**Initial idea:**
- Improving the usability of social networks through visualizations

**Doing research**
- Into visualizations: http://www.visualcomplexity.com/vc/
- Academic papers
- Blogs

**New idea:**
- Tagging as a reflection of personal interests
- Combining these Tagged interests and network users in a network visualization
- Online identities: internet users use one identity for all online services
- Advantages of networking with Tagged interests

**Designing and prototyping**
- Principles Norman and Card:
  - Appropriateness principle
  - Naturalness principle
  - Matching principle
- Target group
- Goal
- Available API's and their limitations

**Evaluation of the Social Network**
- Test the application
- Be prepared for increasing usage

**Deploy the network**
- Pitch blogs, for example blog.del.icio.us
- Use other social networks

**Tracking usage**
- Returning visitors
- Activity and time taken for every visit
- Visits to external profiles

**Promote the network**

**Reflection and Discussion**
- Trust among users
- Effectiveness
- Usability

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**Concept**

1. **Online Identity**
   - Collection of profiles, tag collections, blogs form an Online Identity

2. **Tagged Identity**
   - Tag collections represent user’s interests
   - Representation in Tag Clouds

3. **Networking with Tagged Identities**
   - Participation: how can a social network stimulate active participation.
   - Connecting users: the main aim of a social network is to connect people with each other.
   - Ease of use: the network should be easy to understand and navigate. A visualized view of the network should aid to ease of use.

4. **Advantages**
   - Increased trust: you don’t Tag to look better.
   - A tagged profile keeps track of changes automatically, which is an advantage in the fast changing world we live in.

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**Application**

- User status
- User
- Interest Cloud
- Chosen and related tags
- Bookmarks
- Matched users
- External profiles with same identity

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**FLEX Application**

- XML Data
- Del.icio.us feeds
- Json (users tags)
- Rss (users bookmarks)
- MyWeb 2.0 Related Tags api
- Content analysis
- YouTube
- Flickr
- MySpace

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**Tagged identities**

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