

Tagging and Navigability

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Abstract:

We will discuss certain aspects concerning the user's perspective of "tagging and navigability".

First, we consider the problem of optimal tagging for navigational purposes in one's own collection. What is the best that a forgetful user, who does not remember all labels she applies, can hope for in terms of ease of retrieving a labeled object. We show that, for a certain mathematical model, the number of tags applied has to increase logarithmically in the collection size to maintain a manageable size of the result set.

Using Flickr data we then show that users do indeed apply more and more tags as their collection grows. However, as the additional terms applied are not statistically independent, users of large collections still have to deal with larger and larger result sets, even when more and more tags are used as search terms.

Finally, we compare tags of pictures that are frequently *viewed* by other users with those that are commonly *used*. The findings here show somewhat entertaining differences between what a typical photographer on Flickr cares about and what a typical web user wants to see.