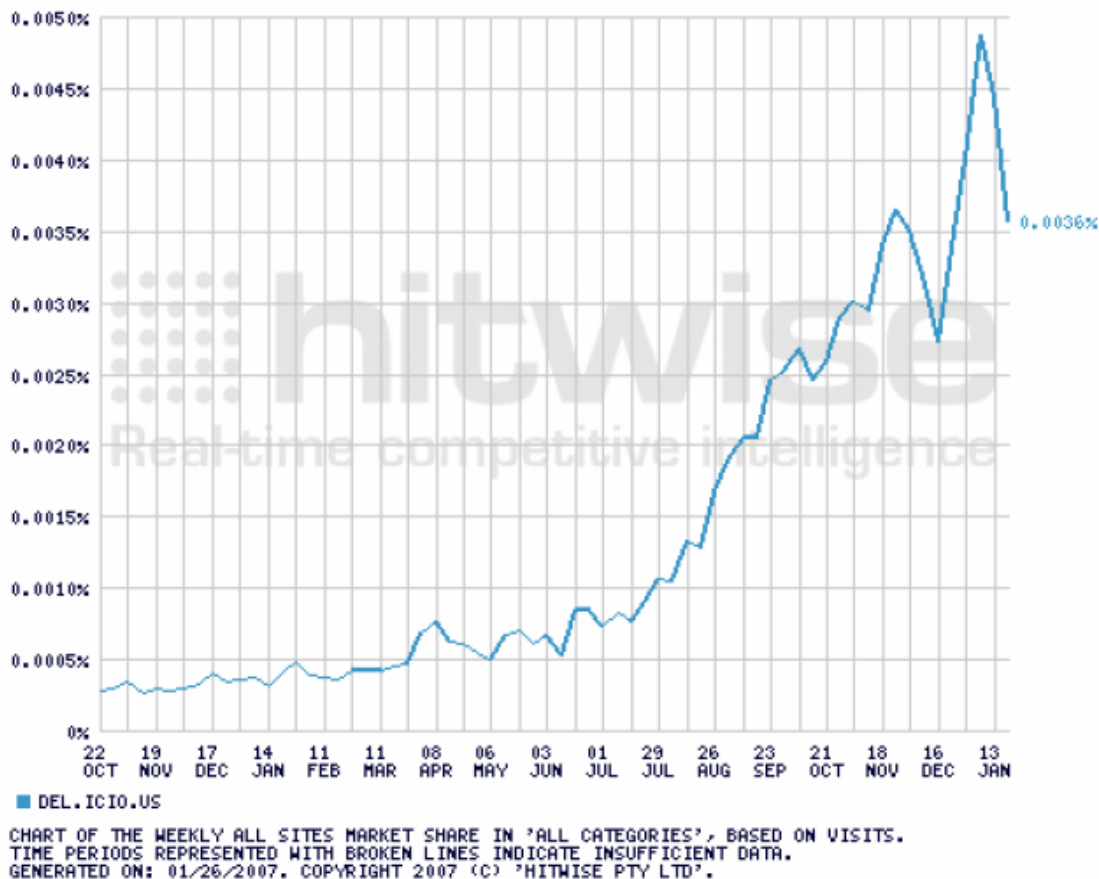


Tagging Data Brief

Highlights

- The Pew Internet and American Life Project defines tagging as, “the process of creating labels for online content.” In the report, *Forget Dewey and His Decimals, Internet Users are Revolutionizing the Way We Classify Information—and Make Sense of It*, Pew also comments that “tagging is likely to be embraced by a more mainstream population in the future because many organizations are making it easier and easier to tag internet content. For instance, Gmail users can label their email content and Amazon users can apply the labels of their choosing to books and other published material.”
From: http://www.pewinternet.org/pdfs/PIP_Tagging.pdf
- A December 2006 survey by Pew found that a quarter of internet users have tagged or categorized content online.
From: http://www.pewinternet.org/pdfs/PIP_Tagging.pdf
- As more users engage in tagging content, many tagging sites have gained in popularity. Data from Hitwise, a web-tracking organization, for example, show that tagging sites like flickr and del.icio.us have become more popular in recent months, as illustrated in the following graph of Del.icio.us traffic. The data are a percent of all web traffic.

Del.icio.us traffic



from: http://www.pewinternet.org/pdfs/PIP_Tagging.pdf

Demographics

The Pew Internet and American Life Project describes taggers as:

- Similar to early adopters of technology—likely to be under age 40 and educated, with higher incomes than non-taggers.
- More likely to have broadband connections at home than nontaggers.

From: http://www.pewinternet.org/pdfs/PIP_Tagging.pdf

Demographics of Taggers	
<i>28% of online Americans say they have tagged content like a photo, a news story or a blog post</i>	
Proportion of all Americans in the group who are taggers	
Men	29%
Women	27%
Race/ethnicity	
White, non-Hispanic	26%
Black, non-Hispanic	36%
English-speaking Hispanic*	33%
Age	
18-29	32%
30-49	31%
50-64	23%
65+	18%
Educational attainment	
High school diploma	24%
Some college	28%
College degree +	31%
Household income	
<\$30K	28%
\$30K-\$49,999	28%
\$50K-\$74,999	27%
\$75,000+	36%
Internet connection at home	
Dial up	23%
Broadband	38%
<small>Source: Pew Internet & American Life Project December 2006 tracking survey. N for internet users=1,623. Margin of error is ±3%.</small>	