

Social Bookmarking: A Useful Web 2.0 Tool

Juli Thakuria

Abstract

Social bookmarking services allow a user to make his personal collection of favorite web resources accessible by the public. The content of this collection can attract users of a similar mind and therefore has tremendous potential to enable networking and collaboration. There are so many social bookmarking tools which are very popular and useful. CiteULike is a bookmarking tool for academic links. The paper discusses various aspects of social bookmarking.

Keywords: Social Bookmarking, Folksonomy, CiteULike, Tagging, Web 2.0

1. Introduction

The libraries, learning resource centers and information services in general have made a great stride in being able to play a leading role in society. These, along with organizations that manage information, have had to integrate the necessary technological changes to adapt to the new challenges. For this, they have made important investments in technology, to update their infrastructure, and in training their personnel. The current online presence of information services is important and in continuous evolution, just like the Web itself.

The current web, which includes the traditional web and the so-called Web 2.0 or Social Web, is increasingly based more on the active role of its user. Users are no longer simple consumers of contents and services, but have become an active part in its development by producing and sharing all sorts of contents.

Information services play a key role in this new stage of the Web, and this opportunity should not

be passed. But we must also keep in mind that this involves challenges that go beyond technology, since it mainly involves a change in attitude on behalf of the libraries. Besides the implementation of the tools and services of the Web 2.0, it involves a study and plan, since not all tools work for all units of information or type of user. Blogs, wikis, social bookmarks, social networks and RSS are just some of the possibilities for integration of these types of services into libraries and other document information centre.

2. Social Bookmarking

Social bookmarking is a method for Internet users to store, organize, search, and manage bookmarks of web pages on the Internet with the help of metadata.

Social Bookmarking is the practice of saving bookmarks to a public Web site and “tagging” them with keywords. Bookmarking, on the other hand, is the practice of saving the address of a Web site one wish to visit in the future on his/her computer. To create a collection of social bookmarks, one register with a social bookmarking site, which lets one store bookmarks, add tags of designate



individual bookmarks as public or private. Some sites periodically verify that bookmarks still work, notifying users when a URL no longer functions. Visitors to social bookmarking sites can search for resources by keyword, person, or popularity and see the public bookmarks, tags, and classification schemes that registered users have created and saved.

Social bookmarking is a very effective link building strategy that is also found to greatly help websites in building more number of high value one way links. Thousands of websites all over the world are found to be implementing social bookmarking strategy as the strategy has multiple benefits. Social bookmarking involves posting of comments in high traffic social networks that are used by thousands of people as an outlet to chat and relax. The comments that are posted in such social networks will include the website URL of the resource website that will help in establishing link from the social network websites and add on to the link network of the resource website. Moreover, it is also noticed that implementation of social bookmarking service will greatly help the website in gaining very high visibility and popularity among the online users who use the social bookmarking websites. Implementation of social bookmarking service has multiple benefits that altogether greatly help the website in improving its performance tremendously in search engine results.

2.1 Key Features of Social Bookmarking

All Social Bookmarking is done manually by trained staff members. The links that one gets are one-way and permanent; no reciprocal links are required. Following are the features of social bookmarking:

2.1.1 Save one's Precious Time

Social Bookmarking can really be a time-consuming process with one being required to create an account in each site before submitting page to them manually. It has made things easy for anyone, just sign up, enter the page that wish to submit and it do the rest for one, saving one plenty of time in the process.

2.1.2 Flexible Ordering Options

- ❖ Submit to the entire list
- ❖ Submit to a specific number of sites
- ❖ Submit to one's saved favorites

2.1.3 Simple 1 minute process

All one need to do after signing up is login to their account and enter the url of the webpage one wish to submit, the system then automatically fetches the required data from the said page (or one could enter the information self) and one just need to choose their submission options and make a payment. It's that simple.

2.1.4 Live Reports

To help one track what exactly is being done. The report includes the links to the exact page on the site where one can find their listing.

2.1.5 Tremendous Value for Money

At 19 cents a submission combined with our rewards program, it not only is the cheapest in the business, and they also offer one tremendous value for his /her money.

2.2 Significant of Social Bookmarking

Social bookmarking gives users the opportunity to express differing perspectives on information

and resources through informal organizational structures. This process allows like-minded individuals to find one another and create new communities of users that continue to influence the ongoing evolution of folksonomies and common tags for resources. Using a folksonomy-based tool for research lets one take advantage of the insights of other users to find information related to the topic that are researching, even in areas that aren't obviously connected to the primary topic. If anyone is looking for information about sailing, for example, one might find that other users saw a connection between sailing and boat repair, taking one in new, potentially valuable directions. These kinds of tools also encourage users to keep coming back because the folksonomy and the collections of resources are constantly changing. It is easy to imagine assigning a value for individual resources, resulting in a ranking system that functions as a collaborative filter.

2.3 Benefits/Advantages of Social Bookmarking

With regard to creating a high-quality search engine, a social bookmarking system has several advantages over traditional automated resource location and classification software, such as search engine spiders. All tag-based classification of Internet resources (such as web sites) is done by human beings, who understand the content of the resource, as opposed to software, which algorithmically attempts to determine the meaning of a resource. Also, people can find and bookmark web pages that have not yet been noticed or indexed by web spiders. Additionally, a social bookmarking system can rank a resource based on how many times it has been bookmarked by users, which may

be a more useful metric for end users than systems that rank resources based on the number of external links pointing to it.

For users, social bookmarking can be useful as a way to access a consolidated set of bookmarks from various computers, organize large numbers of bookmarks, and share bookmarks with contacts. Libraries have found social bookmarking to be useful as an easy way to provide lists of informative links to patrons.

Social bookmarking is a way to store, classify, share and search information about web pages. Social Bookmarking gives one the following exciting benefits:

- ❖ The fastest way to get one's site indexed by Search Engines.
- ❖ Puts one in front of millions of active Internet users.
- ❖ Generates a life time one-way incoming link from authority web sites.
- ❖ These links are picked by Search engines, blogs, content aggregators etc.

2.4 Disadvantages of Social Bookmarking

From the point of view of search data, there are drawbacks to such tag-based systems: no standard set of keywords (i.e., a folksonomy instead of a controlled vocabulary), no standard for the structure of such tags (e.g., singular vs. plural, capitalization), mistagging due to spelling errors, tags that can have more than one meaning, unclear tags due to synonym/antonym confusion, unorthodox and personalized tag schemata from some users, and no mechanism for users to indicate hierarchical relationships between tags (e.g., a site

might be labeled as both cheese and cheddar, with no mechanism that might indicate that cheddar is a refinement or sub-class of cheese).

Besides these there are some big problems with using social bookmarking software:

2.4.1 Most are Spam Tools

Most of the social bookmarking tools are designed to spam the bookmarking sites. These tools will auto-create random account login names and passwords. Their main function is to create multiple accounts and have them bookmark the same URL.

2.4.2 Some are Only Designed For Certain Sites

Some of the tools are very limited. They are not designed to bookmark any sites. Some are only made for RSS feeds while others are just plugins for word press blogs.

2.4.3 Most are Over Priced With Monthly Fees

These tools are sold at cut-throat prices. They know most people are desperate for an automation solution and will pay almost anything to get them.

2.4.4 All Have Duplicate Content Problem

When you bookmark your sites, you will be bookmarking the same Title, Tags and Description across multiple bookmarking sites. This will create duplicate content issues which will result in the search engines ignoring your bookmarking links.

3. Social Bookmarking Websites

Social Bookmarking websites are sites that categorize and store ‘bookmarks’ - just like one would add a site to his Favorites. Only in this case they are accessible to anyone on the net. Millions

of people visit Social Bookmarking Sites every day looking for recommended sites.

While these sites offer a great resource for browsing, they also offer an opportunity to generate one-way backlinks. Many of these sites have a high Page Rank (PR) - which means they carry more authority and, in turn, more weight is passed on through the backlink to your site. All of which is invaluable in helping ones site rise to the top of Google and other search engines. There are however a few hurdles to overcome are setting up an campaign.

Social bookmarking is a method for Search Engine Optimizers and Internet users to store, systematize, search, and manage bookmarks of web pages on the Internet with the help of Metadata. This list is arranged based on Page Rank (PR), Do-Follow (DF), No-Follow (NF) and No-Follow with Redirect (NF/RD) attribute on each site.

Top Social Bookmarking Websites List	Page Rank	DoFollow -NoFollow
bloglines.com	9	DF
slashdot.org	9	DF
sourceforge.net	9	DF
technorati.com	9	DF
2collab.com	8	NF
del.icio.us	8	NF
digg.com	8	DF
librarything.com	8	NF
mister-wong.de	8	NF
mixx.com	8	DF
propeller.com	8	NF/RD
reddit.com	8	DF
stumbleupon.com	8	NF/RD

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blinklist.com	7	DF
blogpulse.com	7	DF
buzz.yahoo.com	7	NF/RD
citeulike.org	7	NF
connotea.org	7	DF
folkd.com	7	DF
foxewire.com	7	DF
friendfeed.com	7	NF
furl.net	7	DF
mister-wong.cn	7	NF
mister-wong.com	7	NF
mister-wong.es	7	NF
mister-wong.fr	7	NF
mister-wong.ru	7	NF
multiply.com	7	DF
mybloglog.com	7	DF
popurls.com	7	DF
rollyo.com	7	DF
wikio.com	7	DF
yoono.com	7	NF/RD
backflip.com	6	NF/RD
bibsonomy.org	6	NF
blogcatalog.com	6	NF
clipmarks.com	6	NF
diiigo.com	6	NF
dzone.com	6	DF
faves.com	6	NF
feedmarker.com	6	DF
jumptags.com	6	NF
kaboodle.com	6	DF
kwoff.com	6	DF
lilisto.com	6	NF
memori.ru	6	DF

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mybookmarks.com	6	DF
myweb2.search. yahoo.com	6	NF/RD
scoopit.co.nz	6	DF
simpy.com	6	NF
sphinn.com	6	NF/RD
spurl.net	6	DF
squidoo.com	6	DF
bloghop.com	5	DF
bookmax.net	5	NF/RD
buddymarks.com	5	NF/RD
clipclip.org	5	NF
de.lirio.us	5	NF
designfloat.com	5	DF
dropjack.com	5	NF
favour.com	5	DF
gaia.com	5	NF
givealink.org	5	DF
igooi.com	5	NF/RD
indianpad.com	5	DF
joomocracy.com	5	NF/RD
Kirtsy.com	5	NF/RD
linkagogo.com	5	DF
linkfilter.net	5	NF/RD
mobiseer.com	5	DF
myhq.com	5	DF
myvmarks.com	5	DF
netvouz.com	5	NF
pageactive.org	5	DF
quadriot.com	5	DF
saveyourlinks.com	5	NF/RD
searchles.com	5	DF
secondbrain.com	5	NF

shoutwire.com	5	NF/RD
sitejot.com	5	DF
smallbusinessbrief.com	5	NF/RD
spotback.com	5	DF
tagtooga.com	5	NF/RD
url.org	5	NF
wists.com	5	NF
a1-webmarks.com	4	DF
blogmarks.net	4	DF
bobrdobr.ru	4	NF
bookkit.com	4	NF/RD
bookmark-manager.com	4	NF/RD
bookmarks.oneindia.in	4	DF
bookmarks.ph	4	NF
bookmarktracker.com	4	NF/RD
butterflyproject.nl	4	DF
connectedy.com	4	DF
dizzed.com	4	NF/RD
dnhour.com	4	NF/RD
easybm.com	4	DF
fark.com	4	NF/RD
foundit.open.ac.uk	4	NF/RD

Besides these there are 32 social bookmarking sites from India. Some sites are highly popular some are new and not popular but all are working site, these sites owners are from India so this is not meant one cannot submit or bookmark his contents but some of sites are only for Indian contents and news.

1) Indianpad

Indianpad is like Indian Digg, almost every kind of content one can promote except spam, they detect his/her content by his/her keywords if it seems spamming one would be blocked.

2) Newscola

Newscola is Indian news and views, it seems good.

3) Indiamarks

Indiamarks is only for Indian contents means only related to India, one can create guides about Indian to help others or to show incredibility of India.

4) Indianbytes

Indianbytes is good site but not for technology related contents, they have a technology section but on their homepage. South Indian contents or Bollywood related contents can be promoted here.

5) Rambhai

Rambhai was one of the favorite bookmarking sites because several times stories featured on Rambhai homepage but unfortunately votes could not be converted into visits. Bollywood related contents and general news get promoted here.

6) Tagza

Tagza seems another good social bookmarking and news publishing site for games, breaking news, entertainment industry.

7) Zzygg

Zzygg does not have topic-wise categories but by time period.

8) Entopica

It is pure social bookmarking network.

9) Indiahacker

Indiahacker is good for general new, political news and off beat topics.

10) Indianpick

Indianpick seems another full featured social bookmarking site.

11) Forceindya

Mostly Bollywood related items were on homepage.

12) Humsurfer

Another good social bookmarking site.

13) Hotklix

Good social bookmarking and voting site but not seems good for technology related contents.

14) Indiasphere

Indiasphere has some sections as user submitted data and it has its news aggregator.

15) Bestofindya

Bollywood pictures, videos a general news.

16) Bharatboom

Another good site for news publishing and social bookmarking.

17) Oneview

Websites describes itself as a social bookmarking and community and human powers search site.

18) Tagz

It's a social bookmarking site so anyone can bookmark links and search tags.

19) Surfurls

Surfurls is social bookmarking and voting site, it has a blog directory also, one can browse this site by weeks, months or years and by special

categories as education, career, life style, downloads etc...

20) Chalo

Chalo has several categories but its homepage is full of Bollywood news and celebrity pictures.

21) DiggSamachar

Another Digg like social bookmarking site.

22) Apnastory

Mostly general news, Bollywood news, pictures and videos.

23) Ratevin

On this site one can publish his/her full article means no character limit.

24) Gyanin

Gyanin has a separate category for Bollywood but homepage tells different story.

25) Jhanki

Another good website for social bookmarking and news publishing site.

26) Newzly

Newzly seems me another good site for news submission and bookmarking.

27) Yeawo

Another good site for news submission and social bookmarking.

28) Sepiamutiny

Sepiamutiny is for general and special news submission.

29) Oneindia

One Bookmarks is from Oneindia.in.

30) Spotonce

Spotonce is another news publishing and social bookmarking site.

31) Indiantags

Indiantags is another bookmarking site.

32) Desipundit

Must visit featured section of Desipundit.

4. Education Focused Social Bookmarking Web Sites

Delicious is the world's largest social bookmarking site. With it one can save, manage and share pages in a centralized source. Academic institutions or training centers can own a social bookmarking site to network with other educators around the globe who share common interests. Academic departments could set up an account for each class, tag resources and make the URL available to the class. Students will be able to access the resources from any internet connected computer.

They can collaborate with other schools by sharing bookmarks between all participating communities and work on projects together. The library staff could maintain a list of tags specifically relevant to their school's curriculum, and help students and teachers get desired content on the Internet easily.

As bookmarks are categorized according to their content, educators can find websites related to their research with ease.

Following are the education focused social bookmarking sites

- ❖ Scuttledu K-12 Educators
- ❖ Connotea Higher Education
- ❖ CiteuLike Higher Education
- ❖ Edtags.org General Education

5. Application with CiteULike

CiteULike is a bookmarking tool for academic links. Authored by Richard Cameron at Manchester University as a web-based time-saver for managing citations, it emerged quietly in November '04 and has quickly garnered interest within its target community. The site remains privately run, and it has yet to be seen what its long-term plans will be.

Initially CiteULike allowed users to bookmark papers from specific websites that held academic content, and from which CiteULike was able to collect citation metadata. This restriction has since been lifted to allow bookmarking of any site, although the focus remains almost exclusively academic. CiteULike offers a number of features specifically for the academic community including importing references from desktop reference management software.

5.1 Start up CiteULike

CiteULike is very easy to use. First we have to join with it by visiting the site <http://www.citeulike.org>. Then the homepage will come which allow anyone to join either through 'join now' or through 'join now with face book'. If anyone click 'join now' option then a registration form will appear bearing username, password, academic position, e-mail address etc. with terms and condition. After filling the all information click on "Sign Up Now" button and a message appear "Thanks for registering with

CiteULike” and then ready to use CiteULike. (Figure1)



Figure 1: Citeulike Home Page

If anyone clicks “Join with facebook” option following screen will appear

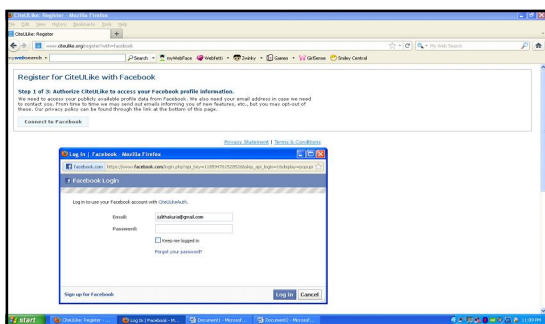


Figure 2: Join CiteULike with Facebook

After putting e-mail id and password, click log in button which give information regarding blank information access & e-mail and click ‘allow’ button then a message come

“You will be able to change this or add additional research fields by editing your profile later.

I agree to the Terms and Conditions”

After clicking the blank box one have to click terms and conditions then following message come



Click sign up and then appear a message “Registration successful”. Click ok and then automatically entre the CiteuLike homepage with face book (Figure 3)

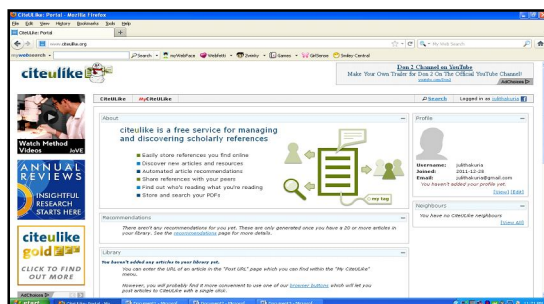


Figure 3: Citeulike Homepage When Join With Facebook

Anyone can search any topic in the search option. If got any article one can delete, edit, copy, blog, share, citation, and posted to his/her own library

6. Social Bookmarking for Teaching and Learning

Tagging information resources with keywords has the potential to change how we store and find information. It may become less important to know and remember where information was found and more important to know how to retrieve it using a framework created by and shared with peers and colleagues. Social bookmarking simplifies the distribution of reference lists, bibliographies, papers, and other resources among peers or students.

In this way social bookmarking has many more implications for teaching and learning which can be enumerated as below;

- ❖ Listing of course materials by the teachers, which they found relevant for their learners to read.

- ❖ Establish specific tag (within a group of tags) that is used to direct individual students to specific readings or resources.
- ❖ Support students to learn the use of RSS. Many of bookmarking services also have RSS feeds, so students who use a news aggregator can see new postings automatically.
- ❖ Groups of learners undertaking collaborative projects share their bookmarks with the trainer subscribed to their RSS feed to see the direction of their research. (Some social bookmark tools - for example FURL permit the trainer teacher to review and comment on resources that are =bookmarked)
- ❖ Rate and review bookmarks to help with students decide on usefulness of resources.
- ❖ Examine the popularity of a web site that a learner had listed and examine those who have tagged that resource in order to find new resources. (and perhaps unintended learning opportunities)
- ❖ Share one social bookmark account between a number of trainers to create and share a broad set of resources.

7. Conclusion

Social bookmarking is a method for Internet users to organize, store, manage and search for bookmarks of resources online. Unlike file sharing, the *resources* themselves aren't shared, merely bookmarks that *reference* them. In a social bookmarking system, users save links to web pages that they want to remember and/or share. These bookmarks are usually public, and can be saved privately, shared only with specified people or groups, shared only inside certain networks, or another combination of public and private domains.

The allowed people can usually view these bookmarks chronologically, by category or tags, or via a search engine. CiteULike is a free service to help academics to share, store, and organize the academic papers they are reading. Because ones citations are stored on the server, one can access it from any computer. One can share his/her library with others, and find out who is reading the same papers as one. CiteULike is a great tool for writing and research.

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About Author

Ms. Juli Thakuria, Librarian, Dr. Birinchi Kumar Barooah College, Puranigudam - 782141, Nagaon, Assam.

E-mail: julithakuria@gmail.com