

Tag Decay

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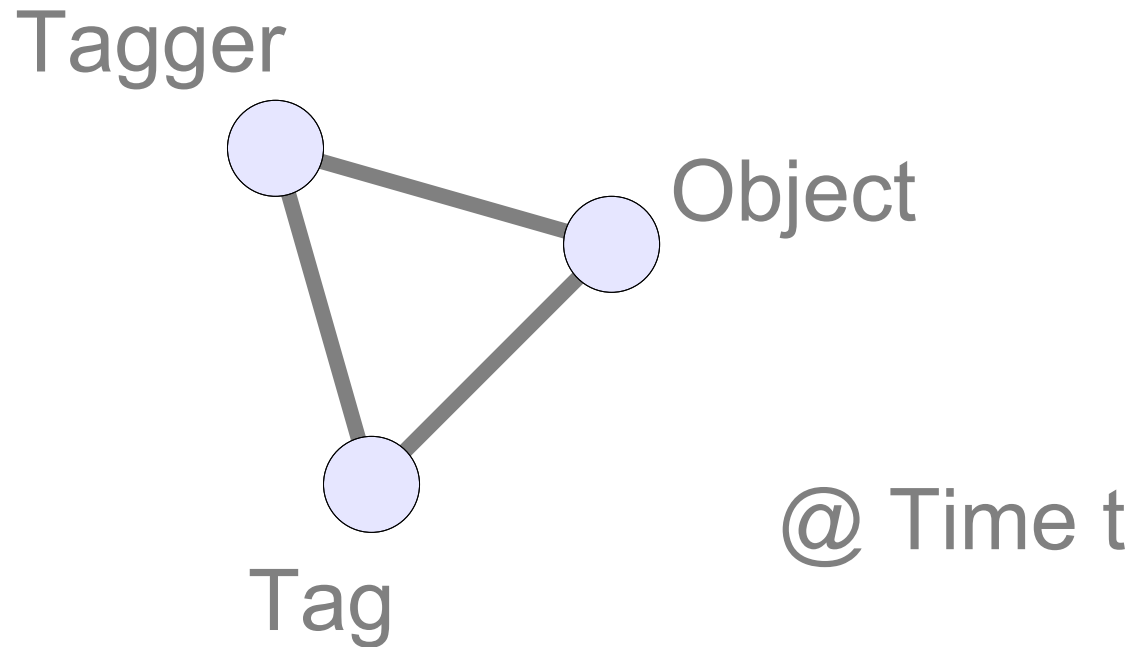
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Research Perspectives on Social Tagging
iConference08 - UCLA - February 29, 2008

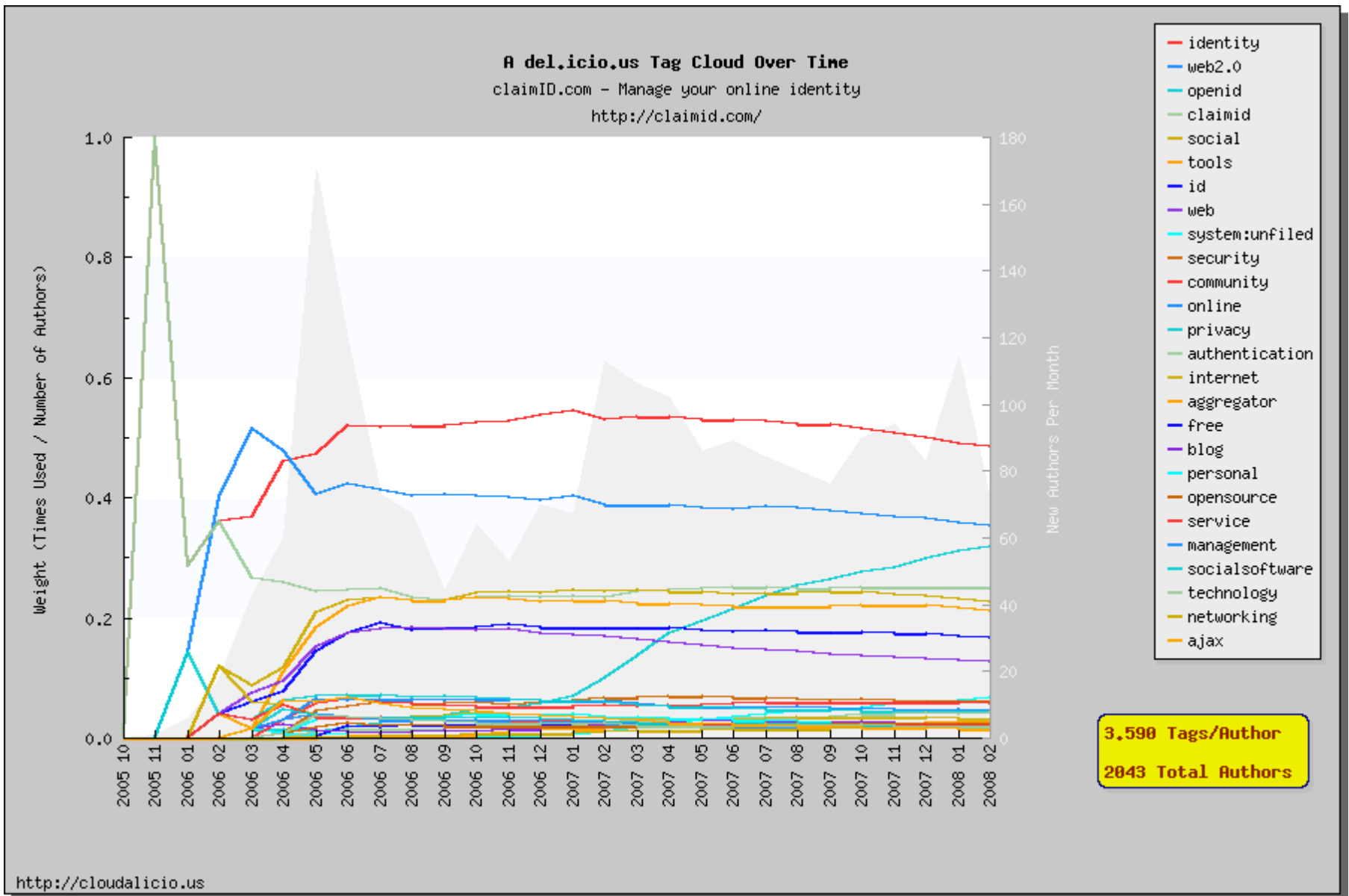


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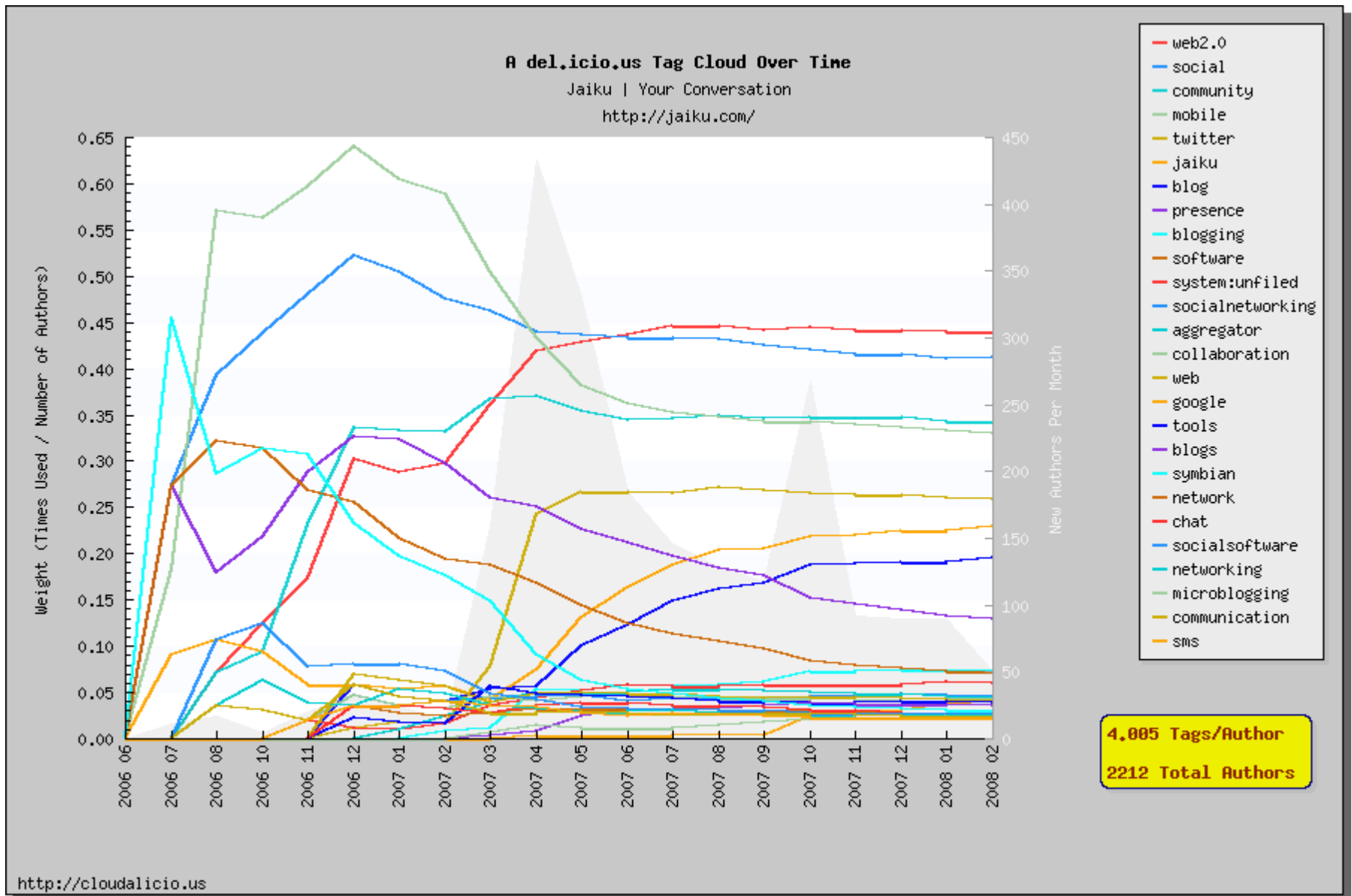
Folksonomy



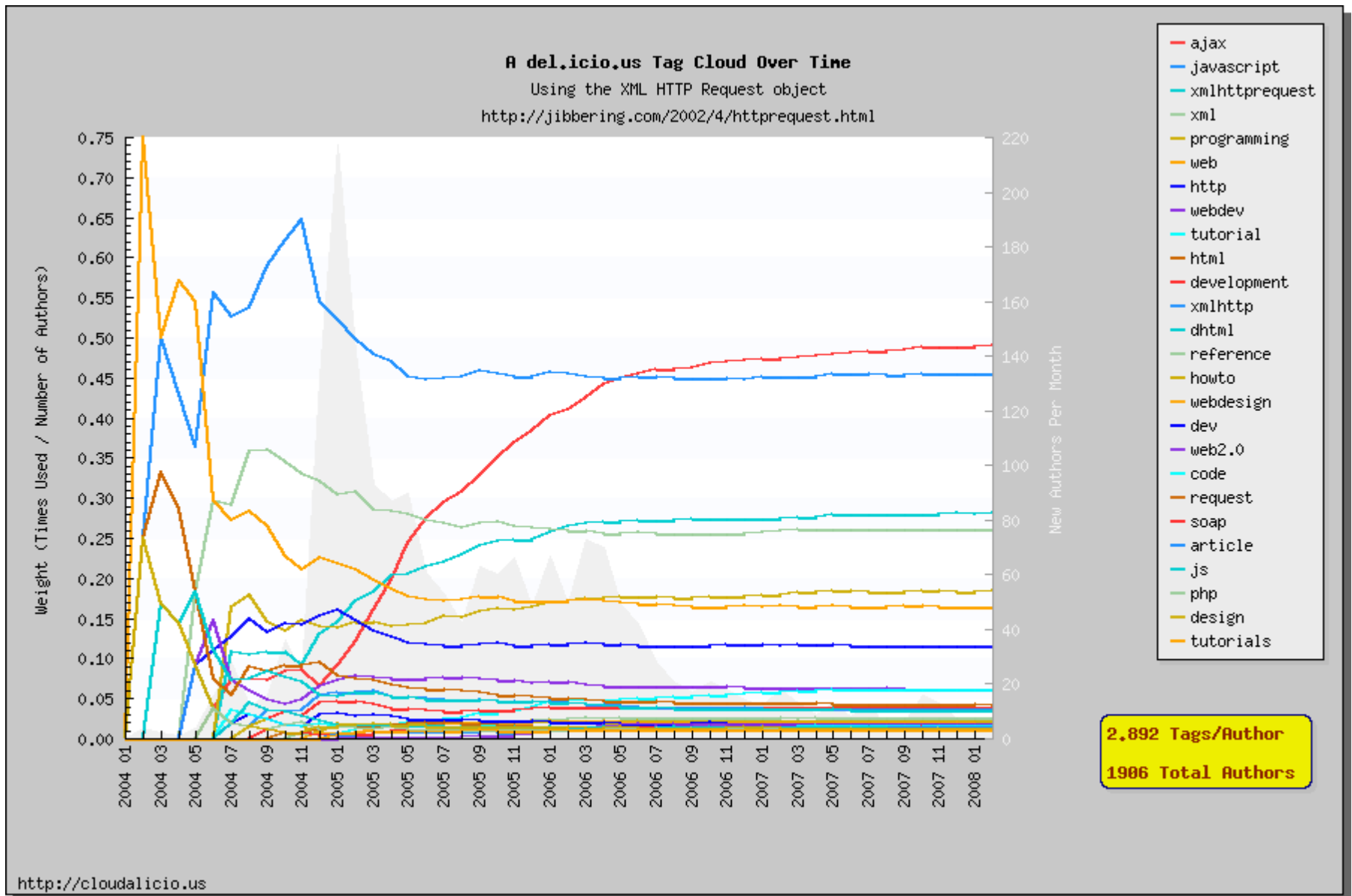
Any folksonomy is comprised of these three elements, but we sometimes forget to leverage that a 'tagging' is an event in time.



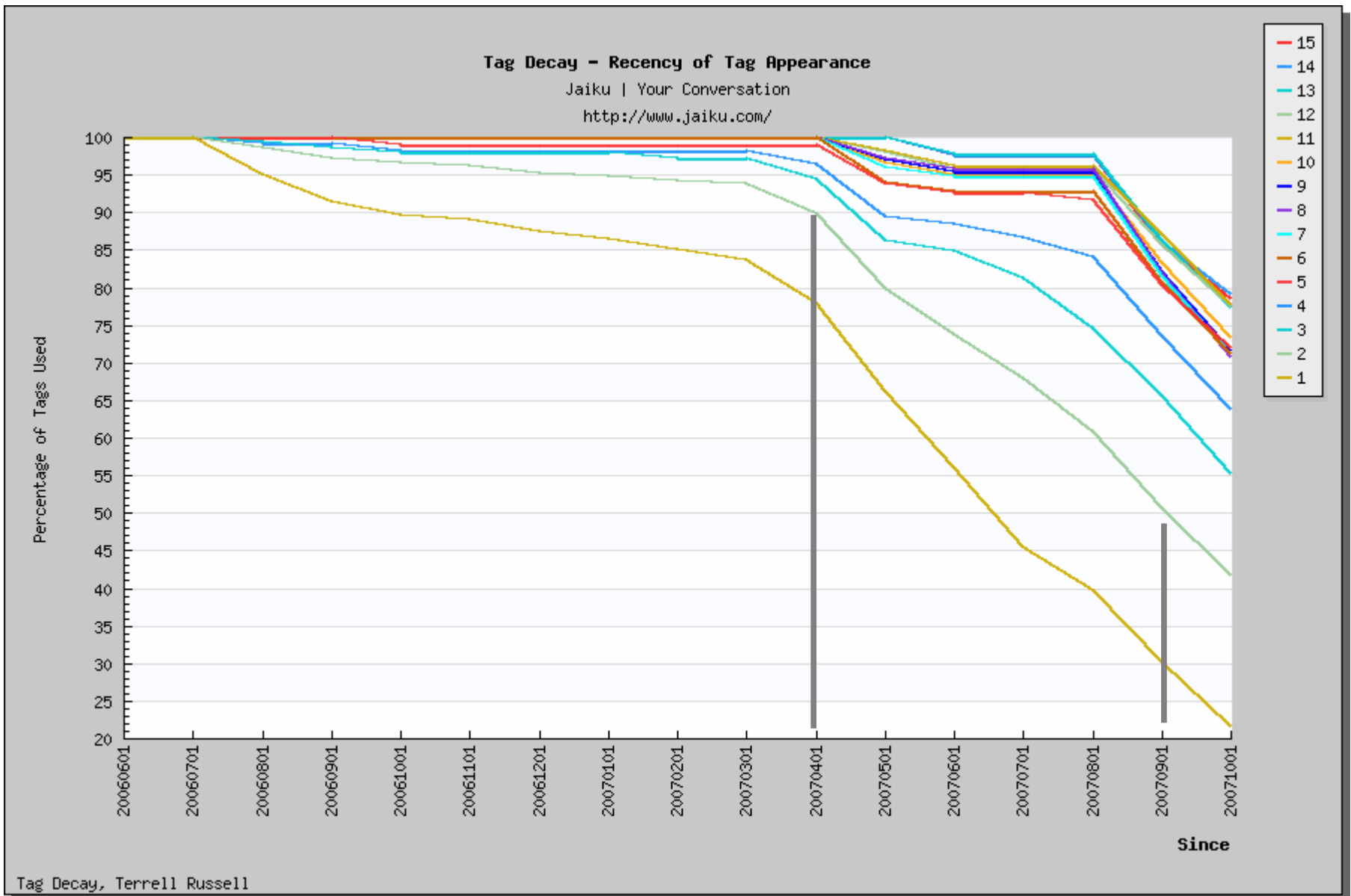
claimID.com : Changes due to a change in content



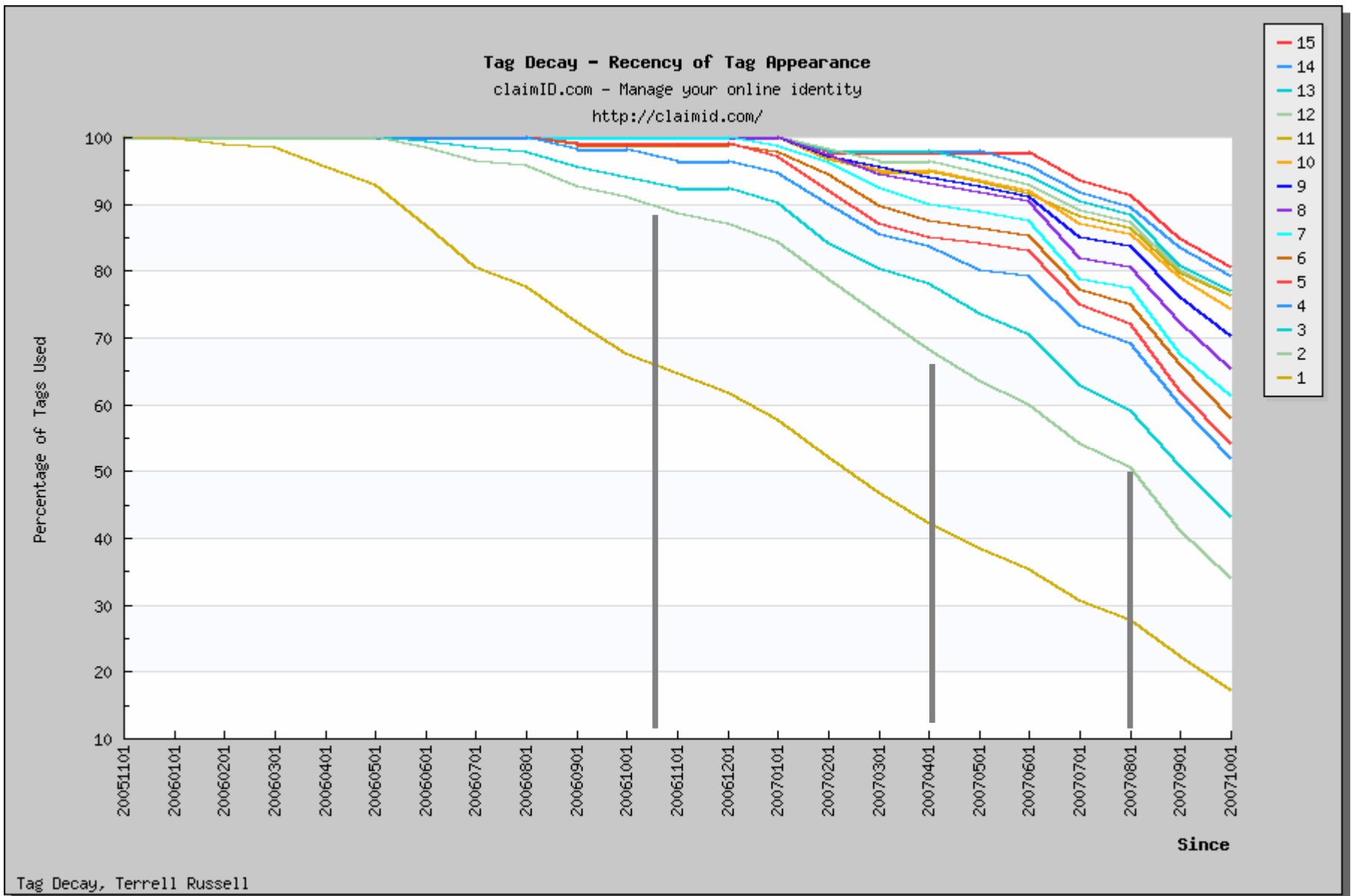
Jaiku.com : Changes due to a new population of users



Rise of Ajax : Changes due to a change in semantics

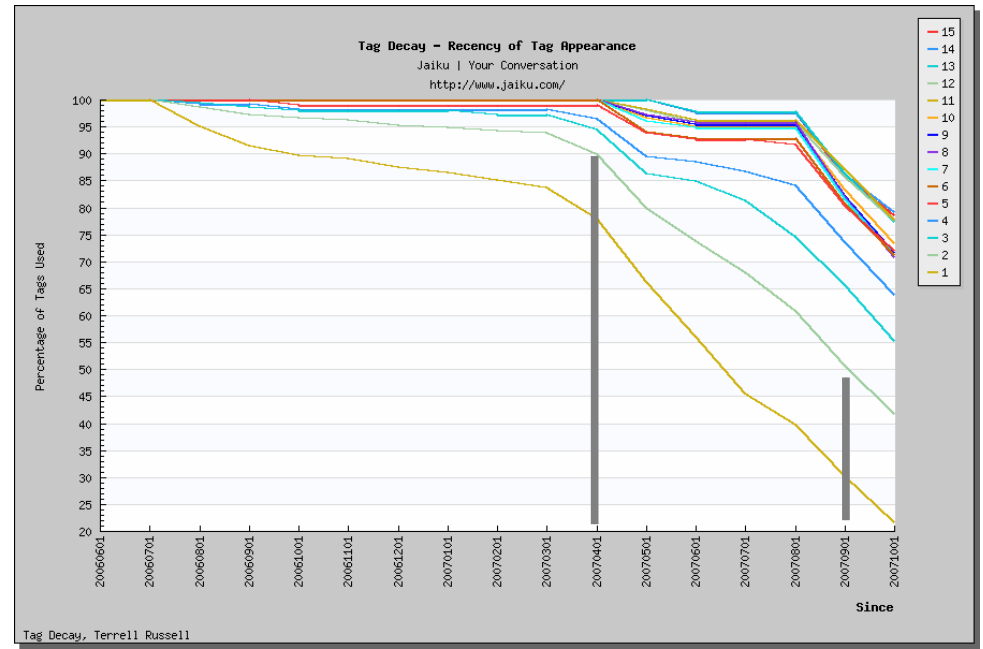
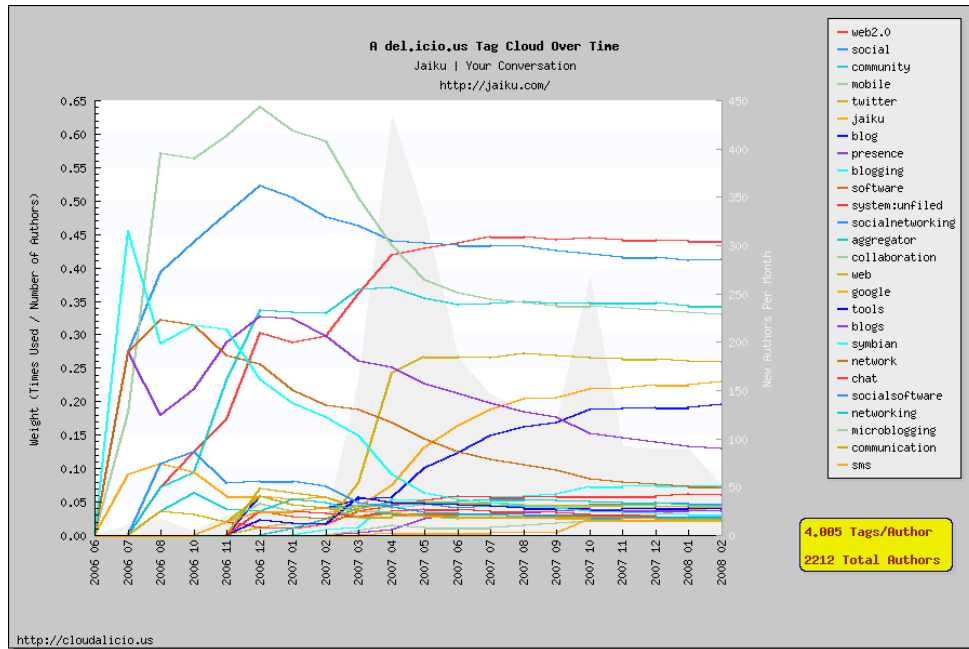


Decaying of tag usage at Jaiku.com



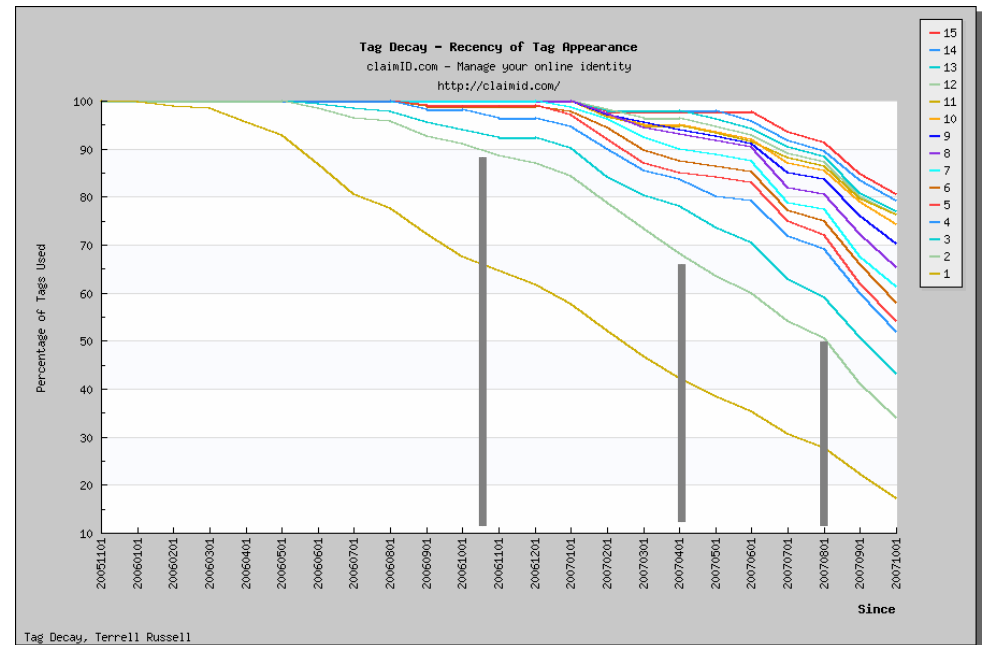
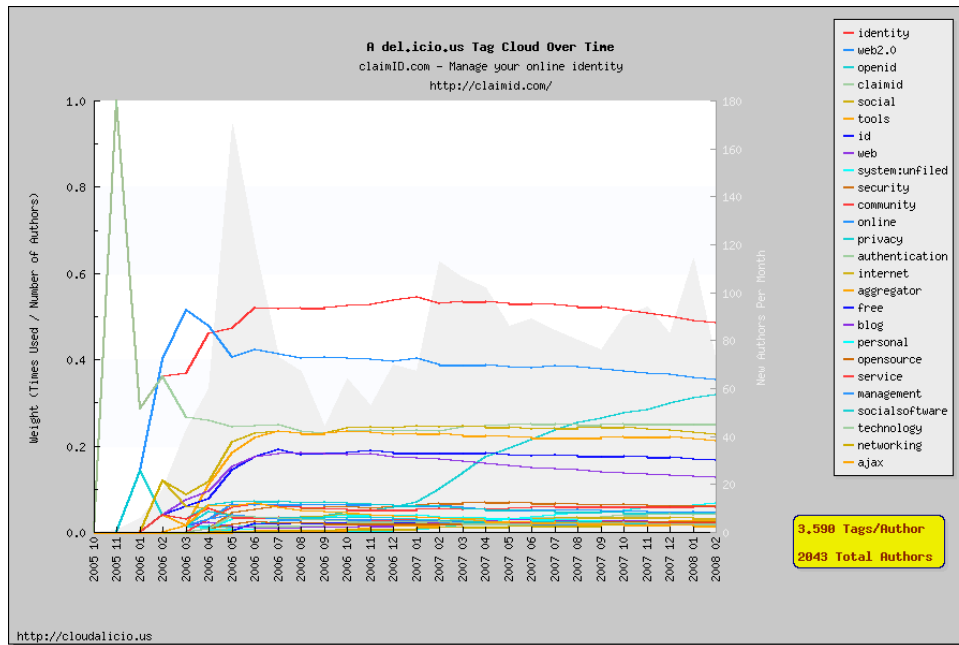
Decaying of tag usage at claimID.com

Tag Profile and Tag Decay: Jaiku.com



There are lots of diagonal lines in this tag profile. This tells us this tag space is very unstable and still in flux. After the large number of tagging events in March 2007, the "presence" tag has been steadily losing ground while "blog" has been gaining. This is most probably due to the different demographic using Jaiku - the people have changed, so the vocabulary has changed. We can see the effect of the March boost as an elbow in the Decay plot as well. The activity has been more fevered since March and we note this as a more rapid churn of older/original terms (a steeper plot). 50% of the "common" tags (used two times or more) have been used in the last month. 90% of the "common" tags (used two times or more) have been used in the last six months.

Tag Profile and Tag Decay: claimID.com



The tag profile shows a change in content at the site. In late 2006, claimID began to position its service as an OpenID provider as well as a tool for online identity management. This is apparent with the strong diagonal rising from early 2007. The tag decay shows 50% of the "common" tags (used two times or more) have been used in the last two months. 90% of the "common" tags (used two times or more) have been used in the last twelve months. This suggests that the descriptive nature of the tags being used at del.icio.us is more stable for claimID than for Jaiku. 68% of the "common" tags for claimID have been used in the last six months.