

Margaret Kipp

College of Information and Computer Science

Long Island University

margaret.kipp@gmail.com

@toread and Cool: Tagging
for Time, Task and Emotion

Background

- My research examines:
 - how people organise things on the web
 - how this compares to traditional library classification techniques
- Specific points of interest:
 - structures and the creation of structures in classification systems
 - relationship between personal information management and classification

CiteULike
Navigation
Journal
Groups
Expert Features

Home | Links
Organize your research

del.icio.us

popular | recent
login | register | help

- » **keep**
your favorite websites, music, books, and more in a place where you can always find them.
- » **share**
your favorites with family, friends, and colleagues.
- » **discover**
new and interesting things by browsing popular & related items.
[Learn more »](#)

discover favorites:

» **sign up now**

username

password

password again

email

What's a tag?
A tag is just a word that describes an item saved on del.icio.us.
[Learn more »](#)

Connotea

the del.icio.us hotlist also see: [popular](#) | [recent](#) | [tags](#)

- hot right now
1. **Linux.com | CLI Magic: Searching with find** [save this](#) **110** people
first posted by plovs ... on july 10 linux find tutorial cli search tags
 2. **Free Science and Video Lectures Online! Even more physics videos and video lectures!** [save this](#) **88** people
 3. **TheTypeTrust** [save this](#) **71** people
-
- 1 hour ago
1. **Strobist: How To: DIY \$10 Macro Photo Studio** [save this](#) **106** people
first posted by yeltsinfina ... on july 10 photography diy lighting tutorial howto tags
 2. **Run a Secure Web Proxy in 10 Steps - Pure MHz Community** [save this](#) **89** people
 3. **Technophilia: Find great podcasts - Lifehacker** [save this](#) **91** people

Motivations

- Previous studies showed use of non subject tags (in a study of del.icio.us they were ~16% of the sample!)
 - Time and task tags (toread, todo)
 - Affective tags (cool, fun)
- What is the purpose of these tags?
- Are they only individual or is there any collective useful information here?

Del.icio.us Tag Cloud

del.icio.us / tag /

popular | recent
login | register | help

Popular tags on del.icio.us del.icio.us

This is a **tag cloud** - a list of tags where size reflects popularity.
sort: [alphabetically](#) | [by size](#)

adult advertising **ajax** anime apple architecture **art** article audio bit200w07 **blog** blogging **blogs** books business
community computer cooking **cool** **CSS** culture database **design** **development** diy download **education** entertainment
environment fashion fic finance firefox **flash** **food** **free** freeware **fun** **funny** gallery game **games** gay girls **google** graphics
gtd hardware health history **home** **howto** html humor illustration images **imported** **inspiration** **internet** it japan **java** **javascript**
jobs library **lifehacks** **linux** **mac** magazine marketing media mobile money movie movies mp3 **music** **news** nude **online**
opensource OSX personal **photo** **photography** photos photoshop **php** **politics** **porn** portfolio **productivity**
programming python radio rails **recipes** **reference** research resources rss ruby **rubyonrails** school **science** **search**
security seo **sex** sga shop **shopping** slash social **software** tech **technology** teen **tips** tool **tools** **toread** travel
tutorial tutorials tv ubuntu **video** videos web web2.0 **webdesign** webdev wiki windows wordpress work writing XXX
youtube

del.icio.us | [about](#) | [blog](#) | [terms of service](#) | [privacy policy](#) | [copyright policy](#) | [support](#)

Research Questions

- What patterns of user tagging activity emerge on examination of affective or time and task related tags?
- How do users use time and task related tags or affective tags to indicate the value they see in a document?
- What implications do the use of affective or time and task related tags have for the organisation of information?

Examples of Tags Collected

- Affective Tags
 - cool
 - boring
 - exciting
 - important
 - funny
 - strange
 - favorite/favourite
- Time and Task Tags
 - @toread
 - todo
 - tobuy
 - toblog
 - tovisit
 - @pending
 - todescribe

Data Collected

- all posts tagged with one of 78 specific tags
 - 48 tags were time and task related, 30 were affective tags
 - 73 tags were in English
 - 5 tags were in French (lire, alire, @lire, acheter, amusant)
 - non English tags do not yet appear frequently in the popular tag clouds of these sites

General Results

- some time and task or affective tags are very popular
 - cool, fun, funny, toread appeared in main del.icio.us tag cloud
- affective terms appear just as frequent on Citeulike and Connotea as Del.icio.us when normalised for the size of the respective populations
- ToRead and fun are popular on all sites

General Results 2

- Most popular tags (top 5)
- Citeulike
 - fun, ToRead, todo, interesting, cool
- Connotea
 - fun, ToRead, important, unread, funny
- Del.icio.us
 - fun, ToRead, funny, cool, interesting

Time and Task Tags

- many time and task related tags are variations on toread
 - @toread
 - @read
 - readlater
 - unread
- fewer variations for toread are found on citeulike and connotea
- citeulike offers a way to mark interest in reading an article

Time and Task 2

- is the toread tag useful to other users?
- Amazon's recommendation system relies on purchase data as an indicator of interest
- could a toread tag have a similar function?
- could this function like a colleague's e-mail pointing to an article or book?

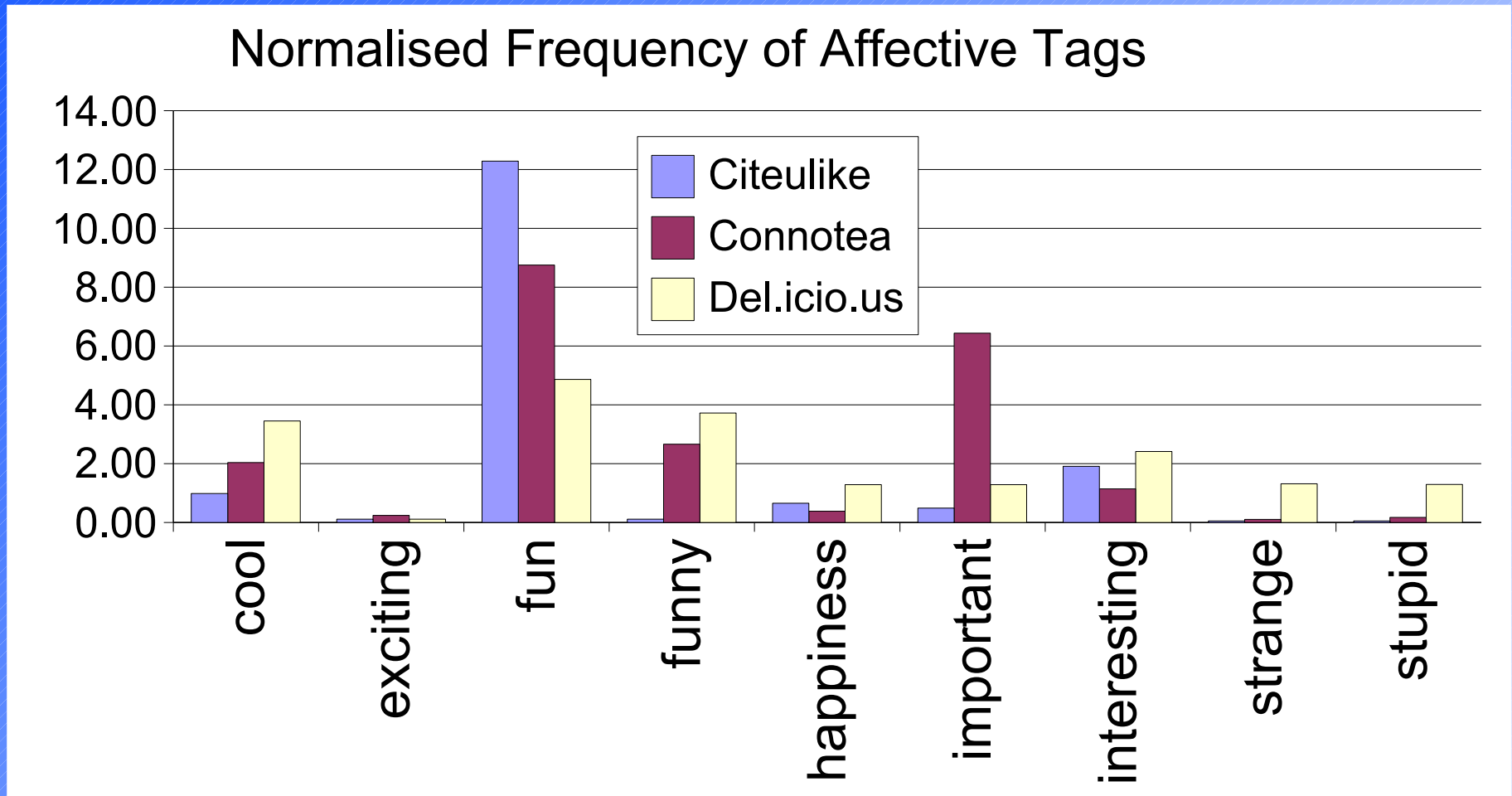
Personal Information Management

- time and task related tags suggest a connection to research into personal information management
- research into how people organise their documents shows the use of contextual project information for classification
- project and task related tags were found in previous studies
 - e.g. tags which appeared to be course codes (lis501)

Affective Tags

- affective tags represent an emotional reaction to an item
 - cool
 - fun
 - strange
- tags such as cool or fun do not appear to add anything to the subject classification of an item
- seem to be poor candidates for search terms for information retrieval

Affective Tags 2



fun: Citeulike - 225, Connotea - 253, Del.icio.us - 9659

Non Subject Tags with Subject Tags

- non subject tags were frequently used with subject related tags
- academic articles on citeulike and connotea were tagged with terms such as fun and cool
- fun was found most often with physics and math, toread with biology
- what do affective tags add to a tag list?

Discussion

- non subject tags are intrinsically time-sensitive
- express response from user not subject of document
- suggest active engagement with the text
- show that user links perceived subject matter to:
 - specific task
 - specific set of interests
 - specific emotional reactions

Discussion 2

- use of time and task or affective tags shows that tagging expresses a dynamic relationship between users and documents, suggesting possible new ways of modelling information access
- research into personal information management systems show users classify by task and project as well as by subject

Final Thoughts

- What is the effect of personal and subjective terms such as cool, fun and toread in a social bookmarking system?
- What happens when these terms are aggregated?
- Amazon and Google use personal information to generate popularity or relevance indicators, do non subject tags offer any similar advantages?