

Folksonomy: A Wrapper's Delight

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Folksonomy Tagging not Taxing

■ Metadata

- Relatively hard
- Expensive
- Resource intensive
- Not easily emergent
- Can be hierarchical

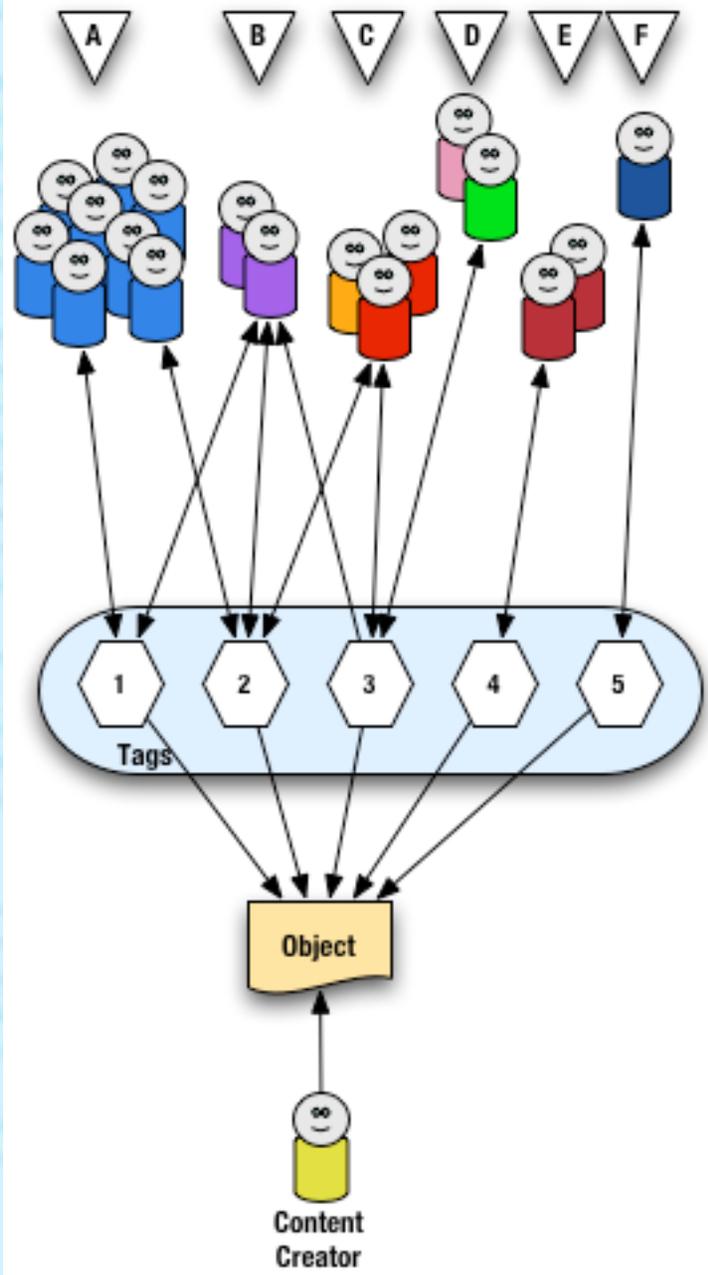
■ Tags

- Relatively easy
- Generated by users for free
- Users have an immediate self interest
- Users find instant payoffs
- Emergent
- Flat



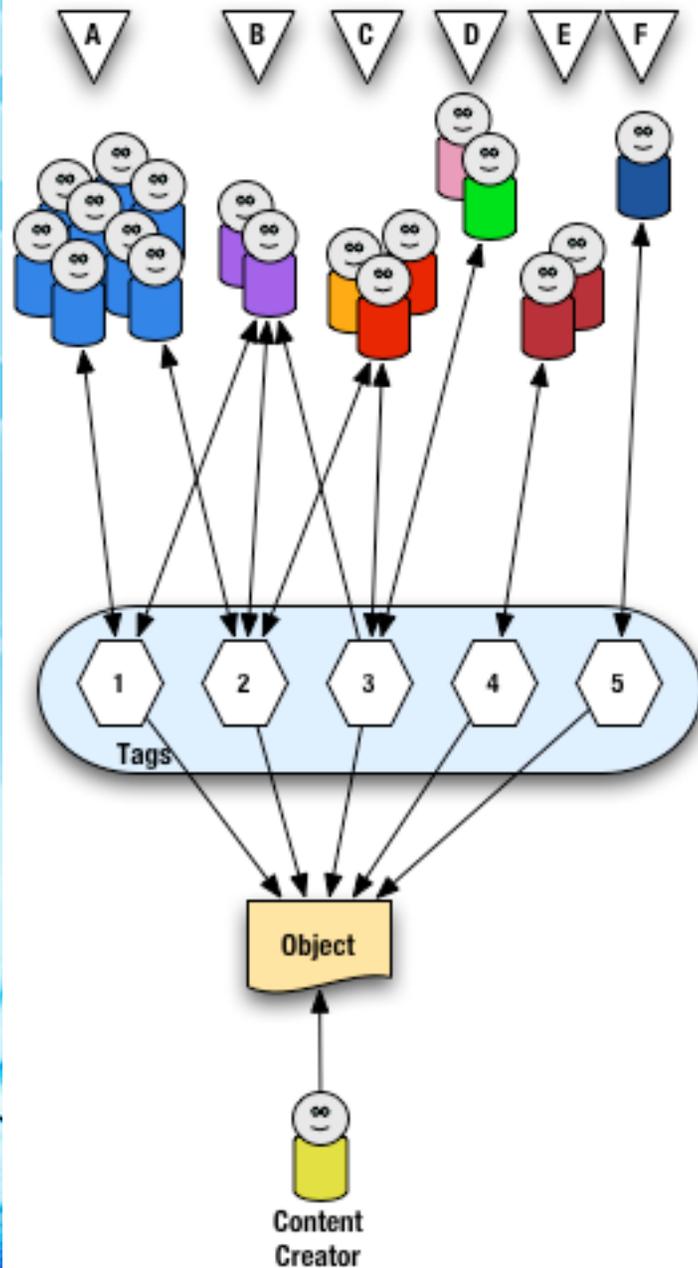
... becomes viable, perhaps the
... to digital content, making it
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... significantly different from today
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... web designers derive their
... to add HTML, it happens
... capability. Multimedia prog
... state. Multimedia's versat
... systems to add HTML tags
... (Image Format). In essence, th
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... technology is in con
... is always being updated, as
... with new features that availabi
... transfer image-mapping pr
... are being shifted to th
... a considerable expense in har
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Broad Folksonomy



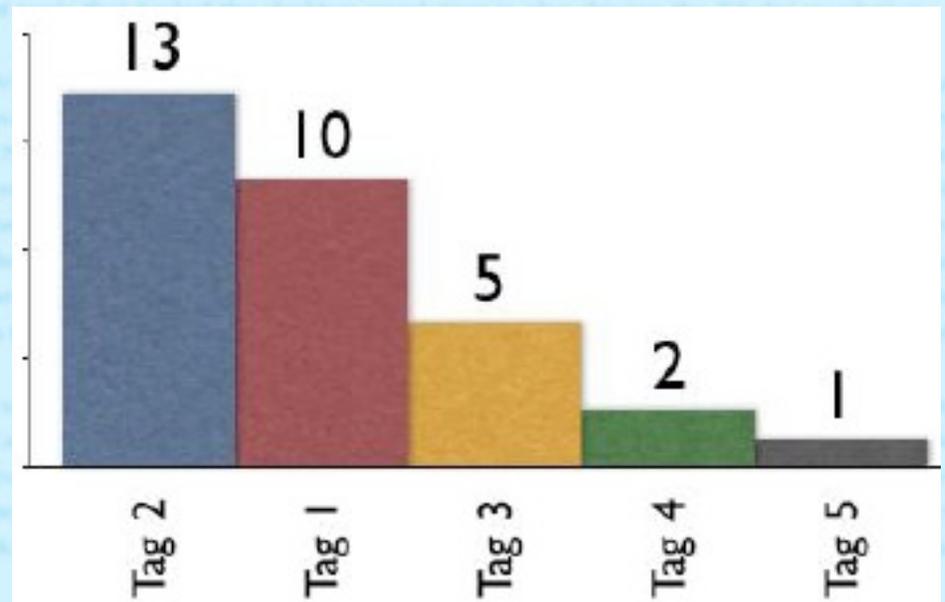
... "bookend," and "hyperlink" are
... to know that there are cables
... of the future. Surely that Web will
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... like QuarkXPress, which have
... multimedia sound and user inter
... that will strip files down to Web
... word-processing programs have
... an image as a GIF (Graphic
... driving the 72-dpi revolution.
...
... print publishing and multimedia
... added. The basic HTML tag lan
... are the backbone of choice.
... New processes have been devel
... ed times considerably. Hardware
... house, then the design firm can
... the number of jobs they expect to
... and pass the costs on to the client.
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... Audio, Virtual Reality, Modeling
... professionals produce a static
... create shifting sand dunes
... fast and need easily, a tendency
... being freshness and innovation to
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... in home page, but on the subse
... of color and shape as well as
... further it's Java scripting, GIFs
... sounds, and animations small to
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... and a desire to communicate. It

Broad Folksonomy



me" or "show-up" will be used. The terms "link," "hotlink," and "hypertext" are processes, as does the term "Web" itself. It is exciting to know that there are cadres earning a living designing and shaping the Web of the future. Surely that Web will

ent publishing applications such as Adobe PageMaker or QuarkXPress, which have engaged tags for Web publishing, or even to add multimedia sound and user inter- a Macromedia Director have created applications that will strip files down to Web- e Show/Save/Alter/Name combination. Even basic word-processing programs have its documents. Photoshop offers the option to save an image as a GIF (Graphic



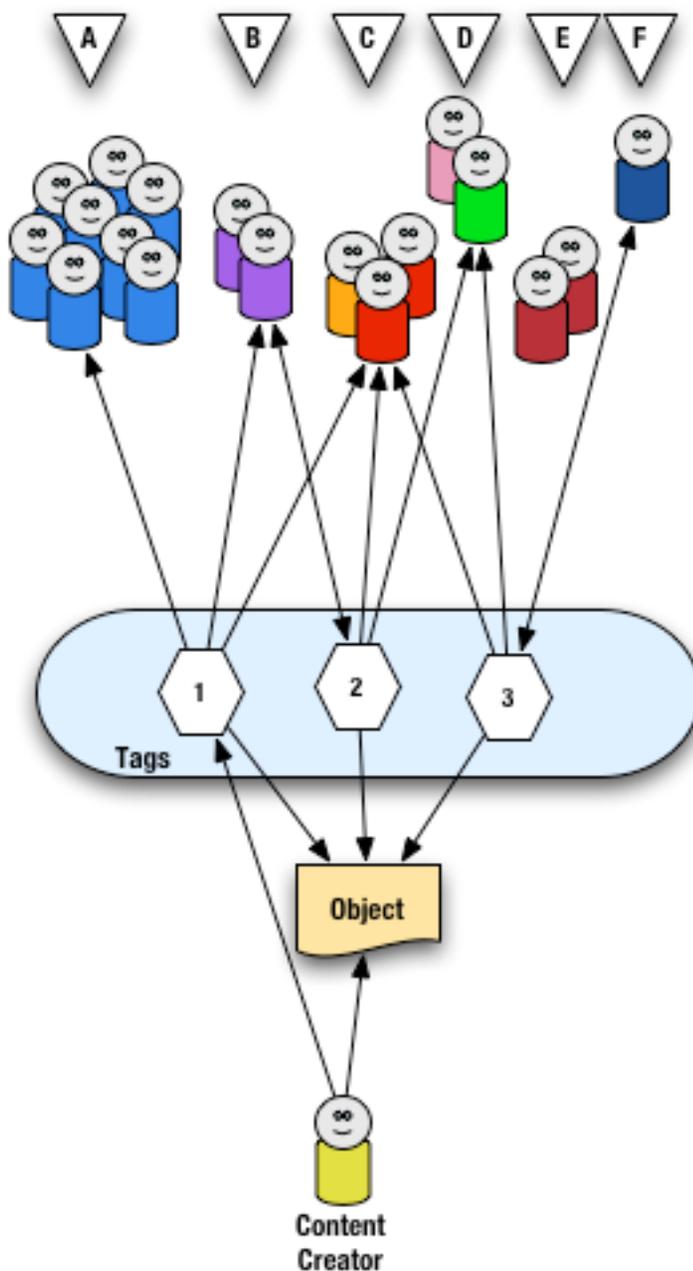
and They all pay attention to detail, not just on the home page, but on the subse- ell-executed designs characterized by effective use of color and shape as well as text and sensible use of available technology—whether it's Java scripting, GIFs or the same time keeping the total size of images, sounds, and animations small to ing.

need not be tangible, physical—it requires skill and a desire to communicate. It comes accepted as a critical form in its own right.

Broad Folksonomy

- Many people tagging one object
- People other than the content owner tagging in their own vocabulary
- Builds trends, but also builds options
 - Power Curve
 - Long-tail
- Provides cross-discipline and cross-cultural opportunities for understanding
- Informal terms can wrap to formal terms
- Provides opportunities to find emergent vocabularies and emergent trends

Narrow Folksonomy



link," "weblink," and "hyperlink" are nothing to know that there are cables in of the future. Surely that Web will

Maker or QuarkXPress, which have added multimedia sound and user interfaces that will strip files down to Web-compatible word-processing programs have a save an image as a GIF (Graphic Interchange driving the 72-dpi revolution.

to print publishing and multimedia, being added. The basic HTML tag language are the forerunners of choice. New processes have been developed times considerably. Hardware in-house, then the design firm can as the number of jobs they expect to and pass the costs on to the client.

multimedia, Virtual Reality Modeling video professionals produce a static visuals create shifting sand dunes online and need easily, a tendency of being freshness and innovation to

the home page, but on the subject use of color and shape as well as whether it's Java scripting, GIFs, sounds, and animations small to and a desire to communicate. It

Narrow Folksonomy

- Content owner tags object
- A few others tag directly at the object
- Social tagging not readily exposed
- Works well were the object does not have text that is searchable or easily found
- Can be emergent
- Trends not easily seen