

Conceptual mapping and tagging resources

TAGGING RESOURCES

Video Discussions

October 19, 2007 lecture by Ed Chi for the Stanford University Human-Computer Interaction Seminar (CS 547). Augmented Social Cognition is trying to understand the enhancement of a group of people's ability to remember, think, and reason. This has been taking in the form of many Web 2.0 systems like social networking sites, social tagging systems, blogs, and Wikis.
http://www.youtube.com/watch?v=5ZvQATghV_8

Papers

> Golder, Scott A. Huberman, Bernardo A. The Structure of Collaborative Tagging Systems Information Dynamics Lab, HP Labs, Palo Alto, CA, USA 2005<http://arxiv.org/abs/cs.DL/0508082>

> Golder, Scott A. Huberman, Bernardo A. Usage patterns of collaborative tagging systems, Information Dynamics Lab, HP Labs, Palo Alto, CA, USA 2006<http://jis.sagepub.com/cgi/content/abstract/32/2/198>

Tagging Examples

> McCord Museum's artifact concept map (created using Thinkmap)
<http://www.mccord-museum.qc.ca/scripts/thinkmap.php?Lang=1>

> Europeana <http://dev.europeana.eu/about.php>
This European digital library, museum and archive – is a 2-year project that began in July 2007. It's end goal is to produce a site giving users direct access to some 10 million digital objects, including film material, photos, paintings, sounds, maps, manuscripts, books, newspapers and archival papers.

> Amsterdam's Openbare library tag browser (created using Flash)
<http://zoeken.oba.nl/?q=things&x=0&y=0>

> Tagging patterns/propensities on social networks, Flickr and Last.FM particularly (created using Processing)
<http://www.fidgt.com/visualize>

> Popularity of Seattle Public Library's book collection by subject (created using Processing)
<http://www.syedrezaali.com/blog/?p=562>

> An non-interactive/dynamic abstract map of node links (created using Illustrator)
<http://www.behance.net/Gallery/Links/184045>

> Online trends across various social media outlets (created using Flash)
<http://www.gridplane.com/html/projects/data-vis/>

> Visualization of science journal citations (click on the ring to highlight specific relationships) (created using Flash)
<http://well-formed.eigenfactor.org/radial.html>

Tagging Museum Space

Why Tag?

For Authors

- * Identifying what and whom the tagged item is about
- * Refining Categories
- * Identifying qualities of characteristics

For Readers

- * Identifying what the tagged item is
- * Identifying who owns the tagged content/item
- * Self reference
- * Task organization

Why Tag in Museums?

Based on notes from the brainstorming sessions, the affinity diagram and Clayton's contributions on the needs of people with disabilities the lists below identify objectives museum staff hope visitors could achieve through a tagging feature.

Visitor Objectives:

- The visitor will be able to generate content by tagging.
- The visitor has a voice as to what they think matters in the museum.
- The visitor can comment and contribute information shaping their own connection to cultural heritage/material – some times related to personal identity.
- The visitor can have input or impact on the exhibit as a way of "putting a stamp" on their experience (the input part of the process). Then to being able to return to the same exhibit at a later time to see the effect / result of their input, or the idea of land-marking.
- The visitor tags displays based on a question like "How does this make you feel?" (input). This would allow other museum visitors to create customized tours of the museum based on keywords like "romantic". Thus the taggers are creating an effect on the museum (validation) and social connections.
- The visitor could rank tags, thus unpopular tags are hidden / naturally filtered from view.
- The visitor mark objects as being favorites for personal use and sharing with others
- The visitor could upload and share video, pictures, audio, and text back to the exhibit, further contextualizing the experience for other people.
- The visitor experiences the exhibition as making choices about engagement.

Museum Objectives:

- The museum learns about their visitor's choices
- The museum includes technology as a tool for connection to the institution and exhibition content.
- The museum creates choices for viewing the work, meaning – they're able to move the focus of the exhibit from the museum space, extending to a virtual space.
- The museum builds immediate personal relationships with the exhibit, which supports social networks, visibility and outreach to general public, and Broader Networks
- The museum generates reactions --> engage is the goal as opposed to visitor-generated content
- The museum creates an atmosphere of fun and a context for a meaningful exchange and more resources.
- This concept is a little unclear - The museum uses tagging as a means to publish a weekly update ie: one tag is things available, the second tag is things chosen - kind of like favorites or most popular items, and the third tag would be time based every week there is a new "tags of the week".