What is it?

Delicious (formerly del.icio.us, www.delicious.com) is a social bookmarking web service started in 2003. Currently owned by Yahoo! (as of 2005), the site provides a forum for individuals to discover, save and sort bookmarks as well as share them with networks and other Delicious users.

Perceived use/value:

Using either the Delicious site or an Internet browser, one is able to bookmark sites as well as add custom tags to them for organization and grouping. One can choose to share those sites with others or keep them private. What makes Delicious most different from regular browser bookmarking is the ability to share the bookmarks, to subscribe to tags that people in one’s network are using, and to thereby discover new, relevant information.

Potential application/opportunities:

An effective method of organizing and sharing relevant online information is becoming more and more vital. Delicious tags are one of the most useful aspects of the site, as long as they are used consistently. For those who are already Yahoo members, this site would not require creation of an additional log in. One can also log in through Facebook or Gmail, but each time I tried I had to be directed to an additional page (= extra time and clicks).

While I appreciate the social networking aspect of Delicious, I am not currently in need of another way to expand my online general “chatter” awareness. There is too much rubbish out there, and I feel like my relevance filter is getting clogged. I value more the capability of annotating that Diigo or Evernote provide, both of which also offer the opportunity to share information to a network.

Bottom line: based on this brief introduction, I think I can do better.