

Making Web Sites More Meaningful

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Markup c.1995

```
<font size="big" face="ugly" color="lurid">
```

Welcome to Tom Heath's Home Page!!

```
</font>
```

Markup c.2000

```
<table>
```

```
  <tr><td>
```

```
    <span class="pagetitle">
```

```
      Welcome to Tom Heath's Home Page
```

```
    </span>
```

```
  </td></tr>
```

```
</table>
```

Markup c.2005

```
<div id="header">
```

```
  <h1>Tom Heath&apos;s Home Page</h1>
```

```
</div>
```

✓ **Nice clean structural markup**
= progress 😊

X But what does it all mean?
= not very much 😞

Example

<h1>Tom Heath's Home Page</h1>

To a human

“this is the home page of a person called Tom Heath”

To a machine

“this is some text that is probably the most important thing on the page”

Something More Machine Friendly

...

<foaf:person>

<foaf:name>Tom Heath</foaf:name>

<foaf:homepage

rdf:resource="http://kmi.open.ac.uk/people/tom" />

...

</foaf:person>

...

Why Do We Care?

- Because machines can do cool stuff for us
- Example: which Tom Heath do you mean?

So What Do We Need?

- As much machine-readable markup as possible on as many web sites as possible
- This means producing data in RDF (Resource Description Framework)

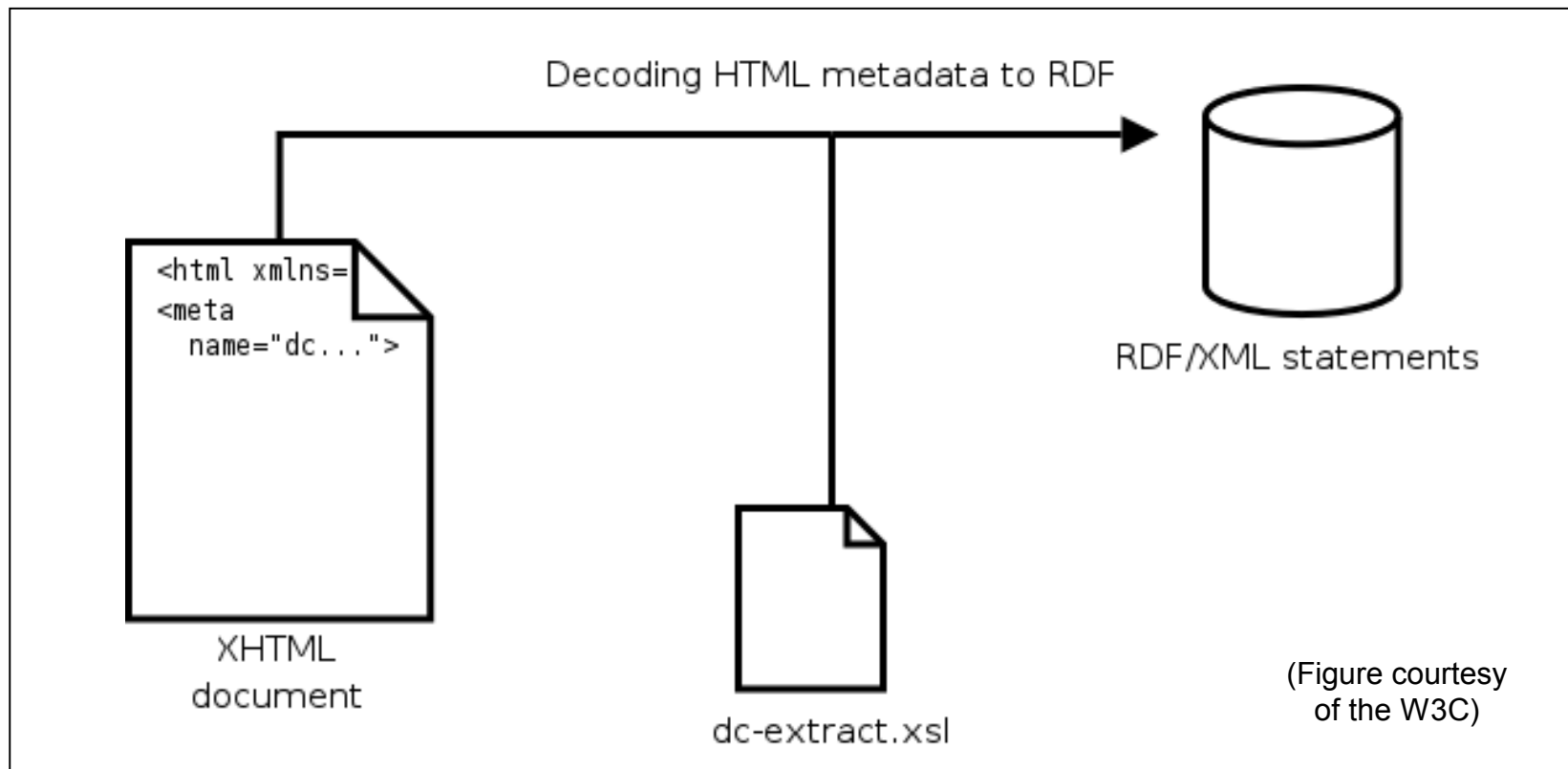
How We Do This Now

- With “**YASOSSS**”
(yet another set of server-side scripts)
- **Problems**
 - Not everything is in a database
 - Some things aren't even worth putting into one
 - Maintaining YASOSSS is hard/messy/dull

The Solution

- **GRDDL**

(Gleaning Resource Descriptions from Dialects of Language)



Benefits

- Only one output format required (XHTML)
- Abstraction from the underlying data source
- Lots of existing resources to be reused

Prerequisites

- Valid XHTML
(haven't you all been waiting for something to do with it?)
- Some flags in your markup
 - header tags to GRDDL-enable your pages
 - microformats to indicate what you want to transform
- Some vocabularies to express it in RDF

Demo

<http://www.tomheath.com/grddl>

Recipe: Adding Meaning to *Your Site*

- Choose what you want to give meaning to
- Choose an existing microformat (or make one up)
- Use it in your code
- Reuse someone else's XSLT files
- Run it through a parser (maybe even your own)

Other Obvious Things to Describe

- People
 - Contact Details
 - Interests
- University Departments
- Learning Resources
- ...

Take Home Message

- Meaning is good 😊
- Meaning is easy 😊

Thankyou!

- **Questions?**
- **Examples at:**
 - <http://www.tomheath.com/grddl>
- **This is also my web site**
 - <http://kmi.open.ac.uk/people/tom>
- **(But these aren't)**
 - <http://www.tempus-publishing.com>
 - <http://www.glassartists.org>
 - <http://www.gvrd.bc.ca>