



The SIMPLE TEXT TAG SYNTAX

A concept for tagging personal profiles, events,
media and more in plain text format

enabling cross platform search
for persons, companies, events, groups and media.

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at doctagx 2008 author peter f. jedlicka tagging cross platform search cross platform social networking profile portability data portability by-nc-nd

What is the Simple Text Tag Syntax – and who can use it?

THREE (SIX) PROBLEMS:

A TRAVELLER: *„I want to find bossa nova live concerts in Rio de Janeiro in February 2009 – but I do not speak Portuguese very well - so I wonder which events website could be the best?“*

THE OWNER OF A LIVE MUSIC CLUB IN RIO DE JANEIRO:

„I would like to make sure that as many tourists as possible are informed about my concerts – no matter if they speak Portuguese or not!“

A RESEARCHER LIVING IN FRANCE: *„I am a specialised in a certain technique in biochemistry – I am looking for a new job worldwide, and I am registered on LinkedIn – but how can I make sure my CV is available to all companies searching for persons like me – not only on LINKEDIN?“*

THE HUMAN RELATIONS MANAGER OF A CHEMICAL

ENTERPRISE: *„We need a specialist for this biochemical technique – maybe to open a new laboratory in France – so preferably we would like to find someone living in France! So far we did some research on different job platforms and business networking websites, but did not succeed – is there a way of doing „cross platform search“?“*

A NEW NON PROFIT INITIATIVE IN ROME: *„We have just started a new initiative in Rome – now we look for people who want to join in!“*

A YOUNG MAN WHO RECENTLY MOVED TO ROME:


„I'd like to get involved into some initiative in this city – how can I find one?“

What is the Simple Text Tag Syntax – and who can use it?

THREE (SIX) SOLUTIONS:

 Tag Events with „EVENTTAGX“

- If the owner of the live music club in Rio would put the tags „rio br eventtagx 2009 02 19 bossa nova live music“ somewhere (no matter where) on his website ...
- ... the traveller could use any search engine like Google, Yahoo or Live to look for „rio br eventtagx 2009 02“ „bossa nova“ and will find this particular concert on 19th of February.

 Tag CVs with „CVTAGX“ or/and

 tag personal profiles with „INTERESTTAGX“

- If the researcher living in France wrote the tags „toulouse fr cvtagx biochemistry thismethod“ on a CV he or she has published on the internet
- or wrote the tags „toulouse fr interesttagx biochemistry thismethod“ somewhere on his profile on LINKEDIN (and made sure the text on this profile is also searchable also with search engines) or on a personal blog
- the HR manager of the biochemical company would find his profile or CV by putting the same syntax of tags into the search field of Google, Yahoo, Live or any other search engine.

 Tag groups with „GROUPTAGX“

- If a new initiative in Rome tagged their website or blog with „rome it GROUPTAGX ...“ (or tagged their group meetings with „rome it EVENTTAGX ... date ...“)
- the young man who moved to Rome recently could find this initiative either by searching for the syntax „rome it grouptagx“ or „rome it eventtagx ...“

THE SIMPLE TEXT TAG SYNTAX - a Definition:

“THE SIMPLE TEXT TAG SYNTAX DEFINES A STRING OF KEYWORDS (TAGS) AND ALWAYS CONSISTS OF

- a „**main tag**“ or „**primary tag**“ defining what is being tagged (an event, a personal profile, a group ...) – e.g. eventtagx, interesttagx, grouptagx,
- with a *prefixed* **country tag** (sometimes again *prefixed* by a **region tag** - optional) – like fr for France, br for Brazil, ... followed by
- (optional) **time tags** in the **yyyy mm dd** format (for events, courses, congresses), and
- **free tags** (any tags / keywords you want to use to describe relevant topics)
- these tags are **separated by blanks** and can be written in **plain text** wherever text can be written: in a blog, in a social networking profile, on a photo community website, on a company’s website ...”

Example: A classical concert in Vienna, Austria on the 20th March 2009 would be tagged as follows:

Region Tag	Country Tag	Main Tag/Primary Tag	Time Tags	Free Tags
vienna	at	eventtagx	2009 03 20	classical
(optional)			(optional in CVs, groups, companies)	

and:

“THE SIMPLE TEXT TAG SYNTAX ENABLES THE TAGGING OF

- **personal profiles** (interesttagx), **blogs** (blogtagx) and **CVs** (cvtagx)
- **events** (eventtagx) – especially **courses** (edutagx), **congresses** (congresstagx), ...
- **groups** (grouptagx)
- **companies** (companytagx)
- **media** - photos (picturetagx), videos (videotagx), audio (audiotagx), documents (doctagx)
- ... (to be discussed)

... in **plain text format** (without any knowledge of HTML, XML, RDF, Microformats, ...) to enable **cross platform search** for these tags – because text is **searchable with any search engine** like Google, Yahoo, Live, ...

The use of the **TAGX Buttons** is **optional** – to keep it simple. If they are used they should link to www.socnetdir.com/“thetagxthatbeingused” – e.g. www.socnetdir.com/events/eventtagx .”

Event Tagging with the Simple Text Tag Syntax:

 **Main Tag / Primary Tag = EVENTTAGX**

PROBLEM

A TRAVELLER: *„I want to find bossa nova live concerts in Rio de Janeiro in February 2009 – but I do not speak Portuguese very well - so I wonder which events website could be the best?“*

THE OWNER OF A LIVE MUSIC CLUB IN RIO DE JANEIRO:

„I would like to make sure that as many tourists as possible are informed about my concerts – no matter if they speak Portuguese or not!“

SOLUTION

- If the owner of the live music club in Rio would put the tags „rio br eventtagx 2009 02 19 bossa nova live music“ somewhere (no matter where) on his website ...
- ... the traveller could use any search engine like Google, Yahoo or Live to look for „rio br eventtagx 2009 02“ „bossa nova“ and will find this particular concert on 19th of February.

Region Tag	Country Tag	Main Tag / Primary Tag	Time Tags	Free Tags
rio	br	eventtagx	2009 02 19	bossa nova

SEARCH STRING VARIATIONS ON GOOGLE, YAHOO, LIVE ... :

- „br eventtagx 2009 02“ „bossa nova“ – to find all Bossa Nova Events **in Brazil** (not only in Rio) **in February 2009** (not only on the 19th of February)
- „rio br eventtagx 2009 02 19“ – to find **all** events in Rio on the 19th of February 2009 (not only Bossa Nova concerts)
- „eventtagx 2009“ „bossa nova“ – to find **all events worldwide** in the year 2009 related to Bossa Nova

Course Tagging with the Simple Text Tag Syntax:

 **Main Tag / Primary Tag = EDUTAGX**

PROBLEM

A STUDENT: *„I will study in Berlin from February to April 2009.*

How can I get an overview over German Courses starting in February there? Maybe I will fail because I do not understand German course websites“

THE OWNER OF A LANGUAGE INSTITUTE IN BERLIN:

„I have just opened my course institute in Berlin - how can I make sure that as many people as possible find my German courses - even foreigners visiting Berlin for a short period?

SOLUTION

- If the owner of the language course institute in Berlin would put the tags „berlin de edutagx 2009 02 08 german“ just behind his course information (or anywhere else) on his website ...
- ... the student could use any search engine like Google, Yahoo or Live to look for „berlin de edutagx 2009 02“ german and will find this particular german course.

Region Tag	Country Tag	Main Tag / Primary Tag	Time Tags	Free Tags
berlin	de	edutagx	2009 02 09	german

SEARCH STRING VARIATIONS FOR GOOGLE, YAHOO, LIVE ... :

- „de edutagx 2009 02“ german – to find all German courses in **Germany** (not only in Berlin) in **February 2009** (not only on the 9th of February)
- „berlin de edutagx 2009 02 09“ – to find **all** courses in Berlin on the 9th of February 2009 (not only German courses)
- „edutagx 2009 02“ german – to find **all german courses worldwide** (e.g. also in Austria and Switzerland) starting in February 2009

Conference Tagging with the Simple Text Tag Syntax:



Main Tag / Primary Tag = CONGRESSTAGX

PROBLEM

A RESEARCHER: *„I am writing a book about logotherapy and want to visit as many conferences on logotherapy this year as possible. - How can I find congresses on this topic?“*

THE ORGANISER OF A LOGOTHERAPY CONGRESS IN WARSAW:

„I am organising this conference - how can I make sure that as many people interested in logotherapy worldwide find and visit this conference?“

SOLUTION

- If the organiser of the conference in Warsaw would put the tags „warsaw pl congresstagx 2009 05 05 logotherapy“ anywhere on the conference website ...
- ... the researcher could use any search engine like Google, Yahoo or Live to look for „congresstagx 2009“ logotherapy and will find this particular conference.

Region Tag	Country Tag	Main Tag / Primary Tag	Time Tags	Free Tags
warsaw	pl	congresstagx	2009 05 05	logotherapy

SEARCH STRING VARIATIONS FOR GOOGLE, YAHOO, LIVE ... :

- „pl congresstagx 2009“ logotherapy – to find **all** conferences on logotherapy in Poland (not only in Warsaw) **in 2009**
- „warsaw pl congresstagx 2009“ – to find **all** conferences in Warsaw in 2009 (not only on logotherapy)
- „pl congresstagx 2009“ – to find **all conferences in Poland in 2009** (not only on logotherapy): This variation could be used by a conference manager looking for a new job in Poland.

CV Tagging / Resume Tagging with the Simple Text Tag Syntax:

 **Main Tag / Primary Tag = CVTAGX**

PROBLEM

A JAVA PROGRAMMER IN THE CZECH REPUBLIC:

„I am looking for a new job worldwide – because I also speak English.

I have submitted my CV to several job websites, but I have also published it on my blog.

Is there a standard for tagging my qualifications on my CV

so that it is perfectly searchable for recruiters worldwide?“

A RECRUITER OF AN IRISH SOFTWARE COMPANY:

*„We have just opened a branch in Prague -
now we need a Java Programmer there.*

*I do not speak Czech – is there another chance to find someone there
without browsing hundreds of useless CVs?*

SOLUTION

- If the Java programmer living in Prague would put the tags „prague cz cvtagx java programming“ anywhere on the CV he puts on the internet ...
- ... the recruiter from Ireland could use any search engine like Google, Yahoo or Live to look for „cz cvtagx“ „java programming“ and will find this programmer’s CV.

<p>Region Tag Country Tag Main Tag / Primary Tag Free Tags prague cz cvtagx java programming english</p>
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SEARCH STRING VARIATIONS FOR GOOGLE, YAHOO, LIVE ... :

- „prague cz cvtagx“ „java programming“ – to find only java programmers from Prague
- „cz cvtagx“ programming – to find all kinds of programmers (not only java programmers) in the Czech Republic (not only in Prague)
- „cz cvtagx“ english – to find all english speaking jobseekers from the Czech Republic who have published their CVs on the Internet

Another good idea would be to add the “International Standard Classification of Occupations” Nr. as a free tag after CVTAGX in the Syntax “ISCO XXXX” – e.g. “ISCO 1221” if you are a marketing manager. Read more about ISCO here: http://en.wikipedia.org/wiki/International_Standard_Classification_of_Occupations

Cross Platform Social Networking using the Simple Text Tag Syntax:



Main Tag / Primary Tag = INTERESTTAGX

PROBLEM

AN IRISHMAN MOVING TO VIENNA AUSTRIA:

„I am a talented fiddleplayer – and I have heard that there is an Irish music scene in Vienna. How can I find a guitarist able to play Irish tunes living in this city? I am registered on myspace but have not succeeded in finding someone suitable in the Vienna region on this social networking platform – maybe there could be someone on a different (Austrian?) social networking website!“

A VIENNESE GUITARIST LOVING IRISH TUNES:

„I’d like to find a fiddle player capable of playing Irish tunes - I have published my interest on XING but nobody suitable can be found there“

SOLUTION

- If the one of the two – or both of them would put the tags „vienna at interesttagx irish music guitarist“ or „vienna at interesttagx irish fiddle tunes fiddler violin player“ somewhere on their (searchable) profile on XING or on MYSPACE ...
- ... the other one could use any search engine like Google, Yahoo or Live to look for these strings of words (syntax of words) and will find this other one. (It is true that for contacting him or her a new account on this social networking website must be created).

Region Tag	Country Tag	Main Tag / Primary Tag	Free Tags
vienna	at	interesttagx	irish music guitarist

ALTERNATIVES

- if you are a **blogger**, you might prefer to tag your blog with **BLOGTAGX**
- if you are looking for a **job** you might prefer publishing your CV on the internet tagging it with **CVTAGX**

Video Tagging with the Simple Text Tag Syntax:



Main Tag / Primary Tag = VIDEOTAGX

PROBLEM

A TEACHER: „I want to find a videos about different flamenco styles. I have found some on Youtube and some on Google Video – but there might be a video on another video platform or on a private website.“

A FLAMENCO BAND IN SEVILLE:

„We are one of the few Spanish bands performing most of the Flamenco styles – in order to get more gigs we have put some short videos from our concerts on our website showing our capabilities“

SOLUTION

- If the Flamenco band from Seville would put the tags „seville es videotagx flamenco style1 style2“ somewhere on their video website ...
- ... the teacher could use any search engine like Google, Yahoo or Live to look for *videotagx flamenco style1 style2* and will find these particular videos even if they are not tagged on a video platform

Region Tag	Country Tag	Main Tag / Primary Tag	Time Tags	Free Tags
seville	es	videotagx	flamenco	style1

SEARCH STRING VARIATIONS FOR GOOGLE, YAHOO, LIVE ... :

- „es videotagx“ flamenco – to find only Spanish videos about flamenco – in **any** flamenco style

Audio Tagging with the Simple Text Tag Syntax:

 **Main Tag / Primary Tag = AUDIOTAGX**

PROBLEM

A TEACHER: „I want to find mp3 sound files about different flamenco styles. I have tried different search variations and different audio websites but did not succeed so far.“

A FLAMENCO BAND IN SEVILLE:

„We are one of the few Spanish bands performing most of the Flamenco styles – in order to get more gigs we have put some short mp3 files from our concerts on our website showing our capabilities“

SOLUTION

- If the Flamenco band from Seville would put the tags „seville es audiotagx flamenco style1 style2“ somewhere on their website ...
- ... the teacher could use any search engine like Google, Yahoo or Live to look for *audiotagx flamenco style1 style2* and will find these particular mp3 files even if they are not tagged on an music download portal or podcast hosting website.

Region Tag	Country Tag	Main Tag / Primary Tag	Time Tags	Free Tags
seville	es	audiotagx	flamenco	style1

SEARCH STRING VARIATIONS FOR GOOGLE, YAHOO, LIVE ... :

- „es audiotagx“ flamenco – to find only soundfiles from Spanish bands / recorded in Spain – in any flamenco style
- audiotagx flamenco – with google.es to find only soundfiles hosted on Spanish websites

Picture tagging / photo tagging with the Simple Text Tag Syntax:



Main Tag / Primary Tag = PICTURETAGX

PROBLEM

A TEACHER OF A SPANISH SCHOOL: *„I want to find a picture of a certain small city in Finland but did neither succeed with the picture search of Google nor with the tag search on different photo sharing platforms. There might be a photo on a private website – maybe even on a website in Finnish language, but I don't speak Finnish ...“*

A PHOTOGRAPHER IN FINLAND:

„I host my photos on my own website, which is in Finnish language, not on a big photo sharing platform but I would like to ensure that people find them according to the tags I use to describe them“

SOLUTION

- If the photographer from Finland would put the tags „fi picturetagx thistown“ somewhere on his or her photo website ...
- ... the teacher could use any search engine like Google, Yahoo or Live to look for the string (syntax) of tags mentioned above

Region Tag	Country Tag	Main Tag / Primary Tag	Time Tags	Free Tags
thesmalltown	fi	picturetagx		church

SEARCH STRING VARIATIONS FOR GOOGLE, YAHOO, LIVE ... :

- **picturetagx** – on google.fi to find **all** pictures hosted on Finnish websites
- **„fi picturetagx“** – on www.google.es to find pictures from Finland on a Spanish website – maybe to invite the photographer to the Spanish school where the teacher works.

Group tagging with the Simple Text Tag Syntax:

 **Main Tag / Primary Tag = GROUPTAGX**

PROBLEM

A FOUNDER OF A SELF HELP GROUP FOR DEPRESSION

IN CANNES, FRANCE: „I would like that as many people as possible suffering from depression in my region find my new self help group on the internet even though I can not submit them to all social directories!”

A PERSON SUFFERING FROM DEPRESSION:

„I'd like to find a self help group for depression in France, but there seem to be a lot of directories for self help groups is there I way I can find one with Yahoo or Live.com?”

SOLUTION

- If the founder of the self help group in Cannes would put the tags „cannes fri grouptagx depression“ somewhere on his website, blog or dicussion forum ...
- ... the person looking for such kind of self help group could use any search engine like Google, Yahoo or Live to look for the string (syntax) of tags mentioned above

This will also work on group (or forum-) hosters like Yahoo Groups, Google Groups or Myspace Groups if you put this syntax somewhere in the description of your group / forum.

Region Tag	Country Tag	Main Tag / Primary Tag	Time Tags	Free Tags
cannes	fr	grouptagx	depression	

SEARCH STRING VARIATIONS FOR GOOGLE, YAHOO, LIVE ... :

- **cannes fr grouptagx** – to find **all** kinds of groups in cannes who are looking for persons who want to join in
- **grouptagx depression** – to find groups on depression worldwide (e.g. to ask them for their working methods via email)

Blog Tagging with the Simple Text Tag Syntax:

 **Main Tag / Primary Tag = BLOGTAGX**

PROBLEM

A STUDENT: „I write my diploma work on “social entrepreneurship in Spain” I was looking for blogs on that topic – also to subscribe to their feeds, but it sometimes was unclear for me if this blog was focusing on the topic, and if the blogger himself focused on Spain (maybe because he or she lived there).”

A BLOGGER LIVING IN SPAIN FOCUSING ON SOCIAL ENTREPRENEURSHIP:

„I have this blog online now for some weeks hosted on blogger.com which is not a Spanish .es domain – but I want to make sure that as many people interested in that topic find and read it (maybe also, because they will click on my advertorial banners). Is there a standard to “tag” my whole blog – also countrywise?”

SOLUTION

- If the blogger from / in Spain would put the tags „es blogtagx social entrepreneurship“ somewhere on his blog ...
- ... the student could use any search engine like Google, Yahoo or Live to look for this syntax and will find this particular blog (even if it is not hosted by a bloghoster with an .es domain).

Region Tag	Country Tag	Main Tag / Primary Tag	Free Tags
(madrid)	es	blogtagx	social entrepreneurship

SEARCH STRING VARIATIONS FOR GOOGLE, YAHOO, LIVE ... :

- „es blogtagx” – to find **all** blogs from Spanish bloggers
- „madrid es blogtagx” – to find **all** bloggers from Madrid

Company tagging with the Simple Text Tag Syntax and the NACE Code



Main Tag / Primary Tag = COMPANYTAGX

PROBLEM

A CARPENTER IN SOFIA, BULGARIA

„I would like that as many people as possible looking for a carpenter in Bulgaria finds my company website – even if they do not speak Bulgarian, because business is not running very well and I have capacities for additional contracts with foreign companies.”

A FURNITURE PRODUCER FROM BELGIUM:

*„We have fine wooden furniture,
And we have heard that producing them could be cheaper in Bulgaria
How can we find a carpenter there?”*

SOLUTION

- If the carpenter in Sofia would choose the right “**NACE code**” (which is a Statistical Economic Classification of the European Union – see http://ec.europa.eu/environment/emas/documents/nace_en.htm for the details) and would put the tags „**sofia bg companytagx nace c31**“ somewhere on his company’s website ...
- ... the person looking for a possible production partner in Bulgaria could use any search engine like Google, Yahoo or Live to look for the string (syntax) of tags mentioned above

Region Tag	Country Tag	Main Tag / Primary Tag	NACE Code	(Free Tags)
sofia	bg	companytagx	nace c31	(carpenter)

SEARCH STRING VARIATIONS FOR GOOGLE, YAHOO, LIVE ... :

- “**sofia bg companytagx**” – to find **all** companies in Sofia (not all over Bulgaria) who have tagged their company website
- “**bg companytagx nace c31.0.2**” – to find companies in Bulgaria who are specialised in the manufacturing of wooden kitchens

Document Tagging with the Simple Text Tag Syntax:

 Main Tag / Primary Tag = DOCTAGX

PROBLEM

A STUDENT: „I have written my diploma work on “social entrepreneurship in Spain” and I want to publish it on the my blog. I have heard about RDF and Dublin Core, but I don´t know how to implement these standards into my OpenOffice or PDF document – is there another standard of tagging my document to define the year of my publication and the country where it was published?”

ANOTHER STUDENT IN SPAIN:

„I am looking for publications on Social Entrepreneurship in Spain. I did not succeed with the Dublin Core search engine and other search variations – is there a “cross platform search” to find such publications?”

SOLUTION

- If the student who wrote the diploma work would put the tags „es doctagx 2009 social entrepreneurship“ somewhere on his OpenOffice or PDF document ...
- ... the other student could use any search engine like Google, Yahoo or Live to look for this syntax and will find this particular document – no matter where (or in which format) it is published on the internet.

Region Tag Country Tag Main Tag / Primary Tag Time Tags (only the year) Free Tags
(madrid) es doctagx 2009 social entrepreneurship

... I am still thinking about standards to implement the Author´s name.

Could be “author juan carlos” after the time tags ...