

Social tagging in France

The evolution of a phenomenon

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Introduction of new technologies

- Early 1980s: the Minitel
- Mid 1990s: cell phones
- Early 2000s: blogs



1982-era Minitel

<http://fr.wikipedia.org/wiki/Minitel>

[Skyblogs]

- Started becoming popular in 2003
- Use “SMS language”
- Measure blogger popularity
 - “friends” and “comments”
- Allow for communities to form
- Were a precursor to social networks like MySpace

[Adolescent video sharing today]

French teenagers

- Are comfortable with new technologies and Web 2.0
- Live simultaneously in two worlds
 - Analog
 - Digital
- Are encouraged by their government to use technology

Tecktonic killer phenomenon

Offline

- Involves dance battles between youths
- Is set to techno music
- Is performed by a certain group



Online

- Generates an active video sharing community
- Transfers blogging skills to new environment
- Can use tags to advertise/share videos effectively



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Videos Categories Channels Community

[Upload](#)

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powered by Google

Jey-jey danse



[Login to rate](#)
 ★★★★★ 4039 ratings

[Save to Favorites](#)
[Share Video](#)
[Flag as Inappropriate](#)

[Add to Groups](#)
[Post Video](#)

Views: **3,340,160** | Comments: **5411** | Favorited: **2960** times

Honors: **9** | Links: **5**

Comments & Responses

[Post a video response](#)
[Post a text comment](#)

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- [Lauralee368](#) (8 minutes ago) 0
 Tu es un dieu !=P
 (Reply)
- [may0u92](#) (16 minutes ago) 0

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Tags: [tck](#) [metropolis](#) [tecktonik](#) [jeyjey](#) (more)

URL <http://www.youtube.com/watch?v=ZkGum1YYkG>

Embed `<object width="425" height="350"><param name`

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03:17
 From: [worldli](#)

[Consumerism! The Musical](#)
05:01
 From: [whitestone84](#)

User communities and tags

Literature search yielded little

- ✘ Social tagging in France
- 1 Articles in French journals about social tagging

Case study: Tecktonik killer video postings

- 12 video postings selected
 - 3 host sites
 - 4 categories of videos
- Criteria
 - Clearly homemade
 - Encourage community interaction

Discussion

Description of tags for the 12 videos

- 28 unique tags, plus personal names/affiliations
 - 13 variants of tags for the named dance
 - 7 tags using English-language terms, not TCK-related

Number of tags per video (n=77)

Parodies	12 tags
Serious videos	4-5 tags
<hr/>	
Total average	6-7 tags

[Discussion (cont.)]

Taggers as community members

- Artists
- (Pro-) Active endorsement

Viewer contributions

- Comments
- Statuses

[Proposed future studies]

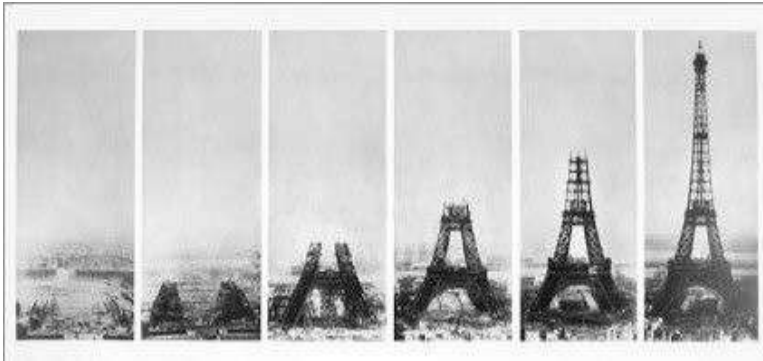


Image: http://www.sur-la-toile.com/viewTopicNum_23095_20_10_Un-peu-d'art-dans-ce-monde-de-brute.html

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- Tectonic tags over time; pre/post Sept. 15, 2007's Techno Parade
- Community's tags in other Web 2.0 environments
- Individual users' tags
- Comparison of tags/annotations to no. of views, comments within postings
- User studies