

Chapter 11

A Social Bookmarking– Based People Search Service: Building Communities of Practice with Collective Intelligence

Jeff J.S. Huang

National Central University, Taiwan

Stephen J.H. Yang

National Central University, Taiwan

Jeng C.C Chen

National Central University, Taiwan

Irene Y.S. Li

National Central University, Taiwan

Indy Y.T. Hsiao

National Central University, Taiwan

ABSTRACT

The emergence of Web 2.0 has brought along the trend of community. It is also the trend that contributes to socialization of the Internet. The essence of Web 2.0 is creation and sharing which give rise to social networking communities such as Blog, Wikipedia and Facebook. Through Wikipedia, Blogs, Facebook and other kinds of social networking websites, interactive relationship and bridge of knowledge sharing have been built up successfully. This paper attempts to propose an effective way

DOI: 10.4018/978-1-61350-135-1.ch011

to locate people with shared interests. By using Internet resources bookmarked by the users, the similarity of interests between them can be analyzed. Based on this relationship, people could build communities. Also, through community activities, the innovation and exchange of collective intelligence are accomplished.

INTRODUCTION

The emergence of Web 2.0 not only accelerates the development of diverse communities but also promotes socialization of the Internet. Lots of social software is created along with Web 2.0. The socialization of the Internet has become powerful and trendy. It inspires social networking websites such as Blog, Facebook, etc. The mechanism of socialized internet improves close interpersonal relationship and provides nonverbal communication media such as multimedia audio-visual objects, images, pictures, and other diverse media. By communicating and sharing with others through the resourceful media, the interpersonal interaction becomes closer.

Furthermore, through the services of Social Software such as Blog, Wiki, Facebook, Del.icio.us, Flickr, etc., Social Networking between users is established. This social networking helps users locate people with shared interests and form CoP(Communities of Practice). Through these social platforms, collective intelligence is realized. Afterwards, people can bring different CoPs together to form CoIs (Communities of interest) which can provide unique opportunities to bring social creativity alive by transcending individual perspectives (Fischer, 2001). Accordingly, some researchers assert that Social Network mainly emphasizes building various CoP so that users can share and exchange information with each other based on their similar interests (Rachel, 2008).

Indeed, products of knowledge sharing and creating by users are mostly on a certain social platform. For example, Flickr allows users to share pictures or images and Del.icio.us allows users to share bookmarks. These products are the aggregate of collective intelligence. However, real collective intelligence should not be limited to the sharing and creating products. The most significant resources are producers of these products. As Diederich & Iofciu (2006) pointed out, “using tag-based profile can give more recommendations than standard object-based user profiles.” It means that producers play an important part in forming collective intelligence. If users can find those who share the same interests with them and interact with each other, innovation of knowledge and new world would be inspired by collective intelligence. Therefore, this paper mainly focuses on finding out people of shared interests by analyzing collaborative tags. By doing so, new knowledge communities are established. On the other hand, the use of similarity algorithm and Tag Cloud inspires the power of Web 2.0 collective intelligence, leads to communities of collective intelligence, and promotes innovative thinking and creativity.

15 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/social-bookmarking-based-people-search/60560

Related Content

The Role of Standards for Interoperating Information Systems

Wilhelm Hasselbring (2000). *Information Technology Standards and Standardization: A Global Perspective* (pp. 116-130).

www.irma-international.org/chapter/role-standards-interoperating-information-systems/23731

On Engagement With ICT Standards and Their Implementations in Open Source Software Projects: Experiences and Insights From the Multimedia Field

Jonas Gamalielsson and Björn Lundell (2021). *International Journal of Standardization Research* (pp. 1-28).

www.irma-international.org/article/on-engagement-with-ict-standards-and-their-implementations-in-open-source-software-projects/287102

Linguistic Qualities of International Standards

Hans Teichmann, Henk J. de Vries and Albert J. Feilzer (2006). *International Journal of IT Standards and Standardization Research* (pp. 70-88).

www.irma-international.org/article/linguistic-qualities-international-standards/2579

Standardization of 5G Mobile Networks: A Systematic Literature Review and Current Developments

David Harborth and Maurice Pohl (2017). *International Journal of Standardization Research* (pp. 1-24).

www.irma-international.org/article/standardization-of-5g-mobile-networks/202985

Integrating Real Option and Dynamic Capability Theories of Firm Boundaries: The Logic of Early Acquisition in the ICT Industry

Alfred G. Warner and James F. Fairbank (2008). *International Journal of IT Standards and Standardization Research* (pp. 39-54).

www.irma-international.org/article/integrating-real-option-dynamic-capability/2589