



# PennTags

## Tagging in an Academic Library

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[tags.library.upenn.edu](http://tags.library.upenn.edu)



# introducing penntags

- **Built in summer 2005**
- **Social Bookmarking tool for the Penn community**
  - Save
  - Describe
  - Organize
  - Share
  - Find (last on purpose)
- **Provides stable urls for resources & lists**



# User-Centered Approach

- **Students/librarians can create their own collection of important resources**
- **Use their own terms**
- **Create their own systems for understanding the content they encounter**
  
- **Share what they've found, and what they find interesting about it**



# Getting things into Penntags

- **Users / librarians collect online resources in PennTags.**
  - **Assign tags**
  - **Write long annotations/ or attach images**
  - **Find the resources again using tags**
  - **Share the links, annotations, and tags with the world**
  - **Demo...**



# What resources can we tag?

- **Public Web Sites (as with del.icio.us)**
- **Penn Library resources,**
  - **Records in our OPAC**
  - **Videos in our Video Catalog**
  - **Links from our link resolver (SFX) to online journal articles**
  - **Stable links to proxied E-Resources**
  - **Images from our Image collection**
- **More to come**
  - **DOI's...**



# how it is used / getting things out

- **Save this link for later...**
  - As a substitute for delicious in an academic context
- **Managing & Sharing Lists**
  - Annotated Bibliographies by students
  - Research Guide creation by librarian
  - Shadow Catalog by enthusiasts
- **Creating Flexible Library projects**
  - For everything we do in the library
  - PennPages

A decorative header illustration featuring several stylized birds in various poses and a lamp with a glowing yellow light. The birds are rendered in a simple, clean style with white bodies and dark accents.

# Composable and decomposable

- **Collecting and describing content is done by users**
- **Content creators should make their content mash-up-able**
- **Let the content live in many contexts publicly**



- **Make our own content more composable and decomposable**
- **Take advantage of RSS feeds**
- **Get librarians out of the HTML business**





- 1. Is it open source?**
- 2. what about...**
  - privacy
  - copyright
  - bad/illegal/pornographic work in the catalog
  - too many annotations in a record, ie sloppy catalog
- 3. Can we try it?**
- 4. Have you seen resistance by librarians?**
- 5. What's up with the birds?**
- 6. What would you do differently?**



# penntags & the opac

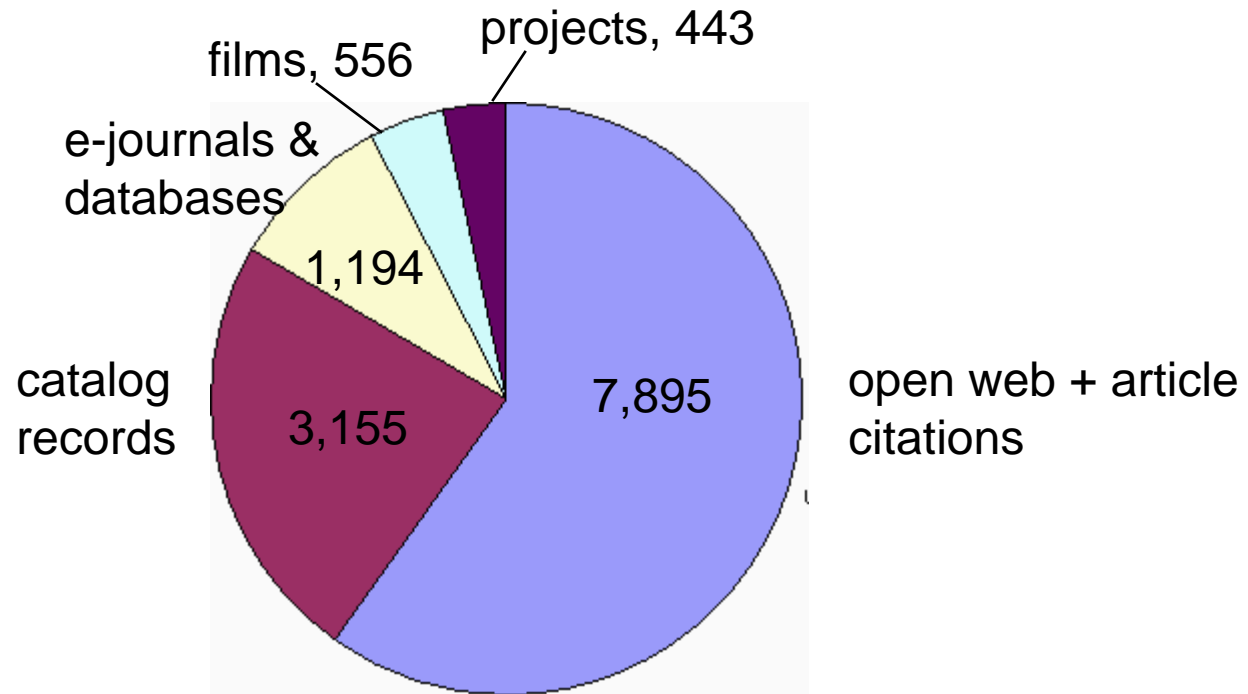
- **books in the OPAC can be tagged**
- **tags and annotations are displayed in the opac**
- **integrity of the marc record remains**
- **tags & subject headings searched separately**



# what's next for penntags? (in no order)

- **Spreading PennTags**
  - Marketing PennTags within the University
  - (Collaboration with other universities)
- **Improving functionality in the system**
  - Measuring Influence
  - DOI support for import
  - Image functions
- **Output Options**
  - Output integration to other library resources
  - Export to delicious, endnote, rtf, refworks, bibtext, etc?
  - Published api
  - RDF
- **Learning from tags/annotations/uses (big)**
- **Partnering with others to share penntags beyond Penn community**
- **PennPage**

# how it is used (by the numbers)





## how it is used (by the numbers)

- **13,258 posts**
- **11,086 posts with tags**
- **9,773 unique tags used 37,395 times**
- **9,605 posts with annotations**
- **882 unique owners**
- **200 posts / week**



# books are for use (books)

- **Public Web Resources (as with del.icio.us)**
- **Penn Library resources,**
  - **Records in our OPAC**
  - **Videos in our Video Catalog**
  - **Links from our link resolver to online journal articles**
  - **Stable links to proxied E-Resources**
- **DOI's (coming soon)**
  - **remembering**
  - **publishing about**



# books are for use (use)

## Traditionally

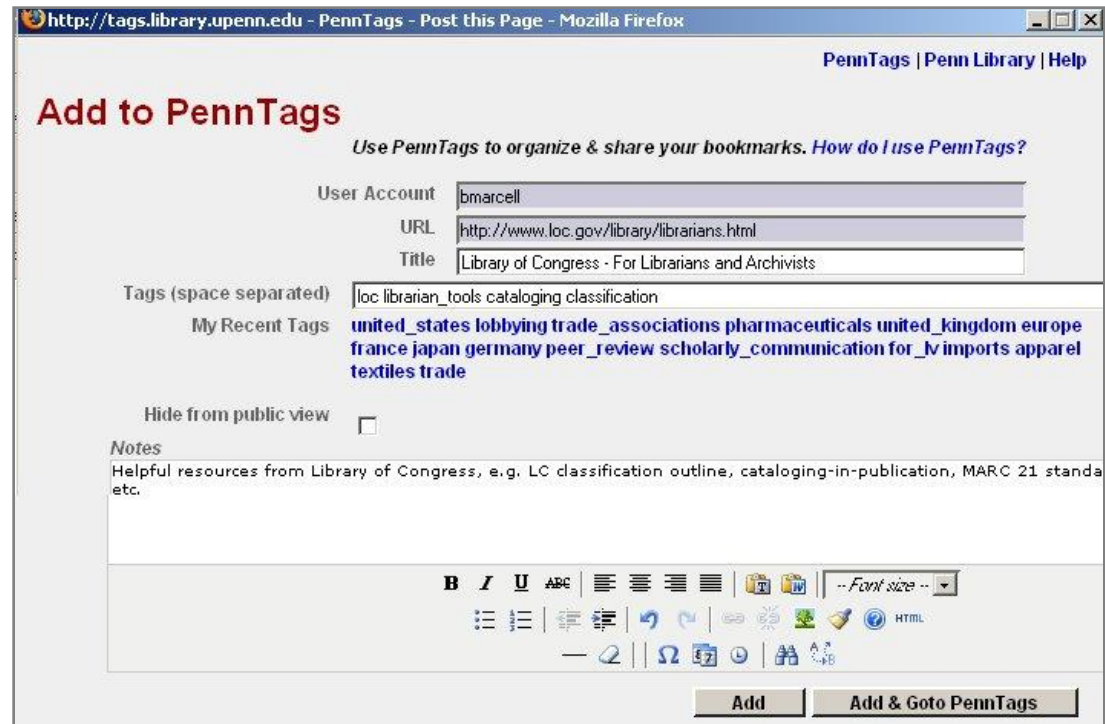
- **private uses**
  - reading
  - referring to in conversation, ie quoting
  - categorizing
  - remembering
- **public uses**
  - publishing about

## Now and in the future

- **private uses**
  - reading
- **public uses**
  - referring to in other media/remixing
  - categorizing
  - remembering
  - publishing about

# screenshots

- Two methods
  - Bookmarklet
  - Embedded posting
    - E-Resource Locator
    - OPAC
    - Open URL resolver



The screenshot shows a web browser window titled "http://tags.library.upenn.edu - PennTags - Post this Page - Mozilla Firefox". The page content includes:

- Navigation links: PennTags | Penn Library | Help
- Section header: **Add to PennTags**
- Instructional text: *Use PennTags to organize & share your bookmarks. How do I use PennTags?*
- Form fields:
  - User Account:
  - URL:
  - Title:
- Tags (space separated): 
  - My Recent Tags: [united\\_states](#) [lobbying](#) [trade\\_associations](#) [pharmaceuticals](#) [united\\_kingdom](#) [europe](#) [france](#) [japan](#) [germany](#) [peer\\_review](#) [scholarly\\_communication](#) [for\\_tv](#) [imports](#) [apparel](#) [textiles](#) [trade](#)
- Hide from public view:
- Notes: Helpful resources from Library of Congress, e.g. LC classification outline, cataloging-in-publication, MARC 21 standa etc.
- Rich text editor toolbar with icons for Bold, Italic, Underline, ABC, text alignment, bulleted list, numbered list, link, unlink, insert image, insert video, insert audio, and HTML.
- Buttons: **Add** and **Add & Goto PennTags**



# screenshots

PennTags Feed for / copyright
michael winkler (winkler-t) | [logout](#) | [post](#) | [about](#)



## PennTags / tag / copyright


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### 04) Lexis Nexis - NFL v McBea & Bruno's copy

Several drinking establishments intercepted St Louis Cardinal football games within the "blacked out" area. U.S Code Title 15, Chapter 32 outlines the telecasting of professional sports contests; Section 1291 prohibits the broadcasting of a game in the home territory (within 75 miles of the home stadium) if the game is not sold out 72 hours prior to kickoff. This section was created to encourage fans to buy tickets instead of just enjoying a free broadcast at home.

The businesses in question used satellites to receive games in the St Louis area which clearly Section 1291. The NFL sued and won against most of the alleged infringers on the basis of the Homestyle Act. The satellites were deemed not to be commonly found in private homes and the bars were prohibited from continuing this practice. Oddly enough, one bar was not found liable because he had closed the bar and just invited a handful of friends to watch the game; this was ruled a "reasonable circle of social acquaintances".

As stated above, Section 1291 is in place to ensure fans attend home games. When a bar steals the signal of a blacked out game and broadcasts it to attract customers (and thus increase business), they are denying the copyright holders, the NFL, their entitled compensation. The actions of these proprietors rob the NFL of ticket revenue, so Section 1291 was created. The FMLA prevents gatherings at bars large enough to lower the Nielsen ratings and deprive the NFL of advertising revenue. It is reasonable that fans of the Eagles should go to Eagles games; they can not all be free riders. However, fans of all teams watch the Super Bowl and it is a trend that they watch it in large gatherings; it is unreasonable to maintain a policy that supports a flawed ratings system while denying consumers their right to be social.

tagged [homestyle](#) [copyright](#) [sports](#) [public\\_performance](#) by [fortune](#) ... and 11 other people ... on 02-AUG-06

related to copyright

- 6 + 1976\_copyright\_act
- 1 + 2\_five\_crew
- 1 + aap
- 1 + asu
- 1 + asup
- 1 + academic\_copyright
- 11 + academic\_exception
- 1 + academic\_freedom
- 1 + access
- 2 + activism
- 2 + advertisements
- 2 + aesthetics\_and\_jen
- 1 + africa
- 1 + agenda
- 1 + air\_pirates
- 1 + ala
- 1 +
- aberry\_jen\_journal\_of\_science
- 1 + algeria
- 2 + allentown
- 2 + allentown\_high\_school
- 1 + anime
- 12 + appropriation\_art
- 1 + arl
- 1 + authors\_rights
- 1 + balics
- 1 + best\_practices
- 2 + bibliography
- 1 + bit torrent
- 1 + blog
- 1 + blogs
- 1 +
- brigham\_young\_university\_edu
- 1 + broadcasting
- 2 + cabbage\_patch\_jds
- 1 +
- california\_court\_of\_appeals
- 1 + catherine\_j\_fisk
- 1 + chanani\_sandler
- 1 + cherry\_valley
- 1 +
- cherry\_valley\_school\_district
- 1 +

### 09) ESPN.com - NFL - Son of NFL announcer files suit against league, NFL copy

*Films*

In a somewhat tangential, but related topic, John Facenda Jr has sued the NFL, NFL Films Inc and NFL Properties LLC for using his father's voice without permission. John Facenda Sr earned the nickname, "Voice of God", for his narration of numerous highlight films for NFL Films. The NFL is allowed to use Facenda Sr's voice provided it does not endorse product, but it was allegedly used to promote the video game, Madden 2006. The NFL Network broadcast a show called "The Making of Madden 2006" and used Facenda's voice during a portion of it. Facenda Jr's lawyer alleges that the show was essentially a commercial for Madden 2006 and was used without permission. This is not the first Facenda Jr has filed suit with regards to his father; he previously settled a lawsuit with Campbell's Soup for using a sound-alike voice in their ads.

In all likelihood, the provision of that Facenda Sr's voice not be used in a promotional manner is partially to protect "the integrity of his father's voice" but also ensure Facenda Jr receives compensation if he agreed to license the use. If the NFL did use Facenda Sr's voice in a promotional manner without permission, they are making money off his voice without giving money to a copyright holder.

It is my opinion that "The Making of Madden 2006" was shown to promote the game and that the use of Facenda Sr's voice was used in a promotional manner without permission. I acknowledge that this infringement may be unintentional, but not unlike many unintentional, unknowing infringements that occur on a routine basis everyday. The NFL wants proper compensation from the consumers, while trying to further their monetary gain without giving contributors their proper compensation. If Facenda Jr refuses to license the voice even with compensation, the NFL would be upset; no different than how the Las Vegas establishments felt when denied the opportunity to pay a licensing fee for broadcasting the Super Bowl.

tagged [copyright](#) [public\\_performance](#) [nfl](#) by [fortune](#) ... on 02-AUG-06

### 07) Shaw v Dallas Cowboys et al copy

This is a class action suit brought against the NFL for violating the Sherman Anti-Trust Act. The Sports Broadcasting Act of 1961 (SBA) exempted professional sports leagues from the Sherman Act, and allowed them to collectively sell their broadcasting rights. The NFL agreed to sublicense its rights to DirecTV so they could sell NFL Sunday Ticket packages to the public. This package is considered to be outside of the



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## *I Am a Fugitive from a Chain Gang*

[copy](#)

 A PennTags Project by [hennefem](#)

A plot-level reading of Mervyn LeRoy's 1932 film *I Am a Fugitive from a Chain Gang*, which depicts Robert E. Burns's autobiographical, dual existence as a falsely convicted prisoner and dubiously lionized entrepreneur, does not inspire faith in the integrity of the Southern chain gang penal system. In its promotional campaign, Warner Brothers – Chain Gang's production studio – publicized H. L. Mencken's condemnation of the chain gang: "simply a vicious, medieval custom...and is so archaic and barbarous as to be a national disgrace" (Lichtenstein 16). Thus, Burns and Warner Brothers launched a national, progressive movement against Southern forced labor which resonated powerfully with a 1932 audience because it linked the chain gang's brutality to bleak realities of Great Depression America.

Yet, viewing the film as Hollywood's response to social and economic crises of this period invites skepticism regarding the industry's motivations for advancing such radical arguments. In other words, why would it have been in the studio's interest to align a potentially desperate viewer's sympathies with the film's subversive message? I will argue that *Chain Gang* functioned in a complex network of New Deal agitprop which facilitated Roosevelt's intimate business relationship with Hollywood, most notably with Warner Brothers. If Depression desperation rendered tenuous the dominant industries' power, it would have protected Hollywood's concerns to focus a frustrated viewer's struggles specifically against the chain gangs which the film paints as "so archaic and barbarous as to be a national disgrace."

 tagged 30s Depression film prison by [hennefem](#) ... on 28-NOV-05

## *Dialectic of enlightenment [by] Max Horkheimer and Theodor W. Adorno. Translated by John Cumming.*

[copy](#)

Horkheimer and Adorno argue that civilization represses barbarity by attempting to embody its negation. However, savage brutality does not disappear. They explain this as a process of "progress...reverting to regression. That [industries] are obtusely liquidating metaphysics does not matter in itself, but that these are themselves becoming metaphysics, an ideological curtain, within the social whole, behind which real doom is gathering, does matter. That is the basic premise of our fragments" (Horkheimer and Adorno xvii). This attempt to elucidate the dynamics of contradictory forces in modern industrial societies, – that is, culture represses ritual which resurfaces in barbarity – seems particularly relevant to LeRoy's dichotomized expression of modern industry and penal savagery in *Chain Gang*.

Thus, the film can be read as at once enacting and promoting alternative readings of modernity's relationship to tradition. Lichtenstein's depiction of chain gangs as trapped between old and new systems (although, he argues, closer to the latter, while occupying a space in the public imagination – thanks largely to Burns's and LeRoy's efforts – which links them primarily with the former) reflects Horkheimer and Adorno's modernity paradigm. Might, then, the film's repression of cultural-historical complexity signify its participation in generating the very conditions which facilitated and prolonged the existence of unjust systems like the chain gang?

Horkheimer and Adorno's analysis of "the culture industry" also confirms arguments that any text produced by Hollywood participates in stifling potential political resistance to capitalism. They assert that "under the dictate of effectiveness, technique is becoming psychotechnique, a procedure for manipulating human beings ... everything is directed at overpowering a customer conceived as distracted or resistant" (133). In effect, *Chain Gang's* purportedly subversive message can be interpreted as co-opting mounting politically-resistant energies in 1932 American culture.

I will also attempt to analyze Horkheimer and Adorno's scathing criticisms of Hollywood and American capitalism dialogically with arguments promoted by the very systems the *Dialectic of Enlightenment* decries. If anything, *Chain Gang's* example has instructed me to appreciate the

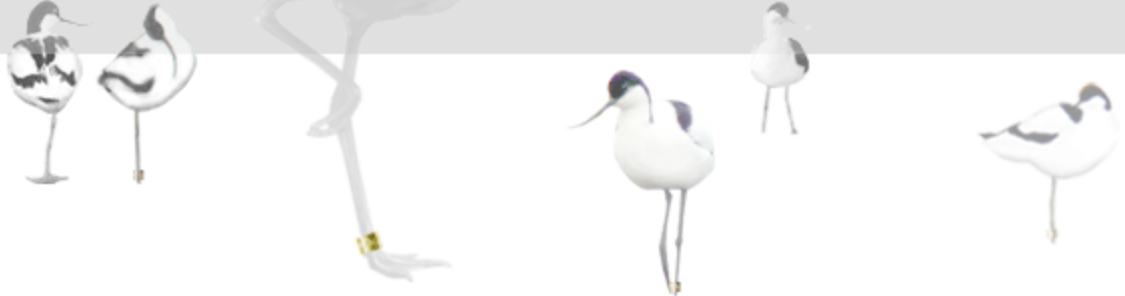
within this project

- 2 + 30s
- 1 + Depression
- 1 + Frankfurt\_school
- 3 + Hollywood
- 1 + New\_Deal
- 1 + South
- 1 + autobiography
- 1 + chain\_gangs
- 1 + chaingangs
- 3 + film
- 1 + film\_escapism
- 1 + film\_reviews
- 1 + history
- 1 + politics
- 1 + prison
- 1 + prisons
- 1 + racism
- 2 + theory

[all project records](#)

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- projects
- owners
- tags



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- owners
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tag cloud by jn - tags used at least 5 times

architecture art bicycle blog brooklyn census china chinatown **city\_planning** design documentary dumpling\_tour dumplings  
 dvrc environmental\_justice film food free\_culture GIS gis google google\_maps graffiti graphic\_design history housing  
 information\_design inquirer krumholz library **mapping** maps mpo **new\_york** New\_York NYTimes nytimes  
**philadelphia** photography **planning** real\_estate regional\_planning research road\_density taxi **transportation**  
 transportation\_funding transportation\_need upenn **urban\_studies**

*Philadelphia Inquirer | 10/06/2006 | Changing Skyline | Welcome step, and high time, on waterfront master plan* [copy](#)

Under a novel agreement that received the mayor's blessing on Tuesday, Penn Praxis would oversee a fast-track planning study of what is being called the Central Delaware waterfront, the stretch from Allegheny Avenue down to Oregon. In the next few months, the institute will hold public meetings, hire specialists, and start a Web site like Seattle's to share its plans with the public. The group, which expects to complete its plan by next summer, wants to have an exposition along the lines of the celebrated Better Philadelphia Exhibition staged by city planner Edmund Bacon in 1947. All the mayor has to do now is stand back and take the credit.

tagged open\_space city\_planning waterfront\_development Penn\_Praxis planning\_commission by jn ... on 06-OCT-06

*Security Barriers of New York Are Removed - New York Times*

[copy](#)

Security Barriers of New York Are Removed  
By CARA BUCKLEY  
Published: October 7, 2006



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**Canine Cataract Surgery** 000  
 University of Wisconsin-Madison School of Veterinary Medicine site. Created by Dr. James Shooter, the following video clips were taken through the operating microscope during an actual phacemulsification cataract surgery and Intraocular Lens Implantation procedure on a dog patient. \*Note: RealPlayer installation required.  
[tagged PennVetTags veterinary surgery ophthalmology videos canine](#) by [Kayla](#) ... on 07-08-06

**Veterinary Neurology and Neurosurgery** 000  
 A peer-reviewed online international journal dedicated to clinical practice and research in neurological disorders of animals. Content includes articles, lecture notes, video, and a section entitled, "What Is Your Diagnosis?", which contains interactive case reports. \*Note: Quicktime installation is required to view videos.  
[tagged PennVetTags case\\_studies veterinary oral\\_animal neurology videos](#) by [Kayla](#) ... on 07-08-06

**Feline Castration** 000  
 Michigan State University CVM site. This video of a feline neuter is narrated by Dr. Joe Hauptman, D.V.M. \*Note: Quicktime installation required.  
[tagged PennVetTags feline\\_neuter videos veterinary surgery](#) by [Kayla](#) ... on 07-08-06

**Equine Castration** 000  
 Site created by Dr. Eric Mueller at the University of Georgia College of Veterinary Medicine. This tutorial takes the user step-by-step through an equine castration, starting with reasons for castration and ending with post-operative care. Content includes text, quizzes, and video. \*Note: Quicktime installation required to view videos.  
[tagged PennVetTags videos equine castration equine veterinary surgery](#) by [Kayla](#) ... on 07-08-06

**KSUCVM - Radiology** 000  
 Homepage for the Radiology Service at Kansas State University College of Veterinary Medicine. Content includes an equine limb radiographic anatomy guide and case studies with accompanying radiographic images.  
[tagged PennVetTags veterinary diagnostic\\_imaging equine radiology case\\_studies](#) by [Kayla](#) ... on 07-08-06

**SEVS - Society of Endovascular Veterinary Surgery** 000  
 The Society of Endovascular Veterinary Surgery is dedicated to pioneering the science of minimally-invasive therapy through educating and training veterinarians, conducting research, and establishing standards of care. The website content includes two case studies in which advanced surgical techniques were used to treat a feline liver shunt and a canine collapsing trachea.  
[tagged PennVetTags case\\_studies videos oral\\_animal veterinary surgery](#) by [Kayla](#) ... on 07-08-06

**Radiology Service Instructional Website / University of Florida CVM** 000  
 Site content includes Veterinary Radiology lecture notes and case studies with accompanying radiographic images.  
[tagged veterinary PennVetTags diagnostic\\_imaging case\\_studies oral\\_animal radiology](#) by [Kayla](#) ... on 07-08-06

**AnimalsOnline.com** 000  
 Within these pages you will find information for owners and veterinarians regarding modern veterinary diagnostic imaging. Content includes tutorials, lecture notes, newsletters, and links.

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 related to pennvettags  
 1 = idms\_pg  
 6 = animal\_husbandry  
 1 = avian\_histology  
 3 = avian\_influenza  
 1 = biochemistry  
 1 = bovine  
 2 = brain  
 9 = canine  
 1 = canine\_neuter  
 1 = canine\_surgery  
 2 = cardiac\_physiology  
 8 = cardiology  
 9 = case\_studies  
 2 = clinical\_pathology  
 1 = cranial\_nerves  
 4 = dentistry  
 5 = dermatology  
 4 = dermatopathology  
 6 = developmental\_biology  
 7 = diagnostic\_imaging  
 6 = dissection  
 5 = eop  
 4 = embryology  
 1 = emergency\_medicine  
 1 = epidemiology  
 6 = equine  
 2 = equine\_castration  
 3 = exotics  
 2 = fda  
 4 = feline  
 2 = feline\_neuter  
 8 = food\_animal  
 1 = food\_safety  
 1 = genetics  
 11 = gross\_anatomy  
 1 = heart  
 1 = heart\_anatomy  
 1 = hematology  
 9 = histology  
 2 = histopathology  
 1 = infectious\_diseases  
 2 = internal\_disease  
 2 = lab\_animal



# screenshots



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**Franklin: Penn Library Catalog**

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*This resource has been posted in PennTags*

**Posted by adesai2 on 04-06-2006**

- *annotation:* H. I. Kupper examines the adjustment of the American serviceman back to his role as a civilian upon his return home, and what might accompany this change. Of particular interest and relevance to *The Best Years of Our Lives* is his discussion of the phenomenon of ordinary men who achieved high rank in the service, but who are unable to retain this elevated status in their civilian lives. He refers to these men as the "Cinderellas" of the service, "young men who have been officers...who must now return to menial and very boring tasks." For these men, "the return to civilian life is like the change of midnight that marks the end of an enchanted ball." Sadly, this harsh and abrupt return to reality is what many veterans faced upon their return home, learning that the skills they acquired in the army which raised them to great heights in the service were rendered meaningless in civilian life. This experience is epitomized by the story of Fred Derry (Dana Andrews) in *The Best Years of Our Lives*. Fred, a simple soda jerk in the service, rose to the rank of Captain during the war and was heavily decorated. Upon his return home, he does not wish to return to his old job, not after all that he experienced in the war. However, he soon finds that his adept skill at accurately dropping bombs and surviving enemy fire does not translate to a good job at home, and finally is forced to accept a job at the drugstore. His retention of his military clothes, in particular his bomber jacket, is representative of his difficulty adjusting to ordinary, civilian status. His inability to adjust to his new life at home is linked to his inability to give up the prestige and honor the war lent

- *tags:* world\_war\_II, history, veterans
- *project:* The Best Years of Our Lives



# How it Works

## (Technically)

- **Simple technical architecture**
  - **Capture**
    - Location, person, context as expressed with tags or annotations
    - javascript bookmarklet or direct entry
    - resolution services – openURL, DOI or proprietary
    - provides simple cgi key / value pairs for input (API)
  - **Store**
    - develops the social relationships of posts to other posts, locations, owners, tags, or projects
    - provides simple URL structure that mimics directories (API)
  - **Delivery**
    - maximize output flexibility and reusability
    - xml output to documented format that can be transformed by xsl (API)