

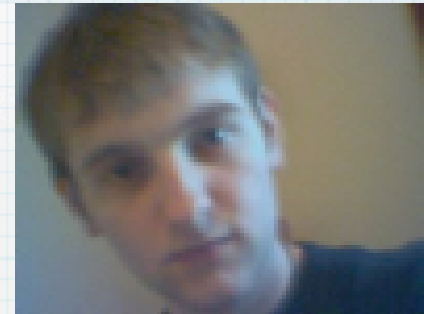
Social Web and the Semantic Web rel="friend co-worker"

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Daniel Lewis

- * Graduated from Brookes
- * Interests in Social Web, Semantic Web and AI
- * Looking for a Job now
- * Going to Bristol Uni next year



The Social Web

Things like:

The logo for Orkut, featuring the word "orkut" in a lowercase, rounded, pink font.The logo for Myspace.com, featuring a blue square with a white icon of three people and the text "myspace.com" in white, with "a place for friends" in smaller white text below it.The logo for Facebook, featuring the word "facebook" in white lowercase letters on a dark blue rectangular background.The logo for LinkedIn, featuring the word "Linked" in black and "in" in white lowercase letters inside a blue square, with a registered trademark symbol.The logo for Bebo, featuring a red circle with a white lowercase "b" inside, followed by the word "ebo" in black lowercase letters.The logo for Twitter, featuring the word "twitter" in a lowercase, rounded, light blue font.

The Social Web

* It allows you to say:

Here I am

Lets share info

You build a list of friends and get an aggregation of what everyone you know is doing

You get to meet new people

The Semantic Web

- * Yes, it is related to Artificial Intelligence
- * But its more than AI - its an open format



Image from: <http://artvis.bc.edu/ai/robot.jpg>

SemWeb Points

- * Its Open
- * Its Extensible
- * The basic theory is simple



The Semantic Web

- * There are some not so social applications... such as in Science:



<http://www.opengalen.org/>



<http://www.ihtsdo.org/>

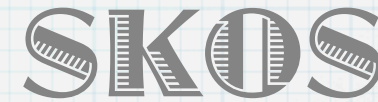
The Semantic Web

RDF

- * And there are some Socially aware Semantic Web vocabularies:



<http://www.sioc-project.org/>



<http://www.w3.org/2004/02/skos/>



<http://www.foaf-project.org/>

Social Semantic Web

- * Some Social Web companies are implementing Semantic Web stuff already:



<http://www.sixapart.com/>



<http://automattic.com/>

The next web (Web 3.0)

- * Some kind of Intelligent Web
- * --- Could be based on Semantic Web technology
- * --- Will be distributed data

It has started to appear already...



* The Talis Platform (<http://www.talis.com/platform/>)

It is a data repository for many types of systems

including Social Systems

Completely distributed intelligence due to it being stored and manipulated using Semantic Web technology

Capable of aggregating across sites

It has started to appear already...



- * The Zitgist Browser (<http://browser.zitgist.com/>)

It is a “Web 2.0” way of browsing the Semantic Web.

Things like FOAF files are easy to see

Everything is navigatable

It has started to appear already...

* DBPedia

It is a Semantic Web harvester of Wikipedia information.

Opened up using SPARQL endpoints

What can you do?

- * If you are a web developer:
 - * -- Start embedding information into your pages using Microformats or RDFa.
 - * -- Look into using FOAF (for profiles descriptions) or DOAP (for project descriptions).
 - * -- Attempt to build to standards (e.g. XHTML) and open up webservice.

The end

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