

REVVU.COM

A Reviewing and Rating Site
for the Web of Data

Tom Heath and Enrico Motta
KMi, The Open University



The Open University

What is Revyu?

★ **A Web of Data approach to online reviews**

★ Revyu reviews are:

- exposed in **RDF** to be **reusable**
- described using **common ontologies** (Review, FOAF, Tag, SKOS)
- **Linked with other data**, according to Linked Data principles

★ **No Semantic Web knowledge required**

★ **Live, public, used daily by real people!**

- 575 reviews, 142 reviewers, 135k page requests last month

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Revyu.com: A Reviewing and Rating Site for the Web of Data

Semantic Web Challenge, ISWC + ASWC 2007, Busan, Korea

REYU.COM

Goals of Revyu

- ★ Provide a generic platform for **reviewing anything**
- ★ Make review data **reusable in other applications**
- ★ Generate data for our work on **trust and recommendation** in social networks
- ★ Demonstrate an approach to reviews and ratings that is **not based on 'silos'**

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REYU.COM

What is Revyu.com?

Revyu.com is a web site where you can review and rate things. Unlike many other reviewing sites on the web, Revyu.com lets you review and rate absolutely anything you can name.

Start a New Review

Recent Reviews [RSS WEB FEED](#) [\(All Reviews\)](#)

1. [The Turf Tavern, Oxford](#) by [fjane37](#)
2. [Riviera Hotel, Haeundae, Busan, Kor...](#) by [tom](#)
3. [Ops Bakery, Haeundae, Busan, Korea](#) by [tom](#)
4. [Motorcare Service Centres](#) by [hockeyshooter](#)
5. [The Fine Burger Company](#) by [Paddy](#)
6. [Park Farm Parking - Bristol Airport](#) by [tigger](#)
7. [The Chap live at the Cube, Bristol,...](#) by [martinp](#)
8. [CheapoAir.com, Cheapo Air Review](#) by [BennyBob](#)
9. [www.travelodge.co.uk](#) by [tom](#)
10. [best restaurants in Paris](#) by [davis9](#)

Popular Tags [\(All Tags\)](#)

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Top Reviewers [\(All People\)](#)

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[castagna](#) [Crash](#) [DnyaneshRajpath](#) [drewp](#) [esfandia](#) [Fin](#) [Fouad](#)
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[tom](#) [trickybastard](#) [vladtn](#) [wcrosbie](#) [xcv](#)

Blog.Revyu.com

- Read [Blog.Revyu.com](#) for news, announcements, fixed bugs, and features delivered on Revyu.com.

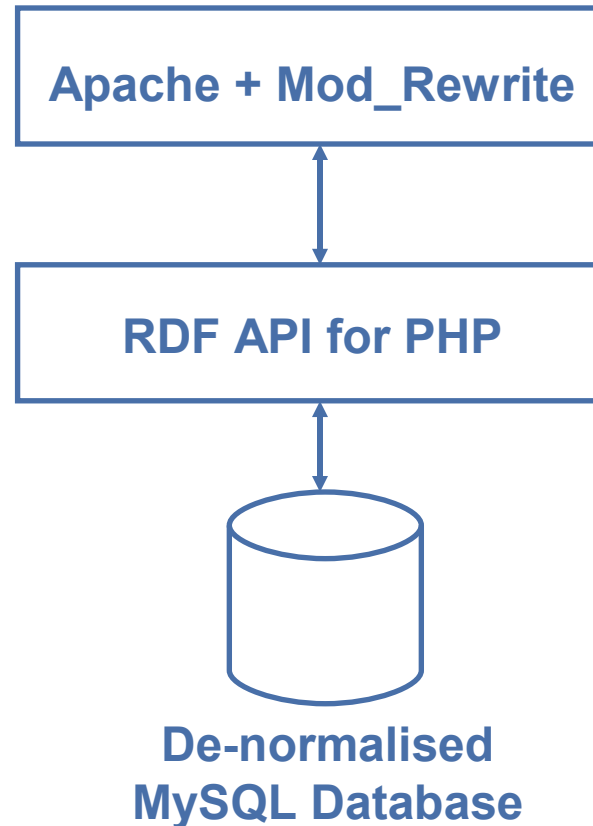
Revyu SPARQL Endpoint

- Do You Run a Web Site? You can use reviews from Revyu.com on your site by querying our [SPARQL Endpoint](#).
- Want to learn more about SPARQL? Read the [SPARQL entry on Wikipedia](#) for an overview and links to resources.

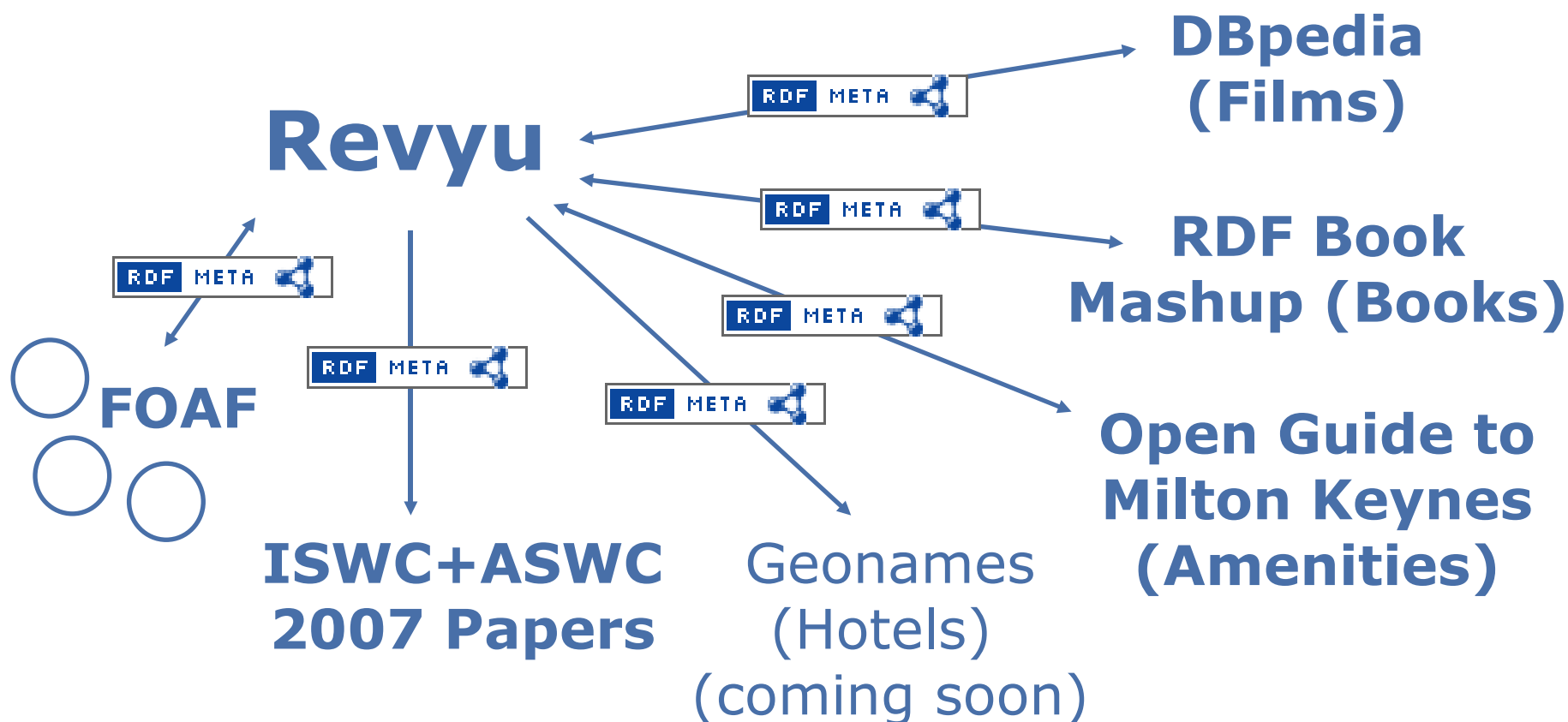
Technical Overview

- ★ **HTML interface for regular users** to read and create reviews
- ★ Submitted **reviews published** in HTML and **transparently in RDF**
 - FOAF, Tag and SKOS data also in RDF
 - RSS Feeds
 - hReview microformat data embedded in the HTML
- ★ HTML and RDF both **crawlable**
- ★ **SPARQL endpoint** to query Revyu data

The Highly Complex Architecture



Revyu – Part of a Web of Data



Publishing Linked Data

```
<owl:Thing
```

```
  rdf:about="http://revyu.com/things/iswc-aswc-2007-in-use-paper-715-dbpeda-a">
```

```
  <rdfs:label>DBpedia: A Nucleus for a Web of Open Data (Article)</rdfs:label>
```

```
  <owl:sameAs
```

```
    rdf:resource="http://data.semanticweb.org/conference/iswc-aswc/2007/tracks/in-use/papers/715">
```

```
  <rdf:type rdf:resource="http://swrc.ontoware.org/ontology#InProceedings"/>
```

```
</owl:Thing>
```

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REYU.COM

Review ISWC+ASWC 2007 Papers

<http://revyu.com/tags/iswc2007> (or)

<http://revyu.com/tags/aswc2007>

Things Tagged *iswc2007* (74)

A

[A Caching Mechanism for Semantic Web Service Discovery \(Article\)](#)
[A cognitive support framework for ontology mapping \(Article\)](#)
[A Collaborative Semantic Web Layer to Enhance Legacy Systems \(Article\)](#)
[ALLRIGHT: Automatic Ontology Instantiation from Tabular Web Documents \(Article\)](#)
[Alternating-offers protocol for multi-issue bilateral negotiation in semantic-enabled marketplaces \(Article\)](#)
[A method for recommending ontology alignment strategies \(Article\)](#)
[An empirical study of instance-based ontology matching \(Article\)](#)
[An Event-based Approach for Semantic Metadata Interoperability \(Article\)](#)
[An Ontology Design Pattern for Representing Relevance in OWL \(Article\)](#)
[An Unsupervised Model for Exploring Hierarchical Semantics from Social Annotations \(Article\)](#)
[Application of Ontology Translation \(Article\)](#)
[A semantic case-based reasoning framework for text categorization \(Article\)](#)
[Automatically Composing Data Workflows with Relational Descriptions and Shim Services \(Article\)](#)

B

[Bringing Semantic Annotations to Web Services: OWL-S from the SAWSDL Perspective \(Article\)](#)

C

[CLOnE: Controlled Language for Ontology Editing \(Article\)](#)

[RDF Metadata for Tag
iswc2007](#)



People who have used the Tag
iswc2007

Things tagged *iswc2007* have
also been tagged...

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[aswc2007](#)
[paper](#)
[research](#)
[semantic-web](#)

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- ★ Which session produced the most highly-rated papers?
- ★ Who writes the most highly-rated papers? Who writes the least?!
- ★ ...

Consuming Linked Data

- ★ Enhances the user experience without duplicating data
- ★ Revyu currently consumes FOAF, DBpedia, OpenGuides and RDF Book Mashup data

Reviews by *tom* (169)

[Riviera Hotel, Haeundae, Busan, Korea](#)

★★★★☆ on 11 Nov 2007

Pretty average is the best description for this hotel. The concrete jungle feel of the forecourt and entry through the bargain-laden department store don't help the image. It's not so bad inside, and the reception staff are really friendly.

The rooms are clean and comfy enough, if a little bit tired. The mini-bar is good for when you get the munchies and the fridge makes a good place to store some snacks (bought for a fraction of the price at the convenience store down the road!).

In an ideal world there'd be more hangers (isn't that always the case?), an iron, some decent lighting, more power sockets and some drawers. Perfectly bearable for a week, but not exactly home from home.

[Ops Bakery, Haeundae, Busan, Korea](#)

★★★★★ on 11 Nov 2007

Situated just round the corner from the Riviera Hotel, this European-style bakery is a bit of a saviour if you can't manage Korean food for breakfast, lunch *and* dinner. They sell a range of very tasty Italian breads, pastries (French, Danish), and savoury snacks like baguette pizzas, and it wouldn't be at all out of place in a fashionable area of a major European city.

Don't be fooled by the things that have labels only in Korean and look like oval jam doughnuts (you wish!), even if they're in amongst other sweet things; the one I tried was actually filled with a mild curry filling that may or may not have been vegetarian (think British-style curry pasty, in a doughnut rather than pastry). It was not at all what I expected but actually very tasty.

The system seems to be (at least it worked for me) to help yourself by taking a tray and set of tongs from by the door, putting the things you want on your tray and taking them to the till for wrapping. Receipts are possible if you need them; pointing at the part of the till where they are printed and smiling seems to do the job.

It's not particularly cheap, but decent enough value for money and compares favourably to paying for a hotel breakfast. There's a tea shop inside as well off to one side. I didn't try it but it looks decent enough.

www.travelodge.co.uk

★★★★☆ on 29 Oct 2007

This is the main national Web site for Travelodge, the hotel group. It's rubbish. The navigation is totally unpredictable and often fails. Hitting the Back button often takes you several pages back, and I kept experiencing errors saying "Your search has timed out. Please search for offer rooms again". Very tedious so I

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 WEB FEED

About **tom** (Tom Heath)



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tom's Interests

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Broken Flowers

Links

Homepage: <http://www.brokenflowersmovie.com/>

See Also: http://en.wikipedia.org/wiki/Broken_flowers

Tags

[bill-murray](#) [film](#) [jessica-lange](#) [jim-jarmusch](#) [julie-delpy](#) [movie](#) [sharon-stone](#)

Reviews (1)

★★★★★ [by tom on 30 Jan 2007](#)

Broken Flowers provides a fantastic vehicle for a classic deadpan Bill Murray performance. The film centers around his character Don, who one day receives a letter from an ex-girlfriend, telling him he has a teenage son. The letter is unsigned, so (with encouragement from his neighbour) he sets off round the country, visiting each the exes who could be the mother of his son. Predictably they're all different in personality and life situation, giving plenty of raw material for awkward silences and dubious encounters. This is great viewing for any Bill Murray fans, or anyone who likes their humour intelligent and a little bit quirky. The soundtrack is also excellent, and deserves a separate review.

What do you think of **Broken Flowers**? [Write Your Own Review...](#)

Broken Flowers



directed by [Jim Jarmusch](#)

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Broken Flowers

A movie poster for "Broken Flowers" featuring Bill Murray crouching on a checkered floor, holding a small object. The poster includes the title "BROKEN FLOWERS" and the names of the cast members.

directed by [Jim Jarmusch](#)

RDF Metadata About [Broken Flowers](#)

RDF META

Review Anything

★ Users:

- Are not restricted to reviewing things from a predefined database
- Can review anything they can name
- Can provide links to related resources
- Can tag things they are reviewing

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From Tags to Semantics

- ★ **skos:related** triples from tag co-occurrence
- ★ tags + validation from external data sources => **rdf:type** information

Come and See the Demo Tonight!

- ★ A Revyu.com T-Shirt for the First 3 people!

- ★ Also T-Shirts for reviewers! See <http://data.semanticweb.org/blog>

Thankyou!

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