# Introduction to Semantic Web Technologies & Linked Data

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# Outline

#### Introduction

- Semantic Web Technologies
  - Resource Description Framework (RDF)
  - Querying RDF data (SPARQL)
- Linked Data
  - Linked Data Principles
  - Linking Open Data Community Project
  - Example Data Sources
  - Example Applications

# Introduction

#### Web of Documents vs. Web of Data



# Web of Documents



Primary objects: documents Links between documents (or parts of them) Degree of structure in data: fairly low Implicit semantics of contents Designed for: human consumption



## Web of Documents: Problem



Based on presentations by Chris Bizer, Richard Cyganiak, Tom Heath, available at http://linkeddata.org/guides-and-tutorials



#### Elvis Presley 1935 - 1977 Will there ever be someone like him again?



Based on presentation by Lauw, Schenkel, Suchanek, Theobald and Weikum, available at http://www.mpi-inf.mpg.de/yago-naga/CIKM10-tutorial/



Another Elvis

#### Elvis Presley: The Early Years Elvis spent more weeks at the top of the charts than any **other** artist. www.fiftiesweb.com/elvis.htm

Based on presentation by Lauw, Schenkel, Suchanek, Theobald and Weikum, available at http://www.mpi-inf.mpg.de/yago-naga/CIKM10-tutorial/



Another singer called Elvis, young

Personal relationships of Elvis Presley – Wikipedia ...when Elvis was a **young** teen.... **another** girl whom the **singer**'s mother hoped Presley would .... The writer **called Elvis** "a hillbilly cat"

en.wikipedia.org/.../Personal\_relationships\_of\_Elvis\_Presley





Dear Mr. Page, you don't understand me. I just...

#### Elvis Presley - Official page for Elvis Presley

Welcome to the Official Elvis Presley Web Site, home of the undisputed King of Rock 'n' Roll and his beloved Graceland ... www.elvis.com/



#### How about this query:

- How many romantic comedy Hollywood movies are directed by a person who is born in a city that has average temperature above 15 degrees!?
- You need to:
  - Find reliable sources containing facts about movies (genre & director), birthplaces of famous artists/directors, average temperature of cities across the world, etc.

The result: several lists of thousands of facts

Integrate all the data, join the facts that come from heterogeneous sources

Even if possible, it may take days to answer just a single query!

## Solution: Web of Data

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Primary objects: "things" (or description of things) Links between "things" Degree of Structure: High (based on RDF data model) Explicit semantics of contents and links Designed for: Both machines and humans



### Web of Data





UOFT: DB GROU

# Introduction to Semantic Web Technologies

Resource Description Framework (RDF)



# Semantic Web Technologies

- A set of technologies and frameworks that enable the Web of Data:
  - Resource Description Framework (RDF)
  - A variety of data interchange formats (e.g. <u>RDF/XML</u>, <u>N3</u>, <u>Turtle</u>, <u>N-Triples</u>)
  - Notations such as <u>RDF Schema</u> (RDFS) and the <u>Web</u> <u>Ontology Language</u> (OWL)
  - All are intended to provide a <u>formal</u> <u>description</u> of <u>concepts</u>, <u>terms</u>, and <u>relationships</u> within a given <u>knowledge domain</u>

Source: <u>http://en.wikipedia.org/wiki/Semantic Web</u>

### Resource Description Framework (RDF)

- Data model for describing "things" and their interrelations
- Consists of statements about "things" (Web resources) in the form of subject-predicate-object expressions, also known as *triples*





# Resource Description Framework (RDF)

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**Uniform Resource Identifier** (URI): a string of characters used to identify a name or a resource on the Internet.

http://en.wikipedia.org/wiki/Uniform Resource Identifier

# A simple RDF example



Based on presentations by Chris Bizer, Richard Cyganiak, Tom Heath, available at http://linkeddata.org/guides-and-tutorials

## Data Items Identified with (HTTP) URIs



#### **bb:rjmiller** = http://data.bibbase.org/author/renee-j-miller/ **dbpedia:Toronto** = http://dbpedia.org/resource/Toronto



# Dereferencing URIs over the Web



# A Simple RDF Example (in RDF/XML)



# A Simple RDF Example (in Turtle)

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```
@prefix rdf: <http://www.w3.org/1999/02/22-rdf-syntax-ns#> .
@prefix foaf: <http://xmlns.com/foaf/spec/#> .
@prefix bb: <http://data.bibbase.org/ontology/> .
<http://data.bibbase.org/author/renee-j-miller/>
rdf:type foaf:person .
foaf:name "Renée J. Miller"@en ;
foaf:based_near <http://dbpedia.org/resource/Toronto>
```

# A Simple RDF Example (in RDFa)



```
...
The author
``<span property=``foaf:name" lang=``en">Renée J. Miller</span>"
lives in the city
``<span rel=``foaf:based_near`` resource="http://.../Toronto">Toronto</span>"
 .
...
```

# Introduction to Semantic Web Technologies

Storing & Querying RDF



# Storing RDF Data

- Simplest way: store and publish RDF files
  - It's like saving data into file system, instead of using a DBMS, although it's still data so it can be retrieved and processed by crawlers (machines)
- RDF store (aka Triplestore)
  - Database systems designed for the storage and retrieval of RDF data
    - Some popular RDF stores include Sesame, Jena, Redland, OpenLink Virtuoso
      - A more complete list at <a href="http://en.wikipedia.org/wiki/Triplestore">http://en.wikipedia.org/wiki/Triplestore</a>
- RDF view over relational data (aka RDB2RDF)
  - A very common approach
  - Topic of our next class

# Querying RDF graphs

- RDF data can be retrieved and processed by machines, but is that enough?
- Using Jena (A Semantic Web Framework for Java):

```
StmtIterator iter=model.listStatements(subject,null,null);
while(iter.hasNext()) {
   st = iter.next();
   p = st.getProperty(); o = st.getObject();
   do_something(p,o); }
```

In practice, more complex queries into the RDF data are necessary

### Analyze the Jena example

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```
StmtIterator iter=model.listStatements(subject,null,null);
while(iter.hasNext()) {
   st = iter.next();
   p = st.getProperty(); o = st.getObject();
   do_something(p,o);
```



# General: graph patterns

- The fundamental idea: use graph patterns
  - The pattern contains unbound symbols
  - By binding the symbols, subgraphs of the RDF graph are selected
  - If there is such a selection, the query returns bound resources

# Our example in SPARQL

SELECT ?p ?o WHERE {subject ?p ?o}

The triples in WHERE define the graph pattern, with ?p and ?o are "unbound" symbols

□ The query returns all p,o pairs







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#### Returns: [<...409X>,33,:£]



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Returns: [<...409X>,33,:£], [<...409X>,50,:€]







### Pattern constraints

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Returns: [<...409X>,50,:€], [<...6682>,60,:€]



# Many other SPARQL features

- Limit the number of returned results; remove duplicates, sort them, ...
- Optional branches: if some part of the pattern does not match, ignore it
- Specify several data sources (via URI-s) within the query (essentially, a merge on-the-fly!)
- Construct a graph using a separate pattern on the query results
- □ In SPARQL 1.1: updating data, not only query

A good reference: SPARQL By Example http://www.cambridgesemantics.com/2008/09/spargl-by-example/



# SPARQL usage in practice

- SPARQL is usually used over the network
  - Separate documents define the protocol and the result format
    - SPARQL Protocol for RDF with HTTP and SOAP bindings
    - SPARQL results in XML or JSON formats
- Big datasets often offer "SPARQL endpoints" using this protocol
  - Typical example: SPARQL endpoint to DBpedia


## SPARQL as a unifying point

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Based on presentation by Ivan Herman, available at http://www.w3.org/2010/Talks/0622-SemTech-IH/

## Other Semantic Web Technologies

- Web Ontology Language (OWL)
  - A family of knowledge representation languages for authoring ontologies for the Web
- RDF Schema (RDFS)
  - RDF Vocabulary Description Language
    - <u>http://www.w3.org/TR/rdf-schema/</u>
    - How to use RDF to describe RDF vocabularies
- Other RDF Vocabularies
  - Simple Knowledge Organization System (SKOS)
    - Designed for representation of thesauri, classification schemes, taxonomies, subject-heading systems, or any other type of structured controlled vocabulary
  - FOAF (Friend of a friend)
    - A machine-readable ontology describing persons, their activities and their relations to other people and objects.



### Linked Data

#### Linked Data Principles Linking Open Data Community Project



#### Linked Data

- Linked Data is a way of publishing data on the (Semantic) Web that:
  - Encourages reuse
  - Reduces redundancy
  - Maximises its (real and potential) inter-connectedness
  - Enables network effects to add value to data

### Principles of Linked Data

- 1. Use URIs as names for things
- 2. Use HTTP URIs so that people can look up those names
- 3. When someone looks up a URI, provide useful (RDF) information
- Include RDF statements that link to other URIs so that they can discover related things

Tim Berners-Lee 2007

http://www.w3.org/DesignIssues/LinkedData.html

#### Linking Open Data Community Project



- □ A W3C SWEO community effort to
  - Publish existing open license datasets as Linked Data on the Web
  - Interlink things between different data sources
  - Develop clients that consume Linked Data from the Web



#### Linked Open Data Cloud of Data Sets



# Over 500 million RDF triples Around 120,000 RDF links between data sources



## LOD Cloud – July 2007



### LOD Cloud – August 2007



### LOD Cloud – November 2007

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### LOD Cloud September 2008

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### LOD Cloud – March 2009



"Linking Open Data cloud diagram, by Richard Cyganiak and Anja Jentzsch. http://lod-cloud.net/"

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### LOD Cloud – September 2010



"Linking Open Data cloud diagram, by Richard Cyganiak and Anja Jentzsch. http://lod-cloud.net/"

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## Properties of Web of Linked Data

- Anyone can publish data on the Web of Linked Data
- Entities are connected by links
  - Creating a global data graph that spans data sources and enables the discovery of new data sources.
- Data is self-describing
  - If an application encounters data represented using an unfamiliar vocabulary, the application can resolve the URIs that identify vocabulary terms in order to find their RDFS or OWL definition.
- The Web of Data is open
  - Meaning that applications can discover new data sources at run-time by following links.



### Linked Data

Example Linked Data Sources Example Applications



### DBpedia

#### Linked data source created by:

- Extracting structured information from Wikipedia
  - Using "infobox" of the articles
- Establishing links to other external sources

	☆ 🧐	
Article Discussion Read Edit View	Log in / create account	
Calgary		
From Wikipedia, the free encyclopedia	Coordinates: 🌍 51°02 42"N 114°03 26"W	
This article is about the Canadian city. For other uses, see Calgary (disambiguation).		
Calgary ( /kælg•ri/) is the largest city in the Province of Alberta, Canada. It is located in the south of the	Calgary	
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the following the second with the second	City of Calgary	
and largest in Alberta. <sup>[2]</sup> The entire metropolitan area had a 2006 population of 1,079,310, making it the fifth-		
cities as the "Calgary-Edmonton Corridor." <sup>[5]</sup> Calgary is the largest Canadian metropolitan area between		
Toronto and Vancouver.	Calgary skyline	
Calgary is a destination for winter sports and ecotourism with a number of major mountain resorts near the city	Calgary skyline	
and metropolitan area. Economic activity in Calgary is mostly centred on the petroleum industry. Agriculture,		
	Calgary         From Wikipedia, the free encyclopedia         This article is about the Canadian city. For other uses, see Calgary (disambiguation).         Calgary (● /tkælg*rif) is the largest city in the Province of Alberta, Canada. It is located in the south of the province, in an area of foothills and prairie, approximately 80 km (50 mi) east of the front ranges of the Canadian Rockies. The city is located in the Grassland region of Alberta.         In 2006, the City of Calgary had a population of 988,193 making it the third-largest municipality in the country and largest in Alberta. <sup>[2]</sup> The entire metropolitan area had a 2006 population of 1,079,310, making it the fifth-largest census metropolitan area (CMA) in Canada. <sup>[3]</sup> In 2009, Calgary's metropolitan population was estimated at 1,230,248, raising its rank to fourth-largest CMA in Canada. <sup>[4]</sup> Located 294 km (183 mi) due south of Edmonton, statisticians define the narrow populated area between these cities as the "Calgary–Edmonton Corridor." <sup>[5]</sup> Calgary is the largest Canadian metropolitan area between Toronto and Vancouver.	

### From Info Boxes to Linked Data



http://en.wikipedia.org/wiki/Calgary

<http://dbpedia.org/resource/Calgary> dbpedia:native\_name "Calgary" ; dbpedia:elevation "1048" ; dbpedia:population\_city "988193" ; dbpedia:population\_metro "1079310" ; mayor\_name dbpedia:Dave\_Bronconnier ; governing\_body dbpedia:Calgary\_City\_Council ;

Based on presentation by Anja Jentzsch, available at http://www.swib09.de/vortraege/20091124\_jentzsch.pdf



### Information Extraction

- Why only info boxes?
  - Extraction from text could be very challenging
    - One of many problems: Entity Disambiguation





### DBpedia Data

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"Allan Dwan"@en	"1885-04-03"^^xsd:date	:Film_director &
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## Example App: DBpedia Mobile

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Figures from: Christian Becker, Christian Bizer: DBpedia Mobile: A Location-Enabled Linked Data Browser. LDOW 2008

#### DBpedia RelFinder <a href="http://relfinder.dbpedia.org/">http://relfinder.dbpedia.org/</a>

#### Interactive online relationship discovery



#### Freebase

- Free (open, CC-licensed) web repository of over 12 million things (objects) of almost any type (movies, books, celebrities, locations, companies and more.)
  - Centralized, community-driven approach to publishing Linked Data
  - Each object has a globally unique identifier (GUID)
  - Data can be retrieved in RDF or JSON
  - Nice APIs, a query language (MQL), and a set of tools to simplify editing, publishing or retrieving the data



#### **Freebase Interface**



#### Freebase Data

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#### **Freebase Data**

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### **Freebase Applications**

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	Image Search	TOMORROW'S AFRICA	daepark			A simple gallery of images based on a search term. It will display,		
		kag	1			- images related to topics matching the search term		
						- images with the search term in the name		
						- images with the search term in the caption		
	Akuma Movie Game		vtalwar			This addictive movie guessing game lets you expose clues one at a time in an		
						effort to figure out the movie title. If you've mastered the movies in English, try the international ones!		
	Cinespin		ketananjaria					

UOFT:DB GROUP

### Popular Freebase Apps

- <u>Google Refine</u> a power tool for data cleaning and discovery.
- <u>Powerset</u> a semantic search engine that searched Freebase for answers to natural-language questions (purchased by Microsoft and used in their **Bing** search engine)
- Freebase genealogy family-tree viewer
- FMDb a Freebase IMDB
- Freebase sets a clone of Google sets using Freebase data
- Parallax data viewer an alternative UI
- Freebase Schema Explorer a visualiser for Freebase's ontologies
- <u>2D Visualiser</u> a Java app browser
- <u>Thinkbase</u> a visual graph-based exploration tool

Source: Wikipedia - http://en.wikipedia.org/wiki/Freebase\_(database)



### LinkedMDB



- The first Linked Data source dedicated to movies and movierelated information
  - Published by D2R Server (Linked Data interface to relational data)
  - Provides links to other linked data sources and movie web sites
    - Meta-data about how the links are discovered are published in the form of Linked Data
- Contains ~6 million triples and ~0.5 million external links
- Won the first prize at Triplification Challenge
  - I-Semantics Conference, October 2008



### Application Built on top of LinkedMDB

- Automaticallygenerated quiz about your favorite actor or actress
  - Web application built in less than 10 KB
  - Uses LinkedMDB's data via SPARQL
  - Try it out: <u>http://10k.aneventapart.com/</u> <u>Uploads/310/</u>

🗅 Linked Data Movie Quiz 🛛 🔺 💿	
( → ) C ☆ http://10k.aneventapart.com/Uploads/310/	9, 2 D- A-
	» 🗋 Other bookmarks
Linked Data Movie Quiz Select an actor or an actress, and you will get questions about the movies where he or she has appeared! Asking questions about Johnny Depp. Change: Johnny Depp Search example: Jessica Alba Your score: 1 correct answer out of 2 questions	
<ul> <li>Q3 - What was Johnny Depp's character in Pirates of the Caribbean: Dead Man's Chest?</li> <li>Captain Jack Sparrow</li> <li>Teen on TV</li> <li>Charles Makley</li> <li>Tina Grey</li> </ul>	
<ul> <li>Q2 - What was Johnny Depp's character in Pirates of the Caribbean: The Curse of the Black Pearl?</li> <li>Giselle</li> <li><u>Captain Jack Sparrow</u></li> <li>Tony</li> <li>Mad Hatter</li> <li>Correct! Check the movie in IMDB. Check the movie in Freebase.</li> </ul>	
Q1 - What year was Ed Wood released? • 1996 • <del>1993</del> • <u>1994</u> • 1991 Wrong! Check the movie in <u>IMDB</u> . Check the movie in <u>Freebase</u> .	

By @guillelamb and @jorgelamb, accessing the The Linked Movie DataBase via SPARQL and YQL. [More info]

## Linked Clinical Trials

- Part of the Linking Open Drug Data Project under W3C's Health Care and Life Sciences (HCLS) task force
  - Won the first prize at Triplification Challenge
    - I-Semantics Conference, October 2009
- LinkedCT data http://linkedct.org
  - Published by D2R Server
    - from ClinicalTrials.gov data
      - Online registry of clinical trials conducted in the United States and around the world
      - Published in XML
  - Links to several external sources about drugs, diseases, locations, etc.
- Actively working with domain experts (W3C's HCLS members) on increasing the quality of the data and the links based on real use cases
  - See: Enabling Tailored Therapeutics with Linked Data By A. Jentzsch et al. at LDOW2010



#### Goals

Makes it easy for scientists and research groups to maintain publications pages

- Users maintain a BibTeX file; BibBase does the rest
- Publishes a good-looking custom HTML page
- Publishes the data in RDF, with a SPARQL endpoint
- Links entries to the open linked data cloud on-the-fly
- With incentive, scientists are helping us build a high-quality bibliographic database (think DBLP but automated)
- Invaluable data set for benchmarking duplicate detection and semantic link discovery systems



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Home / Authors / Renée J. Miller

🗋 BibBase<sup>3</sup>: Renée J. Miller 🗡

#### Author: Renée J. Miller [RDF, Bibtex, BibBase] has 90 publications

#### See also:

http://citeseer.rkbexplorer.com/id/resource-CSP211869-a9c22fb8973f6f825e4328661612fd51

http://citeseer.rkbexplorer.com/id/resource-CSP211842-3f7182dc97f8d9c56eb223184e624155

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http://acm.rkbexplorer.com/id/person-719062-c7212333dd5618caf609899dbccc31ff

http://data.semanticweb.org/person/renee-j-miller

http://dblp.l3s.de/d2r/resource/authors/Renee\_J.\_Miller

http://www.informatik.uni-trier.de/~ley/db/indices/a-tree/m/Miller:Ren=eacute=e\_J=.html

«Hide Links.

Composing local-as-view mappings: closure and applications Patricia C. Arocena, Ariel Fuxman, Renée J. Miller. Database Theory - ICDT 2010, 13th International Conference, Lausanne, Switzerland, March 23-25, 2010, Proceedings 209-218 2010



TRAMP: Understanding the Behavior of Schema Mappings through Provenance B. Glavic, G. Alonso, Renée J. Miller, Laura M. Haas. PVLDB 2010

Just-in-time Data Integration in Action Martin Hentschel, Laura M. Haas, Renée J. Miller. PVLDB 2010

Publishing Bibliographic Data on the Semantic Web using BibBase Reynold S. Xin, Oktie Hassanzadeh, Christian Fritz, Yang Yang, Jiang Du, Minghua Zhao, Renée J. Miller. Proceedings of the 9th International Semantic Web Conference (ISWC-10), Poster & Demo Track 2010



Stream schema: providing and exploiting static metadata for data stream processing Peter M. Fischer, Kyumars Sheykh Esmaili, Renée J. Miller. EDBT 2010, 13th International Conference on Extending Database Technology, Lausanne, Switzerland, March 22-26, 2010, Proceedings 207-218 2010

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## Revyu.com: Review Anything

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## Review anything

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#### **The Prestige**

Links

Homepage: http://theprestige.movies.go.com/ See Also: http://imdb.com/title/tt0482571/

#### Tags

christian-bale christopher-nolan drama entertainment film hugh-jackman illusion magic michael-caine movie murder period scarlett-johansson science-fiction whodunnit

Reviews (1)

#### \*\*\*\*\* by martinp on 23 Jan 2007

This is a drama about intense rivalry between stage magicians in the late 19th Century. The evocation of the period, although first rate, is not the main attraction, however. The Prestige has an incredibly clever plot including the most ingenious murder I've ever come across. It also has a deeply moving and sad love story hidden in it, which gradually emerges over the course of the film.

The film requires a strong suspension of disbelief on some key points: there is a science-fiction premise which is introduced using the real historical character of Nikola Tesla (I'd rather they had used a fictional scientist). There are a couple more implausibilities required to hold it together (something odd that goes on that none of the characters pick up on and a dead-end that by a huge coincidence turns out not to be a dead-end: I can't be more specific without spoiling the plot).

However, rather than feeling cheated by these aspects of the film, I'm hugely impressed. The writers have taken an implausible (okay, impossible) premise but created an intricate, involving and visual story that would be impossible without that premise. Scenes join up with each other in many subtle ways, echoing the same writers' earlier film Memento. Even when you've seen the twist coming, the final scene which lays it all out are has a lot of impact and I suspect the final shot will haunt my dreams.

I expected the film to be about nice costumes or impressive magical trickery, but it is actually about deep emotions felt by the main characters as they deal with the situations life has dealt them, and it rather than serving up those emotions on a plate, it requires you to think and piece together what you've seen. That's got to be a good thing, in fact the best of what film a be.

What do you think of The Prestige? Write Your Own Review...

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#### New York Times Data data.nytimes.com

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LIBRIS

The New Hork Times

Calais

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MGI

#### Linked Open Data BETA

Search data.nytimes.com

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#### data.nytimes.com

For the last 150 years, The New York Times has maintained one of the most authoritative news vocabularies ever developed. In 2009, we began to publish this vocabulary as linked open data.

#### The Data

As of 13 January 2010, The New York Times has published approximately ,10,000 subject headings as linked open data under a CC BY license. We provide both RDF documents and a human-friendly HTML versions. The table below gives a breakdown of the various tag types and mapping strategies on data.nytimes.com.

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People	4,978	0	4,978
Organizations	1,489	1,592	3,081
Locations	1,910	0	1,910
Descriptors	498	0	498
			10.467

#### Browse individual data records:

#### A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

#### SKOS Files

Download all of the data records as SKOS Files.

- People
- Organizations
- Locations
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#### Example App: NYT Articles on University Alumni



Based on presentation by Ivan Herman, available at http://www.w3.org/2010/Talks/0622-SemTech-IH/

#### Dynamic Worldwide Earthquake Map Using Linked Data from Data.gov



# **Other Linked Data Applications**

- □ Browsing
  - E.g., Marbles and DBpedia Mobile
- Searching
  - Falcons
- Mashups and more
  - Revyu, BBC Music, Pipe
  - Enterprise analytics

# **Browsing Linked Data**

- Linked Data Browsers
  - Tabulator Browser (MIT, USA)
  - Marbles (FU Berlin, DE)
  - OpenLink RDF Browser (OpenLink, UK)
  - Zitgist RDF Browser (Zitgist, USA)
  - Humboldt (HP Labs, UK)
  - Disco Hyperdata Browser (FU Berlin, DE)
  - Fenfire (DERI, Irland)
- Try the LOD Browser Switch

<u>http://browse.semanticweb.org/</u>



### Marbles

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Based on presentations by Chris Bizer, Richard Cyganiak, Tom Heath, available at http://linkeddata.org/guides-and-tutorials

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encoded: O. <u>Hassanzadeh</u> University of Toronto, February 2007. [11] O. <u>Hassanzadeh</u> und F. <u>Chiang</u> und H. C. <u>Lee</u> und R. J. <u>Miller</u> Proceedings of the 35th International Conference on Very Large Data Bases VLDB 2009, August 2009. [17]	<pre>&lt; 1 2 -&gt; reject all 1 approve all 1 http://example.loc/document.rdf add source url •</pre>			

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Beijing The declaration of this URI may be unauthorized. Types: Capital City Labels: Beijing http://lonely.org/russia#Beijing - Described in 5 documents

# **DERI Semantic Web Mashup**



Based on presentations by Chris Bizer, Richard Cyganiak, Tom Heath, available at http://linkeddata.org/guides-and-tutorials

# Yahoo!, Google & Facebook

- Yahoo! and Google have started to crawl Linked Data in its RDFa serialization as well as Microformats.
- Yahoo!
  - Provides access to crawled data through the Yahoo BOSS API
  - Uses the data within Yahoo Search Monkey to make search results more useful and visually appealing.
- Google
  - Uses crawled RDF data for its Social Graph API
  - Plans to / uses crawled data to enhance search results snippets for reviews and people.
- Facebook
  - The Open Graph Protocol is based on RDFa: <u>http://ogp.me/</u>
  - Application: Facebook's "Like" Buttons, and much more

## Linked Open Data in IBM's Watson?



- Watson: IBM's supercomputer that defeated two of Jeopardy's greatest players
  - Check out <u>http://www.ibmwatson.com</u>
- □ Linked Data used to enhance Natural Language Question Answering
  - Finding/Verifying object types of the possible answers

Note: Watson was not connected to the Internet during the game, so the (linked) data has been used offline.

# Verifying Answer Types in Watson

#### The category: U.S. cities.

**The question:** "This U.S. city's largest airport is named for a famous World War II hero, its second largest for a famous World War II battle." Watson's answer: **What is Toronto???** 

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## IBM's supercomputer Watson thinks Toronto is a U.S. city on Jeopardy!

By Jordan Chittley | Daily Brew - Wed, 16 Feb, 2011 11:47 AM EST



The supercomputer known as Watson managed to destroy Jeopardy! superstars during the second round of play, but had no clue that Toronto was not a U.S. city.

Flesh-and-blood contestant Brad Rutter entered the second day of the three-day competition tied with Watson while fellow air-



breathing contestant Ken Jennings was only a few thousand dollars behind giving some hope to

# Linked Data Application Highlights

See "Semantic Web Success Stories" from a recent tutorial at ISWC 2010 conference

<u>http://people.csail.mit.edu/pcm/SemWebTutorial.html</u>

- Linked Data published by New York Times, Best Buy, U.S. and U.K. governments
- Linked Open Data used in IBM's Watson (DeepQA project)
- Yahoo! and Google user RDFa, Freebase data powers Bing
- Healthcare and life sciences applications
  - See W3C's HCLS group activities <u>http://www.w3.org/2001/sw/hcls/</u>



### References



#### http://linkeddata.org

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- Linking Open Data Project Wiki
  <u>http://esw.w3.org/topic/SweolG/TaskForces/CommunityProjects/LinkingOpenData</u>
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