Web 2.0: Social Bookmarking
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Information Overload

Toolbox
Social Bookmarking

Social bookmarking is a way to organize and remember your favorite websites. Tags are one-word descriptors that you can assign to your bookmarks on Delicious to help you organize and remember them.

**Example:**

- Tags: BSC homepage, News, tv

Tags are one-word descriptors that you can assign to your bookmarks on Delicious to help you organize and remember them.

http://www.delicious.com/help/tagging
Research Questions

1. What patterns of user tagging activity emerge through analyses of tagging frequency and co-word analysis? (based on the work of Kripp and Campbell, 2006)
2. What patterns of user bookmarking activity emerge through analyses of the resources bookmarked and the tags used to bookmark them?
3. What is the temporal distribution of bookmarking during an academic semester?
4. What types of tags are being used i.e. do students/lecturers utilise task and time related tags?
5. What are the levels of use of social bookmarking in relation to resource discovery i.e. do students/browis/follow fellow students bookmarks and tags as they discover resources?
6. What are students and lecturers perceptions of the advantages and disadvantages of social bookmarking and tagging?
7. What are the motivations for using social bookmarking services?
8. What features are currently missing from social bookmarking websites?
5 modules across the Schools of Computing and Mathematics, Engineering and Health and Social Care participated in this study. Courses ranged from Masters (Level 7) to first year undergraduate (Level 4).
160 users created 1,430 bookmarks

1,430 bookmarks with 882 distinct URLs

<table>
<thead>
<tr>
<th>Number of Bookmarks</th>
<th>Number of Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>140-149</td>
<td>1</td>
</tr>
<tr>
<td>50-59</td>
<td>2</td>
</tr>
<tr>
<td>30-39</td>
<td>1</td>
</tr>
<tr>
<td>20-29</td>
<td>12</td>
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<td>10-19</td>
<td>36</td>
</tr>
<tr>
<td>1-9</td>
<td>108</td>
</tr>
</tbody>
</table>

59% of users (94) created 5 or more tagged resources during the duration of the project
58% of bookmarks (829) contained notes

Total number of Tags per Bookmark

5,032 tags (1,069 unique)
81% of respondents said that they used delicious to bookmark web pages as good resources with 46% saying they used delicious to share resources.

30% indicated that they used delicious to find relevant resources.

49% found resources via the module code tag with 77% finding resources via tags related to the module i.e. subject related tags. Around 70% of students viewed other students’ bookmarked resources.

84% of respondents stated that they would use the delicious website again.

49% of students felt that using delicious had improved their ICT skills.

One of the interesting findings is that although bookmarking activity decreased during the duration of the project, a key indicator of success is the building of the repository itself, as opposed to the number of contributors.
In applications such as Wikipedia, there is a great level of inequality "with less than 10% of the total number of authors being responsible for more than the 90% of the total number of contributions" (Ortega, 2008).

From this study, supposing that creating over 10 tagged bookmarks is a reasonable level of contribution, then 33% of users achieved this level.

Final thoughts