

Social Networking Tools: Social Bookmarking and Social Tagging

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Abstract

Online communities of practice may use a specific tag on social bookmarking sites that enable resources to be "advertised" within that community. Considered a better alternative to submitting a website on blogs, manual social bookmarking is a simple, convenient and hassle free way of making sure that our site is noticed and marketed in the right circle. Web 2.0 technologies will promote and enable fundamental changes on intranets. Social software, such as blogs, wikis, tagging systems and collaborative filters, treats the group as a first class object within the system. The paper focus on to explore some of the important social tagging, social bookmarks, and social network related tools and services.

Keywords: Social Bookmarking, Social Tagging, Social Networking, Social Software, Web 2.0, Web Applications

1. Introduction

Social Networking and Social Bookmarking is a great way to share our favorite links with the world! Social Bookmarks provide more than back links they also can provide additional traffic to sites. Social bookmarking sites are search engine friendly, and within seven days of submission links start to appear in all major search engines. It suggests that this feature of social software can facilitate an approach to learning that is qualitatively different from and capable of significantly augmenting traditional methods, with especial benefits for lifelong learners.

2. Social Bookmarking

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 they wish to visit in the future on their computer. To create a collection of social bookmarks, register with a social bookmarking site, which lets store bookmarks, add tags of choice, and designate individual bookmarks as public or private. Some sites periodically verify that bookmarks still work, notifying users when a URL no longer functions. Social bookmarking began in crude form in the late 1990's. It then fell out of favor online due to changes in the web. It came back in 2005 and has been getting increasingly popular ever since.

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. Social tagging, which is also known as collaborative tagging, social classification, and social indexing, allows ordinary users to assign keywords, or tags, to items. It involves linking sites within the various forums, blogs and message boards on social networking

websites, blog sites and content-centric sites are very useful to share our instant information to other users/friends. [1]



Figure-1, Social Bookmarking in India

Social bookmarking is a user based online system in which individuals tag their favorite web content and store it in one place, sharing it with others. The favourite content of person may also favourite of another person then it will boost the website traffic.

3. Social Tagging

Social tagging websites have become very popular over the last few years because they give users more social tools with which to manage their bookmarked sites. A folksonomy is a system of classification derived from the practice and method of collaboratively creating and managing tags to annotate and categorize content this practice is also known as collaborative tagging, social classification, social indexing, and social tagging. [4]

Social tagging can be a useful tool for users. Instead of individually saving the site in a variety of folders, just type a few keywords called tags and their sites are organized automatically with sites saved by other users, using those same keywords. All levels of user can benefit from social tagging. Potentially, it is another efficient tool both free and commercial user can use.

4. Web syndication

The term Really Simple Syndication (RSS) is often used to refer to web feeds or web syndication in general, although not all feed formats are RSS.

A web feed is a data format used for providing users with frequently updated content. Content distributors syndicate a web feed, thereby allowing users to subscribe to it. Making a collection of web feeds accessible in one spot is known as aggregation, which is performed by an aggregator. A web feed is also sometimes referred to as a syndicated feed. [8]

Web syndication is a form of syndication in which website material is made available to multiple other sites. Most commonly, web syndication refers to making web feeds available from a site in order to provide other people with a summary of the website's recently added content (for example, the latest news or forum posts). The term can also be used to describe other kinds of licensing website content so that other websites can use it. ^[9]

RSS is a family of web feed formats used to publish frequently updated works such as blog entries, news headlines, audio, and video in a standardized format. An RSS document includes full or summarized text, plus metadata such as publishing dates and authorship. Web feeds benefit publishers by letting them syndicate content automatically. They benefit readers who want to subscribe to timely updates from favored websites or to aggregate feeds from many sites into one place. RSS feeds can be read using software called an "RSS reader", "feed reader", or "aggregator", which can be web-based, desktop-based, or mobile-device-based. ^[10]



Figure-2, Common web feed

Syndication benefits both the websites providing information and the websites displaying it. For the receiving site, content syndication is an effective way of adding greater depth and immediacy of information to its pages, making it more attractive to users. For the transmitting site, syndication drives exposure across numerous online platforms. This generates new traffic for the transmitting site making syndication a free and easy form of advertisement. Commercial web syndication can be categorized in three ways:

1. by business models
2. by types of content
3. by methods for selecting distribution partners

5. Knowledge Tag

A knowledge tag is a type of meta information that describes or defines some aspect of an information resource. Knowledge tags are more than traditional non hierarchical keywords or terms. They are a type of metadata that captures knowledge in the form of descriptions, categorizations, classifications, semantics, comments, notes, annotations, hyper data, hyperlinks, or references that are collected in tag profiles. These tag profiles reference an information resource that resides in a distributed, and often heterogeneous, storage repository.

6. Semiotics of Social Networking

Social semiotics is thus the study of the social dimensions of meaning, and of the power of human processes of signification and interpretation in shaping individuals and societies. Social semiotics focuses on social meaning-making practices of all types, whether visual, verbal or aural in nature.



Social media gives humans an instant connection to communicate with others. Social media is "used to describe the type of media that is based on conversation and interaction between people online. Where media means digital words, sounds & pictures which are typically shared via the internet and the value can be cultural, societal or even financial. One important way to explore this form of communication as social networking is through semiotics.





7. Social Bookmarking Sites

There are two ways to use Social Bookmark sites

- 1) Use the free link code to get a button that links to a generic bookmark page
- 2) Create a premium account that allows to generate special code so that one can edit their website and track its activity. By creating an account, the bookmark pages are fully customizable, and one can even add their website logo!

Table -1, Social Bookmarking Sites





Sl.No.	Name of the Tool	Emblem	Alexa Ranking	Type of site	Access Type
1	AddThis		165	Social Bookmarking	Free
	It is a social bookmarking service founded by Dom Vonarburg and owned by Clearspring that can be integrated into a website with the use of a web widget. Once added, visitors to the website can bookmark an item using a variety of services, such as Facebook, MySpace, Google Bookmarks, and Twitter. The website is the most widely used service for bookmarking and sharing web pages, used on over 5% of the top 10,000 sites on the internet. For more detail visit: http://www.addthis.com/				
2	ShareThis		3,618	Social Bookmarking & Sharing Tool	Free
	The ShareThis button is an all-in-one widget that lets people share any content on the Web with friends via e-mail, AIM, or text message. The widget can also keep an account of personal contacts so that users can send an e-mail, IM, or text message with favorite links to friends. The button can be deployed on any site to drive traffic, stimulate viral activity, and track the sharing of content. Blogger, TypePad and WordPress. For more detail visit: http://sharethis.com/				

3	Balatarin		3592	Social & Political News	Disable
	Balatarin is a community website through which users can post links to the webpages of their interest, with an emphasis on Iranian audience. Although only registered users can post links to Balatarin, registration is free. New links initially go to the "recently posted" page and once they collect enough positive votes, they are moved to the front page, which increases their chance of being viewed. The underlying idea is a mixture of reddit, digg, newsvine, and del.icio.us. For more detail visit: http://balatarin.com				
4	BibSonomy		4765	Bookmarks & lists of Literature	Restricted Access
	BibSonomy is a system for sharing bookmarks and lists of literature. When discovering a bookmark or a publication on the web, you can store it on our server. You can add tags to your post to retrieve it more easily. This is very similar to the bookmarks/favorites that you store within your browser. The advantage of BibSonomy is that you can access your data from wherever you are. Furthermore, you can discover more bookmarks and publications from your friends and other people. For more detail visit: http://www.bibsonomy.org/				
5	BookmarkSync		68553	Browser Synchronizer	Restricted Access
	BookmarkSync is unlike other social bookmarking services. It is a unique system that provides real-time automatic bookmark synchronization between all your different browsers, computers, and operating systems. Add a bookmark to Internet Explorer at work, and it will automatically be sent to your Firefox browser at home and your Safari browser on your Mac! It supports Unicode so it works for bookmarks in all languages. For more detail visit: http://bookmarksync.com/				
6	CiteULike		11272	Social Bookmarking Discovering Scholarly References	Free
	CiteULike is based on the principle of social bookmarking and is aimed to promote and to develop the sharing of scientific references amongst researchers. In the same way that it is possible to catalog web pages (with Furl and del.icio.us) or photographs (with Flickr), scientists can share information on academic papers with specific tools (like CiteULike) developed for that purpose. For more detail visit: http://www.citeulike.org/				





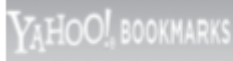

7	Connotea		5789	Social Bookmarking & Bibliography Manager	Free
Connotea is a free online reference management service for scientists, researchers, and clinicians, created in December 2004 by Nature Publishing Group. It is one of a breed of social bookmarking tools, similar to CiteULike and del.icio.us, where users can save links to their favourite websites. For more detail visit: http://connotea.org/					
8	Delicious		254	Online Social Bookmarking	Free
Delicious is a social bookmarking web service for storing, sharing, and discovering web bookmarks. The site was founded by Joshua Schachter in 2003 and acquired by Yahoo! in 2005. By the end of 2008, the service claimed more than 5.3 million users and 180 million unique bookmarked URLs. It is headquartered in Sunnyvale, California. For more detail visit: http://www.delicious.com/					
9	Digg		130	Social News & Social Network	Restricted Access
Digg is a social news website. Prior to Digg v4, its cornerstone function consisted of letting people vote stories up or down, called <i>diggina</i> and <i>buryina</i> , respectively. Digg's former popularity prompted the creation of other social networking sites with story submission and voting systems. The website traffic ranked 126th by Alexa.com as of November 13, 2010. Quantcast estimates Digg's monthly U.S. unique visits at 15.1 million. For more detail visit: http://digg.com/news					
10	Diigo		1423	Social Annotations, Highlighting & Social Bookmarking	Restricted Access
Diigo is a social bookmarking website which allows signed-up users to bookmark and tag web-pages. Additionally, it allows users to highlight any part of a webpage and attach sticky notes to specific highlights or to a whole page. These annotations can be kept private, shared with a group within Diigo or a special link forwarded to someone else. The name "Diigo" is an abbreviation for "Digest of Internet Information, Groups and Other stuff". For more detail visit: http://www.diigo.com					
11	Faves		3912	Social Bookmarking & Social Networking	Restricted Access
Faves is a social bookmarking and networking software that installs a single browser button for users to "fave" a webpage, making a link to the page part of their Faves profile. Until October 2007, Faves was called Blue Dot. When a					

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	registered user visits their Faves home page, they see a summary of the bookmarks, called "Faves" by the company, that have been most recently shared by their friends. For more detail visit: http://www.faves.com				
12	folkd.com		2486	Online Social Bookmarking & Social News	Restricted Access
	folkd.com is a social bookmarking and social news website that has been founded in 2006 by Bastian Karweg out of Germany. The website has grown into one of biggest services of its kind and currently lists over 8 million public bookmarks by more than 500,000 users (as of Mai 2010). Folkd is available in 4 languages and also has a strong user base in India. The site devotes itself to "enrich your websurfing experience" and also offers an IE and Firefox AddOn to collect, save and share bookmarks while surfing. For more detail visit: http://www.folkd.com/				
13	GiveALink		14075	Social Bookmarking	Free
	GiveALink is a non-commercial social bookmarking website. It is an academic research project, started at Indiana University Bloomington, with the goal of analyzing the structure and content of bookmark files in order to build a new generation of Web mining techniques and new ways to search, recommend, surf, personalize and visualize the Web. GiveALink features a search engine which, given a URL, finds other Web pages that people bookmark together with it similar Web pages. For more detail visit: http://givealink.org				
14	IBM Lotus Connections		456	Collaboration & Web 2.0	Restricted Access
	IBM Lotus Connections is a proprietary Web 2.0 social software application licensed by the Lotus Software division of IBM. The goal of Lotus Connections is to empower companies to be more innovative and help them execute more quickly by using dynamic networks of co-workers, partners and customers. It provides social networking tools for businesses to use to bring together people through online tools. For more detail visit: http://www-01.ibm.com/software/lotus/products/connections/				
15	Identi.ca		3006	Micro-blogging	Free
	Identi.ca is an open source social networking and micro-blogging service. Based on StatusNet, a micro-blogging software package built on the OpenMicroBlogging specification, Identi.ca allows users to send text updates (known as "notices") up to 140 characters long. While similar to Twitter in both concept and operation, Identi.ca provides many features not currently implemented by Twitter, including XMPP support and personal tag clouds. In addition, Identi.ca allows free export and exchange of personal and "friend" data based on the FOAF standard;				

	therefore, notices can be fed into a Twitter account or other service, and also ported in to a private system similar to Yammer. For more detail visit: http://identi.ca/				
16	Jumper		908081	Collaborative Search and Knowledge Management	Free
	Jumper 2.0 is an open source web application script for collaborative search and knowledge management powered by a shared enterprise bookmarking engine that was developed by Jumper Networks, Inc. It was publicly announced on 29 September 2008. A stable version of Jumper (version 2.0.1.1) was publicly released under the GNU General Public License and was made available on Sourceforge on 26 March 2009 as a free software download. For more detail visit: http://www.jumpernetworks.com/				
17	Knowledge Plaza		1129794	Enterprise 2.0 & Knowledge Management	Restricted Access
	Knowledge Plaza, also referred to as KP, is an Enterprise 2.0 and knowledge management tool which provides a balance between social bookmarking, document management, wikis and an internal social network. It was initially designed as an information management tool for knowledge workers and is often used for collaborative research projects, market intelligence, information brokerage, etc. For more detail visit: http://www.knowledgeplaza.net/				
18	Layerpad		659844	Web Annotation & Metaweb	Restricted Access
	Layerpad is a web annotation site that allows users to share opinions on the web. A floating layer appears on every website visited, allowing users to see and write comments relating to that page. It is different to other web annotation sites in that it allows users to follow links to other pages with the floating layer. Layerpad also allows users to create a personal homepage with the ability to bookmark favorite webpages. For more detail visit: http://www.layerpad.com/				
19	Linkwad		857777	Social Content Website	Free
	Linkwad is a free community-based social bookmarking service provided (at the moment) exclusively for Mozilla's Firefox web browser, as an add-on. It allows users to "save and restore tabbed browsing sessions called wads". A Wad is actually a group of links that are saved under a name. These Wads can be shared and accessed from any computer. For more detail visit: http://www.linkwad.com/				
20	MetaFilter		2111	Community Weblog	Restricted Access
	MetaFilter, known as MeFi to its members is a community weblog whose purpose is to share links and discuss content that users have discovered on the web. For more detail visit: http://www.metafilter.com/				

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20	MetaFilter		2111	Community Weblog	Restricted Access
	MetaFilter, known as MeFi to its members is a community weblog whose purpose is to share links and discuss content that users have discovered on the web. For more detail visit: http://www.metafilter.com/				
21	Mister Wong		2927	Social Bookmarking	Free
	Mister Wong is one of the largest European free social-bookmarking web services. It is a leading social bookmarking service with portals in 6 languages and over 7 million monthly users globally. For more detail visit: http://www.mister-wong.com/				
22	Mixx		1222	Social Networking & Social Bookmarking	Free
	Mixx is a user-driven social media web site that serves to help users submit or find content by peers based on interest and location. It combines social networking and bookmarking with web syndication, blogging and personalization tools. For more detail visit: http://www.mixx.com/				
23	MSDN		23	Trade media, Blogs, Social Bookmarking	Restricted Access
	The Microsoft Developer Network (MSDN) is the portion of Microsoft responsible for managing the firm's relationship with developers and testers: hardware developers interested in the operating system (OS), developers standing on the various OS platforms, developers leveraging the API and scripting languages of Microsoft's many applications. The relationship management is situated in assorted media: web sites, newsletters, developer conferences, trade media, blogs and DVD distribution. For more detail visit: http://msdn.microsoft.com/en-us/				
24	My Web		4	Social Bookmarking	Free
	My Web was a social bookmarking website launched by Yahoo! in June 2005. It allowed users to bookmark a web page, along with a description, either just for him/herself, for selected contacts or for everyone. The user could also add tags so that other users could search for tags and see the bookmarked site. Users could add contacts to their My Web account, which allowed them to view the user's tags and also some tags that the viewer submitted. For more detail visit: http://myweb.yahoo.com				
25	Newsvine		2583	Social News	Free
	Newsvine is a community-powered, collaborative journalism news website, owned by msnbc.com, which draws content from its users and syndicated content from mainstream sources such as The Associated Press. Users can write articles, seed links to external content, and discuss news items submitted by both users and professional journalists. For more detail visit: http://newsvine.com/				

26	oneview		11714	Social Bookmarking	Free
	oneview is an English and German-speaking application for social bookmarking. The platform has already been brought into being from the multimedia-agency Denkwerk in 1998 and is therefore one of the first providers for social bookmarking worldwide. According to a statement, the platform has got a collection of more than 5 million bookmarks from its members by now. For more detail visit:				
27	Reddit		174	News Aggregation, General Discussion & Advice Forum	Free
	Reddit is a social news website, owned by Condé Nast Digital, a subsidiary of Advance Magazine Publishers Inc. Users (also called redditors) can browse and have the option to submit links to content on the Internet or submit "self" posts that contain original, user-submitted text. Other users may then vote the posted links "up" or "down" with the most successful links gaining prominence by reaching the front page. For more detail visit: http://www.reddit.com				
28	Simpy		24497	Social & Personal Bookmarking	Free
	Simpy was a web-based personal and social bookmarking service. The service launched in May 2004. In 2010, it was acquired by Reuters and ceased operation as a social bookmarking site in April of that year. For more detail visit: http://www.simpy.com/				
29	SiteBar		58695	Online Bookmark Manager	Free
	SiteBar is a free online bookmark manager that is available in more than 20 languages. Users can store their bookmarks on a private or public SiteBar server, access them online, and share them with multiple user groups. It features sidebar integration into web browsers and can also import bookmarks from web browsers. For more detail visit: http://sitebar.org/				
30	Slashdot		1203	Technology related news	Free
	Slashdot is a technology-related news website owned by Geeknet, Inc. The site, which bills itself as "News for Nerds. Stuff that Matters", features user-submitted and evaluated current affairs news stories about science and technology-related topics. Each story has a comments section attached to it. Slashdot was founded in 1997 as a blog, <i>Chips & Dips</i> , by Hope College computer science student Rob Malda, also known as "Commander Taco". For more detail visit: http://slashdot.org/				

31	Squidoo		198	Search Engine, Community Website	Restricted Access
	Squidoo is a community website that allows users to create pages for subjects of interest. Squidoo is in the top 100 most visited sites in the US. Squidoo grew 91% in 2008, and had 1.5 million handbuilt lenses as of October, 2010. For more detail visit: http://www.squidoo.com/				
32	StumbleUpon		148	Discovery engine, Social Networking, Peer Sourcing	Free
	StumbleUpon is a discovery engine that finds the best pages of the web, recommended to each unique user. It allows its users to discover and rate Web pages, photos, and videos that are personalized to their tastes and interests using peer-sourcing and social-networking principles. For more detail visit: http://www.stumbleupon.com/				
33	Microsoft TechNet		7	Technical Information News	Restricted Access
	Microsoft TechNet is a Microsoft program and resource for technical information, news, and events for IT professionals. Along with a website, they also produce a monthly subscription magazine titled "TechNet Magazine". TechNet was originally available only to customers with paid subscriptions; however, it has been expanded to include public information, <u>webcasts</u> , local events, and free newsletters. For more detail visit: http://technet.microsoft.com/en-us/				
34	Twine		24743	Online, Social Web Service	Restricted Access
	Twine is an online, social web service for information storage, authoring and discovery. Created by Radar Networks, the service was announced on October 19, 2007 and made open to the public on October 21, 2008. On March 11, 2010, Radar Networks was acquired by Evri Inc. along with Twine.com and since May 14, Twine.com has not been supported. For more detail visit: http://www.evri.com/				
	Windows Live Favorites		5	Favorites	Free
	Windows Live Favorites was a part of Microsoft's Windows Live range of services. It allowed users to access and edit their favorites from any computer. Users could				

35	import their bookmarks from Internet Explorer and MSN Explorer, add favorites by dragging and dropping, clicking the "Add Favorite" button on Windows Live Toolbar, or using the right-click menu. It also allowed users to find favorites more quickly using name, address, folders or tags. Windows Live Favorites allowed a total of 1000 favorites and folders per user account. For more detail visit: http://favorites.live.com				
36	Zotero		38379	Reference Management Software	Free
	Zotero is a free, open source add-on for the Firefox web browser to manage bibliographic data and related research materials (such as PDFs). Separate word processor add-ons, available for Microsoft Word and OpenOffice.org Writer, add features for the automatic creation of in-text citations, footnotes and bibliographies. For more detail visit: http://www.zotero.org/				
37	Google Bookmarks		1	Online Bookmark Storage	Free
	With Google Bookmarks, one can save shortcuts to their favorite webpages and navigate to them in seconds. Unlike browser bookmarks that are stored on a single computer, Google bookmarks are stored in their Google Account. This means one can access them from any computer with an Internet connection from the Toolbar, the Google Bookmarks iGoogle gadget, or the Google Bookmarks homepage. For more detail visit: https://www.google.com/bookmarks/				
38	Yahoo! Buzz		4	Social Bookmarking	Free
	Yahoo! Buzz is a community based news article website, heavily derived from Digg. That combines the features of social bookmarking and syndication through a user interface that allows editorial control. Users can be allowed to publish their own news stories, and link to their own or another person's site that links to a full story of the information, therefore driving traffic to that person's website and creating a larger market for sites that research and publish their own news articles and stories, such as CNN or smaller, privately owned websites. For more detail visit http://buzz.yahoo.com/				
39	FriendFeed		620	Social Media Social Networking & Social Bookmarking	Free
	FriendFeed is a real time feed aggregator that consolidates the updates from social media and social networking websites, social bookmarking websites, blogs and micro-blogging updates, as well as any other type of RSS/ Atom feed. Users can be an individual, business or organization. Bloggers writing about FriendFeed have said that this service addresses the shortcomings of social media services which exclusively facilitate tracking of their own members' social media activities on that particular social media service, whereas. For more detail visit http://friendfeed.com/				

Adding social bookmark links to the blog or web site makes it easy for readers to save and share their content. One can decide how many or how few bookmarking services to display on the blog and the bookmark are free set it and forget it traffic generators for their website.



List of Social Book Marking and Social Tagging Sites

8. Conclusion

There are many ways that social software can fail to address the needs of learners. The list is no doubt incomplete, but without adherence to each of these tools it is unlikely that social software will be successful in self organizing for the benefit of learners. These tools are highly interconnected,

each feeding from or informing one or more others and two in particular (connectivity and scale) are more meta-principles than guidelines. Each bookmarking site has its own pros and cons, and it takes meticulous planning and research before one can consider submitting his/her site content to a social bookmarking service. From the most basic press release to more complex articles, all site content is examined and then the appropriate site is determined for submission.

Social software in education offers great potential pedagogic and practical benefits, both through the amplification and creation of social ties, and through allowing learners to choose whether to control or be controlled in a learning transaction. This accounts to some extent for the enormous popularity of social systems like Google and Wikipedia which may fast be becoming the dominant learning tools of this first decade of the twenty-first century. Google and other major search engines have decided to go content-centric; the more places they have their content, the more traffic we generate. Social Bookmarking has recently developed into a powerful technique for search engine optimization, gaining back links to their sites and developing their internet presence. But the problem is bookmarking these many, many sites is a time consuming process.

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