Semantic Web and Ruby



Semantic = Meaning

Welcome to my website!

My name is Johanna

but my friends call me Jo

I have a really cute kitten





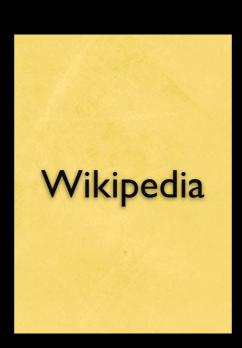
<hl><hl><hl><hl></hl></hl>

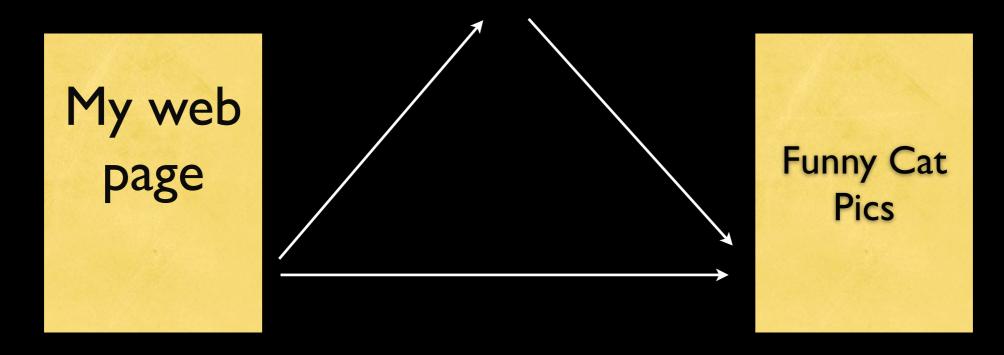
<h2>blah blah</h2>

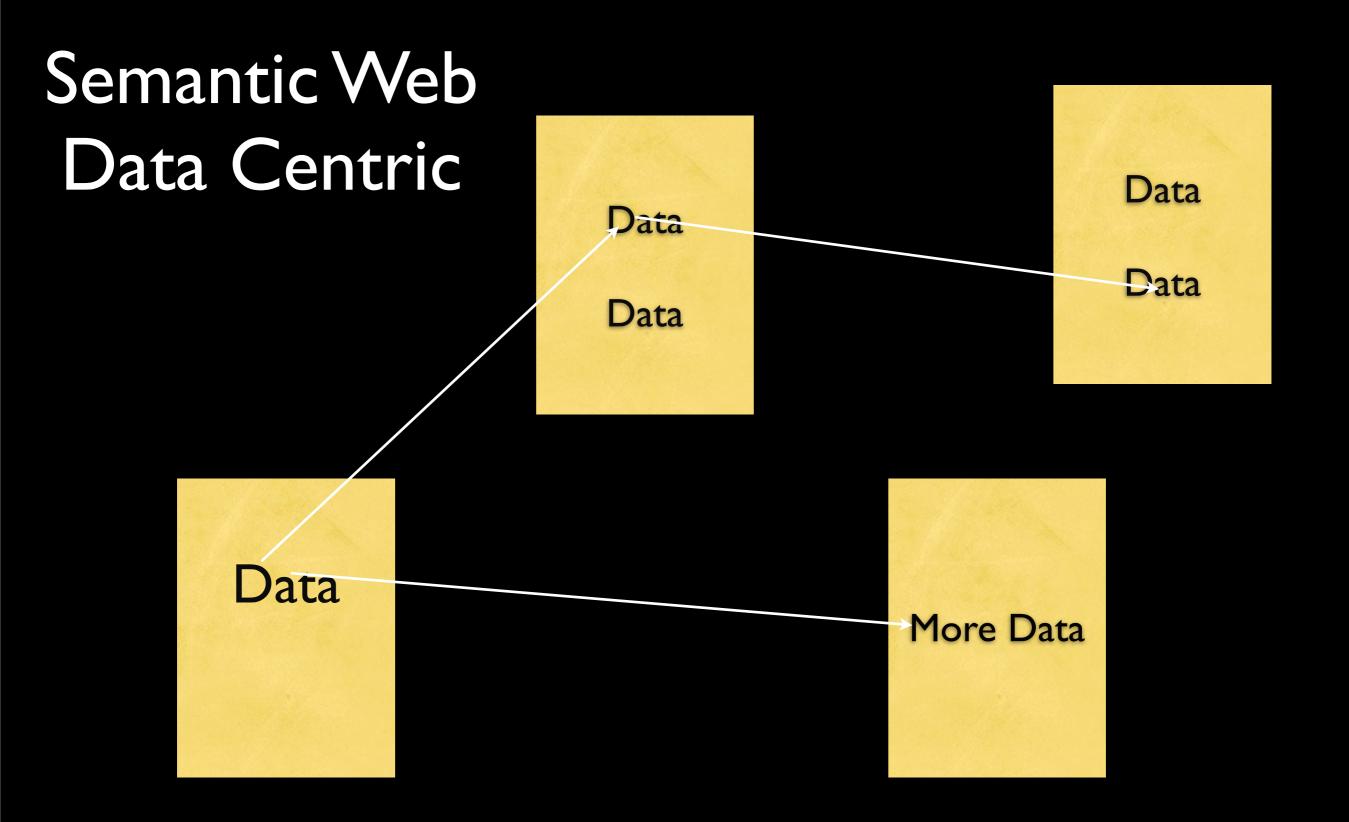
<h2> blah blah</h2>

<h2> blah blah<h2>

HTTP Document Centric











"The Semantic Web is not a separate Web but an extension of the current one in which information is given welldefined meaning, better enabling computers and people to work in cooperation

- Tim Berners-Lee (Inventor of Web & Director W3C)

Benefits



Context + Meaning = Better Understanding



Thursday, August 4, 2011

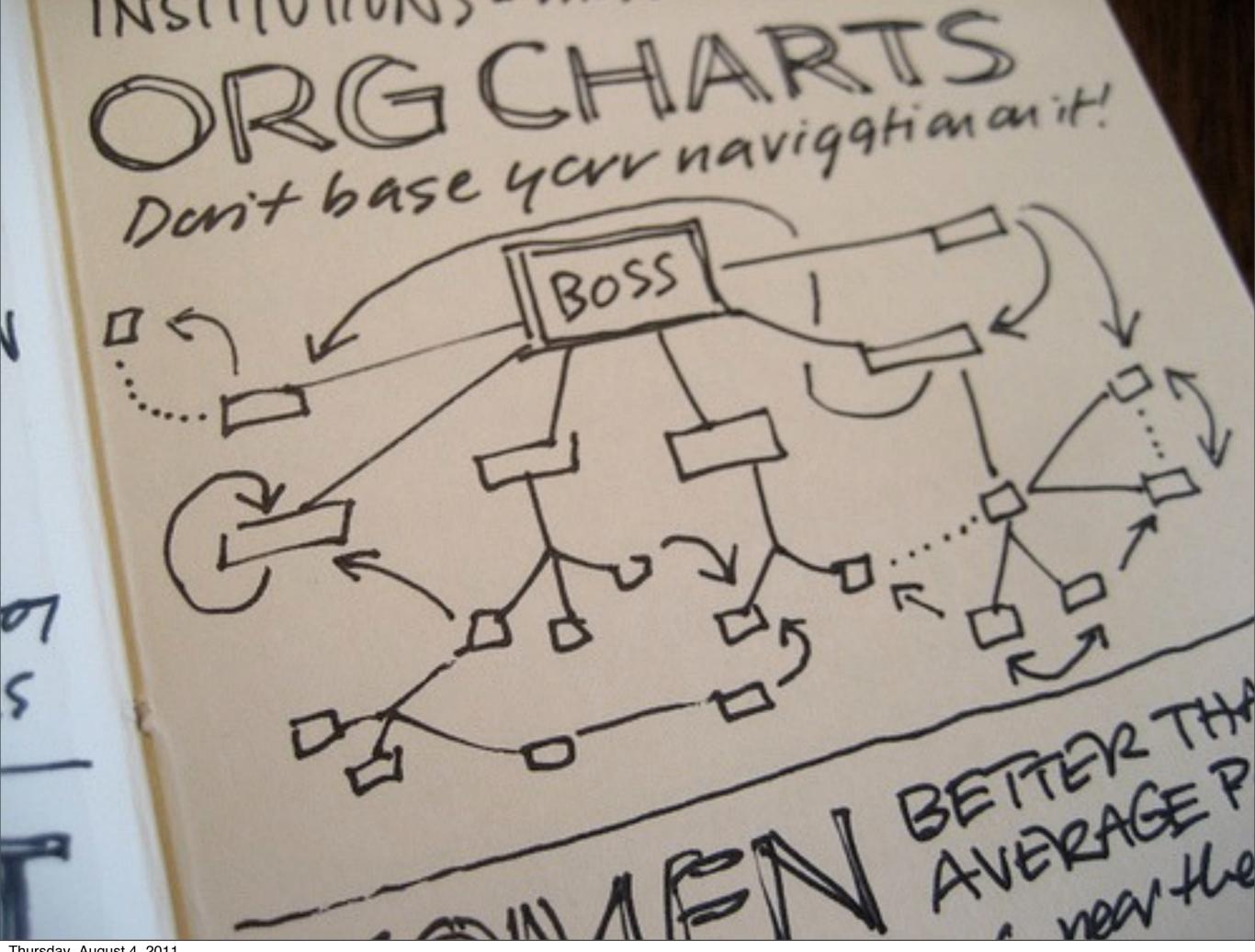


Semantic markup => 30% increase traffic

Good Relations Vocabulary

```
<xmlns="http://www.w3.org/1999/xhtml"</pre>
 xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
 xmlns:rdfs="http://www.w3.org/2000/01/rdf-schema#"
 xmlns:xsd="http://www.w3.org/2001/XMLSchema#"
 xmlns:gr="http://purl.org/goodrelations/v1#"
 xmlns:vcard="http://www.w3.org/2006/vcard/ns#">
 <typeof="gr:BusinessEntity" about="#company">
   content="Gourmet Beef Jerkey"></>
   content="111-222-3333"></>
   </>
 </>
```





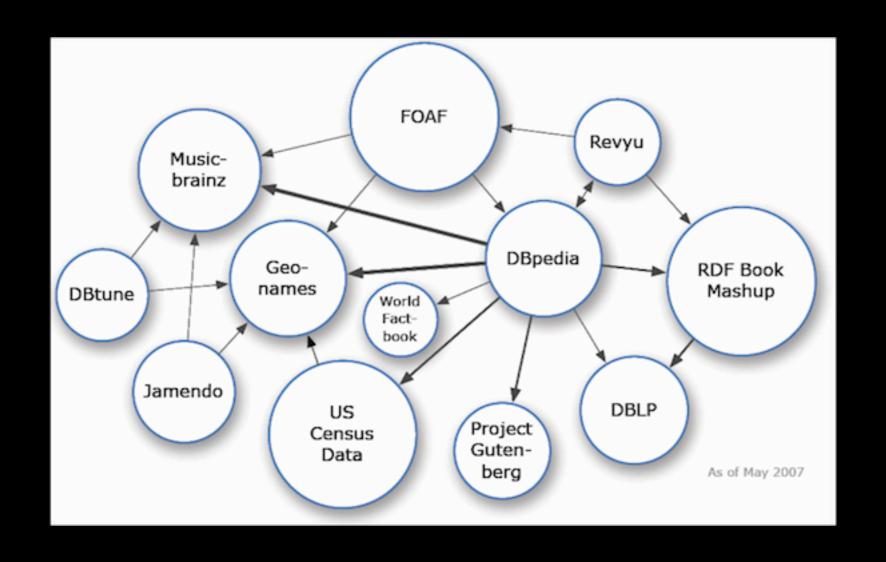
Reasoning of Data = Advanced Analytics

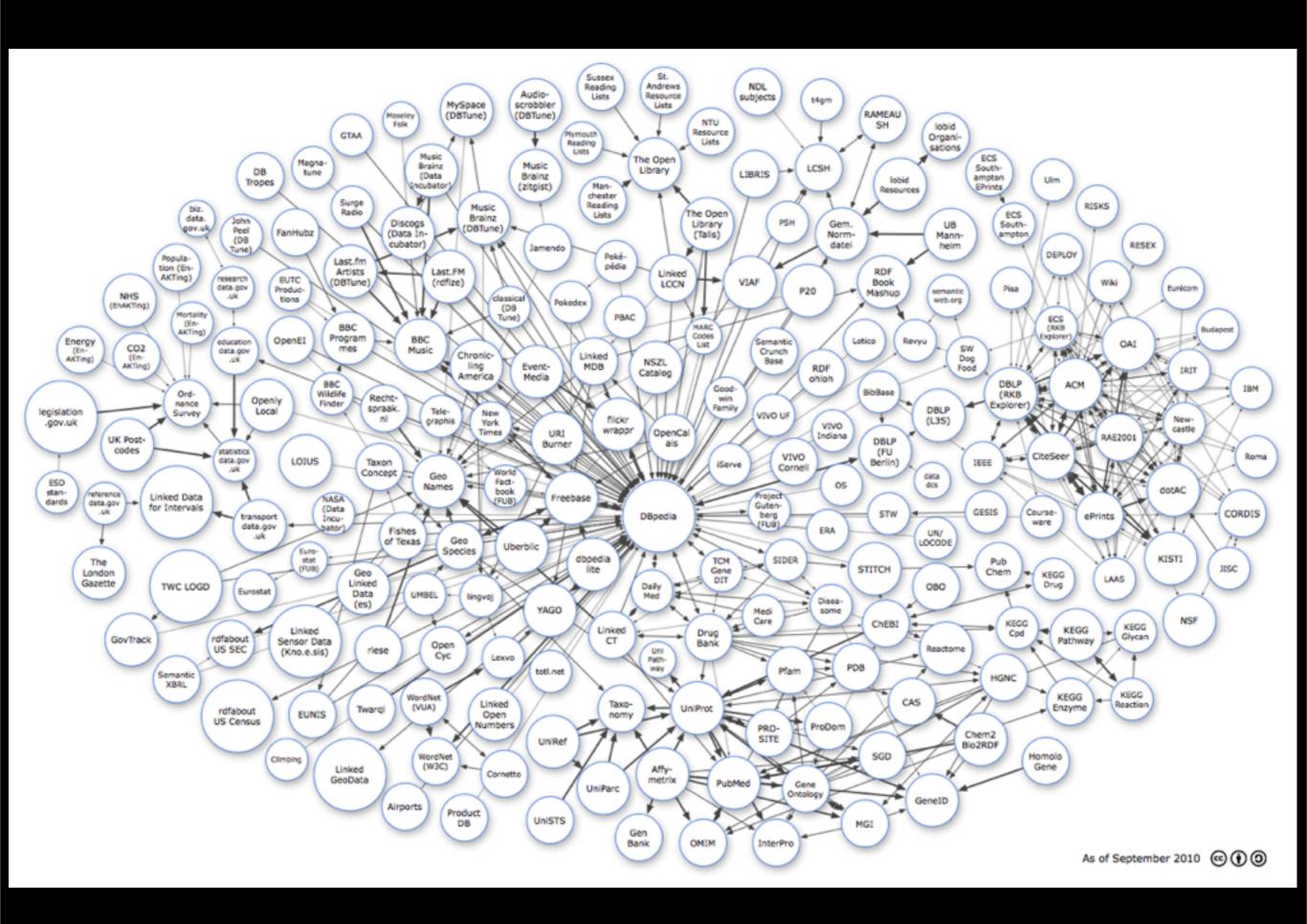


Oh Yes - Stock Market Investment Firms are on it.









Now more Awesome with JRuby!

JENA

Semantic Web Framework

Why JRuby?

The Jena Library is better and more comprehensive then Ruby alternatives (Java Interop)

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Less code and let's you focus on the problem without being lost in boiler plate.

Resource

URI/ URL

Unique and Resolvable Identifier for the Web

Resource

URI/ URL

Unique and Resolvable Identifier for the Web





Resource

URI/ URL

Unique and Resolvable Identifier for the Web

http://dbpedia.org/resource/Cat



Resource Description Framework

Data Model with basic unit of information is a triple

Resource Description Framework

Data Model with basic unit of information is a triple

SUBJECT PREDICATE OBJECT

Resource Description Framework

Data Model with basic unit of information is a triple

RESOURCE PROPERTY NAME PROPERTY

Resource Description Framework

```
java_import'com.hp.hpl.jena.rdf.model.ModelFactory'
model = ModelFactory.create_default_model
person_uri = "http://somewhere/JohnSmith"

john_smith = model.create_resource(person_uri)
```

Resource Description Framework

```
java_import 'com.hp.hpl.jena.vocabulary.VCARD'
full_name = "John Smith"
john_smith.add_property(VCARD::FN, full_name)
```

Resource Description Framework

Create RDF Model

Resource Description Framework

```
model.write(java.lang.System::out, "N-TRIPLE")
< http://somewhere/JohnSmith>
  < http://www.w3.org/2001/vcard-rdf/3.0#FN> "John Smith" .
```



Query DBPedia for places near the White House



```
PREFIX geo: <http://www.w3.org/2003/01/geo/wgs84 pos#>
PREFIX rdfs: <http://www.w3.org/2000/01/rdf-schema#>
SELECT ?subject ?label ?lat ?long
WHERE {
  <http://dbpedia.org/resource/White House> geo:lat ?whLat.
  < http://dbpedia.org/resource/White House > geo:long ?whLong.
  ?subject geo:lat ?lat.
  ?subject geo:long ?long.
  ?subject rdfs:label ?label.
  FILTER(?lat - ?whLat <= 0.05 && ?whLat - ?lat <= 0.05 &&
  ?long - ?whLong <= 0.05 && ?whLong - ?long <= 0.05 &&</pre>
  lang(?label) = "en"
  ).} LIMIT 20
```

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Creating the Query Object

Iterate Through the Results

```
results = qexec.exec select
while results.has next
  result = results.next
  place = result.get("subject").uri
  label = result.get("label").string
  latitude = result.get("lat").string
  longitude = result.get("long").string
  puts "#{place}"
  puts "#{label}"
  puts "lat:#{latitude} long:#{longitude}\n\n"
end
```

qexec.close

Iterate Through the Results

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end
```

qexec.close

http://dbpedia.org/resource/Nationals_Park

Nationals Park

lat:38.87277603149414

long:-77.00749969482422



http://dbpedia.org/resource/Supreme_Court_of_the_United_States

Supreme Court of the United States

lat:38.89070892333984

long:-77.00434112548828

http://dbpedia.org/resource/White_House

White House

lat:38.89767074584961

long:-77.03655242919922



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Let's Find all the DBPedia Musical Artist Sopranos with the Home Town of the United States

```
PREFIX dbpedia2: < http://dbpedia.org/property/>
PREFIX dbowl: < http://dbpedia.org/ontology/>
PREFIX rdf: <http://www.w3.org/1999/02/22-rdf-syntax-
ns#>
SELECT ?person ?voiceType ?hometown
WHERE {
 ?person rdf:type <http://dbpedia.org/ontology/</pre>
 MusicalArtist>.
 ?person dbpedia2:voiceType ?voiceType .
 ?person dbowl:hometown ?hometown .
 ?person dbowl:hometown < http://dbpedia.org/resource/
United States>
FILTER regex(?voiceType, "soprano", "i")
```

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```

http://dbpedia.org/resource/Vanessa_Bell_Armstrong Mezzo-soprano http://dbpedia.org/resource/United_States

http://dbpedia.org/resource/Diana_Ross Soprano http://dbpedia.org/resource/United_States

http://dbpedia.org/resource/Florence_Ballard Soprano http://dbpedia.org/resource/United_States

http://dbpedia.org/resource/Lee_Sissing Soprano http://dbpedia.org/resource/United_States

Summary

Semantic Web is all about the Data.

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Sharing Data across the Web > Sharing Documents across the Web

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JRuby lets you use Ruby Awesome Sauce with the Jena Semantic Web Framework Java library.

Want More?

Github: gigasquid jruby-semantic-web-examples

Credits

```
http://www.flickr.com/photos/a ninjamonkey/3294014627/
http://www.flickr.com/photos/jm2c/3677835375/
http://www.flickr.com/photos/catdancing/3584504176/
http://www.flickr.com/photos/friarsbalsam/4609210182/
http://www.flickr.com/photos/lalunablanca/62556584/
http://www.flickr.com/photos/rohdesign/2956057741/
http://www.flickr.com/photos/photophonic/3388699703/
http://richard.cyganiak.de/2007/10/lod/
http://www.flickr.com/photos/bc az/4171769959/
http://www.flickr.com/photos/smemon/4438763529/
http://www.flickr.com/photos/catdancing/3584504176/
http://www.flickr.com/photos/rohdesign/2956057741/
```