

# Web 2.0 – The Web’s Edge

Instructor Teresa Pelkie

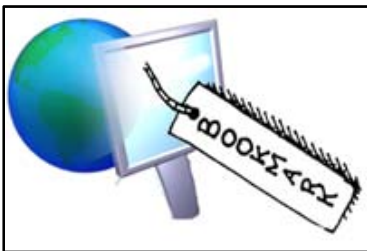
## Social Bookmarking / Using Delicious – Class # 5 – Chapter 3.2

### Social Bookmarking / Using Delicious



#### Bookmarking using a Browser

A bookmark is a handy way to remember a favorite web page so you don't have to waste time searching for it again. Browsers have had the ability to bookmark a Web page or to save a Web page to your “favorites” for years.



#### Social Bookmarking on the Web

Social bookmarking refers to saving and the organization of Web content, usually website, using “tags”. Instead of saving the link to your Web browser, which is only available on a certain computer, **you are saving it to the Web**, so that it can be retrieved from any computer. If you're concerned about privacy, you can also make a bookmark private, so it's only viewable by you.

#### Social Bookmarks use Tags

Users can tag their bookmarked information with meaningful terms. When another user searches, using a term that matches the tag, that information will be listed as a search result. Tagging data makes searching for information faster and more efficient. Social bookmarking is built upon the concepts of a folksonomy. By organizing the information using tags instead of a structured hierarchy, it is easier to find.

#### Social Bookmarks can be Shared

Since social bookmarks are on the Internet, they and can be shared. You can also look at what other people have bookmarked using the same tags.

#### Web 2.0 Philosophy

The Web 2.0 philosophy emphasizes the importance of people's interactions with the Internet. Social bookmarking is based on the concept of sharing of information on the Web. It has become a tool of information organization and discovery. Users are able to interact with each other, provide a community like atmosphere, and collectively contribute to the accumulation of information. Tim O'Reilly stated that Web sites which are shaped by user contributions will evolve into more superior sites.

### **Advantages of Social Bookmarking**

Social bookmarking, and all applications utilizing a folksonomy, allow individuals to reap and store the fruit of their own research, while contributing knowledge to the community. The tagging is done by human beings, who understand the content, as opposed to software, which algorithmically attempts to determine the meaning the content. Also, people can find and bookmark web pages quicker than search engine spiders. Additionally, a tagging system can rank a resource based on how many times it has been bookmarked or tagged by users. This may be more meaningful than how many links point to it, which is a criteria that search engines commonly use.

### **Disadvantages of Social Bookmarking**

Social bookmarking, and all applications utilizing a folksonomy, are subject to tagging issues due to spelling errors, tags that can have more than one meaning and unclear tags due to synonym/antonym confusion. Spammers sometimes try to bookmark a page many times, or tag it with popular but irrelevant tags, hoping to fool viewers and influence their search engine rankings.

### **Delicious (<http://www.delicious>) – formerly [del.icio.us](http://del.icio.us) ([http:// del.icio.us](http://del.icio.us))**

The first application of online bookmarking dates back to 1996, but died with the dot-com crash. In 2003 Joshua Schachter started [del.icio.us](http://del.icio.us) (now called Delicious – [www.delicious.com](http://www.delicious.com)). Delicious was a prominent pioneer in the area of “tagging” and is credited with coining the term “social bookmarking”. It is considered the “original” social bookmarking site and has had lots of success with its clever domain name ([del.icio.us](http://del.icio.us)).

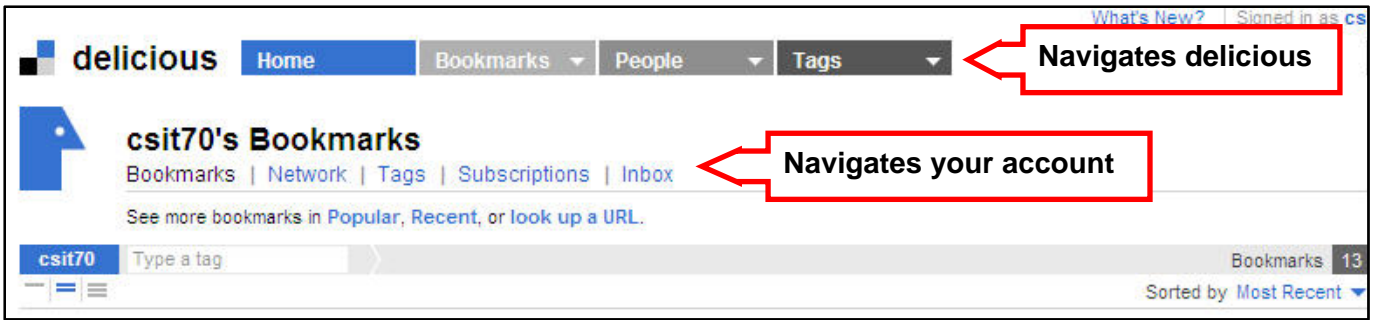
Delicious started gaining popularity in 2004, and soon other social bookmarking sites such as Furl, Magnolia ([ma.gnolia.com](http://ma.gnolia.com)) and Stumbleupon emerged. Delicious was acquired by Yahoo in December 2005, and is headquartered in Santa Clara, CA. According to Wikipedia, Delicious has more than five million users and 150 million bookmarked URLs.

### **Delicious allows you to<sup>1</sup>**

- Save all your bookmarks online
- Identify your bookmarks using “tags”
- See what other people are bookmarking
- Search the “tags” to find related bookmarks
- Share your book marks with others
- Add other’s bookmarks to your network
- Subscribe to a particular tag, to see all bookmarks using that tag

---

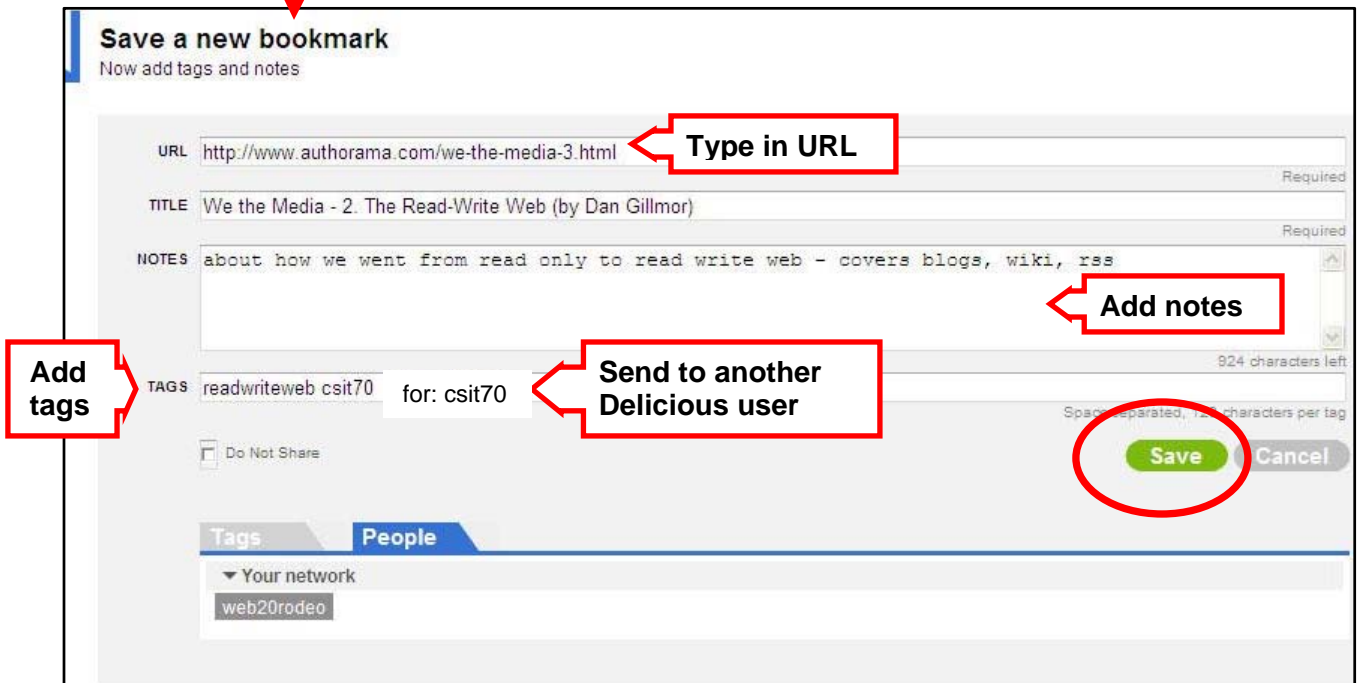
<sup>1</sup> See <http://delicious.com/help/faq> for more information on using Delicious



### How to save a new bookmark



You can also click the "save" link under any existing bookmark in Delicious



**Note:** tags are space separated

### How to use tags to organize and find information

Tags are simply words you use to describe a bookmark. Unlike folders, you make up tags when you need them and you can use as many as you like. This means, for example, that all of the bookmarks you tag with funny and video will automatically be placed in the "funny" collection and the "video" collection. Since tags work the same way for everyone, you can also check out other people's "funny" or "video" bookmarks. You can even combine tags to see bookmarks with funny and video

## How to share bookmarks

If your friends use Delicious, you can exchange bookmarks with them via our Inbox feature. If you're totally into what they're bookmarking (or just curious) you can add them to your Network too and watch their stream of new bookmarks flow past as they save them.



## How to use the inbox

This is where you'll find bookmarks that have been sent to you by other users. When you receive a bookmark, the little mail icon in the top right corner will let you know.



## How to send a bookmark

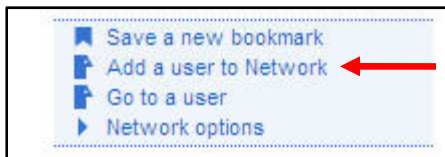
To send a bookmark to another person's Inbox, tag the bookmark with "for:" followed by their username, like "for:user\_name".

A screenshot of the 'Save Bookmark' form. The form has fields for 'URL', 'TITLE', 'NOTES', and 'TAGS'. The 'TAGS' field contains the text 'for: csit70' and is circled in red. There are 'Save' and 'Cancel' buttons at the bottom. A 'Do Not Share' checkbox is also present.

That person might even send you one back! If you add people to your Network, it's even easier to send them bookmarks, because when saving a bookmark, the People tab will contain their names. You can click those names to automatically add "for:" tags with their usernames.

## How to use a network

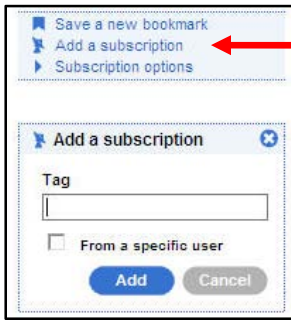
Since Delicious is a Social Bookmarking Website, you can add anyone you want to your Network. Your network connects you to other Delicious users: friends, family, coworkers, even new people you run across while exploring Delicious.



To add a person to your Network, you can select Add a user to Network from the top right of your Network page and then type their username, or you can visit their bookmarks page and select the Add to my Network link at the top right of that page.

To remove a person from your Network, mouse over their name in the sidebar of your Network page, then click the "edit" icon to the right of their name, and select Remove

## How to use subscriptions



Save a new bookmark  
Add a subscription  
Subscription options

Add a subscription

Tag

From a specific user

Add Cancel

You can subscribe to a tag - although you can just type in a tag to retrieve information on that tag. Subscriptions allow you to watch all your favorite tags in one place. After you add a tag to your subscriptions, Delicious watches for everyone's bookmarks saved with that tag and delivers them to your subscriptions page. It's really a "tag aggregator", good for watching what people are bookmarking about a favorite topic or series of topics.