

The Del.icio.us Lesson

by [Joshua Porter](#) | May 2nd, 2006 | shortlink: <http://bokardo.com/p/407>

The amazing popularity of the bookmarking site [Del.icio.us](#) is one of the hallmarks of the current social software renaissance happening on the Web. Along with [Flickr](#), Del.icio.us is a poster child of tagging, a simple feature whereby people attach words or phrases to an item. In the case of Del.icio.us, those items are bookmarks.

While Del.icio.us rose to prominence, much was made of the ability to aggregate the tags that the service's user population created. The resulting framework, called a [folksonomy](#), promised to redefine web navigation. If users could tag their own bookmarks and navigate to them through a direct tag-based interface, then there was really no need for an overarching, expert-developed taxonomy. In addition, if Del.icio.us could aggregate the bookmarks over all users, they could come up with a folksonomy for everybody, based on how the total population actually valued and referred to the content.

About

Our world is made of interfaces! Interface and product design is my passion and that's what I write about here at Bokardo. My goal is to share practical knowledge with designers, product folks, copywriters, and entrepreneurs. Check out the [archives](#) for a list of popular posts.

Published by [Joshua Porter](#).

One of the hardest problems in web design is to speak the user's language. With folksonomies and tagging, the web site could be designed with, and evolved by, the user's own words. Unfortunately, somewhere along the line the vast majority of excited technologists (including me) forgot the original reason why people use and enjoy [Del.icio.us](https://del.icio.us). I call this reason the *Del.icio.us Lesson*, and I first posted about it last December in [Learning more about Structured Blogging](#). Since then, that post has become the most referenced post on Bokardo. This post is an attempt to further illustrate the Del.icio.us Lesson.

Personal Value Precedes Network Value

The one major idea behind the Del.icio.us Lesson is that **personal value precedes network value**. What this means is that if we are to build networks of value, then each person on the network needs to find value for themselves before they can contribute value to the network. In the case of Del.icio.us, people find value saving their personal bookmarks first and foremost. All other usage is secondary.

As people use Del.icio.us more, and in order to gain more personal value, they use tags to be able to find their bookmarks later. *Tagging isn't even the primary function of Del.icio.us*. Most of the tagging done on Del.icio.us is done secondarily, and for personal use.

The social value of tags on Del.icio.us is only a happy side-effect. Even though most of the ink spilled about Del.icio.us is about the

social value, it's really not the reason why people use it.

Similar to Google aggregating links that were originally created for taking readers from one document to another, Del.icio.us can aggregate tags in order to find out how people value content. If 1,000 people save and tag the same bookmark, for example, that's a good sign that they find value in it. But to think that people tag so that this information can be aggregated is to give people a trait of altruism they just don't possess.

Blinded by the Aggregation Light

Unfortunately, the ability to aggregate has blinded many software developers to think that tags are a cure-all to the success of their software. Tags have almost become a requisite feature in new software. I've received many emails in which developers try to sell me on the merits of their brand-new software based mostly on the ability of potential users to tag things, as if users inherently enjoy tagging things as a matter of course. Real people, in contrast, tag for their own benefit. And they surely won't tag if the incentive to do so isn't clear.

Aggregation, in general, is probably more effective as a second-order feature of software. If we create features just to aggregate them, without providing users with tangible value first, then people simply won't use the features. My guess is that aggregation technologies which prove most useful will be ones that are added to some activity that users have already started doing without the promise of any

aggregation benefits.

Why Del.icio.us Tags aren't like Meta Keywords

Shortly after Yahoo bought Flickr, Danny Sullivan, of Search Engine Watch, was dubiously skeptical of tags. He compared them with the meta keyword tag, observing that meta keyword tags have failed miserably on the Web and aren't recognized by major search engines. He was certainly right: meta keyword tags aren't useful anymore.

However, Del.icio.us tags aren't like meta keyword tags because of the Del.icio.us Lesson. Meta keyword tags provide no personal value whatsoever. All of their value is social. They're for aggregation engines to find and tell other people about. In other words, they're for getting attention only. Del.icio.us tags, on the other hand, provide personal value each time someone uses them to recall a bookmark.

Danny was right to be skeptical, though. Some tagging initiatives don't seem to provide much personal value at all. On sites like Amazon and Technorati, who have their own versions of tags, it is not clear what personal value users are getting. On Amazon, we already have multiple wish lists for items we want to remember. On Technorati, the tags seem like a pure-play for aggregation benefit without any real benefits for users. Dave Sifry's suggestion that "Many bloggers use this (Technorati's) tagging capability to help get their content found by people who are searching for a particular topic" sounds an awful lot like the value promised by meta keywords. Going further, the

Del.icio.us Lesson might help us parse Dave's statistics, especially this one: *47% of blog posts have tags or categories associated with them*. If the Del.icio.us Lesson is predictive, it would suggest that nearly all of that 47% would be categories that users are applying for their personal value on their blog, rather than tags applied for attention only. Any way to separate out those numbers, Dave?

Working toward Valuable Services

The level of innovation and discussion in and around tagging is phenomenal. There is increasing talk about [tagging in intranets](#), there is [Rashmi Sinha's great piece on why tags are easier than categories](#), and there is even a [Collaborative Web Tagging Workshop](#) at WWW2006 this month. Tagging, it seems, has hit the big time. Everybody wants to know how and why tags work, and the best working example is the site that started it all: [Del.icio.us](#).

Philipp Keller (who will be speaking about tags at WWW2006) in a post about how to spread the word on tagging, asks "[is the tagging revolution stuck?](#)". This is a common question these days, as the number of services trying to leverage tagging skyrockets.

I say no, tagging isn't stuck. Just don't try and make it the primary thing to do. Instead, make sure personal value preceeds network value. Then you'll have plenty to aggregate.

Additional Reading:

- Rashmi Sinha [A social analysis of tagging \(or how tagging transforms the solitary browsing experience into a social one\)](#)
- Dan Bricklin [Systems without guilt where every contribution is appreciated](#)
- Joshua Schachter [Tagging Session at Carson Summit](#)
- Dave Winer [The utter futility of geekness](#)
- Shelley Powers [Cheap Eats at the Semantic Web Cafe](#)
- [Delicious Stats](#)



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- [biguel.com » Experiencias varias](#)
- [Alex Barnett blog : Coping with Information Overload \(video\)](#)
- [Woeba » Del.icio.us – An Introduction](#)

- [B'Side » Introduction to Del.icio.us](#)
- [kuniform » Blog Archive » Bokardo's golden rule](#)
- [Tags, Folksonomies, And Whose Library Is It Anyway? « MaisonBisson.com](#)
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- [Ketcheson.net :: Finding the “Edge of the Web”](#)
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- [Denverçš,,æ°å—åŒ-çŠ¶æ€ » Blog Archive » Del.icio.usçš,,æ^åŠÿç»éªŒ](#)
- [Week 7 Reading Response: Social Bookmarking, Tagging, Folksonomies « Vicki's LIS 757 Blog](#)
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- [Mindtracks » Tags and tagging](#)
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- [notes & links » University of Washington Libraries, 2007](#)
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- [Positivity and rewarding the user « Green Tea Ice Cream](#)
- [links for 2007-10-20](#)
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- [Intro to Social Design Podcast – Bokardo](#)
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- [skwpspace – del.icio.us is social search](#)
- [9 Lezioni Per Chi Desidera Diventare Un Blogger Di Successo » Marco Forconi – Online Marketer](#)
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- [Come Migliorare Il Tuo Blog ? « Khongkong's Weblog](#)

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- [Careers, Tagged Part 1 « Green Tea Ice Cream](#)
- [Porque Ã© que o software de registo de tempos falha? « InÃ³spito](#)

Comments

1. [Eric](#) 12:19am, Wed 3rd, 2006

Nice, Josh. The second section kicks ass.



2. [Terry Steichen](#) 10:15am, Wed 3rd, 2006

As to the admonition “personal value precedes network value”, yes, but..



The network value **must** happen – it won’t achieve the del.icio.us effect without it. That is, the ‘happy side-effect’ of the network effect is actually **essential**.

Also, it might be useful to add that the reason basic, direct personal value must be present from the get-go is that (a) it takes time for the network value to become manifest, and (b) it takes time for a new users to absorb and appreciate the network value.

Finally, just to add some emphasis: the network effect, while it usually/always involves aggregation, also requires some clever

processing to extract useful meaning.

3. [TDavid](#) 1:50pm, Wed 3rd, 2006

“He was certainly right: meta keyword tags aren’t useful anymore.”



If this statement was broadly intended, it is untrue. We use meta keywords for one of our sites quite usefully for indexing of a site wide search. I’ve seen other sites that do the same.

It has uses for site owners and site visitors if used properly. That it was primarily spammed up for third party search doesn’t mean meta tag keywords doesn’t have other uses.

4. [george](#) 2:02am, Thu 4th, 2006

Brilliant Josh, one of the best views on the del.icio.us phenom put to words – well done.



“However, Del.icio.us tags aren’t like meta keyword tags because of the Del.icio.us Lesson. **Meta keyword tags provide no personal value whatsoever. All of their value is social.** They’re for aggregation engines to find and tell other people about. In other words, they’re for getting attention only. Del.icio.us tags, on the other hand, provide personal value each time someone uses them to recall a bookmark.”

5. [Alex Barnett](#) 10:18am, Thu 4th, 2006



manual trackback:



<http://blogs.msdn.com/alexbar/archive/2006/05/03/589163.aspx>

6. Bill H-D 12:18pm, Thu 4th, 2006

I agree that this is very well articulated, Josh! I am already parroting you:



“As Josh Porter recently argued, personal value precedes social value in folksonomies”

And as others are pointing out, personal value doesn't *supercede* social value, of course. But you didn't say that. 😊

So there's a follow up here, I think, that could look at how implementing faceted browsing really depends on the precedence of personal value to avoid needlessly complex views/crowded UI and to get the mix of device/human interaction right. I am thinking about this quite a bit lately.

7. Harry Chittenden 6:14pm, Thu 4th, 2006

I'm a del.icio.us addict. I start my day with “popular” to see a wonderful array of new stuff. Reading it beats the hell out of the news.



I thank both the folks who tagged (for their own personal benefit) and del.icio.us for aggregating the results. When I open a new site, I know it's been vetted by a number of folks. Their “recommendations” provide

me with a great browsing experience.

The value of the network is its size. The more people who participate, the better the recommendation, and the harder it is to spam.

Unfortunately there's a lot of spam.

Here is my suggestion. Make the site easier to use. I have tried to use the site three separate times with customers to accumulate URLs useful to our projects. They are all daily computer users and none could figure out how to use delicious. Each cursed it (and probably me as well) and went back to using email for accumulating sites.

Make the site easier to use and the daily postings will take off like a rocket.

8. Eric 10:54pm, Thu 4th, 2006

This is the only part I have to disagree with:



On Technorati, the tags seem like a pure-play for aggregation benefit without any real benefits for users.

Personally, I get the same benefit from using Technorati tags that I do from using Del.icio.us tags – it makes it easier for me to find posts again when I go looking for them.

I agree with the thrust of your post though: Tagging, for me, happens to be a good way of organizing information I want to keep track of. I'm not going to go around tagging stuff if I'm not going to derive a personal benefit from it though. I can't imagine why anyone would.

9. chillu 8:34am, Thu 11th, 2006

I'm currently developing a social webbased rss-reader – and also thought hard about the possibility to let users tag the posts they read (check rojo.com for similar behaviour).
i came to the conclusion that tagging is just too time-consuming on “throwaway-items” like news-posts.
plus, subscribing to certain tags instead of direct feeds adds more information-clutter rather than clearing it (e.g. think of a subscription to the tag “mac”...).

eventually i ended up counting “direct ratings” (on feed-basis) and “indirect ratings” (read-status of an item) to generate personalized filters. in case you're interested in beta-testing -> syndicure.com



10. Wesley Hein 2:04am, Fri 12th, 2006

Manual trackback from Wesley Hein's Web 2.0:
[The Del.icio.us Lesson: Now don't forget it!](#)

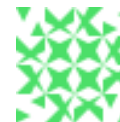


11. Wulf Forrester-Barker 6:39am, Fri 12th, 2006

You seem to have a bit of a downer on Technorati! 😊

The personal benefit I gain from tagging my blog posts and pinging Technorati to note that it has been updated is a quick way of catching up with what other bloggers have been saying on the subjects I've been writing about. Often that's a very fruitful way of making connections to new information sources of interest to me.

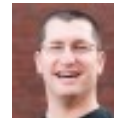
Therefore, the service does have personal benefit to me, which is why I keep on using it – I definitely agree with the main thrust of your



argument.

12. [Josh](#) 7:53am, Fri 12th, 2006

Yes, Wulf, I am a downer on Technorati Tags. I just don't see the value they provide. Now, reinterpreting blog categories as tags I understand, but not the tagging feature itself.



13. [jimy](#) 11:17am, Thu 24th, 2006

Great article, Josh. Tnx u



14. [Praca Oferty](#) 5:15am, Mon 25th, 2006

yeah good job;) especially second part!



15. [meble bambusowe](#) 3:46pm, Sat 14th, 2006

Very interesting, especially second part, Fortunately, the Web is evolving and it may be different in future.
Thx for great article.



16. [Pozycjonowanie](#) 11:27am, Fri 20th, 2006

yeah good job;) especially second part !!!



17. Restposten 5:11pm, Sun 22nd, 2006

Really delicious this article, well done...



18. Tottigol 12:34pm, Wed 25th, 2006

delicious like del.icio.us 😊



19. Webkatalog 1:53pm, Wed 25th, 2006

Personally, I prefer Digg – it is very similar to delicious, but offers more functionality and a great UI.



regards, Jonas

20. john 1:03pm, Fri 27th, 2006

So what about the personal and network value of tagging oneself? Tags at verbdate seem to satisfy both these criteria. Great piece and I totally agree! as selfish as this sounds 😊



21. Pension 4:13pm, Mon 30th, 2006

Very interesting, especially the second part, the Web is in progress and it will look totally different in the future.



22. Volker 2:01pm, Thu 9th, 2006

A very instructively lesson.

@Pension

Nobody knows, what's the prospects!



23. Antywirusy 6:20am, Fri 10th, 2006

Hi,

Great article – good job! You are professional writer, it's very interesting when I reading it.



24. osare sekretaria prostytutka 5:22am, Sat 11th, 2006

nic site



25. Arzt 7:25am, Sat 11th, 2006

I also prefer digg, because it is more customizable...



26. [Camions](#) 7:39am, Tue 14th, 2006

Reinterpreting blog categories as tags I understand, but not the tagging feature itself?



27. [Used Buses](#) 3:17pm, Tue 14th, 2006

Hi, I misunderstand this text's.



28. [Saku](#) 12:02pm, Thu 16th, 2006

I prefer digg aswell, it has some more features taht i like that deli.cio.us doesn't have.



29. [Anwalt](#) 1:04pm, Fri 24th, 2006

Yes, there are some funtcions missing in del.icio.us comparing with digg...



30. [rachunkowo](#) 4:12pm, Sat 25th, 2006

interesting. thx :]



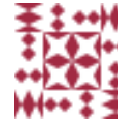
31. Sandstrahlen 4:42am, Sun 26th, 2006

In comparison with digg i like delicious more, I think in future it'll be stronger than the others ...



32. timoroso 6:06am, Mon 27th, 2006

Very nice site



33. Richard 10:37am, Mon 27th, 2006

A description to the point.
Thanks



34. Shop Optimierung 6:33pm, Sun 3rd, 2006

Very good and great site with very good look and perfect information...i like it



35. BUses 7:57pm, Mon 4th, 2006

This description is professional and to the point.



36. [eccellere anziane](#) 1:18pm, Tue 5th, 2006

anziane



37. [favoloso lesbiche sexIdo](#) 1:19pm, Tue 5th, 2006

lesbiche



38. [Onlineshops](#) 10:01pm, Wed 6th, 2006

A very interesting site, I think. The Idea of Technology was new for me but worth to be read and thought abot it (although I'm not a native english-speaker and have some difficulties whith this language)



39. [Owen Daniel](#) 9:44am, Thu 7th, 2006

Hey Josh – wicked article, keep up the good work – recently signed up to this social bookmarking thing and now just can't get enough!



[Overdose](#)

40. [Osiol](#) 4:53pm, Fri 8th, 2006

Good points. I hadn't thought of it in terms of the Wisdom of



Crowds (and how individuals should ideally work separately), but now you've mentioned it, it really helps me understand why social services should be constructed in this way – thanks!



41. [Plastische Chirurgie Frankfurt](#) 8:03pm, Fri 8th, 2006

Wow. Very impressive.

Supreme concept of a personalized web portal.

I look forward to using this as my browsers' start page.

Keep up the good work!



42. [figa](#) 5:19pm, Sun 10th, 2006

Wow. Very impressive.

Supreme concept of a personalized web portal.

I look forward to using this as my browsers'™ start page.



43. [cna firenze](#) 5:20pm, Sun 10th, 2006

Very nice site, I like it



44. [Freddo intrepido](#) 5:22pm, Sun 10th, 2006

I love your great and useful website



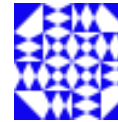
45. opisy gg 1:27pm, Tue 12th, 2006

Great job, thanks for you! Cheers.



46. eMule Forum 11:11am, Sat 16th, 2006

Helaas is het alleen een redelijke "ego-app": je kunt niets delen. Ik zou best graag zo'n note willen uitwisselen met degene over wie de aantekening gaat bijvoorbeeld. Het zal dan ook een hele dobber worden om dit project succesvol te maken. Een zogenaamd "del.icio.us effect" (persoonlijke waarde wordt waardevol voor het netwerk) is er immers niet. Maar eerlijk is eerlijk: het is een handig stukje AJAXTags: web2.0, web 2.0, posticky, postit, notes



47. Thomas Heizung 7:39am, Sun 17th, 2006

great site, great work. just keep it up thx



48. einemillioneurohomepage 7:00pm, Sun 17th, 2006

This is a very neat application. It is really interesting. Instantly useful for me.



49. Onlineshop Anmelden 7:01pm, Sun 17th, 2006

Great and excellent article – it's really helpful. Thanks again.



50. Serwey emule 1:06pm, Mon 18th, 2006

This is the kind of thing that can only work if an app is really "sticky" even for the first users of the system. And it's true, you can benefit from use of a social bookmarking system without needing anyone else to participate, but each added participant makes the whole system more valuable. This recognition that personal value precedes network value is now commonly being referred to as the Del.icio.us Lesson



51. Power Dir 4:12am, Tue 19th, 2006

Ja myslę że tagowanie daje bardzo dużo przy pozycjonowaniu strony – zwłaszcza że ze strony głównej otrzymujemy dzięki tagom wartościowy link do podstron serwisu.



52. TRucks 8:43pm, Thu 21st, 2006

Thank you for this support. It's clear, concise and helpful.



53. [rachunkowosc](#) 7:06am, Sun 24th, 2006

Wow! This article really opened my eyes on this topic! I never was much concerned with the issues presented here, but now I really think it is a serious matter to resolve!



54. [goraca laska](#) 7:23pm, Mon 25th, 2006

Great job, thanks for you! Cheers.



55. [bf2142 demo](#) 7:23pm, Mon 25th, 2006

Very interesting, especially second part, Fortunately, the Web is evolving and it may be different in future.
Thx for great article.



56. [celeronm](#) 7:24pm, Mon 25th, 2006

Helaas is het alleen een redelijke "ego-app": je kunt niets delen. Ik zou best graag zo'n note willen uitwisselen met degene over wie de aantekening gaat



57. [Webkatalog](#) 8:01am, Fri 29th, 2006

Kostenloser Webkatalog-Eintrag mit PR-Verebung.



58. pentium m celeron 8:32pm, Fri 29th, 2006

Very nice site, I like it



59. Get the Party Started 8:37pm, Fri 29th, 2006

Great article – good job!



60. Brautkleider 4:27pm, Mon 1st, 2007

Hi, great work last year, so now I want to use the right time to wish you and all the visitors here a great and successfull year 2007



61. John 7:19pm, Tue 2nd, 2007

Great work, thank you.
Happy new year!



62. fatboy 8:20am, Wed 3rd, 2007

I cannot understand why I should use del.icio.us or something similar. I have my Firefox bookmarks – that's enough for me 😊



63. Josh 9:22am, Wed 3rd, 2007

fatboy...the reason to use a service like del.icio.us is to have your bookmarks stored in a place you can access from anywhere, even if you're not on your own computer using Firefox.



64. APuestas 8:10pm, Wed 3rd, 2007

my thoughts exactly, Josh, i have so many bookmarks not handy, when I have to use an Internetcafe, the social bookmark sites are great, I use furl btw



Cheers, the [Poker God](#)

65. Webdesign HÅrth 10:17am, Thu 4th, 2007

I think these blog is really useful for new comers and Excellent resource list.



66. Svenska Spel 11:09am, Thu 4th, 2007

Jag har tre barnbarn. När de växer upp och skaffar egna barn hur kommer världen att se ut då ?



67. [é>†â>çç”µè](#) 9:46pm, Sun 7th, 2007

æ~â...¬â,æ~ä,€â@¶â,“é—æä¼>é>†â>çç”µè æ%1â’ãé>¶â”@ã
€â@%è£...ã€è°fè•ã€ç>’æŠðã€ç>’ä¿@çš,,ä,“ä,šè@¼â
ð†ä¼>â”â•†â’Ææœâš¿â•†ã€,



68. [olo](#) 1:24pm, Mon 8th, 2007

[foto ermafrodite](#) [amichevole gallerie zie in mutande](#) [sheepish](#)
[cameriera strip gallerie gnocche](#) [bacio francese lesbico](#)
[grandezza vibratore](#) [affetto femmina azione](#) [fighe giapponesi](#) [fun](#)
[fighetta sex](#)



69. [finca](#) 6:12am, Tue 9th, 2007

delicious is really really cool... i use it daily 😊



70. [add site](#) 4:52am, Wed 10th, 2007

Great article, Josh. Tnx u



71. [lf2](#) 6:52pm, Wed 10th, 2007

Great work, thank you.



72. Internet Werbekampagne 3:01am, Fri 12th, 2007

It's a very interesting theme and a simple answer of many questions



73. Bahis 4:31pm, Fri 12th, 2007

Türkçe'nin tüm blogları: Sizler de bize katılın, "Zgürlük için..." deyin !



sorry for not english
bahis

74. Brautkleider mieten 4:01pm, Thu 18th, 2007

Hi Josh, nice pleading, I just started to use Del.isio.us some week ago, it is a great too, but as you say: it is important to speak language of your user... and to be honest, I'm afraid that it is too complicate.. that means the project is so complex that you have to spend a long time to understand the potential power of the page.. so I only use it to host my bookmarks, but I think than you waste a lot of chances...



75. Rezepte 6:25pm, Thu 18th, 2007

It's very interesting



76. [Tanie linie lotnicze](#) 9:43am, Fri 19th, 2007

Fantastic article covering some points I really needed some good usability info for.

Best regards from Poland



77. [tanzband, partyband](#) 5:20pm, Fri 19th, 2007

Thanks for this cool article



78. [J Doom – Small Business Web Development](#) 4:56pm, Mon 22nd, 2007

I use to be sceptical of tags with Flickr and Del.icio.us but after starting a [Small Business Website Development](#) company you definitely come to enjoy looking up and finding data by using tags.

I was actually researching some del.icio.us stuff when i hit this page.

Thanks



79. [opisy na gg](#) 10:01am, Tue 23rd, 2007

Really great job, fantastic article!



80. [auto gielda](#) 10:00am, Sat 27th, 2007

It`s what I need! Thanks!



81. [nieruchomości warszawa](#) 12:16pm, Sat 27th, 2007

I think so



82. [tworzenie stron www](#) 12:17pm, Sat 27th, 2007

very interested theme! I will bakc!



83. [opony](#) 12:18pm, Sat 27th, 2007

I too



84. [Hochzeitsband](#) 1:37pm, Sat 27th, 2007



Great work, thank U very much!



85. [Meble](#) 3:51am, Fri 2nd, 2007

Enjoyed browsing through the site. Keep up the good work.
Greetings nad thanks from Poland [Aukcje](#)



86. [Programy](#) 8:20am, Fri 2nd, 2007

Interesting article!



87. [Onlineshops](#) 9:07pm, Mon 5th, 2007

I think these blog is really useful for new comers and Excellent
resource list.



88. [Arnaudlimit](#) 7:14am, Tue 6th, 2007

You might know that in Marketing there's a concept that
summarizes the idea that consumers of all sort will try first and
foremost to help themselves before even thinking of doing
something for the rest of the community. It's called the
"What's-in-it-for-me ? ", and that has to be the first question to be
answered if anybody wants to sell something to someone. Get that



particular question answered and you will sure hit the best value proposition you would ever make. Everyone has its own needs. And the tool is an answer to a need, not the other way round.

My guess is that Delicious works for 3 main reasons :

- 1) first of all, the information is centralized : once you've tagged your infos, you can get your infos from anywhere on earth. The bookmarking, a tool that already existed and that already had a value for anybody using it takes on another, greater level. You have a variety of other web2.0 sites opening that uses the same simple idea : make an existing topos-related valuable tool accessible on-line. In those cases, the web plays a great role in adding value by sharing its technical/ morphological specificity with "old" tools
- 2) Second reason : one can tag the content and (more)easily find it again later.
- 3) You can use Delicious as a new kind of Search Engine machine : the content you are looking for will most probably be tagged by a number of people on the web That found it useful enough to bookmark it. There is a great tool for at least 3 categories of persons : information seekers, early adopters (that are always on the look out for new toys) and for marketers that want to know what's hot on a particular keyword..

Yet, and that's where I join you, all of those reasons take the "Delicious Lesson" as their basis : if I found the tool interesting enough for me, for my very own needs, I will be glad to use it and I won't mind sharing my own infos. But as you perfectly say it, Josh : it will have to benefit me first, for me to accept to use the tool. The community benefit comes only because everyone using Delicious agrees to share his infos.

In short : take a village, tell everyone : "hey people ! From now on, you will be able to get drunk cheper at the new saloon opening at the centre

of the village.” You will soon see the exode starting and, sure enough, you will have people chatting with each other and stating a new community in a second. Yet, what draws the drunken is not the community : it’s the benefit of getting drunk, cheaper. 😊 The community will play a role later on : once the alcool price hits the fan – and it sure will in our greedy society - the drunken will only stay for the community..

Oh..and by the way : I ‘m no drinker ! I swear, it’s the truth ! 😊

89. Feinkost Versand 5:41pm, Tue 13th, 2007

Intresting article, excellent resource list.



90. osama 6:53am, Wed 14th, 2007

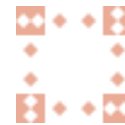
my “favourites”™ on my browser. (It always seemed such a waste that I had entered a certain site as a favourite at work but then when I got to my home computer, I had to start all over again.) It’s gotten so that I go to my delicious tags rather than to my favourites. For me, “personal value precedes network value”. Now, I know that I should be tagging for class (network), but most of my other tags are meant for me “ the so-called “Delicious Lesson”, coined as such by Joshua Porter. I also appreciate that when I go to tag an article, I see what others have used to tag it. That provides me with some ideas about what others are thinking when they’re tagging. A lot of times I agree/ can see why they’ve used a certain tag and other times, I wonder where they are coming



from, how theyâ€™re looking at the same site from a completely different viewpoint than I am. Interestingly, this is described as a â€œfeedback loopâ€ by Udell (2004), a sort of â€œasymmetrical communication between users through metadata. The users of a system are negotiating the meaning of the terms in the folksonomy, whether purposefully or not, through their individual choices of tags to describe documents for themselves.â€ (Mathes) [â€™]

91. Jarek 9:24am, Mon 19th, 2007

The bookmarking, a tool that already existed and that already had a value for anybody using it takes on another, greater level. You have a variety of other web2.0 sites opening that uses the same simple idea : make an existing topos-related valuable tool accessible on-line. In those cases, the web plays a great role in adding value by sharing its technical/ morphological specificity with â€œoldâ€ tools



92. Arian 4:30pm, Mon 19th, 2007

In comparison with digg i like delicious more, I think in future itâ€™ll be stronger than the others â€™!



93. Przepisy kulinarne 7:53pm, Mon 19th, 2007

Thanks for very interesting article



94. [Hochzeitsfilm](#) 7:05am, Tue 20th, 2007

My english ist not good enough to understand all, but what I understand was a big help for our Webmarketing. Thank you!



95. [Sklep komputerowy](#) 7:50am, Wed 21st, 2007

Interesting article!
Thanks



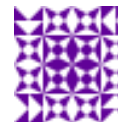
96. [Praca](#) 7:51am, Wed 21st, 2007

Very interesting article
Thanks



97. [Meru Woman](#) 5:35pm, Wed 21st, 2007

Well the social bookmarking is used by spammers too often...
I don't know how to get this bad stuff undercontrol.



98. [Thermage](#) 1:10pm, Thu 22nd, 2007

Great and excellent article ts really helpful. Thanks again.



99. Hochzeitsvideo -dler 3:20pm, Thu 22nd, 2007

Merci beaucoup pour les informations, j'ai donÃ© vos adresse
Ã mon admin, Ã tout Ã leure...



100. sportspirit Golfversand 9:22am, Sat 24th, 2007

Very nice site



101. Arian 9:12am, Sun 25th, 2007

my "favourites"™ on my browser. (It always seemed such a waste that I had entered a certain site as a favourite at work but then when I got to my home computer, I had to start all over again.) It's gotten so that I go to my delicious tags rather than to my favourites. For me, "personal value precedes network value". Now, I know that I should be tagging for class (network), but most of my other tags are meant for me "the so-called "Delicious Lesson", coined as such by Joshua Porter. I also appreciate that when I go to tag an article, I see what others have used to tag it. That provides me with some ideas about what others are thinking



102. Milon 9:13am, Sun 25th, 2007

The bookmarking, a tool that already existed and that already had a value for anybody using it takes on another, greater level.



You have a variety of other web2.0 sites opening that uses the same simple idea : make an existing topos-related valuable tool accessible on-line. In those cases, the web plays a great role in adding value by sharing its technical/ morphological specificity with â€œoldâ€ tools



103. [John](#) 6:32pm, Sun 25th, 2007

very interesting article, thx!



104. [Hosting Security](#) 7:22pm, Sun 25th, 2007

Really intresting. I like it.

<http://www.hostbazar.info/blogroll/117/>



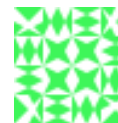
105. [lifeguru](#) 11:03pm, Mon 26th, 2007

I enjoyed reading the articles on your site, keep posting it!



106. [otilie](#) 8:19am, Thu 1st, 2007

Very nice site. I liked it to read.



107. Vorwahlen 9:45am, Fri 2nd, 2007

del.icio.us rocks! i love it. 😊



108. Witze 9:46am, Fri 2nd, 2007

great article about del.icio.us! thanks.



109. kostenloser Versicherungsvergleich 2:33pm, Fri 2nd, 2007

Great article – good job!



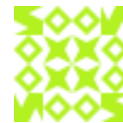
110. Praca 9:36am, Sun 4th, 2007

Great work!



111. Haircuts 11:48am, Wed 7th, 2007

And I'd take their money, too. With any luck, I'd get them to think for even just a couple of seconds. Maybe one of them would have a weird dream a few nights later. It'd certainly be worth a try.



112. projektowanie stron www 11:50am, Wed 7th, 2007

nteresting analysis on del.icio.us tagging as a social networking. Social bookmarking or something else?



113. KOMM AUCH DU.....s'il vous plait! 2:26pm, Wed 7th, 2007

Great site!



114. Fresh Proxy 10:39am, Sat 10th, 2007

I`m really enjoyed the The Del.icio.us Lesson article. Lot idea and useful information as for newcomers as for experience bloggers.



115. Ivo 1:36pm, Sat 10th, 2007

yes its very interesting...

[versichern24](#)



116. rezepte 4:16pm, Sat 10th, 2007

Oh yes, this are a lot of informations in this interesting article.
Thank you for this.



best regards thomas

117. [Espanacams](#) 3:56pm, Sun 11th, 2007

[Espanacams](#) – Best Espana Webcams



118. [gielda samochodowa](#) 8:21pm, Mon 12th, 2007

Great work!



119. [Krzysztof](#) 4:43pm, Tue 13th, 2007

Great article – good job!
Its very interesting !



120. [Zlote mysli](#) 5:47am, Wed 14th, 2007

Very nice site. I have enjoyed reading it. Best regards Zlote
Mysli



121. [Åeba pokoje goscinne](#) 5:51am, Wed 14th, 2007

Nice article 😊



122. Ethics Business 4:05pm, Wed 14th, 2007

Your site is very useful, congratulations – good job!



123. Konie 2:15am, Fri 16th, 2007

Very nice.



124. Gratis 7:41pm, Fri 16th, 2007

Great Site / Thanks



125. ralf 11:19am, Sun 18th, 2007

Thanks for the great article – very useful information.



126. holci 2:54pm, Sun 18th, 2007

Great article



127. [Firany](#) 2:55pm, Sun 18th, 2007

I enjoyed reading this article



128. [Motoryzacja](#) 2:56pm, Sun 18th, 2007

Really intresting. I like it.



129. [verkaufsagent](#) 7:41am, Mon 19th, 2007

Thanks for this document i`m search many days in the world wide web,but now i found this information on your site.



Thanks for help,thats the answer of all my questions i`v had

Thanks again

Jennifer

130. [HandysprÃ¼che](#) 12:52pm, Mon 19th, 2007

Thank you for the great article. Greetings from Germany.



131. Credit 7:40am, Tue 20th, 2007

Great article and nice simple design this webpage.



132. Nowotwory jajnika 7:46am, Tue 20th, 2007

Nice!

please more that webpage with great article



133. Verträge 8:09am, Tue 20th, 2007

Good thread thanks for help



134. verkaufsagent 1:24pm, Wed 21st, 2007

I think these blog is really useful for new comers and Excellent resource list.



135. msimn 5:27am, Thu 22nd, 2007

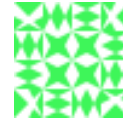


I've always asked myself why is Del.icio.us SO popular. Thanks for the article. It's very straight to the point and valuable. Great choice of links for additional links!



136. otilie 8:03am, Thu 22nd, 2007

Nice and helpful site. I think I can use some information. Good work.



137. TJ 6:19pm, Thu 22nd, 2007

Very good read. Seems I'm only 10 months behind the curve.

What's very interesting about this whole thing is that you have people with common tool profiles (blogs, digg, del.icio.us, etc) with very different views on tags. I just got done reading a blog about how you should use the suggested tags del.icio.us gives you to keep things consistent for all users – kinds of defeats the purpose. And you're right about tags in Technorati – it's really just SEO (meta tags were notoriously abused by the SEO folks).

Maybe we need a kind of data dictionary so that you can use whatever you want, but then you can flip a switch to get matched up.



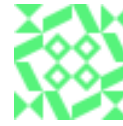
138. torben 9:46am, Fri 23rd, 2007

Thanks for the great article.



139. Katalog 1:27pm, Sat 24th, 2007

Thank you for the great article.



140. Toner-Versand 1:43pm, Sat 24th, 2007

A quite interesting idea is realized in this website!



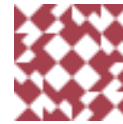
141. torrent 6:37am, Sun 25th, 2007

Very nice article. I really liked it a lot and it gave me a few good pointers. Thanks!



142. gutschein 6:57am, Sun 25th, 2007

Excellent article it's really helpful, keep up the good work!
Thank you.



143. æ•°æ@æçå 10:54pm, Sun 25th, 2007

The bookmarking, a tool that already existed and that already had a value for anybody using it takes on another, greater level. You have a variety of other web2.0 sites opening that uses the



same simple idea : make an existing topos-related valuable tool accessible on-line. In those cases, the web plays a great role in adding value by sharing its technical/ morphological specificity with â€œoldâ€ tools

144. Jon 6:22am, Mon 26th, 2007

Absolutely correct. I've use del.icio.us because of saving bookmarks. Tagging is secondary, and can at first was confusing anyway.



145. Anonse 1:11pm, Tue 27th, 2007

Very interesting article!



146. Credit 5:35pm, Wed 28th, 2007

Correct idea. Your article is great.
See to my webpage : [WorteBuch](#)



147. NowotwÃ³r jajnika 5:38pm, Wed 28th, 2007

I enjoyed reading this article



148. Wdziek 6:07am, Sat 31st, 2007

I think these blog is really useful for new comers and Excellent resource list.

I also direct [Uroda](#) site where is a lot of information about beauty.



149. Biggi 7:09am, Sat 31st, 2007

exciting stuff interesting article you wrote please gimme more lessons about delicious, i dunno much about it but i will learn.



150. forum pc 8:34am, Sun 1st, 2007

Hosting and computers good help!

[forum pc](#)



151. forum pc 8:35am, Sun 1st, 2007

Hosting and computers good!

[forum pc](#)



152. Anne 3:30pm, Sun 1st, 2007

Merci beaucoup pour les informations, j'ai donné vos adresse à mon admin, tout va bien!



153. [Free SMS](#) 4:00am, Mon 2nd, 2007

very interesting information 😊 thanks



154. [Maik](#) 12:40pm, Tue 3rd, 2007

Very nice page



155. [Jahreswagen](#) 5:42am, Wed 4th, 2007

I enjoyed reading this article



156. [Golf](#) 5:43am, Wed 4th, 2007

Hosting and computers good help!



157. [BMW Jahreswagen](#) 5:44am, Wed 4th, 2007

The bookmarking, a tool that already existed and that already had a value for anybody using it takes on another, greater level. You have a variety of other web2.0 sites opening that uses the



same simple idea : make an existing topos-related valuable tool accessible on-line. In those cases, the web plays a great role in adding value by sharing its technical/ morphological specificity with â€œoldâ€ tools

158. Mercedes 5:44am, Wed 4th, 2007

I enjoyed reading this article



159. Autovermietung 5:50am, Wed 4th, 2007

exciting stuff interesting article you wrote please gimme more lessons about delicious, i dunno much about it but i will learn.



160. Base Vertrag 6:09am, Wed 4th, 2007

Good article, thanks!



161. Reisen 6:11am, Wed 4th, 2007

Excellent article. Very helpful, thanks!



162. itd 6:12am, Wed 4th, 2007

Thanks for the info! Greetings from Germany!



163. [Telewizja N](#) 8:42am, Wed 4th, 2007

Great article – good job!



164. [Oprogramowanie gastronomiczne](#) 10:21am, Wed 4th, 2007

Very interesting, very helpfull



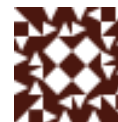
165. [joshua tree](#) 1:13pm, Wed 4th, 2007

Very interesting, very helpfull !



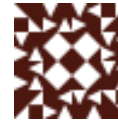
166. [Music Videos Clippor.com](#) 8:51am, Thu 5th, 2007

Cool post, now i'm going to add my sites ([Ewa Sonnet](#) ,
[Britney Spears](#) and [Paris Hilton](#)) to del.icio.us 😊 Thanks 😊



167. [Paris Hilton](#) 8:52am, Thu 5th, 2007

Delicious post 😊



168. [Britney Spears](#) 8:54am, Thu 5th, 2007

Yeah, now I know how to use delicious. Thanks.



169. [Insurance](#) 3:49pm, Fri 6th, 2007

Nice and helpful site. I think I can use some information. Good work.

+ Four You



170. [cartoon wallpaper](#) 4:43pm, Sat 7th, 2007

I think these blog is really useful for new comers and Excellent resource list.

I also direct Uroda site where is a lot of information about beauty.



171. [auto navigation](#) 6:45pm, Sun 8th, 2007

really useful – thanks!



172. [facebook news blog](#) 4:37am, Mon 9th, 2007

good reading, many usefull informations, good work! very nice,
plz more over that.

Thanks.

Jana



173. [Renault Twingo](#) 7:53am, Tue 10th, 2007

Very interesting, very helpfull



174. [Bedava SMS](#) 12:03pm, Tue 10th, 2007

very interesting informations, thanks!



175. [Delikatessen](#) 6:42pm, Wed 11th, 2007

IÂ´d like to read more about social bookmarking communities –
a really interesting comment on web 2.0!



176. [Bibliotheksoftware](#) 5:05am, Thu 12th, 2007

Please more about these stuff! Thanks for your work.



177. [uefa](#) 5:22am, Thu 12th, 2007

I use spam karma



178. [BMW Gebrauchtwagen](#) 12:11pm, Thu 12th, 2007

very good article. thank you.



179. [singlebÄrse](#) 2:09pm, Thu 12th, 2007

thanks for this great ans helpful articel about Del.icio.us.



180. [fee](#) 9:36am, Sat 14th, 2007

The bookmarking, a tool that already existed and that already had a value for anybody using it takes on another, greater level. You have a variety of other web2.0 sites opening that uses the same simple idea : make an existing topos-related valuable tool accessible on-line. In those cases, the web plays a great role in adding value by sharing its technical/ morphological specificity with â



181. [opisy gg](#) 11:17am, Sat 14th, 2007

Nice article! Keep up the good work.



182. [Schlagzeug Lernen](#) 12:39pm, Sat 14th, 2007

really great comment and information about del.icio.us!



183. [peter](#) 9:27am, Sun 15th, 2007

very interesting informations, thanks!



184. [Chewing Gum](#) 6:05pm, Wed 18th, 2007

You're absolutelly right



185. [speedtest](#) 3:48pm, Thu 19th, 2007

Useful article, good work, thanks!



186. Tapety 2:33am, Fri 20th, 2007

Yeah I must agree with the others: really nice and useful article. Good job, man! 😊



187. Home Cinema 4:49pm, Sun 22nd, 2007

Great article, can I translate it and put on my site?



188. how-download-youtube 8:13pm, Sun 22nd, 2007

<http://www.how-download-youtube.blogspot.com/>



189. how-download-youtube 8:13pm, Sun 22nd, 2007

Very nice content, very useful site.



190. Gardening 11:51pm, Fri 27th, 2007



Several fresh articles about gardens and gardening



191. [qdasf](#) 3:59am, Sat 28th, 2007

Welcome to our website for you World of Warcraft Gold,Wow Gold,Cheap World of Warcraft Gold,cheap wow gold,buy cheap wow gold,real wow gold,sell wow gold, ...Here wow gold of 1000 gold at \$68.99-\$80.99 ,World Of Warcraft Gold,buy wow gold,sell world of warcraft gold(wow gold),buy euro gold wow Cheap wow gold,cheapest wow gold store ... [gw gold](#) buy euro gold wow wow gold–buy cheap wow gold,sell wow gold.welcome to buy cheap wow gold–cheap, easy,wow gold purchasing.World of Warcraft,wow gold Super ...



192. [Mark](#) 1:06pm, Tue 1st, 2007

Nice and useful advice



193. [gutschein](#) 11:49am, Wed 2nd, 2007

Can I translate this article and insert it in my German website?



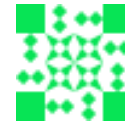
194. [sda](#) 5:19pm, Wed 2nd, 2007

Great site and blog, article greetings from pl
[Bye](#)



195. [Fashion Designers](#) 2:00am, Thu 3rd, 2007

I really enjoyed reading all of your posts. It's interesting to read ideas, and observations from someone else's point of view; makes you think more. Keep up the good work.
Greetings



196. [glosniki](#) 7:22pm, Thu 3rd, 2007

i made a little mistake



197. [Regenbekleidung](#) 7:50pm, Thu 3rd, 2007

Great and excellent article it's really helpful. Thanks again.



198. [Katalog](#) 12:08pm, Fri 4th, 2007

Fantastic article and very helpful site. Can I insert link to this site on my site? Greetings



199. Meble biurowe 12:09pm, Fri 4th, 2007

Great and excellent article t€™s really helpful. Thanks again.



200. coloring pages 4:18pm, Fri 4th, 2007

great



201. proxy 1:11pm, Sat 5th, 2007

Very interesting,
Thx for great article.



202. Toner Versand 5:35am, Sun 6th, 2007

A quite interesting idea is realized in this website! And a good and easy to handle design has been found too!



203. Druckerpatronen 5:36am, Sun 6th, 2007

I think these blog is really useful for new comers and Excellent resource list. It's a very interesting Blog and simple answer of many questions.Keep up the good work!
Thanks it helps me a lot!



204. [Meble biurowe](#) 12:21pm, Mon 7th, 2007

Thank you for your extension very interesting. it only works in Firefox. Keep up the good work. Greetings



205. [afro club](#) 5:04pm, Mon 7th, 2007

Well, the social bookmarking is a very fast growing trend in the net.



206. [webkatalog-linkverzeichnis](#) 3:31am, Tue 8th, 2007

Very impressive. Supreme concept of a personalized web portal. I look forward to using this as my browsers' start page. Keep up the good work!



207. [free sms ohne anmeldung](#) 11:52pm, Tue 8th, 2007

Great job, thanks for you!!



208. [Meble](#) 3:09pm, Wed 9th, 2007

This site is interesting and very informative, nicely interface. Enjoyed browsing through the site



209. Tapeten 7:09pm, Wed 9th, 2007

Great and excellent article t ™s really helpful. Thanks again.
Wow. Very impressive.



210. Mike 3:39pm, Thu 10th, 2007

Great and excellent article t ™s really helpful. Thanks a Lot
Good Job



211. politic topics 12:06pm, Fri 11th, 2007

Hey man, thanks for article, but I still have recurrent problems
with explore your site in Internet Explorer 4.0. please fix this
problem. it's not very convinient to browse your site if there are
no design 😞



212. Free Forum 5:57pm, Fri 11th, 2007

Very nice article, but I think digg offers more features. What
about to publish a comparisson of leading social bookmarking
sites?



213. Praca 6:42pm, Fri 11th, 2007

I love Del.icio.us – Thanks for good article.
Greetings...



214. [filmiki](#) 4:16am, Sat 12th, 2007

This site is interesting and very informative, nicely interface.
Enjoyed browsing through the site



215. [Schlagzeug Drummer](#) 10:21am, Sat 12th, 2007

Thanks for that information – absolutely right !



216. [praca za granicÄ...](#) 11:57am, Sun 13th, 2007

Great site and blog Keep up the good work



217. [Przemysl hotel](#) 4:56am, Mon 14th, 2007

PrzemysÅ›l hotel Marko zaprasza



218. [Fotomodelki](#) 5:53pm, Mon 14th, 2007



Hello!

This is nice idea. Thanks for.

Best regards



219. [myspace background](#) 11:34am, Tue 15th, 2007

This site is interesting and very informative, nicely interface.



220. [kody do gier](#) 2:17pm, Wed 16th, 2007

This site is interesting and very informative, nicely interface.
Enjoyed browsing through the site



221. [cracki](#) 2:18pm, Wed 16th, 2007

Thank you for this support. It's clear, concise and helpful.sc



222. [smieszne filmy](#) 2:21pm, Wed 16th, 2007

Hi, great work last year, so now I want to use the right time to wish you and all the visitors here a great and successfull year 2007



223. [jelenia góra](#) 6:51am, Thu 17th, 2007

use better colors, more relevant news like on jelenia gora page
– was 30 ppl per day , 3 months and now is 3000 per day, only
cuz ppl need news from all medias around in one place.

Cheers



224. Forum Dyskusyjne 12:46pm, Sun 20th, 2007

Hello,
Great article, I also prefer digg.
It works in Firefox. Keep up the good work. Greetings



225. Wiersze 1:41pm, Sun 20th, 2007

Do you think that it will be still on the top? I guess that 2 – 3
years and all sites like del.icio will gone. Greg



226. rolety 8:50am, Tue 22nd, 2007

Delicious is a overkilled story.



227. forum dla rodziców 8:53am, Tue 22nd, 2007

I prefer Digg too.



228. gdaq 11:25am, Tue 22nd, 2007

Hello

Very Good article, Josh and nice site.

Regards



229. Przemysław hotel 7:09am, Wed 23rd, 2007

Przemysław hotel Marko oferuje noclegi przy trasie do Lwowa



230. dobre 2:03pm, Wed 23rd, 2007

I just bookmarked your site cause you got some good stuff. Thank you and keep up the great work



231. roberto 4:31pm, Wed 23rd, 2007

it's a really interesting advice. thx



232. reklama 10:55pm, Wed 23rd, 2007

[...I say no, tagging isn't stuck. Just don't try and make it the primary thing to do. Instead, make sure personal value precedes network value. Then you'll have plenty to



aggregate...]

I say, each tag tells you a little about what you are interested in. And you find out the social context for that bit of self-knowledge. How do others view that item? Together this piecemeal feedback creates a cycle of positive reinforcement, so that you are motivated to tag even more. This might not make tagging easier, but it does make it more fun.

233. Ivan 10:07am, Fri 25th, 2007

Ð"Ð° Ñ,Ð¾Ð²Ð°Ñ€Ðµ, Ð·Ð°Ñ€ÐµÐºÐ»ÐµÐºÑÐ¸Ð¾Ð½, Ð²ÑÐµ Ð·Ð°Ð²Ð°Ð¶Ð¸Ð²Ð°Ñ
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Ð²ÐµÐ±Ð»Ð¾Ð³Ð¸, Ð²ÐµÐ±Ð»Ð¾Ð³Ð¸, Ð²ÐµÐ±Ð»Ð¾Ð³Ð¸, Ð²ÐµÐ±Ð»Ð¾Ð³Ð¸.

234. Katalog 11:24am, Fri 25th, 2007

well, first of all i apologise if my english werenâ€™t very
accurate. I have a doubt, couldnâ€™t this be a new avenue of
malware, like somebody saying â€œHey, firefox, please exploit
that application on my behalf, if you donâ€™t mindâ€, making
exploits that are eminently local, to be reborn as network aware ones.
we`d need some kind of security fence or sandbox to the content.
thx,



235. Meble stylowe 11:26am, Fri 25th, 2007

tried a few workarounds including specifying the exact display name that the Font Book application gave me, to no avail. What sucks is that the few people who *do* have the proper font will probably be using a Mac and will get a subpar experience. Any ideas from the gallery now that this post has been dugg to high heaven?



236. Nikita 4:51pm, Fri 25th, 2007

I just could not understand why I never want to digg something but I always want to save it do del.icio.us.



—
Kicks Ass, as they say here. Really.

237. Wettforum Wettpoint Sport Wetten 11:47am, Tue 29th, 2007

Very great and excellent article. Itâ€™s really helpful. Thanks again.



238. Koduj 11:21am, Thu 31st, 2007

Thank you for this support. Itâ€™s clear, concise and helpful



239. [linkverzeichnis](#) 2:47am, Fri 8th, 2007

Great and excellent article it's really helpful. Thanks again.



240. [Jetski](#) 3:46am, Tue 12th, 2007

Thanks it helps me a lot



241. [versicherungen](#) 3:47am, Tue 12th, 2007

Great article, Josh.



242. [Robert](#) 6:01pm, Tue 12th, 2007

A good explanation. This article drain the swamp.



243. [Partnersuche](#) 7:38am, Wed 13th, 2007

Thanks, i was desperately looking for that info!, great and excellent article, it's really helpful. Covering some points I really needed, really useful.



244. wycieczki po karkonoszach 9:01am, Wed 13th, 2007

I enjoyed reading the articles on your site, keep posting it!



245. obuwie sportowe hurt 9:08am, Wed 13th, 2007

Great and excellent article it's really helpful. Thanks



246. Mobile GPS – Navigation 11:34am, Wed 13th, 2007

Very good article, thanks a lot for putting all this together.



247. Haarverpflanzung 11:48am, Wed 13th, 2007

Fantastic article covering some points I really needed some good usability info for.



248. budowa domów 5:42am, Thu 14th, 2007

Very nice site, I like it



249. [syplementy](#) 2:37pm, Tue 26th, 2007

Thanks for this very good article – Can i translate this and insert on my site in Poland? – Thanks



250. [Apteka internetowa](#) 8:38am, Wed 27th, 2007

It's very good article. Great site with very good look and perfect information...i like it



[Apteka internetowa](#)

Can i translate this and insert on my site in Poland? Thanks

251. [Verzeichnis](#) 12:44pm, Tue 3rd, 2007

It's very good article. Great site with very good look and perfect information – I like it



252. [mieszkania karkonosze](#) 10:00am, Thu 5th, 2007

Great and informativ site. I enjoyed to read the article. good work.



253. [Alveo](#) 3:04pm, Thu 5th, 2007

I really like this article! Great work! Kind regards from Europe.



254. [dobre linki](#) 4:00pm, Mon 9th, 2007

Very nice site



255. [gry](#) 5:03am, Mon 16th, 2007

It's very good article. Great site with very good look and perfect information. I like it



256. [Leba mapa](#) 1:47pm, Tue 17th, 2007

Good article.



257. [jelenia góra nieruchomości](#) 12:20pm, Thu 19th, 2007

Very nice, really enjoyed



258. [polskie zamki](#) 12:22pm, Thu 19th, 2007



Good, and nice.

thx



259. [halo](#) 1:22pm, Fri 20th, 2007

Very nice site



260. [Andre](#) 8:39am, Sat 21st, 2007

Well the social bookmarking is used by spammers too oftenâ€¦
I donâ€™t know how to get this bad stuff undercontrol.



261. [opisy gg](#) 12:40pm, Tue 24th, 2007

I`m really enjoyed the Del.icio.us Lesson article. Lot of ideas
and useful information as for newcomers as for experience
bloggers.



262. [Desenie](#) 1:30pm, Tue 24th, 2007

There are some funtcions missing in del.icio.us comparing with
diggâ€¦



263. [runescape](#) 4:42pm, Tue 24th, 2007

very good.thanks

[runescape](#)

[runescape](#)



264. [Coupon and Gutschein Ronny](#) 6:54am, Fri 3rd, 2007

Great article. Thanks!



265. [hobbybumsen](#) 12:25pm, Sat 4th, 2007

now i have had my delicious-lesson! 😊 okay good article with many usefull informations about delicious (i never know much about it). thx for your explanations.



266. [maca](#) 2:00pm, Sat 4th, 2007

So what about the personal and network value of tagging oneself?



267. [eMule](#) 7:15pm, Sat 4th, 2007

I have used FLEX during my studies and I think, that is really useful tool ...



268. [Sysprofile](#) 7:19pm, Sat 4th, 2007

your article is Del.icio.us ... =>



269. [rowery](#) 4:19am, Sun 12th, 2007

Good site.Congrats.



270. [DEVnetEX](#) 4:33am, Sun 12th, 2007

Nice site.



271. [Themen Archiv](#) 6:14am, Sun 12th, 2007

Great Lesson about Delicious. Congrats.



272. [prezent dla niego](#) 9:20am, Tue 21st, 2007

thanks



273. [runescape](#) 1:15am, Thu 13th, 2007

Great article. Thank you @_@

[runescape](#)

[runescape money](#)



274. [Josch](#) 6:12pm, Thu 20th, 2007

thanks for the information. great site.



275. [online reisebüro](#) 3:47pm, Mon 15th, 2007

Oh really great this article! THX



276. [trustingame](#) 12:29am, Tue 16th, 2007

<http://www.trustingame.com>

<http://www.coolrunescape.com>

[url=http://www.trustingame.com]runescape[/url]

[url=http://www.coolrunescape.com]runescape[/url]



277. [Katalog Stron](#) 12:11pm, Wed 7th, 2007

Good, and nice.Thanks..



278. Rollos 7:59am, Sun 18th, 2007

[â€¦] same psychological basis. The end objective may even become irrelevant. This ties in nicely with Bokardoâ€™s del.icio.us principle, probably the best social networking design principle ever conceptualised.



279. Plissee 4:51pm, Fri 7th, 2007

design is fundamentally flawed. I follow what Joshua Porter is doing, and I think he nailed it, personal value must precede network value. In this case, Facebook has 0 value if you donâ€™t add friends yet. zero. nada.



280. Free SMS 12:42pm, Thu 3rd, 2008

You have done so a good work.



281. James Burt 11:36pm, Tue 22nd, 2008

I love your blog, your posts are very informative and entertaining.



282. Wellness Hotel Bayerischer Wald 3:15pm, Sat 2nd, 2008

fine article, very good work



283. [Webdesign Bayern](#) 3:17pm, Sat 2nd, 2008

really good work from you,
good ressourcealist, thanks.



284. [balÄ±k avÄ±](#) 4:01pm, Sat 2nd, 2008

sÄ¼persinizz



285. [+18 Oyun](#) 6:05pm, Sat 2nd, 2008

[Full Oyun indir](#)
[msn nickleri](#)
[+18 oyun](#)
[Msnforum](#)
very good



286. [kpss sorularÄ±](#) 6:10pm, Sat 2nd, 2008

Nice site. Thank you...



287. [Atom news](#) 6:28pm, Sat 2nd, 2008

Nice site. Comments are interesting too 😊



288. [China SEO](#) 11:30pm, Sat 2nd, 2008

I like that article a lot. thank you very much for sharing.



289. [äçïç””âj](#) 11:32pm, Sat 2nd, 2008

great post. stay tuned. i like what you do.



290. [Kredite vergleichen](#) 11:40pm, Sat 2nd, 2008

delicious is great, i like it a look, and it finally helps me organize my stuff..



291. [äé™© æ±½è½äé™©](#) 11:47pm, Sat 2nd, 2008

what will become of delicious now that microsoft bets on yahoo?



292. [mp3 songs](#) 6:50am, Mon 4th, 2008

Thank you for this post. really good work



293. [redtube](#) 7:28am, Mon 4th, 2008

use better colors, more revelant news like on jelenia gora page
– was 30 ppl per day , 3 months and now is 3000 per day, only
cuz ppl need news from all medias around in one place.
Cheers



294. [indir](#) 10:35am, Mon 4th, 2008

Joshua Porter has written a thoughtful piece on The Del.icio.us
Lesson.



295. [oyun indir](#) 10:37am, Mon 4th, 2008

Great article, Josh. Tnx u



296. [kadÄ±n hastalÄ±klarÄ±](#) 10:38am, Mon 4th, 2008

Thank you.



297. [iyinet webmaster forumu 2008 seo yarÄ±ÄmasÄ±](#) 1:53pm, Mon 4th, 2008

thanks



298. [Goedkoop](#) 5:23pm, Tue 5th, 2008

I agree with the dangers as mentioned by Thomas. Also it feels more and more "big brother" watches every move one makes on the net.



299. [rÄ¼ya tabirleri](#) 12:22pm, Wed 6th, 2008

Thank you.



300. [sohbet](#) 2:04am, Wed 13th, 2008

thanks.



301. [Dizi izle](#) 5:14am, Wed 13th, 2008

goods 😊



302. [hologram](#) 9:07am, Tue 11th, 2008

delicious is a really good site with many usefull links.
regards!



303. [seks](#) 1:38pm, Sun 13th, 2008

Get updated when someone posts a comme



304. [porno](#) 1:40pm, Sun 13th, 2008

gefundene Backlinks/Domain- und IP-Diversität



305. [Sklep jeÅ°dziecki](#) 4:36am, Tue 29th, 2008

hmmm somebody is brillante



306. Resimler 8:05am, Thu 8th, 2008

Thanks for all



307. Research Paper Topics 4:30pm, Thu 8th, 2008

Great post, thanks so much!



308. Peter 3:55pm, Tue 20th, 2008

Very though provoking post Josh.

I find it amazing that you've posted this over 2 years ago and you're still getting comments. I guess it also highlights that this whole debate has not moved on significantly since you first wrote about it.



309. Chat 1:16pm, Thu 22nd, 2008

Thanks Very good sites

[sohbet](#)



310. hareketli resimler 6:47am, Sat 31st, 2008

thanks you



311. sohbet odalarÄ± 1:37pm, Wed 25th, 2008

very good sites thankss.



312. chat 1:39pm, Wed 25th, 2008

thankss.



313. haber 7:21am, Wed 2nd, 2008

thanks you



314. Tina loves Tischdecken 3:17am, Thu 3rd, 2008

That ist a verry good site with good and interessting Themes

Thank you



315. tÅ,umaczenie tekstu 8:25am, Wed 16th, 2008



Thank you for this blog, I try to visit it often because it is a great source of information for me. Keep up with this great work you've made already! Greetings!



316. [sohbet](#) 8:31am, Fri 18th, 2008

That ist a verry good site with good and interessting Themes
Thank you



317. [Ozel Dedektif](#) 2:09am, Sat 19th, 2008

thank you



318. [Submit Link](#) 9:00pm, Tue 29th, 2008

thanks for that great article



319. [Modulesoft](#) 11:39pm, Tue 29th, 2008

This is a nice [posting](#). I really like this post.



320. [Sesli Chat](#) 11:41pm, Sun 31st, 2008

thx



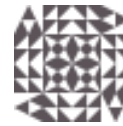
321. [sesli sohbet](#) 1:18pm, Mon 1st, 2008

Thanks good you site admin



322. [Bramy Garazowe](#) 6:37am, Fri 12th, 2008

Thank you for this blog, I try to visit it often because it is a great source of information for me. Keep up with this great work youâ€™ve made already! Greetings!



323. [sohbet](#) 11:18am, Fri 12th, 2008

tenkss Greetings!



324. [yarn](#) 11:25am, Fri 12th, 2008

The value of the network is its size. The more people who participate, the better the recommendation, and the harder it is to spam. Unfortunately thereâ€™s a lot of spam.



325. [sohbet](#) 9:54pm, Fri 12th, 2008

Took notice of this thing and really excited about the outcomes.

Best Wishes.



326. kanser tedavileri 12:41pm, Mon 29th, 2008

very good



327. chat 5:45pm, Tue 30th, 2008

thanks



328. Fertighaus 6:24pm, Tue 30th, 2008

Fertighaus bauen send greetings. thx for this artikel.



329. Markisen 6:27pm, Tue 30th, 2008

Very nice Artikel. Thank you



330. jweeble 9:37am, Thu 1st, 2009

Nicely written – and good points. I am looking into using del.icio.us in my classroom for several reasons, and you have given me more ammo to use. Thanks.



331. [Shop](#) 11:27am, Tue 6th, 2009

Very nice Artikel. Thank you



332. [Chat OdalarÄ±](#) 4:30pm, Tue 6th, 2009

Thanks You



333. [Ask Fali](#) 3:50pm, Wed 7th, 2009

tÅkler very nice thanks you



334. [islami forum](#) 1:24pm, Fri 13th, 2009

Adreed and catch the idea of a variety of other web2.0 sites opening that uses the same simple idea : make an existing topos-related valuable tool accessible on-line. In those cases, the web plays a great role in adding value by sharing its technical/ morphological specificity with â€œoldâ€ tools



335. Gustaw 10:44pm, Fri 13th, 2009

Machine Embroidery from <http://www.embromix.blogspot.com>:
Fine Art etc. In our store. Quality embroidery designs, affiliate
4-h level program. With us comfortable, new designs every
week.



336. Gitarrenverstärker 3:07pm, Sat 14th, 2009

Heya, Yea Delicious is pretty usefull, such as this article about
it. The Blog is cool maybe you should try running it on multi
languages, i think theres a wordpress plugin for stuff like that.
Cheers



Gitarrenverstärker rocken!

337. Schlagzeug 3:08pm, Sat 14th, 2009

Cool thanks, nice Article



338. travesti 8:42am, Mon 16th, 2009

thank you admin, very nice



339. [travesti](#) 8:44am, Mon 16th, 2009

very good nice , thanks



340. [Notizie Online](#) 8:52am, Mon 16th, 2009

dreed and catch the idea of a variety of other web2.0 sites opening that uses the same simple idea : make an existing topos-related valuable tool accessible on-line. In those cases, the web plays a great role in adding value by sharing its technical/ morphological specificity with "old" tools



341. [Las Noticias](#) 9:08am, Mon 16th, 2009

Thank you for this blog, I try to visit it often because it is a great source of information for me. Keep up with this great work you've made already! Greetings!



342. [Sohbet OdalarÄ±](#) 4:53pm, Mon 16th, 2009

<http://www.sohbet-odalari.biz>

<http://www.chat-odalari.net>

thank you very much



343. [hediye](#) 6:49am, Tue 17th, 2009

l'm a delicious user too and l'm using bundles (or



clusters as other systems call them).



Every tagging service today is providing some form of clustering, but clusters are really different from hierarchies.

The broader/narrower terms relationship is different from the associative one and while there a lot of studies (Iâ€™ve posted on them) about the automatic hierarchization of clusters, Iâ€™m deeply convinced that nothing can replace the semantical value that users can give.

Agglomerative clustering, wordnet baset hierarchization, similarity graphs based hierarchization are wonderful directions that anyway are not providing good enough results.

Anyway the most important point here is that you need a hierarchy, not only (but maybe also) bundles (or related tags).

344. [paydayadvances](#) 11:52am, Tue 17th, 2009

I know del.icio.us as good site and use it time by time. I suggest to take a tour.



345. [Porno Film izle](#) 3:27pm, Wed 18th, 2009

THANKS



346. [dj](#) 4:00pm, Sat 28th, 2009



Thank You



347. [oyun oyna](#) 4:16am, Sun 29th, 2009

Thanks for share. Very good 😊 Thanks..



348. [Leonora](#) 2:12pm, Mon 30th, 2009

Machine Embroideries from
bestmachineembroiderydesigns.blogspot.com: Animals etc. In
our store. High quality embroidery designs, affiliate 4-h level
program. With us interesting, new designs every week.

