

The background is a monochromatic blue-tinted image. It features a stack of papers on the left side, a pair of round-rimmed glasses in the lower-left foreground, and a newspaper with text visible in the background. The overall aesthetic is professional and academic.

# Folksonomy: A Wrapper's Delight

Thomas Vander Wal  
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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



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TIFF (LZW) decompressor  
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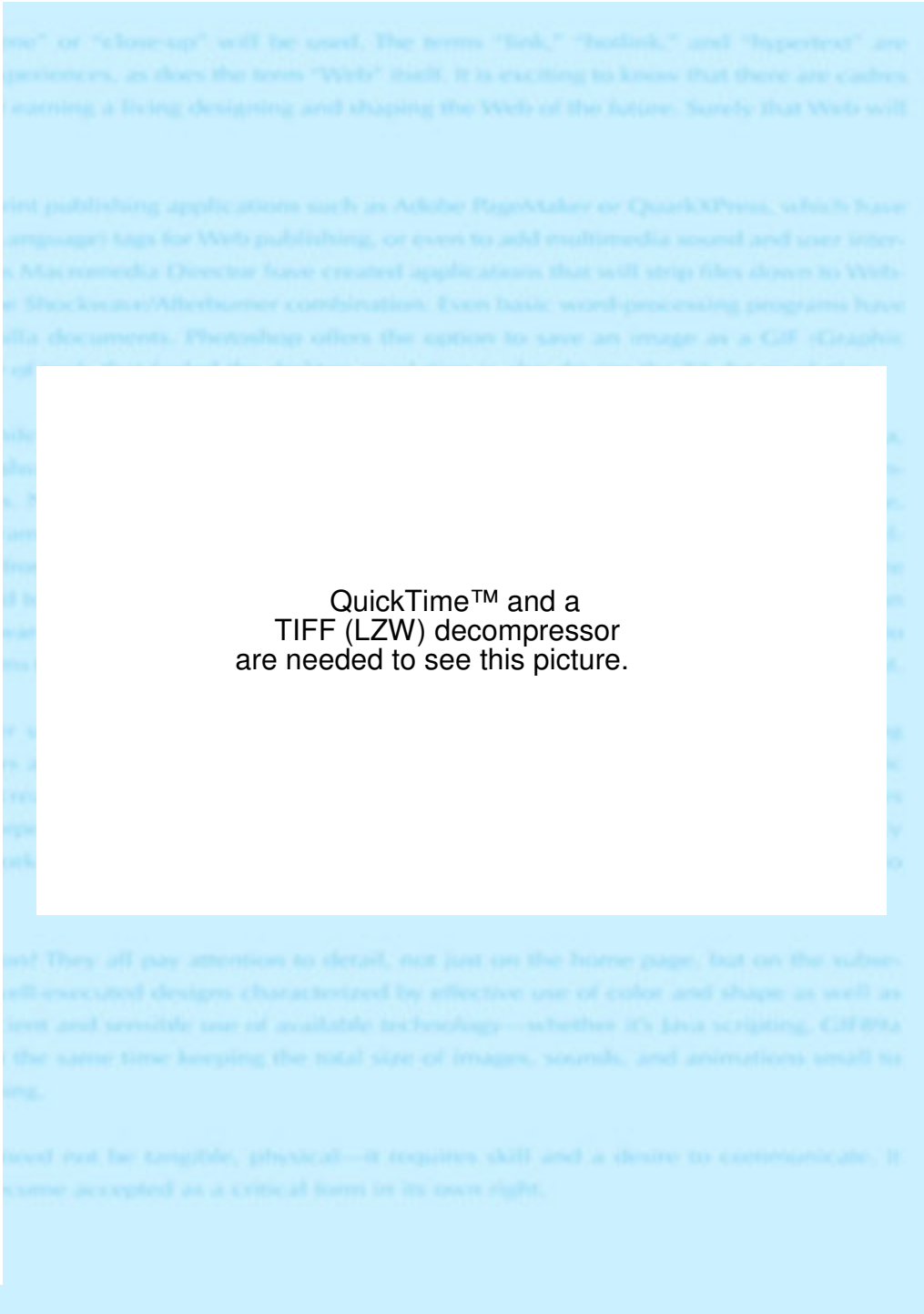
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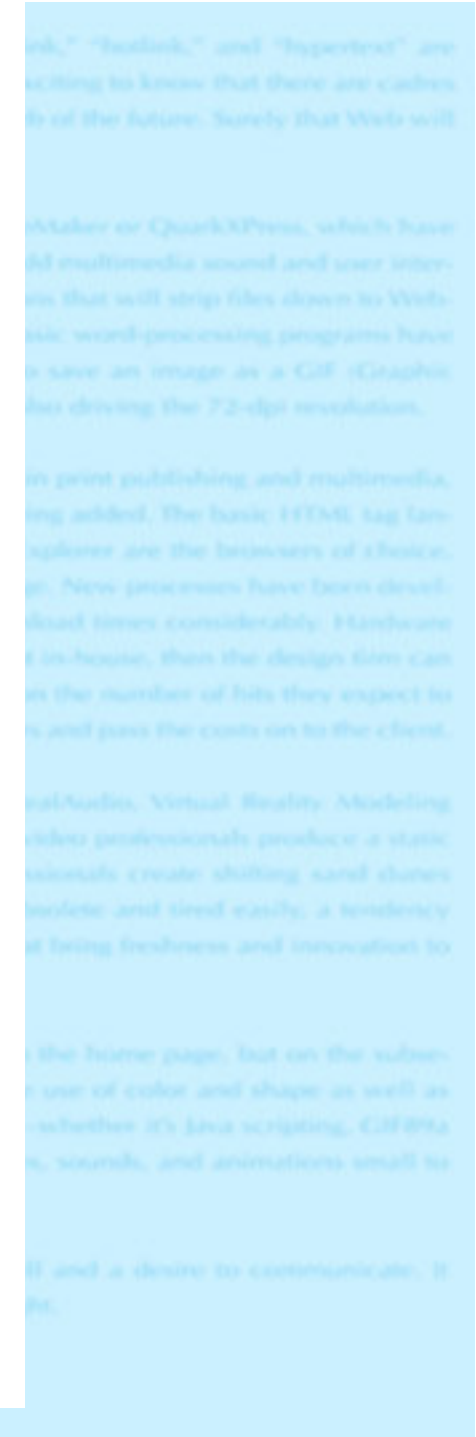
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# Broad Folksonomy

- 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



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TIFF (LZW) decompressor  
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# 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