

Semantic Web Workshop

Brian Sletten (@bsletten (<http://twitter.com/bsletten>))
07/20/2013

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/uberconf-2013-semweb-workshop> (<https://github.com/bsletten/uberconf-2013-semweb-workshop>)

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

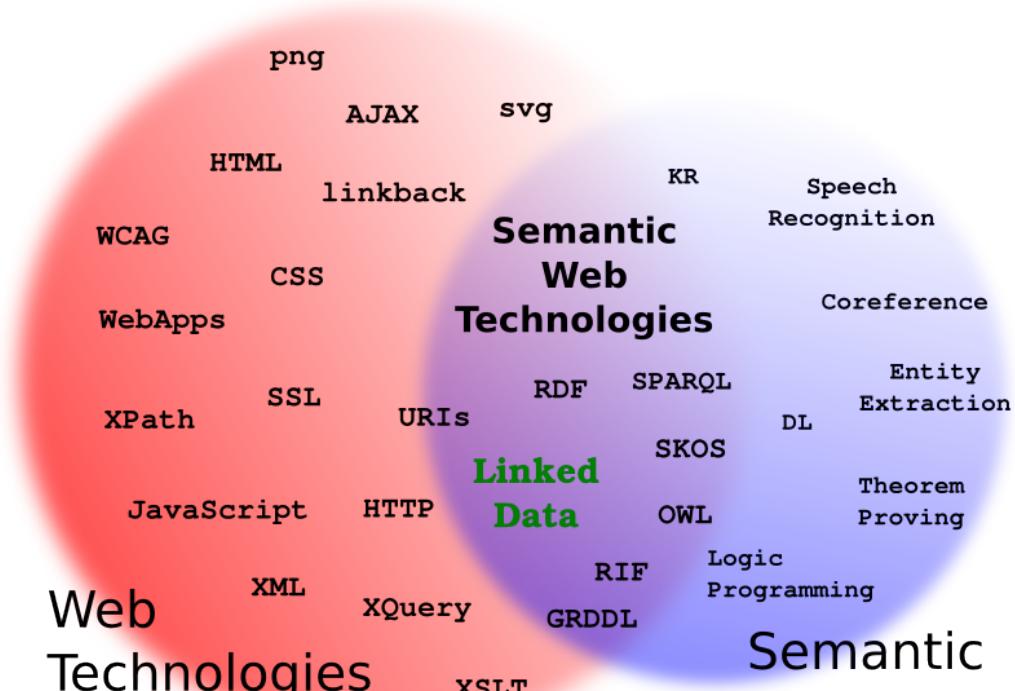
Contributing Something

```
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

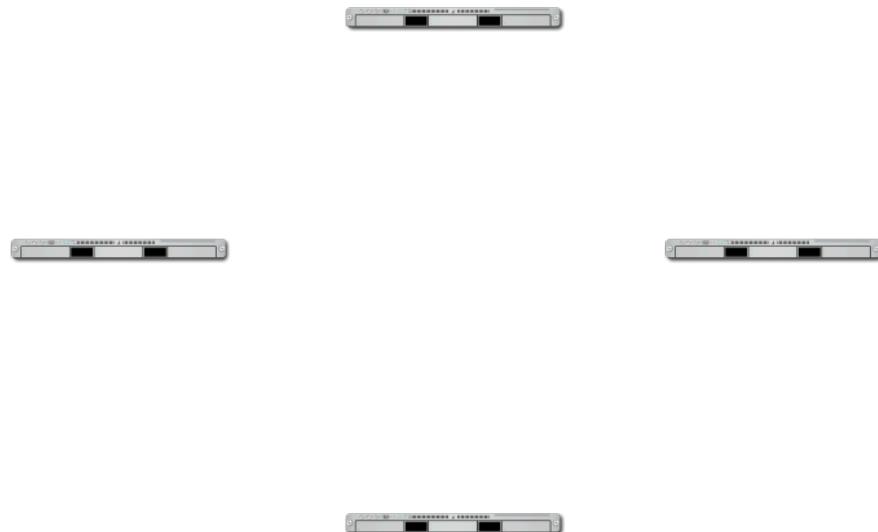


Technologies

Image courtesy of Sandro Hawke (@sandhawke)

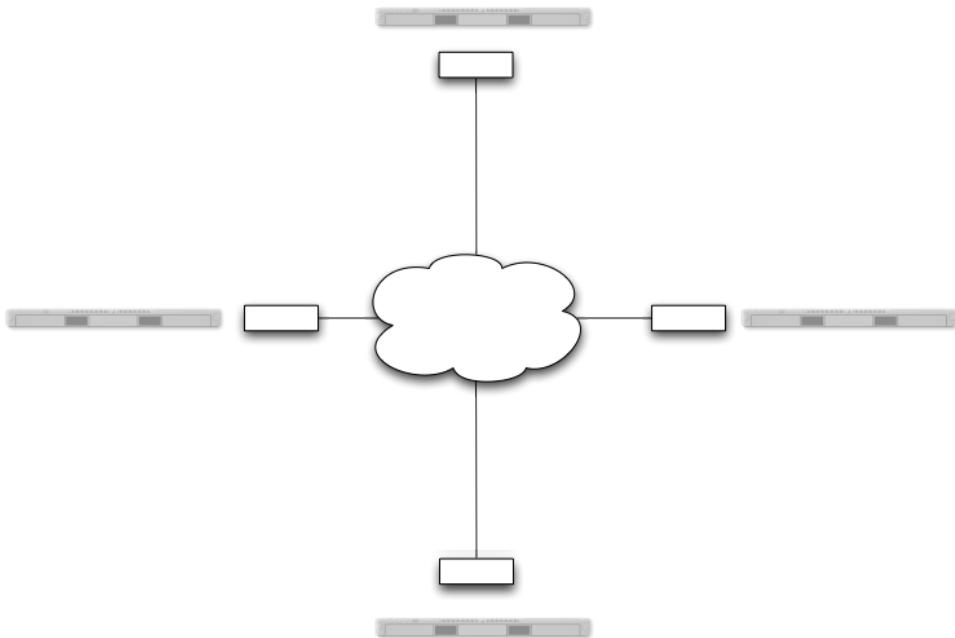
Using: Mashups Mashups combine multiple datasets to create a new service, visualisation or information.	Using: Search Linked data search engines allow search across the web of data. Conventional search may present information derived from linked data.	Using: Productivity Linked data facilitates data 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.



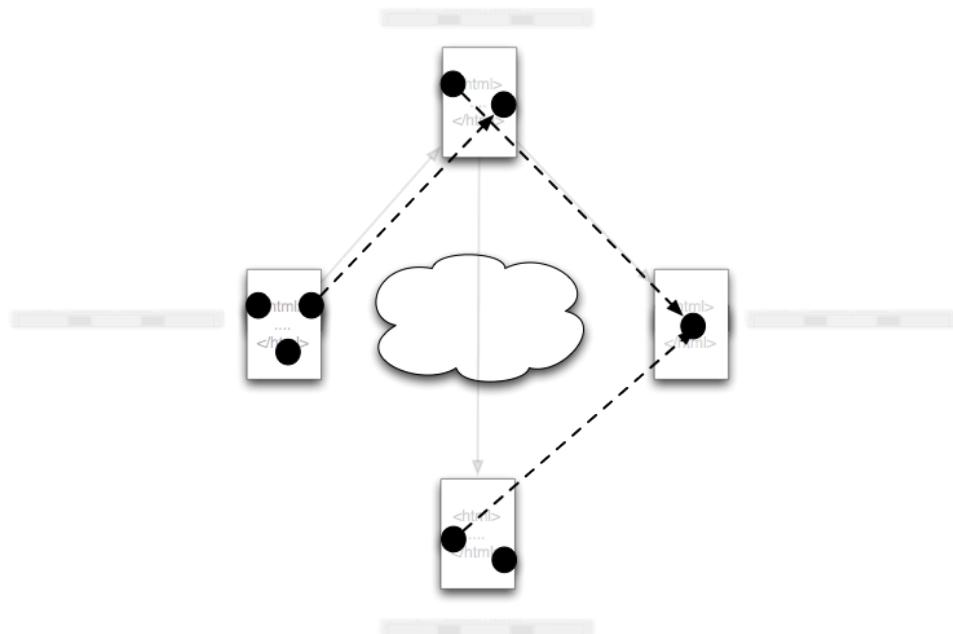
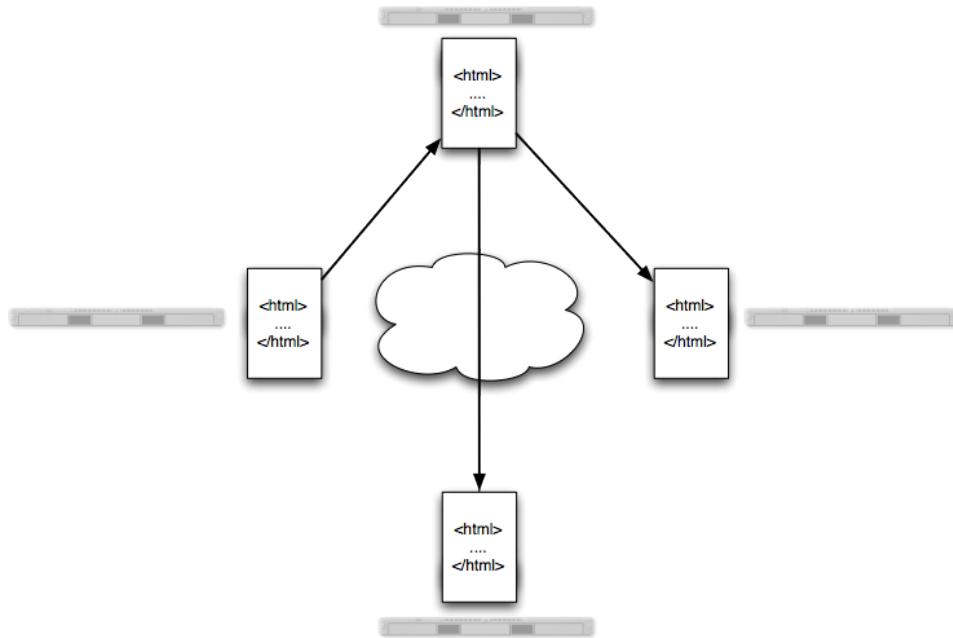
<http://localhost:8080/wink/wiki/bosatsu/uber/2013/sw-workshop#/>

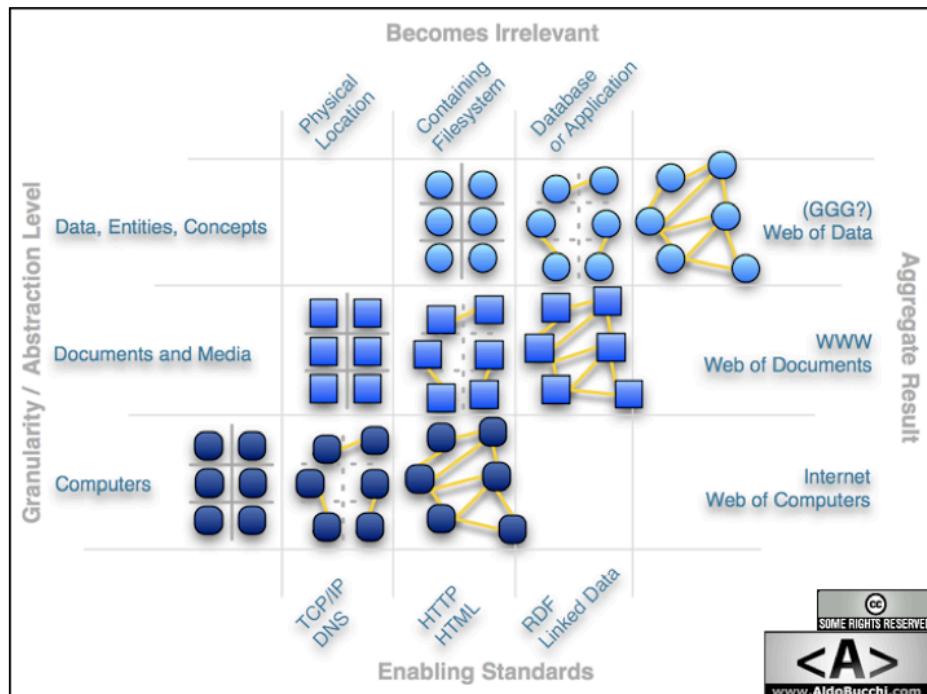
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<http://localhost:8080/wink/wiki/bosatsu/uber/2013/sw-workshop#/>

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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

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\=select%20%2A%20where%20%7B%3Fs%20%3Fp%20%3Fo%7D%20limit%2010](http://s4TFW7HEhOyDgTZobpqY@dydra.com/bosatsu/test/sparql)

Stardog

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

```
./stardog-admin server start
./stardog-admin db create -n uberconf -t D -u admin -p admin <file>
./stardog query uberconf -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/>)

The Web is Human-Friendly

The screenshot shows the homepage of the NFJS 2012 Tour Series website. The header features the NFJS logo and the text "2012 TOUR SERIES". Below the header, there's a banner with a photo of a speaker at a podium and a cup of coffee. The main content area has several sections: "18 Symposiums" (list of cities and dates), "Why Attend?", "Special Events", "Training", "BLOGS" (with a blog post by Johanna Rothman), "FEATURED VIDEO" (with a video thumbnail for Kent Beck's "Oh, the Methods you'll compose"), and "VIDEO" (with a video thumbnail for Vladimir Vizen's "Concurrency"). At the bottom, there's a "LATEST TWEETS" section.

Lots of Siloed Information

- People
- Places
- Events
- Times and Dates

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

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Bosatsu Uberconf Semantic Web Workshop

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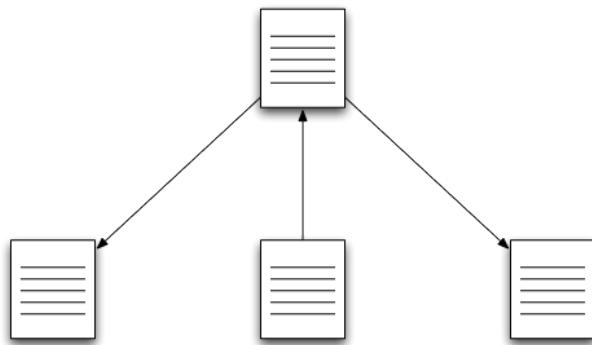
"My Space"



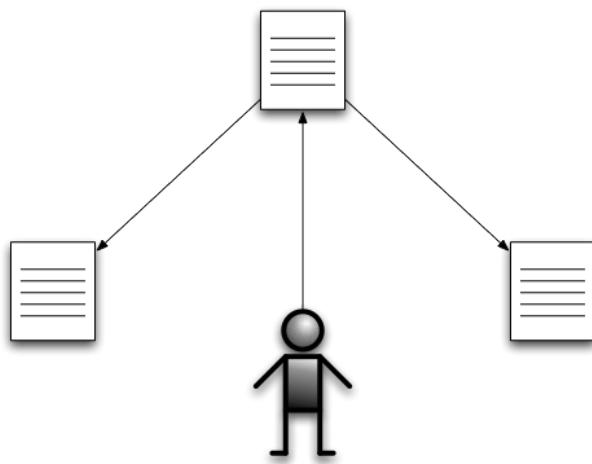
<http://localhost:8080/wink/wiki/bosatsu/uber/2013/sw-workshop#/>

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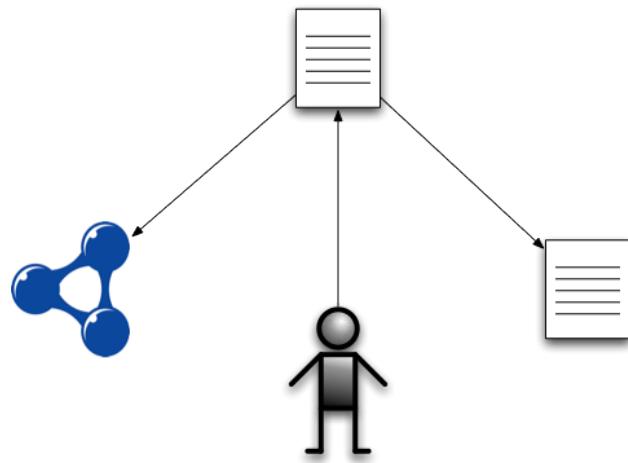
Web of Data



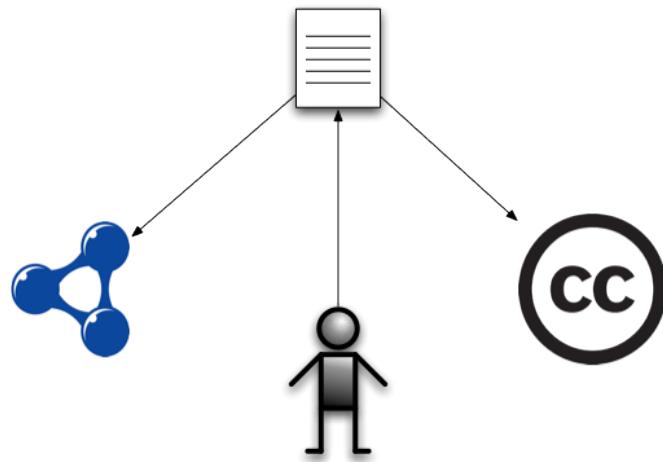
Web of Data



Web of Data



Web of Data



Microformats

- Domain-specific schemes
- Simple to use
- "Humans first, machines second"

Type	Format	URL
People	hCard	http://microformats.org/wiki/hcard (http://microformats.org/wiki/hcard)
Human Relationships	XFN	http://microformats.org/wiki/XFN (http://microformats.org/wiki/XFN)
Calendars/Events	hCalendar	http://microformats.org/wiki/hcalendar (http://microformats.org/wiki/hcalendar)
Opinions	Vote Links	http://microformats.org/wiki/vote-links (http://microformats.org/wiki/vote-links)
Ratings/Reviews	hReview	http://microformats.org/wiki/hreview (http://microformats.org/wiki/hreview)
Licenses	rel-license	http://microformats.org/wiki/rel-license (http://microformats.org/wiki/rel-license)
Tags, Keywords, Categories	rel-tag	http://microformats.org/wiki/rel-tag (http://microformats.org/wiki/rel-tag)
Lists/Outlines	XOXO	http://microformats.org/wiki/xoxo (http://microformats.org/wiki/xoxo)

hReview Example

```
<div class="hreview">
  <span class="item">
    <span class="fn">RDFa : Weaving Webs of Data</span>
  </span>
  <span class="rating">4</span>
  <span class="reviewer">Bob Jones</span>
  <span class="dtreviewed">2009-07-06</span>
  <span class="summary">"Brian did a great job of putting me to sleep."</span>
</div>
```

hCard Example

```
<ul>
  <li class="vcard">
    <a class="fn url" href="http://example.org/net/tlberglund"
       rel="friend colleague met">Tim Berglund</a>
  </li>
  <li class="vcard">
    <a class="fn url" href="http://example.org/net/arunbatchu"
       rel="friend colleague met">Arun Batchu</a>
  </li>
</ul>
```

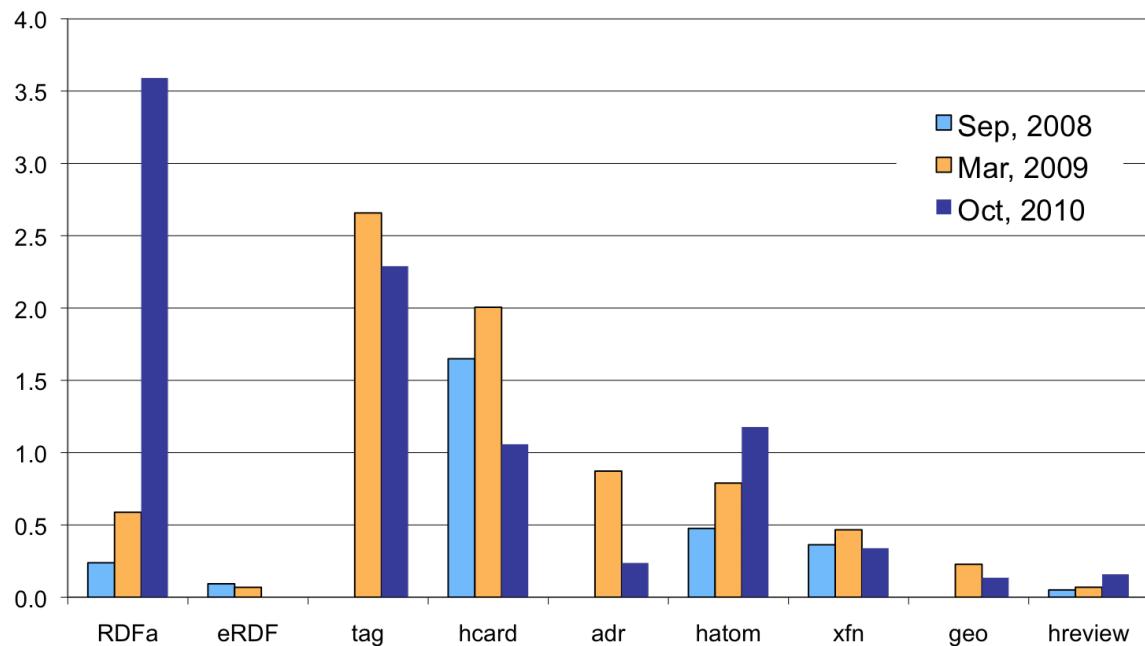
rel-license Example

```
<a rel="license"
  href="http://creativecommons.org/licenses/by/3.0/"
  
</a>
<br />This work is licensed under a
<a rel="license"
  href="http://creativecommons.org/licenses/by/3.0/">
  Creative Commons Attribution 3.0 License</a>.
```

geo Example

```
<div class="geo">Brian Sletten's location is:
  <span class="latitude">34.0736111</span>,
  <span class="longitude">-118.3994444</span>.
</div>
```

Metadata Adoption



"The data shows that the usage of RDFa has increased 510% between March, 2009 and October, 2010, from 0.6% of webpages to 3.6% of webpages (or 430 million webpages in our sample of 12 billion)..."

"...The deployment of microformats has not advanced significantly in the same period, except for the hatom microformat."

<https://tripletalk.wordpress.com/2011/01/25/rdfa-deployment-across-the-web/>
(<https://tripletalk.wordpress.com/2011/01/25/rdfa-deployment-across-the-web/>)

Facebook Adds hCalendar and hCard Microformats to Millions of Events

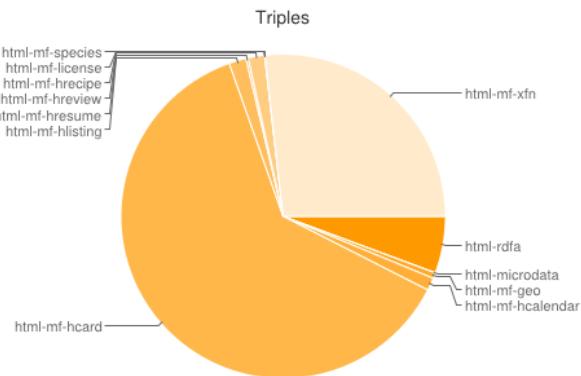
As of today, [Facebook](#) has marked up all events with the [hCalendar](#) microformat including marking up their venues with [hCard](#) as well. According to a [simple Google search](#), that's millions of *public* events now with microformats (if anyone knows a more precise number for the total number of Facebook events including private ones, or how many events are created per day, please let us know!).

Here's an upcoming example: the [Great British Booze-up](#) at SXSW 2011 (which I highly recommend if you're into high fidelity markup, as a bunch of us will be there sharing drinks and post-[future-panel](#) microformats conversations).

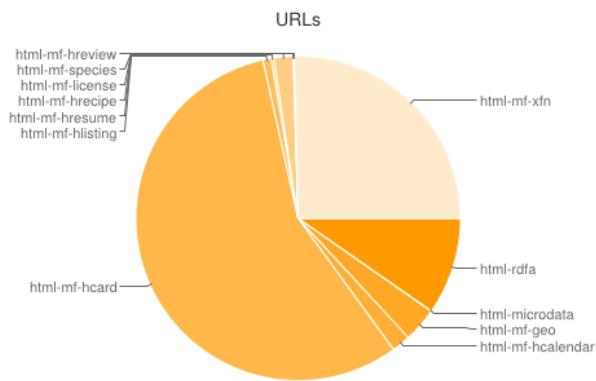
Visit it in a [browser that supports microformats](#) (there are now plugins for Chrome, Firefox, Internet Explorer, and Safari). E.g. try [Firefox 4](#) with the [Operator Add-On](#), and you'll see "Events (1)" in the toolbar. Just one click reveals "Great British Booze-up" which you can then choose to export to your iCal, 30 Boxes, Google, or Yahoo calendars.

And if you're a user, that's it. The ability to copy events to where you want them. If you publish hCalendar, [Google will index and show rich snippets for your events](#). That's what microformats empower you to do.

Triples From CommonsCrawl (2009/2010)



URLs From CommonsCrawl (2009/2010)



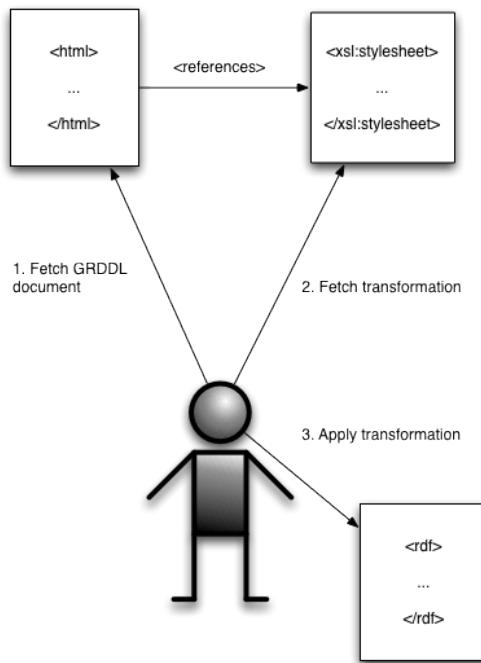
- No namespaces
- No interoperability
- No data model
- No global references

Gleaning Resource Descriptions from Dialects of Languages (GRDDL)

- W3C Recommendation
- Structured profiles for extracting metadata from XML/XHTML documents
- Structured content can easily yield structured content

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.1//EN" "http://www.w3.org/TR/xhtml11/DTD/xhtml11.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en">
  <head profile="http://www.w3.org/2003/g/data-view">
    <title>My Schedule</title>
    <link rel="transformation"
          href="http://www.w3.org/2002/12/cal/glean-hcal"/>
  </head>
  <body>
    ...
  </body>
```

Passive Harvesting



GRDDL Demo

GRDDL Observations

- Exciting potential
- Not widely-used
- No consistency in naming conventions

RDFa 1.0

- W3C Recommendations
- Explosive Growth
- Standardizes expression
- Metadata travels with the documents

CURIEs

- Compact URIs (foaf:knows, db:resource, dc:creator)
- Applying structure where there hasn't been any
- Hierarchical in scope

Attribute	Description
@rel	Relationships between resources
@rev	Reverse relationships
@content	Machine-readable content (literals)
@href	URI (resource object)
@src	URI for embedded object
@about	Defining subject
@property	Subject/Value relationships
@resource	Non-clickable resource relationships
@datatype	Datatype relationships
@typeof	RDF type-instance relationships

Single Subject

```
<div about="http://uberconf.com#uberconf" typeof="cal:Vevent">
  <p>Please join us at
    <a property="cal:summary" href="http://uberconf.com#uberconf">Uberconf 2010</a> to be held at
      <span property="cal:location">Westin Westminster</span>
        from <span property="cal:dstart" datatype="xsd:date">2010-06-14</span> to
        <span property="cal:dtend" datatype="xsd:date">2010-06-17</span>.
  </p>
</div>
```

Extracted Content

```
<http://uberconf.com#uberconf> a cal:Vevent ;
  cal:dstart "2010-06-14"^^xsd:date ;
  cal:dtend "2010-06-17"^^xsd:date ;
  cal:location "Westin Westminster" ;
  cal:summary "Uberconf 2010" .
```

Multiple Subjects

```
<li resource="urn:ISBN:0978739213">
  <span rel="dc:creator">
    <a href="http://uberconf.com/conference/speaker/michael_nygard#mike"
       typeof="foaf:Person" property="foaf:name">Mike Nygard</a>
    </span>, author of <span property="dc:title">"Release It!"</span>
  </li>
```

Extracted Content

```
<urn:ISBN:0978739213>
  dc:creator <http://uberconf.com/conference/speaker/michael_nygard#mike> ;
  dc:title "\"Release It!\" .

<http://uberconf.com/conference/speaker/michael_nygard#mike> a foaf:Person ;
  foaf:name "Mike Nygard" .
```

RDFA Distiller

RDFa in the Wild

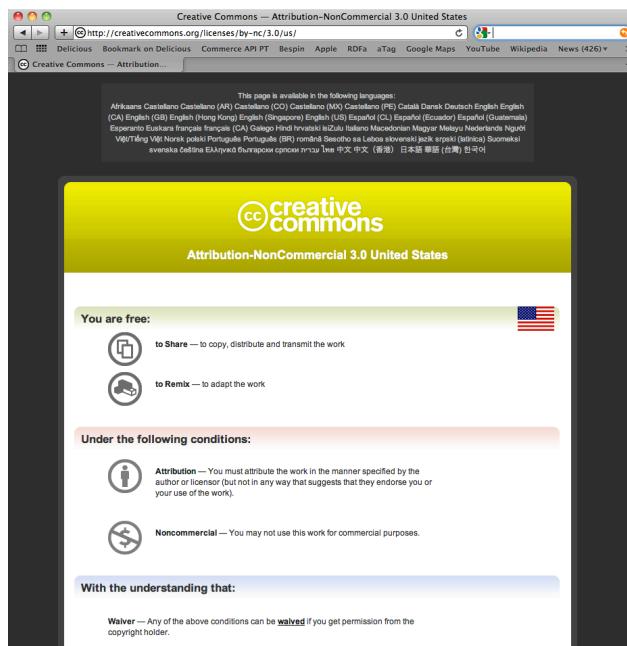
<http://localhost:8080/wink/wiki/bosatsu/uber/2013/sw-workshop#/>

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7/20/13 12:07 PM

Creative Commons Licensing



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

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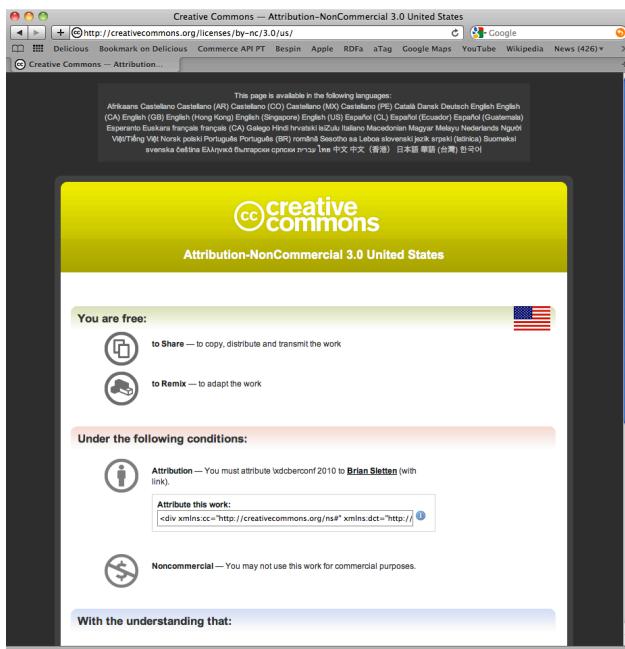
Weaving License Metadata

```
This document, <span xmlns:dc="http://purl.org/dc/elements/1.1/"  
property="dc:title">Uberconf 2010</span>, by  
<a xmlns:cc="http://creativecommons.org/ns#" href="http://bosatsu.net"  
property="cc:attributionName" rel="cc:attributionURL">Brian Sletten</a>  
is licensed under a <a rel="license"  
href="http://creativecommons.org/licenses/by-nc/3.0/us/">Creative Commons  
Attribution-Noncommercial 3.0 United States License</a>
```

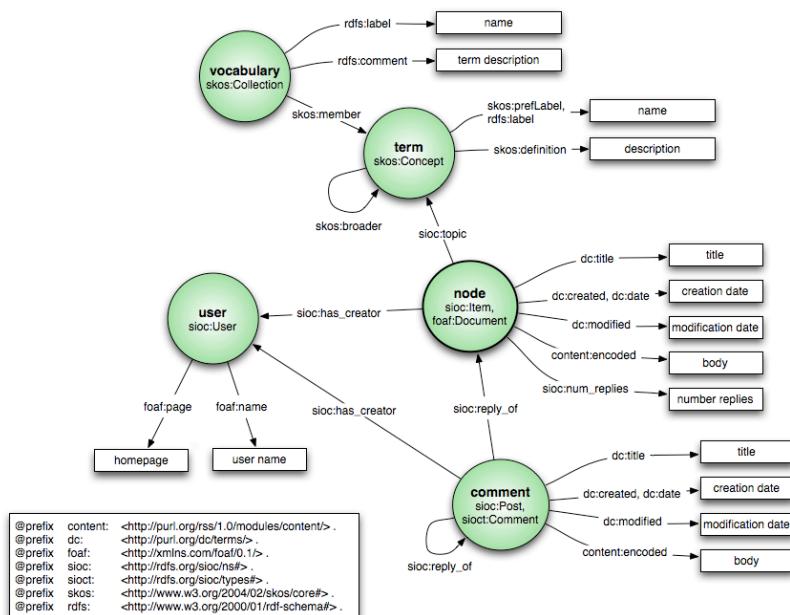
Extracted Content

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

Creative Commons Licensing



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

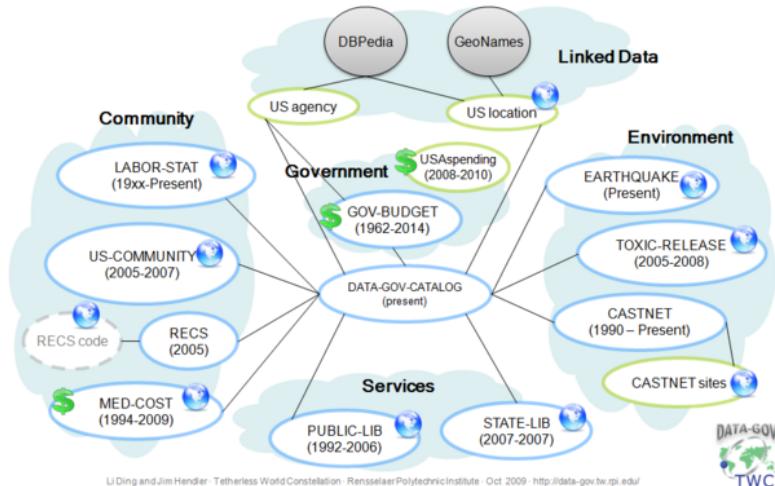
The Obama administration, which recently switched the Whitehouse.gov site to the open source Drupal platform, plans to engage open source developers in a discussion of how they can work better with government agencies.

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.

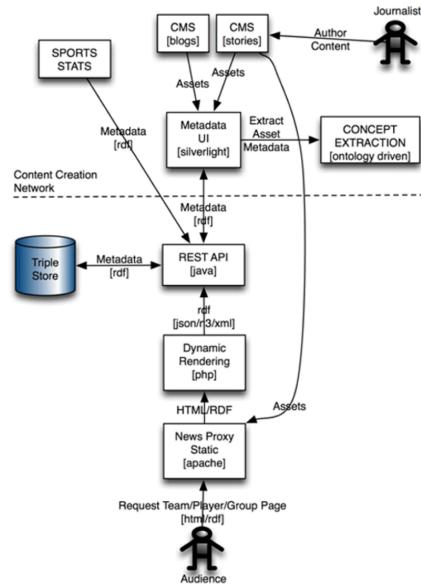
White House

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



The BBC Sport website for the 2010 World Cup. The main banner features the World Cup trophy. Below it, a large image shows Spanish players celebrating. The page includes links to blogs by David Bond and Paul Fletcher, and news articles about Spain's victory and Argentina's Maradona deal. An advertisement for American Express 'The Plum Card' is also visible.



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 03:32 GMT

Home Football | Formula 1 | Cricket | Rugby Union | Rugby League | Tennis | Golf | Olympics

México THE PLACE TO KNOW YOU KNOW www.visitmexico.com

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

RUGBY UNION Headlines Video & Audio

Wales coach Gatland offered Lions job

CRICKET Strauss considers 10-man team after 132-2nd wicket, v. Georgia's bronze medalists... five bowlers

TENNIS Federer pulls out of Murray match

GOLF Northern Ireland's Hoogwegen wins Hassan Trophy

FOOTBALL Impressive Newcastle Stan West Brom

DARTS Darts legend Jocky Wilson dies aged 62

FOOTBALL Rangers win thrilling Old Firm derby

CRICKET England fans struck by nice rain

RUGBY UNION Alonso sets standard in Malaysia

FERRARI Formula 1 Alonso sets standard perfectly - F1 - Formula 1

RUGBY LEAGUE St Helens thrash champions Leeds

Garth Crooks's team of the week

Ferrari still need to improve - Alonso

Fernando Alonso says his surprise win in Malaysia does not mean in fact Ferrari never work to do to challenge consistently.

Show all blogs

Do you agree with our football experts side this week?

HANDBALL GB women lose crucial qualifier

RUGBY UNION Alonso sets standard in Malaysia

Man Utd timing title bid perfectly - Ferguson

FOOTBALL Man Utd v Fulham 20:00

All times UK View Live Scores

UPCOMING FIXTURES

Scores, Results & Fixtures

Latest Football

Show me: Premier League | UPDATE

PREVIOUS RESULTS < TODAY (1) >

FOOTBALL Chesterfield beat League 2 rivals in IRP Trophy

HANDBALL Man Utd v Fulham 20:00

All times UK View Live Scores

UPCOMING FIXTURES

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.

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

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Disclaimer



```
<!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.

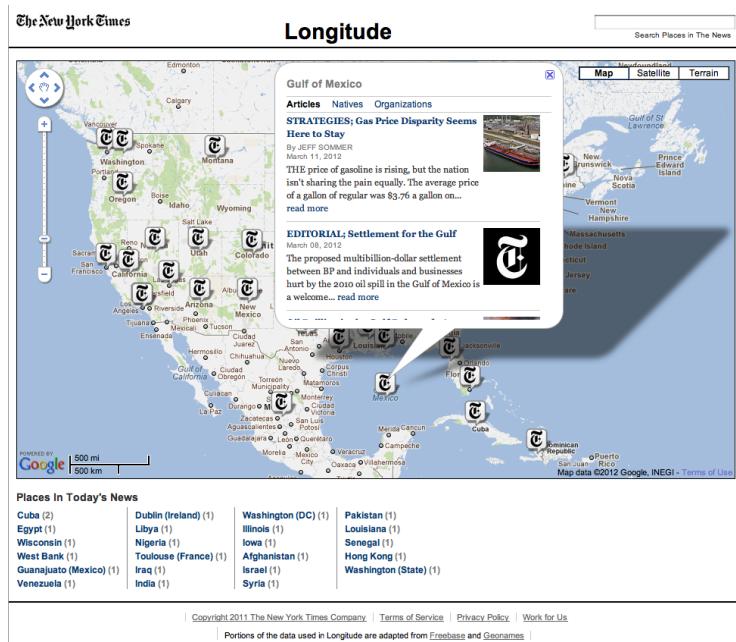
By EVAN SANDHAUS



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 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.

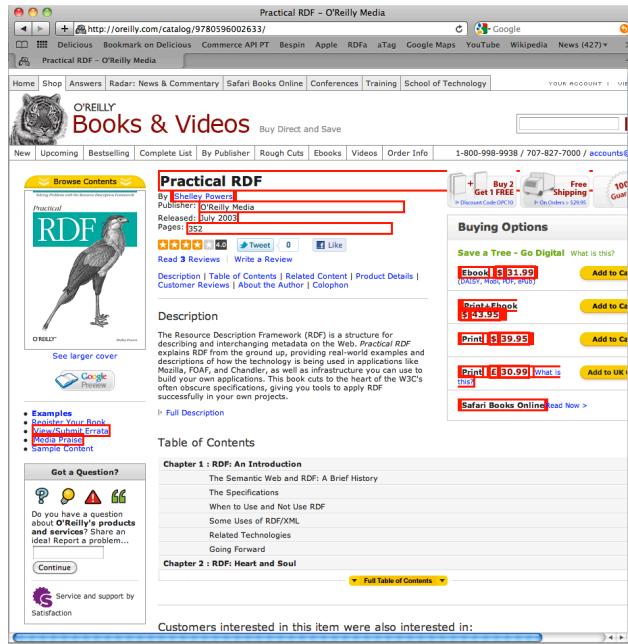
Most of all, we are thrilled to learn that the rumors of new verbs inside Facebook are true! "Like," "[Attending](#)," "Friend," and "[Unfriend](#)," make room for more.

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.

O'Reilly Media



Practical RDF - O'Reilly Media

Books & Videos

Buy Direct and Save

By Shelley Powers
Published by O'Reilly Media
Released: July 2003
Pages: 352

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 it's used in the Semantic Web, linked data, the 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 obtuse specifications, giving you tools to apply RDF successfully in your own projects.

[Full Description](#)

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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



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Bosatsu Uberconf Semantic Web Workshop

7/20/13 12:07 PM

Store Information

My Account | Order Status | Customer Service | Español

BEST BUY Weekly Ad Store Locator Outlet Center Services ▾ Gifts ▾ cart 0 items

Search All Categories

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

Best Buy - Carbondale

Print

1270 E Main St
Carbondale, IL 62901
Phone: 618-351-1700
GEO: 37.732719, -89.192314

Customer Reviews:
★★★★★

Be the first to write a store review.

Store Hours
Mon: 10-9; Tue: 10-9; Wed: 10-9; Thurs: 10-9; Fri: 10-9; Sat: 10-9; Sun: 11-7;

<div class="hours" rel="gr:hasOpeningHoursSpecification"> <div typeof="gr:OpeningHoursSpecification" about="#regularhours"> Mon 109 ... </div> </div>

Apple Shop Mac, iPod and more at this Apple store-within-a-store.

Electronics Recycling We offer electronics recycling at this and all other U.S. stores.

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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 'Casio - Tesco.Direct' at the URL <http://direct.tesco.com/q/buylist/id/9261.aspx>. The page features a red header with the Tesco Direct logo and navigation links like 'View basket / Checkout', 'My Account', and 'Rate This Page'. A yellow 'CLEARANCE' button is visible. The main content area displays a search result for 'Casio' with a sidebar for narrowing search by category (e.g., PC, Photo, Phones, Home Electrical) and price (e.g., £0 - £10, £10 - £20). The main search results show a product for a 'Casio Silver Retro Digital Watch' with a catalog number of 205-6824, featuring a small image of the watch.

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The screenshot shows the website for 'plushbeautybar' at <http://www.plushbeautybar.com>. The site has a pink header with the logo and a phone number. The main content area features a large image of the salon's interior, which is child-friendly with a white reception desk, a white playpen, and a red wall decorated with a flower mural. Below the image is a 'WELCOME TO PLUSH BEAUTY BAR' section with text about the salon's services and products. To the right is a 'PLUSH TWEETS' section showing a Twitter feed from the account @PlushBeautyBar. The footer contains contact information and a note about the website's design.

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[plushbeautybar](#)

call 323.656.0030
make an appointment online ►

[HOME](#) | [SERVICES](#) | [ABOUT](#) | [PHOTOS](#) | [PRESS](#) | [CONTACT](#)

WAXING SERVICES

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 anti-bacterial wax (hydro-alginate), unscented, and a hard (epoxy) wax. After consultation, your esthetician will use the wax that best suits your skin's needs.

- Brow Wax - \$25
- Brow & Lip - \$30
- Lip Wax - \$10
- Brow/Lip Combo - \$28
- Chin - \$15
- Nose - \$10
- Cheek - \$15
- Hand - \$15
- Ears - \$10
- Bikini - \$25*
- Brazilian Bikini - \$35*
- Brazilian (nude or tanning strip) - \$49*
- Upper Leg with any Bikini - \$65 \$25
- Full Leg with any Bikini - \$75*
- Half Leg - \$35*
- 1/2 Arm - \$40
- Full Arm - \$40
- Underarms - \$10
- 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 fungi and infection. Basin liners, files, buffers, and orange sticks are never re-used. All tools are sterilized in between clients. We use hospital grade anti-fungal/viral/bacterial agent between clients.

- Manicure (shiny buff or polish) - \$19
- Pedicure - \$29
- Mani/Pedi - \$35
- French Mani or Ped - add \$5
- Heavy Callus Treatment w/ Ped - add \$10
- Gel Polish Pedicure - \$35

Ak featured in the New York Times! The latest in nail technology! Fashionistas everywhere are raving about Shellac and other soft gel manicures. Soft gel is a non-toxic, non-allergenic, emit no harmful fumes or chemicals, last up to two weeks without chipping, and have a beautiful, shiny, glossy, thin texture.

- Get Polish Pedicure - \$45
- French Shellac - Add \$10
- Shellac - Add \$10
- Shellac with PolishMinx - \$10
- Mini Ped (full pedicure & Minx application) \$60
- Kiddie Finger/Toe Polish - \$15
- Kiddie Mani - \$10

Plush uses "Holographic™" kid-centric nail polish. Safe + Non-toxic + Hypoallergenic + Eco-friendly + Vegan + Cruelty-free!

- Kiddie Mani - \$10
- Kiddie Ped - \$10

CURRENT SPECIALS

- "Pedi with a Pail" Thursdays - get side-by-side pedicures, save \$5 Thursdays, PLUS free champagne!
- "Winey Fridays"! - Free wine for our customers! Open Tues-Fri from 11-6, Sat 10-7, Sun 11-6. Closed Mondays and holidays.

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
- Fairly paid staff who are paid a living wage
- Gourmet organic tea and premium coffee
- Freedom from hiring a babysitter
- Complimentary valet parking
- Free emergency diapers
- Expert eyebrow shaping
- Kid friendly services

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 90049 • 323.656.0030 • info@plushbeautybar.com
On the corner of Santa Monica & Fairfax, by Whole Foods Market. Free parking.
Open Tues-Fri from 11-6, Sat 10-7, Sun 11-6. Closed Mondays and holidays.

Rich Snippet Generator for



E-BUSINESS + WEB SCIENCE RESEARCH GROUP

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 off. It's simple. And BestBuy is already doing it with remarkable results.

[en](#) [de](#) [fr](#) [el](#)

Step 1: Create rich snippet for your company

Web page describing your company shop and offers will point to this URL, e.g. *	<input type="text"/>
Legal name of your company *	<input type="text"/>
Country	<input type="text"/>
City	<input type="text"/>
Zip code	<input type="text"/>
Street and number	<input type="text"/>
Phone number proposed scheme: +49-0123-456789	<input type="text"/>
URL of a logo or image e.g. http://www.example.com/image.(jpg png gif svg)	<input type="text"/>
<input checked="" type="checkbox"/> Allow anonymous logging of submitted information for research purposes?	
<input type="button" value="Generate Code Snippet"/>	

The screenshot shows the homepage of plushbeautybar. At the top, there's a dark header bar with the company name in white. Below it is a red navigation bar with links: HOME, SERVICES, ABOUT, PHOTOS, PRESS, and CONTACT. A phone number, 323.656.0330, is listed next to the CONTACT link. A "make an appointment online" button is also present. The main content area has three columns: "WAXING SERVICES", "NAIL SERVICES", and "WHAT'S MORE". The "WAXING SERVICES" section lists various waxing treatments with their prices. The "NAIL SERVICES" section lists nail treatments like manicures and pedicures. The "WHAT'S MORE" section lists benefits of the salon. At the bottom, there's a footer with address information: 7878 Santa Monica Blvd., West Hollywood, CA 90046 • 323.656.0330 • info@plushbeautybar.com. It also mentions being on the corner of Santa Monica & Fairfax, near Whole Foods Market, with free parking. The footer ends with "Open Tues-Fri from 11-6, Sat 10-7, Sun 11-6, Closed Mondays and holidays."

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

Linked Data

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/>)

SKOS Example

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

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

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

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

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

Ontology Example

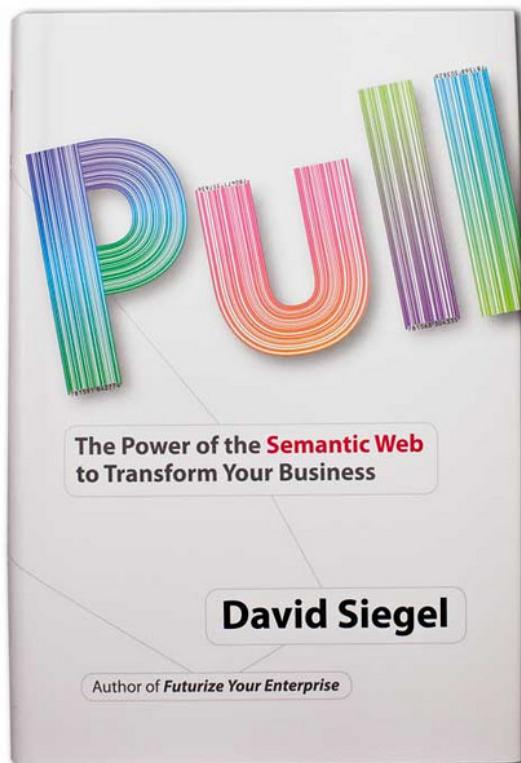
OpenCalais

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

Semantic Web Books

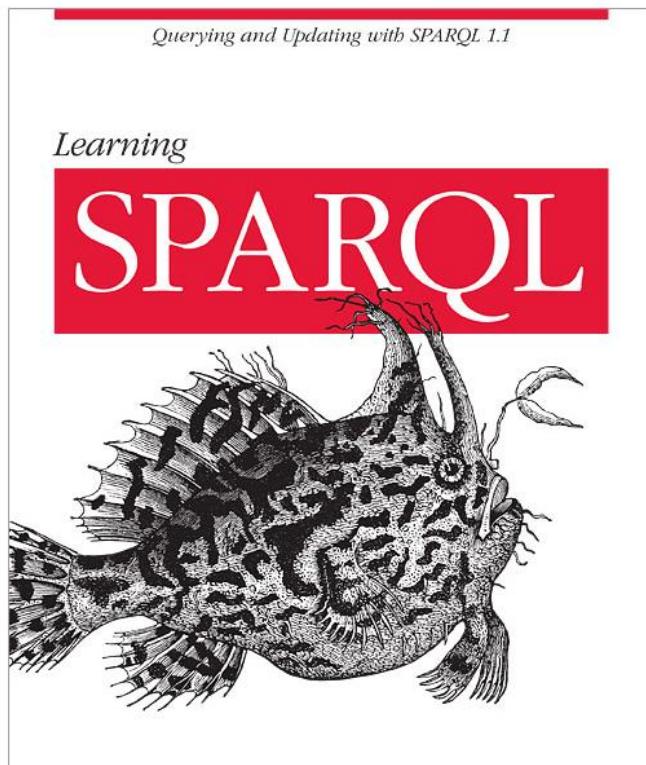
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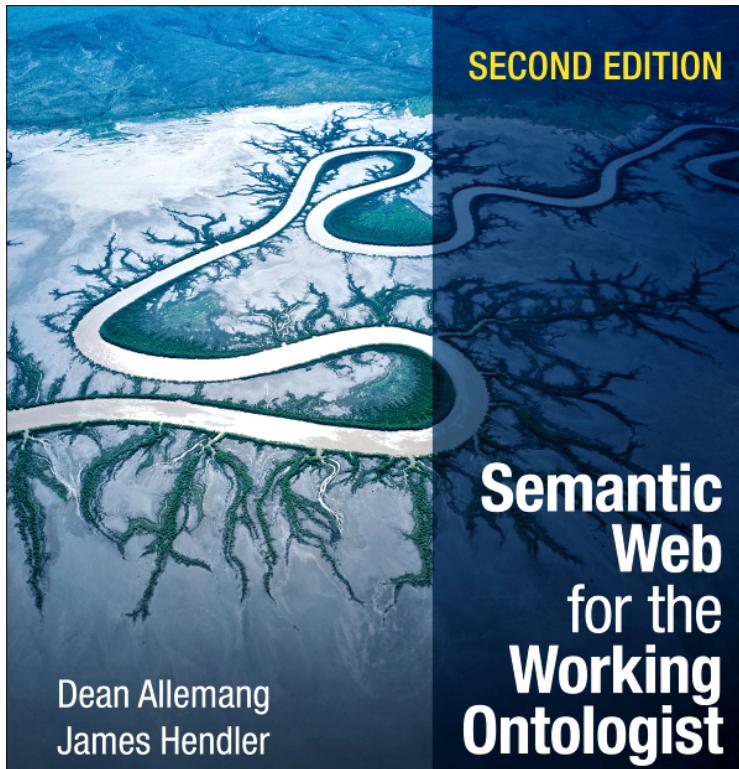
<http://localhost:8080/wink/wiki/bosatsu/uber/2013/sw-workshop#/>

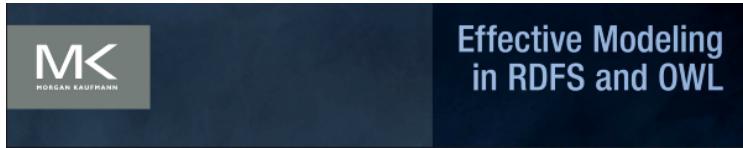
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O'REILLY®

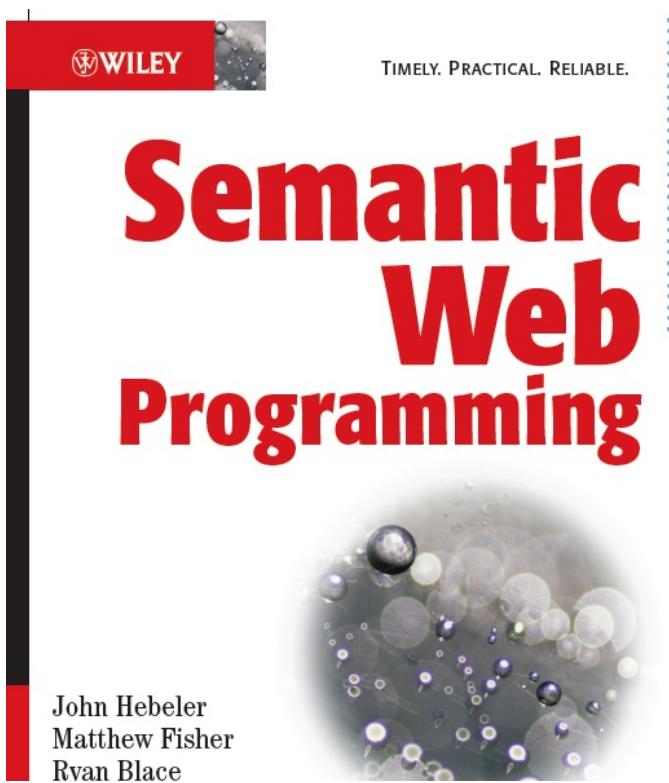
Bob DuCharme





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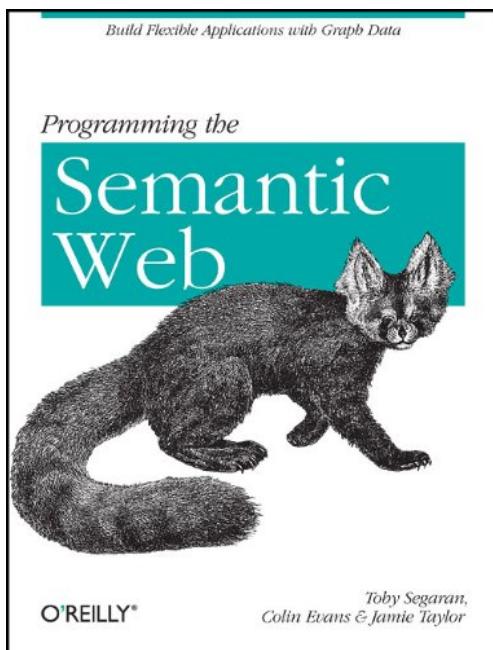


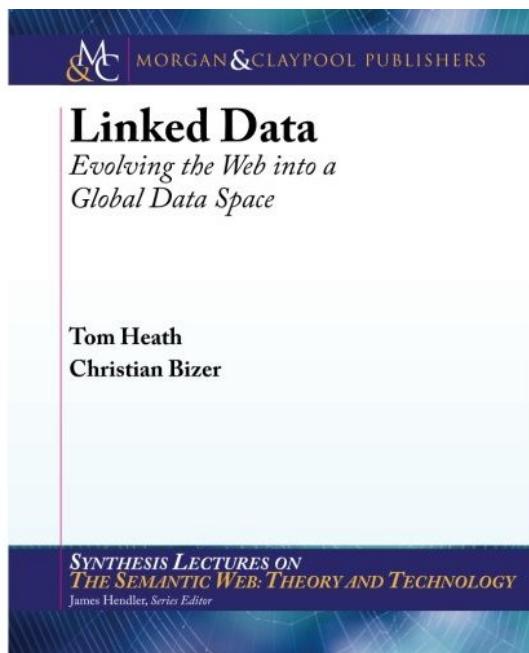
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Andrew Perez-Lopez

about 11:15:40 PM





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Questions?

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 [@bsletten](http://twitter.com/bsletten) (<http://twitter.com/bsletten>)  brian@bosatsu.net (<mailto:brian@bosatsu.net>)