

# Watching Organizational Opinion via Social Tagging

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Poster Session

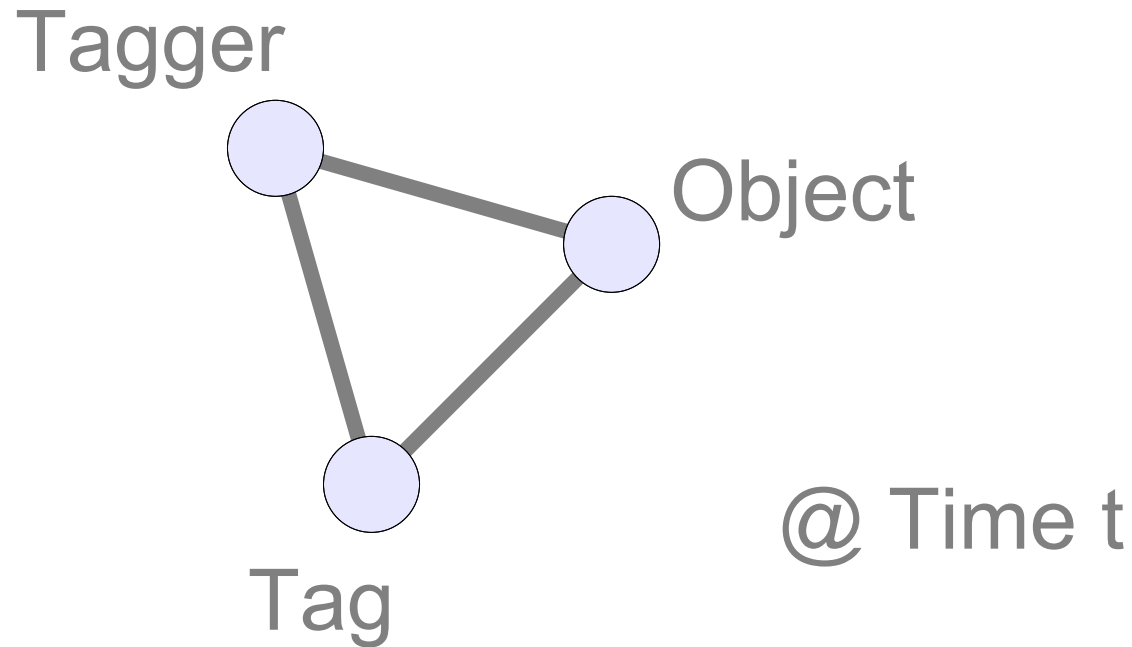
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# Folksonomy



Any folksonomy is comprised of these three elements, but we sometimes forget to leverage that a 'tagging' is an event in time.

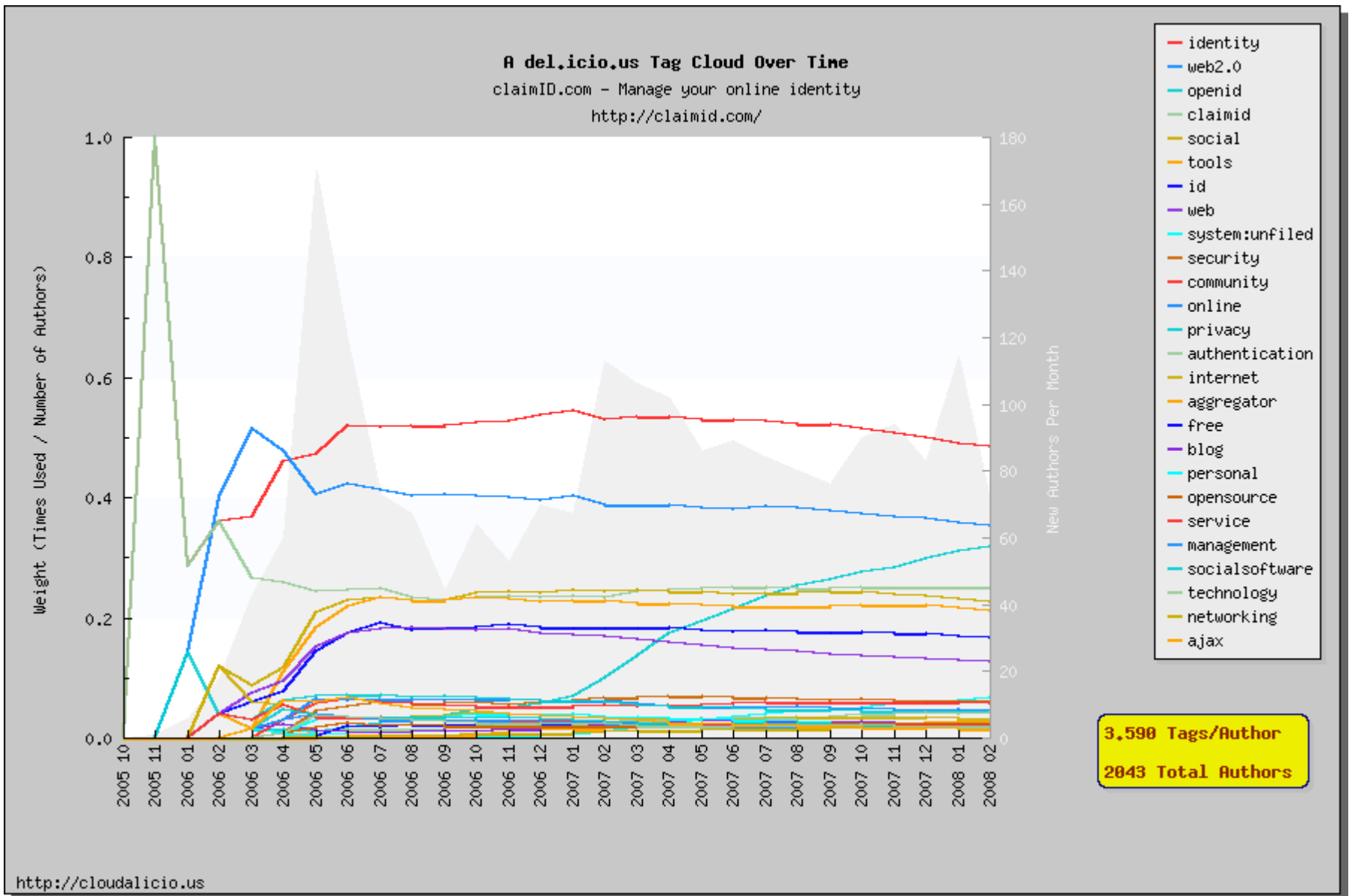
Tracking how the tagging practices of an organization or group change over time can deliver valuable insight into what the organization is doing and thinking.

If the object being tagged is explicitly restricted to someone's performance or expertise, a very interesting dataset could be collected quickly. What a group thinks someone is good at, while subjective, could be counted.

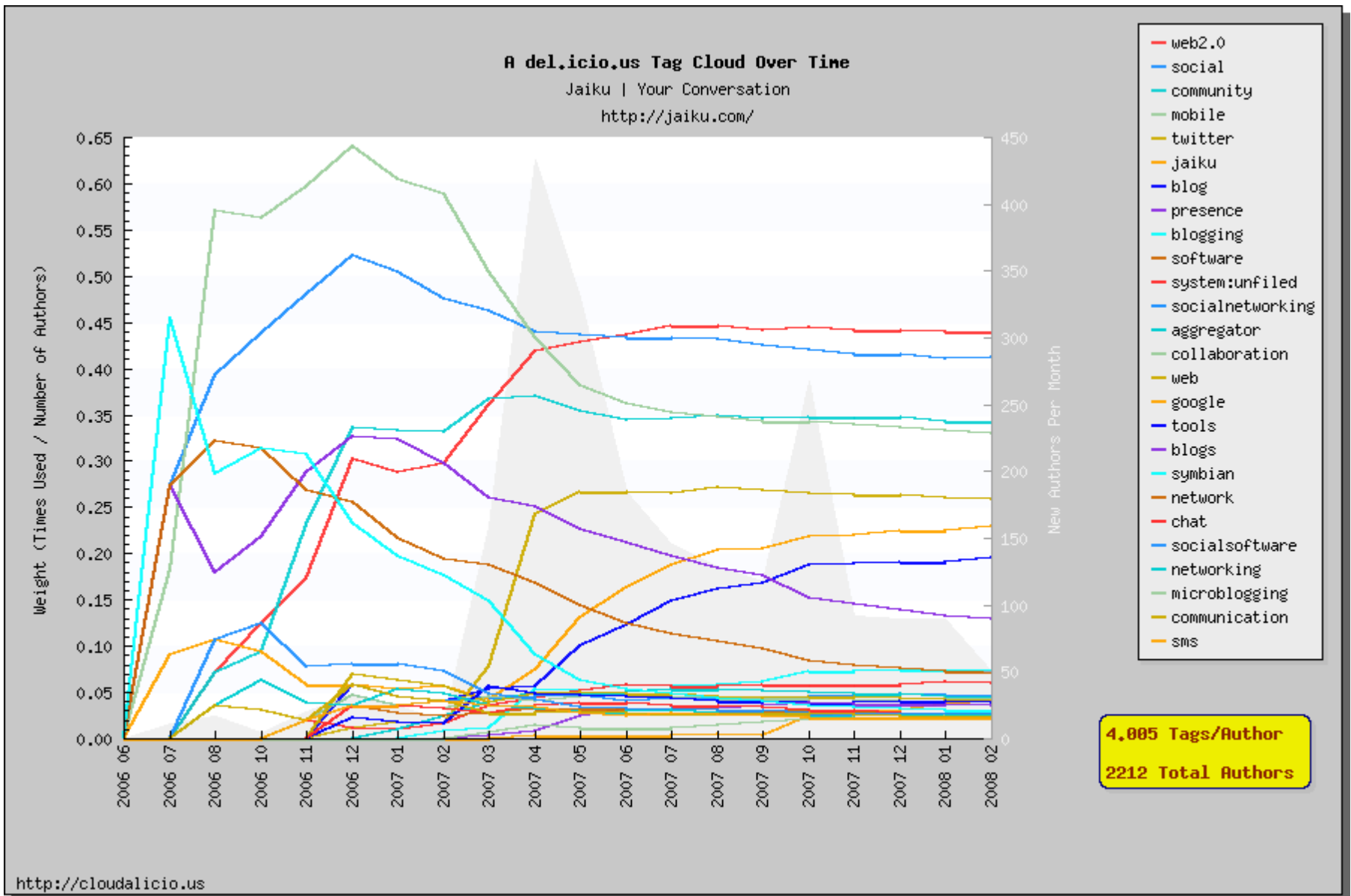
Perhaps more interesting is the potential for seeing the time-lapsed tagging behavior around a collection of people's expertise. Entire groups of talent could be analyzed as a whole with careful consideration given to the points in time where learning and understanding were apparently happening.

Our collective understanding of the world around us is largely constructed upon what others think. We trust our neighbors more than strangers. We know things because we have either seen them ourselves or because we have it "on good information".

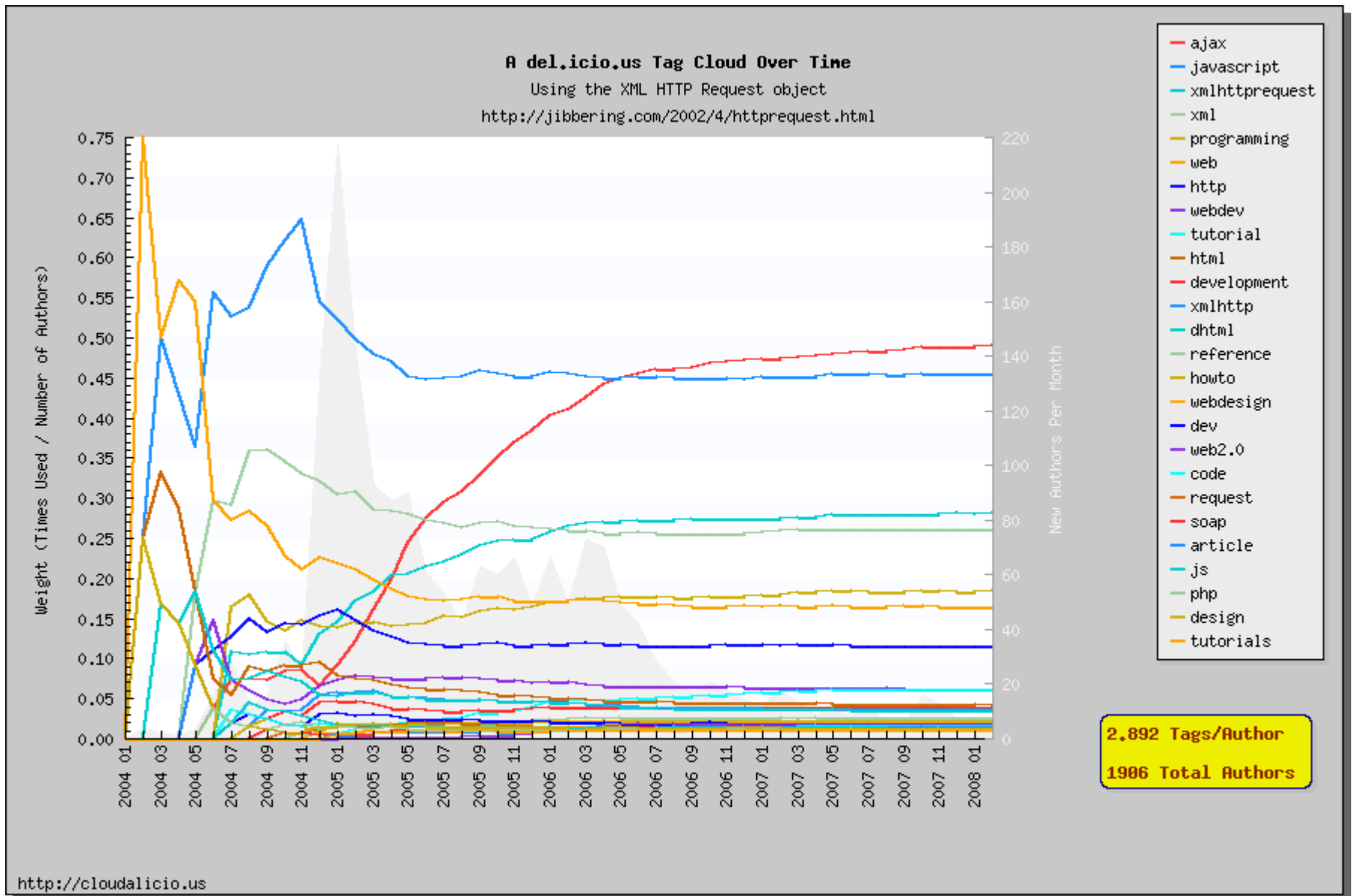
On an individual level, the process of keeping track of what your neighbors' opinions are has largely been a cognitive exercise. Few of us took the time to document the opinions of our peers and acquaintances - much less analyze that documentation for patterns or correlations. With the advent of social tagging, this collective opinion can be inexpensively visualized and reflected upon, counted and analyzed.



claimID.com : Changes due to a change in content



Jaiku.com : Changes due to a new population of users



Rise of Ajax : Changes due to a change in semantics

# Liberal Blogs

1. Eschaton (1074)
2. Firedoglake – Firedoglake weblog (187)
3. Democratic Underground (699)
4. Daily Kos: State of the Nation (4323)
5. Talking Points Memo: by Joshua Micah Marshall (2026)
6. AlterNet: Home (391)
7. AMERICAblog: A great nation deserves the truth (118)
8. Taegan Goddard's Political Wire (188)
9. The Raw Story | A rational voice – Alternative news (547)
10. Crooks and Liars (2628)
11. MyDD :: Direct Democracy for People-Powered Politics (495)

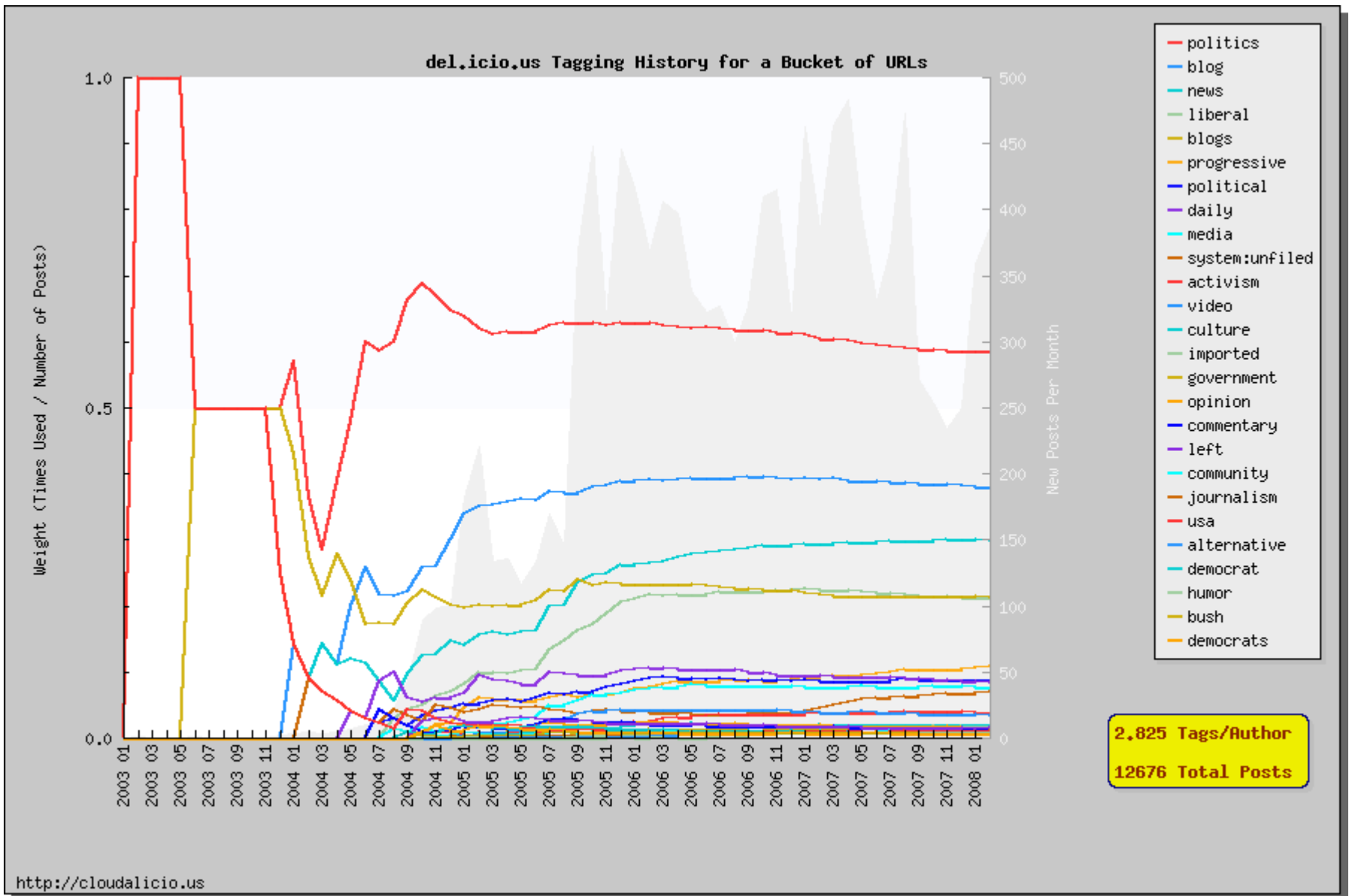
# Conservative Blogs

1. Hugh Hewitt (122)
2. The Other Side of Kim du Toit (42)
3. Wizbang (111)
4. Althouse (160)
5. Power Line (209)
6. » Outside The Beltway | OTB (76)
7. Right Thoughts...not right wing, just right. (9)
8. Day by Day Cartoon by Chris Muir (254)
9. Right Pundits (2)
10. Daniel Pipes (153)

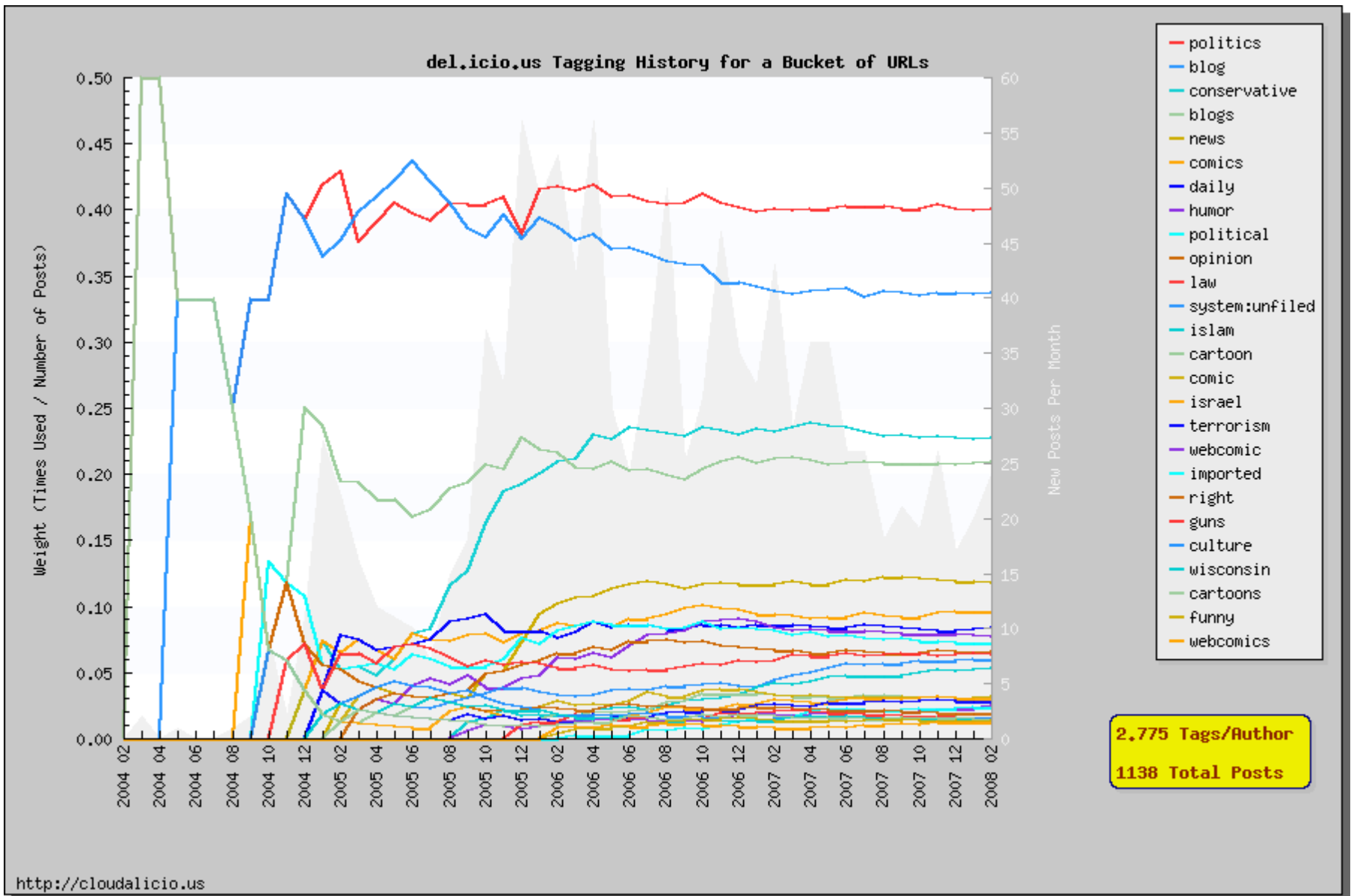
# Gossip Blogs

1. Hollywood Grind celebrity gossip blog is the source for Hollywood gossip, juicy celebrity rumors, celeb scandals, and the latest celebrity gossip (46)
2. Egotastic! – The Entertainment Blog (953)
3. Faded Youth Blog (28)
4. Just Jared (186)
5. Young, Black, and Fabulous :: It's A Brand Name. (49)
6. Celebrity gossip juicy celebrity rumors Hollywood gossip blog from Perez Hilton (1767)
7. Dlisted | Be Very Afraid (407)

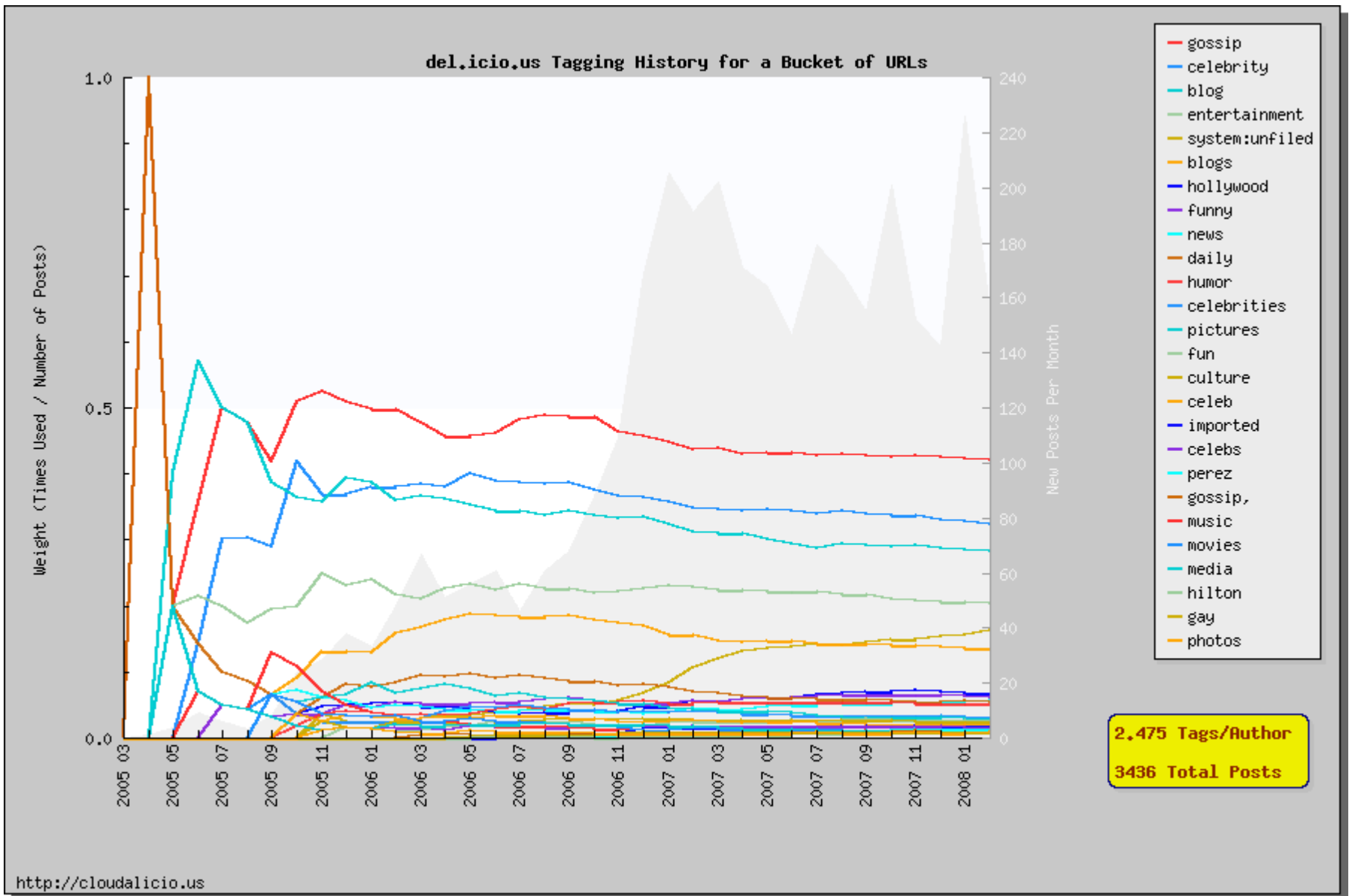




Liberal : Blogads network of liberal blogs



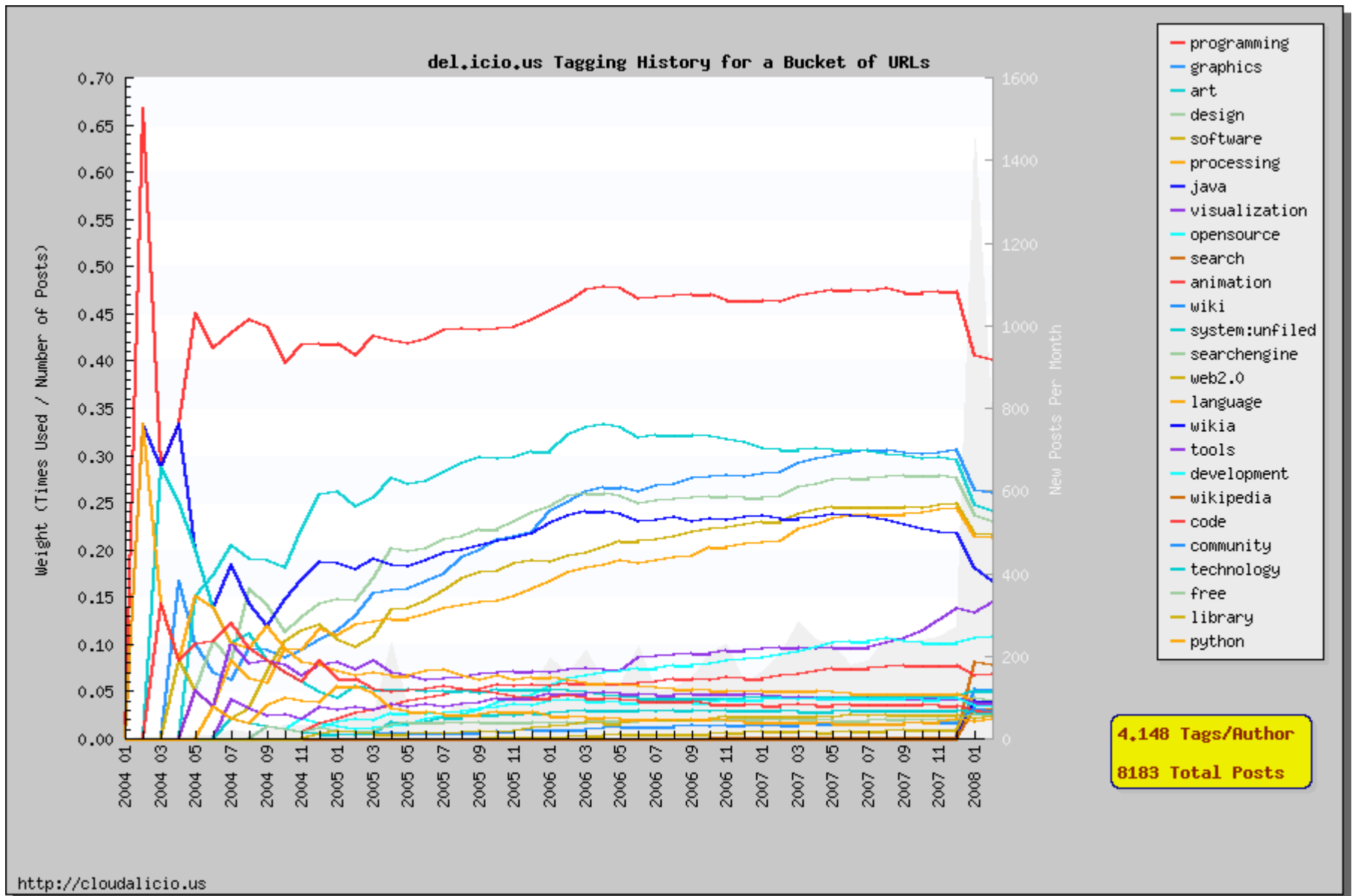
Conservative : Blogads network of conservative blogs



Gossip : Blogads network of gossip blogs

# Code4Lib Community

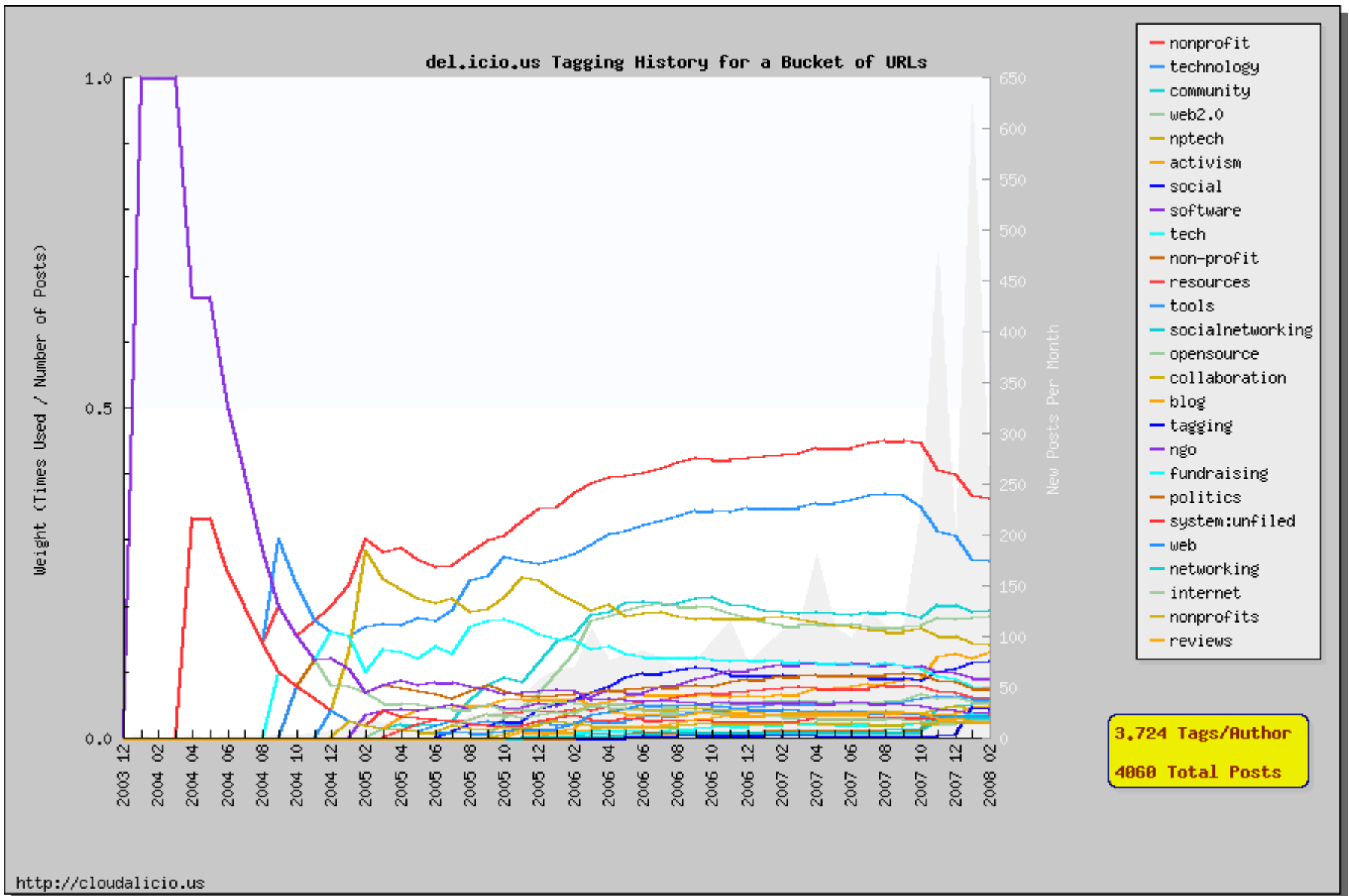
1. [Processing 1.0 \(BETA\)](#) (5876)
2. [An Upstart Web Catalog Challenges an Academic-Library Giant](#) (1)
3. [code4lib \[Zotero Developer Documentation\]](#) (1)
4. [code4lib \[Zotero Developer Documentation\]](#) (6)
5. [Vote for the Code4Lib2009 location by midnight PST Wednesday 2/27](#) (1)
6. [Library of Congress LCCN Permalink: Frequently Asked Questions](#) (33)
7. [Library of Congress Codelists](#) (14)
8. [code4lib \[Zotero Developer Documentation\]](#) (1)
9. [openurl.code4lib.org](#) | (25)
10. [Code4Lib 2008 Schedule](#) | [code4lib](#) (5)
11. [code4lib](#) | (72)
12. [Portland in Late February - code4libcon](#) | [Google Groups](#) (4)
13. [Orange](#) (231)
14. [Open Minds, Open Books, Open Source :: Inside Higher Ed :: Jobs, News and Views for All of Higher Education](#) (51)
15. [code4lib 2008 conference](#) | [code4lib](#) (15)
16. [The rise of subjectivity on the web: What's important to you?](#) | [wanderingstan](#) (6)
17. [Birds of a Feather - code4libcon](#) | [Google Groups](#) (1)
18. [Why the Internet is Good](#) (18)
19. [Online Stopwatch](#) (38)
20. [Voting open for Code4Lib 2009; Central Ohio is a candidate](#) (1)
21. [ex libris » book cover browser](#) (1)
22. [SHERPA/RoMEO - Publisher copyright policies & self-archiving](#) (207)
23. [code4lib](#) (1)
24. [hangingtogether.org » Blog Archive » Mellon funded Museum Data Exchange project](#) (6)
25. [Java IRC LogBot](#) (16)
26. [And now, your turn to have a say in ILS interfaces... « Everybody's Libraries](#) (1)
27. [Gutenkarte » Book Catalog](#) (235)
28. [SuperCal : Landmarks @ Holocene](#) (1)
29. [Library Web Chic](#) (89)
30. [alt.portland](#) (86)
31. [Search Wikia - Search](#) (1140)



Code4Lib : recent del.icio.us popular URLs for the tag 'code4lib'

# NonProfit Tech Community

1. [YouTube – Broadcast Yourself](#). (112)
2. [NetSquared | A project of TechSoup](#) (789)
3. [Tactical Technology Collective](#) (226)
4. [Choosing and Using Free and Open Source Software: A primer for nonprofits | NonProfit Open Source Initiative](#) (46)
5. [The Point – People Solving Problems](#) (471)
6. [Your Nonprofit Technology Community | NTEN: The Nonprofit Technology Network](#) (140)
7. [Best practices for non-profits using web 2.0 | Social Signal](#) (53)
8. [UMass Dartmouth – Center for Marketing Research – CMR Blog Study – Charities](#) (22)
9. [Google Checkout for Non-Profit Organizations](#) (44)
10. [Seth's Blog: I gave at the office](#) (54)
11. [Idealware: Candid Reviews of Nonprofit Software](#) (335)
12. [Your Nonprofit Technology Community | NTEN: The Nonprofit Technology Network](#) (308)
13. [TechSoup.org – The Technology Place for Nonprofits](#) (892)
14. [Have Fun • Do Good: Four Steps to Ease You Into Social Web Activism](#) (18)
15. [Welcome to the Advocacy Progress Planner, an online "logic model" for planning your advocacy effort. | Advocacy Progress Planner](#) (40)
16. [Zen and the art of Nonprofit Technology](#) (55)
17. [Social Source Commons](#) (77)
18. [Five Ways You Can Fall in Love With Tagging Again – ReadWriteWeb](#) (244)
19. [Using Twitter to Help Communities | Nate Ritter](#) (79)
20. [TSNE -> Articles -> Online Surveys](#) (25)
21. [Wild Apricot Blog : How to Use the Social Web for Social Change](#) (13)
22. [Change.org](#) (17)



NPTech : recent del.icio.us popular URLs for the tag 'nptech'

# Questions

- What does the tagging practice of an organization/community look like?
  - Can we see events? Is there any periodicity?
  - What do the diagonals represent? Changes in people, content, or semantics? More than one?
- How does making this information available feedback onto itself?
  - Does awareness change the behavior of a community?