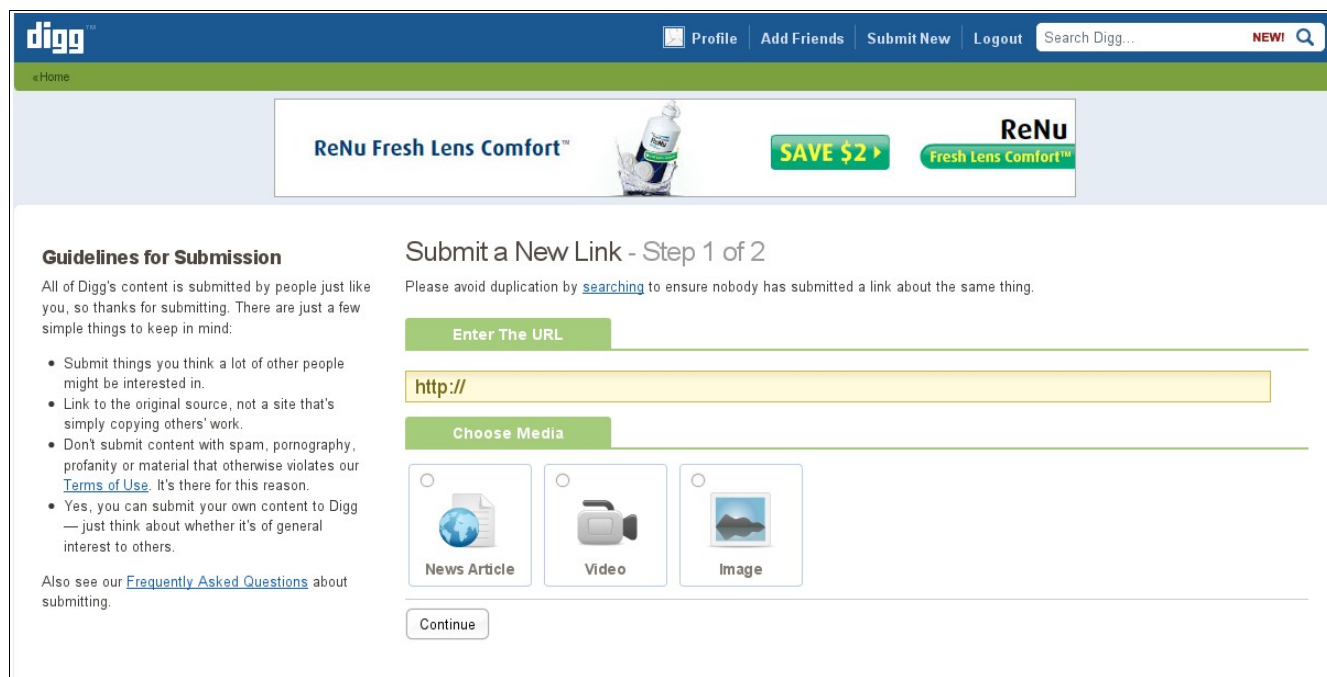


Análise – Digg.com

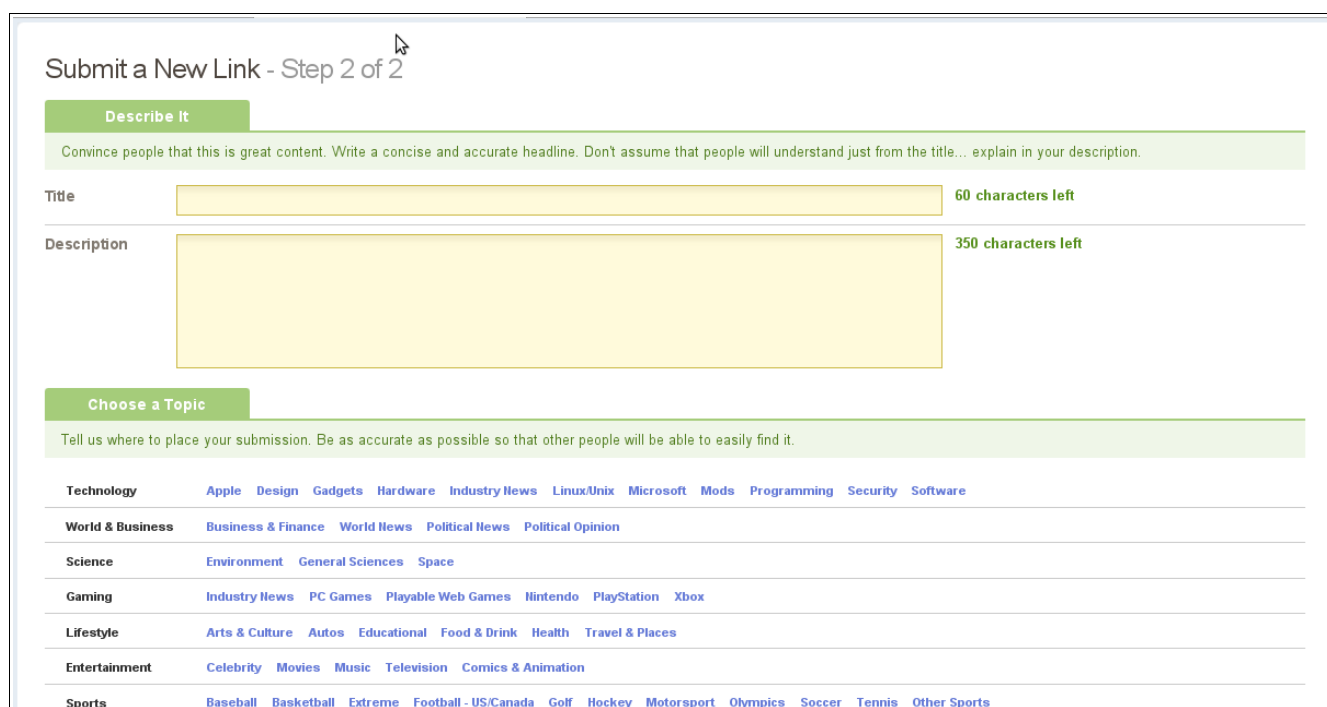
O site Digg oferece um serviço baseado em postagem e recomendação de conteúdo pelos usuários.

Ao logar-se, o usuário pode postar um link para alguma notícia, imagem ou vídeo e associá-lo a uma das categorias existentes.



The screenshot shows the Digg.com website interface. At the top, there is a navigation bar with links for Profile, Add Friends, Submit New, and Logout, along with a search bar and a 'NEW!' indicator. Below the navigation bar is a banner for ReNu Fresh Lens Comfort with a 'SAVE \$2' button. The main content area is titled 'Submit a New Link - Step 1 of 2'. It includes a 'Guidelines for Submission' section with a list of rules and a 'Frequently Asked Questions' link. The form itself has a 'Enter The URL' section with a text input field containing 'http://'. Below that is a 'Choose Media' section with three radio button options: 'News Article' (with a globe icon), 'Video' (with a video camera icon), and 'Image' (with a landscape photo icon). A 'Continue' button is located at the bottom of the form.

Figura 1: Primeiro passo da postagem de conteúdo



The screenshot shows the second step of the Digg.com submission process, titled 'Submit a New Link - Step 2 of 2'. It features a 'Describe It' section with a text input field for a description, accompanied by a character count of '60 characters left'. Below this is a 'Choose a Topic' section with a text input field for selecting a topic, accompanied by a character count of '350 characters left'. The 'Choose a Topic' section includes a list of categories and sub-categories: Technology (Apple, Design, Gadgets, Hardware, Industry News, Linux/Unix, Microsoft, Mods, Programming, Security, Software), World & Business (Business & Finance, World News, Political News, Political Opinion), Science (Environment, General Sciences, Space), Gaming (Industry News, PC Games, Playable Web Games, Nintendo, PlayStation, Xbox), Lifestyle (Arts & Culture, Autos, Educational, Food & Drink, Health, Travel & Places), Entertainment (Celebrity, Movies, Music, Television, Comics & Animation), and Sports (Baseball, Basketball, Extreme, Football - US/Canada, Golf, Hockey, Motorsport, Olympics, Soccer, Tennis, Other Sports).

Figura 2: Segundo passo da postagem de conteúdo

Aos outros usuários cabe o papel de verificar o conteúdo que foi oferecido e decidir se o mesmo vale uma recomendação ou não, podendo ser postado algum comentário relativo também.

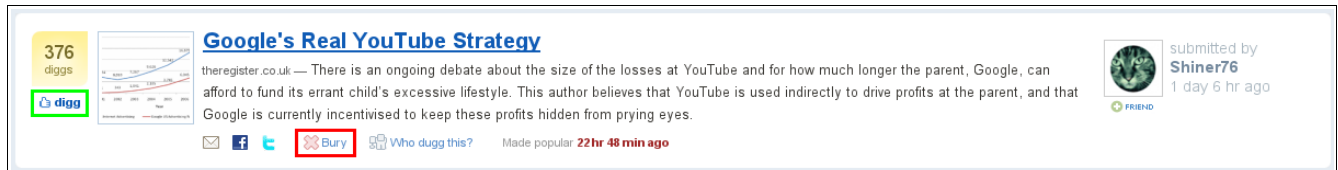


Figura 3: Ilustração de uma notícia postada, em destaque os botões de recomendação (verde) e desrecomendação (vermelho)

A screenshot of the Digg comment form. At the top, it says 'Add a Comment — No HTML please. Comments are editable for 5 min.' Below this is a large yellow text area. Underneath the text area is a CAPTCHA prompt: 'Enter the text you see in the image.' followed by a text input field and a CAPTCHA image showing the letters 'B f 8 D q' on a grid. Below the CAPTCHA is a timer icon and the text 'Please allow up to 60 sec for your comment to be saved.' At the bottom left is a 'Save Comment' button.

Figura 4: Formulário de postagem de comentário

Os conteúdos ficam um determinado tempo em exibição em um determinado local do site, se conseguirem recomendações suficientes, passam ao local de maior destaque do site, senão são descartados. Depois de passarem à seção de destaque, quanto mais recomendações, mais destaque na listagem feita.

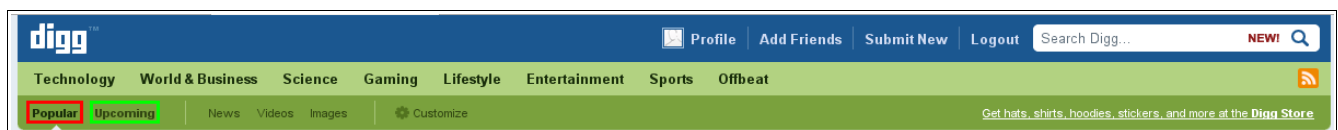


Figura 5: Menu da página inicial do site, em destaque as seções de novos conteúdos (verde) e conteúdos com muitas recomendações (vermelho)

Ainda há a possibilidade de se verificar conteúdo com alto potencial de interesse, sendo mostrada listas de outros conteúdos que foram recomendados pelos mesmos usuários que recomendaram o corrente, que possuem um mesmo conjunto de palavras chave e de outros tópicos da mesma fonte.

Top in Tech Industry News

- 1627 RIAA settles suit where defendant had no PC
- 1663 Richard Marx (!) attacks RIAA after \$1.92M Thomas verdict
- 3172 Hands Down, The Best Facebook Vanity URL
- 3767 Can I Download the Internet?
- 1853 The Pirate Bay Joins Anonymous' Fight Against Scientol

People Who Dugg This Also Dugg

- 347 Netbook or notebook? Confusion reigns at 12 inches
- 383 Sega Makes Robot Girlfriend for Lonely Men
- 423 Mexico Has Lost An Island, By Chance Have You Seen It?
- 208 10 Ways Moms Can Make the Most of Their Money
- 424 Apple Sued Over iTunes Gift Cards

Related by Keyword

- 673 Google: "We Will Make YouTube Profitable"
Made popular May 10, 2009 93 [www.techradar.com](#)
- 394 Google website unprecedented Crackdown?
Made popular 2 days ago 50 [www.ft.com](#)
- 677 Hands-on: Google Voice dialing up for launch
Made popular 3 days ago 66 [arstechnica.com](#)
- 535 Google's Newest Project: "Let's make the web faster"
Made popular 1 day 18 hr ago 83 [code.google.com](#)
- 463 WSJ Chief: Google Not Just A 'Thief' But A 'Digital Vampire'
Made popular 2 days ago 94 [techdirt.com](#)

Figuras 6 e 7: Notícias recomendadas por assunto, interesse comum entre os usuários que recomendaram o conteúdo e palavras-chave

Além de se fazer recomendação sobre o conteúdo, pode-se recomendar os comentários mais relevantes também.

	Tunguska 22 hr 27 min ago	<p>YouTube will be priceless for Google when bandwidth costs fall and the costs of running YouTube fall... and that WILL happen.</p> <p>▶ 2 Replies — best has 17 diggs</p>	<p>+22 diggs </p> <p>Reply</p>
	MacroDaemon 22 hr 27 min ago	<p>The article reads like it was built by some generator.</p> <p>▶ 1 Reply — best has 2 diggs</p>	<p>+5 diggs </p> <p>Reply</p>
	Archaic1 22 hr 26 min ago	<p>This article is funnier when you read it while keeping in mind that part of YouTube's financial value is the comments, no matter how retarded almost every single one is.</p>	<p>-4 diggs </p> <p>Reply</p>

Figura 8: Comentários de usuários a um conteúdo, em destaque os botões de recomendação de comentário