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Interface and Feedback Factors in Social Bookmark Usage

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Statement of academic integrity

I declare that this research study is entirely the product of my own work and that it has not been taken from the work of others. When the work and ideas of others have been used in the study, the work has been properly cited in the text.

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Signature
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Abstract

Individual bookmarks are a fundamental feature of Internet web browsers, letting users save and collect their favourite web page locations, but users cannot use their bookmarks on other computers and cannot share their bookmarks with others. Social bookmarking aims to improve this situation by letting people share bookmarks on the Internet. The term was first used by Delicious in late 2003. They not only let users store, organise and access their bookmarks online, but also let them share them with other users. Social bookmarking lets people see what sites other people bookmark under the common tags that users commonly organise their bookmarks by. This research investigates the personal and social factors affecting social bookmark usage and suggests how they work together to influence usage. The two factors investigated were: cognitive effort and social feedback. To study them, a social bookmark simulation called Bligg was created, which allowed various levels of effort and feedback to be evaluated. In the first study, cognitive effort significantly affected willingness to use social bookmarking, but social feedback had no effect. However, in the second study that controlled for reading effort, it was significant. It was concluded that cognitive effort is an enabling factor for the effect of feedback on social bookmark usage.

Keywords: Social bookmarking; cognitive effort; social feedback; likelihood of use.