



Semantics: Linked Data and Services RDF(S), SPARQL, OWL, SKOS, HTTP

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Dr. Barry Norton, Karlsruhe Institute of Technology (KIT) <u>barry.norton@kit.edu</u>





Microsoft Innovation Center



BT



Overview

- Introduction to Semantic Technologies
- RDF & RDF Schema
- OWL & SKOS Overview
- SPARQL
- HTTP
- Linked Data
- Linked Services





(Very Short) Introduction to Semantic Technologies



The World Wide Web

The 1990s saw the birth of the World Wide Web (WWW).

The initial proposal for a "hypertext project" was made by Sir Tim Berners-Lee, then a physicist at the CERN laboratory in Geneva, Switzerland, in March 1989.

In 1990, the first Web server went online and the first Web browser was released. By the end of 1991, the Web was publicly accessible.

The success of the World Wide Web was based on taking an existing idea: hypertext, and tying it to a global network: the Internet.



A Web for Humans

The Web has become a massive source of information for humans who are able to understand and interpret the content – and draw conclusions by bringing together information from different cues.

Flight Al288 Vienna-Innsbruck Dep: 1st Jan 12:00 Arr: 2nd Jan 12:55 Price: 88€

Book now

A human can look at this information and understand what it means...

> ... but for a machine it could just as well look like this

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…↗↗∓ ∖↗♥



Searching the Human Web

As the Web grew, the problem of finding information on it became much more complex.

Early attempts to help (human) users navigate the Web were in the style of directories. This was the original model of Yahoo!

Very soon, however, it became infeasible to maintain such a directory as categories are inflexible (no changes by third parties)

Furthermore the contents of each category became too large to be able to find some particular site.





Yahoo! in 1997

Searching the Human Web

Attempts to provide machines with algorithms for finding information on the Web have focused on indexing the text on web pages and matching these with user-entered keywords.

This is more flexible as searches are not bound to pre-defined categories. Keywords are ambiguous, however:

Java (coffee) vs.

Java (language) vs.

Java (island).

Synonyms are also missed.

AltaVista [™] A DIGITAL Internet Service	Searc	h Zones	Servi
Search the Web for documents in any language 🔽			
rdf	Search	Refir	ne
Tip: You can restrict your search to the title: title: "Best Pizza". More tips			

AltaVista in 1997

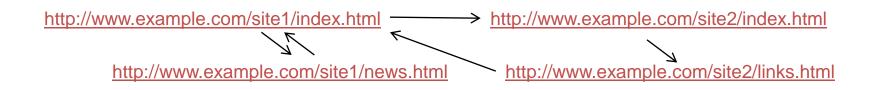
The problem of ranking within search results also predominates.



Google/PageRank

The World's most popular search engine, Google, achieved its better search results through a clever assumption: Web pages which are linked to more often from other web pages are better sources of information

This underlies the PageRank algorithm, which views the Web as a graph of documents, connected via their links:



Note that documents are still understood as a collection ('bag') of keywords, and the links completely ambiguous (but always interpreted as a recommendation).

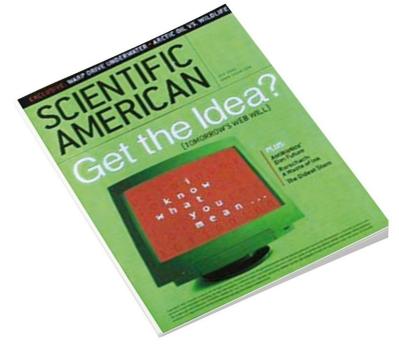
Google Search I'm Feeling Lucky



The Semantic Web

The vision of what was termed the "Semantic Web" first came to public attention through an article in Scientific American in May 2001.

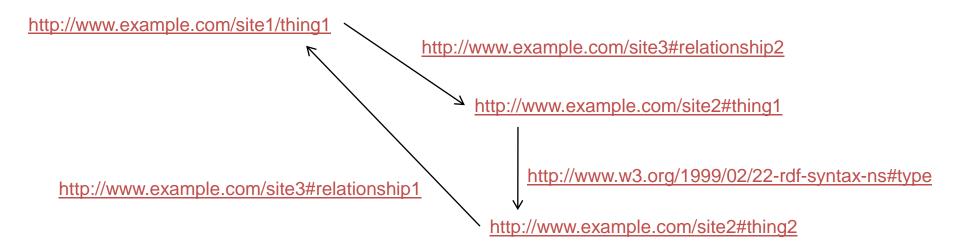
"The Semantic Web is not a separate Web but an extension of the current one, in which information is given well-defined meaning, better enabling computers and people to work in cooperation."





Fundamental Semantics

The fundamental means to add semantics (= explicit meaning) to the Web is by disambiguating the links between URI-identified resources (including Web documents, identified by URLs)



This is basis of the Resource Description Framework (RDF).

The meaning of a link is given by (reused) URIs, called predicates, only a few of which (e.g., 'type') are from RDF itself.



Semantic Technologies

We can define what *inferences* should be drawn from the relationship of resources via predicates with languages such as:

• RDF Schema (RDFS),

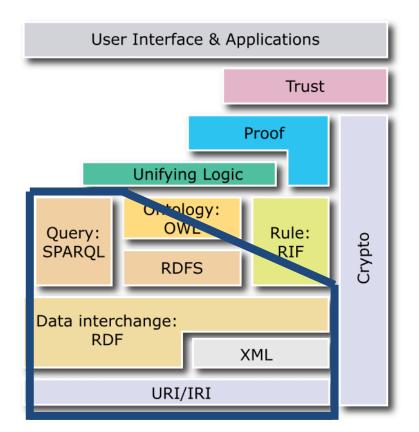
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detailed later

 Web Ontology Language (OWL) and Simple Knowledge Organization System (SKOS),

sketched later

- Rules defined according to the Rule Interchange Format (RIF), not covered here
 - We can query for inter-related resources using SPARQL, detailed later.



URIs

Web-based Uniform Resource Locators (URLs), prefixed http:// and https://, identify 'documents on the Web', that is accessible using the Hypertext Transfer Protocol (HTTP) from the named Internet server

Web URLs are a subset of general URLs; all specify a means to access a representation of the identified resource, e.g.:

ftp:// URLs specify that content accessible via File Transfer Protocol
file:// URLs specify that content is accessible on a file system
Uniform Resource Names (URNs) provide no such means to access a
representation, but may identify abstract or physical resources:

urn:isbn:0-470-02596-4 specifies a book, but not how/where to find it (or information about it, being the whole abstract edition)

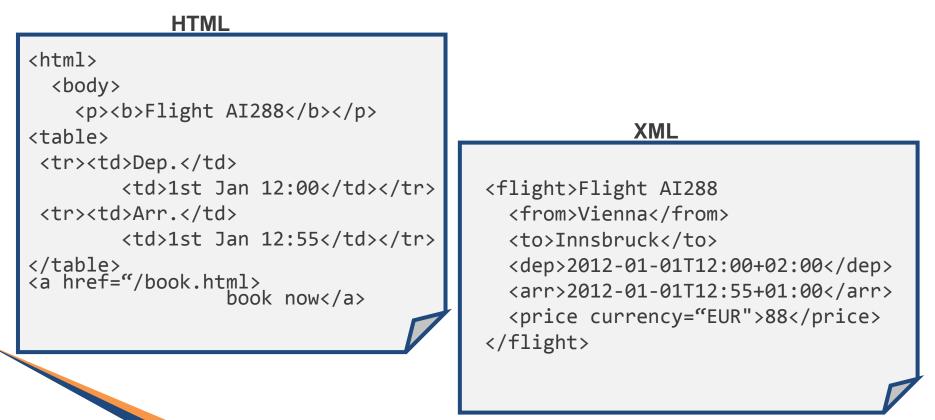


Uniform Resource Identifiers (URIs) are made up of both

URLs and URNs.

XML

eXtensible Mark-up Language specifies a means to represent structured context that generalises HTML (where mark-up concerns only presentation in a browser):





XML Pros and Cons

• XML specifies a reusable means to *exchange structured data* and has a great deal of programming language support

- XML has a schema language that *constrains* valid representations for fixed elements
- XML allows the representation of the semantics of data, but these semantics are *implicit* and *application-specific*:
 - No particular inference can be drawn from nesting of elements and placement of attributes
 - There is no de facto way to identify, or to add further information outside the schema, to elements within a description
 - There is no general way to extend or combine schemas

RDF can be represented in XML, but overcomes these issues



Namespaces

• XML relies, in its use of URIs, a mechanism that will be reused in RDF: the idea of namespaces.

• Since (especially HTTP) URIs can be hierarchical, a prefix to the namespace is given a short name (within a document), e.g.:

• xs=http://www.w3.org/2001/XMLSchema#

• Thereafter, where a URI is expected but a string of the form ns:name is encountered, the ns part is expanded to form a full URI, e.g.:

 xs:dateTime becomes http://www.w3.org/2001/XMLSchema#dateTime



RDF

RDF provides a graph model where statements can be made about relationships between URI-identified resources in an extensible way, and allowing for the provision of inference by generic mechanisms.

<http://example.com/flights/AI288> <http://example.com/vocab#from> <http://dbpedia.org/resource/Vienna>

<http://example.com/flights/AI288> <http://example.com/vocab#departs> "01-01-2009T12:00"



"01-01-2009T12:00"



RDFS

RDF Schema permits vocabularies (simple ontologies; models about concepts and their properties) to be defined, and thereby inference about the classification of resources.

Inference is the derivation of new triples from existing ones.

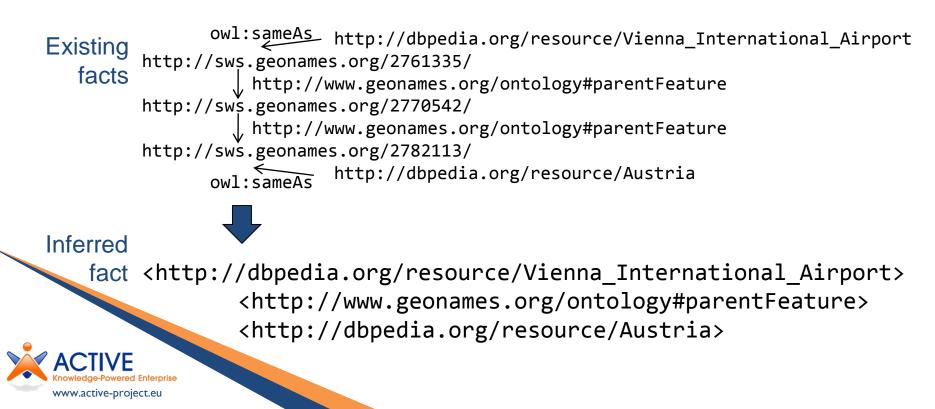
```
vocab:from
Schema
        vocab:CommercialFlight
                                   rdfs:range
         rdfs:subClassOf
                                   <http://dbpedia.org/ontology/City>
         vocab:Flight
                                   <http://example.com/flights/AI288>
Existing flights:AI288 rdf:type
                                   vocab:from
    fact vocab:CommercialFlight
                                   <http://dbpedia.org/resource/Vienna>
Inferred
         flights:AI288 rdf:type
                                   <http://dbpedia.org/resource/Vienna>
    fact
         vocab:Flight
                                   rdf:type
                                   <http://dbpedia.org/ontology/City>
  www.active-project.eu
```

OWL Inference

The Web Ontology Language (OWL) first adds more powerful constructs, allowing further inference over RDF-based models.

We shall consider some OWL constructs in the context of Linked Data.

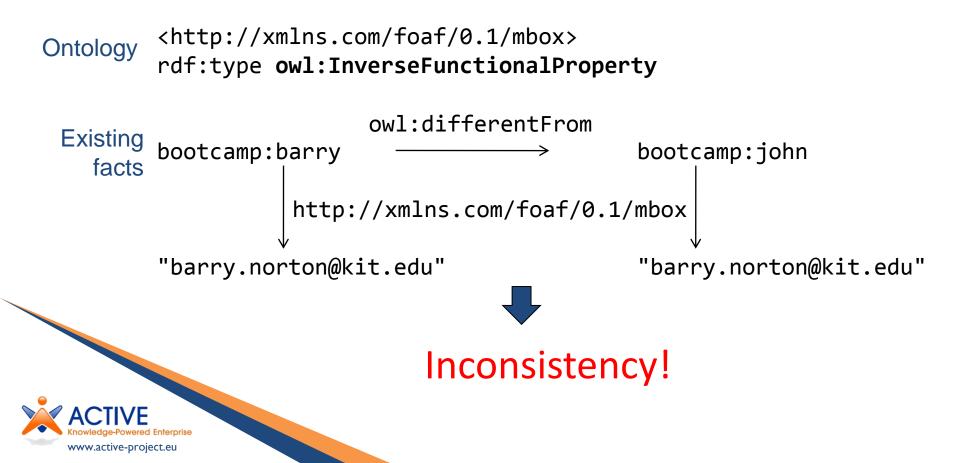
Ontology <http://www.geonames.org/ontology#parentFeature>
 rdf:type owl:TransitiveProperty



OWL Consistency

Unlike RDFS, OWL does not simply infer new triples over RDF models, but also adds a notion of *consistency* and axioms that *constrain* models.

This and other features of OWL will be considered in the STP course.





OWL is seen as both too complex and too limited for the looser kind of knowledge organisation associated with thesauri, subject hierarchies, etc.

In particular *subsumption* may not be the most appropriate definition of subclassing, and *transitivity* may not hold

The Simple Knowledge Organization System (SKOS) introduces skos:Concept (different from owl:Class, which itself is distinguished from rdfs:Class).

Concepts are organised hierarchically by:

- skos:narrower and skos:broader, distinct from
 - skos:narrowerTransitive and







The final language that this introduction will cover is SPARQL, a language that allows querying over RDF-based data, according to matches between the data graph and patterns.

Example: Is there a flight from Kotoka Airport to somewhere else in Ghana for a price for under 1000 Cedi?



SPARQL Construct

As well as retrieving relations (SELECT queries) a SPARQL query can CONSTRUCT a new graph based on the variable bindings in the WHERE clause.

```
PREFIX foaf: <<u>http://xmlns.com/foaf/0.1/</u>>
CONSTRUCT
{ ?x foaf:name { fn:concat(?gn, " ", ?sn) } }
WHERE
{ foaf:givenname ?gn ; foaf:surname ?sn . }
```



RIF

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Rules allow matching schemes over RDF-based data. In some forms they may allow new inferences to be defined, outside those implicit in given OWL axioms.

Among the differences between such (production) rules and SPARQL construct queries are the direct manipulation of the knowledge base and the 'run to completion' nature of rules.

```
if { ?x foaf:firstName ?first;
    foaf:surname ?last }
then { ?x foaf:family_name ?last;
    foaf:givenname ?first;
    foaf:name func:string-join(?first " " ?last) }
```

Resource Description Framework (RDF) in More Detail



Resource Description Framework

- RDF is the basis layer of the Semantic Web stack ("layer cake"), in which all statements are asserted in 3-tuples:
 - **Subject** an identified (by URI) resource
 - **Object** a resource or literal to which the subject is related
 - Predicate a (URI) identified reused specification of the relationship

<http://www.aifb.kit.edu/id/Barry_Norton>

<http://www.w3.org/2002/07/owl#sameAs>

<http://semanticweb.org/id/Barry_Norton>



Resource Description Framework

- RDF is the basis layer of the Semantic Web stack ("layer cake"), in which all statements are asserted in 3-tuples:
 - **Subject** an identified (by URI) resource
 - **Object** a resource *or literal* to which the subject is related
 - Predicate a (URI) identified reused specification of the relationship

<http://www.aifb.kit.edu/id/Barry_Norton><http://xmlns.com/foaf/0.1/firstName>

"Barry"



- While normative syntax for RDF is in XML, Turtle (a subset of n3 is more readable)
- Since many URIs share same basis we introduce prefixes:

@prefix owl:<http://www.w3.org/2002/07/owl#>.

```
@prefix foaf:<http://xmlns.com/foaf/0.1/>.
```

• A simple shorthand is for class membership:

<http://www.aifb.kit.edu/id/Barry_Norton>

a foaf:Person.



When multiple statements apply to same subject, we can abbreviate:

> same subject and predicate



Turtle also allows datatypes and language tags for literals: <http://www.aifb.kit.edu/id/Barry_Norton> foaf:age "33"^^xsd:int; foaf:member <http://http://www.aifb.kit.edu>.

```
<http://http://www.aifb.kit.edu>
```

rdfs:label

"Institut für Angewandte Informatik und Formale Beschreibungsverfahren"@de,

"Institute of Applied Informatics and Formal

Descriptions Methods"@en.



Turtle also has two shorthands for

anonymous = "blank nodes":

<http://www.aifb.kit.edu/id/Barry_Norton>

foaf:knows _:a1.

```
_:a1 foaf:firstName "Reto";
```

foaf:lastName "Krummenacher";

foaf:knows [foaf:firstName "Adrian";

foaf:lastName "Marte"].



And for lists:

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```
<http://www.aifb.kit.edu/id/Barry_Norton>
 food:preferences (food:noodles food:rice food:millet).
<http://www.aifb.kit.edu/id/Barry Norton>
 food:preferences [rdf:first food:noodles;
                    rdf:rest [rdf:first food:rice;
                              rdf:rest
                                [rdf:first food:millet;
                                 rdf:rest rdf:nil]]].
```

RDF Schema



RDF Schema

- RDF Schema introduces
 - particular resources and predicates with some (limited) inference, especially:
 - rdfs:Resource
 - rdfs:Literal
 - rdfs:Class,
 rdfs:subClassOf
 - rdfs:Property,
 rdfs:subPropertyOf
 - rdfs:range,
 - rdfs:domain



- some predicates with no inference:
 - rdfs:comment
 - rdfs:label
 - rdfs:seeAlso
 - rdfs:isDefinedBy

RDFS Inference

Recall:

Schema vocab:CommercialFlight
 rdfs:subClassOf
 vocab:Flight.

Existing flights:AI288 rdf:type
fact vocab:CommercialFlight.

Inferred flights:AI288 rdf:type
 fact vocab:Flight.

vocab:from
rdfs:range
<http://dbpedia.org/ontology/City>.

<http://example.com/flights/GH134> vocab:from

<http://dbpedia.org/resource/Accra>.

<http://dbpedia.org/resource/Accra> rdf:type

<http://dbpedia.org/ontology/City>.



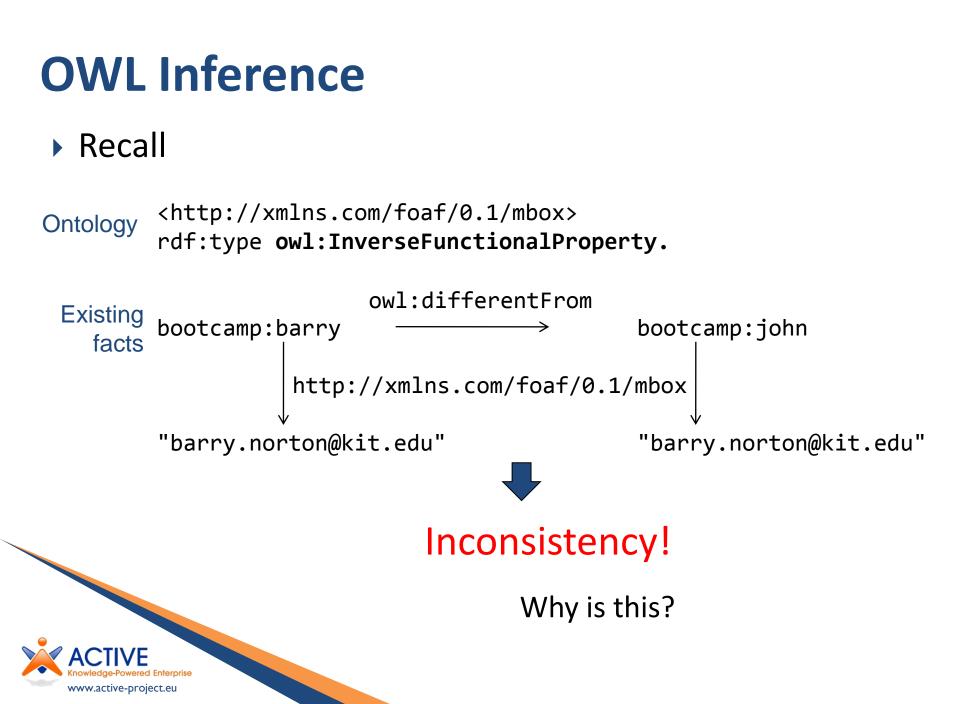
RDFS Inference

- Also:
- Schema :C1 rdfs:subClassOf :C2. :C2 rdfs:subClassOf :C3. Inferred :C1 facts rdfs:subClassOf :C3. :P1 rdfs:subPropertyOf :P2. :i1 :P1 :i2. :i1 :P1 :i2. :i1 :P2 :i2.
 - :P1 a rdfs:Property. :P2 a rdfs:Property.



OWL & SKOS





OWL Inference

Explanation:

Ontology foaf:mbox a owl:InverseFunctionalProperty.

Existing bootcamp:barry foaf:mbox "barry.norton@kit.edu".
facts bootcamp:john foaf:mbox "barry.norton@kit.edu".
bootcamp:barry owl:differentFrom bootcamp:john.

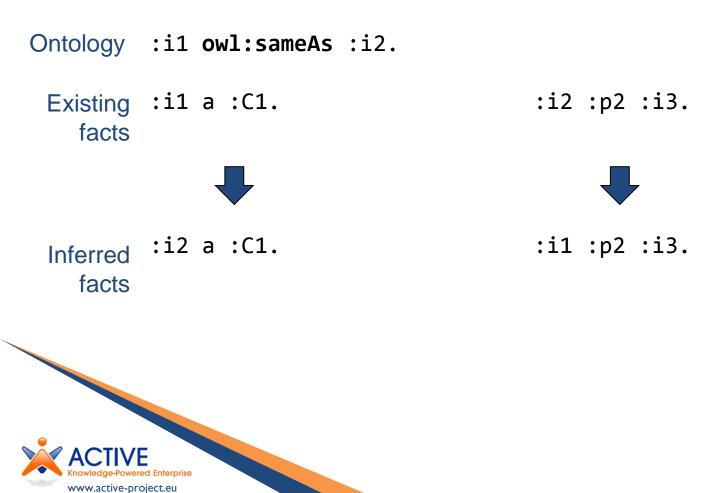
Inconsistency!

Inferred bootcamp:barry owl:sameAs bootcamp:john.
fact



OWL Inference

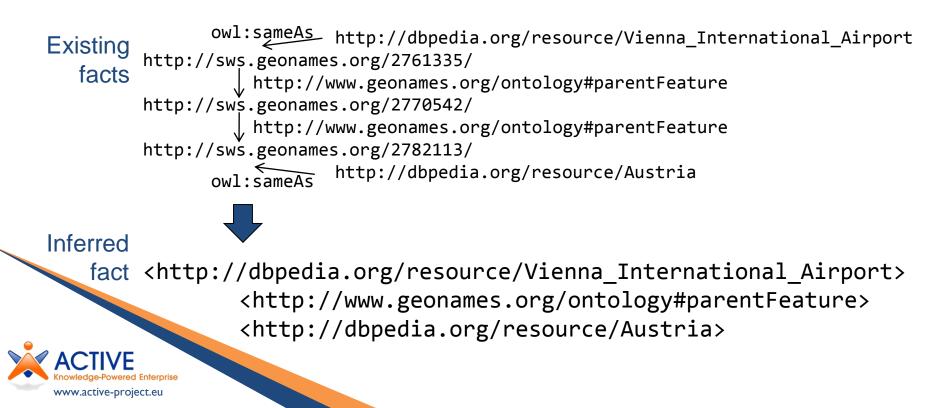
What are the consequences of sameAs?



OWL Property Axioms

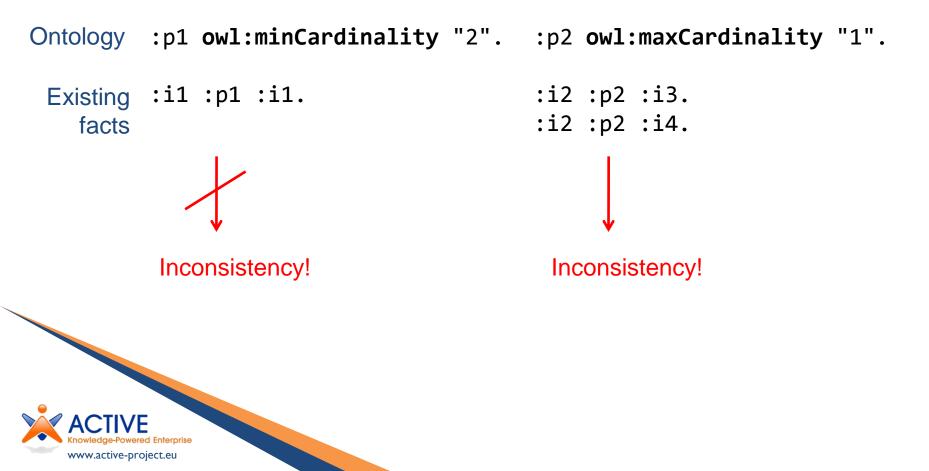
OWL properties can be declared: functional, inverseFunctional, transitive, reflexive, symmetric (and mutually inverse) Recall:

Ontology <http://www.geonames.org/ontology#parentFeature>
 rdf:type owl:TransitiveProperty



OWL Property Cardinalities

OWL properties can also be constrained with respect to cardinality - cardinality, minCardinality, maxCardinality Note:



OWL Class Axioms

- OWL classes:
 - can be declared:
 - equivalent, disjoint
 - can be defined
 - by property values:
 - hasValue, someValuesFrom, allValuesFrom
 - by *construction* from existing classes:
 - complementOf, intersectionOf, unionOf

Linked Data tends to stick to sameAs and property axioms



SKOS

The following properties from SKOS tend to be used in Linked Data:

 skos:prefLabel – a subpropertry of rdfs:label that indicates the preferred term for a concept, versus

 skos:altLabel – another subpropertry of rdfs:label that indicates alternatives labels

 skos:notation – often used to give values in a non-URI identification scheme, where the datatype tag is used to give a URI for the scheme (see later ICAO and IATA airport codes)

Other (non-W3C) vocabularies are often used, in particular be aware of the **Dublin Core**, a common set of metadata properties that preceded RDF(S), but was updated to use it







SPARQL Overview

- SPARQL is often introduced by analogy to SQL:
 - SQL acts over relational databases
 - SPARQL based on graph patterns, rather than relations but shares syntax:
 - SELECT ?v1 ?v2
 - FROM ...
 - WHERE
 - for SELECT queries, however, are only one of four query types:
 - SELECT
 - CONSTRUCT
 - ASK
 - DESCRIBE (future versions will also include UPDATE)



SPARQL Triple Patterns

- All three query types are based on graph patterns, which are {}-bracketed collections of triple patterns
- SPARQL uses Turtle for triple definition but allows also variables, prefixed with ?

{<http://www.aifb.kit.edu/id/Barry_Norton> foaf:knows ?x}

Matched by

<http://www.aifb.kit.edu/id/Barry_Norton>
 foaf:knows <http://www.aifb.kit.edu/web/Rudi_Studer>.

And

<http://www.aifb.kit.edu/id/Barry_Norton>

foaf:knows [foaf:firstName "Reto" ...]



SPARQL Triple Patterns

- All three query types are based on graph patterns, which are
 {}-bracketed collections of triple patterns
- SPARQL uses Turtle for triple definition but allows also variables, prefixed with ?
- Graph patterns may be optional

```
{<http://www.aifb.kit.edu/id/Barry_Norton> foaf:knows ?x.
OPTIONAL {?x foaf:depiction ?z}}
```

```
Matched by
```

And

```
<http://www.aifb.kit.edu/id/Barry_Norton>
foaf:knows [foaf:firstName "Reto" ...]
```



SPARQL Triple Patterns

- All three query types are based on graph patterns, which are {}-bracketed collections of triple patterns
- SPARQL uses Turtle for triple definition but allows also variables, prefixed with ?
- Graph patterns may be optional
- Graph patterns may be combined by disjuntion

('./;/,' = conjunction)

```
{<http://www.aifb.kit.edu/id/Barry_Norton> foaf:knows ?x.
{{?x foaf:firstName ?y} UNION {?x foaf:givenName ?y}}}
```

Matched twice by

```
<http://www.aifb.kit.edu/id/Barry_Norton>
foaf:knows [foaf:firstName "Reto"], [foaf:givenName "Adrian"].
```



SPARQL ASK

 ASK queries are the simplest and merely evaluate whether there is any match for a graph pattern over a given dataset

ASK {<http://www.aifb.kit.edu/id/Barry_Norton> foaf:knows ?x.
{{?x foaf:firstName ?y} UNION {?x foaf:givenName ?y}}

Over

<http://www.aifb.kit.edu/id/Barry_Norton>
 foaf:knows [foaf:firstName "Reto"], [foaf:givenName "Adrian"].



True



SPARQL SELECT

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 SELECT queries, as in SQL, give (sub)set(s) of variable bindings under which the graph patterns are matched



?x	?y
<http: id="" rudi_studer="" www.aifb.kit.edu=""></http:>	"Rudi"
_:id (auto-generated and not reusable)	"Reto"

SPARQL SELECT

- SELECT queries, as in SQL, give (sub)set(s) of variable bindings under which the graph patterns are matched
- Note that we can use named graphs to include existing knowledge

```
SELECT *
FROM <http://www.aifb.kit.edu/id/Rudi_Studer>
WHERE {<http://www.aifb.kit.edu/id/Barry_Norton> foaf:knows
    []}
    Over
<http://www.aifb.kit.edu/id/Barry_Norton>
    foaf:knows
        <http://www.aifb.kit.edu/id/Rudi_Studer>,
        [foaf:firstName "Reto"].
<http://www.aifb.kit.edu/id/Rudi_Studer> foaf:hasFirstName "Rudi".
```

(Further syntactical constructs – **NAMED**, **GRAPH**, etc. – allow more explicit and dynamic use of 'named graphs')



SPARQL CONSTRUCT

- CONSTRUCT query makes a new graph based on
 - the whole set of matches and the variable bindings in each
 - a second graph pattern which shares some of the same variables

<http://www.linkedopenservices.org/blog/> dc:editor ..., ...







HTTP Overview

- HTTP, by which all documents on the WWW are served, is a client server protocol.
- Every interaction based on:
 - Request
 - Method
 - GET
 - PUT
 - POST
 - PATCH
 - DELETE (+ OPTIONS, HEADER, TRACE, CONNECT)
 - URL
 - Header
 - [Optional] Body (with POST, PUT, PATCH)



- Reponse
 - Reponse code (integer)
 - Header
 - [Optional] Body

HTTP GET Example

Retrieval example:

method

GET /web/Barry_Norton HTTP/1.1 Host: www.aifb.kit.edu Accept-Language:en

header

 Can negotiate on (human) language, but also...



Date: Sun, 07 Nov 2010 01:00:00 GMT Content-Type: text/html <html> <head> ...

status code

body

header

HTTP/1.0 200 OK

HTTP Coneg Example

Content negotiation

(coneg) example:

HTTP/1.0 302 Moved Temporarily Date: Sun, 07 Nov 2010 00:30:00 GMT Location:

http://www.aifb.kit.edu/web/Barry_Norton

GET /id/Barry_Norton HTTP/1.1
Host: www.aifb.kit.edu
Accept:text/html

GET /id/Barry_Norton HTTP/1.1
Host: www.aifb.kit.edu
Accept:application/rdf+xml

HTTP/1.0 302 Moved Temporarily
Date: Sun, 07 Nov 2010 00:45:00 GMT
Location:
http://www.aifb.kit.edu/portal/index.php?

title=Spezial:Exportiere_RDF/Barry_Norton



HTTP PUT/PATCH Examples

PUT/PATCH example:

PUT /w	eb/Barry	_Norton	HTTP/1.1
Host:	<u>www.aifb</u>	.kit.edu	<u>1</u>
Conten	t-Type:	text/htm	nl

(new resource or complete update)

HTTP/1.0 200 OK (or 201 CREATED) Date: Sun, 07 Nov 2010 00:10:00 GMT

PATCH	/web/Barry_Norton	HTTP/1.1
Host:	<pre>www.aifb.kit.edu</pre>	
Conter	<pre>nt-Type: text/html</pre>	

Change...

<html> ...

(partial update)

HTTP/1.0 200 OK Date: Sun, 07 Nov 2010 00:10:00 GMT



HTTP PUT/PATCH/POST Example

POST-compute example:

POST /web/Barry_Norton HTTP/1.1
Host: www.aifb.kit.edu
Content-Type: something

(input -> computation -> output)

HTTP/1.0 200 OK Date: Sun, 07 Nov 2010 00:10:00 GMT Content-Type: something

Input ...

POST-append example:

POST /web/Barry_Norton HTTP/1.1
Host: www.aifb.kit.edu
Content-Type: text/html

<html> ...



(new related resource)

Result....

HTTP/1.0 201 CREATED

Date: Sun, 07 Nov 2010 00:10:00 GMT Location:http://www.aifb.kit.edu/...

Linked Data



Linked Data

Linked Data Principles:

1. Use URIs as names for things

2. Use HTTP URIs so that people can look up those names.

3. When someone looks up a URI, provide useful information, using the standards (RDF*, SPARQL)4. Include links to other URIs. so that they can discover more things.

- Also includes 'best practice', such as:
 - Separate URIs for real world entities (non-informational resources) from representations (informational resources), either by #URIs, or redirection (as shown before, but usually Status Code 303)



What RDF should be returned?

- The (immediate) description: All triples that have the resource's URI as the subject.
- Backlinks: All triples that have the resource's URI as the object. This is redundant, but it allows bi-directional traversal.
- Related descriptions: Anything about related resources that may be of interest in typical usage scenarios; use prudence.
- **Metadata:** Any metadata such as the author and licensing information.
- Syntax: At least RDF descriptions as RDF/XML which is the only official syntax for RDF.
 - As RDF/XML is not very human-readable, the data could additionally be provided in other formats; e.g., for MIME-type application/x-turtle.



How to Publish Linked Data on the Web Chris Bizer, Richard Cyganiak, Tom Heath

Data.gov

An Official Web Site of the United State: Government Wednesday, July 21, 2010 Text: A+A-A Share Control of the United State: Government Search our catalogs.. SEARCH > HOME DATA TOOLS COMMUNITY METRICS DIALOGUE SEMANTIC WEB

As the Semantic Web (sometimes called **Web 3.0**) emerges, the US government is pleased to be in the vanguard of this new technology space. To this end, Data.gov is hosting demonstrations and documents that will help familiarize Data.gov users with this new technology, and that will let citizens and developers work with the government in creating a new generation of "**linked data**" mash ups.

Data.gov now hosts a set of Resource Description Framework (**RDF**) documents containing triples created by converting a number of the Data.gov datasets into this format, making over 6.4 billion triples of open government data available to the community. An index of all the RDF documents on Data.gov **is here**.

The URI scheme chosen is a very simple one for the time being, designed to allow users to easily explore and extend the data. A proposal is being **developed with RPI**, one of the Data.gov community leaders, for a new encoding of datasets converted from CSV (and other formats) to RDF. We're looking forward to a design discussion to determine the best scheme for persistent and dereferenceable government URI naming with the international community and the **World Wide Web Consortium** to promote international standards for persistent government data (and metadata) on the World Wide Web.

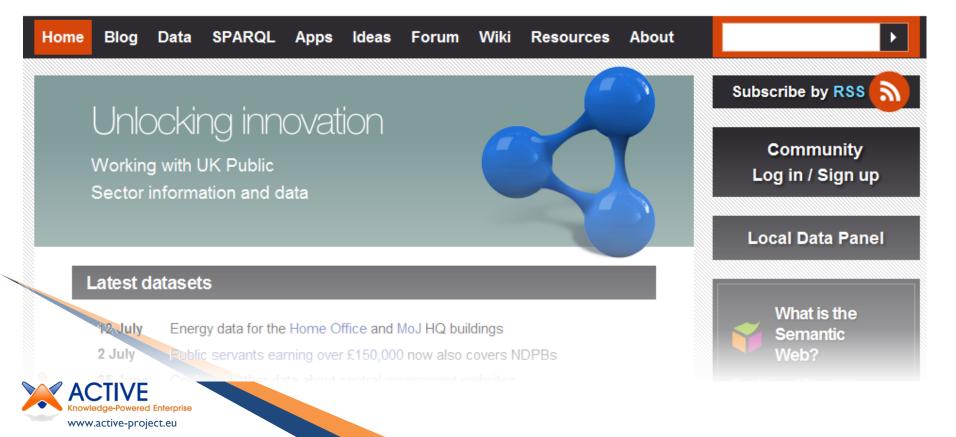


Data.gov.uk & Others

- Other governments are getting on board
 - UK an enthusiastic adopter



data.gov.uk



BBC & Media

Value of resources increased by Linked Data



« Previous | Main | Next »

music beta and linked data

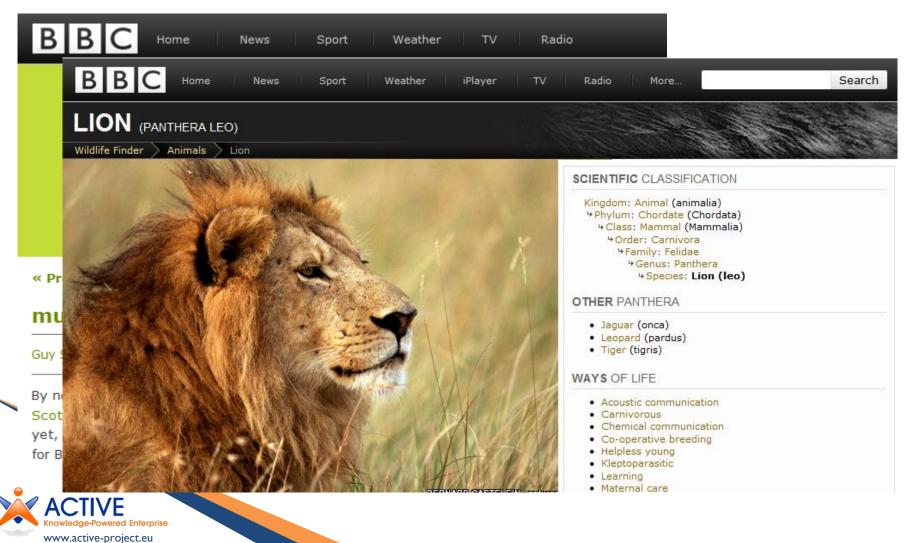
Guy Strelitz | 14:58 UK time, Wednesday, 30 July 2008

By now you may well have found the new BBC Music beta site - Matthew Shorter and Tom Scott have both blogged about it, and it's shown up on TechCrunch. If you haven't seen it yet, I strongly urge you read the blogs and take a look - it really is a huge step forward for BBC Music online, and for the data infrastructure of bbc.co.uk as a whole.



BBC & Media

Value of resources increased by Linked Data



BBC & Media

Value of resources increased by Linked Data

В	BC	Home News Sport Weather TV Radio	
	ΒB	C Home News Sport Weather iPlayer TV Radio	More Search
	LION	B B C Text only Help	Search Explore the BBC
	Wildlife Find	Programmes ontology	Brand Content → object property
<i>"</i> Dr		This Version 2009-09-07, http://purl.org/ontology/po/2009-09-07.shtml (rdf) Latest Version http://purl.org/ontology/po/ Previous Version http://purl.org/ontology/po/2009-04-17.shtml Authors of this document Yves Raimond Patrick Sinclair Nicholas J Humfrey Michael Smethurst Copyright © 2007-2009 the British Broadcasting Corporation.	Series> Programme
« Pr		This work is licensed under a <u>Creative Commons Attribution License</u> . This copyright applies to the <i>Programmes Ontology</i> and accompanying documentation in RDF. This ontology uses W3C's <u>RDF</u> technology, an open Web standard that can be freely used by anyone.	✓ Episode Medium Broadcaster ← Service Outlet → Channel
Guy S		Introduction	
By no Scot yet, for B	Let	This ontology aims at providing a simple vocabulary for describing programmes. It covers brands, series (seasons), episodes, broadcast events, broadcast services, etc. Its development was funded by the <u>BBC</u> , and is heavily grounded on previous programmes data modelling work done there.	Version → Broadcast Publishing tl:Interval → tl:Timeline ← tl:Interval ← Segment
		This documentation page is a first draft. All feedback on either the ontology or this page is welcomed! Feel free to email the authors	Temporal annotations

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How Best Buy is Using The Semantic Web

Written by Richard MacManus / July 1, 2010 6:00 AM / 5 Comments

« Prior Post Next Post »



Yesterday we wrote about the increasing usage of Semantic Web technologies by large commercial companies like Facebook, Google and Best Buy. The Semantic Web is a Web of added meaning, which ultimately enables smarter and more personalized web apps to be built. In this post we explore how a leading

U.S. retailer, Best Buy, is using a Semantic Web markup language called RDFa to add semantics to its webpages.

This is not just an academic exercise for Best Buy. As we will see, semantic technology has already led to increased traffic and better service to its customers. We spoke to Jay Myers, Lead Web Development Engineer at BestBuy.com, to find out how.

322 tweets

retweet







How Best Buy is Using The Semantic Web

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U.S. retailer, Best Buy, is using a Semantic Web markup language called RDFa to add semantics to its webpages.

Myers told us that the primary goal of using semantic technologies was to increase the visibility of its products and services. And with data such as store name, address, store hours and GEO data being marked up using RDFa, search engines are now able to identify each of those data components more easily and put them into context.



Il see, semantic technology customers. We spoke to Jay o find out how.



BestBuy

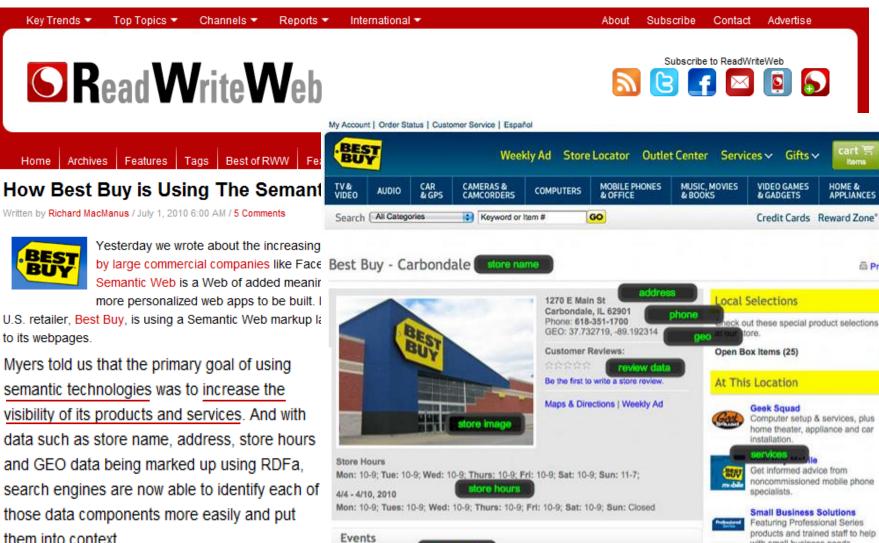
Key Trends 💌

Home

BES

to its webpages.

BU



Advertise

9

VIDEO GAMES

Credit Cards Reward Zone*

& GADGETS

tore.

Geek Squad

Installation

specialists.

Computer setup & services, plus

home theater, appliance and car

noncommissioned mobile phone

Get informed advice from

Small Business Solutions Featuring Professional Series products and trained staff to help

with small business needs.

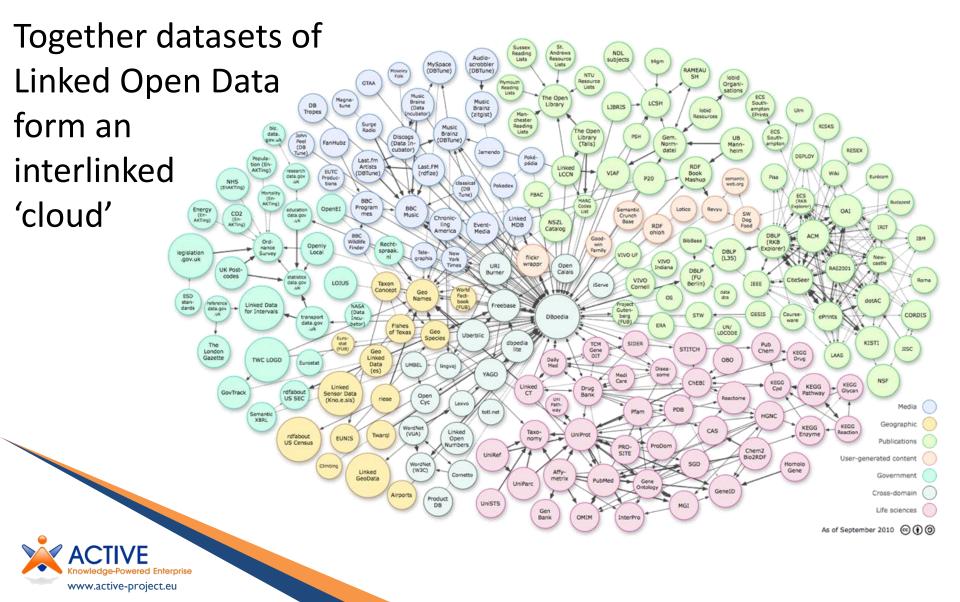
HOME & APPLIANCES

Print

and GEO data being marked up using RDFa. search engines are now able to identify each of those data components more easily and put them into context.



Linking Open Data Cloud



Linked Services



Services & Linked Data

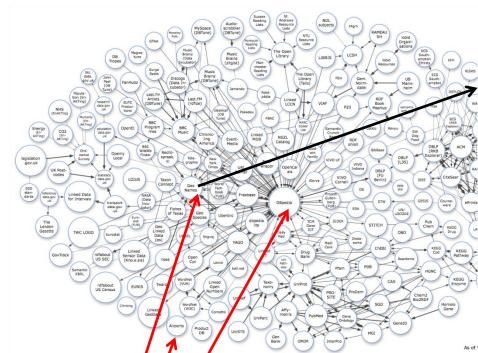
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- A problem can be seen in the current Linked Data sphere when it comes to services/APIs/functionalities
- The standards are often not then used
- The results of service interaction do not contribute to the Linked Data cloud
- Developers have to work with heterogeneous





Geonames Weather



{"weatherObservation": {"clouds":"broken clouds", "weatherCondition":"drizzle", "observation":"LESO 251300Z 03007KT 340V040 CAVOK 23/15 Q1010", "windDirection":30, "ICAO":"LESO", ...



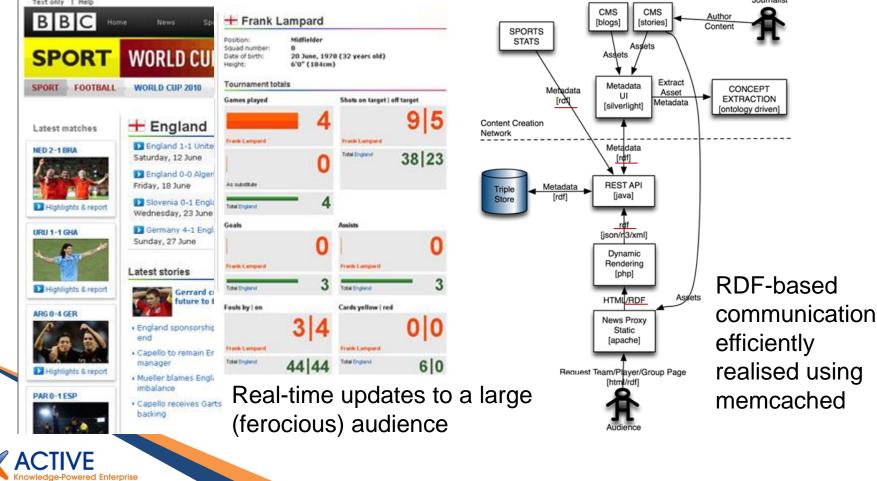
GeoNames WebServices overview

	XML	JSON	I R	DF	C	sv	D	XT	RSS
1	astergdem	<u>XML</u>	<u>JSON</u>			1	TXT		/
2	<u>children</u>	<u>XML</u>	<u>JSON</u>						
3	<u>cities</u>	<u>XML</u>	<u>JSON</u>			1			
4	<u>countryCode</u>	<u>XML</u>	<u>JSON</u>			1	<u>TXT</u>		
5	<u>countryInfo</u>	<u>XML</u>	<u>JSON</u>		<u>C</u>	SV			
6	countrySubdivision	<u>XML</u>	<u>JSON</u>						
7	<u>earthquakes</u>		<u>JSON</u>						
8	extendedFindNearby	<u>XML</u>							
9	findNearby	<u>XML</u>	<u>JSON</u>						
10	findNearbyPlaceName	<u>XML</u>	<u>JSON</u>						
11	findNearbyPostalCodes	<u>XML</u>	<u>JSON</u>						
12	findNearbyStreets Us-only	<u>XML</u>	<u>JSON</u>						
13	findNearbyStreetsOSM	XML	JSON						
14	findNearByWeather Note-1	<u>XML</u>	<u>JSON</u>	Л					
15	findNearbyWikipedia	<u>XML</u>	<u>JSON</u>					<u>RSS</u>	
16	findNearestAddress US-only	<u>XML</u>	<u>JSON</u>						
17	findNearestIntersection Us-only	<u>XML</u>	<u>JSON</u>						
18	findNearestIntersectionOSM	<u>XML</u>	<u>JSON</u>						
19	aet	<u>XML</u>	<u>JSON</u>						
20	<u>qtopo30</u>	<u>XML</u>	<u>JSON</u>				<u>TXT</u>		
21	<u>hierarchy</u>	<u>XML</u>	<u>JSON</u>						
22	neighbourhood US-only	<u>XML</u>	<u>JSON</u>						
23	neighbours	<u>XML</u>	<u>JSON</u>						
24	ocean	<u>XML</u>	<u>JSON</u>						
25	postalCodeCountryInfo	<u>XML</u>	<u>JSON</u>						
26	postalCodeLookup		<u>JSON</u>						
27	postalCodeSearch	<u>XML</u>	<u>JSON</u>						
28	rssToGeo		ſ					<u>RSS</u>	<u>KML</u>
29	search	<u>XML</u>	<u>JSON</u>	RDF	Ε				
30	siblings	<u>XML</u>	<u>JSON</u>						
31	srtm3	<u>XML</u>	<u>JSON</u>				TXT		
32	timezone Note-1	<u>XML</u>	<u>JSON</u>						
33	<u>weather</u>		<u>JSON</u>						
34	<u>weatherIcao</u>		<u>JSON</u>						
35	wikipediaBoundingBox	<u>XML</u>	<u>JSON</u>						
36	<u>wikipediaSearch</u>	<u>XML</u>	<u>JSON</u>						
	Total	31	34	1	1		4	2	1

RDF Services at the BBC

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This is not a problem of scale, efficiency or speed, as a recent BBC application demonstrates:



REST Principles

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- 1. Application state and functionality is divided into resources ______ cf. RDF
- 2. Every resource is uniquely addressable
- All resources share a uniform interface: again, cf. RDF
 a) A constrained set of well-defined operations
 - b) A constrained set of content types

GET, PUT, PATCH, POST, DELETE

URIs

Inc.:

application/rdf+xml text/n3 (and application/x-turtle) application/sparql-results+xml

Linked Open Services



aim to promote this style of service,

bringing together:

- RESTful services (respecting Web architecture)
 - resource-oriented
 - manipulated with HTTP verbs
 - GET, PUT (, PATCH), POST, DELETE
 - Negotiate representations
- Linked data
 - Uniform use of URIs

Use of RDF and SPARQL



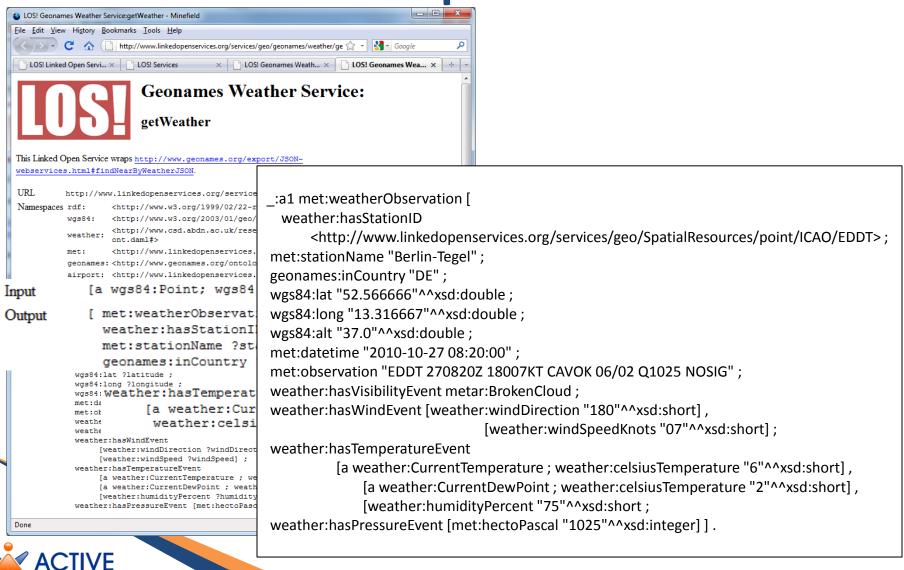
Linked Open Service Principles

- Concretely, Linked Open Services come with a set of guiding principles:
 - 1. Describe services as LOD prosumers with input and output descriptions as SPARQL graph patterns
 - 2. Communicate RDF by RESTful content negotiation
 - 3. Include the **implicit knowledge contribution** that results from interactions in service descriptions and communications
- Associated with the last principle is an optional fourth:
 - 4. When wrapping non-LOS services, describe the lifting/lowering/mapping with SPARQL queries

ACTIVE Knowledge-Powered Enterprise www.active-project.eu http://www.linkedopenservices.org/blog/?page_id=2

LOS Weather Description

www.active-project.eu



Linked Open Services Weather

← → C Swww.linkedopenservices.org/services/geo/SpatialResources/point/ICAO/DGAA/page/



Spatial Resources:

ACCRA/KOTOKA INT

ACCRA/KOTOKA INT (http://www.linkedopenservices.org/services/geo/SpatialResources/point/ICAO/DGAA)

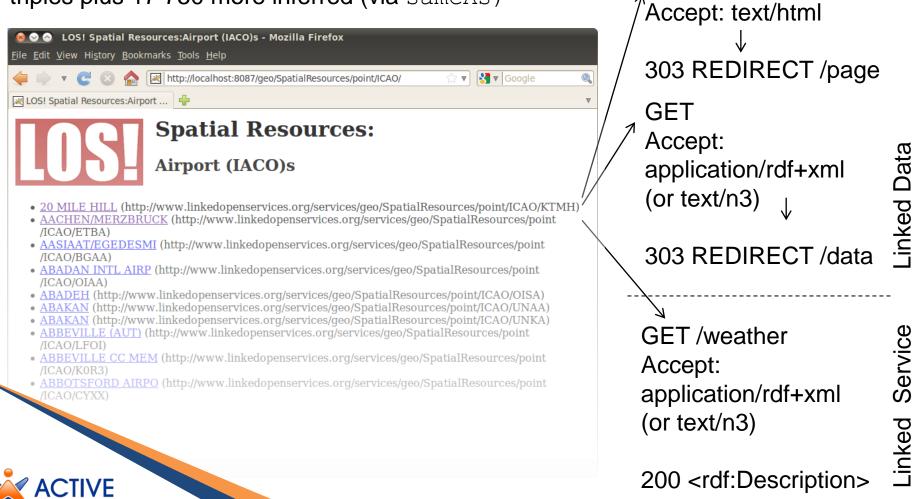
- <u>lat</u>: 5.5833335
- long: -0.16666667
- <u>alt</u>: 69.0
- sameAs:
 - o <u>http://dbpedia.org/resource/Kotoka_International_Airport</u>



Linked Open Services Weather

ICAO and IATA resources add 45 500 explicit static triples plus 17 750 more inferred (via sameAs)

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GET



http://active-project.eu

