

# Social Bookmarking within Enterprise 2.0

**Boston KM Forum June 25, 2008**



**Bill Ives, Portals and KM**

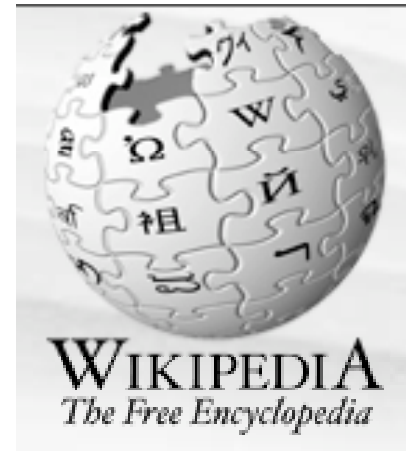
[http://billives.typepad.com/portals and km](http://billives.typepad.com/portals_and_km)

# Tagging and Social Bookmarking

---

The wikipedia defines each:

**Tag (metadata)**, a keyword or term associated with or assigned to a piece of information (one of over several dozen definitions in eight categories)



**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. (aka tags)

## Historical Context (thanks to Andrew McAfee)

---



The dominant verb for IT in the 80s and 90s was **IMPOSE**.

## Historical Context (thanks to Andrew McAfee)

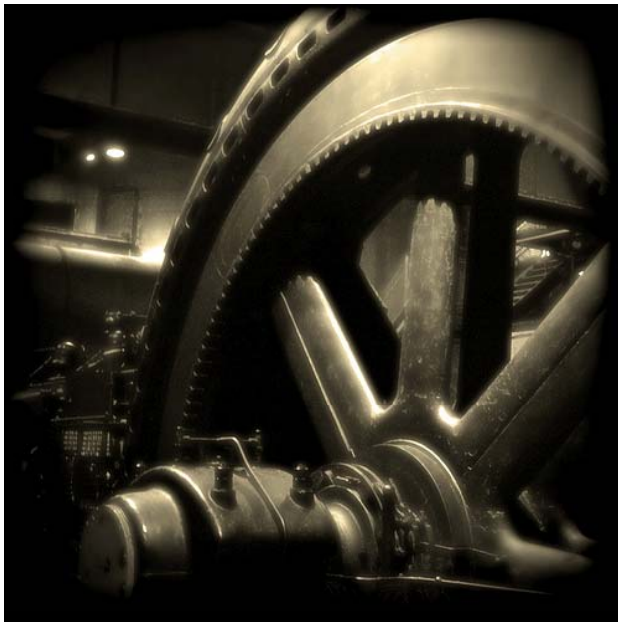
---



The new verb for enterprise 2.0 is **EMERGE**.

## Tags vs. Social Bookmarking

---



Historically, tags were used to **impose** an organizational taxonomy.

Now with social bookmarking, user generated tags open the door for **emergence** along with the potential for chaos.



# Blame Emergence on the Blogs...



2/26

*The Boston Globe, 2/21/05*

## ...and Now We Have Web 2.0

---

**Transparency:** "The transition of websites from isolated information silos to sources of content and functionality, thus becoming a computing platform serving web applications to end users."\*

**Connectivity:** Web 2.0 tools provide common sources where access can be open to all or controlled rather than email with attachments where access is diffused and disconnected. You can find stuff.

**Participation:** "A social phenomenon referring to an approach to creating and distributing Web content itself, characterized by open communication, decentralization of authority, freedom to share and re-use, and "the market as a conversation."\* Barriers to entry are lowered.

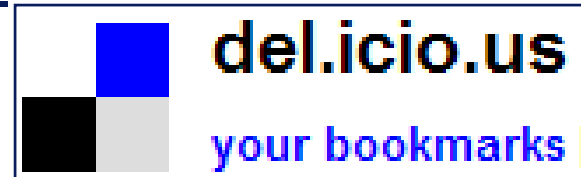
**Services** (often free) rather than Products: Examples: Google, Blogger, Typepad, Amazon, eBay, Flickr, del.icio.us, Wikipedia, Cloudmark, digg, Newsvine, MySpace, WineLog, Facebook

**Some Tools:** Blogs, Wikis, Podcasting, Social Bookmarking, RSS, Mashups, Social Network Analysis, Search based on participant behavior, and Community Platforms. (many support tagging)

\*Source: Wikipedia May 10. 2006

## What is Social Bookmarking on the Web?

---



- Enables people to put metadata (labels or tags) on content, primarily internet links in the case of *del.icio.us* and photos at *Flickr*, and save these tags for future use and make them accessible to others
- Allows readers, not just writers or experts, to tag.
- Social in nature as people can publish, categorize and share their bookmarks.
- Allows anyone to tag anything anyway they want. There is no agreement upon or imposed taxonomy. (Optional)
- Permits multiple tags to same object, allowing bookmarks to belong to more than one category, non-hierarchical
- Can use RSS to subscribe to updates.



## Enterprise 2.0 in Not Web 2.0

---

**MIT Sloan**  
Management Review

**Enterprise 2.0: The Dawn of Emergent  
Collaboration**

Andrew P. McAfee

Enterprise 2.0 is not simply about taking web 2.0 tools inside the enterprise.

Facebook and del.icio.us are not enterprise 2.0 tools. They are designed for the consumer web and are not designed to meet business objectives.

Enterprise 2.0 tools need to balance emergence with order and use controlled transparency for accountability and productivity facilitated through supportive management.

Wikipedia – “In contrast to traditional enterprise software, which imposes structure prior to use, this generation of software tends to encourage use prior to providing structure.”

# Enterprise 2.0 examples: IBM's Dogear

Jack Russell

All | Popular | My Bookmarks | My Subscriptions

Settings | Help | Feedback | Logout

dogear

TAGS PEOPLE SUBS

design All

css All

Clear

Associated

blog 3

Jack's Tags

MORE FEWER

\*checkout \*css \*maybe \*read \*tryout aftereffects animation app blog book books cite css del.icio.us design firefox flash fonts graphic guru illustrator javascript jon mac mold nz

1-4 of 4 «PREV | NEXT»

**Hello, world!** blog css design  
02 APR 2005 | JACK RUSSELL | COPY

**Jeffrey Zeldman Presents The Daily Report** blog css design  
15 DEC 2004 | JACK RUSSELL | COPY  
cameronmoll 20/80

**Stylegala ??? the finest CSS and web standards resource** css design  
16 SEP 2005 | JACK RUSSELL | COPY  
examples

**SimpleE**  
15 SEP 2005 | JACK RUSSELL | COPY  
cameronmoll 20/80

- authentication of tagger
- role-based and team-based collections of tags
- tag intranet, as well as internet, content
- corporate directory presence for tags
- subscribe to tag updates through RSS
- collaborative filtering infers preferences from tagging
- integrated with corporate search engines
- private bookmarks possible

## More Enterprise 2.0 Examples: Cogenz and Connectbeam

---



Collect: Save links to internet and intranet pages and access from anywhere  
Collaborate: Share bookmarks privately with others in organization  
Connect: Find links and topics, and relevant experts within enterprise  
Also, upgrade enterprise search through input from Cogenz user tags



Goes a step further to combine social bookmarking and social networking to facilitate content sharing. Enables group sharing through communities. Provides a hardware solution through dedicated server behind the fire wall. Integrates with Google Search Application, Sharepoint, and other enterprise tools to provide social side of search (e.g., related tags, people, bookmarks, and communities).

# Enterprise Search Integrated with Social Bookmarking

The screenshot displays a user profile for Michelle Strarsberg. On the left is a navigation sidebar with sections: View All Site Content, My Profile (with sub-items: Details, Links, Colleagues, Memberships), Documents (with sub-items: Personal Documents, Shared Documents), Pictures (with sub-item: Shared Pictures), Lists, Discussions, Surveys, and Sites. At the bottom of the sidebar is a Recycle Bin icon. The main content area shows the user's name, a 'My Home' section, and a search bar containing the text 'java' with a 'Search' button. Below the search bar is an 'Intranet search results' section listing documents like 'javaintro.doc', 'C sharp versus java.xls', and 'WebPartTest'. To the right of the search results are three social features: 'Related Tags' (listing tags like java, esharp, training, .net, code example, coding, code, ajax), 'Related Users' (listing users like John Taylor, Linda Sirmon, connectbeam, admin), and 'Related Bookmarks' (listing bookmarks like Code Sample Downloads, About Design Pattern, Better Programming With, The Source for Java Deve, What is Google Web Toolk).

# Enterprise Profile Integrated with Social Bookmarking

The screenshot displays a user profile interface with a sidebar on the left and a main content area. The sidebar contains navigation links such as 'Personal Documents', 'Shared Documents', 'Pictures', 'Sessions', and 'Keys'. The main content area features two tabs: 'About Me' and 'Social Content'. The 'Social Content' tab is selected, showing a list of bookmarks under the heading 'My Bookmarks'. Each bookmark entry includes a title, a timestamp ('7 days ago'), the user ('connectbeam admin'), the source ('into Company'), and associated tags. The 'My Tags' section lists various tags, with 'document', 'domino', and 'lotus' being prominent. The 'My Communities' section lists several community groups.

**Navigation Links (Left Sidebar):**

- Documents
- Personal Documents
- Shared Documents
- Pictures
- Shared Pictures
- Sessions
- Keys

**Profile Tabs:**

- About Me
- Social Content**

**My Bookmarks:**

- Microsoft Certifications**  
7 days ago by connectbeam admin into Company  
Tags : document
- MSDN Code Gallery site**  
7 days ago by connectbeam admin into Csharp  
Tags : document
- Programming Visual Basic .NET**  
7 days ago by connectbeam admin into Company  
Tags : developer
- Code Sample Downloads**  
7 days ago by connectbeam admin into Java  
Tags : training
- Microsoft Office SharePoint Server**  
7 days ago by connectbeam admin into Company  
Tags : sharepoint
- Lotus Domino**  
7 days ago by connectbeam admin into IBM lotus notes  
Tags : ibm

**My Tags:**

- .net, csharp, developer,
- document, domino,**
- dominolibary, ibm, **lotus**, notes,
- programming.

**My Communities:**

- Personal
- .net programmers
- Csharp
- IBM lotus notes
- Java
- MOSS 2007
- Programming

## Playing Tag Behind the firewall

---

Taking social bookmarking behind the firewall opens up new uses including:

- Extending individual profiles to let others know what content an individual considers important
- Offering the social side of search
- Providing topical resource lists than can be personalized and shared
- Creating personal “knowledge management” systems through lists of winning sales proposals, best practice deliverables, etc. around specific topics or work efforts
- Facilitating discovery of employees with similar interests or facing similar issues
- Offering support to online workgroup activity
- Measuring popularity of intranet documents through numbers of tags
- Supplementing enterprise search engines through emergence of new keywords that are meaningful to employees

## A Few Challenges

---

Tagging is very popular. It goes beyond social bookmarking and is used in blogs, wikis, social networking, collaboration platforms, and many other enterprise 2.0 tools. This creates lots of tags within individual tools.

How can we avoid creating multiple silos of disconnected tagging systems?



## The Opportunity is There to Better Connect the Enterprise



Will we be able to effectively bring social bookmarking inside the enterprise without creating chaos and/or silos?



# Thank You

---

## Bill Ives, Portals and KM

[http://billives.typepad.com/portals\\_and\\_km](http://billives.typepad.com/portals_and_km)

[iveswilliam@comcast.net](mailto:iveswilliam@comcast.net)

App Gap – <http://www.theappgap.com/>

Fast Forward - <http://www.fastforwardblog.com/>