

Semantic Web Workshop

Brian Sletten (@bsletten (<http://twitter.com/bsletten>))
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Speaker's Qualification

- 20 years of experience
- Specialize in benefits and applicability of next-generation technologies
- Author "Resource-Oriented Architectural Patterns" Morgan & Claypool 2013
- One of **Top 100 Semantic Web People** (<http://www.semanticweb.com/semanticweb100/>)

First Steps

- Go to <http://stardog.com> (<http://stardog.com>) and request a download
- Fork the GitHub repo: <https://github.com/bsletten/rwe-2013-semweb-workshop> (<https://github.com/bsletten/rwe-2013-semweb-workshop>)

```
git clone https://github.com/<your-forked-copy>/rwe-2013-semweb-workshop.git
git remote add upstream https://github.com/bsletten/rwe-2013-semweb-workshop.git
```

Contributing Something

```
git add <file>
git commit -m "Something useful"
git push
Issue a Pull Request
```

Fetching Other Changes

```
git pull upstream
git merge upstream/master (maybe)
```

Where Semantic Web Fits In

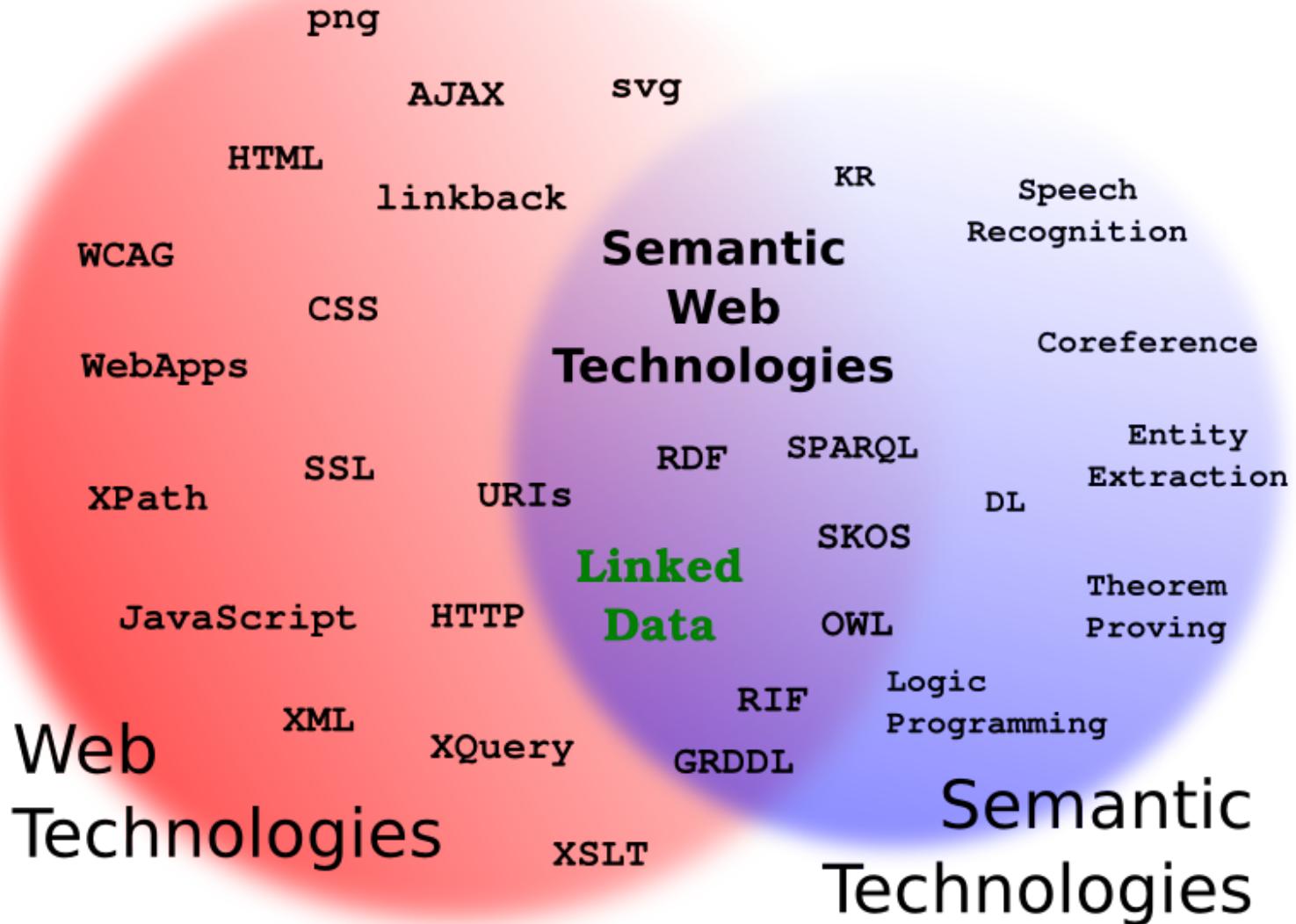


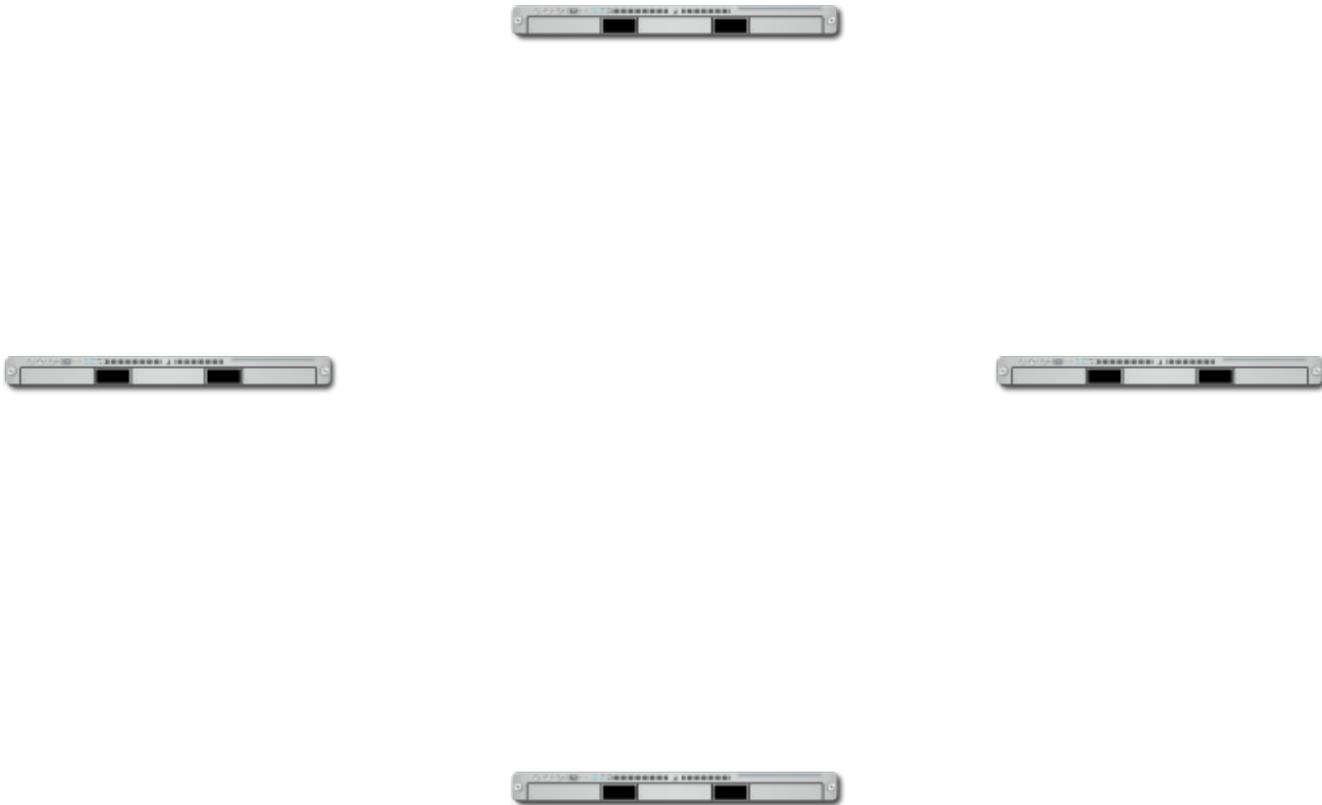
Image courtesy of Sandro Hawke (@sandhawke)

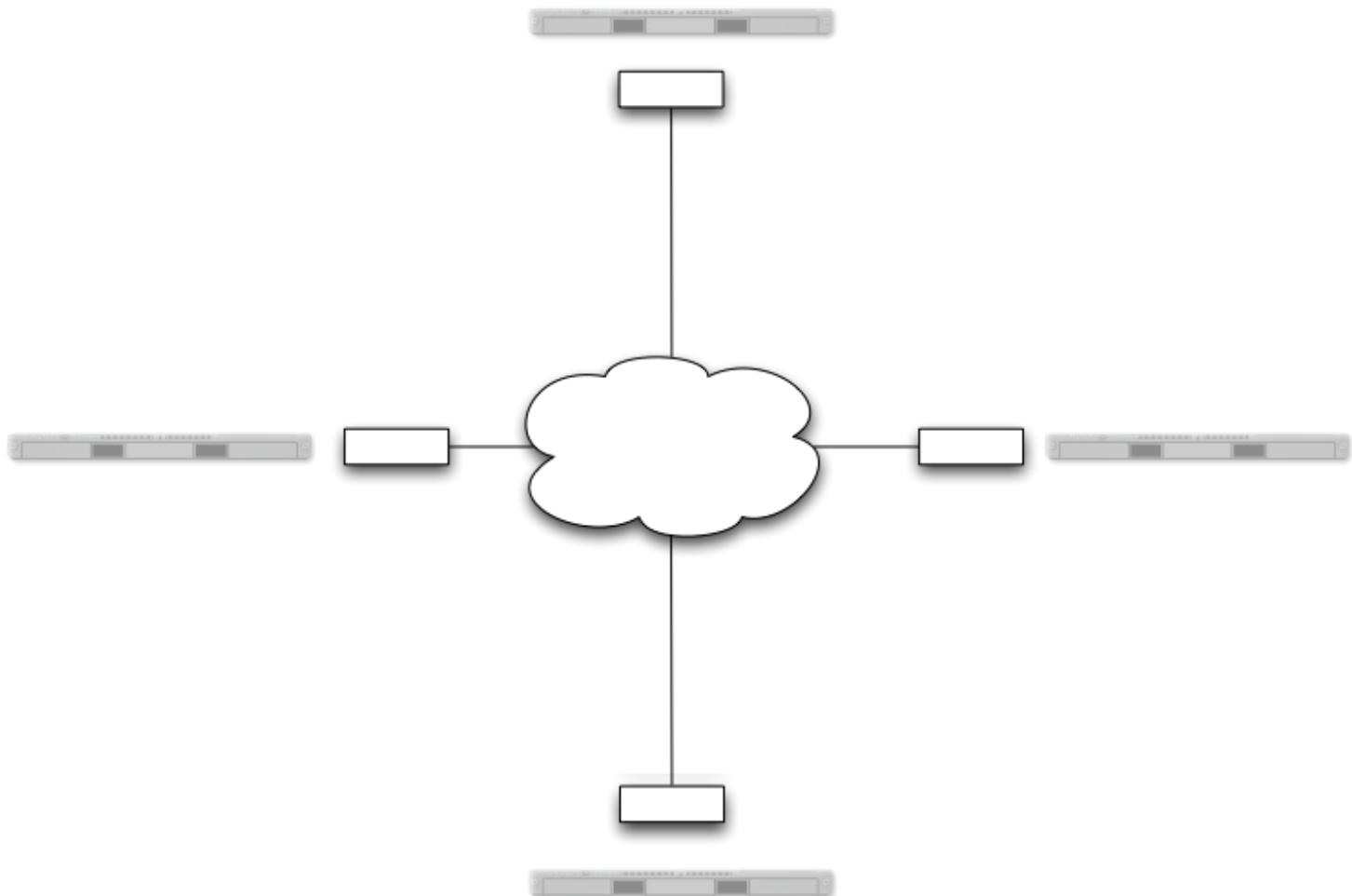
Using: Mashups Mashups combine multiple datasets to create a new service, visualisation or information.	Using: Search Linked data search engines allow search across the web of data. Conventional search may present information derived from linked data.	Using: Productivity Linked data facilitates data integration for business intelligence or research.
Storing and publishing Linked data can be published in simple flat files on a web server, in databases with a translation layer, or in specialised 'triple stores' built to store and share linked data. Publishing platforms understand requests for linked data & return it formatted as RDF.	Querying: SPARQL SPARQL Protocol and RDF Query Language provides a way to run structured queries over linked data datasets. SPARQL servers expose linked open data to be queried.	
Representing: Vocabularies Vocabularies provide lists (and definitions) of common terms that can be used to describe the things and relationships in a dataset.	Representing: Ontologies Ontologies are vocabularies that record the logical relationships between their terms and support reasoning.	
Interchanging: RDF Resource Descriptor Framework (RDF) is a <i>model</i> for representing data as 'triples'. RDF can be serialised into a range of different file formats, including RDF-XML and text-based Turtle or N3 syntax.		
Identifying: URLs Using HTTP Uniform Resource Locators (URLs) means that (a) data can be looked up across the Internet; (b) decisions about 'namespaces' for data are managed through the Domain Name System (DNS).		Licensing: open data Open data is made available under licenses (or is placed in the public domain) so that others can use and build upon it, free of legal restrictions. Open standards for data files and interchange are used also.
Transporting: HTTP (The World Wide Web) Data is hosted on servers that can talk Hypertext Transfer Protocol (HTTP) to each other and to browsers in order to exchange data across the Internet.		

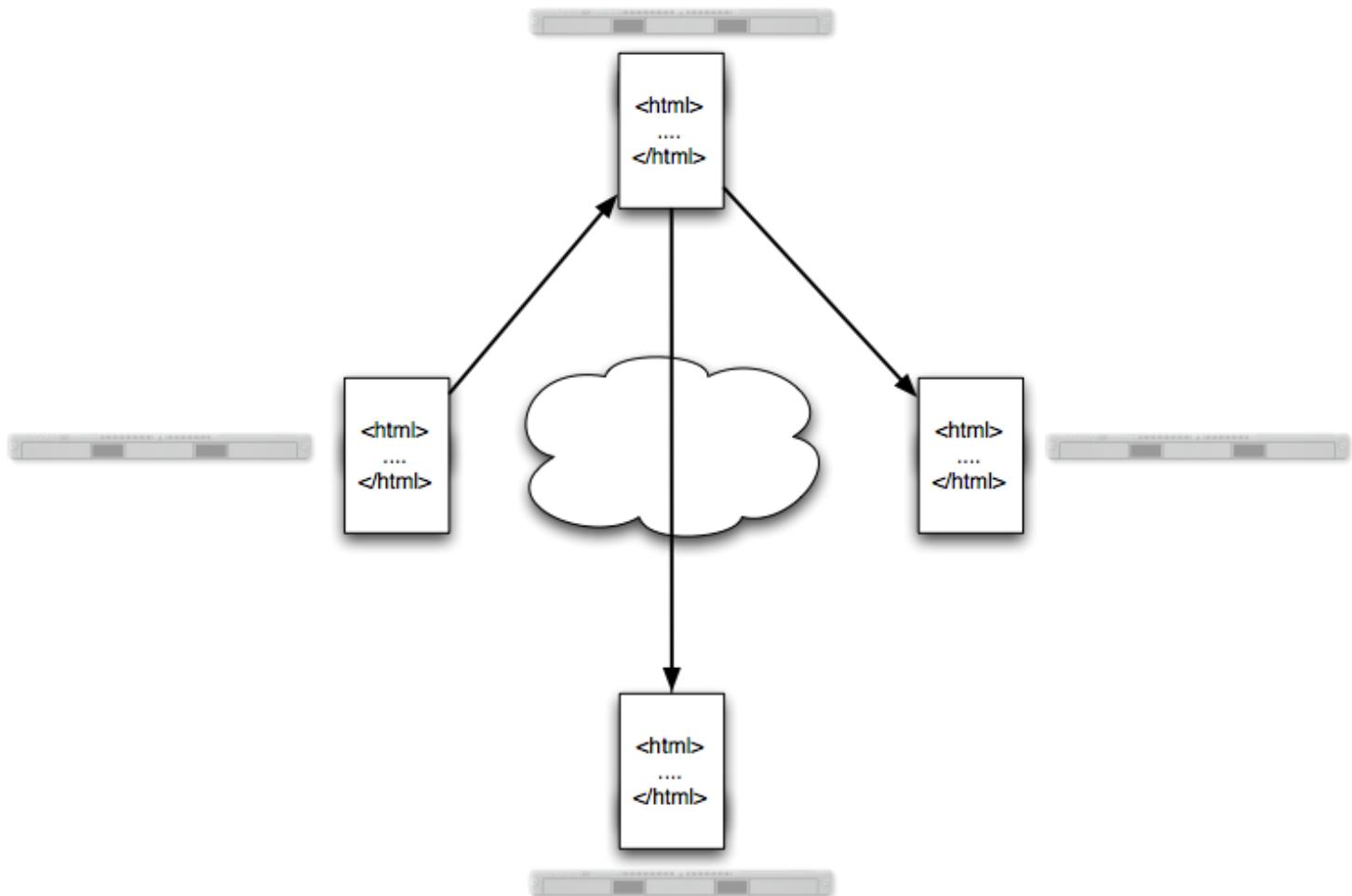
Elements of the Linked Open Data Stack (revision 3) - 5th May 2011. CC BY-SA-NC

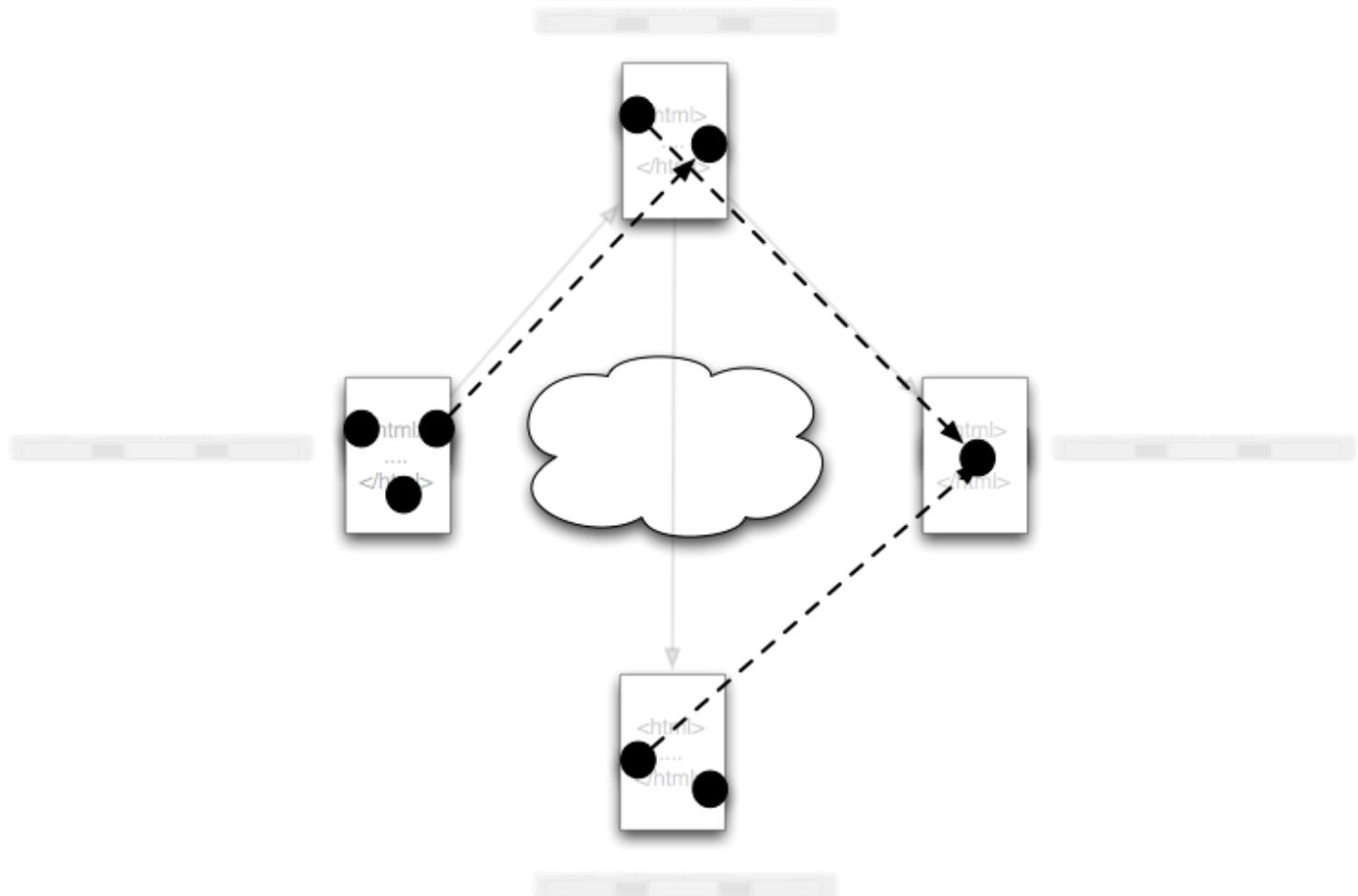
Draft sketch by Tim Davies (@timdavies / tim@practicalparticipation.co.uk) for IKM Working Paper on Linked Open Data for Development. Comments welcome. Search 'linked open data stack' on <http://www.opendataimpacts.net> for latest version.

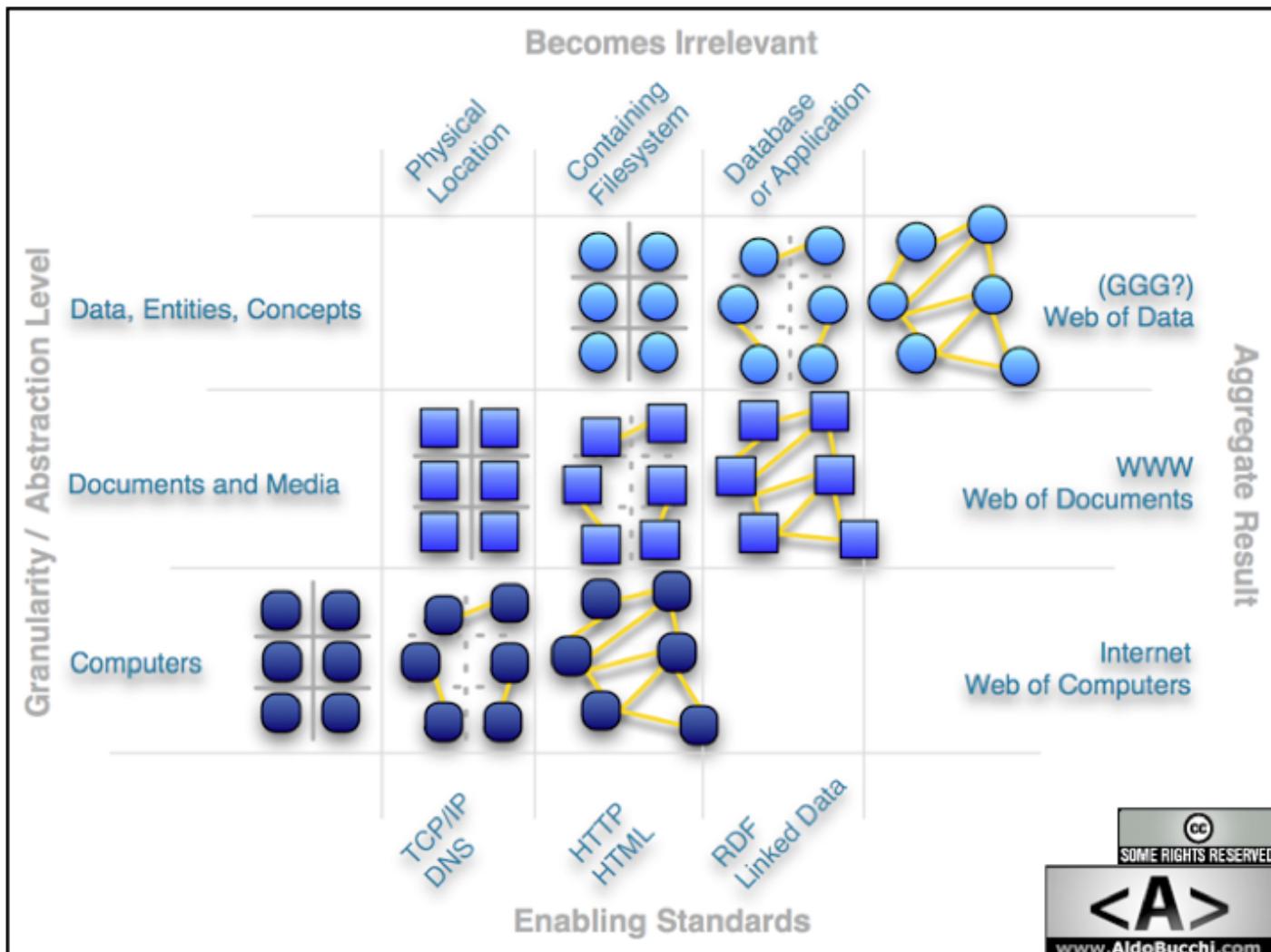
Idea based on Semantic Web Stack at http://en.wikipedia.org/wiki/Semantic_Web_Stack











RDF Noodling

Exercise

- Create a FOAF Profile via FOAF-a-Matic (<http://www.ldodds.com/foaf/foaf-a-matic> (<http://www.ldodds.com/foaf/foaf-a-matic>))
- Add a foaf:knows relationship to <http://purl.org/net/bsletten> (<http://purl.org/net/bsletten>)
- Add it to the foaf directory in the GitHub Repo

```
cp <yourfile>.rdf foaf
cd foaf
git add <yourfile>.rdf
git commit -m "My FOAF File"
git push
Create a Pull Request
```

Exercise

- Convert your FOAF file into various RDF serializations:

```
rdfcat -out ttl <file>
rdfcat -out n3 <file>
rdfcat -out ntriples <file>
```

Exercise

- Merge your FOAF file w/ mine and generate the output as Turtle:

```
rdfcat -out ttl http://bosatsu.net/foaf/brian.rdf <file>
```

SPARQL

```
@prefix foaf: <http://xmlns.com/foaf/0.1/> .  
  
<http://purl.org/net/bsletten>  
    foaf:name "Brian Sletten" ;  
    foaf:birthday "05-26" .  
  
<http://example.org/net/stevienicks>  
    foaf:name "Stevie Nicks" ;  
    foaf:birthday "05-26".  
  
<http://example.org/net/johnwayne>  
    foaf:name "John Wayne" ;  
    foaf:birthday "05-26".  
  
<http://example.org/net/lennykravitz>  
    foaf:name "Lenny Kravitz" ;  
    foaf:birthday "05-26".
```

```
PREFIX foaf: <http://xmlns.com/foaf/0.1/>

SELECT ?birthday
WHERE {
  ?s foaf:birthday ?birthday .
}
```

```
-----  
| birthday |  
=====
```

"05-26"
"05-26"
"05-26"
"05-26"

```
-----
```

DISTINCT

```
PREFIX foaf: <http://xmlns.com/foaf/0.1/>

SELECT DISTINCT ?birthday
WHERE {
    ?s foaf:birthday ?birthday .
}
```

```
-----  
| birthday |  
=====  
| "05-26" |  
-----
```

Question?

Who has a birthday on either "05-26" or "10-09"?

UNION

```
PREFIX foaf: <http://xmlns.com/foaf/0.1/>
PREFIX geo: <http://www.w3.org/2003/01/geo/wgs84_pos#>

SELECT ?name ?birthday
WHERE {
  ?s foaf:name ?name .
  {
    ?s foaf:birthday "05-26" .
  }
  UNION
  {
    ?s foaf:birthday "10-09" .
  }
}
```

name	birthday
"Brian Sletten"	
"John Wayne"	
"Al Jourgensen"	
"Sharon Osbourne"	
"Stevie Nicks"	
"Lenny Kravitz"	
"John Lennon"	

```
PREFIX foaf: <http://xmlns.com/foaf/0.1/>
PREFIX geo: <http://www.w3.org/2003/01/geo/wgs84_pos#>

SELECT ?name ?birthday
WHERE {
  ?s foaf:name ?name ;
      foaf:birthday ?birthday .
  {
    ?s foaf:birthday "05-26" .
  }
  UNION
  {
    ?s foaf:birthday "10-09" .
  }
}
```

name	birthday
"Brian Sletten"	"05-26"
"John Wayne"	"05-26"
"Al Jourgensen"	"10-09"
"Sharon Osbourne"	"10-09"
"Stevie Nicks"	"05-26"
"Lenny Kravitz"	"05-26"
"John Lennon"	"10-09"

ORDER BY

```
PREFIX foaf: <http://xmlns.com/foaf/0.1/>
PREFIX geo: <http://www.w3.org/2003/01/geo/wgs84_pos#>

SELECT ?name ?birthday
WHERE {
  ?s foaf:name ?name ;
    foaf:birthday ?birthday .
  {
    ?s foaf:birthday "05-26" .
  }
  UNION
  {
    ?s foaf:birthday "10-09" .
  }
}

ORDER BY ?birthday
```

name	birthday
"Brian Sletten"	"05-26"
"John Wayne"	"05-26"
"Lenny Kravitz"	"05-26"
"Stevie Nicks"	"05-26"
"Al Jourgensen"	"10-09"
"John Lennon"	"10-09"
"Sharon Osbourne"	"10-09"

```
@prefix foaf: <http://xmlns.com/foaf/0.1/> .  
@prefix xsd: <http://www.w3.org/2001/XMLSchema#> .  
  
<http://purl.org/net/bsletten>  
    foaf:name "Brian Sletten" ;  
    foaf:birthday "1972-05-26"^^xsd:date .  
  
<http://example.org/net/stevienicks>  
    foaf:name "Stevie Nicks" ;  
    foaf:birthday "1948-05-26"^^xsd:date.  
  
<http://example.org/net/johnwayne>  
    foaf:name "John Wayne" ;  
    foaf:birthday "1907-05-26"^^xsd:date.  
  
...
```

```
PREFIX foaf: <http://xmlns.com/foaf/0.1/>
PREFIX geo: <http://www.w3.org/2003/01/geo/wgs84_pos#>

SELECT ?name ?birthday
WHERE {
  ?s foaf:name ?name ;
      foaf:birthday ?birthday .
}
ORDER BY ?birthday
```

name	birthday
"John Wayne"	"1907-05-26"^^< http://www.w3.org/2001/XMLSchema#date >
"John Lennon"	"1940-10-09"^^< http://www.w3.org/2001/XMLSchema#date >
"Stevie Nicks"	"1948-05-26"^^< http://www.w3.org/2001/XMLSchema#date >
"Sharon Osbourne"	"1952-10-09"^^< http://www.w3.org/2001/XMLSchema#date >
"Al Jourgensen"	"1958-10-09"^^< http://www.w3.org/2001/XMLSchema#date >
"Izzy Stradlin"	"1962-04-08"^^< http://www.w3.org/2001/XMLSchema#date >
"Julian Lennon"	"1963-04-08"^^< http://www.w3.org/2001/XMLSchema#date >
"Lenny Kravitz"	"1964-05-26"^^< http://www.w3.org/2001/XMLSchema#date >
"Robin Wright"	"1966-04-08"^^< http://www.w3.org/2001/XMLSchema#date >
"Brian Sletten"	"1972-05-26"^^< http://www.w3.org/2001/XMLSchema#date >
"Katee Sackhoff"	"1980-04-08"^^< http://www.w3.org/2001/XMLSchema#date >

SORT ORDER

```
PREFIX foaf: <http://xmlns.com/foaf/0.1/>
PREFIX geo: <http://www.w3.org/2003/01/geo/wgs84_pos#>

SELECT ?name ?birthday
WHERE {
  ?s foaf:name ?name ;
    foaf:birthday ?birthday .
}
ORDER BY DESC(?birthday)
```

name	birthday
"Katee Sackhoff"	"1980-04-08"^^< http://www.w3.org/2001/XMLSchema#date >
"Brian Sletten"	"1972-05-26"^^< http://www.w3.org/2001/XMLSchema#date >
"Robin Wright"	"1966-04-08"^^< http://www.w3.org/2001/XMLSchema#date >
"Lenny Kravitz"	"1964-05-26"^^< http://www.w3.org/2001/XMLSchema#date >
"Julian Lennon"	"1963-04-08"^^< http://www.w3.org/2001/XMLSchema#date >
"Izzy Stradlin"	"1962-04-08"^^< http://www.w3.org/2001/XMLSchema#date >
"Al Jourgensen"	"1958-10-09"^^< http://www.w3.org/2001/XMLSchema#date >
"Sharon Osbourne"	"1952-10-09"^^< http://www.w3.org/2001/XMLSchema#date >
"Stevie Nicks"	"1948-05-26"^^< http://www.w3.org/2001/XMLSchema#date >
"John Lennon"	"1940-10-09"^^< http://www.w3.org/2001/XMLSchema#date >
"John Wayne"	"1907-05-26"^^< http://www.w3.org/2001/XMLSchema#date >

LIMIT

```
PREFIX foaf: <http://xmlns.com/foaf/0.1/>
PREFIX geo: <http://www.w3.org/2003/01/geo/wgs84_pos#>

SELECT ?name ?birthday
WHERE {
  ?s foaf:name ?name ;
    foaf:birthday ?birthday .
}

ORDER BY DESC(?birthday)
LIMIT 3
```

name	birthday
"Katee Sackhoff"	"1980-04-08"^^< http://www.w3.org/2001/XMLSchema#date >
"Brian Sletten"	"1972-05-26"^^< http://www.w3.org/2001/XMLSchema#date >
"Robin Wright"	"1966-04-08"^^< http://www.w3.org/2001/XMLSchema#date >

OFFSET

```
PREFIX foaf: <http://xmlns.com/foaf/0.1/>
PREFIX geo: <http://www.w3.org/2003/01/geo/wgs84_pos#>

SELECT ?name ?birthday
WHERE {
  ?s foaf:name ?name ;
    foaf:birthday ?birthday .
}

ORDER BY DESC(?birthday)
LIMIT 3
OFFSET 3
```

name	birthday
"Lenny Kravitz"	"1964-05-26"^^< http://www.w3.org/2001/XMLSchema#date >
"Julian Lennon"	"1963-04-08"^^< http://www.w3.org/2001/XMLSchema#date >
"Izzy Stradlin"	"1962-04-08"^^< http://www.w3.org/2001/XMLSchema#date >

FILTER regex()

```
PREFIX foaf: <http://xmlns.com/foaf/0.1/>
PREFIX geo: <http://www.w3.org/2003/01/geo/wgs84_pos#>

SELECT ?name ?birthday
WHERE {
  ?s foaf:name ?name ;
    foaf:birthday ?birthday .

  FILTER(regex(?name, "lennon", "i"))
}

ORDER BY DESC(?birthday)
LIMIT 1
```

name	birthday
"Julian Lennon"	"1963-04-08"^^< http://www.w3.org/2001/XMLSchema#date >

```
PREFIX table: <http://www.daml.org/2003/01/periodictable/PeriodicTable#>
PREFIX xsd:   <http://www.w3.org/2001/XMLSchema#>
SELECT ?name ?symbol ?weight ?number
WHERE {
?element table:group ?group .
?group table:name "Noble gas"^^xsd:string .
?element table:name ?name .
?element table:symbol ?symbol .
?element table:atomicWeight ?weight .
?element table:atomicNumber ?number
}
ORDER BY ASC(?name)
```

Periodic Table (<http://www.daml.org/2003/01/periodictable/PeriodicTable.owl>)

Default Graph

```
SELECT ?s ?p ?o
FROM <URI #1>
FROM <URI #2>
FROM <URI #3>

WHERE
{
  ... BGP
}
```

Adding to the Default Graph

```
PREFIX xsd: <http://www.w3.org/2001/XMLSchema#>
SELECT ?state ?name

FROM <http://dbpedia.org/data/Virginia.rdf>
FROM <http://dbpedia.org/data/Maryland.rdf>
FROM <http://dbpedia.org/data/Delaware.rdf>
FROM <http://dbpedia.org/data/Montana.rdf>
WHERE {
    ?state <http://dbpedia.org/property/governor> ?name
}
```

state	name
< http://dbpedia.org/resource/Montana >	< http://dbpedia.org/resource/Brian_Schweitzer >
< http://dbpedia.org/resource/Delaware >	"Jack A. Markell"@en
< http://dbpedia.org/resource/Maryland >	< http://dbpedia.org/resource/Martin_O%27Malley >
< http://dbpedia.org/resource/Virginia >	"Bob McDonnell"@en

More FILTER Options

- `isURI()`
- `isBlank()`
- `isLiteral()`
- `isIRI()`

```
PREFIX xsd: <http://www.w3.org/2001/XMLSchema#>
SELECT ?state ?name

FROM <http://dbpedia.org/data/Virginia.rdf>
FROM <http://dbpedia.org/data/Maryland.rdf>
FROM <http://dbpedia.org/data/Delaware.rdf>
FROM <http://dbpedia.org/data/Montana.rdf>
WHERE {
  ?state <http://dbpedia.org/property/governor> ?name
  FILTER(isURI(?name))
}
```

state	name
< http://dbpedia.org/resource/Montana >	< http://dbpedia.org/resource/Brian_Schweitzer >
< http://dbpedia.org/resource/Maryland >	< http://dbpedia.org/resource/Martin_O%27Malley >

Exercises

- Go to: <http://dydra.com/sp2b/sp2b-10k/> (<http://dydra.com/sp2b/sp2b-10k/>)
 - Run some queries

Extra Credit

- curl -H 'Accept: application/sparql-results+json'
<http://s4TFW7HEhOyDgTZobpqY@dydra.com/bosatsu/test/sparql>
[\?query\n=select%20%2A%20where%20%7B%3Fs%20%3Fp%20%3Fo%7D%20limit%2010">\(\http://s4TFW7HEhOyDgTZobpqY@dydra.com/bosatsu/test/sparql\)\?query\n=select%20%2A%20where%20%7B%3Fs%20%3Fp%20%3Fo%7D%20limit%2010](http://s4TFW7HEhOyDgTZobpqY@dydra.com/bosatsu/test/sparql)

Fuseki

```
fuseki-server --update --mem /ds
```

Adding Data

```
s-put http://localhost:3030/ds/data default data.ttl
```

Get the Data

```
s-get http://localhost:3030/ds/data default
```

Query the Data

```
s-query --service http://localhost:3030/ds/query 'SELECT * {?s ?p ?o}'
```

Clearing the Data

```
s-update --service http://localhost:3030/ds/update 'CLEAR DEFAULT'
```

Stardog

- A native triplestore
- Query, Reasoning and Search capabilities
- <http://stardog.com> (<http://stardog.com>)

```
./stardog-admin server start  
./stardog-admin db create -n rwe -t D -u admin -p admin <file>  
./stardog query rwe -u admin -p admin \  
"SELECT DISTINCT ?s WHERE { ?s ?p ?o } LIMIT 10"
```

D2RQ

```
mysql iswc -u root < d2rq-tutorial/iswc-mysql.sql  
./d2r-server doc/example/mapping-iswc.ttl
```

http://localhost:2020 (http://localhost:2020/)

Linked Data

- <http://linkeddata.org> (<http://linkeddata.org>)

DBpedia

- <http://dbpedia.org> (<http://dbpedia.org>)

```
PREFIX owl: <http://www.w3.org/2002/07/owl#>
PREFIX xsd: <http://www.w3.org/2001/XMLSchema#>
PREFIX rdfs: <http://www.w3.org/2000/01/rdf-schema#>
PREFIX rdf: <http://www.w3.org/1999/02/22-rdf-syntax-ns#>
PREFIX foaf: <http://xmlns.com/foaf/0.1/>
PREFIX dc: <http://purl.org/dc/elements/1.1/>
PREFIX : <http://dbpedia.org/resource/>
PREFIX dbpedia2: <http://dbpedia.org/property/>
PREFIX dbpedia: <http://dbpedia.org/>
PREFIX skos: <http://www.w3.org/2004/02/skos/core#>

SELECT * WHERE {
?s ?p ?o
} LIMIT 10
```

Example (http://dbpedia.org/snorql/?query=SELECT+*+WHERE+%7B%0D%0A%3Fs+%3Fp+%3Fo%0D%0A%7D+LIMIT+10)

```
PREFIX owl: <http://www.w3.org/2002/07/owl#>
PREFIX xsd: <http://www.w3.org/2001/XMLSchema#>
PREFIX rdfs: <http://www.w3.org/2000/01/rdf-schema#>
PREFIX rdf: <http://www.w3.org/1999/02/22-rdf-syntax-ns#>
PREFIX foaf: <http://xmlns.com/foaf/0.1/>
PREFIX dc: <http://purl.org/dc/elements/1.1/>
PREFIX : <http://dbpedia.org/resource/>
PREFIX dbpedia2: <http://dbpedia.org/property/>
PREFIX dbpedia: <http://dbpedia.org/>
PREFIX skos: <http://www.w3.org/2004/02/skos/core#>

PREFIX dcterms: <http://purl.org/dc/terms/>
SELECT ?season, ?episode,?chalkboard_gag WHERE {
    ?episode dcterms:subject ?season .
    ?season rdfs:label ?season_title .
    ?episode dbpedia2:blackboard ?chalkboard_gag .
    FILTER (regex(?season_title, "television episodes")) .
}
ORDER BY ?season
```

Example (http://dbpedia.org/snorql/?query=PREFIX+dcterms%3A+%3Chttp%3A%2F%2Fpurl.org%2Fdc%2Fterms%2F%3E%0D%0ASELECT+%3Fseason%2C+%3Fepisode%2C%3Fchalkboard_gag+WHERE+%7B%0D%0A++%3Fepisode+dcterms%3Asubject+%3Fseason+.%0D%0A++%3Fseason+rdfs%3Alabel+%3Fseason_title+.%0D%0A++%3Fepisode+dbpedia2%3Ablackboard+%3Fchalkboard_gag+.%0D%0AFILTER+%28regex%28%3Fseason_title%2C+%22television+episodes%22%29%29+.%0D%0A++%7D%0D%0A++ORDER+BY+%3Fseason)

FlickrWrappr (<http://wifo5-03.informatik.uni-mannheim.de/flickrwrappr/>)

RelFinder (<http://www.visualdataweb.org>)

R and LinkedData (<http://linkedscience.org/tools/sparql-package-for-r/tutorial-on-sparql-package-for-r/>)

http://sparqles.okfn.org (http://sparqles.okfn.org)

RDFa

The Web is Human-Friendly

The screenshot shows the homepage of the No Fluff Just Stuff website. At the top, there's a navigation bar with links for Home, Speakers, Blogs, Video, Past Events, Magazine, Books, FAQ, About, Contact, Present @ NFJS, and Sign In. Below the navigation is a large banner for the "NFJS 2012 TOUR SERIES" featuring a photo of a person speaking at a podium and a cup of coffee.

Symposiums:

- San Antonio, TX Apr 13 - 14
- St. Louis, MO Apr 20 - 21
- Reston, VA Apr 27 - 29
- New York, NY May 4 - 5
- Dallas, TX May 18 - 20
- Columbus, OH Jun 8 - 10
- ÜberConf Jun 19 - 22
- Salt Lake City, UT Jun 29 - 30
- Columbia, MD Jul 13 - 14
- Austin, TX Jul 20 - 22

BLOGS:

FEATURED VIDEO:

VIDEO:

Lots of Siloed Information

- People
- Places
- Events
- Times and Dates

"My Space"

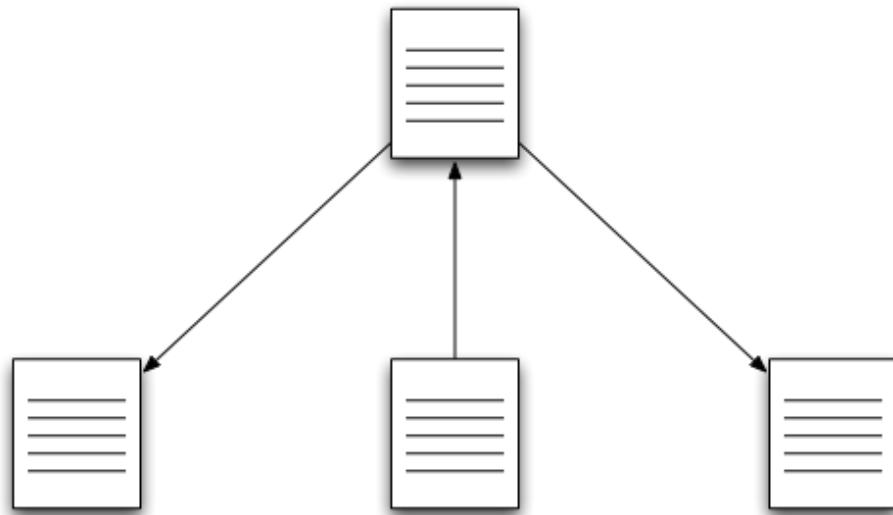
<http://localhost:8080/wink/wiki/bosatsu/rwe/2013/sw-workshop>

The screenshot shows the homepage of the SemTech 2010 Semantic Technology Conference. The header features a blue banner with the text "2010 Semantic Technology Conference" and "JUNE 21 - 25 SAN FRANCISCO, CA". Below the banner are sections for "PROGRAM", "SPONSORS/EXHIBITORS", "SPEAKERS", "UPDATES & NEWS", "REGISTRATION", "TRAVEL & LODGING", and "CONFERENCE HOME". A large yellow graphic on the right side says "REGISTER NOW". There are also sections for "FEATURED SESSIONS", "KEYNOTES", and "CONNECT WITH US". The footer contains links to various sponsors like Oracle, Ontotext, and others.

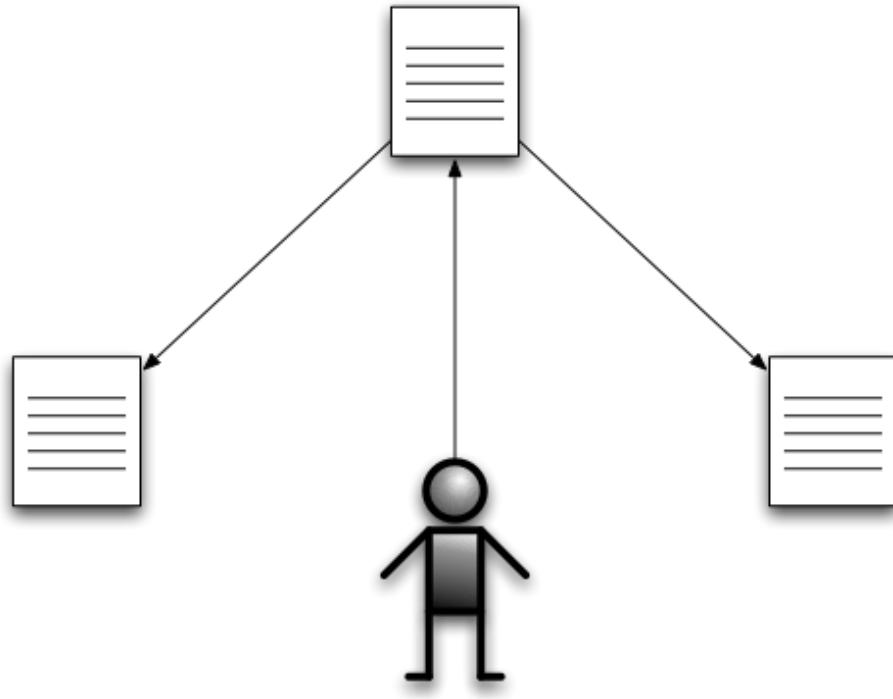
The screenshot shows a Twitter profile for a user named "balatian". The profile has 972 followers and 96 following. The bio reads: "Twitter for iPhone and iPad. I'm a developer for your phone." The timeline shows several tweets from other users, including one from "mike_ellison" and another from "mental_floss". The sidebar on the right shows the user's follower list, which includes "Home", "Direct Messages", "Favorites", and "Retweets". It also lists trending topics like "Fathers Day" and "#blackness".



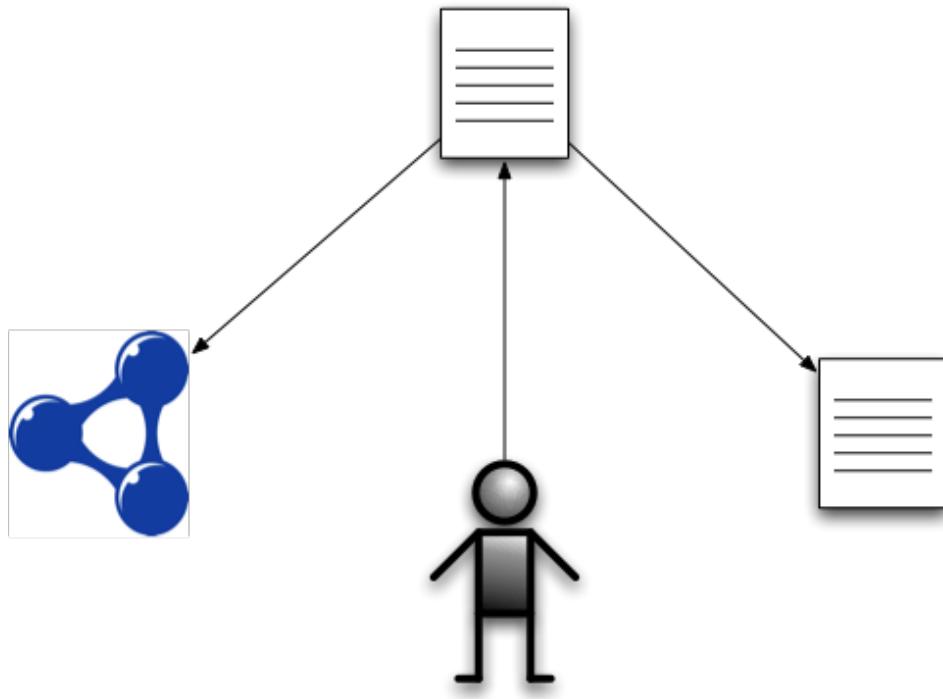
Web of Data



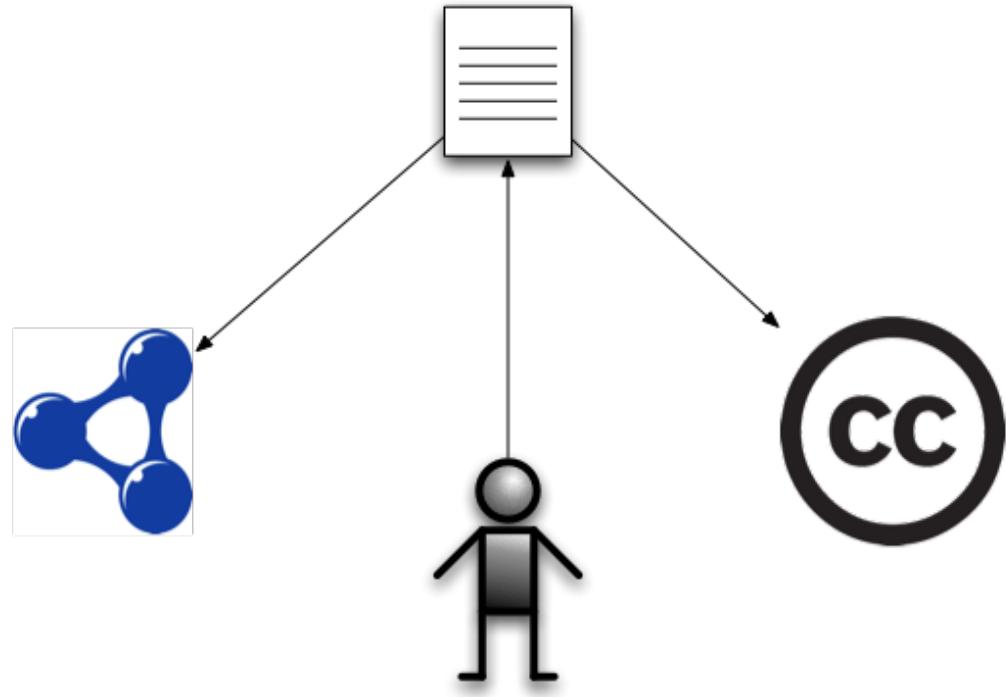
Web of Data



Web of Data

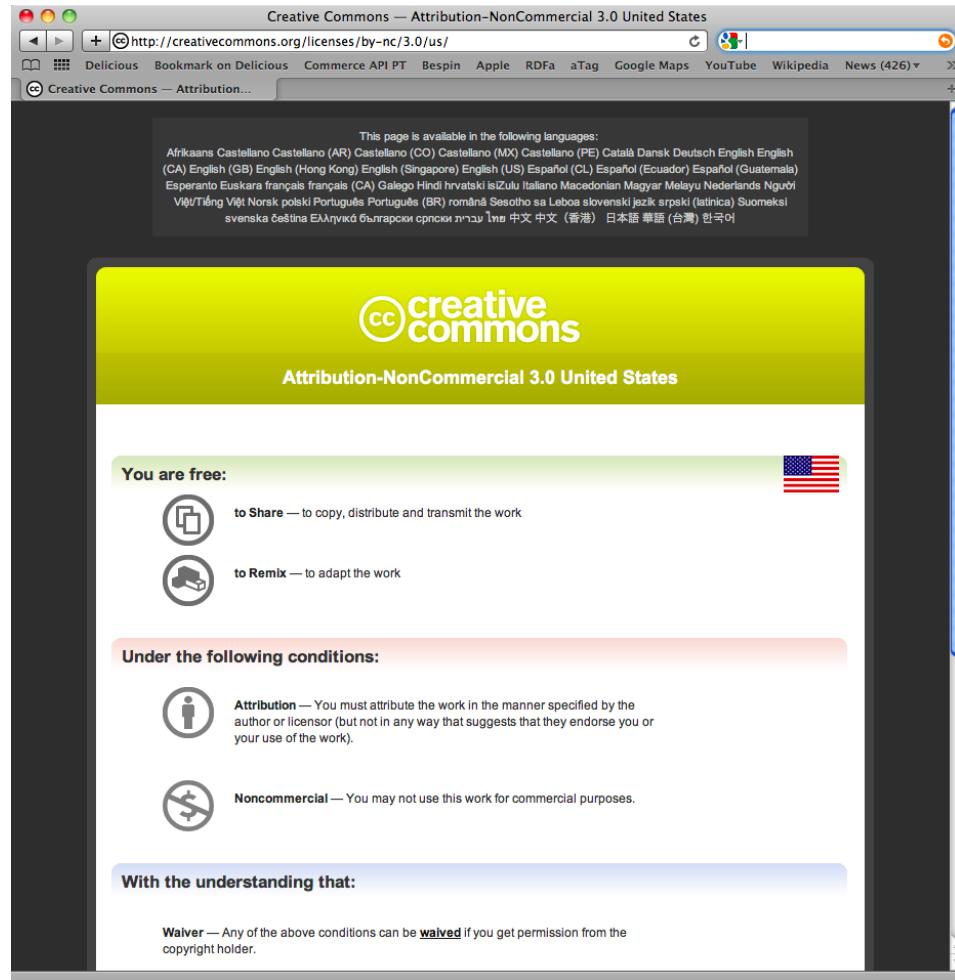


Web of Data



RDFa in the Wild

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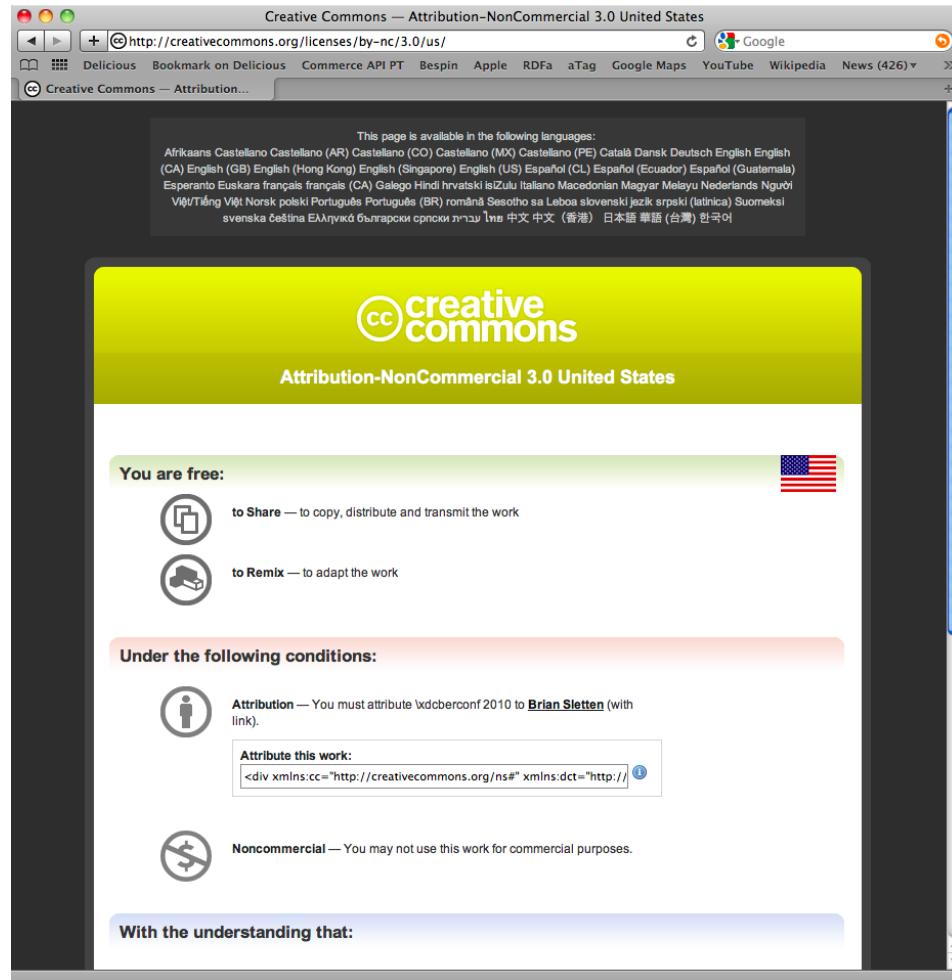
Weaving License Metadata

This document, Uberconf 2010, by <a xmlns:cc="http://creativecommons.org/ns#" href="http://bosatsu.net" property="cc:attributionName" rel="cc:attributionURL">Brian Sletten is licensed under a Creative Commons Attribution-Noncommercial 3.0 United States License

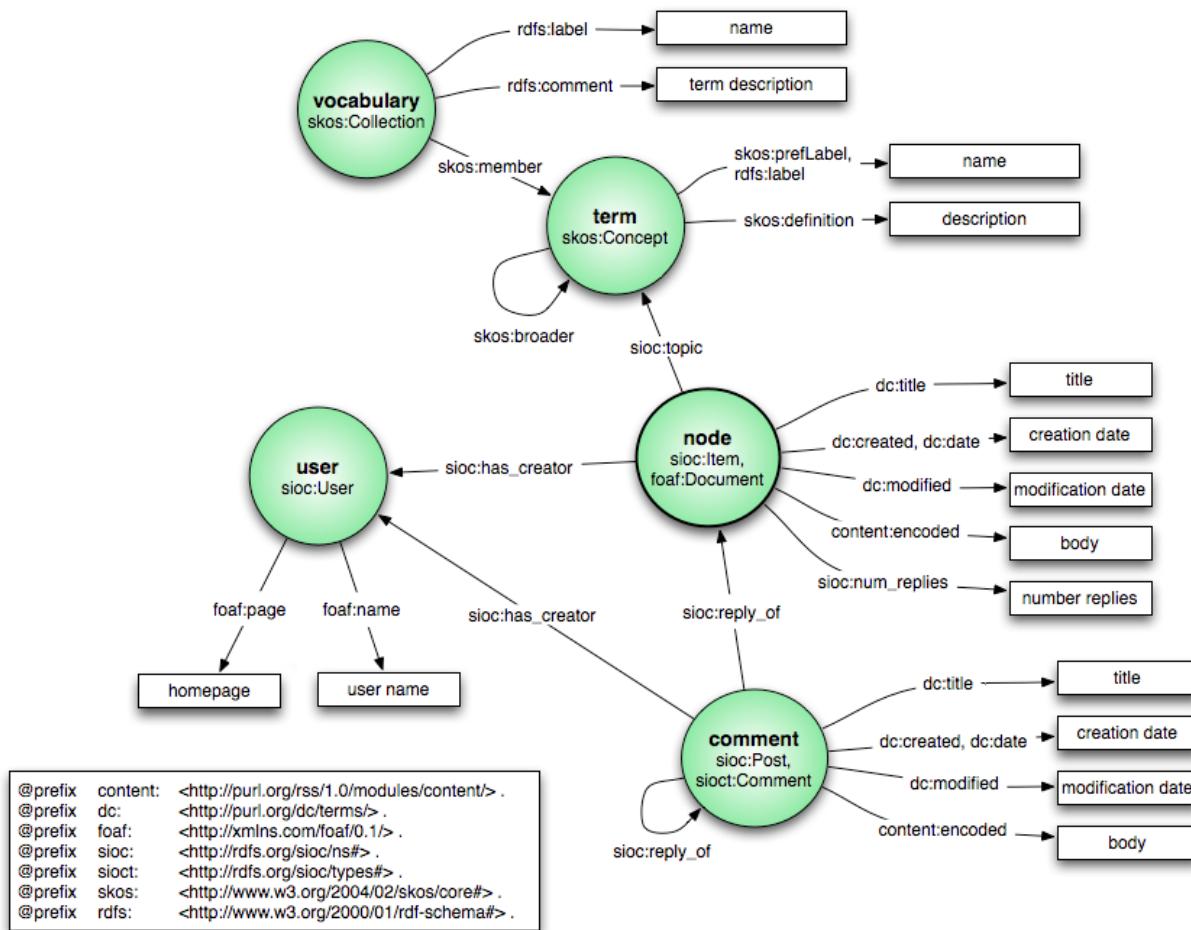
Extracted Content

```
<http://bosatsu.net/uberconf.html>
cc:attributionName "Brian Sletten" ;
cc:attributionURL <http://bosatsu.net> ;
dc1:title "Uberconf 2010" ;
xhv:license <http://creativecommons.org/licenses/by-nc/3.0/us/> .
```

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Drupal



White House

Obama Team Challenges Web Developers

Having rebuilt Whitehouse.gov on the open source Drupal platform, President Obama's new media team is calling on the open source community for new ideas and technology.

By [J. Nicholas Hoover](#)

[InformationWeek](#)

November 19, 2009 04:25 PM

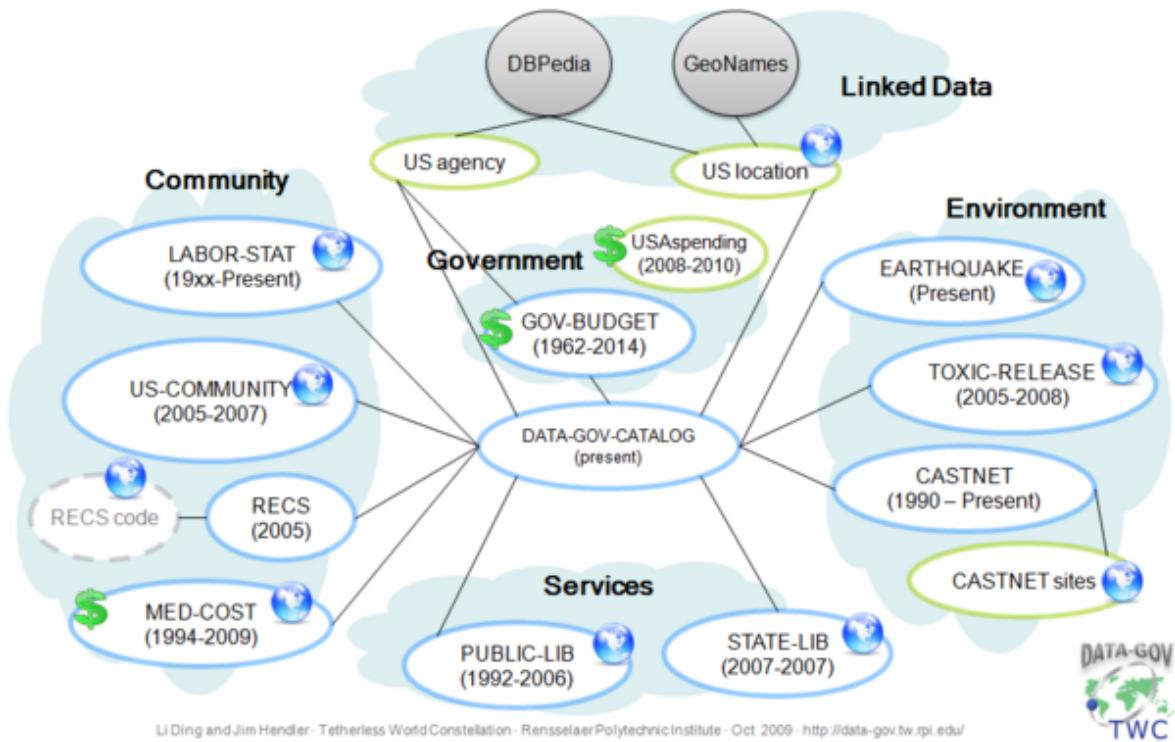
The Obama administration, which recently switched the Whitehouse.gov site to the open source Drupal platform, plans to engage open source developers in a discussion of how they can work better with government agencies.

In a recent presentation to Drupal developers in Washington, D.C., White House new media director Macon Phillips, deputy director Dave Cole, and creative director Nick Lo Bue disclosed plans to add new features to WhiteHouse.gov, including custom news feeds, user authentication, and more tagged, searchable raw data.

White House

The White House is planning to make increasing use of RDFa, a way of tagging metadata to content that could make hard-to-find data more searchable. "We have a lot of primary source content and have it exposed in ways that traditionally hasn't been done by government," Cole said. "Instead of just having PDFs that are scanned, we're trying to reverse that trend."

data.gov



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SPORT

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Spain return to rapturous welcome

Spain's victorious World Cup squad return to Madrid amid scenes of joyous celebration in the capital city.

Spain's victorious World Cup squad return to Madrid amid scenes of joyous celebration in the capital city.

David Bond: South Africa kicks off new era

Paul Fletcher: Tough night for Webb as Spain triumph

Dan Walker: My World Cup memories

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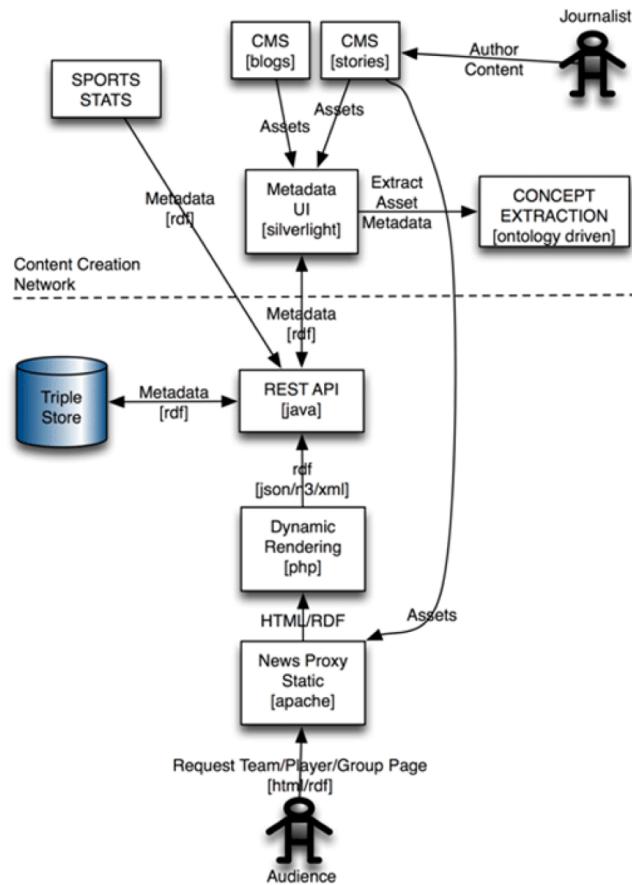
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VIN DAVIS 07 MUSIC DIRECT

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Doing more with less

One of the reasons why we are able to cover such a wide range of sports is that we have invested in technology which allows our journalists to spend more time creating great content and less time managing that content.

In the past when a journalist wrote a story they would have to place that story on every relevant section of the website.

A story about Arsenal playing Manchester United, for example, would have to be placed manually on the home page, the Football page, the premier league page, the Arsenal page and the Manchester United page – a very time consuming and labour intensive process.

Now the journalists tell the system what the story is about and that story is automatically placed on all the relevant parts of the site.

We are **using semantic web technologies** to do this, an exciting evolution of a project begun with the Vancouver Winter Games and **extended** with the BBC's 2010 World Cup website. It will really come into its own during the Olympics this summer.

<http://tinyurl.com/6ltq96b> (<http://tinyurl.com/6ltq96b>)

SPORT 26 March 2012 Last updated at 03:52 GMT

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CRICKET Sri Lanka win the toss and bat first against England in opening Test in Galle



Headlines

- RUGBY UNION Wales coach Gatland offered Lions job
- CRICKET Strauss considers RDFA Triples extra bowler
- TENNIS Raonic pulls out of Murray match
- GOLF Northern Ireland's Hoey wins Hassan Trophy
- FOOTBALL Impressive Newcastle stun West Brom
- DARTS Darts legend Jocky Wilson dies aged 82
- FOOTBALL Rangers win thrilling Old Firm derby
- CRICKET England fans struck by price rise
- RUGBY UNION Flood stars as Leicester hit back to beat Exiles
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Sri Lanka v England | LIVE

James Anderson takes two Sri Lanka wickets in as many balls and Stuart Broad also strikes as England make a superb start after losing the toss on the first day of the first Test against Sri Lanka in Galle.



Woods ends long wait for PGA Tour title

Tiger Woods holds off Graeme McDowell to win the Arnold Palmer Invitational at Bay Hill - his first Tour win since September 2009.



Ferrari still need to improve - Alonso

Fernando Alonso says his surprise win in Malaysia does not hide the fact Ferrari have work to do to challenge consistently.

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Garth Crooks's team of the week

Do you agree with our football expert's side this week?



Jonathan Agnew column

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Allies Are Split on Goal and Exit Strategy in Libya

NATO Takes Command



Credit: Goran Tomasevic/Reuters

Rebel fighters take cover during a shelling near Ajdabiyah, Libya on Thursday.

By STEVEN LEE MYERS
WASHINGTON | March 24, 2011

Having largely succeeded in stopping a rout of Libya's rebels, the inchoate coalition attacking Col. Muammar el-Qaddafi's forces remains divided over the ultimate goal — and exit strategy — of what officials acknowledged Thursday would be a military campaign that could last for weeks.

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Section

World

Tags

People

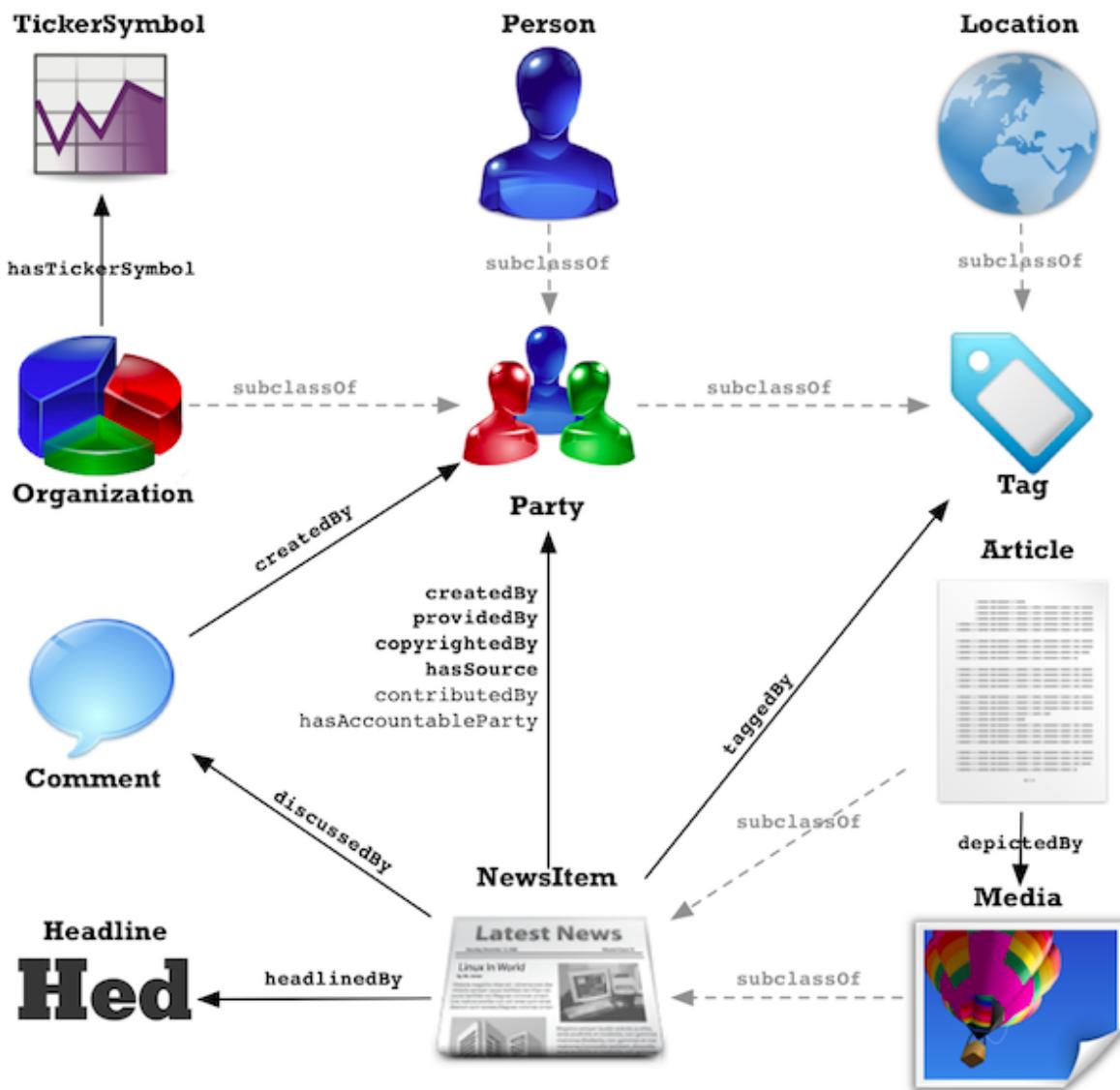
Qaddafi, Muammar el-

Discussion

"So the question is: Why is Secretary of Defense Hillary Clinton speaking as the Defense Secretary..."

[Chuck](#)

March 25th, 2011 8:27 am



```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML+RDFa 1.0//EN"
 "http://www.w3.org/MarkUp/DTD/xhtml-rdfa-1.dtd">

<html xmlns:rnews="http://iptc.org/std/rNews/2011-02-02#">
<head></head>
<body about="http://dev.iptc.org/rNews-Implementation-Example-01"
 typeof="rnews:Article" >
...
</body>
```

```
<div rel="rnews:depictedBy">
  <div about="http://graphics8.nytimes.com/images/2011/03/25/world/africa/Policy/Policy-articleLarge.jpg"
    typeof="rnews:Media">
    
  </div>Credit:
  <!-- Declaring the Person Object for the creator -->
  <span rel="rnews:createdBy">
    <span about="http://blogs.reuters.com/goran-tomasevic/"
      typeof="rnews:Person">
      <span property="rnews:name">Goran Tomasevic</span>
    </span>
  </span>
  <span rel="rnews:copyrightedBy rnews:hasSource rnews:providedBy">

  <!-- Declaring the Organization Object for copyrightHolder/source/provider -->
  <span about="http://www.reuters.com" typeof="rnews:Organization">
    <span property="rnews:name">Reuters</span>
  </span>
</span>
</div>
```

February 16, 2012, 12:26 PM

rNews is here. And this is what it means.

By [EVAN SANDHAUS](#)



On January 23rd, 2012, The Times made a subtle change to articles published on nytimes.com. We rolled out phase one of our implementation of rNews – a new standard for embedding machine-readable publishing metadata into HTML documents. Many of our users will never see the change but the change will likely impact how they experience the news.

Far beneath the surface of nytimes.com lurk the databases — databases of articles, metadata and images, databases that took tremendous effort to develop, databases that the world only glimpses through the dark lens of HTML.

Consider [The Bookstore's Last Stand](#), a recent article on the challenges brick-and-mortar retailers face competing with online competitors.

The New York Times

Longitude

Search Places in The News

Gulf of Mexico

STRATEGIES; Gas Price Disparity Seems Here to Stay
By JEFF SOMMER
March 11, 2012

THE price of gasoline is rising, but the nation isn't sharing the pain equally. The average price of a gallon of regular was \$3.76 a gallon on...
[read more](#)

EDITORIAL; Settlement for the Gulf
March 08, 2012

The proposed multibillion-dollar settlement between BP and individuals and businesses hurt by the 2010 oil spill in the Gulf of Mexico is a welcome... [read more](#)

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Places In Today's News

Cuba (2)	Dublin (Ireland) (1)	Washington (DC) (1)	Pakistan (1)
Egypt (1)	Libya (1)	Illinois (1)	Louisiana (1)
Wisconsin (1)	Nigeria (1)	Iowa (1)	Senegal (1)
West Bank (1)	Toulouse (France) (1)	Afghanistan (1)	Hong Kong (1)
Guanajuato (Mexico) (1)	Iraq (1)	Israel (1)	Washington (State) (1)
Venezuela (1)	India (1)	Syria (1)	

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| Portions of the data used in Longitude are adapted from [Freebase](#) and [Geonames](#) |

The Open Graph protocol



Introduction

The [Open Graph protocol](#) enables any web page to become a rich object in a social graph. For instance, this is used on Facebook to allow any web page to have the same functionality as any other object on Facebook.

While many different technologies and schemas exist and could be combined together, there isn't a single technology which provides enough information to richly represent any web page within the social graph. The Open Graph protocol builds on these existing technologies and gives developers one thing to implement. Developer simplicity is a key goal of the Open Graph protocol which has informed many of the [technical design decisions](#).

Basic Metadata

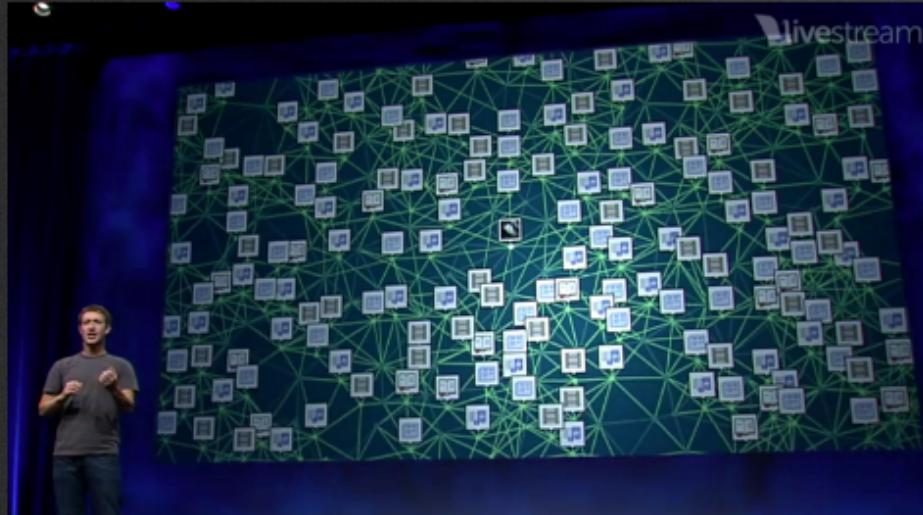
To turn your web pages into graph objects, you need to add basic metadata to your page. We've based the initial version of the protocol on [RDFa](#) which means that you'll place additional `<meta>` tags in the `<head>` of your web page. The four required properties for every page are:

- `og:title` - The title of your object as it should appear within the graph, e.g., "The Rock".
- `og:type` - The `type` of your object, e.g., "video.movie". Depending on the type you specify, other properties may also be required.
- `og:image` - An image URL which should represent your object within the graph.
- `og:url` - The canonical URL of your object that will be used as its permanent ID in the graph, e.g., "http://www.imdb.com/title/tt0117500/".

As an example, the following is the Open Graph protocol markup for [The Rock](#) on IMDB:

```
<html prefix="og: http://ogp.me/ns#>
<head>
<title>The Rock (1996)</title>
<meta property="og:title" content="The Rock" />
<meta property="og:type" content="video.movie" />
<meta property="og:url" content="http://www.imdb.com/title/tt0117500/" />
<meta property="og:image" content="http://ia.media-imdb.com/images/rock.jpg" />
...
</head>
...
</html>
```

New Facebook Feature: Verbs!



Facebook is holding their annual f8 Developers Conference today, and we are excited! After weeks of speculation, Facebook has finally confirmed which new features they will roll out.

Most of all, we are thrilled to learn that the rumors of new verbs inside Facebook are true! "Like," "Attending," "Friend," and "Unfriend," make room for more.

More Action

The introduction of new verbs on Facebook means more connections between nouns and more meaningful interactions, because the interactions can be much more specific. Instead of "liking" that video, you can say you "watched" it (because you didn't necessarily *like* it, right?).

In short, actions taken inside Facebook will become much more aligned with the range of actions users take in the real world.

The screenshot shows a web browser displaying the O'Reilly.com catalog page for the book "Practical RDF" by Shelley Powers. The page includes the book cover, author information, reviews, a description, and a table of contents. A red box highlights the book title and author. The right side features a sidebar with buying options and a "Buy 2 Get 1 FREE" offer.

Practical RDF - O'Reilly Media

By Shelley Powers

Publisher: O'Reilly Media

Released: July 2003

Pages: 352

4.0 [Tweet](#) 0 [Like](#)

[Read 3 Reviews](#) | [Write a Review](#)

Description | Table of Contents | Related Content | Product Details | Customer Reviews | About the Author | Colophon

Description

The Resource Description Framework (RDF) is a structure for describing and interchanging metadata on the Web. *Practical RDF* explains RDF from the ground up, providing real-world examples and descriptions of how the technology is being used in applications like Mozilla, FOAF, and Chandler, as well as infrastructure you can use to build your own applications. This book cuts to the heart of the W3C's often obscure specifications, giving you tools to apply RDF successfully in your own projects.

[! Full Description](#)

Table of Contents

Chapter 1 : RDF: An Introduction

- The Semantic Web and RDF: A Brief History
- The Specifications
- When to Use and Not Use RDF
- Some Uses of RDF/XML
- Related Technologies
- Going Forward

Chapter 2 : RDF: Heart and Soul

[Full Table of Contents](#)

Customers interested in this item were also interested in:

Retailers



Store Information

[My Account](#) | [Order Status](#) | [Customer Service](#) | [Español](#)

The screenshot shows the Best Buy website with a navigation bar at the top. The main content area displays information for the Best Buy - Carbondale store, including its address (1270 E Main St, Carbondale, IL 62901), phone number (618-351-1700), and a small image of the store's exterior. A sidebar on the right contains links for Apple Shop, Electronics Recycling, and Greener Together.

HTML Snippet (Top Header):

```
<div class="fn n" property="foaf:name rdfs:label vcard:fn gr:legalName">
<h1 class="org" property="geo:lat_long" content="37.732719,-89.192314">Best
Buy - Carbondale</h1>
</div>
```

HTML Snippet (Main Content):

```
<div class="adr" rel="vcard:adr">
<div typeof="vcard:Address">
<div class="street-address" property="vcard:street-address">1270 E Main
St</div>
<span class="locality" property="vcard:locality">Carbondale</span>
<span class="region" property="vcard:region">IL</span> <span
class="postal-code" property="vcard:postal-code">62901</span> Squad
</div> Computer setup & services, plus
<div class="tel"> home theater, appliance and car
<span>Phone</span>: <span
property="vcard:tel" class="phone-number">618-351-1700</span>
</div> Get informed advice from
<div class="geo" rel="vcard:geo">GEO:
<span class="latitude" property="vcard:latitude">37.732719</span>,
<span class="longitude" property="vcard:longitude">-89.192314</span>
</div> with small business needs.
```

HTML Snippet (Sidebar):

```
<div>
<img alt="Apple logo" /> Apple Shop  

Mac, iPod and more at this Apple
store-within-a-store.
<br/>
<img alt="Electronics Recycling logo" /> Electronics Recycling  

We offer electronics recycling at this
and all other U.S. stores.
<br/>
<img alt="Greener Together logo" /> Greener
Together
</div>
```

Text (Bottom Left):

The biggest movie of 2009 is coming to Best Buy on April 22nd! Carbondale Best Buy is hosting a special midnight release! We will open the doors at 12:00am on 4/22! We'll have door prizes including movie posters available only to those in attendance at the midnight release! Local band "Ravenhill" will be playing, as well! You don't want to miss this special event! Check back for more information as we get closer to the release date!

Search Results

BEST BUY AND RDFA

"In his talk at the Search Engine Strategies 2009 conference in Chicago, Jay Myers, Lead Web Development Engineer for Best Buy, Co., Inc., reported very surprising effects of adding GoodRelations and RDFa to their products pages:

1. GoodRelations + RDFa improved the rank of the respective pages in Google tremendously ...
2. 30 % percent (!) increase in traffic ...
3. Yahoo observes a 15% increase in the Click-through-Rate ..."

[Read more](#) ☀

The screenshot shows a web browser window for Tesco Direct. The URL in the address bar is <http://direct.tesco.com/q/buylist/id.9261.aspx>. The page title is "Casio – Tesco.Direct". The Tesco direct logo is at the top left. Navigation links include "View basket / Checkout", "My Account", "Rate This Page", "Product name or catalogue no.", "Welcome to Tesco Direct. We hope that you enjoy your visit. (Sign-in / Register)", and a "CLEARANCE" button. A menu bar at the top has categories like PC, Photo & Gaming, Phones, Home Electrical, Sound & Vision, Furniture & Kitchen, Home & Bath, DIY & Car, Clothing & Jewellery, Sports & Leisure, Toys & Gifts, Baby & Toddler, and Garden. Below the menu is a banner for "500 extra Clubcard points when you spend £50 or more" with the code "Enter code TDX-AWCK*". On the left, there's a sidebar titled "Narrow search by:" with sections for "Category" (Ladies Watches, Mens Watches) and "Price" (£0 - £10, £10 - £20, £20 - £40, £40 - £60, £60 - £80). The main content area is titled "Casio" and shows a list of items. It includes a message "Choose from the list below or narrow your search on the left", a page navigation "Page 1 of 2 - showing 10 items (item numbers 1 to 10)" with buttons for < Prev, 1, 2, Next >, a sort option "Sort by: Relevance" with a dropdown and "Sort >" button, and a "Compare" link. Below this is a product listing for "Casio Silver Retro Digital Watch" with catalogue number 205-6824, featuring a small image of the watch.

[plushbeautybar](#)

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Plush is a nail and waxing salon that provides non-toxic, high quality, low-fume services in a child-friendly environment. Come in today and enjoy:

- The latest in nail fashion, including CND Shellac™ "14 Day" gel polish
- "Big 3-Free" products - No formaldehyde, toluene, or phthalates
- No dangerous fumes!
- Meticulous waxing and brow-shaping
- Licensed professionals who care about the health of your skin & nails
- Children's play area & clean changing table in our spacious restroom

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We feature Zoya, Hopscotch Kids, Shellac, and many other wonderful products. Click here to learn more!

As featured on TV Guide's Fashion Team! "Best Salon" in West LA - CBS LA.com



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Site design by Jenco Creative | Programming by Eric Franzon | Home page photo by TOKY photography.

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We NEVER double-dip. Wax sticks are disposed of after coming in contact with the skin. We use fine European waxes designed for sensitive skin: A soothing, naturally antiseptic lavender wax, a hypo-allergenic unscented wax, and a hard (stripless) wax. After consultation, your esthetician will use the wax that best suits your skin's needs.

- Brow Wax - \$25
 - Brow Tweeze - \$30
 - Lip Wax - \$10
 - Brow/Lip Combo - \$28
 - Chin - \$10
 - Nose - \$10
 - Cheek - \$15
 - Hairline - \$15
 - Ears - \$10
 - Bikini Wax - \$25*
 - Extended Bikini - \$35*
 - Brazilian (nude or landing strip) - \$49*
 - Upper Leg with any Bikini - add \$25
 - Full Leg (up to bikini line) - \$79**
 - Half Leg - \$36**
 - 1/2 Back - \$20
 - Full Back - \$40
 - Full Arm - \$46
 - 1/2 Arm - \$26
 - Underarms - \$19
- *Bikini Waxes always include "treasure trail" — no extra charge.
- **Full & Lower Leg waxes always include feet & toes — no extra charge.

FEATURED PRODUCTS

We feature products that we swear by and our customers love, including toxic-free nail polishes for adults and children. Click here to learn more!

NAIL SERVICES

All pedicure basins have disposable liners to prevent the spread of fungus and infection. Basin liners, files, buffers, and orange sticks are never reused. Metal implements are disinfected with a hospital grade anti-fungal/viral/bacterial agent between clients.

- Manicure (shiny buff or polish) - \$19
 - Pedicure - \$29
 - Mani/Pedi - \$45
 - French Mani or Pedi - add \$5
 - Heavy Callus Treatment w/ Pedi - add \$10
 - Gel Polish (*14-day*) Manicure - \$35
- As featured in the *New York Times*!
The latest in nail technology! Fashionistas everywhere are raving about Shellac and other soft gel manicures that do not damage the nailbed, emit no harmful fumes or chemicals, last up to two weeks without chipping, and have a beautiful, natural, smooth, glossy, thin texture.
- Gel Polish Pedicure - \$45
 - French Shellac - Add \$10
 - SoakOff/Removal of Gel Nails/Minx - \$10
 - Minx Pedi (full pedicure & Minx application) \$60
 - Kiddie Finger/Toe Polish - \$15 (9 years and under)
 - Plush uses "Hopscotch™" kid-centric nail polish. Safe + Non-toxic + Hypoallergenic + Eco-friendly + 100% biodegradable!
 - Kiddie Mani - \$10
 - Kiddie Pedi - \$10

CURRENT SPECIALS

- "Pedi with a Pal" Thursdays - get side-by-side pedicures, save \$5 each, PLUS free champagne
- "Winey Fridays!" - Free wine for our customers! Start the weekend right. 3-6 p.m. Fridays
- \$10 "refer-a-friend" bonus - Get \$10 off a treatment every time you refer a new customer.

WHAT'S MORE

At Plush, we pride ourselves on giving our customers so much more than they get at other nail and waxing salons. With every treatment, you'll get:

- The highest hygienic standards
- No acrylic fumes
- Treatments from staff who are paid a living wage
- Gourmet organic teas and premium coffee
- Freedom from hiring a babysitter
- Clean bathroom with a changing table
- Free emergency diapers
- Expert eyebrow shaping
- The highest quality waxes

Plush is a proud supporter of the California Healthy Nail Salon Collaborative.

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Rich Snippet Generator for

GoodRelations is a powerful yet simple technique for putting rich data snippets about your business into your Web pages. This makes the unique features of your products and services more accessible for the latest generation of search engines (e.g. [Google](#) or Yahoo SearchMonkey), novel mobile applications, and browser plug-ins. Plus, it brings positive effects on existing search engines.

With this tool, you can create such snippets using the W3C RDFa format for simple copy-and-paste. Just insert them into your Web pages and update the XHTML/HTML page header markup, as explained [below](#).

It will pay out. It's simple. And BestBuy is already doing it with remarkable results.

[en](#) [de](#) [tr](#) [el](#)**Step 1: Create rich snippet for your company**

Web page describing your company shop and offers will point to this URL, e.g. *
<http://www.example.com/>

Legal name of your company

*

Country

City

Zip code

Street and number

Phone number proposed scheme: +49-0123-456789

URL of a logo or image e.g. [http://www.example.com/image.\(jpg|png|gif|svg\)](http://www.example.com/image.(jpg|png|gif|svg))

Allow anonymous logging of submitted information for research purposes?

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- French Mani or Pedi - add \$5
- Heavy Callus Treatment w/ Pedi - add \$10
- Gel Polish "14-day" Manicure - \$35

As featured in the New York Times! *The latest in nail technology! Fashionistas everywhere are raving about Shellac and other soft gel manicures. It's great for your nails, it's named, emit no harmful fumes or chemicals, last up to two weeks without chipping, and have a beautiful, natural, smooth, glossy, thin texture.*

- Gel Polish Pedicure - \$45
- French Shellac - Add \$10
- French Pedicure - Add \$10
- NailsMixx - \$10
- Minx Pedic (full pedicure & Minx application) \$60
- Kiddie Finger/Toe Polish - \$15 (9 years and under)
- Plush uses "Hopscotch™" kid-centric nail polish. Safe for kids - Hypoallergenic + Eco-friendly + 100% biodegradable!
- Kiddie Mani - \$10
- Kiddie Pedi - \$10

CURRENT SPECIALS

- "Pedi with a Ped" Thursdays - get side-by-side pedicures, save \$5 each. PLUS free champagne
- "Winey Fridays" - Free wine for our customers! Start the weekend right. 3-6 p.m. Fridays
- \$10 "refer-a-friend" bonus - Get \$10 off a treatment every time you refer a new customer.

At Plush, we pride ourselves on giving our customers so much more than they get at other nail and waxing salons. With every treatment, you'll get:

- The highest hygienic standards
- No acrylic fingers
- Treatment from staff who are paid a living wage
- Gourmet organic teas and premium coffee
- Freedom from hiring a babysitter
- Clean bathroom with a changing table
- Free emergency diapers
- Expert eyebrow shaping
- The highest quality waxes

Plush is a proud supporter of the California Healthy Nail Salon Collaborative.

Come in and see why so many customers email us every day and say they can't wait to come back!

GIFT CERTIFICATES AVAILABLE!

We'll mail them for you, just call: 323-656-0030





7879 Santa Monica Blvd., West Hollywood, CA 90046 • 323.656.0030 • info@plushbeautybar.com
On the corner of Santa Monica & Fairfax, by Whole Foods Market. Free parking.
Open Tues.-Fri. from 11-8, Sat. 10-7, Sun. 11-6. Closed Mondays and holidays.

RDFa Bookmarklet

- Install the RDFa Bookmarklet
- Go to **http://bestbuy.com** (<http://bestbuy.com>) and find a store near where you live
- Run the bookmarklet on the store page to find where there is RDFa

RDFa Distiller

- Pass the URL to the store to the RDFa Distiller and select RDF/XML as the desired output format
- Extract the RDF about the Store

RDFA Play

<http://rdfa.info/play> (<http://rdfa.info/play>)

GoodRelations Snippet Generator

- Create a Company profile (<http://www.ebusiness-unibw.org/tools/grsnippetgen/> (<http://www.ebusiness-unibw.org/tools/grsnippetgen/>))
- Run the generated snippets through the RDFa Play environment and see what is extracted

SKOS Example

cats.ttl

```
@prefix skos: <http://www.w3.org/2004/02/skos/core#> .
@prefix rdf: <http://www.w3.org/1999/02/22-rdf-syntax-ns#> .
@prefix rdfs: <http://www.w3.org/2000/01/rdf-schema#> .
@prefix owl: <http://www.w3.org/2002/07/owl#> .
@prefix dct: <http://purl.org/dc/terms/> .
@prefix foaf: <http://xmlns.com/foaf/0.1/> .
@prefix ex: <http://www.example.com/> .
@prefix ex1: <http://www.example.com/1/> .
@prefix ex2: <http://www.example.com/2/> .

ex:animals a skos:Concept ;
    skos:prefLabel "animals"@en.

ex:mammals a skos:Concept ;
    skos:prefLabel "mammals"@en ;
    skos:broaderTransitive ex:animals .

ex:cats a skos:Concept ;
    skos:prefLabel "cats"@en ;
    skos:broaderTransitive ex:mammals .
```

```
prefix skos: <http://www.w3.org/2004/02/skos/core#>
```

```
select ?s ?o  
where { ?s skos:broaderTransitive ?o }
```

```
./stardog data add rwe skos/cats.ttl  
./stardog query rwe -u admin -p admin skos/broaderTransitive.rq
```

```
./stardog data add rwe skos/skos.rdf  
./stardog query rwe -u admin -p admin skos/broaderTransitive.rq
```

```
./stardog query "rwe;reasoning=RL" -u admin -p admin skos/broaderTransitive.rq
```

```
./stardog query "rwe;reasoning=RL" -u admin -p admin skos/narrowerTransitive.rq
```

```
./stardog data add rwe skos/cats1.ttl  
./stardog query "rwe;reasoning=RL" -u admin -p admin skos/narrowerTransitive.rq  
./stardog query "rwe;reasoning=RL" -u admin -p admin skos/broaderTransitive.rq
```

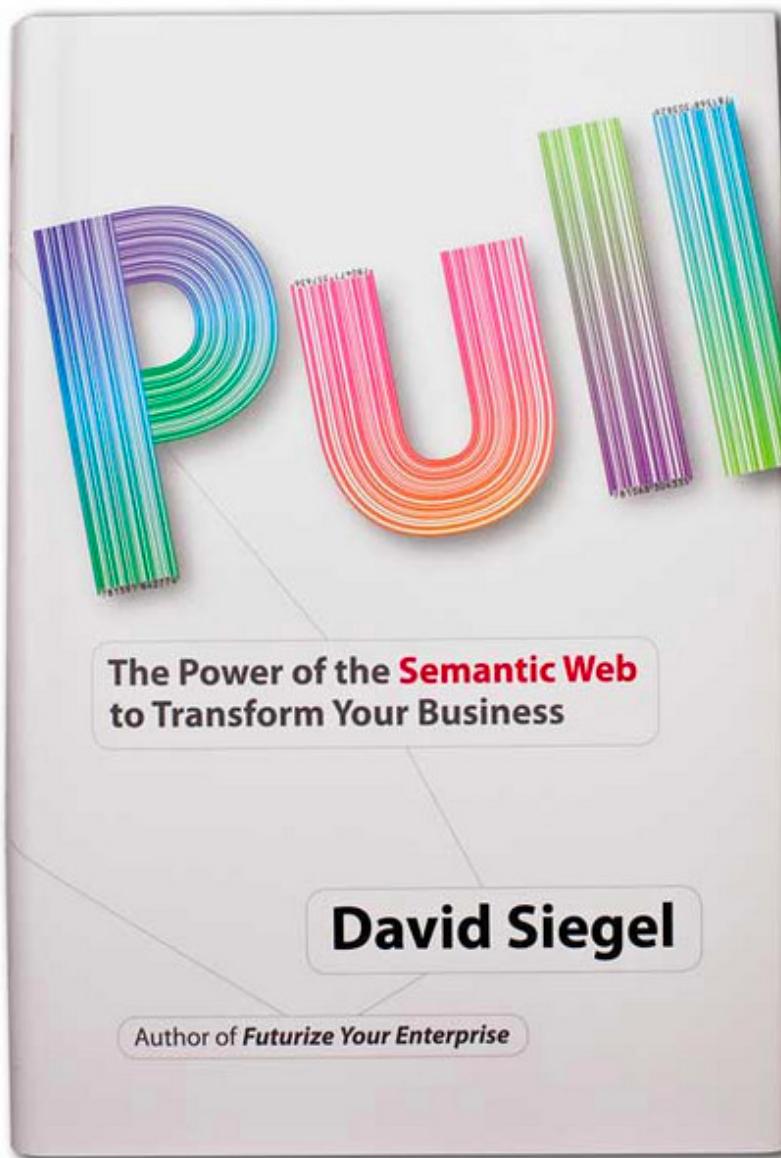
Ontology Example

OpenCalais

- **<http://viewer.opencalais.com/> (<http://viewer.opencalais.com/>)**

sgvizler

Semantic Web Books



Querying and Updating with SPARQL 1.1

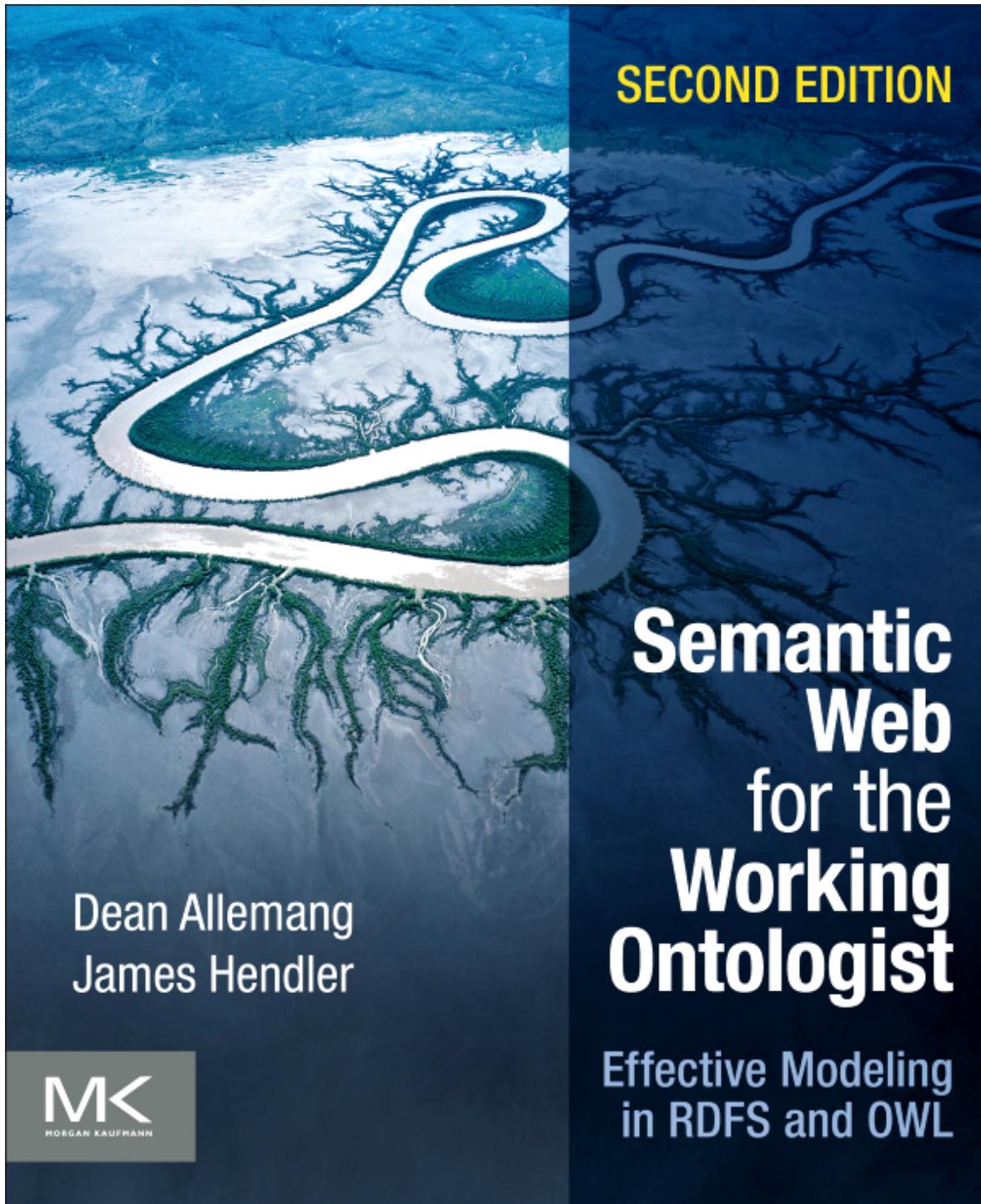
Learning

SPARQL



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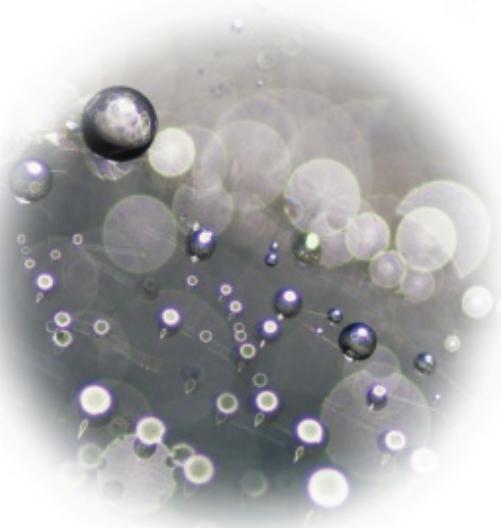




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Linked Data

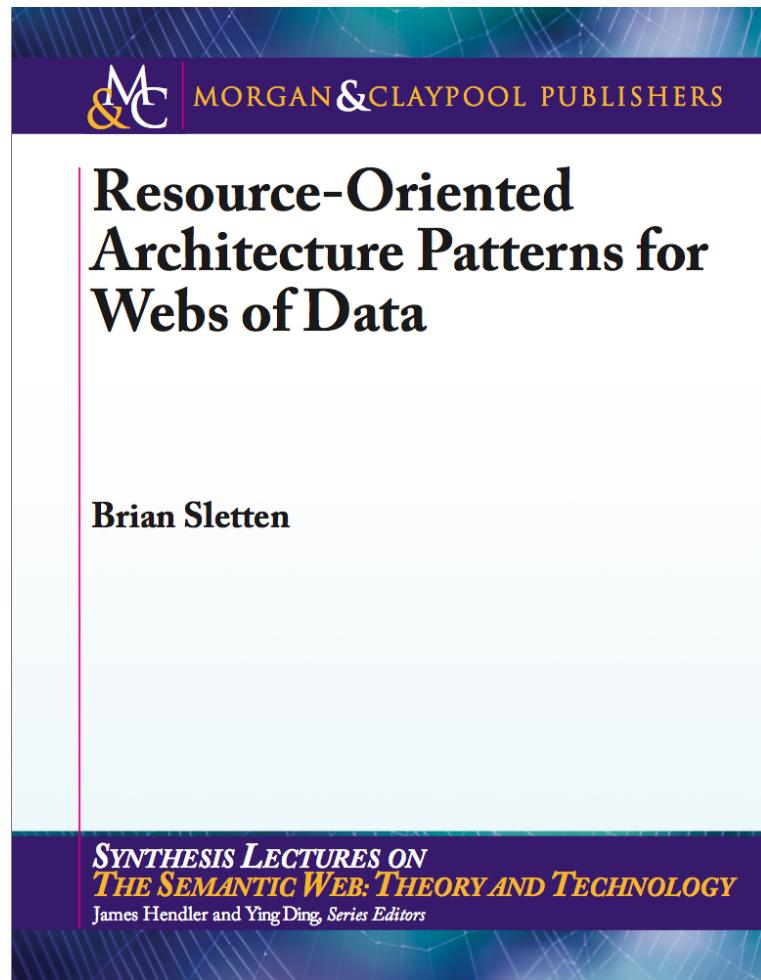
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Christian Bizer

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James Hendler, Series Editor



Questions?



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