

flickr Basics

Social media is not new. We have had online photo albums and video archives for years. What is new, is the social nature of today's Web 2.0 environments where we not only have access to content, but we can connect with other people through our content.

Setting up a flickr Account

1. Point your browser to the flickr web site at: <http://flickr.com/>
2. Click the [Sign up!] button. You will be asked for your Yahoo ID and password. *Yahoo owns flickr.* If you do not have an account on Yahoo, click the [Sign Up] link where it says "Don't have a yahoo! ID? Signing up is Easy." Fill in the form to set up a Yahoo! Account.
3. When you have a Yahoo! ID and password, sign in the flickr signing page.

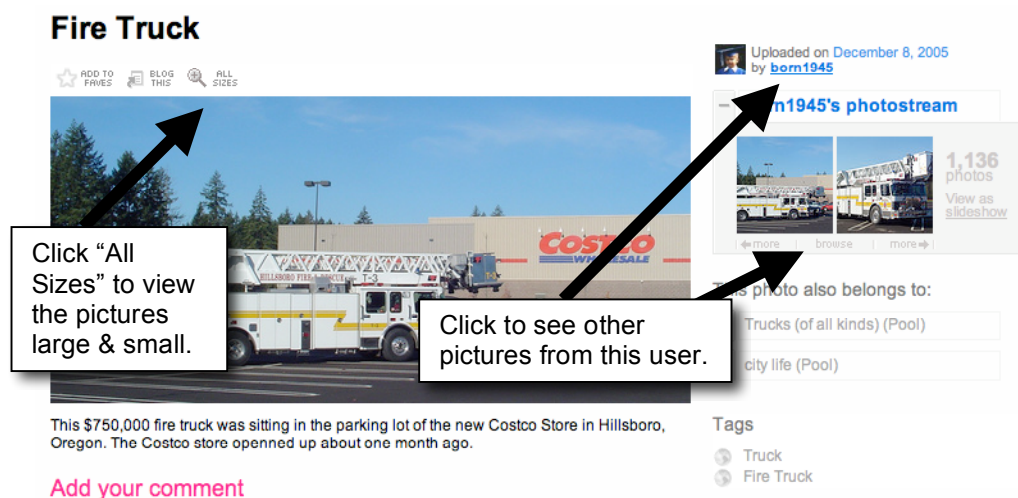


Task 1 – Finding flickr Images

You are getting ready to teach a lesson on community helpers, and need a picture of a fire truck. Near the top of the flickr page is a search textbox.

1. Type "fire truck" into the textbox and click the [SEARCH] button. A list of pictures of fire trucks appears, labeled with the message "We found 6,912 photos about *fire and truck.*"
2. In the list are old trucks, new trucks, red trucks, white trucks, smiling trucks, and angry trucks. Clicking on any of the pictures will take you to the picture's page, where other photos uploaded by that user are available.

3. If you click to the [All Sizes] link above the pictures you see sizes available, from original to very small. Beneath the



picture on this page will be the copyright information. If it says (c) *All Rights Reserved*, then you should not use the picture without permission from the owner.

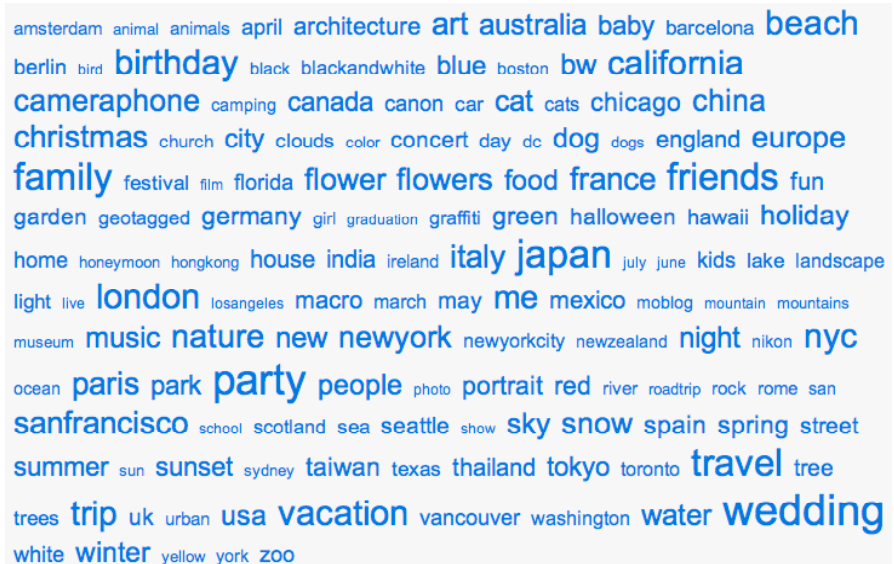
4. There is an easy way to get pictures that you do have the right to use. Point your browser to: <http://flickr.com/creativecommons/>
5. Creative Commons is a type of copyright that does give viewers the right to use images and other digital content. There are several levels of Creative Commons. You can learn more at <http://creativecommons.org/>. Select one of the levels, click the [See More] link to search for fire truck. Attribution license turned up 128 pictures of fire trucks.

flickr Tags

There are two ways to label and search for flickr images. One is to search image titles and descriptions. This is what we have done so far. The second way is to tag images and search for tags. In a sense a tag is a category that you assign your image to. It is different from a category, however, because you can assign an image to more than one category.

1. To visit flickr's tags page, either drop down the [Explor] menu at the top of the page and select [Popular Tags], or point your browser to: <http://flickr.com/photos/tags/>

2. The page that appears will include a **tag cloud**. This is a graphical representation of tagged information, where the quantity of information tagged by a word determines how large the tag word appears. It is an effective way to tell a story from a large amount of



non-numeric information. In the early days of flickr, the tags work more technology oriented. Today they pertain to weddings, birthdays, and vacations.

3. In the [Jump To] box at the top of the page, type *firetruck*. A page of pictures appears with access to over four thousand more images. At the bottom of the page you will see the link to the right. With the URL of this link, you can subscribe to all future pictures tagged with *firetruck*. The possibilities are endless.



[Feed](#) – Subscribe to photos tagged with firetruck

