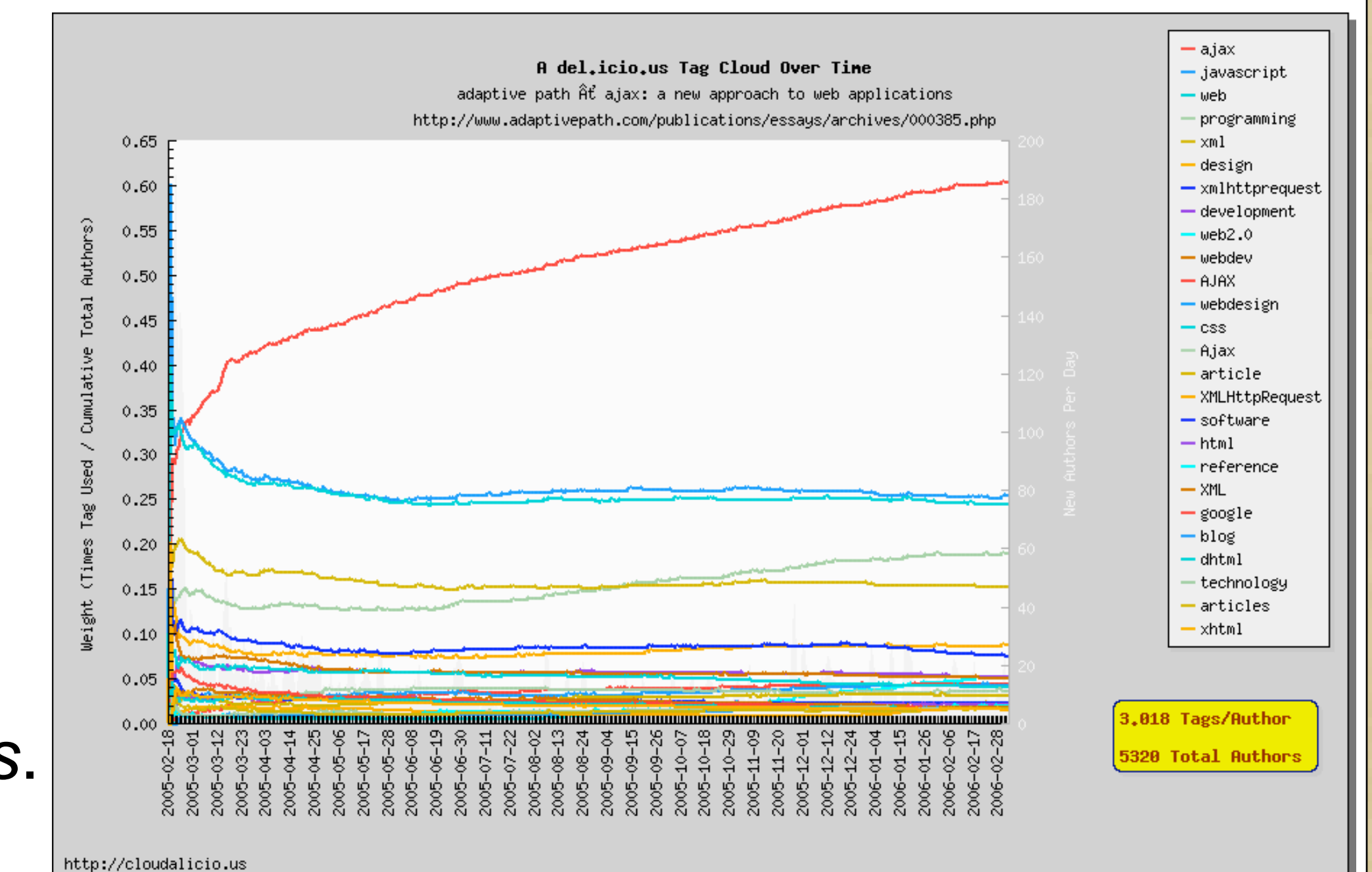
Peer & Reference Discovery



Jon Udell wrote a script that looks for other del.icio.us users who have book-marked similar URLs. These people have similar interests to Jon. He then crawled their book-marks to see what he had missed. This is an example of using the open API and social aspect of del.icio.us for automated peer discovery and reference discovery.

Meme flow

Tag cloud changes can show the flow of new ideas through a culture. Terrell Russell wrote Cloudalicious which tracks the changes in tag clouds over time. This graph shows the rise of the AJAX meme.



AJAX (Asynchronous Javascript And XML) is the engine behind many Web2.0 web interfaces.

Virtual Organizations (V.O.) 4 easy steps

Tagging and Web2.0 applications provide a simple way to build a collaboration suite for a Virtual Organization. Follow these 4 simple steps:

1. Pick a unique tag for your Virtual Organization
2. Have members register with a suite of Web2.0 applications (del.icio.us for sharing bookmarks, Technorati for indexing blog entries, Flickr for photos, etc)
3. Have members use the tag for objects they want to share with the V.O.
4. Subscribe to the RSS feeds for the V.O.s tags at each application site.

Content Discovery, Virtual Mentoring and More

Content Discovery: A Tag Cloud is description of the context and content of an object. The tags used for an object and their frequency provide a unique map of the object's meaning. Searches based on matching Tag Clouds will find similar objects.

Virtual Mentoring: The social aspect of Web2.0 applications allows for virtual mentoring of new users. Using Peer discovery, a new user can find a mentor. The user can then discover the mentor's writings, bookmarks, movies, podcasts, etc.

Other things: Discovery of social leaders, content leaders, building formal taxonomies based on user's experience...

References and About

Tag Clouds - Pietro Speroni, "On Tag Clouds, Metric, Tag Sets and Power Laws", <http://blog.pietrosperoni.it/2005/05/25/tag-clouds-metric/>
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Meme flow - Terrell Russell, <http://cloudalicious.com/tagcloud.php?url=http://www.adaptivepath.com/publications/essays/archives/000385.php>

Jim Phelps, Sr. I.T. Architect, Division of Information Technology
University of Wisconsin - Madison
phelps@doit.wisc.edu, <http://arch.doit.wisc.edu/jim>

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