Tagging – ein sozialer Tag-Traum?

Matthias Müller-Prove
Dipl.-Inform.

Social Tagging in der Wissensorganisation
GMW Workshop 21./22. Februar 2008

Agenda

1. Was sind Tags?
2. Wolkenformationen
3. Die Ordnung der Dinge
4. Vom Umgang mit Tags
5. Zsmfsg & Ausblick

1. Was sind Tags?

59 274

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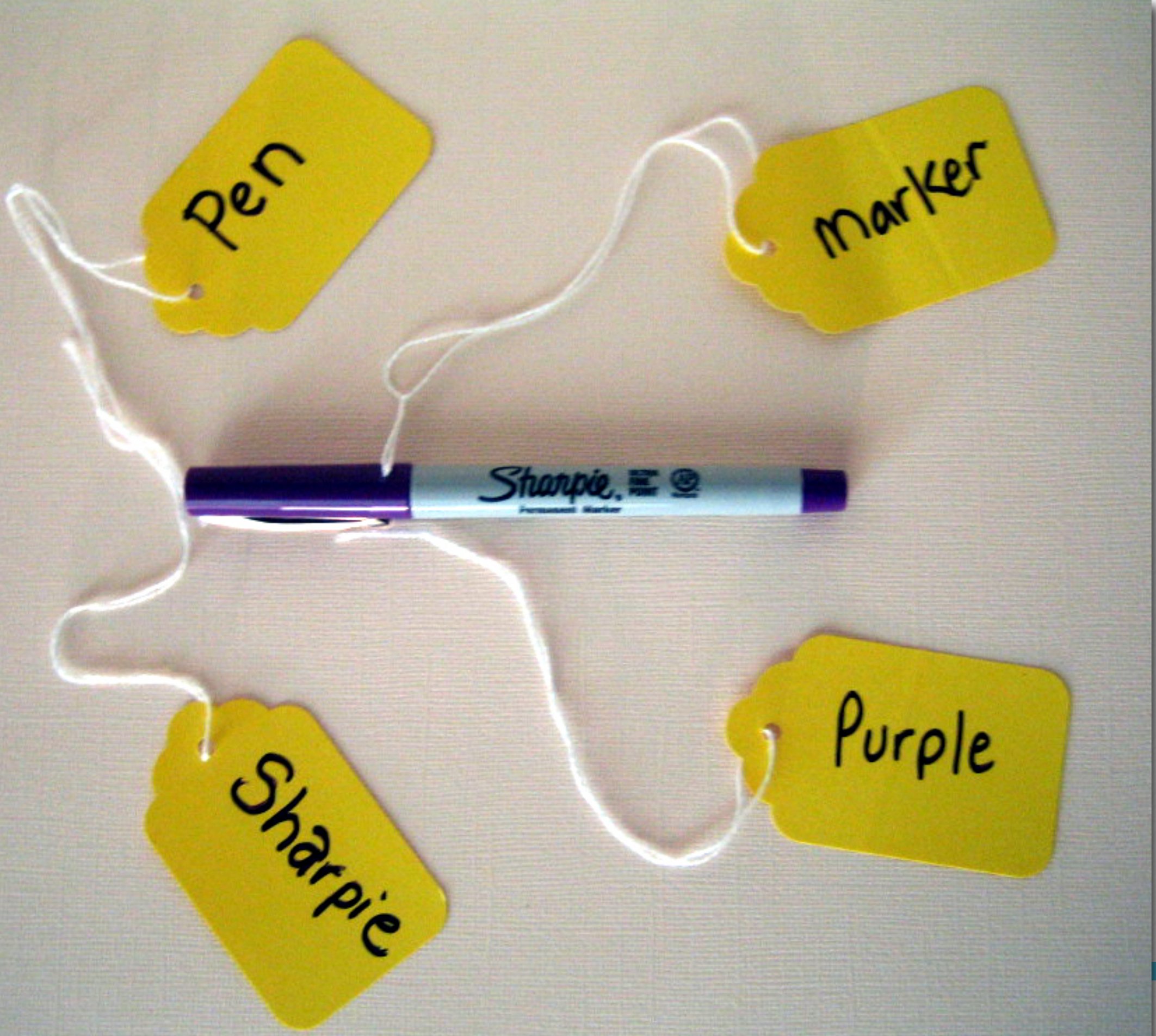
DM 1.99


Pen
Marker
Sharpie
Purple
Sharpie

Ein Anwender taggt ein Objekt.

Tag-Instanz:
(SocialObject, Tag-Label, User, …)

mprove's bookmarks on del.icio.us

http://del.icio.us/mprove?v=3&url=http%3A%2F%2Fwww.evident.com%2F&title=E RSS Google

del.icio.us URL to del.icio.us Leo News (1107) Apple (162) Amazon eBay Yahoo!

learn more about our tagometer badge on our blog! hide this

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popular | recent

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logged in as **mprove** | settings | logout | help

url http://www.evident.com/

description Evident Home - David Weinberger's Table of Contents

notes

tags we space separated

suggestions **webcast** web Weizenbaum webapp weinberger web2.0

save

recommended tags

blog ia tagging taxonomy usability web

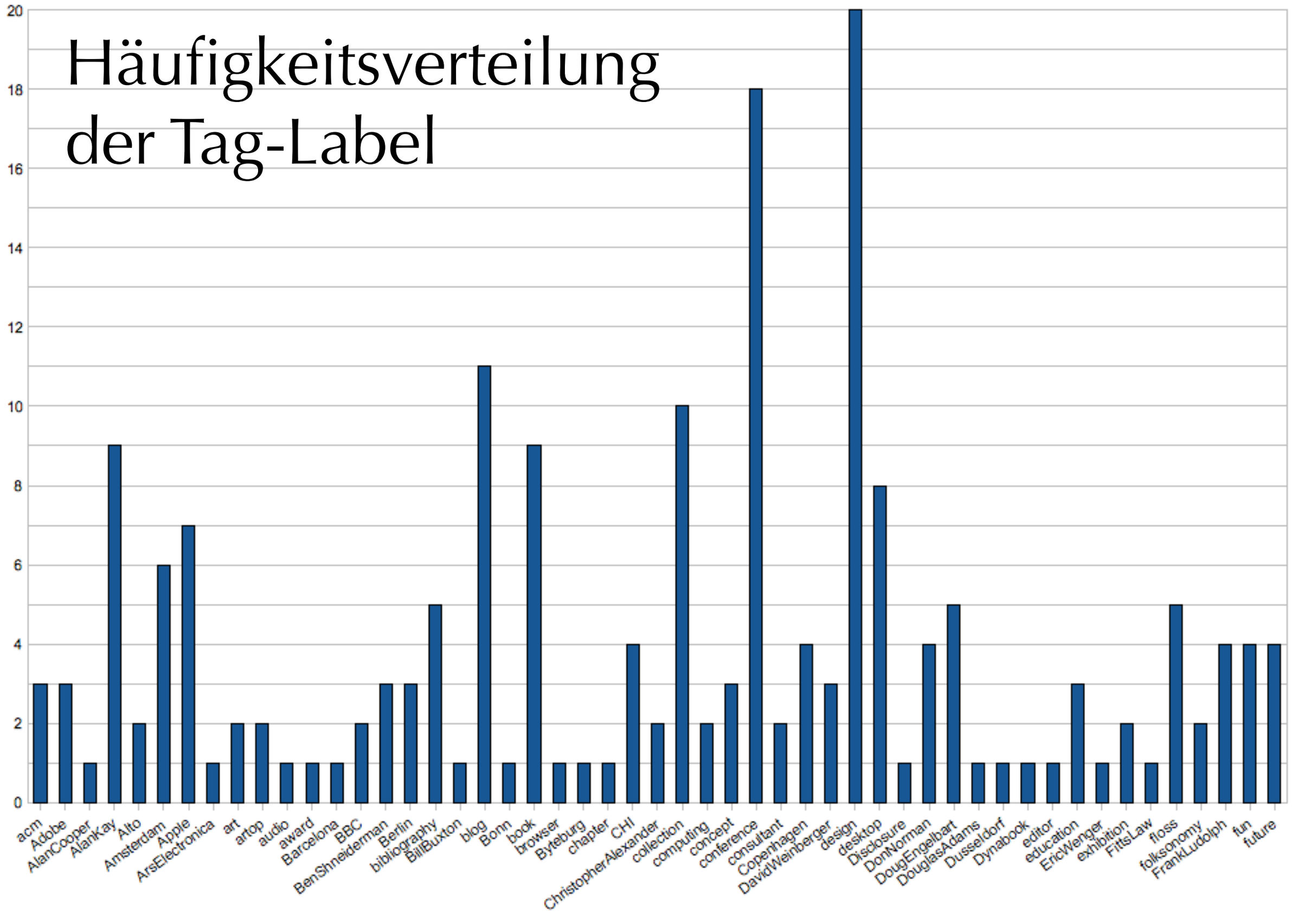
your tags

your network

popular tags

weinberger internet blog blogs reference web2.0 tagging

Häufigkeitsverteilung der Tag-Label



1960s 1970s 1990 1993 1994 1995 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 acm Adobe AlanCooper AlanKay Alto Amsterdam Apple ArsElectronica art artop audio award Barcelona BBC BenShneiderman Berlin bibliography BillBuxton blog Bonn book browser Byteburg chapter CHI ChristopherAlexander collection computing concept conference consultant Copenhagen DavidWeinberger design desktop Disclosure DonNorman DougEngelbart DouglasAdams Dusseldorf Dynabook editor education EricWenger exhibition FittsLaw floss folksonomy FrankLudolph fun future FutureShock game GoLive graphicdesign GUI guidelines Hamburg HCI HIForum history hollywood HOq human hyperlink hypertext icom innovation interaction interactiondesign interface IvanSutherland JakobNielsen JefRaskin JosephWeizenbaum KaiKrause Kiel knowledge KPT learning Linz Lisa logo Macintosh mail management medichi Memex MetaCreations metrics MinorityReport MuC OOo OOoCon organization Paderborn panel paper paradigm patterns Photoshop poster presentation reboot requirements research resources review RobertCailliau Sketchpad Star Starfire StephenIntille Sun tagging taxonomy TedNelson testing TimBernersLee Tog tools UISoftware upa usability userexperience uxHH video Vienna vision web WolfgangCoy workshop Xerox

Tag:

(Tag-Label$_i$,

{ SocialObject$_j$ | ∃ (SocialObject$_j$, Tag-Label$_i$, User$_x$) })

Jedes Tag ist ein Hyperlink mit mehreren Zielen.

2. Wolkenformationen

Tags by Popularity

Tags are labels that people use to make it easier to find blog posts, photos and videos that are related. The tags below are sized according to their popularity. Here's some more information about tagging.

Top Tags This Hour

3000 best bez-kategorii buy compaq computer computers diet for hp laptop laptops lenovo loss mobile mp3 nicht-kategorisiert notebook notebooks pavilion pc pills ring ringtone ringtones sale thinkpad to tones weight

Top 100 Tags from A to Z (all languages)

allgemein apple art art and photography articles blog blogging blogroll blogs books business computers and internet culture current affairs daily design diary dreams and the supernatural education entertainment entretenimiento events family fashion film food football friends fun funny games goals, plans, hopes google hobbies home humor internet iraq jobs, work, careers life links linux love mã°sica música marketing media microsoft misc

Weizenbaum

blogs.sun.com

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Search Blogs Full Text Search Terms »

Most Popular Tags less

10 **2.0** 2007 access **accessmanager** **adoption** **ajax** ambassador apache **apple** application article availability bangalore beijing belenix bigadmin **blackbox** **blog** blogging blogs blogwatch bpel business campus cec cec2007 **china** **cluster** clustering cmt communications **community** conf conference culture customer **cycling** data database databases datacenter days demo derby design desktop developer development **documentation** **dtrace** eclipse **eco** economics education ee enterprise esb event ezequiel facebook federation **firefox** foss foss.in free **frontpage** games **glassfish** glassfishv2 global gnu **google** governance gpl green grid grizzly **hpc** hudson humor **ibm** **ide** **identity** **identitymanagement** identitymanager **india** indiana innovation integration intel internet interoperability iphone **japan** japanese **java** javacaps **javaee** **javafx** **javaone** javascript jax-rs **jax-ws** jbi jersey **jmaki** jmx **jruby** **jsf** jsr168 jsr286 laptop ldap libertyalliance life **linux** **mac** **management** manager **marketing** media messaging **metro** **microsoft** microsystems mobile mobility mozilla **music** **mysql** **netbeans** network nevada new news niagara odf office ogb **open** open+source **open-source** open_source opends openid openjdk **openoffice** **openoffice.org** **openportal** **opensolaris** **opensource** **opensso** oracle **performance** personal photography php **play** podcast politics **portal** **portalserver** portlet portletcontainer **portlets** postgresql power pr programming **project** qa quality rails ray release **rest** review roller rss **ruby** running sailfin saml screencast sdn search second secure **security** semweb **server** service services singer snapshot **soa** social **software** **solaris** **source** **sparc** staroffice **storage** **sun** **suncec2007** **sunray** sunw sxde sysadmin **system** t2 t2000 t5120 t5220 tech techdays technoceleb **technology** testing the tokyo **tools** training **travel** twitter **ubuntu** ultrasparc usability user v2 v3 **video** **virtualization** vmware **web** **web2.0** webserver **webservices** wiki **windows** wireless **work** **wsit** wsrp xml xvm **zfs** zones ネトビ

Recent Posts See All »

Popular Blogs

New Sun Bloggers

Music on Last.fm

Artist Hype List

Top artist movers for the week of 10 Feb 2008:

Cavalera Conspiracy
Up 1,335%

Grand Archives
Up 549%

Yael Naïm
Up 358%

Leo Laporte and the TWiTs
Up 303%

The Morning Of
Up 292%

Track Hype List

Top track movers for the week of 10 Feb 2008:

Jack Johnson – Sleep Through the Static
Up 6,155%

Simple Plan – Your Love Is a Lie
Up 1,787%

Find your music.

Artist | Album | Track | **Tag** | Label

Search

Popular Tags

00s 60s 70s 80s 90s acoustic albums i own alt-country **alternative** alternative metal **alternative rock** **ambient** american anime avant-garde awesome beautiful **black metal** blues british britpop brutal death metal canadian celtic chill **chillout** christian christmas classic **classic rock** classical comedy cool country cover **dance** dark ambient darkwave **death metal** disco doom metal downtempo drum and bass dub easy listening ebm **electro** **electronic** **electronica** emo **experimental** favorite favorite songs **favorites** favourite favourites female female vocalist **female vocalists** finnish **folk** folk metal folk rock french fun **funk** german goth gothic gothic metal gothic rock grindcore **grunge** guitar **hard rock** **hardcore** **heavy metal** hip hop **hip-hop** house idm **indie** indie pop **indie rock** **industrial** industrial metal **instrumental** j-pop j-rock **japanese** **jazz** jpop latin lounge **love** male vocalists melancholy mellow melodic death metal **metal** **metalcore** minimal new age **new wave** noise nu metal oldies **piano** polish **pop** pop punk pop rock post-hardcore post-punk post-rock power metal progressive progressive metal **progressive**

My Contacts

Mobile export (iPhone ...)

View

▼ Confirmed contacts | ▶ Unconfirmed contacts | ▶ Bookmarked people | ▶ Contacts to confirm

Search profiles:

Search by tags: GMW

Find

All | Untagged | Adobe artop BBDO Berlin Byteburg CHI cmdays DA **FBI** FGuru foxP2 gcUPA GMW GoLive Hamburg HIForum IIIF IPTV job **mediarunde** MS **MuC** **OOo** Pink Positivisten **reboot** SAP startup **Sun** uworld ux uxf **uxHH**

All | A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Contacts 1-2 out of 2

Dr. Birgit Gaiser
Institut für Wissensmedien

Stefanie Panke
Institut für Wissensmedien (IWM)

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TAGS

ajax
backstory
books
burnin
business
copyright
economics
etech
eurooscon
numbers
javascript
mobile
music
nff
open
source
oscon
remix
rss
search
social
voice
voip
web
web20
where
where20
yahoo

BRIGHT07
www.bright.nl
'Ik bright? M'n
den zijn bright'
Camilla Beltrami pag. 46
100 dollar laptop
auto
baby
chriet
titulaer
design
e-mate
game
haard
headset
hipster
pda
hout
jszeilen
ipod
labrats
life hacking
los angeles
mobile
mount everest
multitasking
muts
ruimte
ooglaser
ora-ïto
psp
richard hutten
atelliet
sauna
shanghai
skype
sneaker
speeds
tress
sydney
technology
related
the bright bunch
lescoopsurfen
ideoblog
viral
wikipedia
winterspele

3. Die Ordnung der Dinge

Taxonomien

- hierarchische Strukturen werden zentral festgelegt
- benutzen ein kontrolliertes Vokabular → Thesaurus
- sind eindeutig per Definition

Thomas Vander Wal

(Information Architect)

2004: »folksonomy«

Taxonomien

hierarchische Strukturen werden zentral festgelegt

benutzen ein kontrolliertes Vokabular → Thesaurus

sind eindeutig per Definition

Folksonomien

dynamische, selbstorganisierte vernetzte Strukturen

haben ein unkontrolliertes Vokabular → Tag-Label

sind mehrdeutig und widersprüchlich

kollaborativ (social) mit kummulativen Effekten

Aber es funktioniert doch (ganz gut).

Search

Photos Groups People

Everyone's Photos | Eifelturm | SEARCH | Advanced Search | Search by Camera

Full text Tags only

We found **534 results** for photos tagged with **Eifelturm**.

View: Most recent • Most interesting Show: Details • Thumbnails

View as slideshow

Guess where...

Uploaded on 28 March 2007

By **Madra Rua (Hauke)**

See more photos, or visit his profile.

paris, france, night, canon ...

Sponsored Results

[redacted]

Y! SEARCH

Eifelturm

Search the Web

Also try: paris, france, frankreich, eifeltower or toureiffel

Eiffelturm Schlange

Uploaded on 22 August 2007

By **BenJTsunami**

See more photos, or visit his profile.

people, paris, france, tower ...

Search

Photos Groups People

Everyone's Photos | Eiffelturm | SEARCH | Advanced Search | Search by Camera

Full text Tags only

We found **2,692 results** for photos tagged with **Eiffelturm**.

View: Most recent • Most interesting Show: Details • Thumbnails

View as slideshow

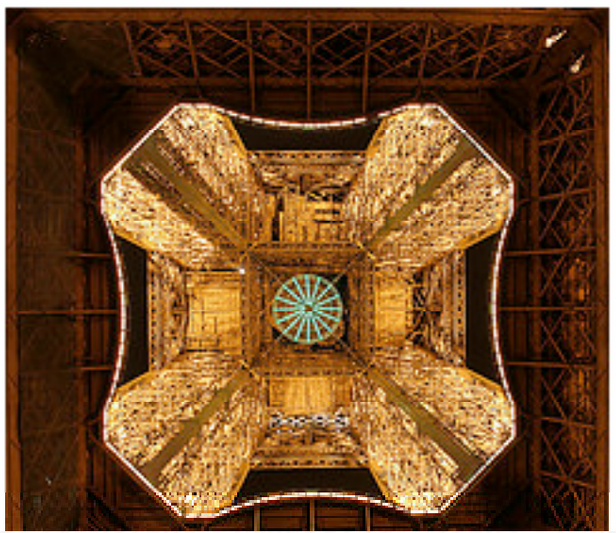
+ Tour Eiffel +

Uploaded on 30 August 2006

By **florian.b**

See more photos, or visit florian.b's profile.

city, vacation, holiday, paris ...



At night

Uploaded on 20 February 2007

By **Curlgirl1**

See more photos, or visit her profile.

light, paris, france, night ...

Sponsored Results

[redacted]

Y! SEARCH

Eiffelturm

Search the Web

Also try: paris, france, toureiffel, frankreich or eiffeltower

4. Vom Umgang mit Tags

Nichts ist leicher als Tagging.
Aber: Cui bono?

Der persönliche Nutzen kommt relativ spät.

Neueste Beiträge
Stefanie Panke

« Zurück zur Übersicht

Neueste | nach Tag filtern

cafe frühstück olgaeck

Cafe Hüftengold

Cafés » Cafés in Stuttgart

Olgastraße 44, 70182 Stuttgart

11 Beiträge

Stefanie Panke (15 Punkte) 23.07.2007

Ich mag das Hüftengold gern, weil meine Freundin Annette schräg gegenüber wohnt und wir hier nicht nur so manchen Abend sondern auch viele Morgende verbracht haben, bevor ich in den Zug nach Tübingen oder sonstewohin steigen musste. Und weil die Crew auch mal spontan eine Flasche Wein springen läßt. Das Müsli ist sehr lecker und die Marmelade in den riesigen Weck-Gläsern ein prima Geschenk.

Stichworte: cafe, frühstück, olgaeck

hilfreich (6) | gut geschrieben (4)

Bedenklicher Inhalt? | Kommentare (1)

del.icio.us / factoryjoe by Factory Joe

Optimized Firefox builds
to apple browser firefox mac osx powerbook powerpc software optimized download ... and 177 other people ... on 2005-03-13

Suckerfish Dropdowns - HTML Dog
to accessibility coding css vote:90 useful suckerfish dropdown javascript lists menus navigation programming scripts tutorial xhtml ... and 147 other people ... on 2005-03-13

StatCounter Free invisible Web tracker, Hit counter and Web stats
to statistics counter source:jamie_chang ... and 7 other people ... on 2005-03-13

Flame Warriors Home
to culture funny humor life_online source:me.at.work ... and 13 other people ... on 2005-03-12

Peculiar » Distributed Authentication and a practical solution
to identity drupal distributed_authentication to_read source:boris_mann ... and 8 other people ... on 2005-03-12

Tagsy: universal tag-based content aggregator
to aggregator del.icio.us extension firefox flickr folksonomies metadata social_computing r2 interest:90 taxonomy ... and 51 other people ... on 2005-03-11

NonProfit Open Source Initiative
to floss open_source organizing software technology non-profit civicspace ... and 23 other people ... on 2005-03-11

Colorization Using Optimization
to design graphics photography research technology visualization color coding code colorization vote:60 ... and 315 other people ... on 2005-03-10

Adactio: Journal - Progressive enhancement with Ajax
to accessibility code css design development javascript XmlHTTPRequest ajax xhtml php web_design ... and 67 other people ... on 2005-03-09

heyblog: Using Textile with HumaneText Service for OSX
to mac osx service textile formatting humane text ... and 19 other people ... on 2005-03-08

« earlier | later » 561 items total | page 1 of 57

» An RSS feed for this page is available at http://del.icio.us/rss/factoryjoe.

» Showing 10 items per page. Show 10, 25, 50, 100 items per page.

tags

10x10 1984 2020dems 37signals 3d 43_things 50 @media academia accessibility accesskeys actions adhoc advertising advocacy affiliate agenda aggregation aggregator aggregators ai aim ajax alert alertbox all_things_considered alumni amazon amazon_feed_injector american_digest analysis animals animation annotation aoliza api app apple applescript applet application applications apps aqua architecture archive army art article articles artistic artists asp_net atag atom Attention.xml attentionxml attribute audio audioscrobbler authoring_tools automator banners bar_charts bargains barsuk basecamp bash bb beauty best_practices beta bigbold black_box blacklist blacktree blockquote blog blogging bloglet bloglines blogmark blogmarks blogroll blogrolls blogware book bookmarklets bookmarks books boxes brain brainstorming browser browsers brushes bubble_up buddhabrot buddy:goba bugmenot bugs burri.to bush business buttons buzz calendar campaign cananda candybar canon capitalism captioning categories categorization category causes cc cell_phone cg cgi chander chandler charlie_lowe charts chat cheatsheet child_protection chrome citizen_journalism civicspace classification clearing cli client-side clients clipboard clothing clustering cms cmu coca code code_generator coding cognitive_costs collaboration color colorization

Und man muss lernen
in den Tag-Wolken zu lesen.

Explore / Tags /

Hot tags

In the last 24 hours
twtmelitm307, **furryfriday**, **day32**, **groundhogday**, **feb07**, **groundhog**, utatathursdaywalk42, msh0207, project365kids, bessa, mooninites, belgië, athf, thaipusam, sudan, fullmoon, dailyphoto, pictureaday, feb, project365

Over the last week
idiotarod2007, **wintercity**, **chinatown07**, **jan27**, **edwardianball**, **republicday**, idiotarod, pequeñagigante, utatathursdaywalk39, thaipusam, lapequeñagigante, royaldeluxe, marchonwashington, peacemarch, santiagoamil, athf, lostplanet, project365kids, gasparilla, naturesfinest

Jump to: GO

All time most popular tags

06 africa amsterdam animals architecture art august australia autumn baby barcelona beach berlin birthday black blackandwhite blue boston bw california cameraphone camping canada canon car cat cats chicago china christmas church city clouds color concert day dc december dog england europe fall family festival film florida flower flowers food france friends fun garden geotagged germany girl graffiti green halloween hawaii hiking holiday home honeymoon hongkong house india ireland island italy japan july june kids la lake landscape light live london macro may me mexico mountain mountains museum music nature new newyork newyorkcity newzealand night nikon nyc ocean october paris park party people portrait red river roadtrip rock rome san sanfrancisco scotland sea seattle show sky snow spain spring street

06 africa amsterdam animals architecture art august australia autumn baby barcelona beach berlin birthday black blackandwhite blue boston bw california cameraphone camping canada canon car cat cats chicago china christmas church city clouds color concert day dc december dog england europe fall family festival film florida flower flowers food france friends fun garden geotagged germany girl graffiti green halloween hawaii hiking holiday home honeymoon hongkong house india ireland island italy japan july june kids la lake landscape light live london macro may me mexico mountain mountains museum music nature new newyork newyorkcity newzealand night nikon nyc ocean october paris park party people portrait red river roadtrip rock rome san sanfrancisco scotland sea seattle show sky snow spain spring street summer sun sunset sydney taiwan texas thailand tokyo toronto travel tree trees trip uk urban usa vacation vancouver washington water wedding white winter yellow york zoo

06 africa amsterdam animals architecture art august australia autumn baby barcelona beach berlin birthday black blackandwhite blue boston bw california cameraphone camping canada canon car cat cats chicago china christmas church city clouds color concert day dc december dog england europe fall family festival film florida flower flowers food france friends fun garden geotagged germany girl graffiti green halloween hawaii hiking holiday home honeymoon hongkong house india ireland island italy japan july june kids la lake landscape light live london macro may me mexico mountain mountains museum music nature new newyork newyorkcity newzealand night nikon nyc ocean october paris park party people portrait red river roadtrip rock rome san sanfrancisco scotland sea seattle show sky snow spain spring street summer sun sunset sydney taiwan texas thailand tokyo toronto travel tree trees trip uk urban usa vacation vancouver washington water wedding white winter yellow york zoo

06 africa amsterdam animals architecture art august australia autumn baby barcelona beach berlin birthday black blackandwhite blue boston bw california cameraphone camping canada canon car cat cats chicago china christmas church city clouds color concert day dc december dog england europe fall family festival film florida flower flowers food france friends fun garden geotagged germany girl graffiti green halloween hawaii hiking holiday home honeymoon hongkong house india ireland island italy japan july june kids la lake landscape light live london macro may me mexico mountain mountains museum music nature new newyork newyorkcity newzealand night nikon nyc ocean october paris park party people portrait red river roadtrip rock rome san sanfrancisco scotland sea seattle show sky snow spain spring street summer sun sunset sydney taiwan texas thailand tokyo toronto travel tree trees trip uk urban usa vacation vancouver washington water wedding white winter yellow york zoo

06 africa amsterdam animals architecture art august australia autumn baby barcelona beach berlin birthday black blackandwhite blue boston bw california cameraphone camping canada canon car cat cats chicago china christmas church city clouds color concert day dc december dog england europe fall family festival film florida flower flowers food france friends fun garden geotagged germany girl graffiti green halloween hawaii hiking holiday home honeymoon hongkong house india ireland island italy japan july june kids la lake landscape light live london macro may me mexico mountain mountains museum music nature new newyork newyorkcity newzealand night nikon nyc ocean october paris park party people portrait red river roadtrip rock rome san sanfrancisco scotland sea seattle show sky snow spain spring street summer sun sunset sydney taiwan texas thailand tokyo toronto travel tree trees trip uk urban usa vacation vancouver washington water wedding white winter yellow york zoo

5. Zsmfsg & Ausblick

(SocialObject, Tag-Label, User, …)

Objekte nur einer Kategorie

(SocialObject, Tag-Label, User, …)

Objekte nur einer Kategorie

(SocialObject, Tag-Label, User, …)

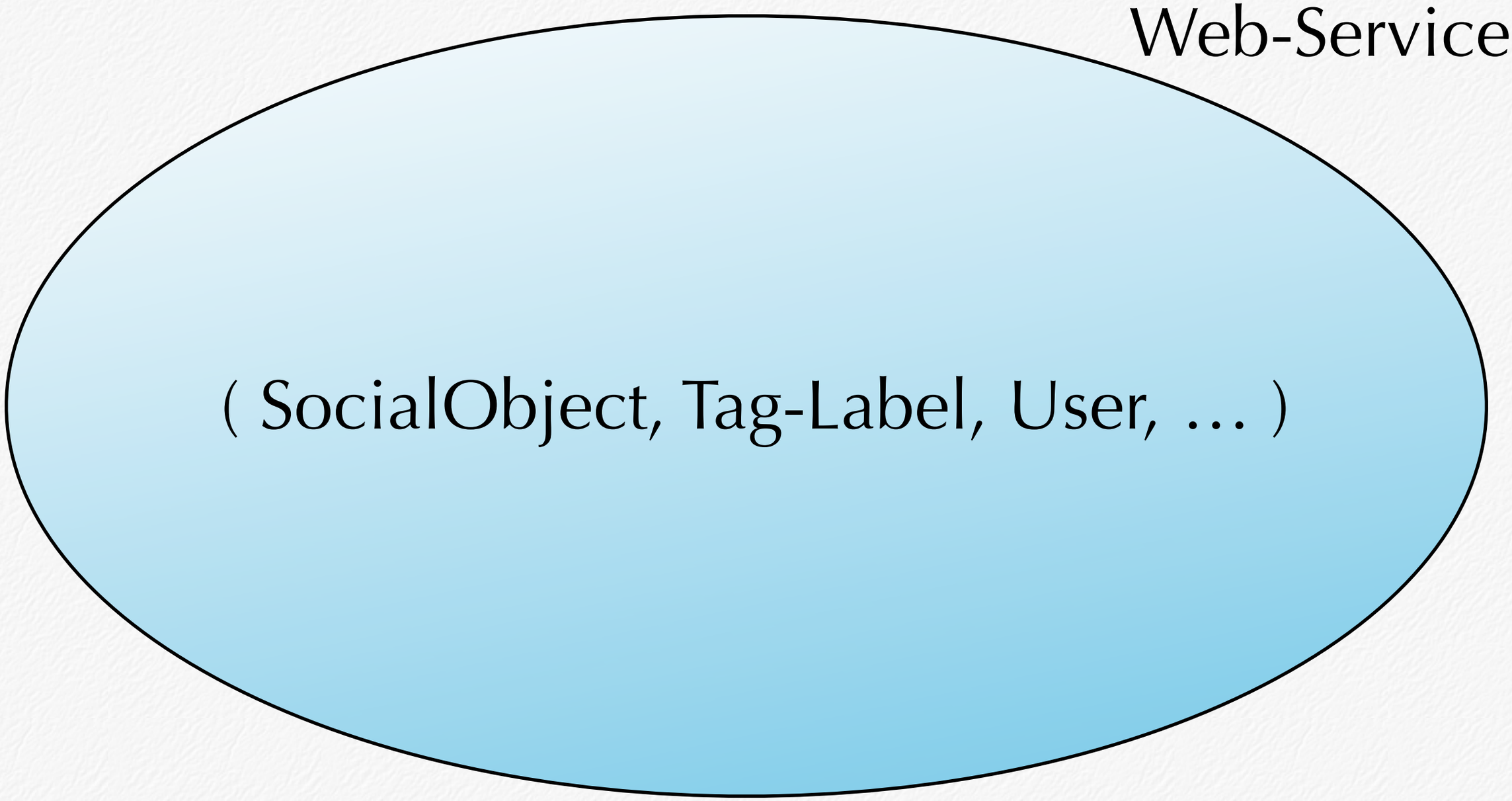
unkontrolliertes Vokabular

Objekte nur einer Kategorie

unbekannte Anwender

(SocialObject, Tag-Label, User, …)

unkontrolliertes Vokabular


Web-Service
(SocialObject, Tag-Label, User, …)

del.ico.us

Last.fm

flickr

Technorati

YouTube

del.ico.us

Last.fm

flickr

Technorati

YouTube

Das alles ein Tag-Traum?

Tagging hat das Potential im globalen Medium
Web eine Bedeutungsebene einzuführen,
die es so noch nirgendwo gab.
Sie konstituiert sich über die gemeinsame
Sprache der Menschen.

Guten Tag!

Matthias Müller-Prove
www.mprove.de

Credits

Folie 4 - Ohrmarke: http://flickr.com/photos/86067780@N00/1104094234/
Folie 5 - Etikett: http://www.shopblogger.de/blog/archives/1881-KAISERS-Preisetikett.html
Folie 6 - http://flickr.com/photos/16445093@N03/2268480400/
Folie 7 - Tagged Pen: http://flickr.com/photos/cambodia4kidsorg/260004685/
Folie 9 - Delicious Screen: http://www.mprove.de/script/07/icom/index.html
Folie 11 - mprove.de Tag-Cloud: http://www.mprove.de/about/index/tags.html
Folie 13 - Wolken: http://flickr.com/photos/oceanflynn/367600665/in/photostream/
Folie 16 - Sun blogs: http://blogs.sun.com/
Folie 17 - Last.fm Tag-Cloud: http://www.last.fm/music/+tags/
Folie 19 - Typographie: http://flickr.com/photos/factoryjoe/141709224/
Folie 20 - Bright07 Cover: http://flickr.com/photos/mansszat/107645200/
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Folie 23 - Vander Wal: http://www.flickr.com/photos/erinmalone/433265198/
Folie 31 - Viele Delicious Tags: http://flickr.com/photos/factoryjoe/6545651/sizes/l/
Folie 33 - flickr Tag-Cloud: http://flickr.com/photos/tags/
Folie 38 - Silos: http://flickr.com/photos/schlegl/363536219/