

## Day-5

### *Learned about Metadata ,Linked Data and FOAF (Friend Of A Friend)*

Metadata, literally meaning "data about data", is essentially information that describes other data. It provides context, like a label or tag, that helps us understand what the data is, how it was created, and how it can be used.

Meta keywords used to be like those labels you might put on a box in a filing cabinet to help you find it later. They were tags hidden within a webpage's code that described the content of the page to search engines.

However, meta keywords are no longer like those helpful filing cabinet labels. Here's why:

- **Search engines don't rely on them anymore:** In the past, search engines used meta keywords heavily to understand what a webpage was about. Today, search engines are much more sophisticated and can analyse the actual content of a webpage to figure out its topic.
- **Stuffing with keywords could hurt you:** In the past, some website owners tried to "trick" search engines by stuffing their meta keywords with lots of unrelated popular terms. Search engines caught on to this and now, doing this can actually hurt your search ranking.

So, you **don't need to worry about adding meta keywords** to your website anymore. Focus on creating high-quality content that accurately reflects your topic and using relevant keywords naturally throughout your text. This is a much more effective way to improve your search ranking these days.

Imagine you have a box full of photos from a recent vacation. The photos themselves are the data, but without any information, it might be hard to remember which trip they're from, who the people are, or what you were doing.

That's where metadata comes in. It's like adding labels to your photos. Metadata is basically extra information about the data itself.

Linked data and FOAF (Friend of a Friend) are two key concepts that work together to create a web of connected information on the internet. Here's a breakdown of each:

#### **Linked Data: The Web of Connected Data**

- Imagine the web as a vast collection of islands, each webpage an island unto itself. Linked data aims to build bridges between these islands, creating a connected web of information.
- It achieves this by using standardized ways to describe things on the web. Data is structured using formats like RDF (Resource Description Framework) and connected using URIs (Uniform Resource Identifiers).

- This allows applications and machines to understand the relationships between different pieces of information.

### **Benefits of Linked Data:**

- **Enhanced Search:** Imagine searching for "restaurants in Paris." Linked data could connect restaurant listings with reviews, menus, and even photos on different websites, providing a richer search experience.
- **Data Integration:** Linked data makes it easier for different systems and applications to share and understand data.
- **New Discoveries:** By connecting data points, linked data can reveal hidden patterns and relationships that might not be obvious from isolated data sources.

### **FOAF: Friend of a Friend on the Web**

- FOAF (Friend of a Friend) is a specific vocabulary for describing people and their relationships on the web.
- It uses RDF to define properties like name, work email, homepage, and even friends (linking to other FOAF profiles).
- Individuals can create FOAF profiles to share information about themselves online.

### **How FOAF Connects to Linked Data:**

- FOAF profiles are a great example of linked data in action.
- By using standardized terms and URIs, FOAF profiles can connect with other data sources like social media profiles or professional websites.

**In essence, linked data provides the infrastructure for connecting information across the web, while FOAF offers a specific vocabulary for describing people and their connections, contributing to a richer web of data.**