



User Interaction and the Semantic Web (an indictment)

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Building a Web of machine-readable
data is *meaningless* without
human end users



From a user interaction perspective,
the *majority of Semantic Web
applications completely miss the point*



Search and Browse (as currently conceived) are (mainly) predicated on a *document-centric* information space



The Semantic Web is about *things*,
only some of which are documents



With a Web of (data about) things,
what can we actually enable?



...and what do users
actually want to *achieve*?



Our conceptual models of user goals
are *naïve*
(understatement of the year)



Game changing innovation based on
the Semantic Web requires us to
change this



Request: develop no new SW application if you can't first describe the user goal it addresses



Request: dare to envision the kinds of goals that may be supported by the SW (beyond search and browse)



*Request: go to at least one
HCI conference next year*



Discussion