

User Interaction and Uptake Challenges to Successfully Deploying Semantic Web Technologies

Tom Heath, John Domingue

Knowledge Media Institute, The Open University

Paul Shabajee

ILRT, University of Bristol

The 3rd International Semantic Web User Interaction Workshop

ISWC2006, November 2006, Athens, GA



User Interaction and Uptake Challenges to Successfully Deploying
Semantic Web Technologies
Tom Heath, John Domingue, Paul Shabajee



User Interaction and Uptake Challenges to Successfully Deploying
Semantic Web Technologies
Tom Heath, John Domingue, Paul Shabajee



The Open University

http://wiki.eswc2006.org/index.php/I%27ll_Be_There

Program: Semantic Web Personalization Wo... Microsoft Outlook Web Access I'll Be There - ESWC2006 Wiki

Tom Heath my talk preferences my watchlist my contributions log out

article discussion edit history protect delete move watch refresh

I'll Be There

Contents [hide]

- 1 Lora Aroyo
- 2 Oscar Corcho
- 3 Tom Heath
- 4 Christoph Lange
- 5 Bastian Quilitz
- 6 Denny Vrandečić
- 7 Tony Linde
- 8 Octavian Udrea
- 9 David Norheim
- 10 Mauro Mazzieri
- 11 Jörg Diederich
- 12 Generated list

Lora Aroyo [edit]

I am working at the University of Eindhoven, Adaptive Web Informations Systems Group, NL. I am working in the fields of Personalization, adaptation and user modeling in Interactive TV and Cultural Heritage domains.

Oscar Corcho [edit]

I'm a Marie Curie research fellow at the University of Manchester's Information Management Group (IMG). I make research in the area of Semantic Grid. You can see a demo about how we have applied Semantic Web technologies for Grid authorisation at the demo session.

I have been also the sponsor chair of the conference.

Tom Heath [edit]

I'm a PhD student at the Open University's Knowledge Media Institute (KMi) researching trust in word of mouth recommendation and social networks, and how we might build more powerful recommender systems using semantic web technologies. I'll be presenting a paper at the workshop on Semantic Web Personalization and would be keen to talk to anyone with similar (or even totally dissimilar) interests :)

I'm also Semantic Web Technologies Co-ordinator for ESWC2006, so if you have questions about the services and applications we've deployed for the conference, come and talk to me in person, or find me on the ESWC2006 Chat/Messaging Service (MSG)

Navigation:

- Wiki Main Page
- ESWC2006 Home
- ESWC2006 Semantic Web Technologies

Themed areas:

- ESWC2006 Research
- ESWC2006 People
- About Budva

Other stuff:

- Recent changes
- Random page
- Help

Ontology:

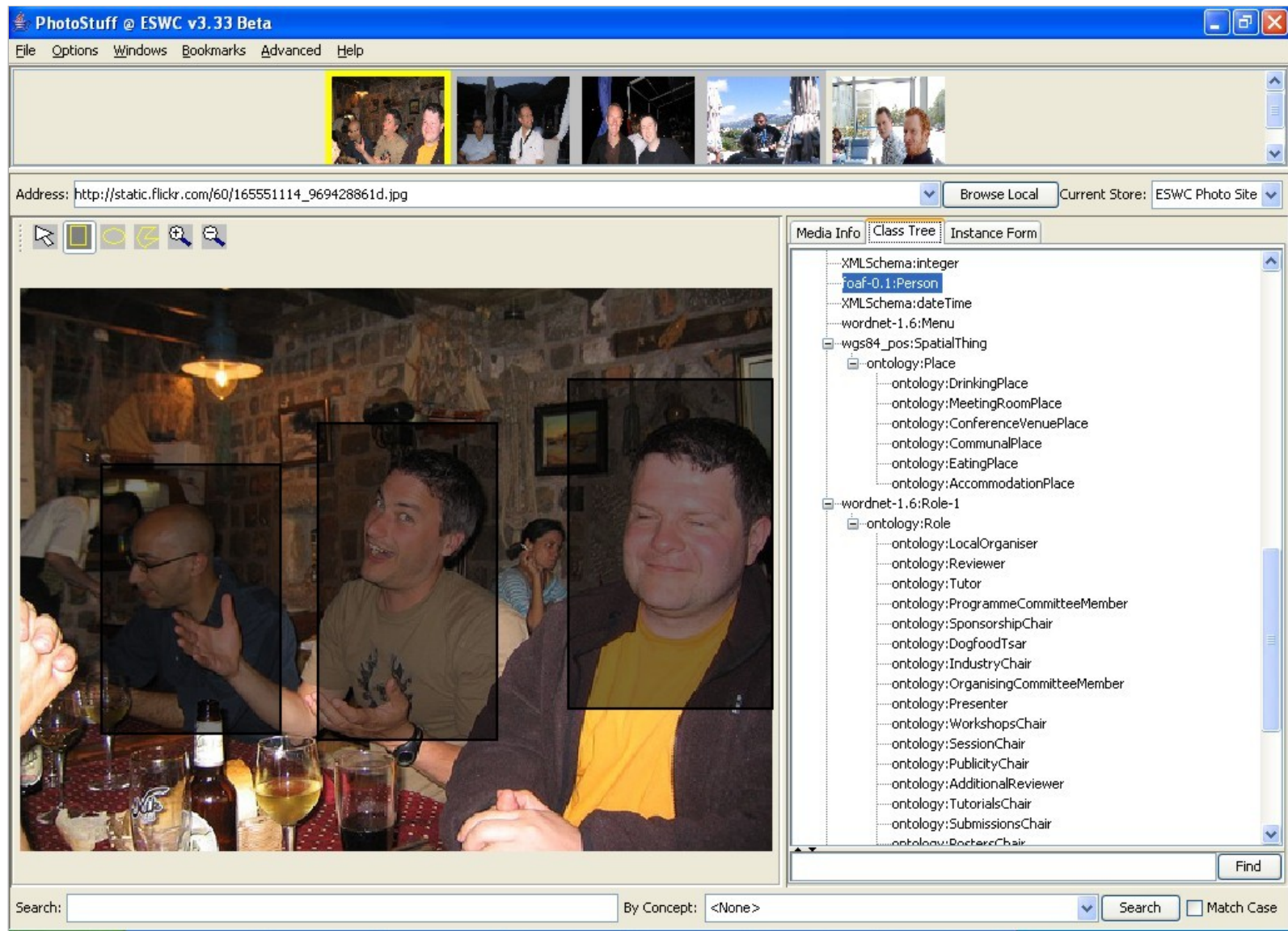
- Instances
- Classes
- Relations
- Attributes
- Semantic Search

Search:

Go Search

Toolbox:

- What links here
- Related changes
- Upload file
- Special pages
- Printable version



User Interaction and Uptake Challenges to Successfully Deploying
Semantic Web Technologies
Tom Heath, John Domingue, Paul Shabajee

This search engine is powered by **SemSearch**, which is designed for *ordinary end users* who are not necessarily familiar with domain specific semantic data, ontologies, or SQL-like query languages. It is implemented using **Sesame** as the underlying formal language query engine and **Apache Lucene** as the text search engine.

The query interface comprises three operations: i) the symbol ':', which specifies the type of the information the user is looking for, ii) the world '&and', which specifies the required keywords, and iii) the word 'or', which specifies optional keywords. An example query would be "workshop:wiki", which returns workshops about wiki.

Here is a list of *generic* query examples: **paper**; **person**; **workshop**;

[Show search summary](#) [Refine search](#)

Results **1 - 10** of **99** for **paper** (8.546 seconds)

Turning the mouse into a semantic device: the seMouse experience (Subject match: **paper**)

instance-of: **paper**

Using Semantics to Enhance the Blogging Experience (Subject match: **paper**)

instance-of: **paper**

Winnowing Ontologies based on Application Use (Subject match: **paper**)

instance-of: **paper**

Semantic Network Analysis of Ontologies (Subject match: **paper**)

instance-of: **paper**

DBin V 0.450 (Barbera) (ESWC Brainlet BrainLet)

File Edit Brainlets Database P2P/Remote Groups Filtering Policies About Debug Help

Conference Navigator Precooked Queries

New Instance Refresh

ESWC Conference

- Programme
 - Sunday 11th June
 - Monday 12th June
 - 09:00 - 12:30
 - ESWC Workshops
 - From Wiki to Semantics
 - Scripting for the Semantic Web (2)
 - Talk: Tummarello
 - Related Paper
 - Brainlets: "Instant" Semantic Web applications
 - Semantic Web Personalization
 - Semantic Web for eGovernment
 - 14:00 - 18:00
 - 20:00 - 21:00
 - Tuesday 13th June
 - Wednesday 14th June
 - People
 - 'Agne...' - 'Stef...'
 - 'Stef...' - 'mart...'
 - 'mart...' - 'zeno...'
 - Papers
 - Papers by Track
 - ESWC2006 Poster and DemosTrack
 - ESWC2006 Research Track
 - ESWC2006 Workshops Track
 - Organising Committee
 - Locations/Rooms
 - Bankada
 - Casino
 - Levanta
 - Maestral Club
 - Pulenat
 - Restaurant
 - Tramontana
 - About ESWC Brainlet

Now focusing on...

Brainlets: "Instant" Semantic Web applications URI: <http://www.semanticscripting.org/SFSW2006/Paper5.pdf>

Advanced Annotations

Add Annotation

Date	Author	Type	Annotation
10/...	http...	Im...	Our vintage (DBin 0.1 alpha centauri..
10/...	http...	C...	Please notice that [...]

Simple Annotations

Add Simple Annotation

Brainlets: "Instant" Semantic Web applications

- Annotation
- related to event
- type
- label
- hasMatchingNode
- about
- Related to
- subject

Details Gallery <http://www.semanticscripting.org/SF...> GMap View

Brainlets: "instant" Semantic Web applications

Giovanni Tummarello, Christian Morbidoni, Michele Nucci, Onofrio Panzarino

SeMedia group, Dipartimento di Elettronica, Intelligenza Artificiale e Telecomunicazioni,
Università Politecnica delle Marche, via Breccie Bianche, 60100 Ancona

g.tummarello@gmail.com, c.morbidoni@deit.univpm.it, mik.nucci@gmail.com

Operazione completata

User Interaction and Uptake Challenges to Successfully Deploying
Semantic Web Technologies
Tom Heath, John Domingue, Paul Shabajee

ESWC06

Technologies



3rd European Semantic Web Conference 2006

ESWC2006

Semantic Web Technologies at ESWC2006


Semantic Web Technologies at
ESWC2006

RDF/XML Descriptions of the Conference

Visits since 12 Jun 2006



Updated daily

- Conference Overview
- Organising Committee
- Roles (complete except for Tutor roles)
- Delegates List 
- Programme
- Tracks
- Sessions
- Workshops
- Tutorials (not currently available)
- Talks
- Full Papers
- Poster Papers
- Demo Papers
- Industry Forum (not currently available)
- [Topics](#)
- Places

Due to popular demand, all available [ESWC2006 RDF/XML](#) bundled as one .zip file (37k) (updated 2006-09-21)

Descriptions use the ESWC2006 Conference Ontology

evaluation

User Interaction and Uptake Challenges to Successfully Deploying
Semantic Web Technologies
Tom Heath, John Domingue, Paul Shabajee



The Open University

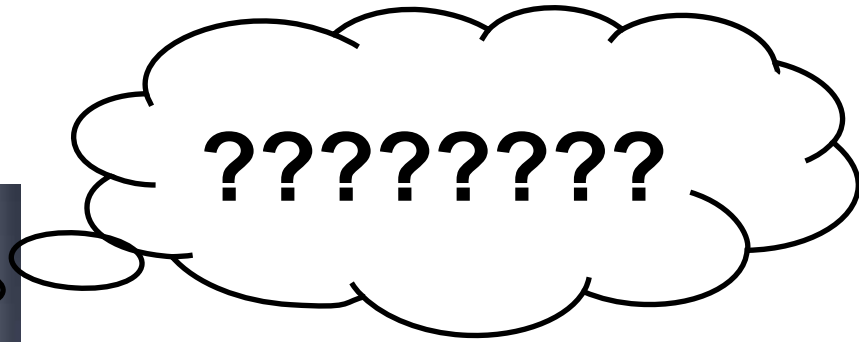
“availability of the Semantic Web Technologies
at ESWC enhanced the conference for me”

50%

agreed or strongly agreed



User Interaction and Uptake Challenges to Successfully Deploying
Semantic Web Technologies
Tom Heath, John Domingue, Paul Shabajee



User Interaction and Uptake Challenges to Successfully Deploying
Semantic Web Technologies
Tom Heath, John Domingue, Paul Shabajee

What would have increased your usage of the services?

What general changes would have enhanced your experience of the Semantic Web Technologies at ESWC?

seven challenges

User Interaction and Uptake Challenges to Successfully Deploying
Semantic Web Technologies
Tom Heath, John Domingue, Paul Shabajee



The Open University

seven challenges

increased awareness

seven challenges

increased awareness

clearer benefits

seven challenges

increased awareness

clearer benefits

appropriate functionality

seven challenges

increased awareness

clearer benefits

appropriate functionality

guidance to users

seven challenges

increased awareness

clearer benefits

appropriate functionality

guidance to users

improved usability

seven challenges

increased awareness

clearer benefits

appropriate functionality

guidance to users

improved usability

coherence

seven challenges

increased awareness

clearer benefits

appropriate functionality

guidance to users

improved usability

coherence

critical mass of participation

seven challenges

increased awareness

clearer benefits

appropriate functionality

guidance to users

improved usability

coherence

critical mass of participation

seven challenges

increased awareness

clearer benefits

appropriate functionality

guidance to users

improved usability

coherence

critical mass of participation

seven challenges

increased awareness

clearer benefits

appropriate functionality

guidance to users

improved usability

coherence

critical mass of participation

conclusions

User Interaction and Uptake Challenges to Successfully Deploying
Semantic Web Technologies
Tom Heath, John Domingue, Paul Shabajee





User Interaction and Uptake Challenges to Successfully Deploying
Semantic Web Technologies
Tom Heath, John Domingue, Paul Shabajee



User Interaction and Uptake Challenges to Successfully Deploying
Semantic Web Technologies
Tom Heath, John Domingue, Paul Shabajee

thankyou

<http://kmi.open.ac.uk/people/tom>

<http://www.eswc2006.org/technologies>