

bers, etc. Thus, through OpenCalais, it is possible to move from a natural language text mentioning a term to a web of structured information items. In 2011, Calais was reported to be processing five million documents per day.

6.8 Schema.org

Schema.org is an effort by search engine providers (Google, Yahoo, Microsoft, Yandex) to encourage the semantic mark up of pages. It encourages this through the definition of a common schema or vocabulary available at schema.org. The vocabulary covers common things that people search for, such as products, jobs, and events. By using a common vocabulary, search engines are able to better index pages but also show richer information in search results.

Schema.org supports markup presented both in microdata and RDFa 1.1 Lite. Thus, one can mix the Schema.org vocabulary with others on the web such as the previously discussed Good-Relations ontology. Schema.org shows how applications can drive the adoption of machine-understandable markup.

6.9 Summary

Semantic Web technologies are being used in a wide variety of applications, from powering websites to making it easier for search engines to understand the content of web pages. A key idea in all of these applications is that common ontologies provide a basis for integrating and understanding knowledge from multiple sources. We have highlighted only some major Semantic Web applications, though there are countless more that are being used everyday. We encourage you to investigate and see what else is being done.