

**DIPLOMADO EN
INFORMÁTICA EDUCATIVA
DIDÁCTICA DE LAS TIC**

MARCADORES SOCIALES

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Chimbote – Perú

2007

Social Bookmarking In Plain English

August, 2007



Es como mucho.

e.com

www.website.com

www.url.com

www

www.addressa.com

www.site.com

www.website.com

e.com

www.website.com

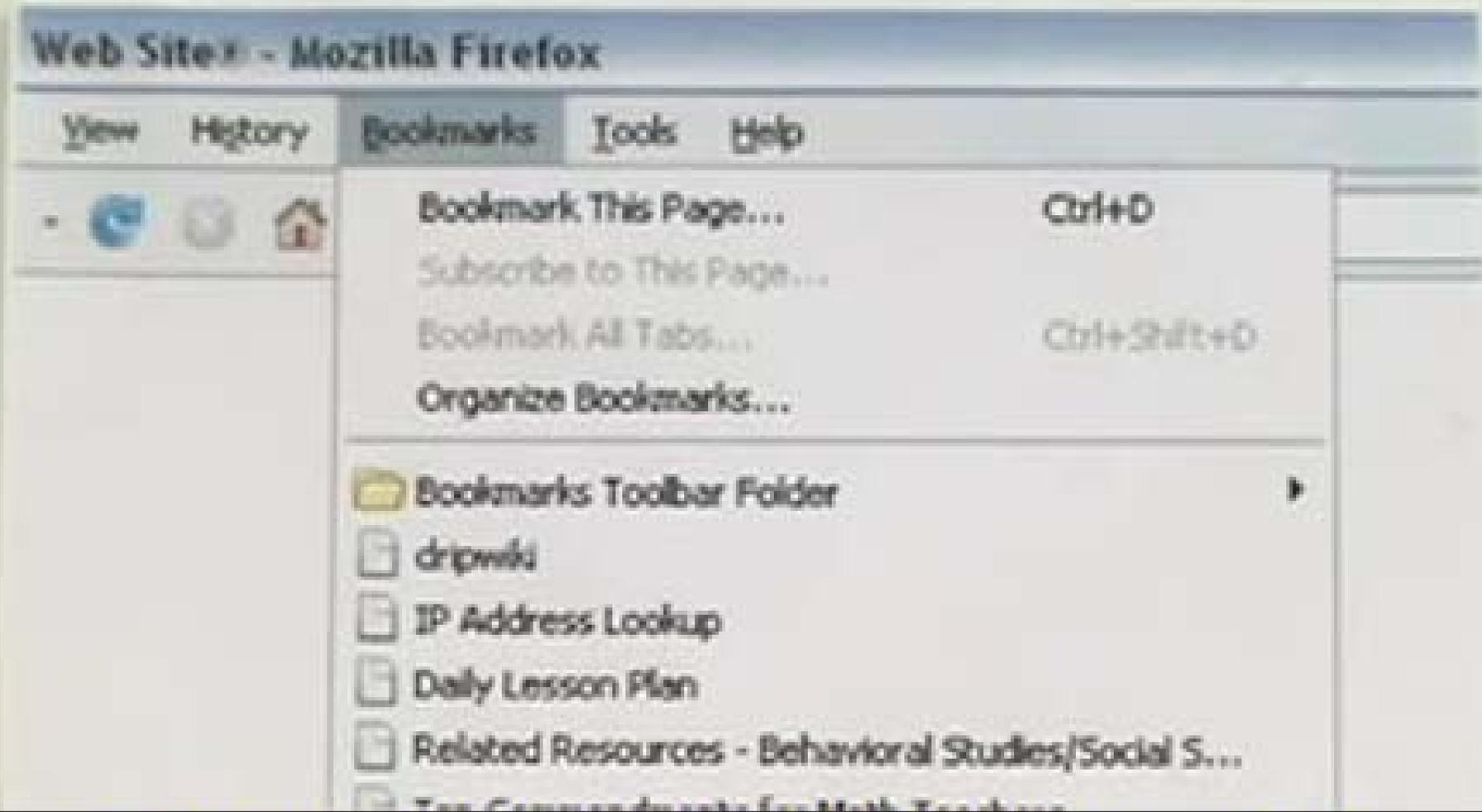
www.addressa.com

www.site

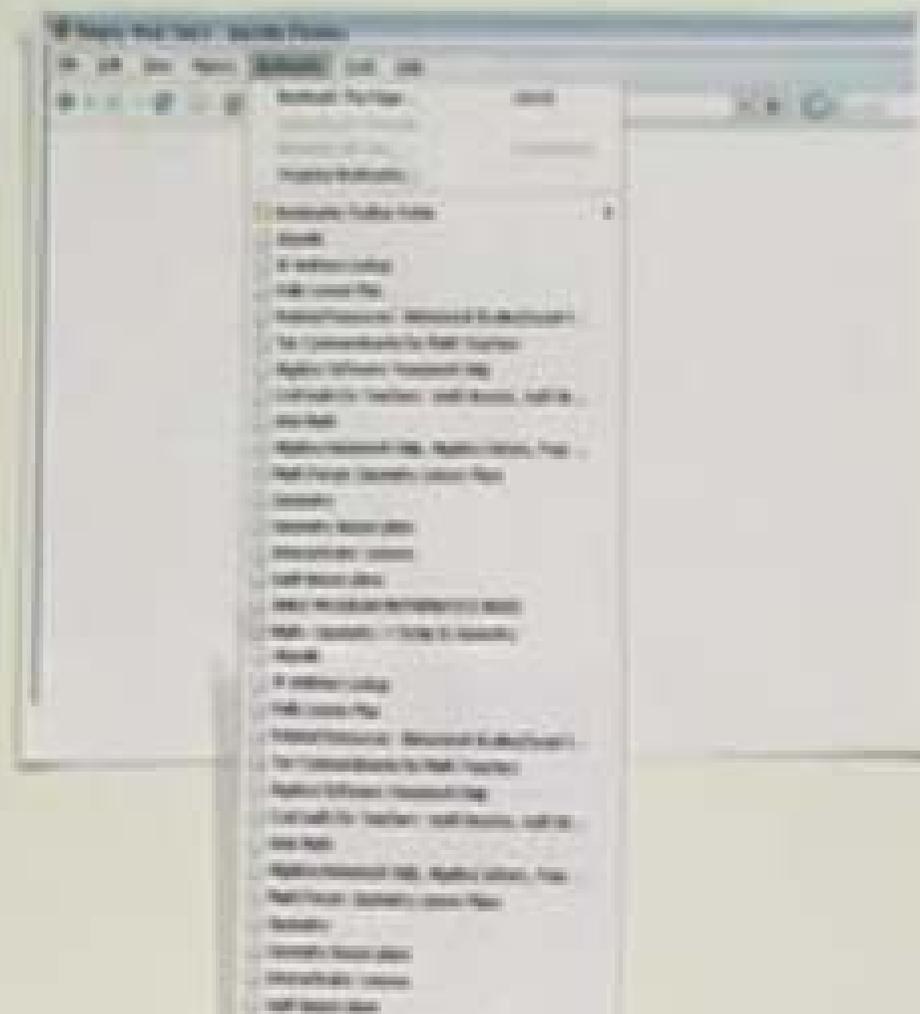
Sabías que hay más de 15 mil millones de páginas web?



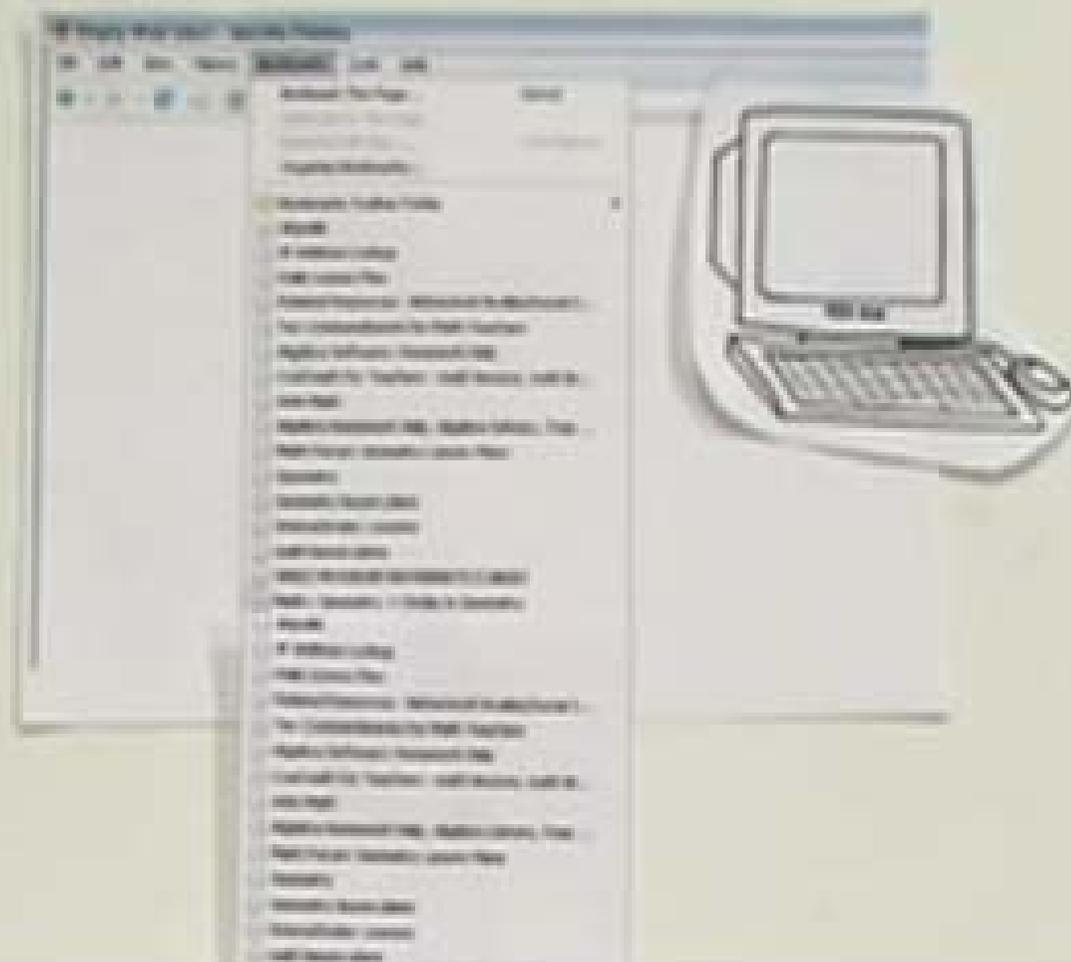
Para entenderlo necesitamos escoger las mejores páginas y guardarlas para después.



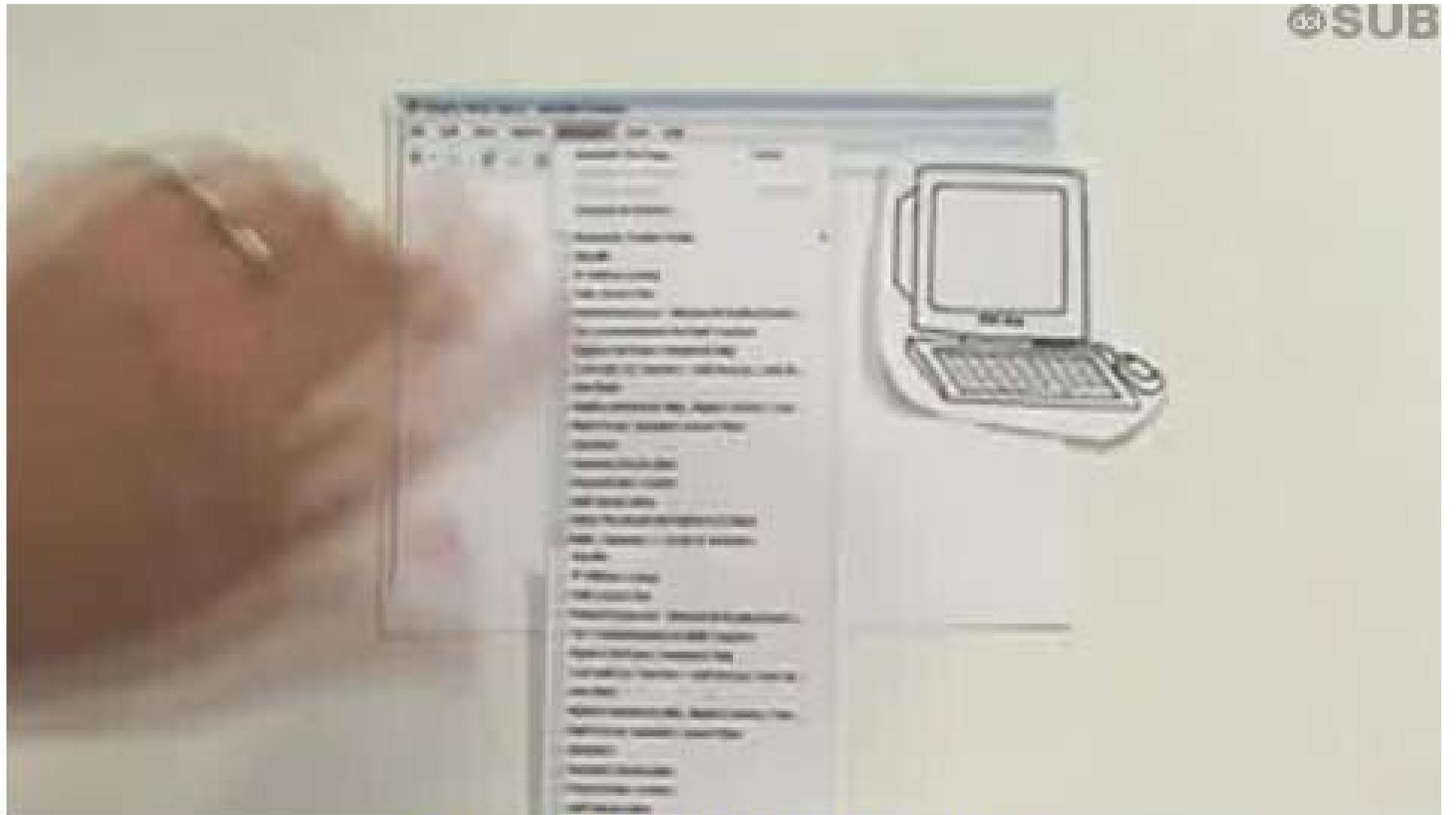
Tenemos posibilidades. Podemos marcarlas o agregarlas a los favoritos en el browser.



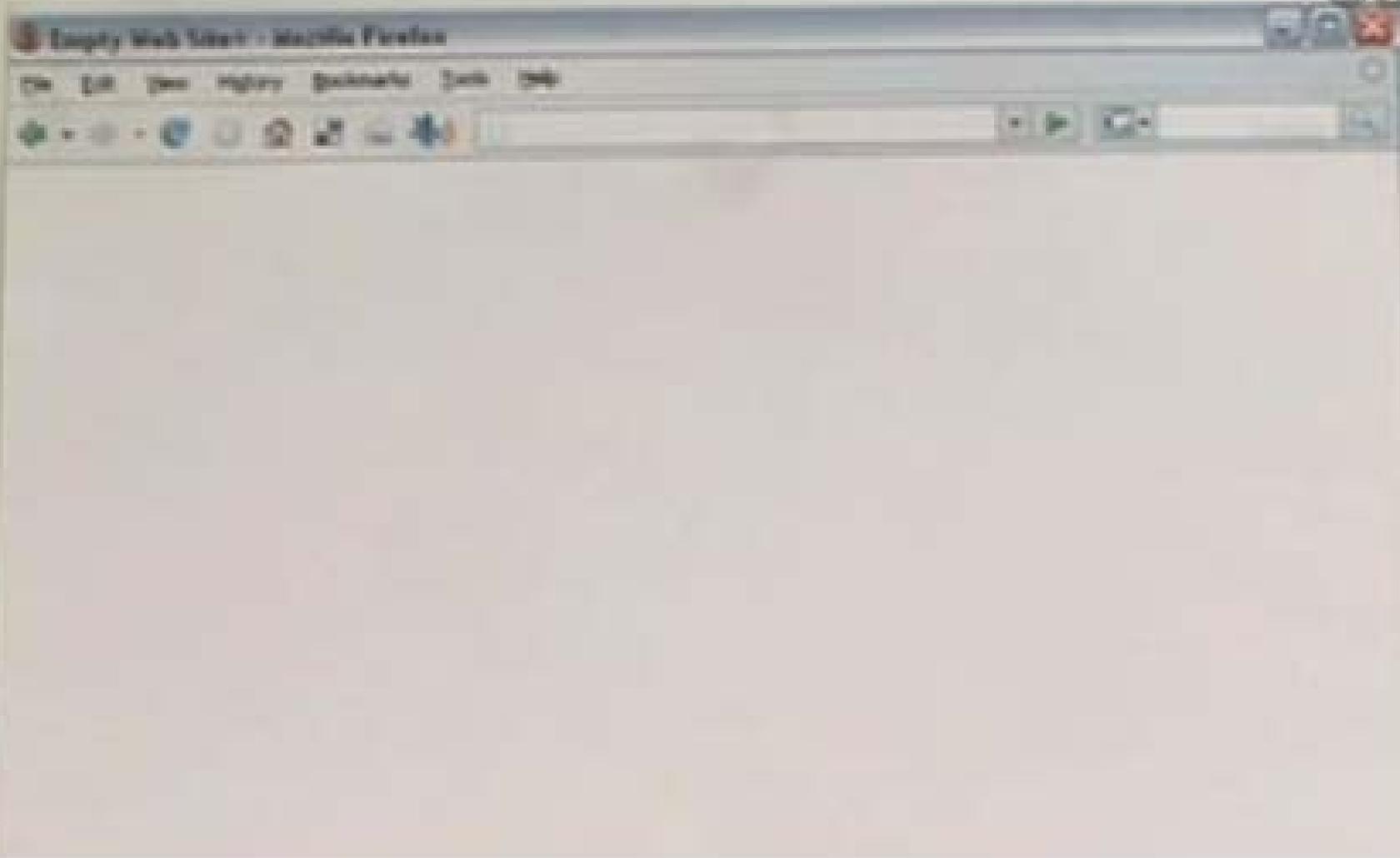
No... esto rápidamente es un problema mayor.



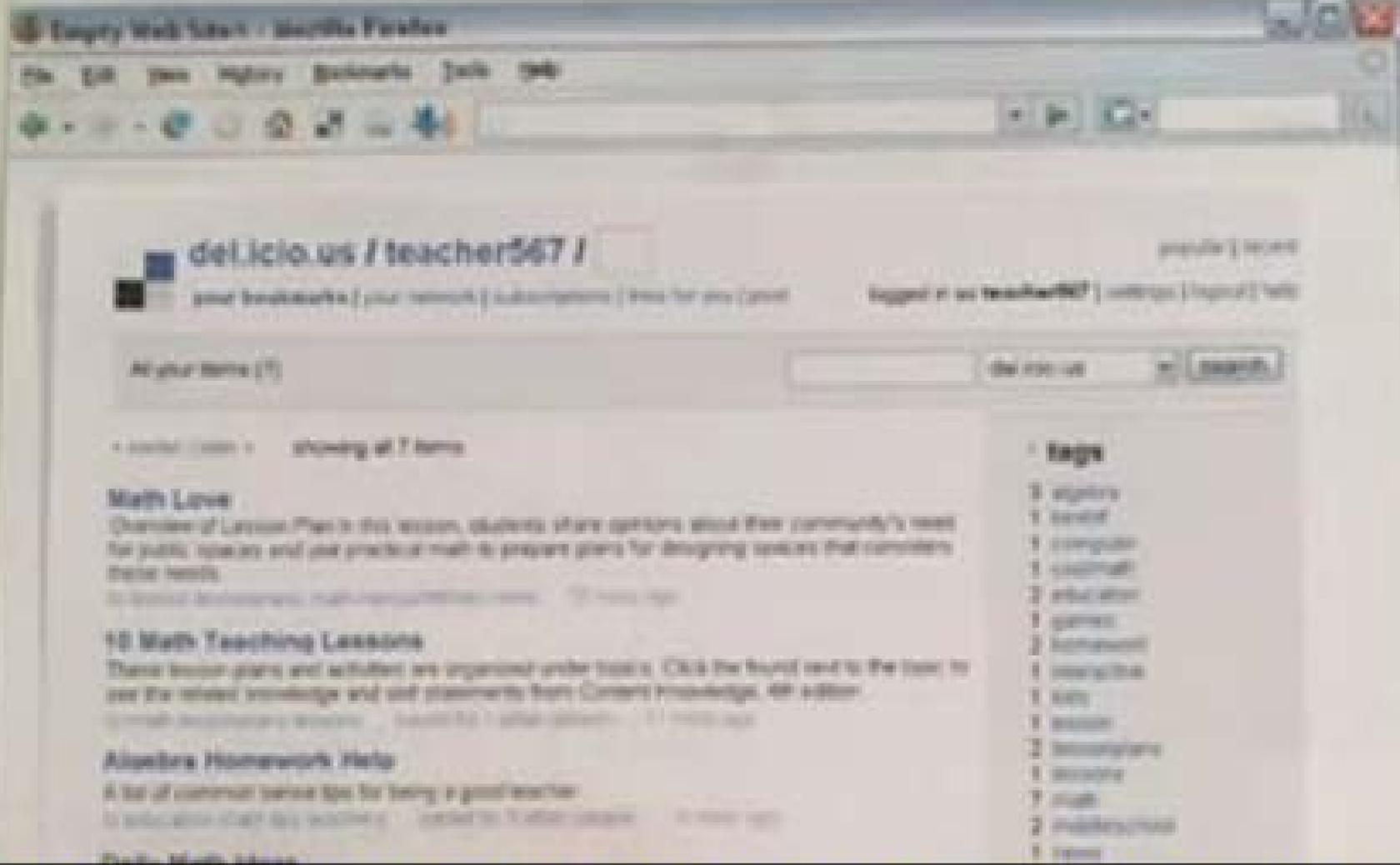
Además, estos marcadores están atados a un computador



Esa es la manera antigua.



Hay una nueva forma que no usa un browser, sino un sitio web.



Se le llama un sitio de favoritos sociales y el que usaremos hoy es Delicious.

Social Bookmarking



Hace que el mercado de páginas más entretenido.



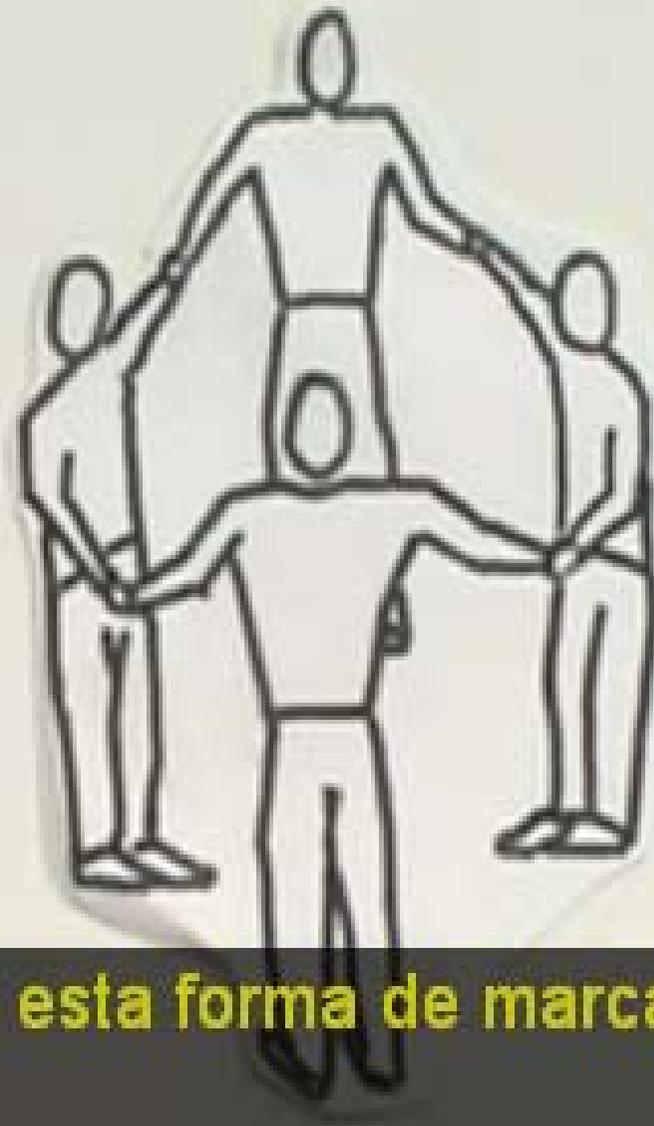
- 1 Enter Details
- 2 Install Buttons

Como empezar con el mercado,

▼ tags

- 1 algebra
- 1 bestof
- 1 education
- 1 games
- 1 homework
- 1 interactive
- 2 math
- 1 resources
- 1 tutorial

cómo organizar los favoritos con etiquetas,



y por qué esta forma de marcar es social.



- 1 Enter Details
- 2 Install Buttons
- 3 B

username

full name

password

- at least 6 characters required
- at least one letter and one symbol or number required

Primero, vamos a delicious.com para obtener una cuenta gratis.

password again

gratis.

email

 delicious.us / register[your bookmarks](#) | [your network](#) | [subscriptions](#) | [links for you](#) | [post](#)

Enter Details



Install Buttons



Button Tutorial

Welcome, teacher567. Your account has been created.

To use delicious.us, you need to install two buttons into your browser. We recommend that all users install the simple delicious.us extension.



Mientras haces eso, verás una forma simple de agregar botones a tu browser.

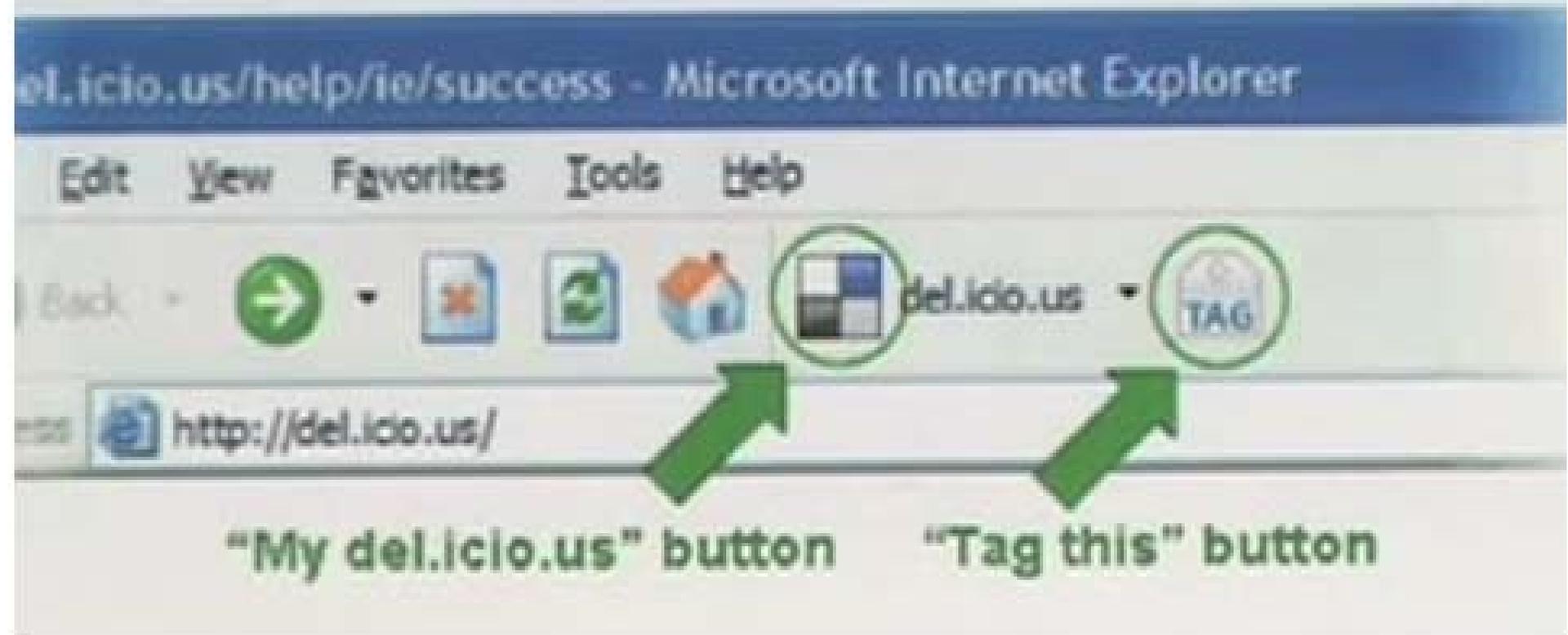
- 1 Enter Details
- 2 Install Buttons
- 3 Button Tutorial

Welcome, teacher507. Your account has been created.
To use del.icio.us, you need to install two buttons into your browser. We recommend that all users install the simple del.icio.us extension.



Install Button **Ambos son importantes.**

se del.icio.us, you need to install two buttons into your brows
s install this simple del.icio.us extension:



"My del.icio.us" button

"Tag this" button

El botón Tag es para agregar nuevos favoritos al sitio web.

Install Buttons Now »

se del.icio.us, you need to install two buttons into your brows
s install this simple del.icio.us extension:

del.icio.us/help/ie/success - Microsoft Internet Explorer

Edit View Favorites Tools Help



"My del.icio.us" button

"Tag this" button

En cualquier sitio web, se clickea Tag y se guarda el
sitio como favorito. Fácil!

Install Buttons Now »



En cualquier sitio web, se clickea Tag y se guarda el sitio como favorito. Fácil!



Considera este ejemplo: Eres un profesor



que usa a veces el web para encontrar lecciones de matemáticas para 8vo. año.



Math Web Site

Teaching

Estás sobrepasado por tantos sitios.

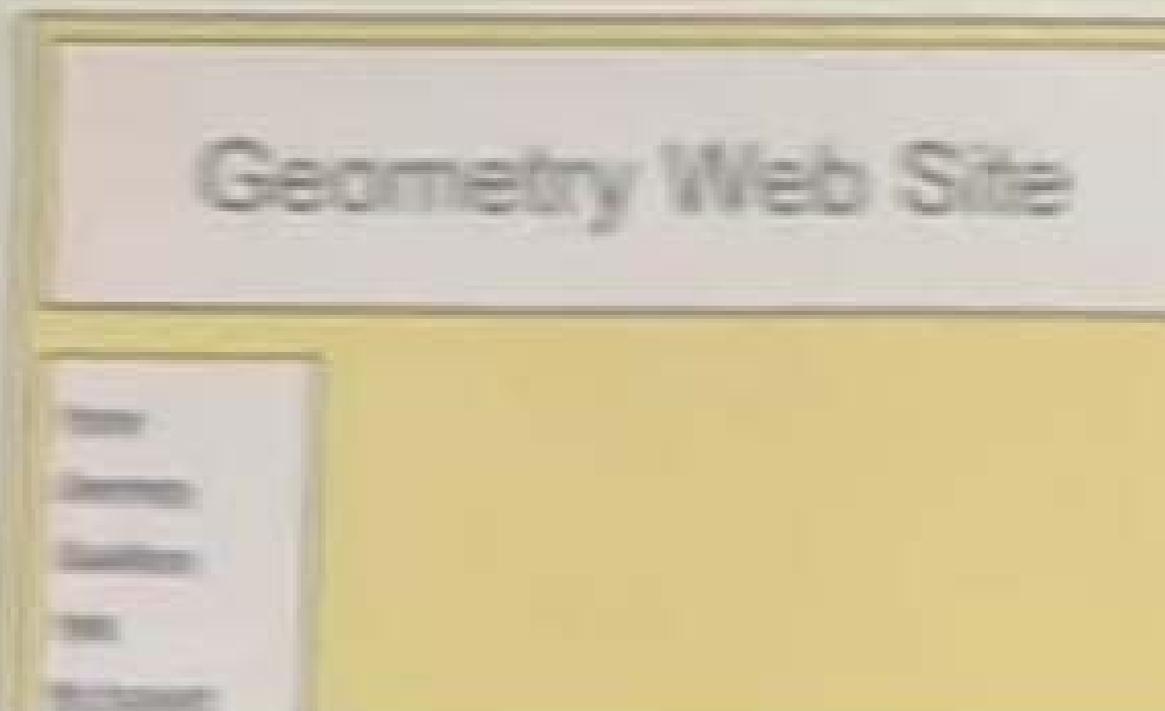
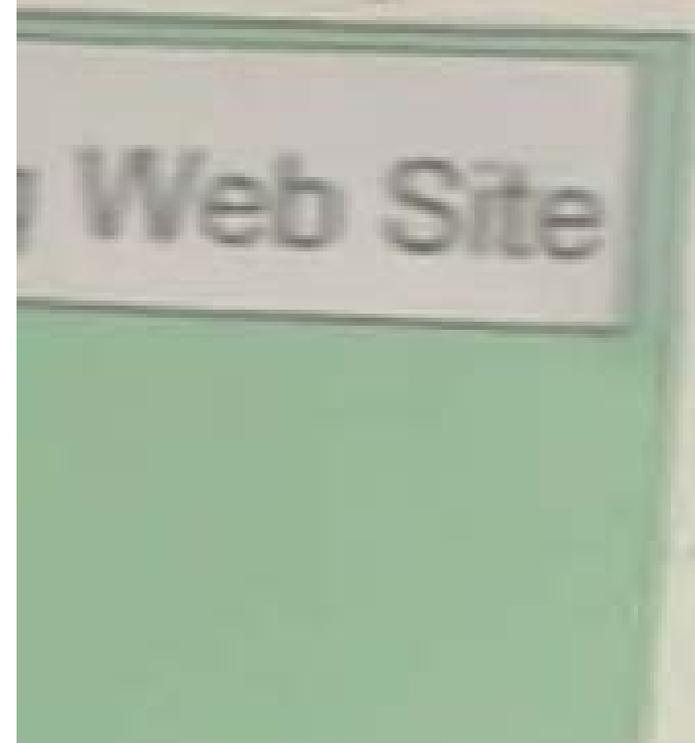


Teaching Web Site

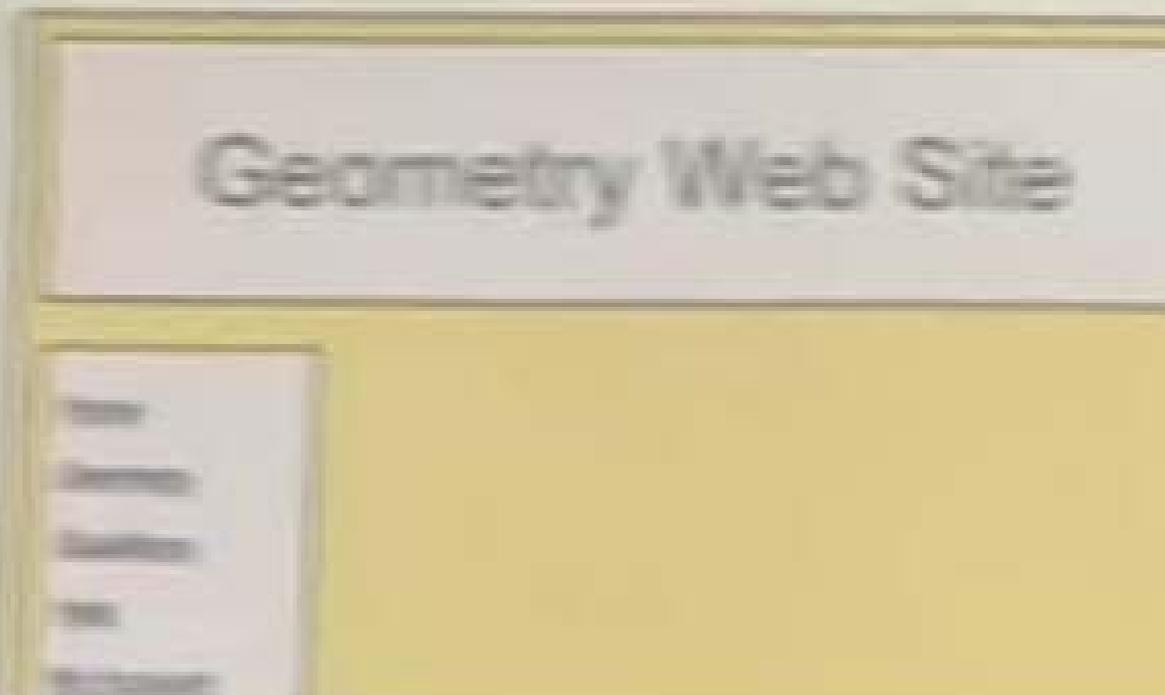
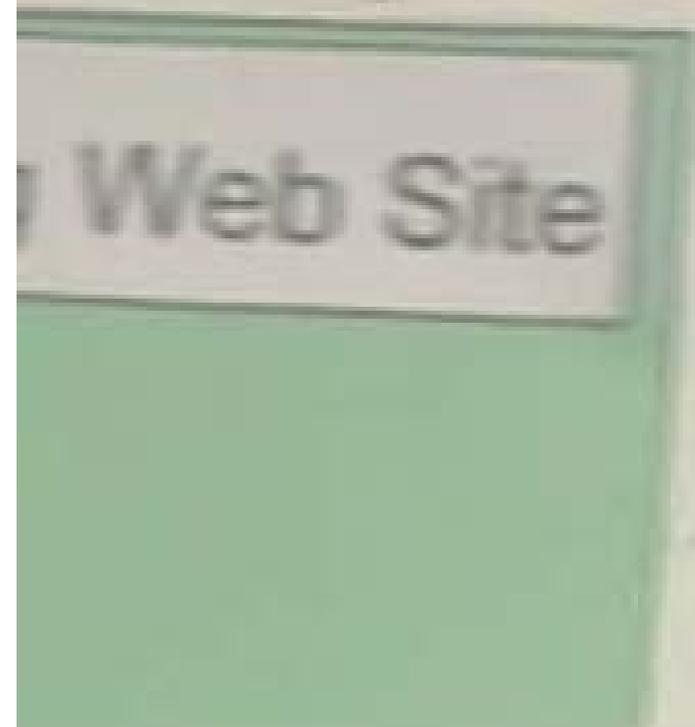
- Home
- Teaching
- Equations
- Help
- My Account

- Home
- Equations
- Help
- My Account

Son demasiados para recordarlos.



Usando delicious, recordarlos es tan fácil como etiquetarlos. Aqui hay uno. Perfecto.



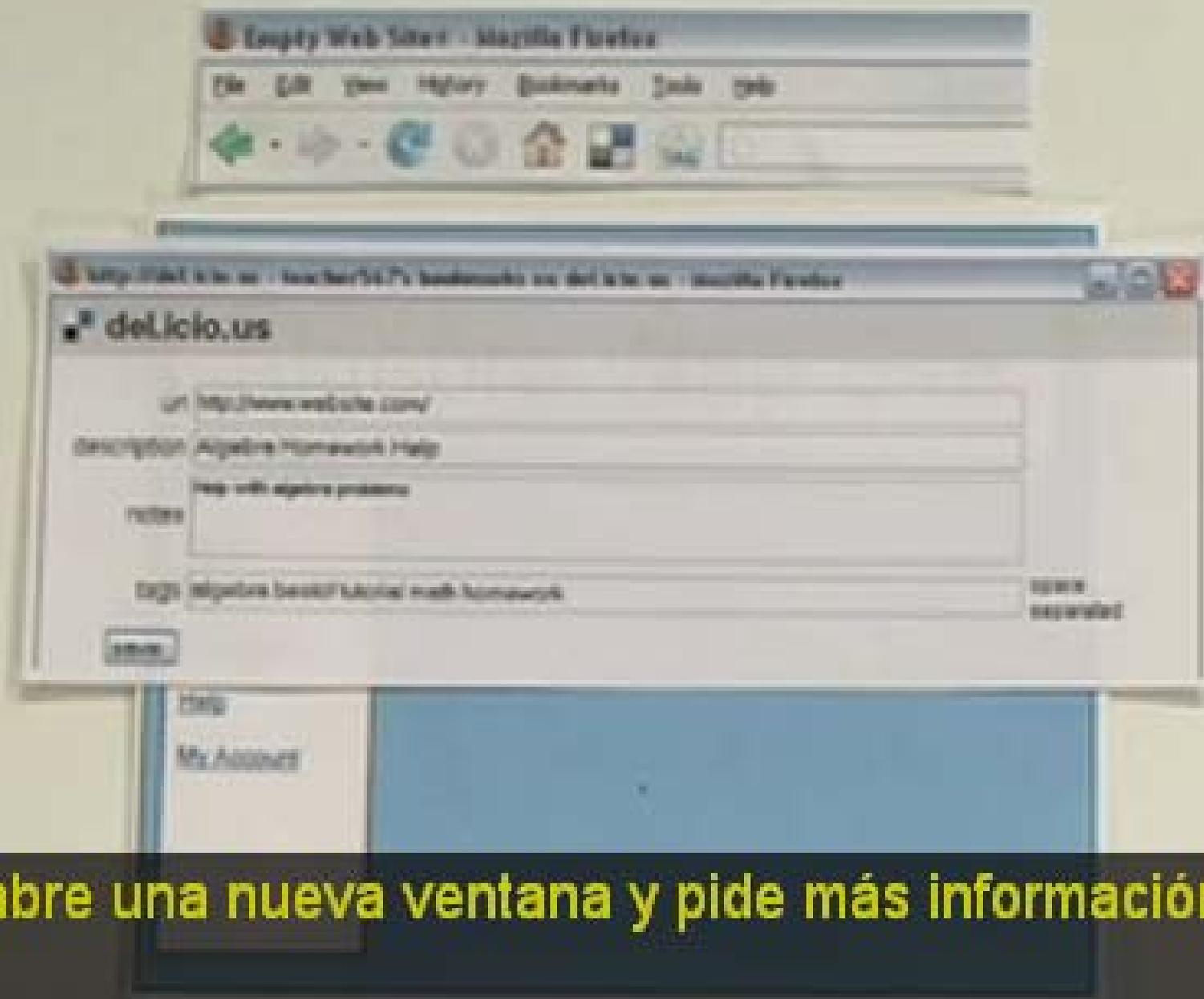
Usando delicious, recordarlos es tan fácil como etiquetarlos. Aquí hay uno. Perfecto.



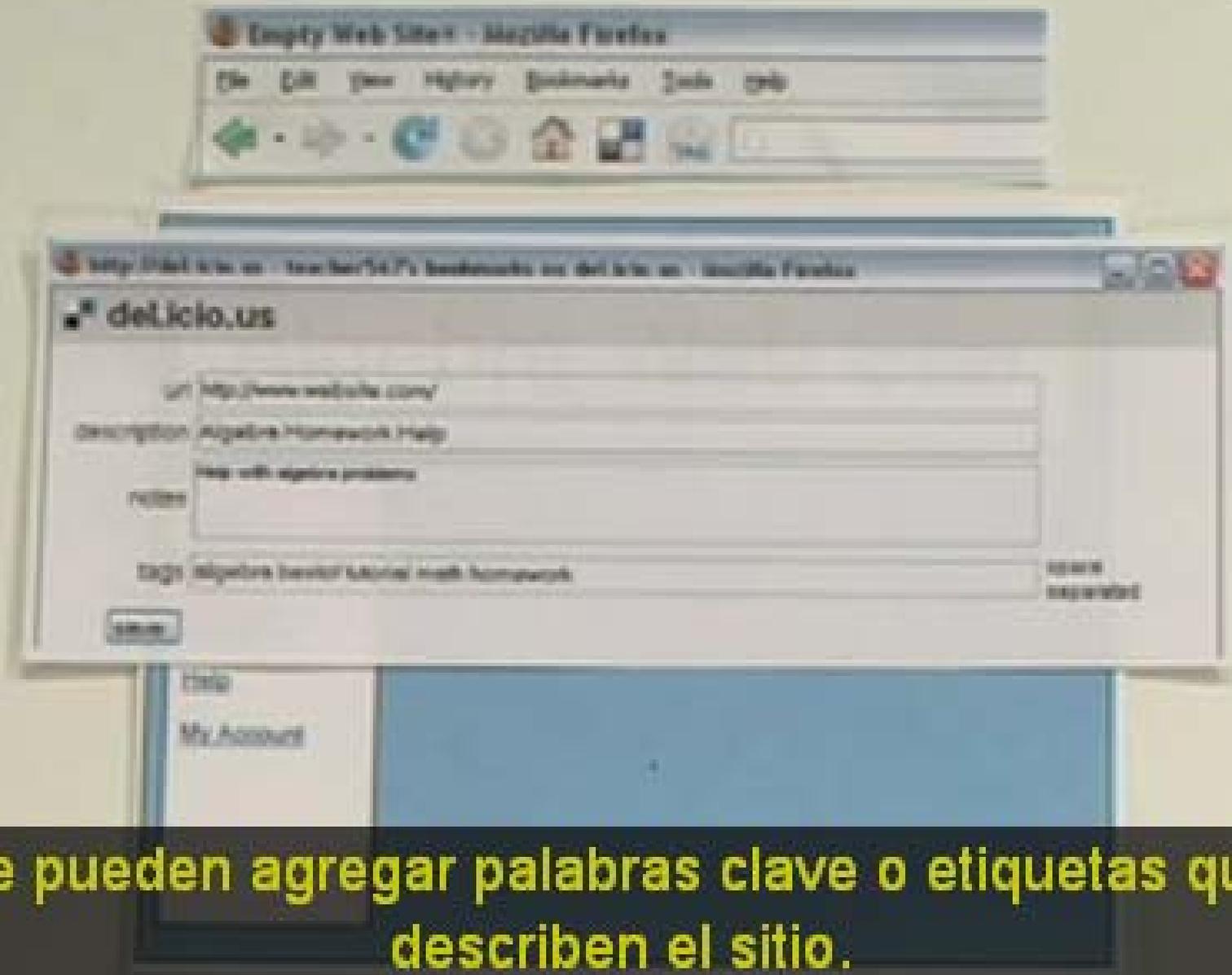
Algebra Web Site

Home
Algebra
Equations
Help
My Account

abre una nueva ventana y pide más información.



abre una nueva ventana y pide más información.



Se pueden agregar palabras clave o etiquetas que describen el sitio.

http://del.icio.us - teacher567's bookmarks on del.icio.us -

del.icio.us

uri

description

notes

tags

Esto ayudará a encontrar los favoritos más tarde.

[Help](#)

[My Account](#)

http://del.icio.us - teacher567's bookmarks on del.icio.us -

del.icio.us

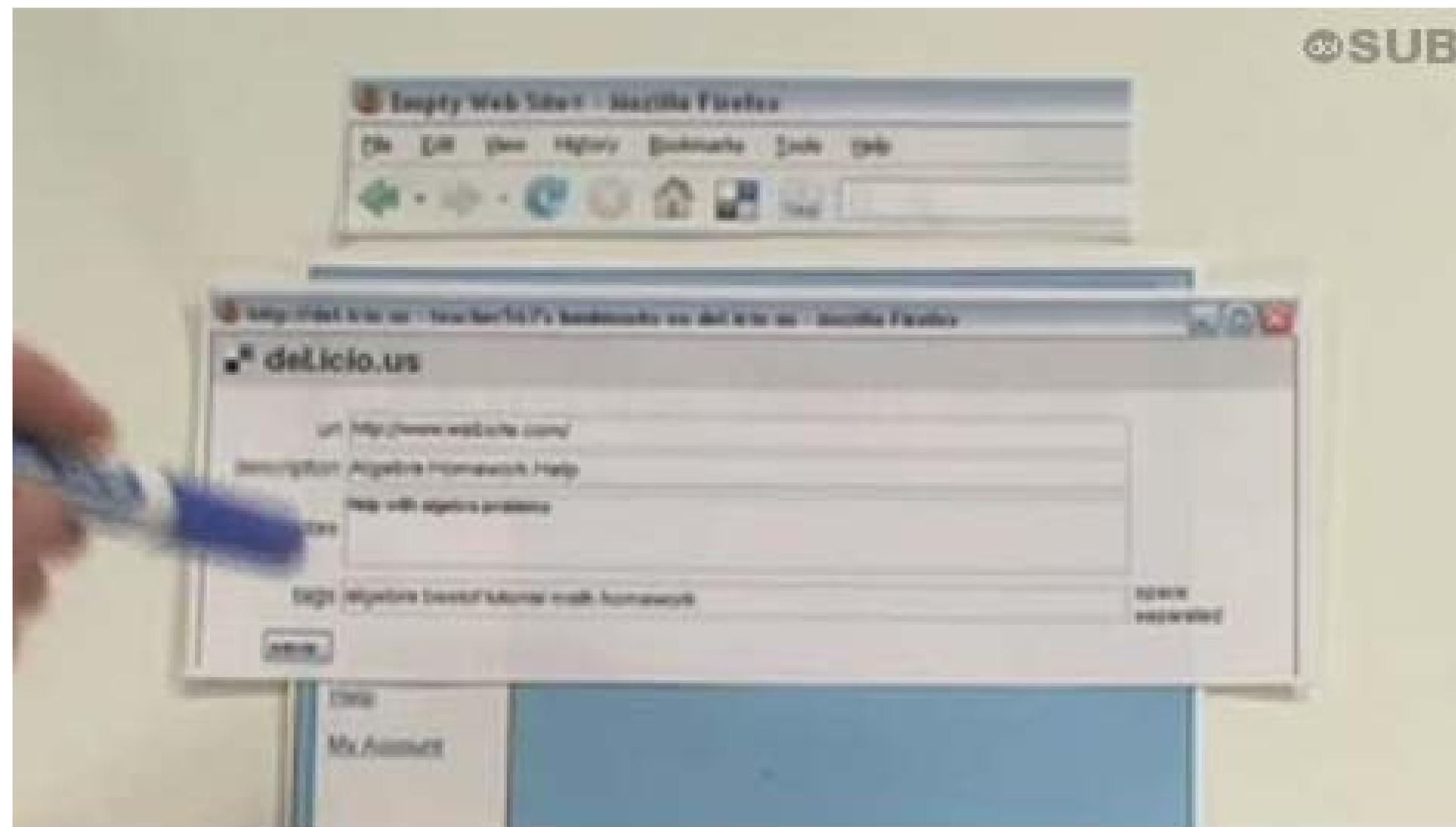
uri

description

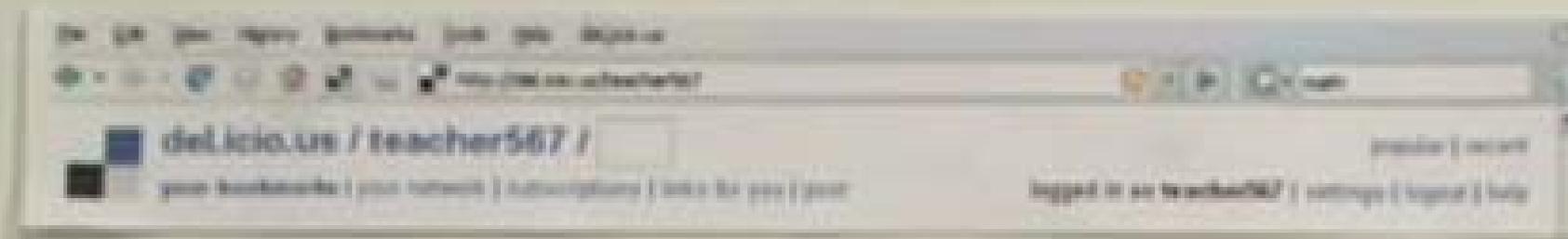
notes

tags

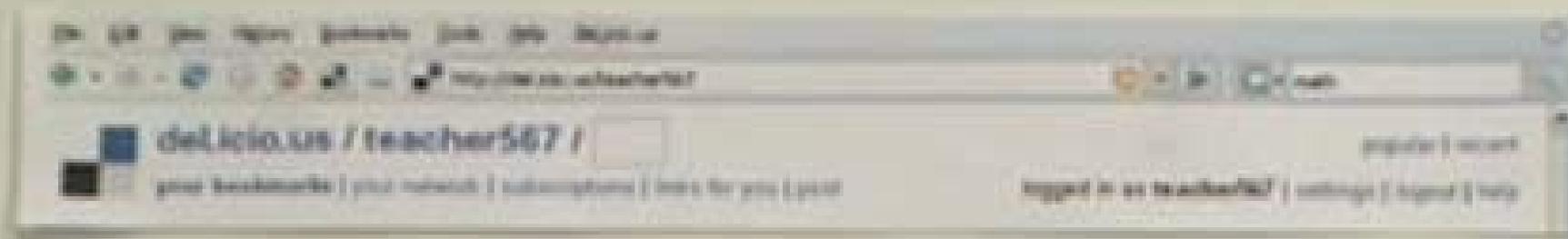
Se puede etiquetar el sitio como álgebra, lo mejor, tutorial, matemáticas y tareas,



luego grabar para incorporarlo al sitio web delicious.

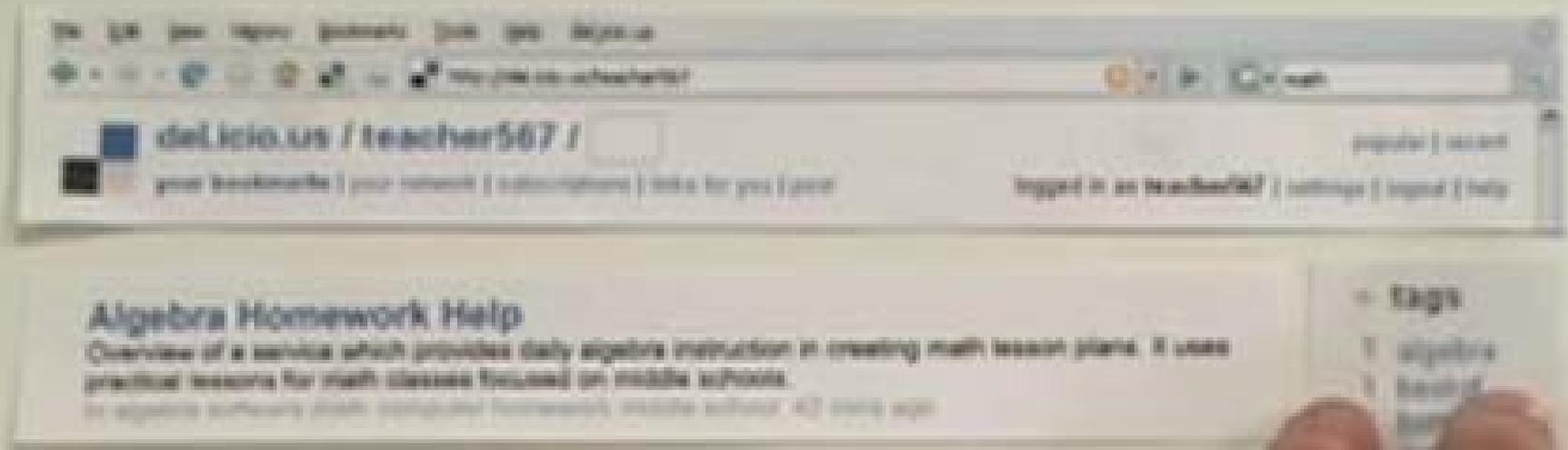


Quando se guarda una página como ésta, ocurren dos cosas



Algebra Homework Help
Overview of a service which provides daily algebra instruction in creating math lesson plans. It uses practical lessons for math classes focused on middle schools.
to algebra software math computer homework middle school 42 days ago

**Primero, el sitio se graba con todos tus otros favoritos en
delicious.com**



Segundo, la etiqueta se graba en tu lista de etiquetas.

del.icio.us / teacher567 /

your bookmarks | your recent | subscriptions | links for you | print

logged in as teacher567 | settings | help | log out

Algebra Homework Help

Overview of a service which provides daily algebra instruction in creating math lesson plans. It uses practical lessons for math classes focused on middle schools.

by [jessica.williams](#) | [math](#) | [education](#) | [homework](#) | [algebra](#) | [middle](#) | [schools](#) | 10/10/09

Algebra Problems

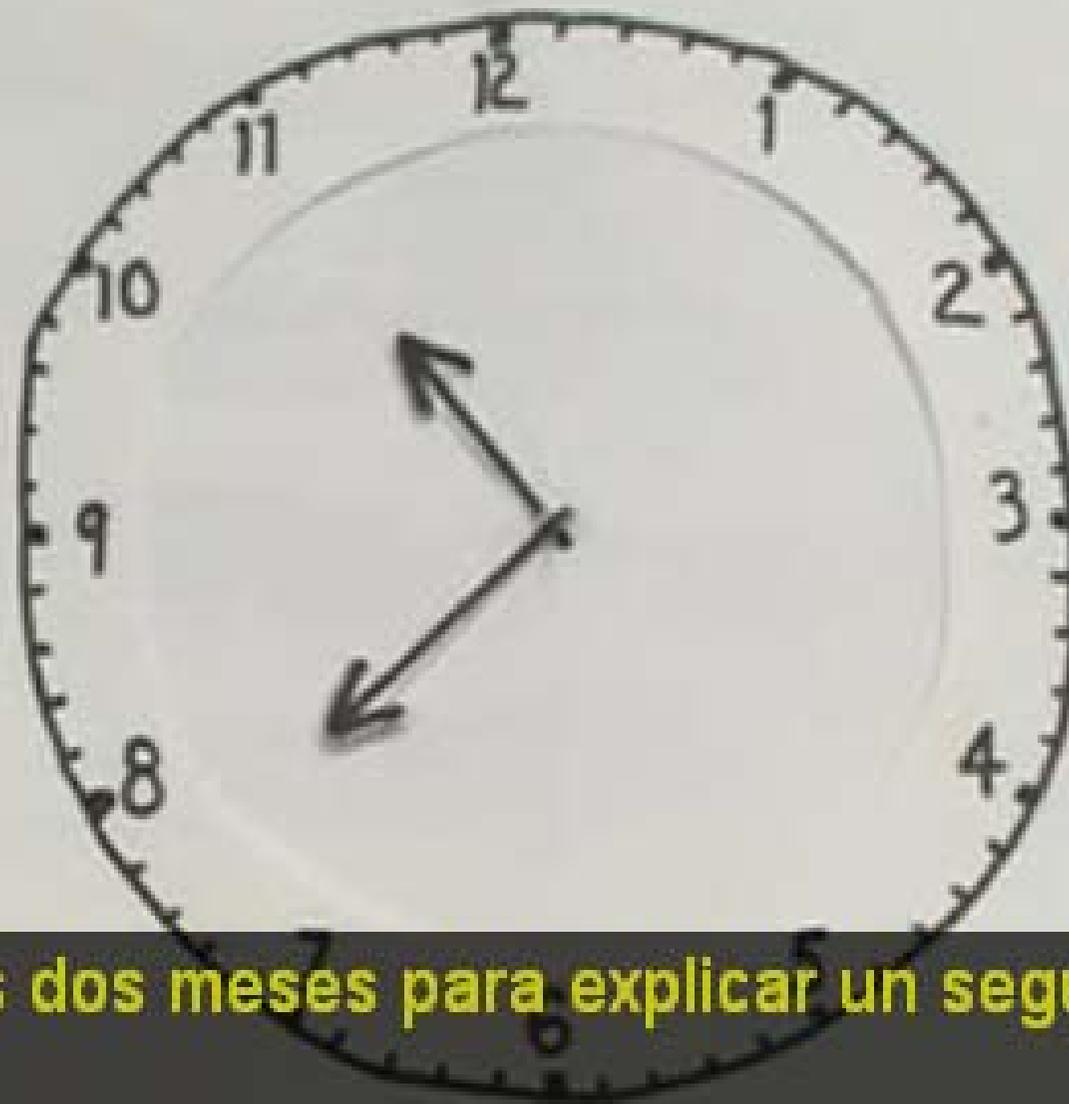
A great resource for educational materials focused on algebra. This page has a number of useful resources for algebra teachers. *Good stuff!*

by [algebra](#) | [math](#) | [education](#) | [homework](#) | [algebra](#) | [middle](#) | [schools](#) | 10/10/09

tags

- 1 algebra
- 1 book
- 1 education
- 1 games
- 1 homework
- 1 math
- 1 middle
- 1 schools

Sólo repite este proceso por cada sitio que quieres guardar. Esto es el marcado.



Avancemos dos meses para explicar un segundo tema:



Por qué las etiquetas son importantes.

The screenshot shows a web browser window displaying a Del.icio.us profile for user 'teacher567'. The browser's address bar shows the URL 'http://del.icio.us/teacher567/'. The profile header includes the user's name, a search box, and navigation links for 'your bookmarks', 'your network', 'subscriptions', 'links for you', and 'post'. It also shows the user is logged in as 'teacher567' with links for 'settings', 'import', and 'help'.

The main content area lists three bookmarked items:

- Algebra Homework Help**: Overview of a service which provides daily algebra instruction in creating math lesson plans. It uses practical lessons for math classes focused on middle schools.
by algebra software math computer homework middle school 42 mins ago
- Algebra Problems**: A great resource for educational materials focused on algebra. This page has a number of useful resources for algebra teachers. Good stuff!
by algebra school lesson math homework 33 mins ago
- Math for Everyone**: Math for Everyone is all about common sense ways to create lesson plans for math teachers. It doesn't matter if you are young or old, this page has great resources for you.
by math lessonplans lesson 13 mins ago

On the right side, there is a 'tags' section with a list of tags and their counts:

- 3 algebra
- 1 bestof
- 1 computer
- 1 coolmath
- 2 education
- 1 games
- 2 homework
- 1 interactive
- 1 kids
- 1 lesson
- 2 lessonplans
- 1 lessons
- 2 math
- 2 middschool
- 1 new
- 1 newstimes

Digamos que ahora tienes cien sitios marcados. Un caos, verdad?

Math Love

Math Love is all about the love of math. We love and breathe math and have a large selection of math related resources and activities.

del.icio.us / teacher567 /

your bookmarks | your network | subscriptions | links for you | post

logged in as teacher567 | settings | logout | help

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Overview of a service which provides daily algebra instruction in creating math lesson plans. It uses practical lessons for math classes focused on middle schools.

to algebra software math computer homework middle school 42 mins ago

Algebra Problems

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to algebra tutorial lesson math homework 58 mins ago

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to math lessonplans lesson 73 mins ago

Tags

- 3 algebra
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- 1 coolmath
- 2 education
- 1 games
- 2 homework
- 1 interactive
- 1 kids
- 1 lesson
- 2 lessonplans
- 1 lessons
- 2 math
- 2 middleschool
- 1 sites
- 1 beyondtimes

Bueno, como agregaste etiquetas, puedes ordenar los marcadores usando las etiquetas asignadas.

Math Love

Math Love is all about the love of math. We love and promote math and have a...

delicious.us / teacher507 /

your bookmarks | your network | subscriptions | links for you | post

logged in as teacher507 | settings | input | help

- Algebra Homework Help**
Overview of a service which provides daily algebra instruction in creating math lesson plans. It uses practical lessons for math classes focused on middle schools.
by algebra homework daily instruction middle school 42 mins ago
- Algebra Problems**
A great resource for educational materials focused on algebra. This page has a number of useful resources for algebra teachers. Good stuff!
by algebra, lesson, lesson math homework 38 mins ago
- Math for Everyone**
Math for Everyone is all about common sense ways to create lesson plans for math teachers. It doesn't matter if you are young or old, this page has great resources for you.
by math lessonplans lesson 12 mins ago

- tags
- 3 algebra
- 1 lesson
- 1 computer
- 1 math
- 2 education
- 1 games
- 2 homework
- 1 structured
- 1 kids
- 1 lesson
- 2 lessonplans
- 1 lessons
- 2 math
- 2 middle school
- 1 sites
- 1 strategy

Para encontrar tus sitios sobre álgebra,

delicious.us / teacher567 /

your bookmarks | your network | subscriptions | links for you | post

logged in as teacher567 | settings | logout | help

Algebra Homework Help

Overview of a service which provides daily algebra instruction in creating math lesson plans. It uses practical lessons for math classes focused on middle schools.

by algebra software math computer homework middle school 42 mins ago

Algebra Problems

A great resource for educational materials focused on algebra. This page has a number of useful resources for algebra teachers. Good stuff.

by algebra school lesson math homework 33 mins ago

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It doesn't matter if you are young or old, this page has great resources for you.

by math lessonplans lesson 13 mins ago

tags

- 3 algebra
- 1 bestof
- 1 computer
- 1 coolmath
- 2 education
- 1 games
- 2 homework
- 1 interactive
- 1 kids
- 1 lesson
- 2 lessonplans
- 1 lessons
- 2 math
- 2 middleschool
- 1 news
- 1 newyorktimes

clikeas sobre la etiqueta álgebra y listo, cien se transforman en tres.

Math Love

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The main content area features three bookmark entries:

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- Algebra Problems**: A great resource for educational materials focused on algebra. This page has a number of useful resources for algebra teachers. *Good stuff!* 55 mins ago
- Teachers' Home for Math**: Overview of a service which provides daily instruction in creating math lesson plans. It uses practical lessons for math classes focused on middle schools. 1 hour ago

On the right side, there is a 'tags' section listing various categories with their respective counts:

- 3 algebra
- 1 bestof
- 1 computer
- 1 coolmath
- 2 education
- 1 games
- 2 homework
- 1 interactive
- 1 kids
- 1 lesson
- 2 lessonplans
- 1 lessons
- 1 math
- 2 middle-school
- 1 news
- 1 newyorktimes

Todos tus favoritos ahora son más encontrables gracias a las etiquetas.

tags

- 1 algebra
- 1 bestof
- 1 education
- 1 games
- 1 homework
- 1 interactive
- 2 math
- 1 resources
- 1 tutorial

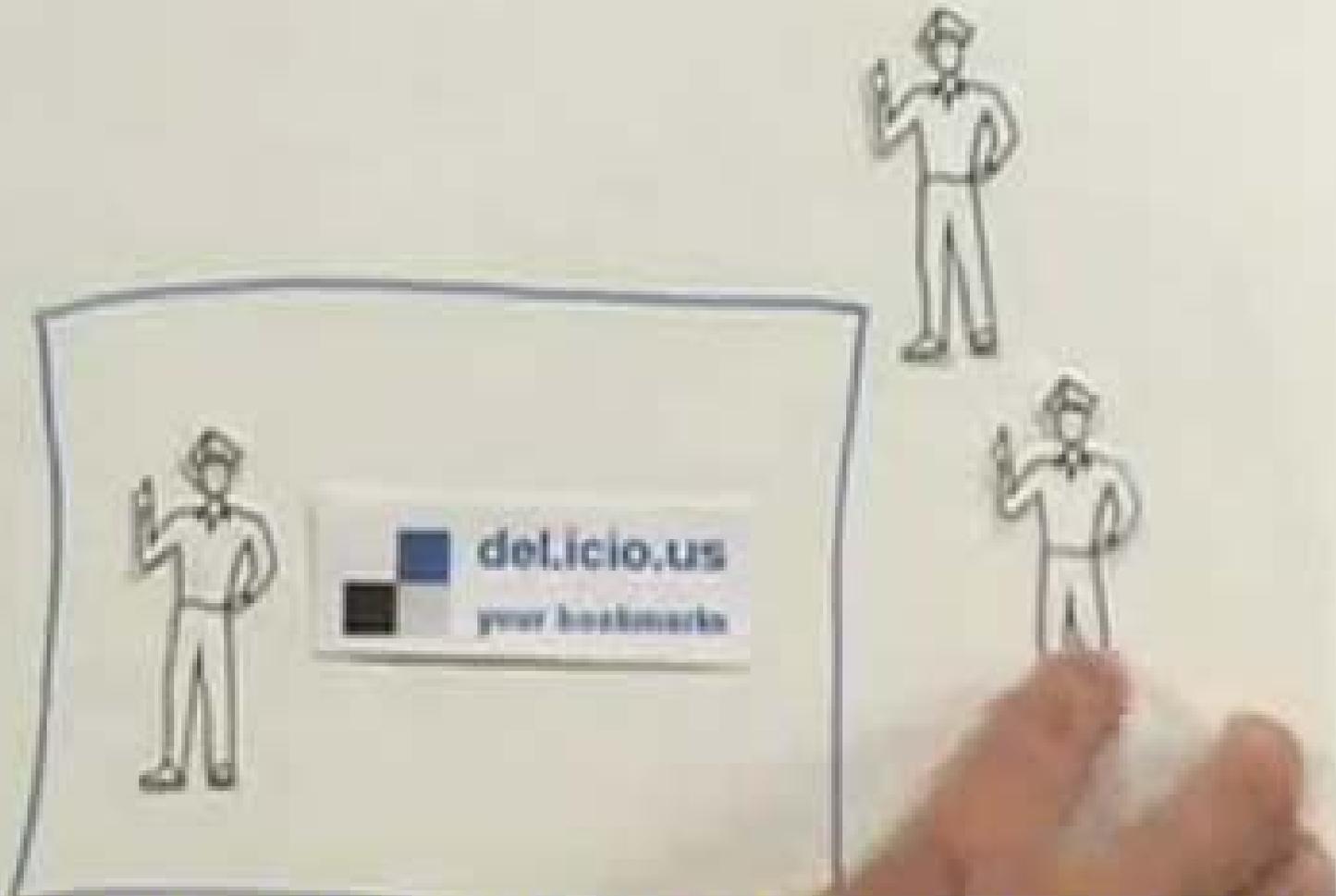
Pero eso es sólo una parte de la diversión.



Ahora, veamos la parte social del mercado para mostrar nuestro tercer tema.



Piensa en tus colegas profesores.



Podrian beneficiarse ellos de ver tus favoritos?



De hecho, pueden. Los favoritos de delicious son públicos.

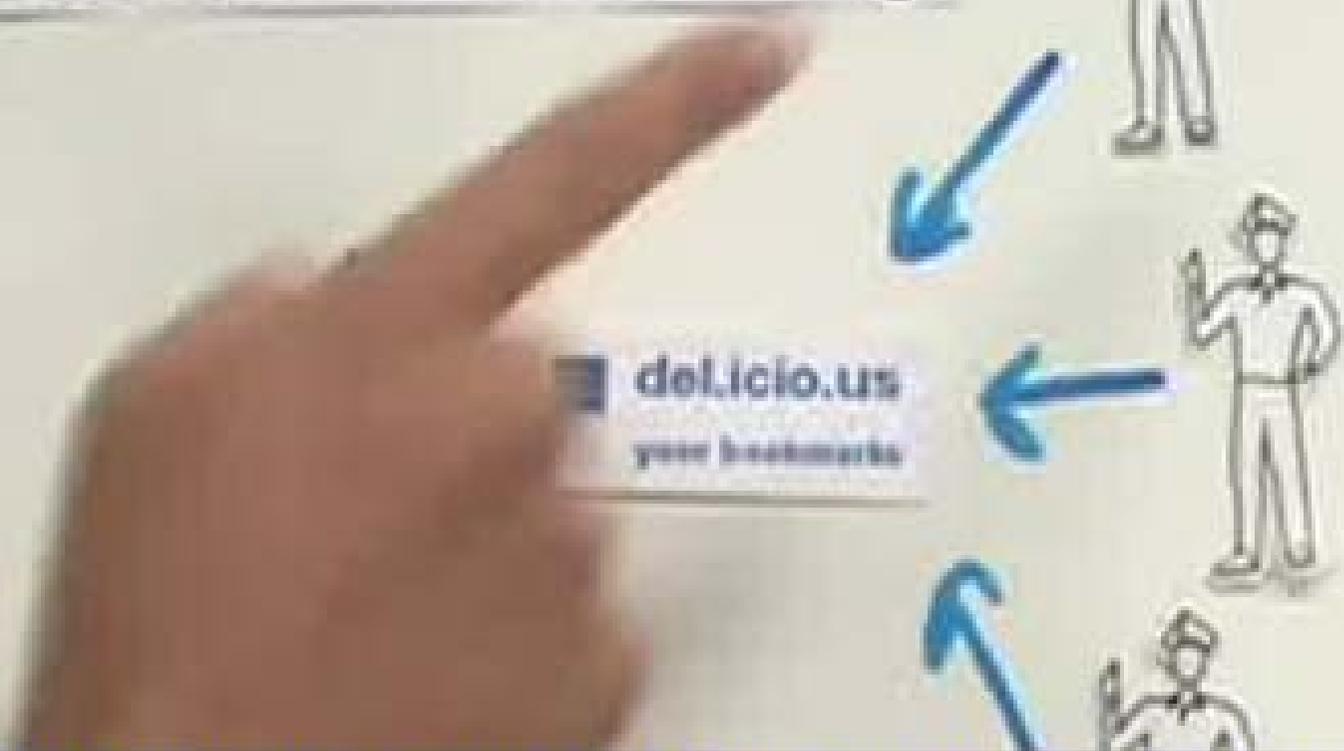


Esto significa que tus amigos y colegas pueden ver tus favoritos y usar tus etiquetas tal como tú.



Por eso se le llama marcado social.

Social Bookmarking



Tus favoritos pueden beneficiar a otras personas.



Miralo de esta manera.

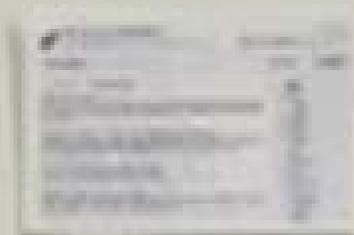


Tú comienzas a marcar sitios de álgebra y tus colegas pueden ver los sitios interesantes que encuentraste.



Luego, ellos comienzan a marcar sitios también.

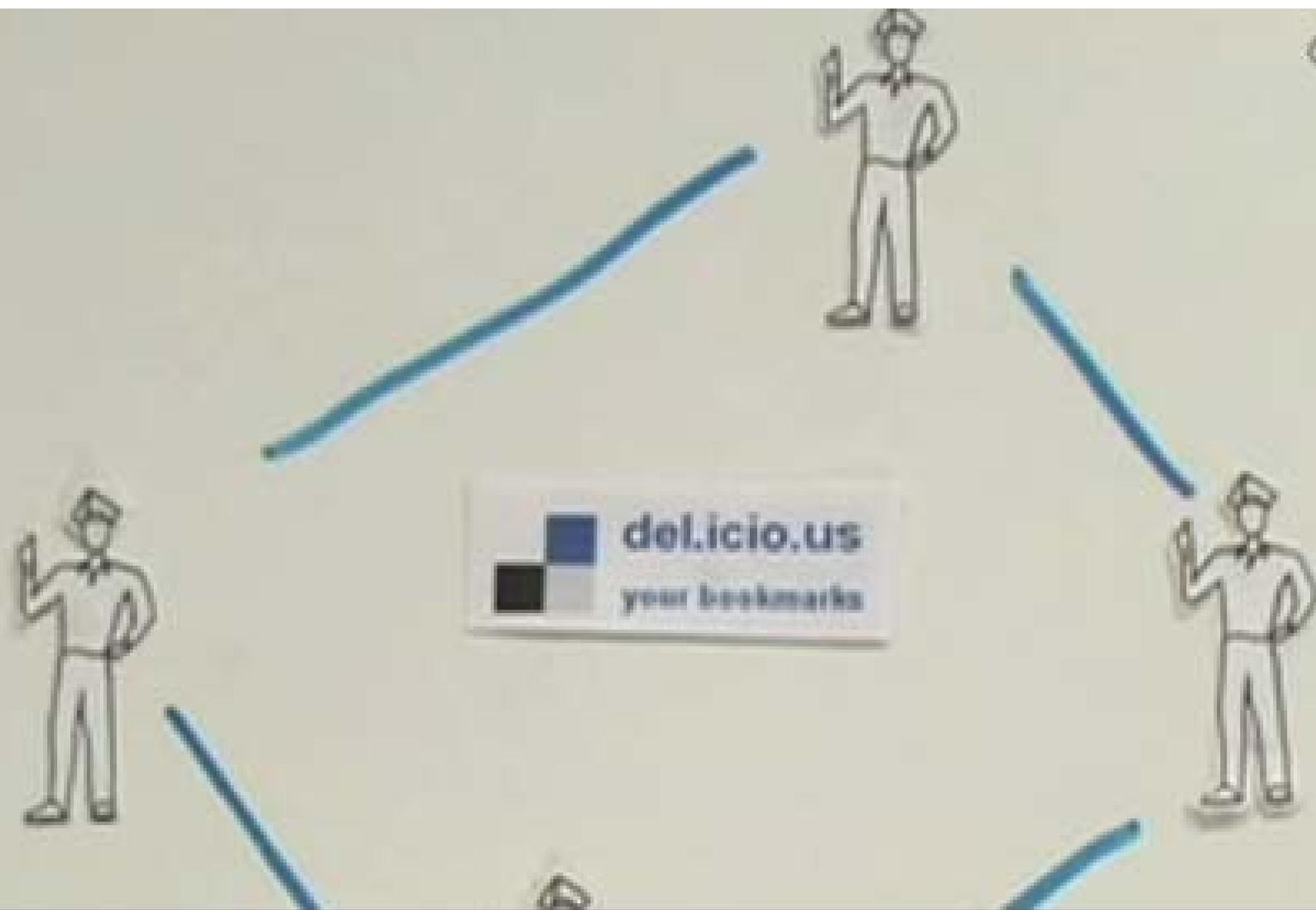




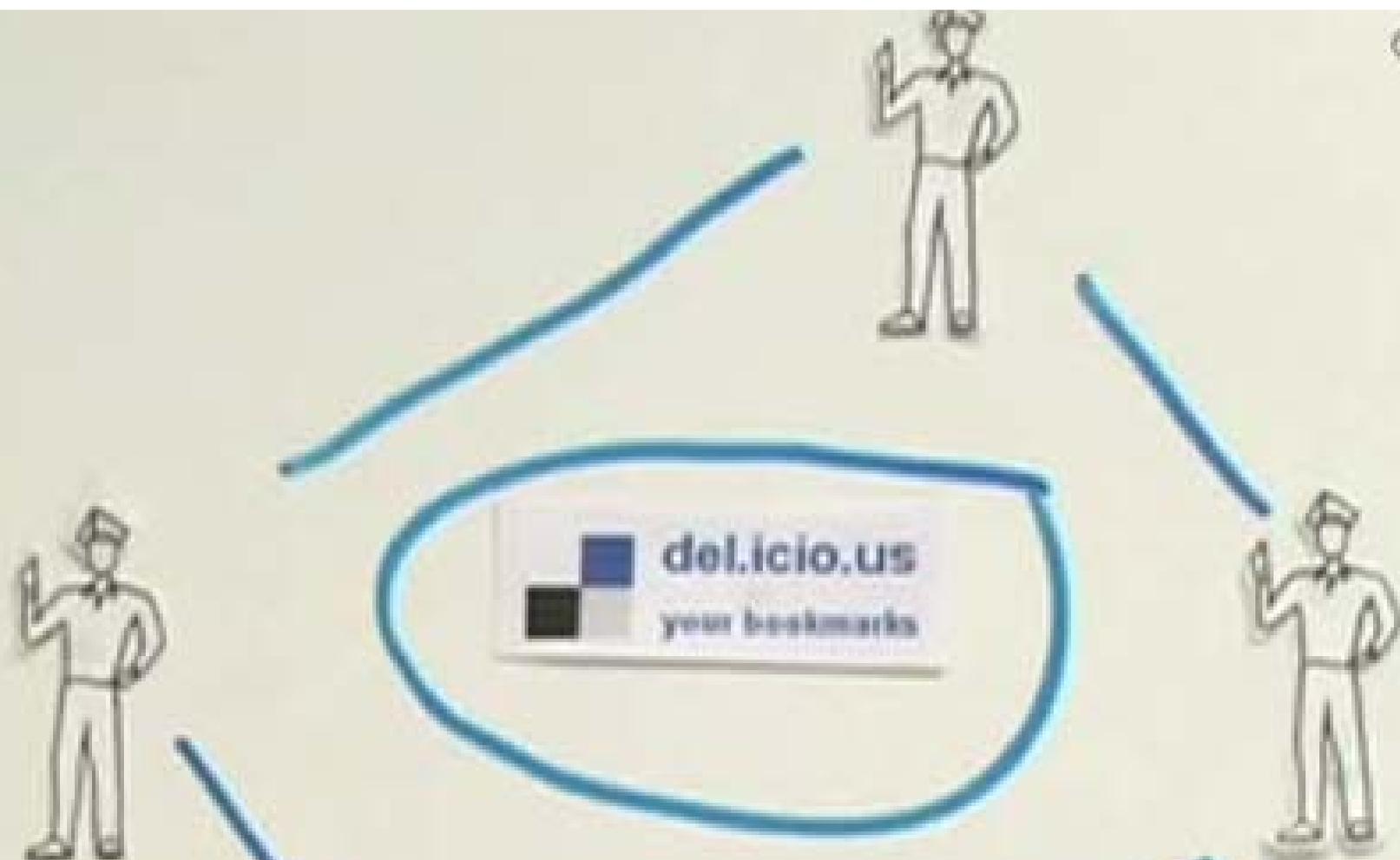
Dentro de unas semanas, un grupo de profesores ha marcado sus sitios favoritos de matemáticas,



y como todos son públicos, cada uno descubre material nuevo y relevante.



Juntos crean una red que produce un flujo constante de sitios web interesantes y útiles,



todos organizados con etiquetas en el sitio delicious.



todos organizados con etiquetas en el sitio delicious.

delicious.com

Recuerda que hay tres pasos para comenzar.

delicious.com



del.icio.us / register



Enter Details



Install Buttons

Primero, ir a delicious.com, registrarse y agregar los botones al browser.

delicious.com

tags

- 1 algebra
- 1 bestof
- 1 education
- 1 games
- 1 homework
- 1 internet
- 2 math
- 1 science

Segundo, comenzar el mercado con etiquetas.

delicious.com

tags

- 1 algebra
- 1 bestof
- 1 education
- 1 games
- 1 homework
- 1 internet
- 2 math
- 1 science

Segundo, comenzar el mercado con etiquetas.



the **commoncraft** show
know-making for the masses

Paperwork: Lee LeFever

Camera and Editing: Sachi LeFever

Soy Lee LeFever y esto fue Mercado Social en Inglés Simple, para el Common Craft Show.

Compilado por: Dr. Antonio Alva Santos - aalva1959@yahoo.es

Fuente: <http://educativa.wikispaces.com>