

WEB SCIENCE

Xiang Zhang

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Instructors

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 - □ http://cse.seu.edu.cn/PersonalPage/wyang/index.htm



Course Homepage

http://cse.seu.edu.cn/PersonalPage/x.zhang/web_science/



Schedule

- Lecture 1 Sep.
 - □ Introduction, Teaming, Web and Semantic Web
 - □ Assignment 1, Self-study materials
- Lecture 2 Nov.
 - □ Graph Analysis and Visualization, Student Presentations
 - □ Assignment 2
- Lecture 3 Nov.
 - □ Community Detection, Student Presentation, Lab Works
 - □ Assignment 3
- Lecture 4 Dec.
 - □ Lab Works





Teaming

- 3-4 students in a team
- One team leader
- Clear team roles
- Each enrolled student MUST be in one team
- No intersections among teams
- Due time: Sep. 25



Student Presentations

- Half of the teams will present their work in Lecture 2
- The other half of the teams will present in Lecture 3
- No more than 15min for one presentation



Grading

- Teamwork
- Presentations
- Paper Writing
- Personal Report
- *Final exam



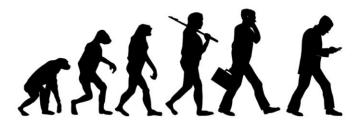
Assignment Submission

- webscience_zhang@163.com
- webscience_yang@163.com
- Title rules:

收件人	
抄送	
	删除抄送 - 添加密送 分别发送
主题	[team:02][lecture:2]distance measurement

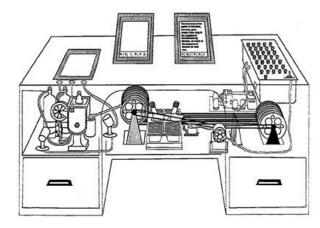


EVOLUTION OF THE WEB





As We May Think - 1945



"A memex is a device in which an individual stores all his books, records, and communications, and which is mechanized so that it may be consulted with exceeding speed and flexibility. It is an enlarged intimate supplement to his memory."



A scientist of the future records experiments with a tiny camera fitted with universal-focus lens. The small square in the eyeglass at the left sights the object (*LIFE 19*(11), p. 112).

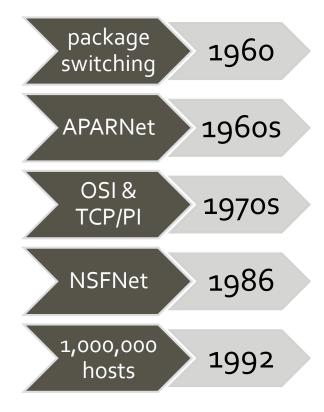


Building Internet – 1960s





Developing Internet





Doug Engelbart and His... - 1698



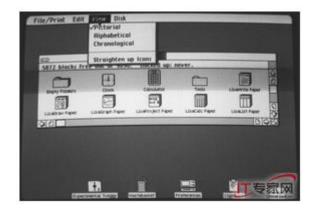


Steve Jobs and His... - 1983

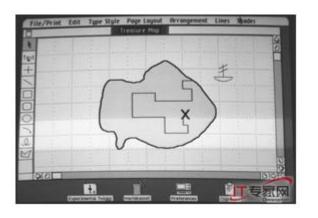


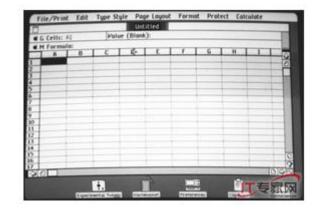


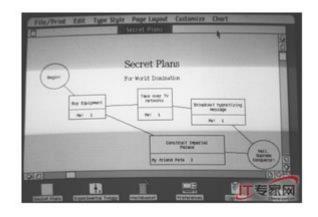
And His LISA

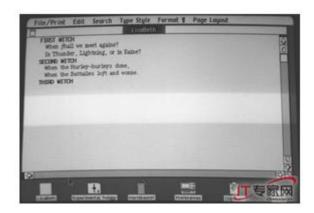






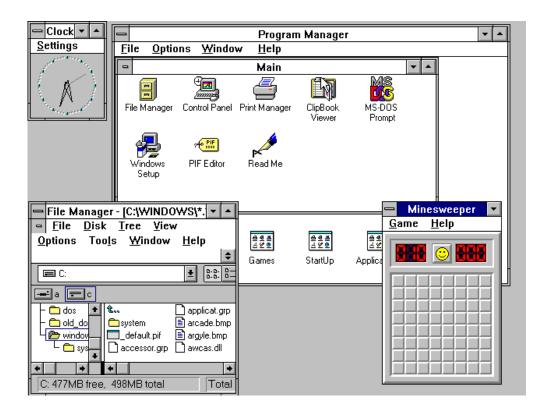




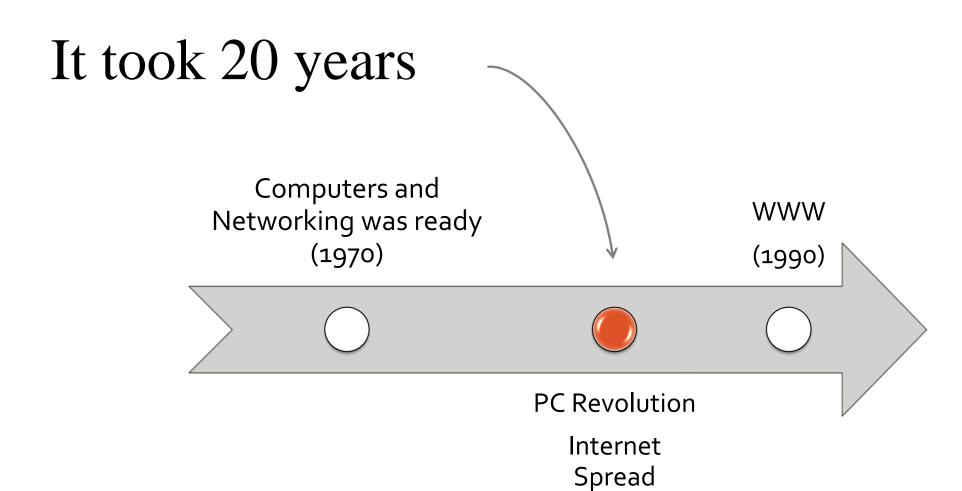




Bill Gates and His Windows 3.1 - 1992









More and More People had PCs

Apple II: \$9,935





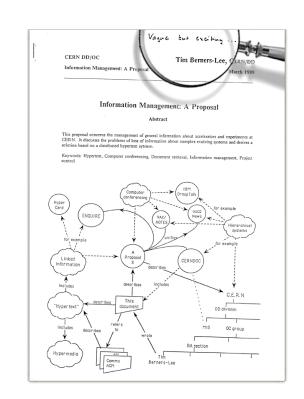


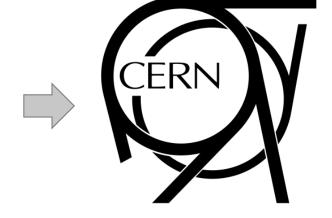
Something Happened in 1989





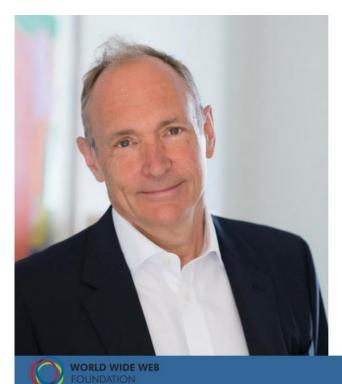
Sir Tim Berners-Lee







And Now...



2017 Turing Award Winner

"I'M PLEASED AND HUMBLED TO RECEIVE THE TURING AWARD. THE 28 YEARS SINCE THE WEB'S INVENTION HAVE BROUGHT A MIX OF DELIGHTS, CHALLENGES AND OPPORTUNITIES, AND I REMAIN COMMITTED TO ENSURING THE WEB DELIVERS BENEFITS TO EVERYONE, EVERYWHERE."

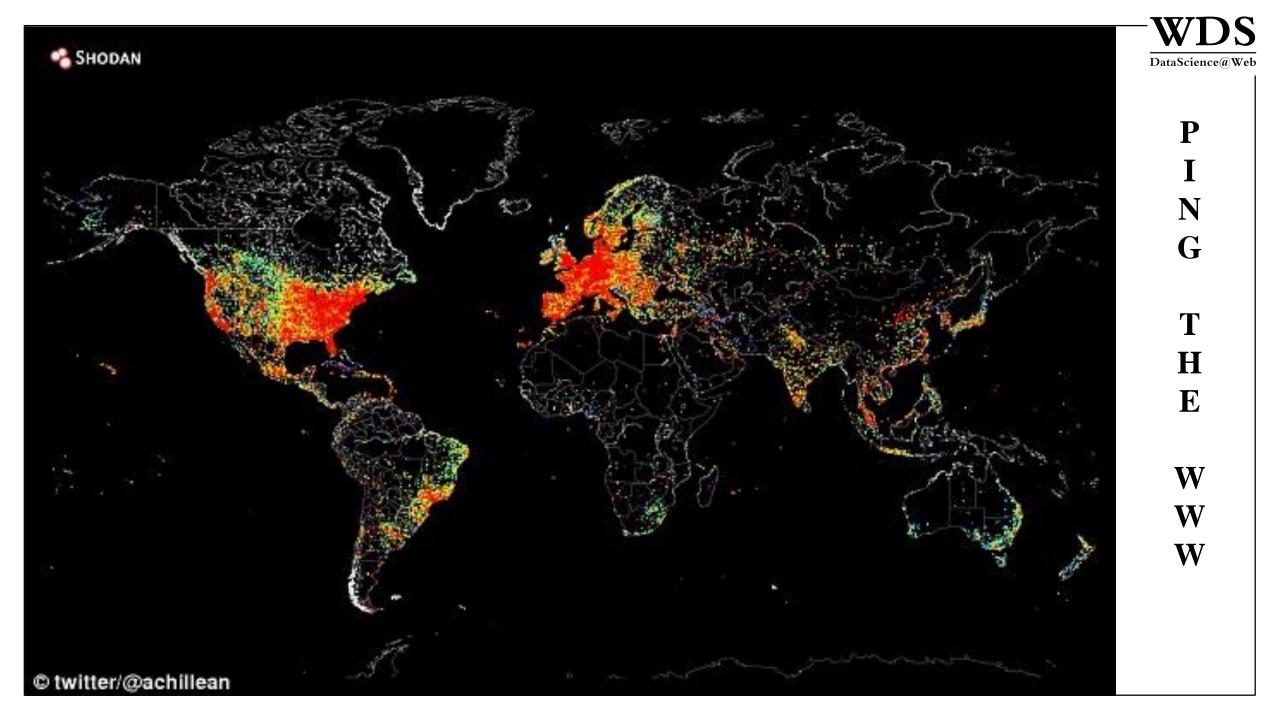
SIR TIM BERNERS-LEE

INVENTOR OF THE WEB
RECIPIENT OF THE 2016 A.M. TURING AWARD



WWW is great







Discussion 1:

Why HTML not XML is adopted in WWW?

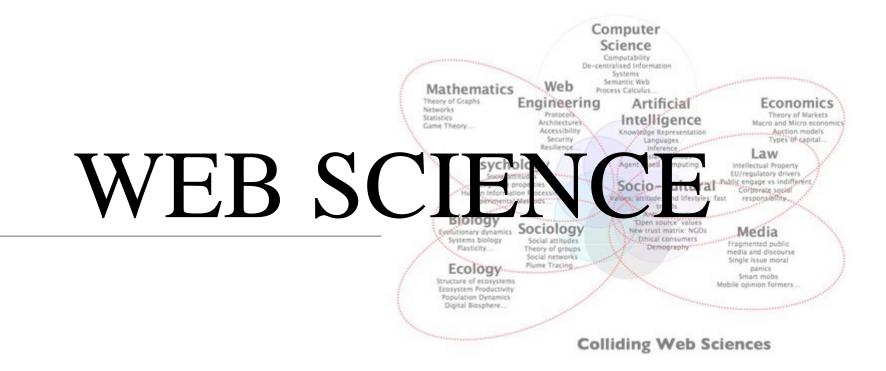




Discussion 2:

How to estimate the volume of WWW?







Impact of Web

- **■** Economy
 - Bust effect of .com bubble in 2000/2001
- Politics
 - US president election
- **■** Business
 - **□** B2C, B2B, O2O
- Social Collaboration
 - **□** Wikipedia
- Media
 - □ Twitter, Facebook, Instagram, YouTube...



What is Web Science

broader definition

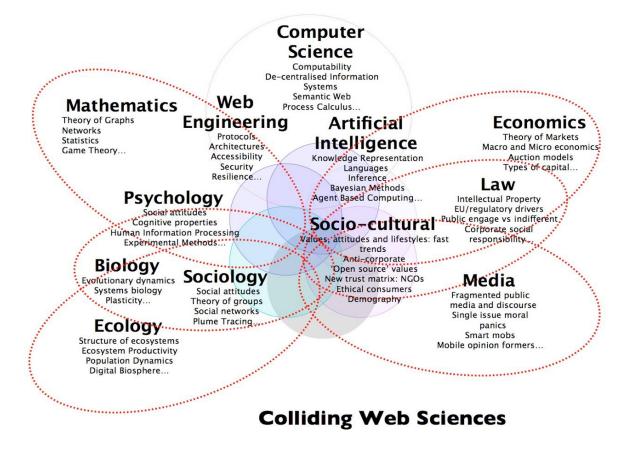
"the process of designing things in a very large space" – Tim Berners-Lee, 2007.

narrower definition

The process of enabling computers to understand the web.

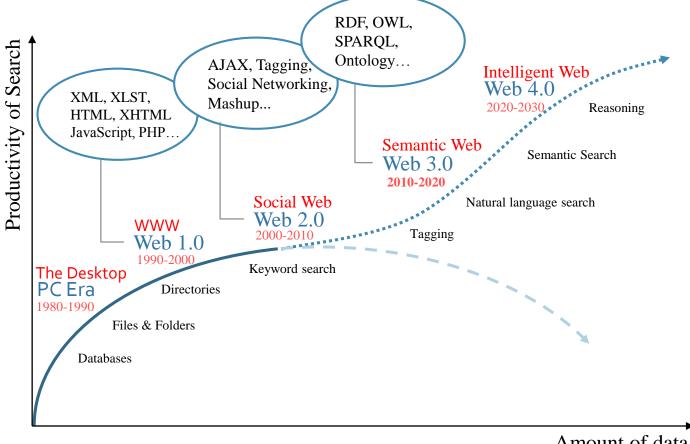


Colliding Web Science





Trend of Web [Nova Spivack 2008]





Web 1.0 vs 2.0

Web 1.0	Web 2.0
Publishing	Participation
Personal Websites	Blogging, Social Networking
Read Only	Read and Write
Content Management Systems	Wikis
Britannica Online	Wikipedia
Directories (taxonomy)	Tagging (folksonomy)



Limitations

- Too much information vs. Too little structure
- Heterogeneous content
- Hidden information







From WWW to Semantic Web

	WWW	Semantic Web
Analogy	A global file system	A global database
Designed for	Human consumption	Machine 1st, Human 2nd
Primary objects	Documents	Things
Links between	Documents	Things
Structure	Fairly low	High



Basic Idea of SW



Syntax: the structure of language

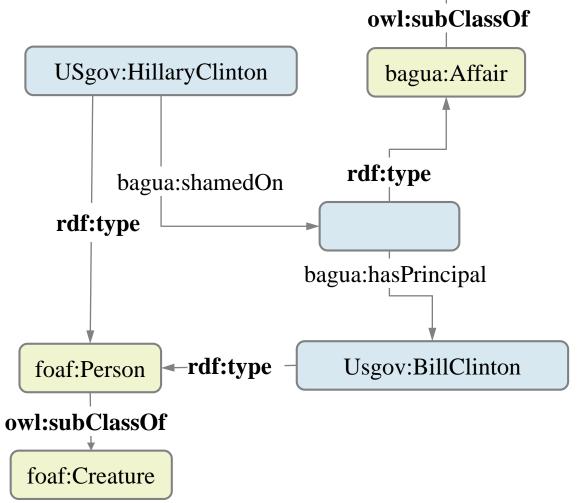
Vocabulary: the common semantics of language



bagua:Event

Basic Idea of SW







Syntax: RDF

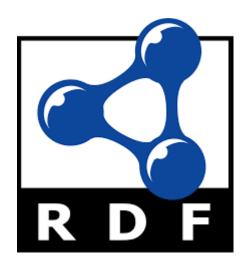
- RDF: Resource Description Framework
- Graph Model
- Nodes: objects, identified by URI(IRI) / bnode / literal
- Edges: relations or attributes, identified by URI(IRI)
- A triple or statement is a <subject, predicate, object> structure similar to natural language.

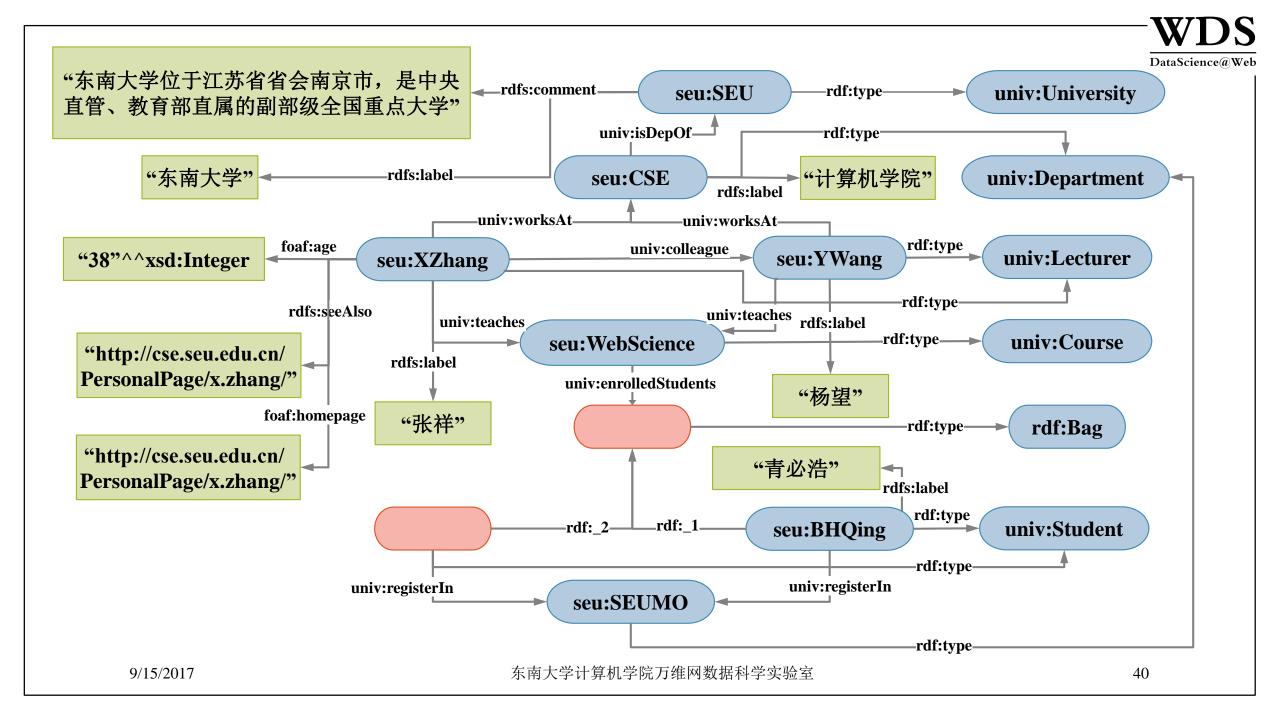


Vocabulary: OWL

- Provides a language to define terms(concepts) in a vocabulary(ontology)
- Terms can be categorized into:
 - □ Classes
 - **□** Properties
- The semantics in a vocabulary(ontology) defined in OWL is represented by description logic









Resource and Triples

- Resource: nodes in RDF graph
- Triple = $\langle subject, predicate, object \rangle$ is an edge in RDF graph
- Triples = Statements
- #triples represents the scale of RDF graph
- For example: for Bio2RDF(Life Science), #triple is over 11 Billion





URI

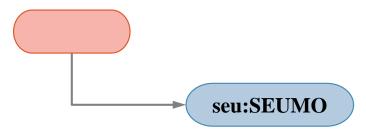
- Universal Identification for Resources
- URI ≠ URL
- Accessible and non-accessible URI
- "http://www.seu.edu.cn/XZhang"
 - □ prefix/namespace: "http://www.seu.edu.cn/"
 - □ localname: "XZhang"
- Abbr: seu:XZhang

seu:XZhang ——univ:Colleague——— seu:YWang



Blank nodes

- "There is a student from SEUMO, *who* enrolled in the course of Web Science."
- A resource without a URI
- Usually has an inner id: _:xxx

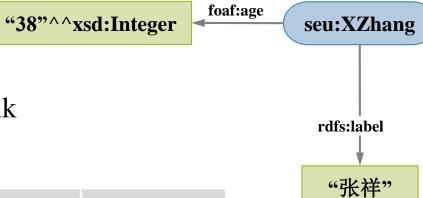




Literals and XML datatypes

- Like primary data types in Java and C++
- A text or data description of resources
- always have 1 in-coming link and no out-going link
- A literal could be
 - □ plain text
 - □ typed literals

xsd:double xsd:float xsd:int xsd:integer xsd:long	xsd:positiveInteger xsd:nonPositiveInteger xsd:nonNegativeInteger xsd:unsignedLong	xsd:dateTime xsd:time xsd:gYearMonth xsd:gYear xsd:gMonthDay xsd:gDay	xsd:NMTOKEN
		xsd:gMonth	





rdf:type

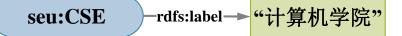
- The most important predicate
- ⟨instance,rdf:type,class⟩

seu:SEU rdf:type univ:University



rdfs:label

■ An easy-to-read name of resources





rdfs:comment

■ A textual description of resources

"东南大学位于江苏省省会南京市,是中央直管、教育部直属的副部级全国重点大学"

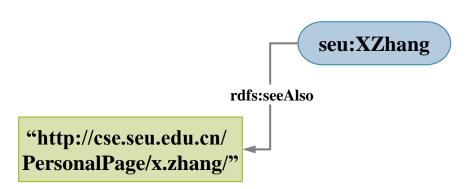
__rdfs:comment-

seu:SEU



rdfs:seeAlso | rdfs:isDefinedBy

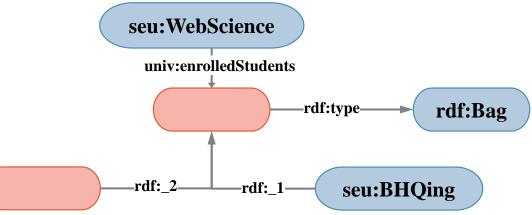
- rdfs:seeAlso
 - □ "Please refer to..."
 - □ provides more information or citation of a resource
- ■rdfs:isDefinedBy
 - □ *sub-property of rdfs:seeAlso*
 - □ "Please refer to the definition from..."





RDF Container

- Like java.util.Collection
- rdf:Bag■ non-ordered
- rdf:Seq □ ordered
- rdf:Alt





Writing RDF Graphs 1: N-triple

```
<http://example.org/bob#me> <http://www.w3.org/1999/02/22-rdf-syntax-ns#type> <http://xmlns.com/foaf/0.1/Person> .
<http://example.org/bob#me> <http://xmlns.com/foaf/0.1/knows> <http://example.org/alice#me> .
<http://example.org/bob#me> <http://schema.org/birthDate> "1990-07-04"^ <http://www.w3.org/2001/XMLSchema#date> .
<http://example.org/bob#me> <http://xmlns.com/foaf/0.1/topic_interest> <http://www.wikidata.org/entity/Q12418> .
<http://www.wikidata.org/entity/Q12418> <http://purl.org/dc/terms/title> "Mona Lisa" .
```



Writing RDF Graphs 2: Turtle

```
BASE <a href="http://example.org/">http://example.org/</a>
PREFIX foaf: <a href="http://xmlns.com/foaf/0.1/">http://xmlns.com/foaf/0.1/</a>
PREFIX xsd: <a href="http://www.w3.org/2001/XMLSchemater">http://www.w3.org/2001/XMLSchemater</a>
PREFIX schema: <a href="http://schema.org/">http://schema.org/</a>
PREFIX dcterms: <a href="http://purl.org/dc/terms/">http://purl.org/dc/terms/</a>
PREFIX wd: <a href="http://www.wikidata.org/entity/">http://www.wikidata.org/entity/</a>
<a href="h
```



Writing RDF Graph 3: JSON

```
"@context": "example-context.json",
"@id": "http://example.org/bob#me",
"@type": "Person",
"birthdate": "1990-07-04",
"knows": "http://example.org/alice#me",
"interest": {
    "@id": "http://www.wikidata.org/entity/Q12418",
    "title": "Mona Lisa",
    "subject_of": "http://data.europeana.eu/item/04802/243FA86
    "creator": "http://dbpedia.org/resource/Leonardo_da_Vinci"
}
```



Writing RDF Graph 3: RDF/XML

```
<?xml version="1.0" encoding="utf-8"?>
<rdf:RDF
        xmlns:dcterms="http://purl.org/dc/terms/"
        xmlns:foaf="http://xmlns.com/foaf/0.1/"
        xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
        xmlns:schema="http://schema.org/">
  <rdf:Description rdf:about="http://example.org/bob#me">
      <rdf:type rdf:resource="http://xmlns.com/foaf/0.1/Person"/>
      <schema:birthDate rdf:datatype="http://www.w3.org/2001/XMLSchema#date">1990-07-04</schema:birthDate>
      <foaf:knows rdf:resource="http://example.org/alice#me"/>
      <foaf:topic interest rdf:resource="http://www.wikidata.org/entity/Q12418"/>
  </rdf:Description>
  <rdf:Description rdf:about="http://www.wikidata.org/entity/Q12418">
     <dcterms:title>Mona Lisa</dcterms:title>
     <dcterms:creator rdf:resource="http://dbpedia.org/resource/Leonardo da Vinci"/>
  </rdf:Description>
  <rdf:Description rdf:about="http://data.europeana.eu/item/04802/243FA8618938F4117025F17A8B813C5F9AA4D619">
     <dcterms:subject rdf:resource="http://www.wikidata.org/entity/Q12418"/>
  </rdf:Description>
</rdf:RDF>
```



Parsing RDF using RDFLib

```
import rdflib

g = rdflib.Graph()

result = g.parse("http://www.w3.org/People/Berners-Lee/card")

# parse a given RDF graph in a remote file

print("graph has %s statements." % len(g))

# shows the number of triples in this graph

s = g.serialize(format='n3')

print s

# print all the triples in this graph
```

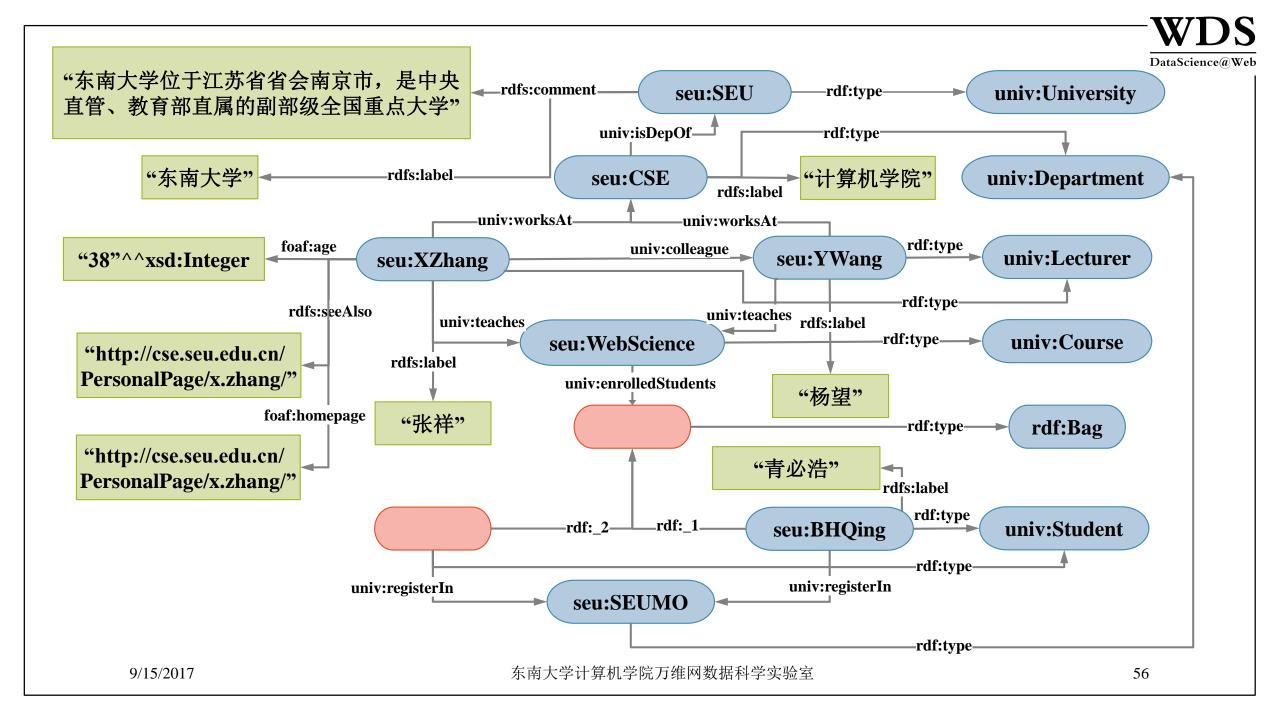


RDFLib:

http://rdflib.readthedocs.io/en/stable/









How many vocabularies?

■ rdf:type

■ rdfs:comment

■ rdf:Bag

■ rdfs:seeAlso

■ rdf:_1

■ foaf:age

■ *rdf*:_2

■ foaf:homepage

■ rdfs:label

■ univ:University

■ univ:colleague

■ univ:Department

■ univ:isDepOf

■ univ:Lecturer

■ univ:worksAt

■ univ:Course

■ univ:enrolledStudents

■ univ:Student

■ univ:registerIn

RDF/RDFS/FOAF

Building Vocabularies -----

University
User Defined Vocabularies -----

东南大学计算机学院万维网数据科学实验室



General Build-in Vocabularies

- RDF / RDFS
- OWL (Web Ontology Language) vocabulary of description logic (描述逻辑)
- FOAF (Friend of a Friend) vocabulary of social networking, personal information
- DC (Dublin Core) vocabulary of web resources
- SKOS (Simple Knowledge Organization System) a simplified vocabulary of things



Defining Vocabularies

- Class
 - □ Defining hierarchical concepts
- *Property*
 - □ Defining hierarchical relations or attributes
- Instance
 - **□** individuals



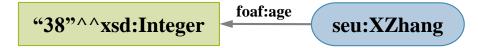
Defining Classes

- rdfs:subClassOf
 - □ (univ: Lecturer, *rdfs*: *subClassOf*, foaf: Person)
 - \square (univ: University, rdfs: subClassOf, foaf: Organization)
- owl:equivalenClass
 - □ (univ: University, *owl:equivalenClass*, yago: University)
- *owl:disjointWith*
 - □ (univ: MaleStudent, *owl:disjointWith*, univ: FemaleStudent)
- Others: *owl:one of, owl:intersectionOf, owl:unionOf, owl:complementOf...*



Data / Annotation/ Object Properties

- Predicates in RDF graph
- Data Property
 - □ properties whose objects are typed literals
 - also called: "data attributes"
 - □ foaf:age
- Annotation Property
 - properties whose objects are literals
 - also called: "annotation attributes"
 - □ rdfs:label / rdfs:comment
- Object Property
 - □ properties whose objects are URI / Bnodes
 - also called: "relations"
 - □ univ:colleague









Defining Properties

- rdfs:subPropertyOf□ ⟨univ:isDepOf,rdfs:subPropertyOf,skos:isPartOf⟩
- rdfs:domain / rdfs:range
 - \square $\langle univ: registerIn, rdfs: domain, univ: Student \rangle$
 - \square $\langle univ: registerIn, rdfs: range, univ: Department \rangle$
- *owl:inverseOf*
 - □ ⟨univ:registerIn,owl:inverseOf,univ:hasRegisteredStudent⟩



Thing and owl:sameAs

- Thing is a super class of all classes
 - □ like java.lang.Object
- *owl:sameAs*: equivalence of instances
 - \square $\langle w3c:TimBL, owl:sameAs, dbpedia:TimBernersLee \rangle$



Special Types of Properties

- Functional Property $\Box \langle a, p, b \rangle$, $\langle a, p, c \rangle \rightarrow \langle b, owl: sameAs, c \rangle$ "我只有一个身份证"
- Symmetric Property $\square \langle a, p, b \rangle \rightarrow \langle b, p, a \rangle$ "我和你成婚,所以你也和我成婚"
- Transitive Property $\Box \langle a, p, b \rangle$, $\langle b, p, c \rangle \rightarrow \langle a, p, c \rangle$ "先人之先人亦为先人"



Advanced Topic 1: Complex Class

```
\langle \text{family: Mother, } owl: intersectionOf, \_: 001 \rangle
\langle \_: 001, rdf: first, \text{ family: Female} \rangle
\langle \_: 001, rdf: rest, \text{ family: Parent} \rangle
```



Advanced Topic 2: Property Restriction

```
⟨family: Parent, owl: equivalentClass, _: 001⟩
⟨_: 001, rdf: type, owl: Resriction⟩
⟨_: 001, owl: onProperty, family: hasChild⟩
⟨_: 001, owl: someValuesFrom, family: Children⟩
```



Advanced Topic 3: Cardinality Restriction

```
\univ: hasRegisteredStudents, rdfs: domain, univ: Department\
  \univ: hasRegisteredStudents, rdfs: range, univ: Student\
  \univ: hasRegisteredStudents, owl: minCardinality, "10"\
  \univ: hasRegisteredStudents, owl: maxCardinality, "150"\univ: has
```



Reasoning in Description Logic

 $Actor \sqsubseteq Artist$

 $married \sqsubseteq loves$

married(angelina, brad)

Polygamist $\sqsubseteq \geqslant 2$.Married. \top

 $\exists Married. \{brad\} \sqsubseteq \{angelina\}$



Comparing SW with OOP

SW	OOP	
instance	\approx	object
Class	\approx	Class
Property	≈?	methods
Thing	\approx	java.lang.Object
Literal	\approx	primary data type
RDF Container	\approx	java.util.Collection



Two data models using RDF and OWL

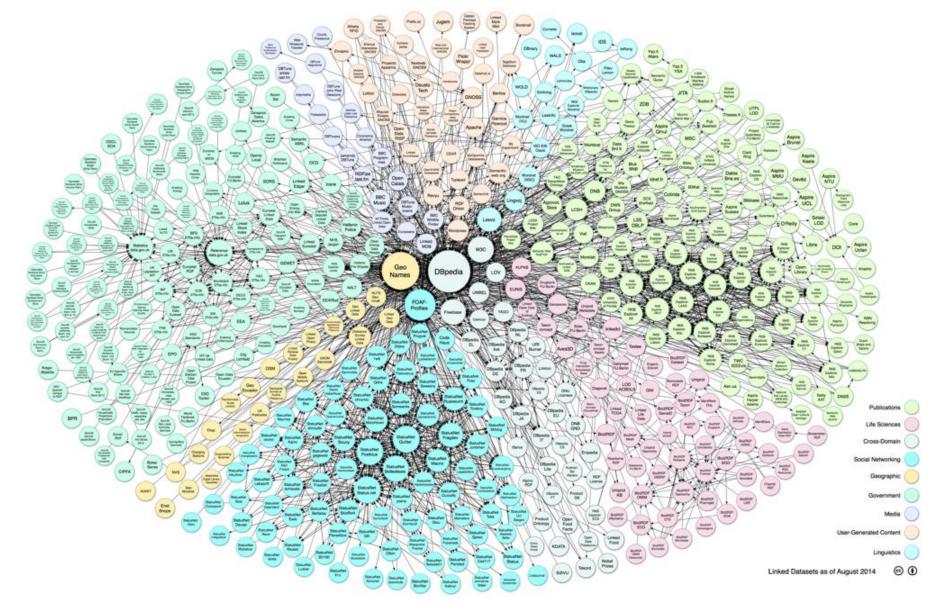
- Linked Data
 - □ proposed by academic community
- Knowledge Graph
 - □ proposed by industry



Linked Data

- Data is collected from database or knowledge base
- Four principles
 - □ use URIs as names for things
 - □ use HTTP URIs so that people can look up those names
 - □ when someone looks up a URI, provide useful information, using the standards (RDF*, SPARQL)
 - □ include links to other URIs. so that they can discover more things.

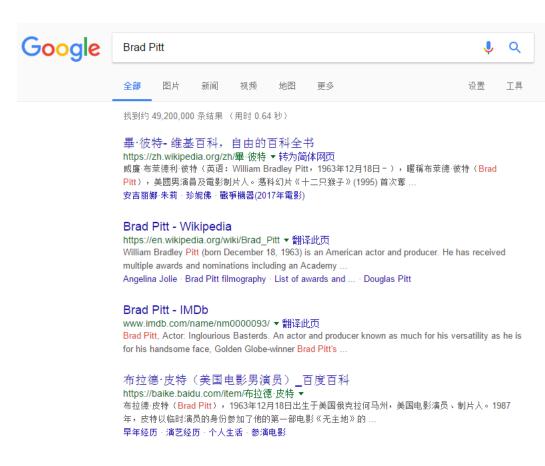




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Knowledge Graph







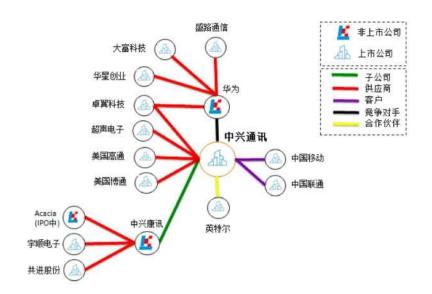
Knowledge Graph

- proposed by Google
- extracted from un-structured or semi-structured data

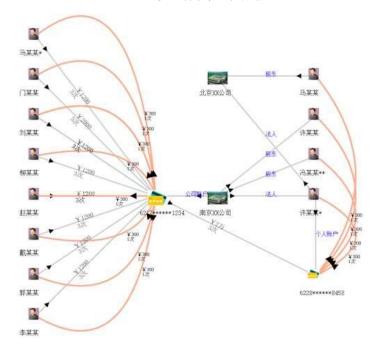


Applications of Knowledge Graph

股票投资分析



公安情报分析



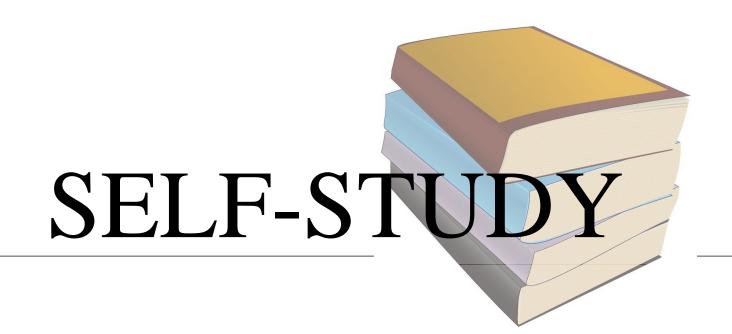
credit to:漆桂林



In the Future...

Everything is graph.







Python

- "笨办法"学Python(零基础)
 - □ https://book.douban.com/subject/26264642/
- Python基础教程(入门)
 - □ https://book.douban.com/subject/25880388/
- ■利用Python进行数据分析
 - □ https://book.douban.com/subject/25779298/



Data Science

- ■机器学习实战
 - □ https://book.douban.com/subject/24703171/
- 周志华: 机器学习
 - □ https://book.douban.com/subject/26708119/
- ■网络科学引论
 - □ https://book.douban.com/subject/25970086/



Web and Semantic Web (1)

- CCTV Documentary "互联网时代"
- TED Talk Playlist: Internet Origin Stories
 - □ https://www.ted.com/playlists/365/internet_origin_stories
- TED Talk Tim Berners-Lee: The Next Web (2009)
 - □ https://www.ted.com/talks/tim berners lee on the next web
- TED Talk Tim Berners-Lee: The Year Open Data Went Worldwide (2010)
 - □ https://www.ted.com/talks/tim berners lee the year open data went worldwide
- TED Talk Tim Berners-Lee: A Magna Carta for the Web (2014)
 - □ https://www.ted.com/talks/tim berners lee a magna carta for the web



Web and Semantic Web (2)

- TED Talk Larry Page: Where is Google Going Next?
 - □ https://www.ted.com/talks/larry_page_where_s_google_going_next
- IBM Watson and Jeopardy in 2011
 - ☐ How Watson works? | Jeopardy 2011 contest footage
- TED Talk Stephen Wolfram and WolframAlpha
 - □https://www.ted.com/talks/stephen wolfram computing a theory of everything
 - □ http://www.wolframalpha.com/









Semantic Web

- RDF / RDFS
 - □ RDF Primer (in Chinese): http://zh.transwiki.org/cn/rdfprimer.htm
 - □ RDF Primer 1.1 (in English): https://www.w3.org/TR/2014/NOTE-rdf11-primer-20140624/
- OWL
 - □ OWL2 Primer (in Chinese): http://nkos.lib.szu.edu.cn/OWL2/OWL2PrimerSimplifiedChinese.htm
- SPARQL
 - □ SPARQL Overview(in Chinese): http://www.chinaw3c.org/REC-sparq111-overview-20130321-cn.html
- RDFLib / Jena
- DBpedia / YAGO

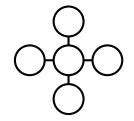


ASSIGNMENT





Distance Measurement



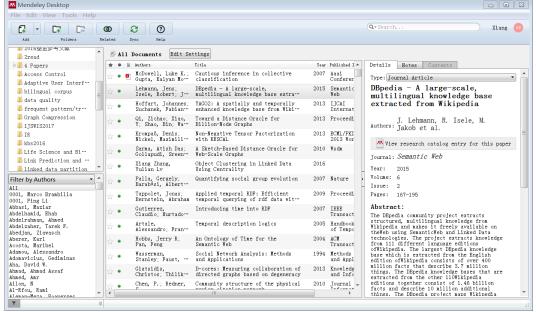
- Given two strings representing two entities, for example "LeBron James" and "Dwyane Wade",
- How to automatically measure their distance $\mathcal{D}(x,y) \in [0,1]$?
- Preserving $\mathcal{D}(x,y) < \mathcal{D}(y,z)$ if x is more related to y than z.
- Paper writing: a team paper can be collaborated written including:
 - □ abstract / problem definition / approach overview
 - □ details of algorithms / experiments / related works / reference
- Format: Springer Lecture Notes in Computer Science (LNCS)
- Due: Oct. 31
- Half of teams will be randomly selected to present their work and demo in Lecture 2.



Google Scholar and Mendeley

Find and Manage Your Reference



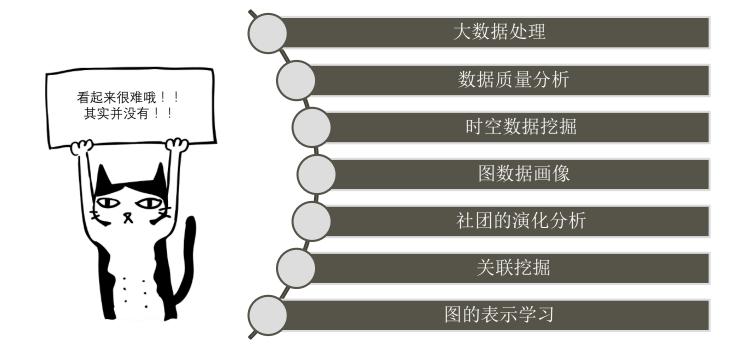








What Do We Do





What Will You Get

A tutorial for newbies

A complete training system for data scientists / data engineers

Evening salons

WDS library

A chance for top conference

Academic and industrial projects

Face-to-face supervision



What do we want

No background? No problem.

Familiar with Java or Python? Good!

Interested with data science and artificial intelligence? Great!

Be responsible / self-motivated / hard-working? Come and join us!

The only requirement: join in WDS in Nanjing in the next year.



