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SEO services in Sydney

content consistency

content consistency

Google Analytics multi-site tracking"Multi-site tracking in Google Analytics involves configuring your account to collect data from multiple websites. This approach provides a unified view of user behavior across different domains, helping you understand cross-site interactions and refine your overall strategy."

Google Analytics pageviews"Pageviews in Google Analytics track how often pages on your site are viewed. By monitoring pageview data, you can identify popular content, understand user navigation patterns, and optimize pages to improve engagement."

Google Analytics real-time data"Real-time data in Google Analytics shows current user activity on your site. Search Engine Optimisation . This includes active users, pages being viewed, and events happening at that moment. Real-time reports help you quickly identify trends and respond to changes in user behavior."

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content curation —

- content consistency
- content curation
- content delivery for images
- content depth
- content depth improvements
- content engagement
- content flow

Google Analytics referral traffic"Referral traffic in Google Analytics shows visitors who arrive at your site from other websites. By analyzing referral traffic, you can understand which external sources drive the most visitors and focus on building strong partnerships and outreach campaigns."

Google Analytics remarketing audiences"Remarketing audiences in Google Analytics are user segments that you can target with personalized ads. Best SEO Audit Services. By defining criteria based on user behavior, you can create more relevant campaigns and increase conversion rates."

Google Analytics sampling thresholdsSampling thresholds in Google Analytics determine when data is sampled. Understanding these thresholds helps you interpret reports accurately and decide whether to use aggregated or raw data for more detailed analysis.

content delivery for images

Google Analytics session duration"Session duration in Google Analytics measures how long users spend on your site.

SEO services in Sydney - Google keyword rankings

- Search result relevance
- Keyword cannibalization checks

By analyzing session duration, you can identify which content keeps users engaged and make adjustments to improve overall time spent on your pages."

Google Analytics setup"Setting up Google Analytics involves creating an account, adding your website property, and installing the tracking code on your site. This process enables data collection, allowing you to monitor site traffic, user behavior, and conversion rates."

Google Analytics site speed"Site speed reports in Google Analytics show how quickly your pages load for users. By identifying slow-loading pages, you can implement improvements that enhance user experience, reduce bounce rates, and boost search rankings."

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content depth

Google Analytics tags"Google Analytics tags are snippets of code that track and send data from your website to your analytics account. By correctly implementing these tags, you gain insight into pageviews, events, and user interactions, which help refine your digital strategy."

Google Analytics time on page"Time on page in Google Analytics measures how long users spend on individual pages. By analyzing time on page, you can identify engaging content, optimize underperforming pages, and improve overall user satisfaction."

Google Analytics tracking code"The Google Analytics tracking code is a JavaScript snippet added to your websites HTML. It collects data on user interactions, such as pageviews and events, and sends that data to your Google Analytics account for analysis."

SEO services in Sydney - Search result relevance

- Search ranking positions
- Googles featured videos
- Google search snippets

content depth improvements

Google Analytics user explorer"The user explorer report in Google Analytics provides a detailed view of individual user behavior. By analyzing this data, you can identify trends, personalize user experiences, and improve overall engagement and retention."

Google Analytics user segmentation"User segmentation in Google Analytics lets you divide your audience into specific groups based on behavior, demographics, or acquisition source. Analyzing these segments helps you tailor marketing efforts and improve overall site performance."

Google Analytics UTM parameters"UTM parameters are custom URL tags that track campaign performance in Google Analytics. By adding these parameters to your marketing links, you can identify which campaigns, sources, and mediums drive the most traffic and conversions."

KEY ADVANTAGES LOCAL SEO





content engagement

Google Business Profile accessibility Ensuring that your Google Business Profile is easily accessible to all users helps improve your reputation and search performance. Accessibility features like detailed descriptions and accurate hours make it simple for everyone to find and engage with your business.

Google Business Profile analytics Analytics for your Google Business Profile show how users find and interact with your listing.

SEO services in Sydney - Google keyword rankings

1. Google keyword rankings
2. Mobile search optimization
3. Google search console

By reviewing these insights, you can identify areas for improvement and implement changes to increase engagement and visibility."

Google Business Profile appointment links Adding appointment links to your Google Business Profile allows customers to book services directly from your listing. By making it easy to schedule appointments, you improve convenience for your audience and increase conversions."

content flow

Google Business Profile best practices Following best practices for your Google Business Profile, such as using high-quality images, updating your information regularly, and engaging with customers, helps improve your local search visibility and build a positive reputation."

Google Business Profile branding Your Google Business Profile can be a reflection of your brand identity. By using consistent logos, professional images, and a cohesive business description, you strengthen your brand image and stand out in local search results."

Google Business Profile business description A compelling business description on your Google Business Profile communicates what makes your company unique. By including relevant keywords and highlighting your strengths, you increase the chances of appearing in search results and attracting the right audience."



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About MediaWiki

Not to be confused with [Wikimedia](#).

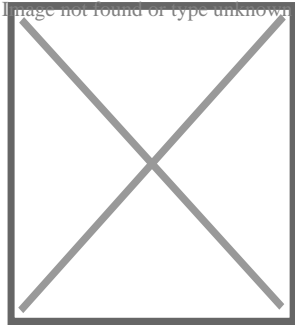


This article **relies excessively on references to primary sources**. Please improve this article by adding **secondary or tertiary sources**.

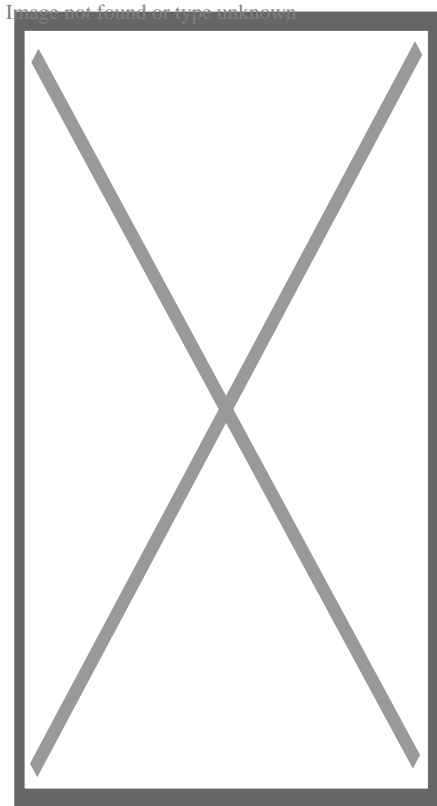
Find sources: "MediaWiki" – news · newspapers · books · scholar · JSTOR (January 2025) (Learn how and when to remove this message)

- gerit.wikimedia.org/g/mediawiki/core/ Image not found or type unknown [Edit this at Wikidata](#)

MediaWiki



Screenshot



The **Main Page** of the **English Wikipedia**
running an alpha version of MediaWiki
1.40

Original author(s)	<ul style="list-style-type: none"> ○ Magnus Manske ○ Lee Daniel Crocker
Developer(s)	Wikimedia Foundation
Initial release	January 25, 2002; 23 years ago
Stable release	1.43.0[1] <small>Image not found or type unknown</small> December 2024; 2 months ago Edit this on Wikidata
Repository	
Written in	PHP[2]
Operating system	Windows, macOS, Linux, FreeBSD, OpenBSD, Solaris
Size	79.05 MiB (compressed)
Available in	459[3] languages
Type	Wiki software
License	GPLv2+[4]
Website	mediawiki.org <small>Image not found or type unknown</small> Edit this at Wikidata

MediaWiki is free and open-source wiki software originally developed by Magnus Manske for use on Wikipedia on January 25, 2002, and further improved by Lee Daniel Crocker,[5][6] after which development has been coordinated by the Wikimedia Foundation. It powers several wiki hosting websites across the Internet, as well as most websites hosted by the Wikimedia Foundation including Wikipedia, Wiktionary, Wikimedia Commons, Wikiquote, Meta-Wiki and Wikidata, which define a large part of the set requirements for the software. [7] Besides its usage on Wikimedia sites, MediaWiki has been used as a knowledge management and content management system on websites such as Fandom, wikiHow and major internal installations like Intellipedia and Diplopedia.

MediaWiki is written in the PHP programming language and stores all text content into a database. The software is optimized to efficiently handle large projects, which can have terabytes of content and hundreds of thousands of views per second.[7][8] Because Wikipedia is one of the world's largest and most visited websites, achieving scalability through multiple layers of caching and database replication has been a major concern for developers. Another major aspect of MediaWiki is its internationalization; its interface is available in more than 400 languages.[9] The software has hundreds of configuration settings[10] and more than 1,000

extensions available for enabling various features to be added or changed.^[11]

Key features

^[edit]

MediaWiki provides a rich core feature set and a mechanism to attach **extensions** to provide additional functionality.

Internationalization and localisation

^[edit]

Niklas Laxström explains the features that allowed **translatewiki.net** to provide MediaWiki with more than 400 locales.

Due to the strong emphasis on multilingualism in the Wikimedia projects, **internationalization and localization** has received significant attention by developers. The user interface has been fully or partially translated into more than 400 languages on **translatewiki.net**,^[9] and can be further customized by site administrators (the entire interface is editable through the wiki).

Several extensions, most notably those collected in the MediaWiki Language Extension Bundle, are designed to further enhance the multilingualism and internationalization of MediaWiki.

Installation and configuration

^[edit]

Installation of MediaWiki requires that the user have **administrative privileges** on a server running both PHP and a compatible type of SQL **database**. Some users find that setting up a **virtual host** is helpful if the majority of one's site runs under a framework (such as **Zope** or **Ruby on Rails**) that is largely incompatible with MediaWiki.^[12] **Cloud hosting** can eliminate the need to deploy a new server.^[13]

An installation PHP script is accessed via a **web browser** to initialize the wiki's settings. It prompts the user for a minimal set of required parameters, leaving further changes, such as enabling uploads,^[14] adding a site logo,^[15] and installing extensions, to be made by modifying configuration settings contained in a file called LocalSettings.php.^[16] Some aspects of MediaWiki can be configured through special pages or by editing certain pages; for

instance, abuse filters can be configured through a special page, [17] and certain gadgets can be added by creating JavaScript pages in the MediaWiki namespace. [18] The MediaWiki community publishes a comprehensive installation guide. [19]

Markup

[edit]

One of the earliest differences between MediaWiki (and its predecessor, UseModWiki) and other wiki engines was the use of "free links" instead of CamelCase. When MediaWiki was created, it was typical for wikis to require text like "WorldWideWeb" to create a link to a page about the World Wide Web; links in MediaWiki, on the other hand, are created by surrounding words with double square brackets, and any spaces between them are left intact, e.g. [[World Wide Web]]. This change was logical for the purpose of creating an encyclopedia, where accuracy in titles is important.

MediaWiki uses an extensible [20] lightweight wiki markup designed to be easier to use and learn than HTML. Tools exist for converting content such as tables between MediaWiki markup and HTML. [21] Efforts have been made to create a MediaWiki markup spec, but a consensus seems to have been reached that Wikicode requires context-sensitive grammar rules. [22][23] The following side-by-side comparison illustrates the differences between wiki markup and HTML:

MediaWiki s
(the "behind the sc
used to add format

====A dialogue====

"Take some more `[[tea]]`," the March Hare said to Alice, very earnestly.

"I've had nothing yet," Alice replied in an offended tone: "so I can't take more."

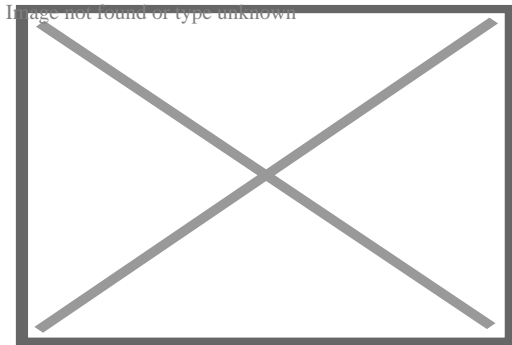
"You mean you can't take "less"," said the Hatter: "it's ""very"" easy to take "more" than nothing."

(Quotation above from *Alice's Adventures in Wonderland* by Lewis Carroll)

Editing interface

`[edit]`

See also: [VisualEditor](#)



Editing interface of MediaWiki 1.44.0-wmf.4 with [syntax highlighting](#), showing the edit toolbar of 2017 wikitext editor and some examples of wiki syntax

MediaWiki's default page-editing tools have been described as somewhat challenging to learn.^[24] A survey of students assigned to use a MediaWiki-based wiki found that when they were asked an [open question](#) about main problems with the wiki, 24% cited technical problems with formatting, e.g. "Couldn't figure out how to get an image in. Can't figure out how to show a link with words; it inserts a number."^[25]

To make editing long pages easier, MediaWiki allows the editing of a subsection of a page (as identified by its header). A registered user can also indicate whether or not an edit is minor. Correcting spelling, grammar or punctuation are examples of minor edits, whereas adding paragraphs of new text is an example of a non-minor edit.

Sometimes while one user is editing, a second user saves an edit to the same part of the page. Then, when the first user attempts to save the page, an **edit conflict** occurs. The second user is then given an opportunity to merge their content into the page as it now exists following the first user's page save.

MediaWiki's user interface has been localized in many different languages. A language for the wiki content itself can also be set, to be sent in the "Content-Language" HTTP header and "lang" **HTML attribute**.

VisualEditor has its own integrated wikitext editing interface known as 2017 wikitext editor, the older editing interface is known as 2010 wikitext editor.

Application programming interface

[**edit**]

MediaWiki has an extensible **web API** (**application programming interface**) that provides direct, high-level access to the data contained in the MediaWiki databases. Client programs can use the API to log in, get data, and post changes. The API supports thin web-based JavaScript clients and end-user applications (such as vandal-fighting tools). The API can be accessed by the **backend** of another web site.[26] An extensive **Python bot** library, **Pywikibot**, [27] and a popular semi-automated tool called **AutoWikiBrowser**, also interface with the API.[28] The API is accessed via URLs such as

<https://en.wikipedia.org/w/api.php?action=query&list=recentchanges>. In this case, the query would be asking Wikipedia for information relating to the last 10 edits to the site. One of the perceived advantages of the API is its language independence; it listens for **HTTP** connections from clients and can send a response in a variety of formats, such as **XML**, serialized PHP, or **JSON**. [29] **Client code** has been developed to provide layers of **abstraction** to the API.[30]

Tracking edits

[**edit**]

Among the features of MediaWiki to assist in tracking edits is a Recent Changes feature that provides a list of recent edits to the wiki. This list contains basic information about those edits such as the editing user, the edit summary, the page edited, as well as any tags (e.g. "possible **vandalism**")^[31] added by customizable abuse filters and other extensions to aid in combating unhelpful edits.^[32] On more active wikis, so many edits occur that it is hard to track Recent Changes manually. Anti-vandal software, including user-assisted tools, ^[33] is sometimes employed on such wikis to process Recent Changes items. Server load can be reduced by sending a continuous feed of Recent Changes to an **IRC channel** that these tools can monitor, eliminating their need to send requests for a refreshed Recent Changes feed to the API.^[34]^[35]

Another important tool is watchlisting. Each logged-in user has a watchlist to which the user can add whatever pages he or she wishes. When an edit is made to one of those pages, a summary of that edit appears on the watchlist the next time it is refreshed.^[36] As with the recent changes page, recent edits that appear on the watchlist contain clickable links for easy review of the article history and specific changes made.

There is also the capability to review all edits made by any particular user. In this way, if an edit is identified as problematic, it is possible to check the user's other edits for issues.

MediaWiki allows one to link to specific versions of articles. This has been useful to the scientific community, in that expert peer reviewers could analyse articles, improve them and provide links to the trusted version of that article.^[37]

Navigation

^[edit]

Wikilinks

^[edit]

Navigation through the wiki is largely through internal wikilinks. MediaWiki's wikilinks implement page existence detection, in which a link is colored blue if the target page exists on the local wiki and red if it does not. If a user clicks on a red link, they are prompted to create an article with that title. Page existence detection makes it practical for users to create "wikified" articles—that is, articles containing links to other pertinent subjects—without those other articles being yet in existence.

Interwiki links

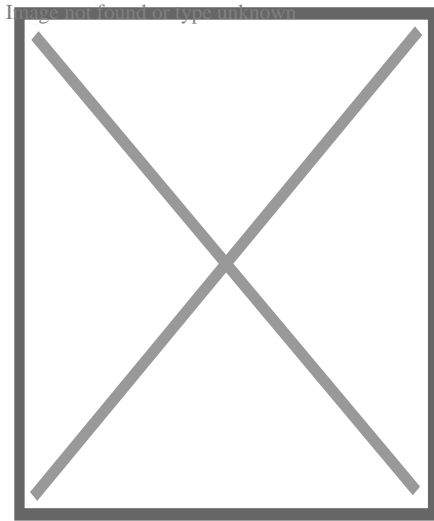
[[edit](#)]

"Inter-wiki link" redirects here. For help with interwiki linking on Wikipedia, see [Help:Interwiki linking](#).

Interwiki links function much the same way as namespaces. A set of interwiki prefixes can be configured to cause, for instance, a page title of wikiquote:Jimbo Wales to direct the user to the Jimbo Wales article on [Wikiquote](#).^[38] Unlike internal wikilinks, interwiki links lack page existence detection functionality, and accordingly there is no way to tell whether a blue interwiki link is broken or not.

Interlanguage links

[[edit](#)]



An example of interlanguage links

Interlanguage links are the small navigation links that show up in the sidebar in most MediaWiki skins that connect an article with related articles in other languages within the same Wiki family. This can provide language-specific communities connected by a larger context, with all wikis on the same server or each on its own server.^[39]

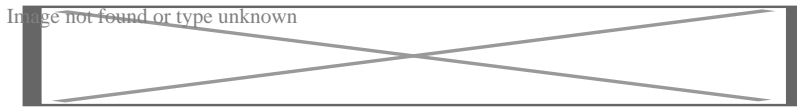
Previously, Wikipedia used interlanguage links to link an article to other articles on the same topic in other editions of Wikipedia. This was superseded by the launch of Wikidata.^[40]

Content organization

[[edit](#)]

Page tabs and associated pages

[[edit](#)]



MediaWiki page tabs, using the "Vector 2010" skin. The red coloration of the "discussion" tab indicates that the article does not yet have a talk page. As with any other red wikilink, clicking on it prompts the user to create the page.

Page tabs are displayed at the top of pages. These tabs allow users to perform actions or view pages that are related to the current page. The available default actions include viewing, editing, and discussing the current page. The specific tabs displayed depend on whether the user is logged into the wiki and whether the user has sysop privileges on the wiki. For instance, the ability to move a page or add it to one's watchlist is usually restricted to logged-in users. The site administrator can add or remove tabs by using JavaScript or installing extensions.^[41]

Each page has an associated history page from which the user can access every version of the page that has ever existed and generate [diffs](#) between two versions of his choice. Users' contributions are displayed not only here, but also via a "user contributions" option on a sidebar. In a 2004 article, Carl Challborn and Teresa Reimann noted that "While this feature may be a slight deviation from the collaborative, 'ego-less' spirit of wiki purists, it can be very useful for educators who need to assess the contribution and participation of individual student users."^[42]

Namespaces

[[edit](#)]

"Talk page" redirects here. For talk pages on Wikipedia, see [Help:Talk pages](#).

MediaWiki provides many features beyond [hyperlinks](#) for structuring content. One of the earliest such features is *namespaces*. One of Wikipedia's earliest problems had been the separation of encyclopedic content from pages pertaining to maintenance and communal discussion, as well as personal pages about encyclopedia editors. Namespaces are prefixes before a page title (such as "User:" or "Talk:") that serve as descriptors for the page's purpose and allow multiple pages with different functions to exist under the same title. For instance, a page titled "[[The Terminator]]", in the default namespace, could describe [the 1984 movie](#) starring [Arnold Schwarzenegger](#), while a page titled "[[User:The Terminator]]" could be a profile describing a user who chooses this name as a pseudonym. More commonly, each namespace has an associated "Talk:" namespace, which can be used to discuss its contents,

such as "User talk:" or "Template talk:". The purpose of having discussion pages is to allow content to be separated from discussion surrounding the content. [\[43\]](#)[\[44\]](#)

Namespaces can be viewed as **folders** that separate different basic types of information or functionality. Custom namespaces can be added by the site administrators. There are 16 namespaces by default for content, with 2 "pseudo-namespaces" used for dynamically generated "Special:" pages and links to media files. Each namespace on MediaWiki is numbered: content page namespaces have even numbers and their associated talk page namespaces have odd numbers. [\[45\]](#)

Category tags

[\[edit\]](#)

Users can create new categories and add pages and files to those categories by appending one or more category tags to the content text. Adding these tags creates links at the bottom of the page that take the reader to the list of all pages in that category, making it easy to browse related articles. [\[46\]](#) The use of categorization to organize content has been described as a combination of:

- **Collaborative tagging systems** like [del.icio.us](#) and
- **Hierarchical classifications** like the [Dewey Decimal Classification](#). [\[47\]](#)

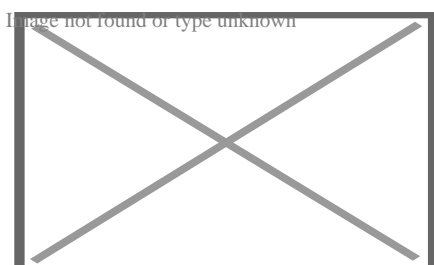
Subpages

[\[edit\]](#)

In addition to namespaces, content can be ordered using *subpages*. This simple feature provides automatic **breadcrumbs** of the pattern `[[Page title/Subpage title]]` from the page after the slash (in this case, "Subpage title") to the page before the slash (in this case, "Page title").

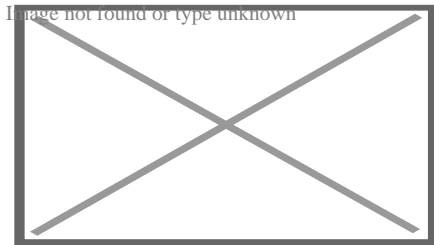
Customization

[\[edit\]](#)



Users can configure custom **JavaScript** that is executed on every pageview. This has led to JavaScript tools that users can "install", the "navigation popups" tool shown here displays a small preview of an article when hovering over a link title.

If the feature is enabled, users can customize their stylesheets and configure **client-side JavaScript** to be executed with every pageview. On Wikipedia, this has led to a large number of additional tools and helpers developed through the wiki and shared among users. For instance, *navigation popups* is a custom JavaScript tool that shows previews of articles when the user hovers over links and also provides shortcuts for common maintenance tasks. [48]



A **screenshot** of a wiki using MediaWiki with a customized skin

The entire MediaWiki user interface can be edited through the wiki itself by users with the necessary permissions (typically called "administrators"). This is done through a special namespace with the prefix "MediaWiki:", where each page title identifies a particular user interface message. Using an extension, [49] it is also possible for a user to create personal scripts, and to choose whether certain sitewide scripts should apply to them by toggling the appropriate options in the user preferences page.

Templates

[**edit**]

The "MediaWiki:" namespace was originally also used for creating custom text blocks that could then be dynamically loaded into other pages using a special syntax. This content was later moved into its own namespace, "Template:".

Templates are text blocks that can be dynamically loaded inside another page whenever that page is requested. The template is a special link in double **curly brackets** (for example "Disputed"), which calls the template (in this case located at **Template:Disputed**) to load in place of the template call.

Templates are **structured documents** containing **attribute–value pairs**. They are defined with **parameters**, to which are assigned **values** when **transcluded** on an article page. The name of the parameter is **delimited** from the value by an **equals sign**. A class of templates known as **infoboxes** is used on Wikipedia to collect and present a subset of information about its

subject, usually on the top (mobile view) or top right-hand corner (desktop view) of the document.

Pages in other namespaces can also be transcluded as templates. In particular, a page in the main namespace can be transcluded by prefixing its title with a colon; for example, `:MediaWiki` transcludes the article "MediaWiki" from the main namespace. Also, it is possible to mark the portions of a page that should be transcluded in several ways, the most basic of which are: [50]

- `<noinclude>...</noinclude>`, which marks content that is not to be transcluded;
- `<includeonly>...</includeonly>`, which marks content that is not rendered unless it is transcluded;
- `<onlyinclude>...</onlyinclude>`, which marks content that is to be the *only* content transcluded.

A related method, called template *substitution* (called by adding `subst:` at the beginning of a template link) inserts the contents of the template into the target page (like a **copy and paste** operation), instead of loading the template contents dynamically whenever the page is loaded. This can lead to inconsistency when using templates, but may be useful in certain cases, and in most cases requires fewer **server** resources (the actual amount of savings can vary depending on wiki configuration and the complexity of the template).

Templates have found many different uses. Templates enable users to create complex table layouts that are used consistently across multiple pages, and where only the content of the tables gets inserted using template parameters. Templates are frequently used to identify problems with a Wikipedia article by putting a template in the article. This template then outputs a graphical box stating that the article content is disputed or in need of some other attention, and also categorize it so that articles of this nature can be located. Templates are also used on user pages to send users standard messages welcoming them to the site, [51] giving them awards for outstanding contributions, [52][53] warning them when their behavior is considered inappropriate, [54] notifying them when they are blocked from editing, [55] and so on.

Groups and restriction of access

[edit]

MediaWiki offers flexibility in creating and defining user groups. For instance, it would be possible to create an arbitrary "ninja" group that can block users and delete pages, and whose edits are hidden by default in the recent changes log. It is also possible to set up a group of "autoconfirmed" users that one becomes a member of after making a certain number of edits and waiting a certain number of days. [56] Some groups that are enabled by default are

bureaucrats and sysops. Bureaucrats have the power to change other users' rights. Sysops have power over page protection and [deletion](#) and the blocking of users from editing. MediaWiki's available controls on editing rights have been deemed sufficient for publishing and maintaining important documents such as a manual of [standard operating procedures](#) in a hospital.^[57]

MediaWiki comes with a basic set of features related to restricting access, but its original and ongoing design is driven by functions that largely relate to content, not content segregation. As a result, with minimal exceptions (related to specific tools and their related "Special" pages), page access control has never been a high priority in core development and developers have stated that users requiring secure user access and authorization controls should not rely on MediaWiki, since it was never designed for these kinds of situations. For instance, it is extremely difficult to create a wiki where only certain users can read and access some pages.^[58] Here, wiki engines like [Foswiki](#), [MoinMoin](#) and [Confluence](#) provide more flexibility by supporting advanced security mechanisms like [access control lists](#).

Extensibility

[\[edit\]](#)

The MediaWiki codebase contains various [hooks](#) using [callback functions](#) to add additional PHP code in an [extensible](#) way. This allows developers to write extensions without necessarily needing to modify the core or having to submit their code for review. Installing an extension typically consists of adding a line to the configuration file, though in some cases additional changes such as database updates or core patches are required.

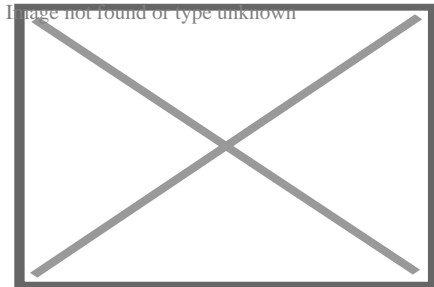
Five main extension points were created to allow developers to add features and functionalities to MediaWiki. Hooks are run every time a certain event happens; for instance, the ArticleSaveComplete hook occurs after a save article request has been processed.^[59] This can be used, for example, by an extension that notifies selected users whenever a page edit occurs on the wiki from new or anonymous users.^[60] New tags can be created to process data with opening and closing tags (`<newtag>...</newtag>`).^[61] Parser functions can be used to create a new command (`#if:...`).^[62] New special pages can be created to perform a specific function. These pages are dynamically generated. For example, a special page might show all pages that have one or more links to an external site or it might create a form providing user submitted feedback.^[63] [Skins](#) allow users to customize the look and feel of MediaWiki.^[64] A minor extension point allows the use of [Amazon S3](#) to host image files.^[65]

Extensions

[\[edit\]](#)

Text manipulation

[\[edit\]](#)



Tim Starling in 2008

Among the most popular extensions is a parser function extension, `ParserFunctions`, which allows different content to be rendered based on the result of [conditional statements](#).[\[66\]](#) These conditional statements can perform functions such as evaluating whether a parameter is empty, comparing strings, evaluating mathematical expressions, and returning one of two values depending on whether a page exists. It was designed as a replacement for a notoriously inefficient template called `Qif`.[\[67\]](#) Schindler recounts the history of the `ParserFunctions` extension as follows:[\[68\]](#)

In 2006 some Wikipedians discovered that through an intricate and complicated interplay of templating features and CSS they could create conditional wiki text, i.e. text that was displayed if a template parameter had a specific value. This included repeated calls of templates within templates, which bogged down the performance of the whole system. The developers faced the choice of either disallowing the spreading of an obviously desired feature by detecting such usage and explicitly disallowing it within the software or offering an efficient alternative. The latter was done by Tim Starling, who announced the introduction of parser functions, wiki text that calls functions implemented in the underlying software. At first, only conditional text and the computation of simple mathematical expressions were implemented, but this already increased the possibilities for wiki editors enormously. With time further parser functions were introduced, finally leading to a framework that allowed the simple writing of extension functions to add arbitrary functionalities, like e.g. geo-coding services or widgets. This time the developers were clearly reacting to the demand of the community, being forced either to fight the solution of the issue that the community had (i.e. conditional text), or offer an improved technical implementation to replace the previous practice and achieve an overall better performance.

Another parser functions extension, StringFunctions, was developed to allow evaluation of string length, string position, and so on. Wikimedia communities, having created awkward workarounds to accomplish the same functionality, [69] clamored for it to be enabled on their projects.[70] Much of its functionality was eventually integrated into the ParserFunctions extension,[71] albeit disabled by default and accompanied by a warning from Tim Starling that enabling string functions would allow users "to implement their own parsers in the ugliest, most inefficient programming language known to man: MediaWiki wikitext with ParserFunctions." [72]

Since 2012 an extension, Scribunto, has existed that allows for the creation of "modules"—wiki pages written in the scripting language **Lua**—which can then be run within templates and standard wiki pages. Scribunto has been installed on Wikipedia and other Wikimedia sites since 2013 and is used heavily on those sites. Scribunto code runs significantly faster than corresponding wikitext code using ParserFunctions. [73]

For footnotes and academic-related display

[edit]

Another very popular extension is a citation extension that enables footnotes to be added to pages using inline references.[74] This extension has, however, been criticized for being difficult to use and requiring the user to memorize complex syntax. A gadget called **RefToolbar** attempts to make it easier to create citations using common templates. MediaWiki has some extensions that are well-suited for academia, such as mathematics extensions [75] and an extension that allows molecules to be rendered in **3D**. [76]

Integration

[edit]

A generic Widgets extension exists that allows MediaWiki to integrate with virtually anything. Other examples of extensions that could improve a wiki are category suggestion extensions [77] and extensions for inclusion of **Flash Videos**, [78] YouTube videos, [79] and **RSS feeds**. [80] **Metavid**, a site that archives video footage of the **U.S. Senate** and **House** floor proceedings, was created using code extending MediaWiki into the domain of collaborative video authoring. [81]

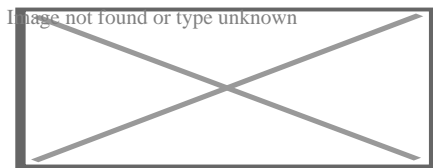
Combating linkspam

[[edit](#)]

There are many [spambots](#) that search the web for MediaWiki installations and add [linkspam](#) to them, despite the fact that MediaWiki uses the [nofollow](#) attribute to discourage such attempts at [search engine optimization](#).^[82] Part of the problem is that third party republishers, such as [mirrors](#), may not independently implement the nofollow tag on their websites, so marketers can still get [PageRank](#) benefit by inserting links into pages when those entries appear on third party websites.^[83] [Anti-spam](#) extensions have been developed to combat the problem by introducing [CAPTCHAs](#),^[84] [blacklisting](#) certain URLs,^[85] and allowing bulk deletion of pages recently added by a particular user.^[86]

Searches and queries

[[edit](#)]



A search box showing a [drop-down list](#)

MediaWiki comes pre-installed with a standard text-based search. Extensions exist to let MediaWiki use more sophisticated third-party search engines, including [Elasticsearch](#) (which since 2014 has been in use on Wikipedia), [Lucene](#)^[87] and [Sphinx](#).^[88]

Various MediaWiki extensions have also been created to allow for more complex, [faceted search](#), on both data entered within the wiki and on [metadata](#) such as pages' revision history.^{[89][90]} [Semantic MediaWiki](#) is one such extension.^{[91][92]}

Rich content

[[edit](#)]



Images can be arranged in galleries, a feature that is used extensively for Wikimedia's media archive, **Wikimedia Commons**.

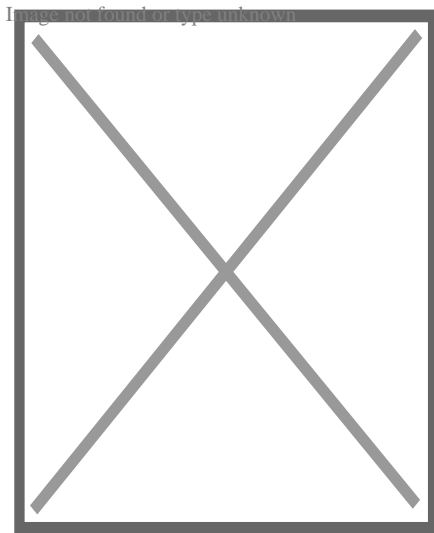
Various extensions to MediaWiki support **rich content** generated through specialized syntax. These include mathematical formulas using **LaTeX**, graphical timelines over mathematical **plotting**, **musical scores** and **Egyptian hieroglyphs**.

The software supports a wide variety of uploaded media files, and allows image galleries and thumbnails to be generated with relative ease. There is also support for **Exif metadata**. MediaWiki operates the **Wikimedia Commons**, one of the largest **free content** media archives.

For WYSIWYG editing, **VisualEditor** is available to use in MediaWiki which simplifying editing process for editors and has been bundled since MediaWiki 1.35. **[93]** Other extensions exist for handling WYSIWYG editing to different degrees. **[94]**

Database

[edit]



A schematic of the MediaWiki database structure

MediaWiki can use either the **MySQL/MariaDB**, **PostgreSQL** or **SQLite relational database management system**. Support for **Oracle Database** and **Microsoft SQL Server** has been dropped since MediaWiki 1.34. **[95]** A MediaWiki database contains several dozen **tables**, including a page table that contains page titles, page ids, and other metadata; **[96]** and a revision table to which is added a new row every time an edit is made, containing the page id, a brief textual summary of the change performed, the user name of the article editor (or its IP address the case of an unregistered user) and a timestamp. **[97][98]**

In a 4½ year period prior to 2008, the MediaWiki database had 170 **schema** versions. **[99]** Possibly the largest schema change was done in 2005 with MediaWiki 1.5, when the storage

of metadata was separated from that of content, to improve performance flexibility. When this upgrade was applied to Wikipedia, the site was locked for editing, and the schema was converted to the new version in about 22 hours. Some software enhancement proposals, such as a proposal to allow sections of articles to be watched via watchlist, have been rejected because the necessary schema changes would have required excessive Wikipedia downtime.
[100]

Performance and storage

[edit]

Because it is used to run one of the highest-traffic sites on the Web, Wikipedia, MediaWiki's performance and **scalability** have been highly optimized.[101] MediaWiki supports **Squid**, **load-balanced** database replication, client-side caching, **memcached** or table-based caching for frequently accessed processing of query results, a simple static file cache, feature-reduced operation, revision compression, and a job queue for database operations. MediaWiki developers have attempted to optimize the software by avoiding expensive algorithms, database queries, etc., caching every result that is expensive and has temporal locality of reference, and focusing on the hot spots in the code through **profiling**. [102]

MediaWiki code is designed to allow for data to be written to a read-write database and read from read-only databases, although the read-write database can be used for some read operations if the read-only databases are not yet up to date. **Metadata**, such as article revision history, article relations (links, categories etc.), user accounts and settings can be stored in core databases and cached; the actual revision text, being more rarely used, can be stored as append-only **blobs** in external storage. The software is suitable for the operation of large-scale **wiki farms** such as **Wikimedia**, which had about 800 wikis as of August 2011. However, MediaWiki comes with no built-in GUI to manage such installations.

Empirical evidence shows most revisions in MediaWiki databases tend to differ only slightly from previous revisions. Therefore, subsequent revisions of an article can be concatenated and then compressed, achieving very high **data compression ratios** of up to 100x.[102]

For more information on the architecture, such as how it stores wikitext and assembles a page, see **External links**.

Limitations

[edit]

The parser serves as the *de facto* standard for the MediaWiki syntax, as no formal syntax has been defined. Due to this lack of a formal definition, it has been difficult to create **WYSIWYG** editors for MediaWiki, although several WYSIWYG extensions do exist, including the popular **VisualEditor**.

MediaWiki is not designed to be a suitable replacement for dedicated [online forum](#) or blogging software,[\[103\]](#) although extensions do exist to allow for both of these.[\[104\]](#)[\[105\]](#)

It is common for new MediaWiki users to make certain mistakes, such as forgetting to sign posts with four tildes (~~~~),[\[106\]](#) or manually entering a plaintext signature,[\[107\]](#) due to unfamiliarity with the idiosyncratic particulars involved in communication on MediaWiki discussion pages. On the other hand, the format of these discussion pages has been cited as a strength by one educator, who stated that it provides more fine-grain capabilities for discussion than traditional threaded discussion forums. For example, instead of 'replying' to an entire message, the participant in a discussion can create a hyperlink to a new wiki page on any word from the original page. Discussions are easier to follow since the content is available via hyperlinked wiki page, rather than a series of reply messages on a traditional threaded discussion forum. However, except in few cases, students were not using this capability, possibly because of their familiarity with the traditional linear discussion style and a lack of guidance on how to make the content more '[link-rich](#)'.[\[108\]](#)

MediaWiki by default has little support for the creation of dynamically assembled documents, or pages that aggregate data from other pages. Some research has been done on enabling such features directly within MediaWiki.[\[109\]](#) The [Semantic MediaWiki](#) extension provides these features. It is not in use on Wikipedia, but in more than 1,600 other MediaWiki installations.[\[110\]](#) The Wikibase Repository and Wikibase Repository client are however implemented in [Wikidata](#) and [Wikipedia](#) respectively, and to some extent provides [semantic web](#) features, and linking of centrally stored data to infoboxes in various Wikipedia articles.

Upgrading MediaWiki is usually fully automated, requiring no changes to the site content or template programming. Historically troubles have been encountered when upgrading from significantly older versions.[\[111\]](#)

Security

[\[edit\]](#)

MediaWiki developers have enacted security standards, both for core code and extensions. [\[112\]](#) [SQL queries](#) and HTML output are usually done through wrapper functions that handle validation, escaping, filtering for prevention of [cross-site scripting](#) and [SQL injection](#).[\[113\]](#) Many security issues have had to be patched after a MediaWiki version release,[\[114\]](#) and accordingly MediaWiki.org states, "The most important security step you can take is to keep your software up to date" by subscribing to the announcement [mailing list](#) and installing security updates that are announced.[\[115\]](#)

Support

[\[edit\]](#)

Support for MediaWiki users consists of:

- MediaWiki.org, including the Support Desk.
- An official mailing list, Mediawiki-l.
- Several books have been written about MediaWiki administration,^[116] including some free online books.^{[117][118]}

License

[\[edit\]](#)

MediaWiki is free and open-source and is distributed under the terms of the [GNU General Public License](#) version 2 or any later version. Its documentation, located at its official website at www.mediawiki.org, is released under the [Creative Commons BY-SA 4.0](#) license, with a set of help pages intended to be freely copied into fresh wiki installations and/or distributed with MediaWiki software in the [public domain](#) instead to eliminate legal issues for wikis with other licenses.^{[119][120]} MediaWiki's development has generally favored the use of [open-source media formats](#).^[121]

Development

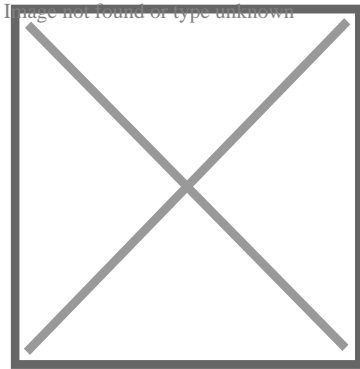
[\[edit\]](#)

MediaWiki has an active volunteer community for development and maintenance. MediaWiki developers are spread around the world, though with a majority in the United States and Europe. Face-to-face meetings and programming sessions for MediaWiki developers have been held once or several times a year since 2004.^[122]

Anyone can submit [patches](#) to the project's [Git/Gerrit repository](#).^[123] There are also paid programmers who primarily develop projects for the [Wikimedia Foundation](#). MediaWiki developers participate in the [Google Summer of Code](#) by facilitating the assignment of mentors to students wishing to work on MediaWiki core and extension projects.^[124] During the year prior to November 2012, there were about two hundred developers who had committed changes to the MediaWiki core or extensions.^[125] Major MediaWiki releases are generated approximately every six months by taking snapshots of the development branch, which is kept continuously in a runnable state;^[126] [minor releases](#), or [point releases](#), are issued as needed to correct [bugs](#) (especially security problems). MediaWiki is developed on a [continuous integration](#) development model, in which software changes are pushed live to Wikimedia sites on regular basis.^[126] MediaWiki also has a public [bug](#) tracker, *phabricator.wikimedia.org*, which runs [Phabricator](#). The site is also used for [feature](#) and [enhancement](#) requests.

History

[[edit](#)]



Magnus Manske in 2012

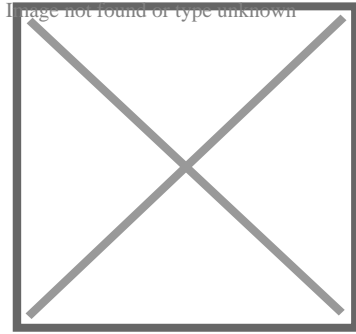
When Wikipedia was launched in January 2001, it ran on an existing [wiki software](#) system, [UseModWiki](#). UseModWiki is written in the [Perl](#) programming language, and stores all wiki pages in text ([.txt](#)) files. This software soon proved to be limiting, in both functionality and performance. In mid-2001, [Magnus Manske](#)—a developer and student at the [University of Cologne](#), as well as a [Wikipedia editor](#)—began working on new software that would replace UseModWiki, specifically designed for use by Wikipedia. This software was written in the [PHP](#) scripting language, and stored all of its information in a [MySQL](#) database. The new software was largely developed by August 24, 2001, and a test wiki for it was established shortly thereafter.

The first full implementation of this software was the new [Meta Wikipedia](#) on November 9, 2001. There was a desire to have it implemented immediately on the English-language Wikipedia.^[127] However, Manske was apprehensive about any potential [bugs](#) harming the nascent website during the period of the final exams he had to complete immediately prior to Christmas;^[128] this led to the launch on the English-language Wikipedia being delayed until January 25, 2002. The software was then, gradually, deployed on all the Wikipedia language sites of that time. This software was referred to as "the PHP script" and as "phase II", with the name "phase I", retroactively given to the use of UseModWiki.

Increasing usage soon caused load problems to arise again, and soon after, another rewrite of the software began; this time being done by [Lee Daniel Crocker](#), which became known as "phase III". This new software was also written in PHP, with a MySQL backend, and kept the basic interface of the phase II software, but with the added functionality of a wider [scalability](#). The "phase III" software went live on Wikipedia in July 2002.

The [Wikimedia Foundation](#) was announced on June 20, 2003. In July, Wikipedia contributor Daniel Mayer suggested the name "MediaWiki" for the software, as a play on "Wikimedia". ^[129] The MediaWiki name was gradually phased in, beginning in August 2003. The name has frequently caused confusion due to its (intentional) similarity to the "Wikimedia" name (which

itself is similar to "Wikipedia").^[130] The first version of MediaWiki, 1.1, was released in December 2003.



MediaWiki logo until April 1, 2021

The old **product logo** was created by **Erik Möller**, using a flower photograph taken by **Florence Nibart-Devouard**, and was originally submitted to the logo contest for a new **Wikipedia logo**, held from July 20 to August 27, 2003.^[131]^[132] The logo came in third place, and was chosen to represent MediaWiki rather than Wikipedia, with the second place logo being used for the Wikimedia Foundation.^[133] The double square brackets (**[[** **]]**) symbolize the **syntax** MediaWiki uses for creating **hyperlinks** to other wiki pages; while the **sunflower** represents the diversity of content on Wikipedia, its constant growth, and the wilderness.^[134]

Later, Brooke Vibber, the **chief technical officer** of the **Wikimedia Foundation**,^[135] took up the role of **release manager**.^[136]^[101]

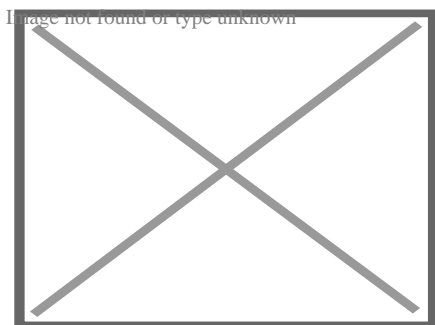
Major milestones in MediaWiki's development have included: the **categorization system** (2004); **parser** functions, (2006); **Flagged Revisions**, (2008);^[68] the "*ResourceLoader*", a delivery system for **CSS** and JavaScript (2011);^[137] and the **VisualEditor**, a "what you see is what you get" (**WYSIWYG**) editing platform (2013).^[138]

The contest of designing a new logo was initiated on June 22, 2020, as the old logo was a bitmap image and had "high details", leading to problems when rendering at high and low resolutions, respectively. After two rounds of voting, the new and current MediaWiki logo designed by **Serhio Magpie** was selected on October 24, 2020, and officially adopted on April 1, 2021.^[139]

Sites using MediaWiki

[edit]

See also: **Category:MediaWiki websites**



Fandom also makes use of MediaWiki.

MediaWiki's most famous use has been in **Wikipedia** and, to a lesser degree, the Wikimedia Foundation's other projects. **Fandom**, a **wiki hosting service** formerly known as Wikia, runs on MediaWiki. Other public wikis that run on MediaWiki include **wikiHow** and **SNPedia**. **WikiLeaks** began as a MediaWiki-based site, but is no longer a wiki.

A number of alternative wiki encyclopedias to Wikipedia run on MediaWiki, including **Citizendium**, **Metapedia**, **Scholarpedia** and **Conservapedia**. MediaWiki is also used internally by a large number of companies, including **Novell** and **Intel**.^{[140][141]}

Notable usages of MediaWiki within governments include **Intellipedia**, used by the **United States Intelligence Community**, **Diplopedia**, used by the **United States Department of State**, and milWiki, a part of **milSuite** used by the **United States Department of Defense**. **United Nations agencies** such as the **United Nations Development Programme** and **INSTRAW** chose to implement their wikis using MediaWiki, because "this software runs Wikipedia and is therefore guaranteed to be thoroughly tested, will continue to be developed well into the future, and future technicians on these wikis will be more likely to have exposure to MediaWiki than any other wiki software."^[142]

The **Free Software Foundation** uses MediaWiki to implement the **LibrePlanet** site.^[143]

Comparison to other online collaboration software

[**edit**]

Main article: **Comparison of wiki software**

Users of online **collaboration software** are familiar with MediaWiki's functions and layout due to its noted use on Wikipedia. A 2006 overview of social software in academia observed that "Compared to other wikis, MediaWiki is also fairly aesthetically pleasing, though simple, and has an easily customized side menu and **stylesheet**."^[144] However, in one assessment in 2006, **Confluence** was deemed to be a superior product due to its very usable API and ability to better support multiple wikis.^[76]


A 2009 study at the **University of Hong Kong** compared **TWiki** to MediaWiki. The authors noted that TWiki has been considered as a collaborative tool for the development of educational papers and technical projects, whereas MediaWiki's most noted use is on Wikipedia. Although both platforms allow discussion and tracking of progress, TWiki has a "Report" part that MediaWiki lacks. Students perceived MediaWiki as being easier to use and more enjoyable than TWiki. When asked whether they recommended using MediaWiki for **knowledge management** course group project, 15 out of 16 respondents expressed their preference for MediaWiki giving answers of great certainty, such as "of course", "for sure". [¹⁴⁵] TWiki and MediaWiki both have flexible plug-in architecture.^[146]

A 2009 study that compared students' experience with MediaWiki to that with [Google Docs](#) found that students gave the latter a much higher rating on user-friendly layout. ^[147]

A 2021 study conducted by the [Brazilian Nuclear Engineering Institute](#) compared a MediaWiki-based [knowledge management system](#) against two others that were based on [DSpace](#) and [Open Journal Systems](#), respectively.^[148] It highlighted ease of use as an advantage of the MediaWiki-based system, noting that because the Wikimedia Foundation had been developing MediaWiki for a site aimed at the general public (Wikipedia), "its user interface was designed to be more user-friendly from start, and has received large user feedback over a long time", in contrast to DSpace's and OJS's focus on niche audiences. ^[148]

See also

^[edit]

-  [Free and open-source software portal](#)
- [List of content management systems](#)
- [List of wiki software](#)
- [BlueSpice](#)
- [Semantic MediaWiki](#)
- [XOWA](#) – for viewing Wikipedia and other wikis offline
- [PHP](#) – a programming language that powers MediaWiki

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External links

[[edit](#)]

MediaWiki at Wikipedia's sister projects

-  **Definitions** from Wiktionary
-  **Media** from Commons
-  **Quotations** from Wikiquote
-  **Textbooks** from Wikibooks
-  **Resources** from Wikiversity
-  **Data** from Wikidata
-  **Discussions** from Meta-Wiki
-  **Documentation** from MediaWiki

- [MediaWiki homepage](#) Image not found or type unknown [Edit this at Wikidata](#)

- **v**
- **t**
- **e**

Wikipedia

Overview (outline)

- Biases
 - gender
 - geographical
 - ideological
 - racial
- Censorship
- Conflict-of-interest editing
 - political editing incidents
- Criticism
- Deletion of articles
 - deletionism and inclusionism
 - notability
- Disputes
- "Ignore all rules"
- MediaWiki
- Plagiarism
- Predictions of the project's end
- Reliability
 - Fact-checking
 - *Citation needed*
- Vandalism

- Administrators
- AfroCrowd
- Arbitration Committee
- Art+Feminism
- Bots
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- Edit count
- List of Wikipedias
- *The Signpost*
- Wikimedian of the Year
- Wikipedia in residence
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Events

- Edit-a-thon
- WikiConference India
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- WikiConference North America
- Wikimania

Wiki Loves

Community (Wikipedians)

- Earth
- Folklore
- Monuments
- Pride
- Science

People (list)

- Esra'a Al Shafei
- Lee Daniel Crocker
- Florence Devouard
- Sue Gardner
- David Gerard
- James Heilman
- Maryana Iskander
- Dariusz Jemielniak
- Rebecca MacKinnon
- Katherine Maher
- Magnus Manske
- Erik Möller
- Jason Moore
- Raju Narisetti
- Steven Pruitt
- Annie Rauwerda
- Larry Sanger
- María Sefidari

- Bomis
 - Nupedia
- First edit
- Logo
- Internet Watch Foundation
- Scientology
- Hillsborough disaster Wikipedia posts
- VisualEditor
- #1Lib1Ref
- Wikimedia Foundation actions
 - on the Chinese Wikipedia
 - 2021
 - against MENA Wikimedians
 - 2022

History

Controversies



- Alan MacMasters hoax
- Carlos Bandeirense Mirandópolis hoax
- Edit wars
- Essay controversy
- Henryk Batuta hoax
- Jar'Edo Wens hoax
- Seigenthaler biography incident
- *Star Trek Into Darkness* debate
- United States congressional staff edits
- Weintraub controversy
- Zhemao hoaxes

Coverage

- American politics
 - Donald Trump
- COVID-19 pandemic
- Death
- Israeli–Palestinian conflict
- Russian invasion of Ukraine

Honors

- 274301 Wikipedia
- *Viola angustifolia*
- *Wikipedia Monument*

References and analysis	<ul style="list-style-type: none"> ○ Academic studies ○ Bibliography ○ Cultural ○ Films ○ Listen to Wikipedia ○ Wikipediocracy
Mobile	<ul style="list-style-type: none"> ○ Apps ○ QRpedia ○ Wapedia ○ Wikipedia Zero ○ WikiReader ○ Wikiwand
Content use	<ul style="list-style-type: none"> ○ DBpedia ○ Depths of Wikipedia ○ Google and Wikipedia ○ Health information ○ Kiwix ○ Science information ○ Wikipedia-based education
Related	<ul style="list-style-type: none"> ○ The Iraq War: A Historiography of Wikipedia Changelogs ○ LGBTQ and Wikipedia ○ Magna Carta (An Embroidery) ○ People imprisoned for editing Wikipedia ○ Print Wikipedia ○ Wiki rabbit hole ○ Wikimedia Foundation ○ Wikimedia movement ○ Wikipedia for World Heritage ○ Wikipedia in India ○ Wikiracing ○ List of online encyclopedias ○ List of wikis
<ul style="list-style-type: none"> ○  List ○  Category 	

- **v**
- **t**
- **e**

Wiki software

.NET

- FlexWiki
- SharePoint

Java

- Confluence
- Jive
- Traction TeamPage
- XWiki

JavaScript

- TiddlyWiki
- Wiki.js

Perl

- Foswiki
- ikiwiki
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- UseModWiki
- WikiBase

PHP

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Python

- Allura
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- Trac
- Zim

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- Gollum
- Redmine

Other languages

- CLiki
 - Common Lisp
- Federated Wiki
 - CoffeeScript
 - Haskell

-  **Comparison**
-  **List**
-  **Category**

- **v**
- **t**
- **e**

Wikimedia Foundation

Projects ○ Wikipedia community (Wikipedians)

Current

- Maryana Iskander
- Lisa Seitz-Gruwell
- Dariusz Jemielniak
- Rebecca MacKinnon
- Raju Narisetti
- Rosie Stephenson-Goodknight
- Esra'a Al Shafei
- Jimmy Wales

People

- Hampton Lintorn-Catlin
- Danese Cooper
- Bishakha Datta
- Florence Devouard
- Oscar van Dillen
- Sue Gardner
- Arnon Geshuri
- Mike Godwin
- Aaron Halfaker
- James Heilman
- Guy Kawasaki
- Patricio Lorente
- Katherine Maher
- Erik Möller
- Larry Sanger
- María Sefidari
- Lila Tretikov
- Luis Villa

Projects

- Wikipedia
 - history
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 - Censorship of Wikipedia
- Wiktionary
- Wikimedia Commons
- Wikidata
- Wikiquote
- Wikibooks
- Wikisource
- Wikispecies
- Wikinews
- Wikiversity
- Wikivoyage
- Wikifunctions
 - Abstract Wikipedia

Other

- Wikimedia movement
- List of Wikimedia chapters
 - Bangladesh
 - Deutschland
 - Israel
 - Polska
 - UK
 - Ukraine
- Wikimania
- Wiki Indaba
- WikiConference India
- WikiConference North America
- MediaWiki
- Litigation
 - Monkey selfie copyright dispute
 - *Wikimedia Foundation v. NSA*
- Knowledge Engine

Related

- *The Signpost*
- *Wikipedia Monument*
- Wikimedian of the Year
- Tides Foundation
- Artificial intelligence in Wikimedia projects
- Google and Wikipedia
- Wikipedia for World Heritage

Authority control databases Image not found or type unknown [Edit this at Wikidata](#)

International

- VIAF
- FAST

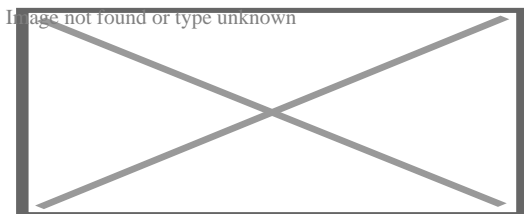
National

- Germany
- United States
- France
- BnF data
- Israel

Other

- IdRef

About Semantic Web



A **tag cloud** (a typical Web 3.0 phenomenon in itself) presenting Web 3.0 themes

- **v**
- **t**
- **e**

Semantics

- Linguistic
- Logical

Subfields

- Computational
- Lexical (lexis, lexicology)
- Statistical
- Structural

Topics

- Analysis
- Compositionality
- Context
 - Prototype theory
 - Force dynamics
- Semantic feature
- Semantic gap
- Theory of descriptions

Analysis

- Latent
- Computational
- Machine-learning

Applications

- Semantic file system
- Semantic desktop
- Semantic matching
- Semantic parsing
- Semantic similarity
- Semantic query
 - Semantic Web
 - Semantic wiki

Semantics of programming languages

Types

- Action
- Algebraic
- Axiomatic
- Categorical
- Concurrency
- Denotational
- Game
- Operational
- Predicate transformational

Theory

- Abstract interpretation
- Abstract semantic graph

- Language
- Linguistics

The **Semantic Web**, sometimes known as **Web 3.0** (not to be confused with **Web3**), is an extension of the **World Wide Web** through standards[1] set by the **World Wide Web Consortium** (W3C). The goal of the Semantic Web is to make **Internet** data **machine-readable**.

To enable the encoding of **semantics** with the data, technologies such as **Resource Description Framework** (RDF)[2] and **Web Ontology Language** (OWL)[3] are used. These technologies are used to formally represent **metadata**. For example, **ontology** can describe **concepts**, relationships between **entities**, and categories of things. These embedded semantics offer significant advantages such as **reasoning** over data and operating with heterogeneous data sources.[4] These standards promote common data formats and exchange protocols on the Web, fundamentally the RDF. According to the W3C, "The Semantic Web provides a common framework that allows data to be shared and reused across application, enterprise, and community boundaries." [5] The Semantic Web is therefore regarded as an integrator across different content and information applications and systems.

History

[edit]

The term was coined by [Tim Berners-Lee](#) for a web of data (or **data web**)^[6] that can be processed by machines^[7]—that is, one in which much of the **meaning** is **machine-readable**. While its critics have questioned its feasibility, proponents argue that applications in **library** and **information science**, industry, **biology** and **human sciences** research have already proven the validity of the original concept.^[8]

Berners-Lee originally expressed his vision of the Semantic Web in 1999 as follows:

I have a dream for the Web [in which computers] become capable of analyzing all the data on the Web – the content, links, and transactions between people and computers. A "Semantic Web", which makes this possible, has yet to emerge, but when it does, the day-to-day mechanisms of trade, bureaucracy and our daily lives will be handled by machines talking to machines. The "**intelligent agents**" people have touted for ages will finally materialize.^[9]

The 2001 *Scientific American* article by Berners-Lee, [Hendler](#), and [Lassila](#) described an expected evolution of the existing Web to a Semantic Web.^[10] In 2006, Berners-Lee and colleagues stated that: "This simple idea...remains largely unrealized".^[11] In 2013, more than four million Web domains (out of roughly 250 million total) contained Semantic Web markup. ^[12]

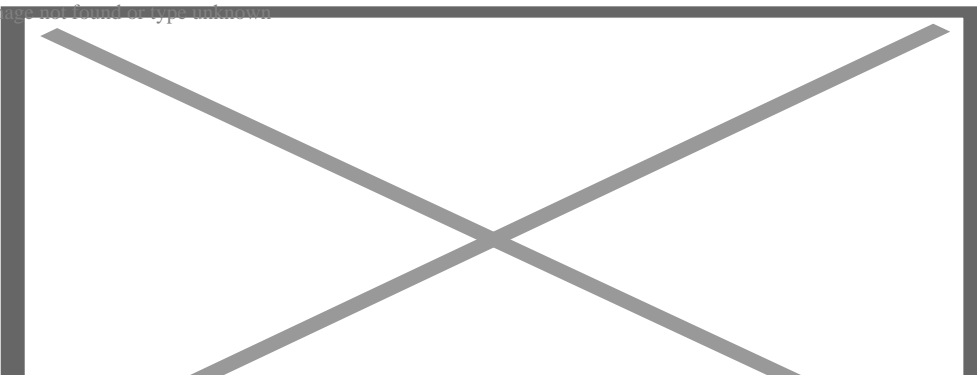
Example

[\[edit\]](#)

In the following example, the text "Paul Schuster was born in Dresden" on a website will be annotated, connecting a person with their place of birth. The following **HTML** fragment shows how a small graph is being described, in **RDFa**-syntax using a [schema.org](#) vocabulary and a [Wikidata](#) ID:

```
<div vocab="https://schema.org/" typeof="Person">
  <span property="name">Paul Schuster</span> was born in
  <span property="birthPlace" typeof="Place" href="https://www.wikidata.org/entity/Q1731">
    <span property="name">Dresden</span>.
  </span>
</div>
```

Image not found or type unknown

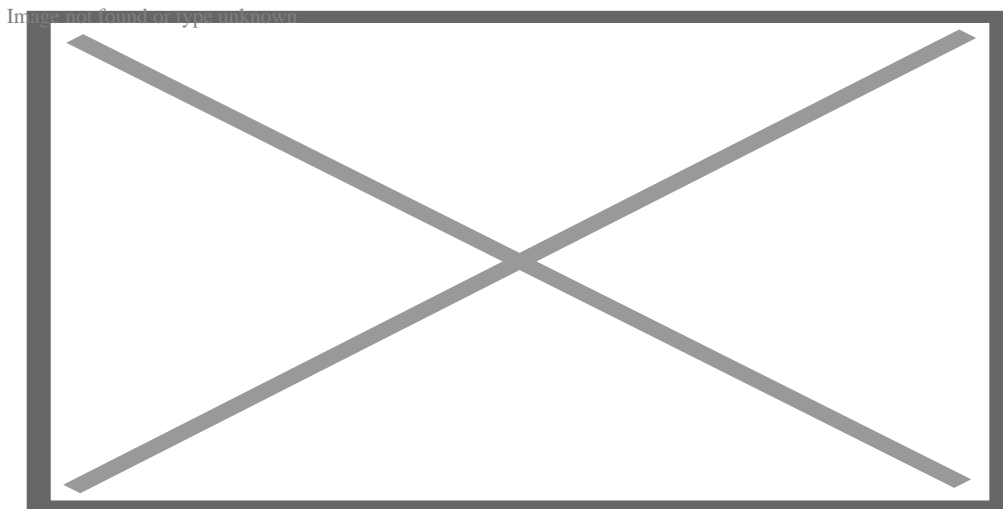


Graph resulting from the RDFa example

The example defines the following five **triples** (shown in **Turtle** syntax). Each triple represents one edge in the resulting graph: the first element of the triple (the *subject*) is the name of the node where the edge starts, the second element (the *predicate*) the type of the edge, and the last and third element (the *object*) either the name of the node where the edge ends or a literal value (e.g. a text, a number, etc.).

```
_:a <https://www.w3.org/1999/02/22-rdf-syntax-ns#type> <https://schema.org/Person> .
_:a <https://schema.org/name> "Paul Schuster" .
_:a <https://schema.org/birthPlace> <https://www.wikidata.org/entity/Q1731> .
<https://www.wikidata.org/entity/Q1731> <https://schema.org/itemtype> <https://schema.org/Place>
<https://www.wikidata.org/entity/Q1731> <https://schema.org/name> "Dresden" .
```

The triples result in the graph shown in **the given figure**.



Graph resulting from the RDFa example, enriched with further data from the Web

One of the advantages of using **Uniform Resource Identifiers (URIs)** is that they can be dereferenced using the **HTTP** protocol. According to the so-called **Linked Open Data** principles, such a dereferenced URI should result in a document that offers further data about the given URI. In this example, all URIs, both for edges and nodes (e.g. <http://schema.org/Person>, <http://schema.org/birthPlace>, <http://www.wikidata.org/entity/Q1731>) can be dereferenced and will result in further RDF graphs, describing the URI, e.g. that Dresden is a city in Germany, or that a person, in the sense of that URI, can be fictional.

The second graph shows the previous example, but now enriched with a few of the triples from the documents that result from dereferencing <https://schema.org/Person> (green edge) and <https://www.wikidata.org/entity/Q1731> (blue edges).

Additionally to the edges given in the involved documents explicitly, edges can be automatically inferred: the triple

`_:a <https://www.w3.org/1999/02/22-rdf-syntax-ns#type> <http://schema.org/Person> .`

from the original RDFa fragment and the triple

`<https://schema.org/Person> <http://www.w3.org/2002/07/owl#equivalentClass> <http://xmlns.com/foaf/0.1/Person> .`

from the document at <https://schema.org/Person> (green edge in the figure) allow to infer the following triple, given **OWL** semantics (red dashed line in the second Figure):

`_:a <https://www.w3.org/1999/02/22-rdf-syntax-ns#type> <http://xmlns.com/foaf/0.1/Person> .`

Background

[[edit](#)]

Further information: [Semantic network § History](#)

The concept of the **semantic network** model was formed in the early 1960s by researchers such as the **cognitive scientist** [Allan M. Collins](#), **linguist** [Ross Quillian](#) and **psychologist** [Elizabeth F. Loftus](#) as a form to represent semantically structured knowledge. When applied in the context of the modern internet, it extends the network of **hyperlinked** human-readable **web pages** by inserting machine-readable metadata about pages and how they are related to each other. This enables **automated agents** to access the Web more intelligently and perform more tasks on behalf of users. The term "Semantic Web" was coined by [Tim Berners-Lee](#),^[7] the inventor of the World Wide Web and director of the World Wide Web Consortium ("**W3C**"), which oversees the development of proposed Semantic Web standards. He defines the Semantic Web as "a web of data that can be processed directly and indirectly by machines".

Many of the technologies proposed by the W3C already existed before they were positioned under the W3C umbrella. These are used in various contexts, particularly those dealing with information that encompasses a limited and defined domain, and where sharing data is a common necessity, such as scientific research or data exchange among businesses. In addition, other technologies with similar goals have emerged, such as **microformats**.

Limitations of HTML

[[edit](#)]

Many files on a typical computer can be loosely divided into either human-readable documents, or machine-readable data. Examples of human-readable document files are mail messages, reports, and brochures. Examples of machine-readable data files are calendars, address books, playlists, and spreadsheets, which are presented to a user using an application program that lets the files be viewed, searched, and combined.

Currently, the World Wide Web is based mainly on documents written in [Hypertext Markup Language](#) (HTML), a markup convention that is used for coding a body of text interspersed with multimedia objects such as images and interactive forms. Metadata tags provide a method by which computers can categorize the content of web pages. In the examples below, the field names "keywords", "description" and "author" are assigned values such as "computing", and "cheap widgets for sale" and "John Doe".

```
<meta name="keywords" content="computing, computer studies, computer" />
<meta name="description" content="Cheap widgets for sale" />
<meta name="author" content="John Doe" />
```

Because of this metadata tagging and categorization, other computer systems that want to access and share this data can easily identify the relevant values.

With HTML and a tool to render it (perhaps [web browser](#) software, perhaps another [user agent](#)), one can create and present a page that lists items for sale. The HTML of this catalog page can make simple, document-level assertions such as "this document's title is 'Widget Superstore'", but there is no capability within the HTML itself to assert unambiguously that, for example, item number X586172 is an Acme Gizmo with a retail price of €199, or that it is a consumer product. Rather, HTML can only say that the span of text "X586172" is something that should be positioned near "Acme Gizmo" and "€199", etc. There is no way to say "this is a catalog" or even to establish that "Acme Gizmo" is a kind of title or that "€199" is a price. There is also no way to express that these pieces of information are bound together in describing a discrete item, distinct from other items perhaps listed on the page.

[Semantic HTML](#) refers to the traditional HTML practice of markup following intention, rather than specifying layout details directly. For example, the use of `` denoting "emphasis" rather than `<i>`, which specifies [italics](#). Layout details are left up to the browser, in combination with [Cascading Style Sheets](#). But this practice falls short of specifying the semantics of objects such as items for sale or prices.

Microformats extend HTML syntax to create **machine-readable** semantic markup about objects including people, organizations, events and products. [13] Similar initiatives include **RDFa**, **Microdata** and **Schema.org**.

Semantic Web solutions

[edit]

The Semantic Web takes the solution further. It involves publishing in languages specifically designed for data: **Resource Description Framework** (RDF), **Web Ontology Language** (OWL), and Extensible Markup Language (**XML**). HTML describes documents and the links between them. RDF, OWL, and XML, by contrast, can describe arbitrary things such as people, meetings, or airplane parts.

These technologies are combined in order to provide descriptions that supplement or replace the content of Web documents. Thus, content may manifest itself as descriptive data stored in Web-accessible **databases**, [14] or as markup within documents (particularly, in Extensible HTML (**XHTML**) interspersed with XML, or, more often, purely in XML, with layout or rendering cues stored separately). The machine-readable descriptions enable content managers to add meaning to the content, i.e., to describe the structure of the knowledge we have about that content. In this way, a machine can process knowledge itself, instead of text, using processes similar to human **deductive reasoning** and **inference**, thereby obtaining more meaningful results and helping computers to perform automated information gathering and research.

An example of a tag that would be used in a non-semantic web page:

```
<item>blog</item>
```

Encoding similar information in a semantic web page might look like this:

```
<item rdf:about="https://example.org/semantic-web/">Semantic Web</item>
```

Tim Berners-Lee calls the resulting network of **Linked Data** the **Giant Global Graph**, in contrast to the HTML-based World Wide Web. Berners-Lee posits that if the past was document sharing, the future is **data sharing**. His answer to the question of "how" provides three points of instruction. One, a URL should point to the data. Two, anyone accessing the URL should get data back. Three, relationships in the data should point to additional URLs with data.

Tags and identifiers

[\[edit\]](#)

Tags, including hierarchical categories and tags that are collaboratively added and maintained (e.g. with **folksonomies**) can be considered part of, of potential use to or a step towards the semantic Web vision.[\[15\]](#)[\[16\]](#)[\[17\]](#)

Unique **identifiers**, including hierarchical categories and collaboratively added ones, analysis tools and **metadata**, including tags, can be used to create forms of semantic webs – webs that are to a certain degree semantic.[\[18\]](#) In particular, such has been used for structuring scientific research i.a. by research topics and **scientific fields** by the projects **OpenAlex**,[\[19\]](#)[\[20\]](#)[\[21\]](#) **Wikidata** and **Scholia** which are under development and provide **APIs**, Web-pages, feeds and graphs for various **semantic queries**.

Web 3.0

[\[edit\]](#)

Tim Berners-Lee has described the Semantic Web as a component of Web 3.0.[\[22\]](#)

People keep asking what Web 3.0 is. I think maybe when you've got an overlay of **scalable vector graphics** – everything rippling and folding and looking misty – on **Web 2.0** and access to a semantic Web integrated across a huge space of data, you'll have access to an unbelievable data resource ...

—*Tim Berners-Lee, 2006*

"Semantic Web" is sometimes used as a synonym for "Web 3.0",[\[23\]](#) though the definition of each term varies.

Beyond Web 3.0

[\[edit\]](#)

The next generation of the Web is often termed Web 4.0, but its definition is not clear. According to some sources, it is a Web that involves **artificial intelligence**,[\[24\]](#) the **internet of things**, **pervasive computing**, **ubiquitous computing** and the **Web of Things** among other

concepts.[25] According to the European Union, Web 4.0 is "the expected fourth generation of the World Wide Web. Using advanced artificial and ambient intelligence, the internet of things, trusted blockchain transactions, virtual worlds and XR capabilities, digital and real objects and environments are fully integrated and communicate with each other, enabling truly intuitive, immersive experiences, seamlessly blending the physical and digital worlds". [26]

Challenges

[edit]

Some of the challenges for the Semantic Web include vastness, vagueness, uncertainty, inconsistency, and deceit. **Automated reasoning systems** will have to deal with all of these issues in order to deliver on the promise of the Semantic Web.

- Vastness: The World Wide Web contains many billions of pages. The **SNOMED CT medical terminology ontology** alone contains 370,000 **class** names, and existing technology has not yet been able to eliminate all semantically duplicated terms. Any automated reasoning system will have to deal with truly huge inputs.
- Vagueness: These are imprecise concepts like "young" or "tall". This arises from the vagueness of user queries, of concepts represented by content providers, of matching query terms to provider terms and of trying to combine different **knowledge bases** with overlapping but subtly different concepts. **Fuzzy logic** is the most common technique for dealing with vagueness.
- Uncertainty: These are precise concepts with uncertain values. For example, a patient might present a set of symptoms that correspond to a number of different distinct diagnoses each with a different probability. **Probabilistic** reasoning techniques are generally employed to address uncertainty.
- Inconsistency: These are logical contradictions that will inevitably arise during the development of large ontologies, and when ontologies from separate sources are combined. Deductive reasoning fails catastrophically when faced with inconsistency, because "**anything follows from a contradiction**". **Defeasible reasoning** and **paraconsistent reasoning** are two techniques that can be employed to deal with inconsistency.
- Deceit: This is when the producer of the information is intentionally misleading the consumer of the information. **Cryptography** techniques are currently utilized to alleviate this threat. By providing a means to determine the information's integrity, including that which relates to the identity of the entity that produced or published the information, however **credibility** issues still have to be addressed in cases of potential deceit.

This list of challenges is illustrative rather than exhaustive, and it focuses on the challenges to the "unifying logic" and "proof" layers of the Semantic Web. The World Wide Web Consortium (W3C) Incubator Group for Uncertainty Reasoning for the World Wide Web [27] (URW3-XG) final report lumps these problems together under the single heading of "uncertainty". [28] Many of the techniques mentioned here will require extensions to the Web Ontology Language

(OWL) for example to annotate conditional probabilities. This is an area of active research. [29]

Standards

[edit]

Standardization for Semantic Web in the context of Web 3.0 is under the care of W3C. [30]

Components

[edit]

The term "Semantic Web" is often used more specifically to refer to the formats and technologies that enable it. [5] The collection, structuring and recovery of linked data are enabled by technologies that provide a **formal description** of concepts, terms, and relationships within a given **knowledge domain**. These technologies are specified as W3C standards and include:

- **Resource Description Framework** (RDF), a general method for describing information
- **RDF Schema** (RDFS)
- **Simple Knowledge Organization System** (SKOS)
- **SPARQL**, an RDF query language
- **Notation3** (N3), designed with human readability in mind
- **N-Triples**, a format for storing and transmitting data
- **Turtle** (Terse RDF Triple Language)
- **Web Ontology Language** (OWL), a family of **knowledge representation languages**
- **Rule Interchange Format** (RIF), a framework of web rule language dialects supporting rule interchange on the Web
- **JavaScript Object Notation for Linked Data** (JSON-LD), a JSON-based method to describe data
- **ActivityPub**, a generic way for client and server to communicate with each other. This is used by the popular decentralized social network **Mastodon**.

The **Semantic Web Stack** illustrates the architecture of the Semantic Web. The functions and relationships of the components can be summarized as follows: [31]

- XML provides an elemental syntax for content structure within documents, yet associates no semantics with the meaning of the content contained within. XML is not at present a necessary component of Semantic Web technologies in most cases, as alternative syntaxes exist, such as **Turtle**. Turtle is a de facto standard, but has not been through a formal standardization process.

- **XML Schema** is a language for providing and restricting the structure and content of elements contained within XML documents.
- RDF is a simple language for expressing **data models**, which refer to objects ("**web resources**") and their relationships. An RDF-based model can be represented in a variety of syntaxes, e.g., **RDF/XML**, N3, Turtle, and RDFa. RDF is a fundamental standard of the Semantic Web.^{[32][33]}
- RDF Schema extends RDF and is a vocabulary for describing properties and classes of RDF-based resources, with semantics for generalized-hierarchies of such properties and classes.
- OWL adds more vocabulary for describing properties and classes: among others, relations between classes (e.g. disjointness), cardinality (e.g. "exactly one"), equality, richer typing of properties, characteristics of properties (e.g. symmetry), and enumerated classes.
- SPARQL is a protocol and query language for semantic web data sources.
- RIF is the W3C Rule Interchange Format. It is an XML language for expressing Web rules that computers can execute. RIF provides multiple versions, called dialects. It includes a RIF Basic Logic Dialect (RIF-BLD) and RIF Production Rules Dialect (RIF PRD).

Current state of standardization

[\[edit\]](#)

Well-established standards:

- **RDF - Resource Description Framework**
- **RDFS - Resource Description Framework Schema**
- **RIF - Rule Interchange Format**
- **SPARQL - 'SPARQL Protocol and RDF Query Language'**
- **Unicode**
- **URI - Uniform Resource Identifier**
- **OWL - Web Ontology Language**
- **XML - Extensible Markup Language**

Not yet fully realized:

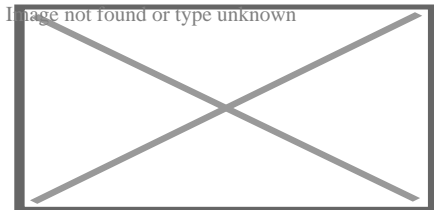
- Unifying Logic and Proof layers
- **SWRL - Semantic Web Rule Language**

Applications

[edit]

The intent is to enhance the **usability** and usefulness of the Web and its interconnected **resources** by creating **semantic web services**, such as:

- Servers that expose existing data systems using the RDF and SPARQL standards. Many converters to RDF exist from different applications. [34] **Relational databases** are an important source. The semantic web server attaches to the existing system without affecting its operation.
- Documents "marked up" with semantic information (an **extension** of the HTML <meta> **tags** used in today's Web pages to supply information for **Web search engines** using **web crawlers**). This could be **machine-understandable** information about the human-understandable content of the document (such as the creator, title, description, etc.) or it could be purely metadata representing a set of facts (such as resources and services elsewhere on the site). Note that *anything* that can be identified with a *Uniform Resource Identifier* (URI) can be described, so the semantic web can reason about animals, people, places, ideas, etc. There are four semantic annotation formats that can be used in HTML documents; Microformat, RDFa, Microdata and **JSON-LD**. [35] Semantic markup is often generated automatically, rather than manually.



Arguments as distinct semantic units with specified relations and version control on **Kialo**

- Common metadata vocabularies (**ontologies**) and maps between vocabularies that allow document creators to know how to mark up their documents so that agents can use the information in the supplied metadata (so that *Author* in the sense of 'the Author of the page' will not be confused with *Author* in the sense of a book that is the subject of a book review).
- Automated agents to perform tasks for users of the semantic web using this data.
- **Semantic translation**. An alternative or complementary approach are improvements to contextual and semantic understanding of texts – these could be aided via Semantic Web methods so that only increasingly small numbers of mistranslations need to be corrected **in manual or semi-automated post-editing**.
- Web-based services (often with agents of their own) to supply information specifically to agents, for example, a **Trust service** that an agent could ask if some online store has a history of poor service or **spamming**.
- Semantic Web ideas are implemented in collaborative structured **argument mapping** sites where their relations are organized semantically, arguments can be mirrored (linked) to multiple places, reused (copied), rated, and **changed** as semantic distinct

units. Ideas for such, or a more widely adopted "World Wide Argument Web", go back to at least 2007[36] and have been implemented to some degree in [Argüman](#)[37] and [Kialo](#). Further steps towards semantic web services may include enabling "Querying", argument search engines,[38] and "summarizing the contentious and agreed-upon points of a discussion".[39]

Such services could be useful to public search engines, or could be used for [knowledge management](#) within an organization. Business applications include:

- Facilitating the integration of information from mixed sources[40]
- Dissolving ambiguities in corporate terminology
- Improving [information retrieval](#) thereby reducing [information overload](#) and increasing the refinement and precision of the data retrieved[41][42][43][44]
- Identifying relevant information with respect to a given domain[45]
- Providing decision making support

In a corporation, there is a closed group of users and the management is able to enforce company guidelines like the adoption of specific ontologies and use of [semantic annotation](#). Compared to the public Semantic Web there are lesser requirements on [scalability](#) and the information circulating within a company can be more trusted in general; privacy is less of an issue outside of handling of customer data.

Skeptical reactions

[\[edit\]](#)

Practical feasibility

[\[edit\]](#)

Critics question the basic feasibility of a complete or even partial fulfillment of the Semantic Web, pointing out both difficulties in setting it up and a lack of general-purpose usefulness that prevents the required effort from being invested. In a 2003 paper, Marshall and Shipman point out the cognitive overhead inherent in formalizing knowledge, compared to the authoring of traditional web [hypertext](#):[\[46\]](#)

While learning the basics of HTML is relatively straightforward, learning a knowledge representation language or tool requires the author to learn about the representation's methods of abstraction and their effect on reasoning. For example, understanding the class-instance relationship, or the superclass-subclass relationship, is more than understanding that one concept is a "type of" another concept. [...] These abstractions are taught to computer scientists generally and

knowledge engineers specifically but do not match the similar natural language meaning of being a "type of" something. Effective use of such a formal representation requires the author to become a skilled knowledge engineer in addition to any other skills required by the domain. [...] Once one has learned a formal representation language, it is still often much more effort to express ideas in that representation than in a less formal representation [...]. Indeed, this is a form of programming based on the declaration of semantic data and requires an understanding of how reasoning algorithms will interpret the authored structures.

According to Marshall and Shipman, the **tacit** and changing nature of much knowledge adds to the **knowledge engineering** problem, and limits the Semantic Web's applicability to specific domains. A further issue that they point out are domain- or organization-specific ways to express knowledge, which must be solved through community agreement rather than only technical means.[46] As it turns out, specialized communities and organizations for intra-company projects have tended to adopt semantic web technologies greater than peripheral and less-specialized communities.[47] The practical constraints toward adoption have appeared less challenging where domain and scope is more limited than that of the general public and the World-Wide Web.[47]

Finally, Marshall and Shipman see pragmatic problems in the idea of (**Knowledge Navigator**-style) intelligent agents working in the largely manually curated Semantic Web: [46]

In situations in which user needs are known and distributed information resources are well described, this approach can be highly effective; in situations that are not foreseen and that bring together an unanticipated array of information resources, the Google approach is more robust. Furthermore, the Semantic Web relies on inference chains that are more brittle; a missing element of the chain results in a failure to perform the desired action, while the human can supply missing pieces in a more Google-like approach. [...] cost-benefit tradeoffs can work in favor of specially-created Semantic Web metadata directed at weaving together sensible well-structured domain-specific information resources; close attention to user/customer needs will drive these federations if they are to be successful.

Cory Doctorow's critique ("**metacrap**") [48] is from the perspective of human behavior and personal preferences. For example, people may include spurious metadata into Web pages in an attempt to mislead Semantic Web engines that naively assume the metadata's veracity. This phenomenon was well known with metatags that fooled the **Altavista** ranking algorithm into elevating the ranking of certain Web pages: the Google indexing engine specifically looks for such attempts at manipulation. **Peter Gärdenfors** and **Timo Honkela** point out that logic-based semantic web technologies cover only a fraction of the relevant phenomena related to semantics.[49][50]

Censorship and privacy

[[edit](#)]

Enthusiasm about the semantic web could be tempered by concerns regarding [censorship](#) and [privacy](#). For instance, [text-analyzing](#) techniques can now be easily bypassed by using other words, metaphors for instance, or by using images in place of words. An advanced implementation of the semantic web would make it much easier for governments to control the viewing and creation of online information, as this information would be much easier for an automated content-blocking machine to understand. In addition, the issue has also been raised that, with the use of [FOAF](#) files and geolocation [meta-data](#), there would be very little anonymity associated with the authorship of articles on things such as a personal blog. Some of these concerns were addressed in the "Policy Aware Web" project[\[51\]](#) and is an active research and development topic.

Doubling output formats

[[edit](#)]

Another criticism of the semantic web is that it would be much more time-consuming to create and publish content because there would need to be two formats for one piece of data: one for human viewing and one for machines. However, many web applications in development are addressing this issue by creating a machine-readable format upon the publishing of data or the request of a machine for such data. The development of microformats has been one reaction to this kind of criticism. Another argument in defense of the feasibility of semantic web is the likely falling price of human intelligence tasks in digital labor markets, such as [Amazon's Mechanical Turk](#).[\[citation needed\]](#)

Specifications such as [eRDF](#) and RDFa allow arbitrary RDF data to be embedded in HTML pages. The [GRDDL](#) (Gleaning Resource Descriptions from Dialects of Language) mechanism allows existing material (including microformats) to be automatically interpreted as RDF, so publishers only need to use a single format, such as HTML.

Research activities on corporate applications

[[edit](#)]

The first research group explicitly focusing on the Corporate Semantic Web was the ACACIA team at [INRIA-Sophia-Antipolis](#), founded in 2002. Results of their work include the [RDF\(S\)](#)

based Corese[52] search engine, and the application of semantic web technology in the realm of **distributed artificial intelligence** for knowledge management (e.g. ontologies and **multi-agent systems** for corporate semantic Web) [53] and **E-learning**. [54]

Since 2008, the Corporate Semantic Web research group, located at the **Free University of Berlin**, focuses on building blocks: Corporate Semantic Search, Corporate Semantic Collaboration, and Corporate Ontology Engineering. [55]

Ontology engineering research includes the question of how to involve non-expert users in creating ontologies and semantically annotated content[56] and for extracting explicit knowledge from the interaction of users within enterprises.

Future of applications

[[edit](#)]

Tim O'Reilly, who coined the term Web 2.0, proposed a long-term vision of the Semantic Web as a web of data, where sophisticated applications are navigating and manipulating it. [57] The data web transforms the World Wide Web from a **distributed file system** into a **distributed database**. [58]

See also

[[edit](#)]

- **AGRIS**
- **Business semantics management**
- **Computational semantics**
- **Calais (Reuters product)**
- **DBpedia**
- **Entity–attribute–value model**
- **EU Open Data Portal**
- **History of the World Wide Web**
- **Hyperdata**
- **Internet of things**
- **Linked data**
- **List of emerging technologies**
- **Nextbio**
- **Ontology alignment**
- **Ontology learning**
- **RDF and OWL**

- Semantic computing
- Semantic Geospatial Web
- Semantic heterogeneity
- Semantic integration
- Semantic matching
- Semantic MediaWiki
- Semantic Sensor Web
- Semantic social network
- Semantic technology
- *Semantic Web*
- Semantically-Interlinked Online Communities
- Smart-M3
- Social Semantic Web
- Web engineering
- Web resource
- Web science

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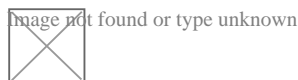
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Semantic Web

Background

- Databases
- Hypertext
- Internet
- Ontologies
- Semantics
- Semantic networks
- World Wide Web

Sub-topics

- Dataspaces
- Hyperdata
- Linked data
- Rule-based systems

Applications

- Semantic analytics
- Semantic broker
- Semantic computing
- Semantic mapper
- Semantic matching
- Semantic publishing
- Semantic reasoner
- Semantic search
- Semantic service-oriented architecture
- Semantic wiki
- Solid

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- [Digital library](#)
- [Digital humanities](#)
- [Metadata](#)
- [References](#)
- [Topic map](#)
- [Web 2.0](#)
- [Web engineering](#)
- [Web Science Trust](#)

Syntax and supporting technologies

- HTTP
- IRI
 - URI
- RDF
 - triples
 - RDF/XML
 - JSON-LD
 - Turtle
 - TriG
 - Notation3
 - N-Triples
 - TriX (no W3C standard)
- RRID
- SPARQL
- XML
- Semantic HTML

Schemas, ontologies and rules

- Common Logic
- OWL
- RDFS
- Rule Interchange Format
- Semantic Web Rule Language
- ALPS
- SHACL

Standards

Semantic annotation

- eRDF
- GRDDL
- Microdata
- Microformats
- RDFa
- SAWSDL
- Facebook Platform

Common vocabularies

- DOAP
- Dublin Core
- FOAF
- Schema.org
- SIOC
- SKOS

Microformat vocabularies

- hAtom
- hCalendar
- hCard

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Emerging technologies

Fields **Information and communications**

- Ambient intelligence
 - Internet of things
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 - Applications of artificial intelligence
 - Machine translation
 - Machine vision
 - Mobile translation
 - Progress in artificial intelligence
 - Semantic Web
 - Speech recognition
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- Carbon nanotube field-effect transistor
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 - ECRAM
 - FRAM
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- Optical computing
- RFID
 - Chipless RFID
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Topics

- Automation
- Collingridge dilemma
- Differential technological development
- Disruptive innovation
- Ephemeralization
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 - Cyberethics
 - Neuroethics
 - Robot ethics
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- Transhumanism

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- Computational archaeology
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What does SEO mean for my business?

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What is SEO marketing?

SEO marketing is the process of using search engine optimization techniques to enhance your online presence. By optimizing your website, creating relevant content, and building authority, you attract organic traffic from search engines, increase brand awareness, and drive conversions.

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