



Arts & the Social Web

Tuesday 2 October 2007, 1-2 pm

Social Bookmarking

In this workshop, we're going to look at how to use a web-based bookmarking site to add a new feature to your blog, and give your web-surfing a more collaborative dimension.

We're going to introduce you to Delicious, and explain how to do the following:

- A. Creating a Delicious account
- B. Posting and tagging a bookmark
- C. Viewing your bookmarks
- D. Integrating Delicious with your blog with a *linkroll*

A. Creating a Delicious account

The first thing to notice is that the Delicious site has a funny web address (URL). It's not at delicious.com or delicious.org, but rather at <http://del.icio.us>. Still, this works the same way as any other web address. Just follow the link above or type the address into your browser to visit the site now.

Once you're there, click on "get started" to begin the process of creating an account for yourself.

1. Enter Details

Choose a username and password for yourself, then enter these and your full name into the appropriate fields. (You can remain anonymous, if you wish, by entering some other text into the full name field.)

Next, enter a valid email address.

You will need to have access to this email account, because (like Google) Delicious requires that you respond to an email verifying your address to complete the account creation process.

Finally, type in the displayed letters (paying attention to capitals) to verify that you are indeed a human and not a machine.

Your Delicious account has now been created. Viewing your bookmarks is as easy as adding your username to the Delicious web address. So your bookmarks are available at: <http://del.icio.us/username>

2. Install Buttons

Next Delicious will prompt you to add some buttons to your browser to simplify the bookmarking process.

Delicious aims to replace traditional browser-based bookmarking with web-based social bookmarking. The buttons are there to make the process of adding a link to your Delicious account as similar as possible to the old practice of storing your bookmarks in a Bookmarks or Favourites section of your browser.

Once they are installed, you'll be able to add a site you find to Delicious with almost a single click.

Delicious automatically detects what sort of browser you are using, and offers you the buttons specially made for that browser.

Simply follow the instructions on the page to install the appropriate buttons.

If this process fails, and you can't install the buttons for some reason, try the alternative approach (called bookmarklets) at this address:

<http://del.icio.us/help/buttons>

We'll take you through installing buttons in our workshop, but you'll need to repeat the process at home on your own browser.

To install the browser buttons on your own computer

1. Go to <http://del.icio.us> and log in with your username and password
2. Once you're logged in, go direct to <https://secure.del.icio.us/register?step2> to repeat the button installation process.

At the end of this process, you'll either have

a) two button next to your browser's address bar that look like these:



b) two bookmarklets on your browser toolbar labelled "my delicious" and "post to delicious"

3. Button Tutorial

This step just involves getting you to try out your new buttons, a process we'll go through in detail below.

B. Posting and Tagging a Bookmark

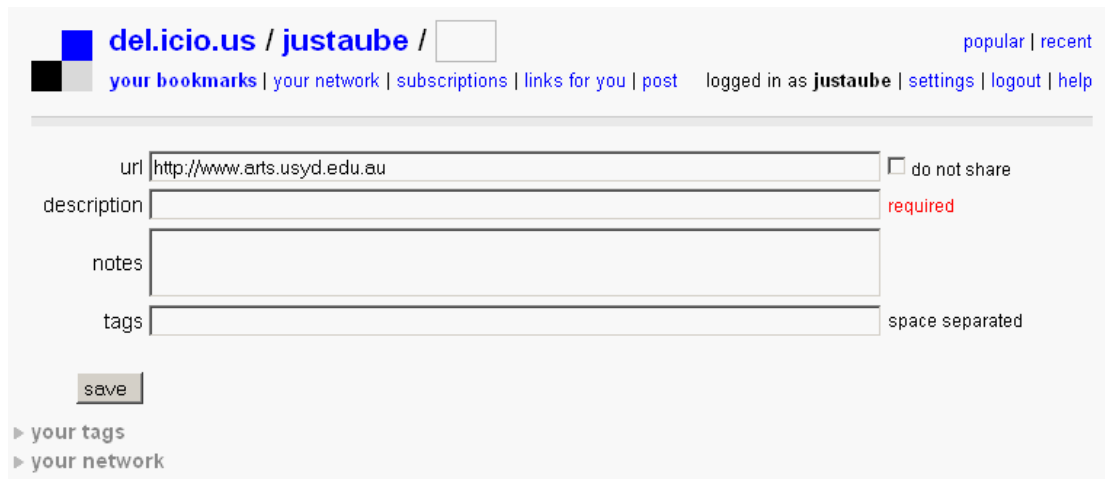
The buttons and bookmarklets allow us to add bookmarks to our Delicious account while we're surfing the web.

Let's try bookmarking the Arts Faculty Web site to begin with.

Start by navigating your browser to <http://www.arts.usyd.edu.au>.

Now click on your Delicious  button or the "Post to delicious" bookmarklet.

A window like the following should appear:



del.icio.us / justaube / popular | recent
your bookmarks | your network | subscriptions | links for you | post logged in as justaube | settings | logout | help

url do not share
description required
notes
tags space separated

▶ your tags
▶ your network

You can see the **URL** or web address of the page has been inserted automatically.

You need to give the page a **description**, which will become the title of this bookmark in your bookmark list. Put in "USYD Faculty of Arts"

You can, if you wish, also add some **notes** about the page. These can be helpful for specifying why you found the page interesting or important.

Finally, you can add **tags** to your bookmark.

On the face of it, tags are just keywords that can be used to describe the page. However, as we'll see, adding tags to your bookmarks creates connections between your bookmarks and those of every other user of Delicious that you can exploit to find similar resources.

Give your bookmark some simple tags, e.g. *usyd arts news blogs podcasts*.

Now click Save to complete posting this bookmark.

Notice that your browser returns to the site you bookmarked, allowing you to continue surfing with minimal interruption.

Let's do one more post, before we have a look at our newly updated Delicious page.

This time, go to Google and search for web pages that have to do with "folksonomies"

The word "folksonomy" is a portmanteau of folk and taxonomy. A folksonomy is a system of classification that is constructed by people in the course of finding or using information. As we'll see tagging bookmarks contributes to producing a folksonomy of web pages.

The first result is the wikipedia page on folksonomies. Ignore that page and go to the second search result, which is an article by Adam Mathes called "Folksonomies - Cooperative Classification and Communication Through Shared Metadata".

Now, post a bookmark for this page to Delicious by clicking on your browser button or bookmarklet.

Fill in the form, noting that there may now be some Popular Tags which appear as link below the tag field of the form. Clicking on these links simply insert the relevant tag into the tag field of the form.

These Popular tags are tags that other users have associated with this same web page when they bookmarked it. By presenting these tags to you while you are posting your own bookmark, Delicious is encouraging you to use similar tags to other users, facilitating the creation of a common vocabulary for classifying pages (i.e. a folksonomy).

Please include the following tags in this bookmark (add more if you wish):

folksonomy tagging socialbookmarking

Click Save to complete the process.

At this point, it's a good idea to add a few other bookmarks of your own.

Go to a few of your favourite websites, and post bookmarks for each of them to delicious.

C. Viewing your bookmarks

To see your newly created bookmarks simply visit your userpage on the Delicious web site.

You can do this by going to <http://del.icio.us/username>, replacing *username* with your own login name.

Or, you can simply click on the  button, or the "my delicious" bookmarklet.

When you get there, you'll see a list of bookmarks that look like this:

[Folksonomies - Cooperative Classification and Communication Through Shared Metadata](#) [edit](#) / [delete](#)
to folksonomy tagging socialbookmarking ... **saved by 2433 other people** ... just posted

By click on the title in bold, you can visit the bookmarked site.

You can edit or delete the bookmark using the links provided.

Also, by clicking on one of the tags (e.g. socialbookmarking), you can see a list of all the bookmarks which were associated with that same tag.

Finally, by click on the "saved by 2433 other people", you can see a list of all the other people who bookmarked the page, and explore their bookmarks.

On the right, you'll find a search bar that looks like this:



This allows you to search everyone's bookmarks for entries with a particular tag. Searching for "folksonomy" brings up the Wikipedia page and Adam Mathes paper, but also a page on the "Ontology of Folksonomy" and "Social Bookmarking Tools (I): A General Review" as well 14000 other entries.

You can combine terms in your search: e.g. searching for "red back spider" looks for that phrase in particular. There are more hints on searching available at <http://del.icio.us/help/search>.

Finally, on the right of the page, you'll see a list of all the tags you've used to describe your bookmarks. This works as a quick search. By clicking on one of these tags, you can quickly bring up all your associated bookmarks.

D. Integrating Delicious with your blog with a *linkroll*

The last thing we'll do is show you how to display your latest bookmarks through your blog page.

This involves two steps:

- 1) Getting a little bit of automatically-generated code from Delicious
- 2) Pasting that code into Blogger's layout assistant to make space for the linkroll on your blog

1. Getting the link roll code

To get the required bit of code, go to your Delicious page, and click on the **Settings** link at the top right of the page (next to your username).

You'll see a bunch of settings you can change in five different categories (Account, Bookmarks, Tags, People, and Blogging). Under the Blogging settings, find "**link rolls**" and click on it.

It may take a second or two, but soon you'll see a bit of code appear in the text box on the following page.

Linkrolls

- » Linkrolls are a way for you to have your latest del.icio.us bookmarks displayed as part of your website.
- » You can insert your bookmarks into hypertext by pasting in this code:

```
<script type="text/javascript"
src="http://del.icio.us/feeds/js/justaube?title=my%20del.icio.us;icon;name;showadd"></script>
<noscript><a href="http://del.icio.us/justaube">my del.icio.us</a></noscript>
```

» Use TypePad? [add this linkroll to your TypePad blog](#)

If you scroll down the page, you'll see a preview of what the link roll will look like, and a bunch of settings you can change to make it display differently.

Play around with these settings, until you're happy with the appearance of your link roll.

Then scroll back up to the text box, select all of the code inside, and copy it. Open Word and paste the code into a new document.

2. Adding the link roll into Blogger

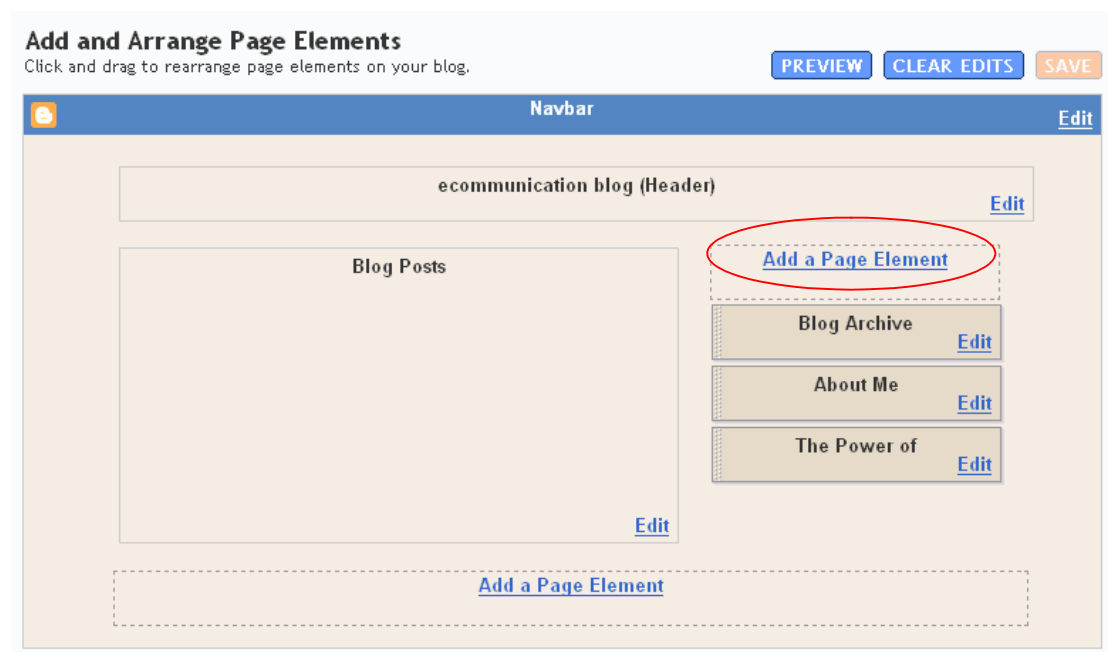
Next, login to blogger at <http://www.blogger.com>

From your dashboard, find your blog, and look for the layout link.

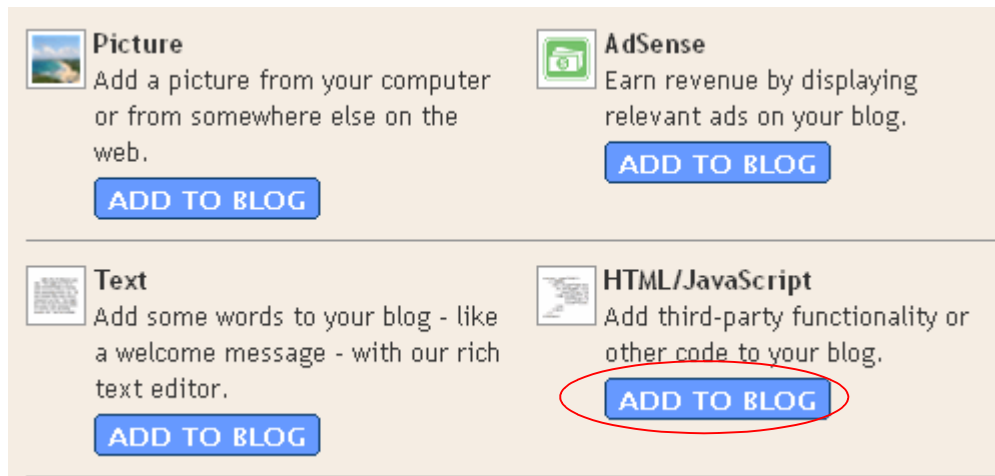


You've now entered the layout editing interface for your blog.

We want to add our link roll to the right hand side of our blog, so let's click on the Add a Page Element link at the top of the right column:



A new window now appears with a range of Page Elements to add. Since our link roll is a little bit of HTML/Javascript, select that option by clicking Add to Blog.



The screenshot shows a grid of four page element options, each with a small icon, a title, a description, and an 'ADD TO BLOG' button. The 'HTML/JavaScript' option is circled in red.

- Picture**: Add a picture from your computer or from somewhere else on the web. **ADD TO BLOG**
- AdSense**: Earn revenue by displaying relevant ads on your blog. **ADD TO BLOG**
- Text**: Add some words to your blog - like a welcome message - with our rich text editor. **ADD TO BLOG**
- HTML/JavaScript**: Add third-party functionality or other code to your blog. **ADD TO BLOG** (circled in red)

In the window that appears, give the element a title (e.g. "Delicious links"), and cut & paste the code from the Word document into the large text box on this page.



The screenshot shows the 'Configure HTML/JavaScript' dialog box. The title is 'Delicious links'. The content area contains the following code:

```
<script type="text/javascript"
src="http://del.icio.us/feeds/js/justaube?title=my%20del.i
<noscript><a href="http://del.icio.us/justaube">my
del.icio.us</a></noscript>
```

At the bottom of the dialog box are 'CANCEL' and 'SAVE CHANGES' buttons.

To finish, simply click Save Changes, which will return you to the layout editing interface.

To view your blog, click View Blog from the tabs at the top of the page.