

# Linked Data

Dr. Tom Heath  
Lead Researcher  
Talis Systems Ltd

[tom.heath@talis.com](mailto:tom.heath@talis.com)  
<http://tomheath.com/id/me>

September 2010

KRDB School: Trends in the Web of Data

# Overview

- Part 1: The Story So Far
  - Linked Data: What and Why
  - Web of Data: Current Status
  - Publishing in a Nutshell
- Part 2: What Happens Next?
  - Putting the Links in Linked Data
  - Consuming Linked Data
  - Implications of Linked Data for Applications
  - The 'Killer App' Question

# Linked Data: Part 1

## The Story So Far

# Linked Data: What and Why



## About Me (In A Nutshell)



## About Me (In A Nutshell)

Tom lives in Bristol

Tom works for Talis

Talis is based in Birmingham



OpenStreetMap is a free editable map of the whole world. It is made by people like you.

OpenStreetMap allows you to view, edit and use geographical data in a collaborative way from anywhere on Earth.

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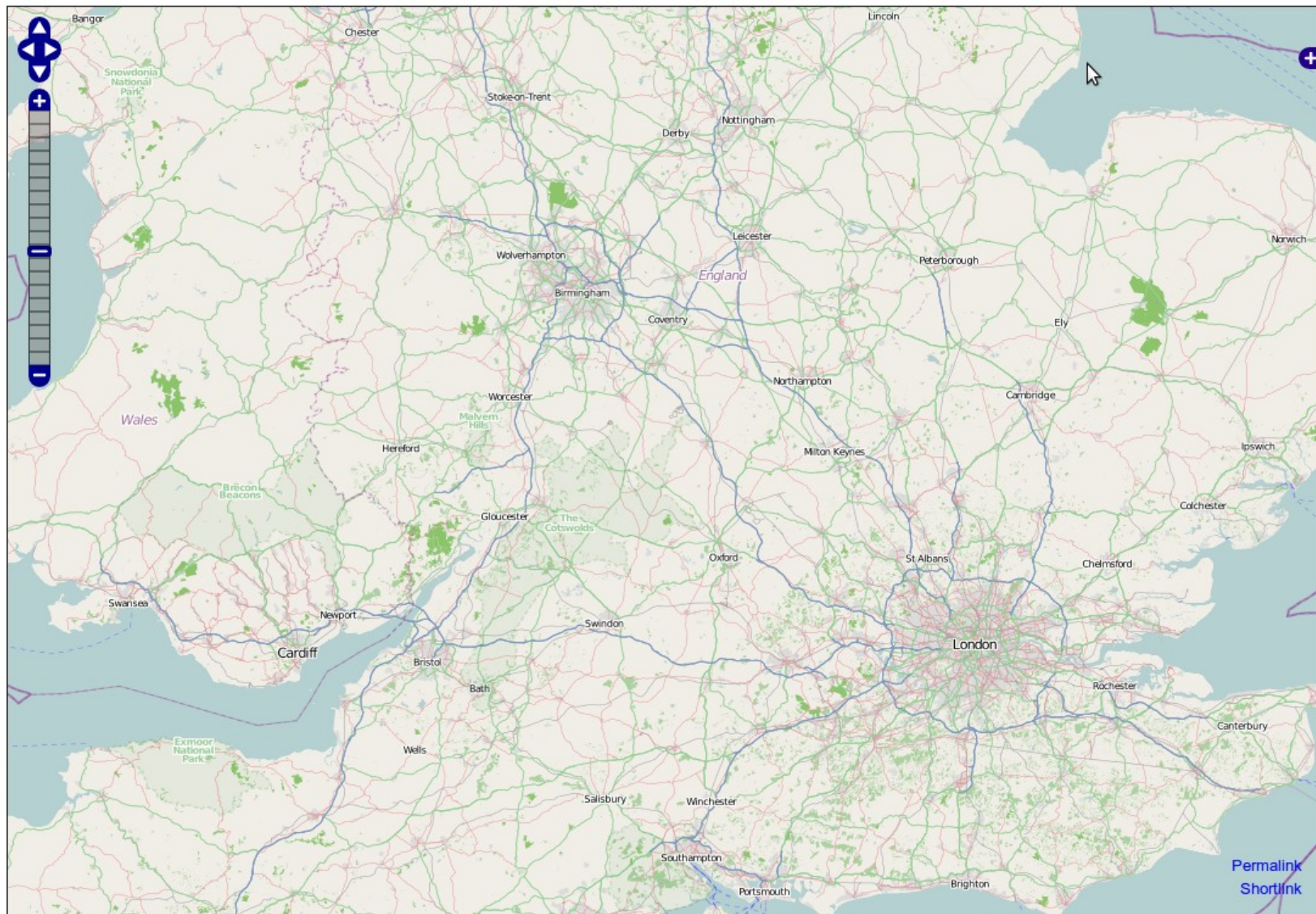
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examples: 'Alkmaar', 'Regent Street, Cambridge', 'CB2 5AQ', or 'post offices near Lünen'  
[more examples...](#)

[Make a Donation](#)







The Free Wiki World Map

OpenStreetMap is a free editable map of the whole world. It is made by people like you.

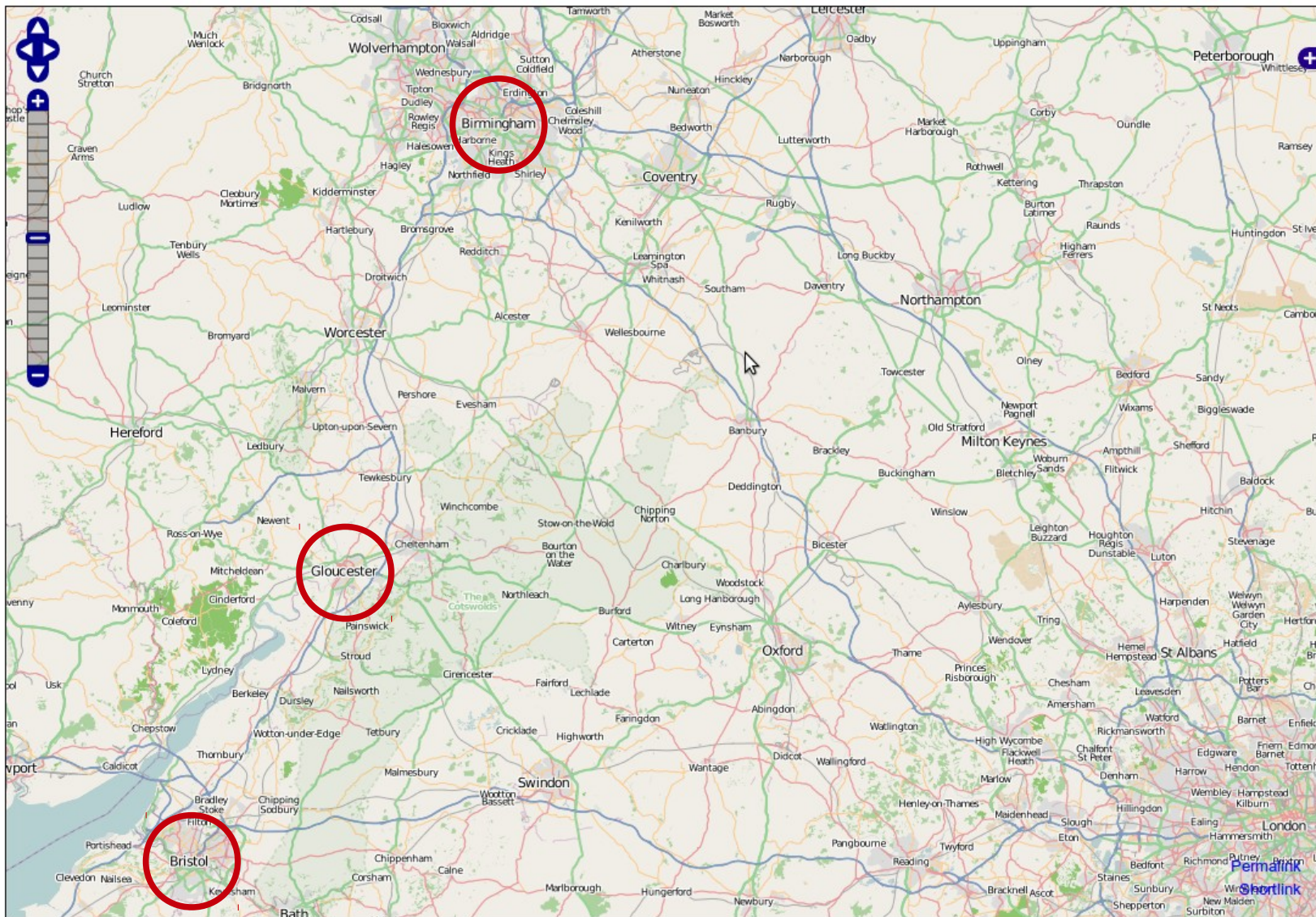
OpenStreetMap allows you to view, edit and use geographical data in a collaborative way from anywhere on Earth.

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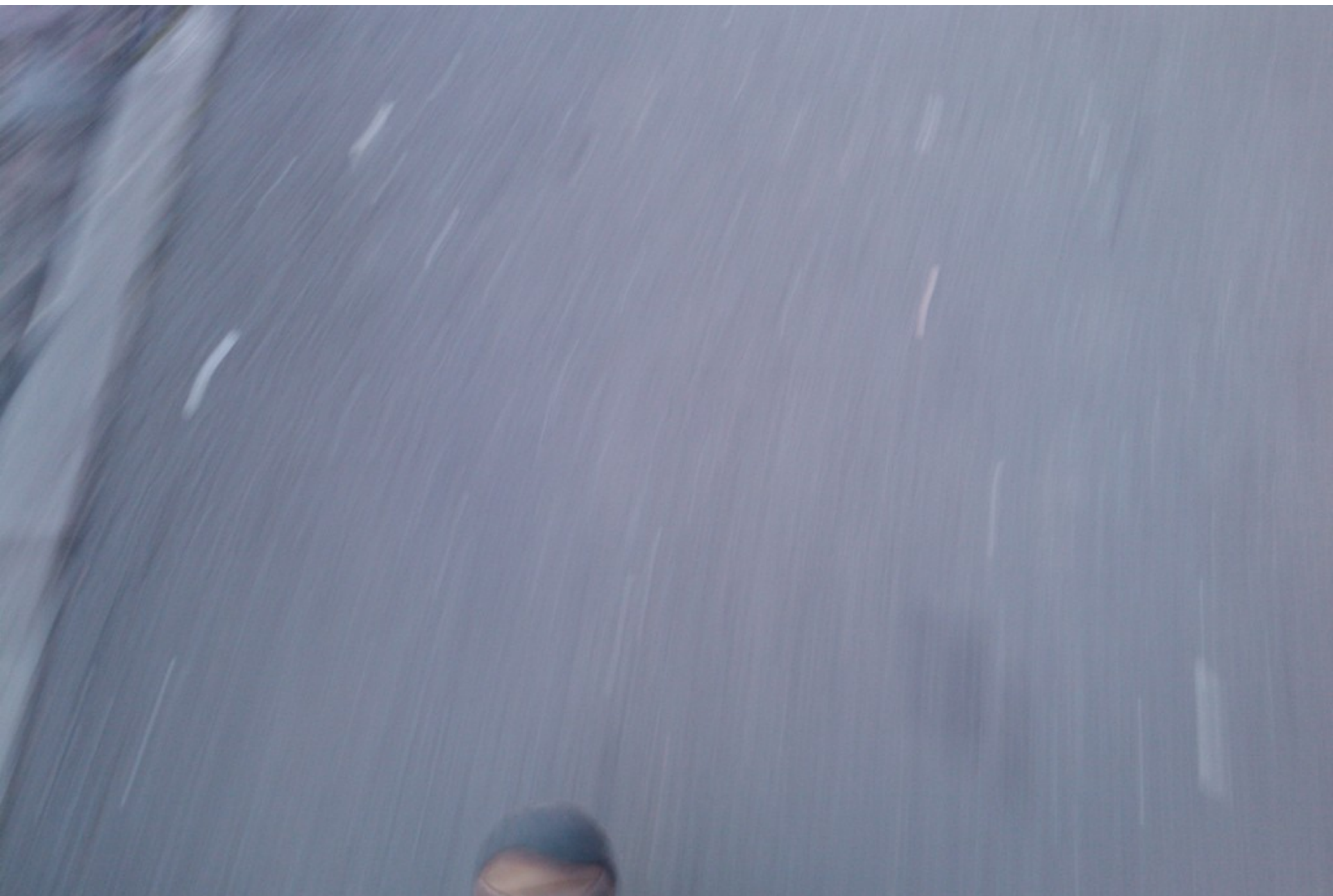
examples: 'Alkmaar', 'Regent Street, Cambridge', 'CB2 5AQ', or 'post offices near Lünen'  
[more examples...](#)

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Let's go to Work!



**Edward W. Godwin**  
**1833 - 1886**

---

Bristol born architect, furniture  
and fabric designer. His work  
includes the Carriageworks,  
Stokes Croft and Highbury  
Chapel, St. Michael's Hill.

Lived here from 1862 to 1865





































<http://www.flickr.com/photos/apenguincalledelvis/>









talis®

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Careers

Corporate Overview

Board Members

Management Team

Contact Us

Location

Talis Intranet

Site Map

Legal



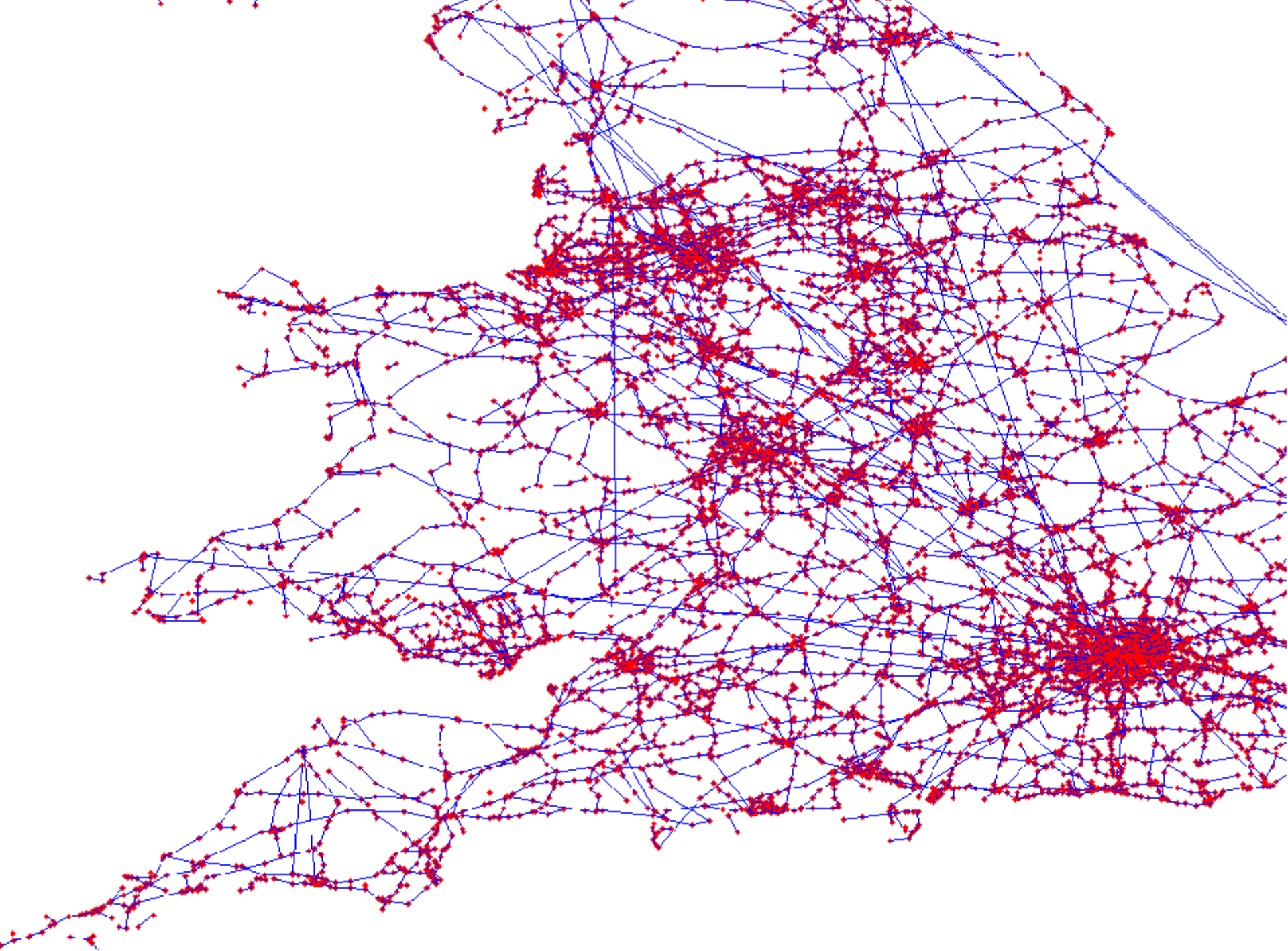
## How to find Talis

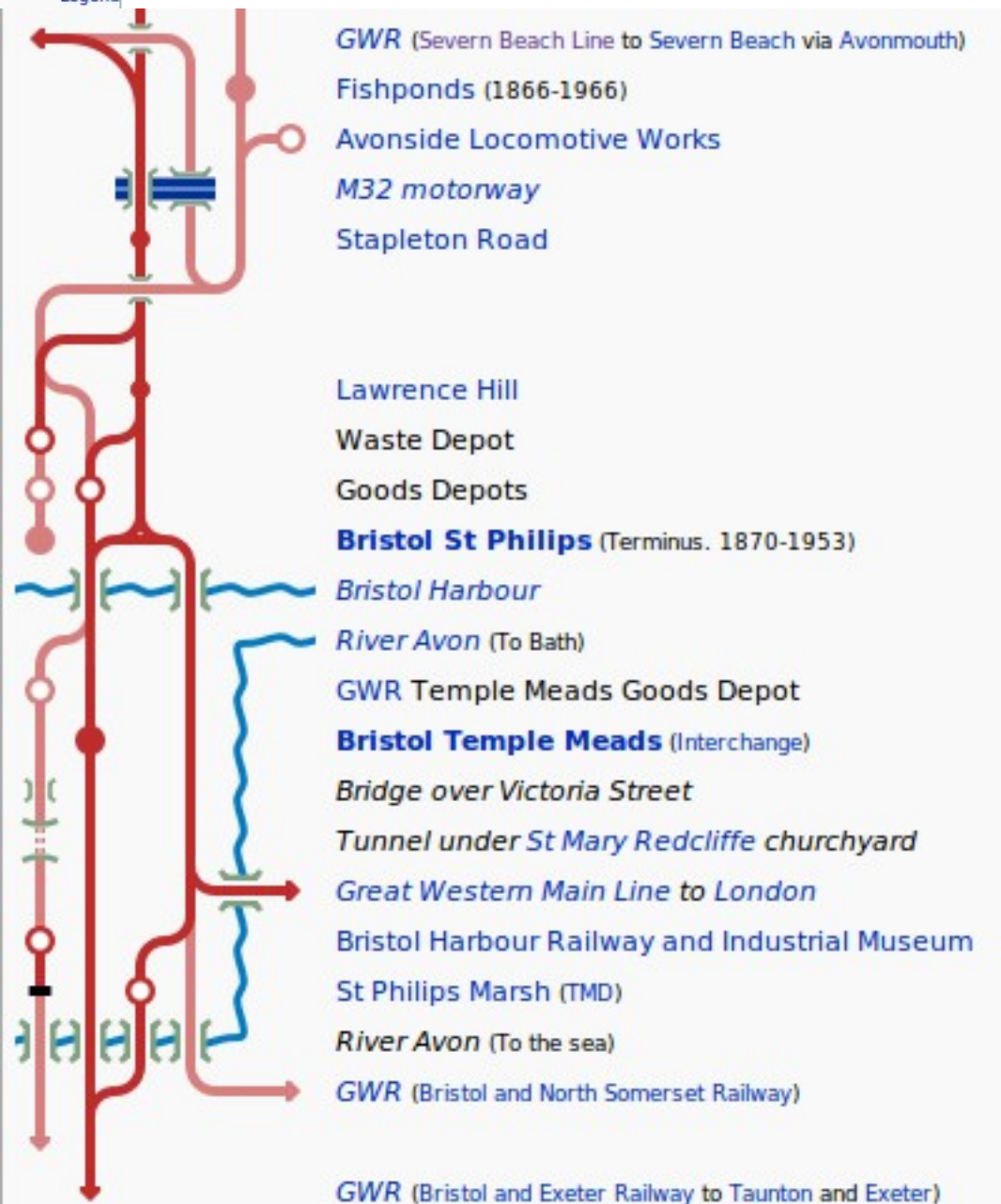
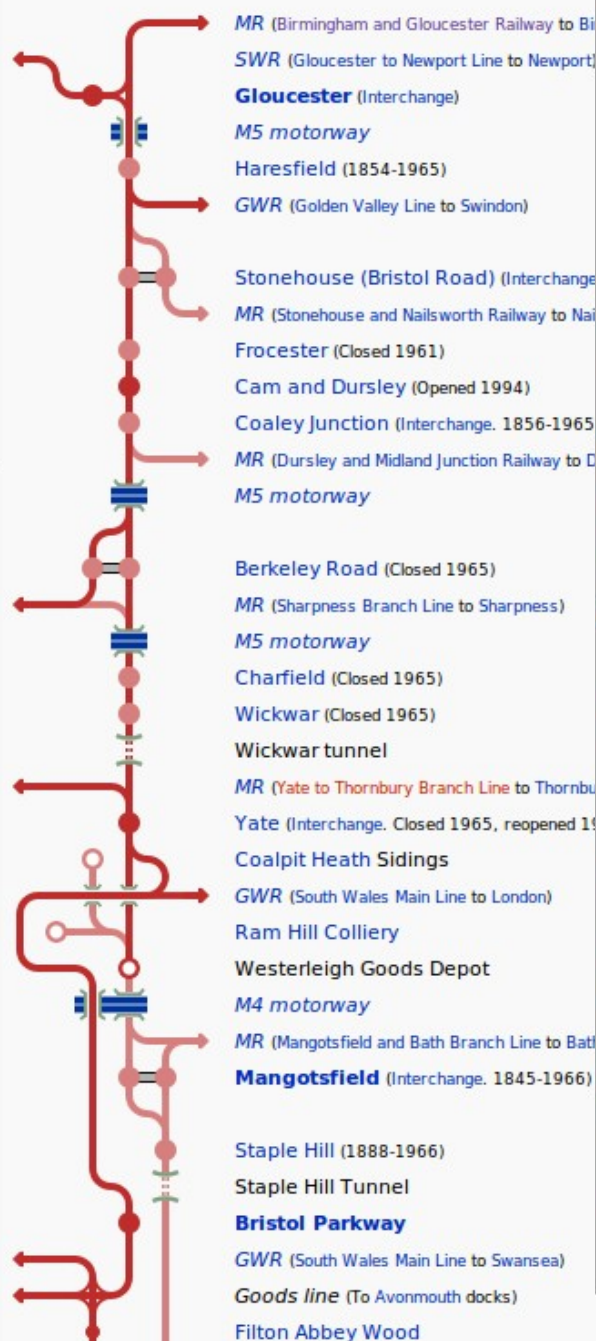




## What Makes This Possible?











# The Historical Perspective

## The Historical Perspective

“At that time, the **canal journey** from Birmingham to Bristol took **almost a week**, and the **road journey**, which due to **expense** and **road quality** was only really suitable for passengers, took the **best part of four days.**”

[http://en.wikipedia.org/wiki/Birmingham\\_and\\_Gloucester\\_Railway](http://en.wikipedia.org/wiki/Birmingham_and_Gloucester_Railway)





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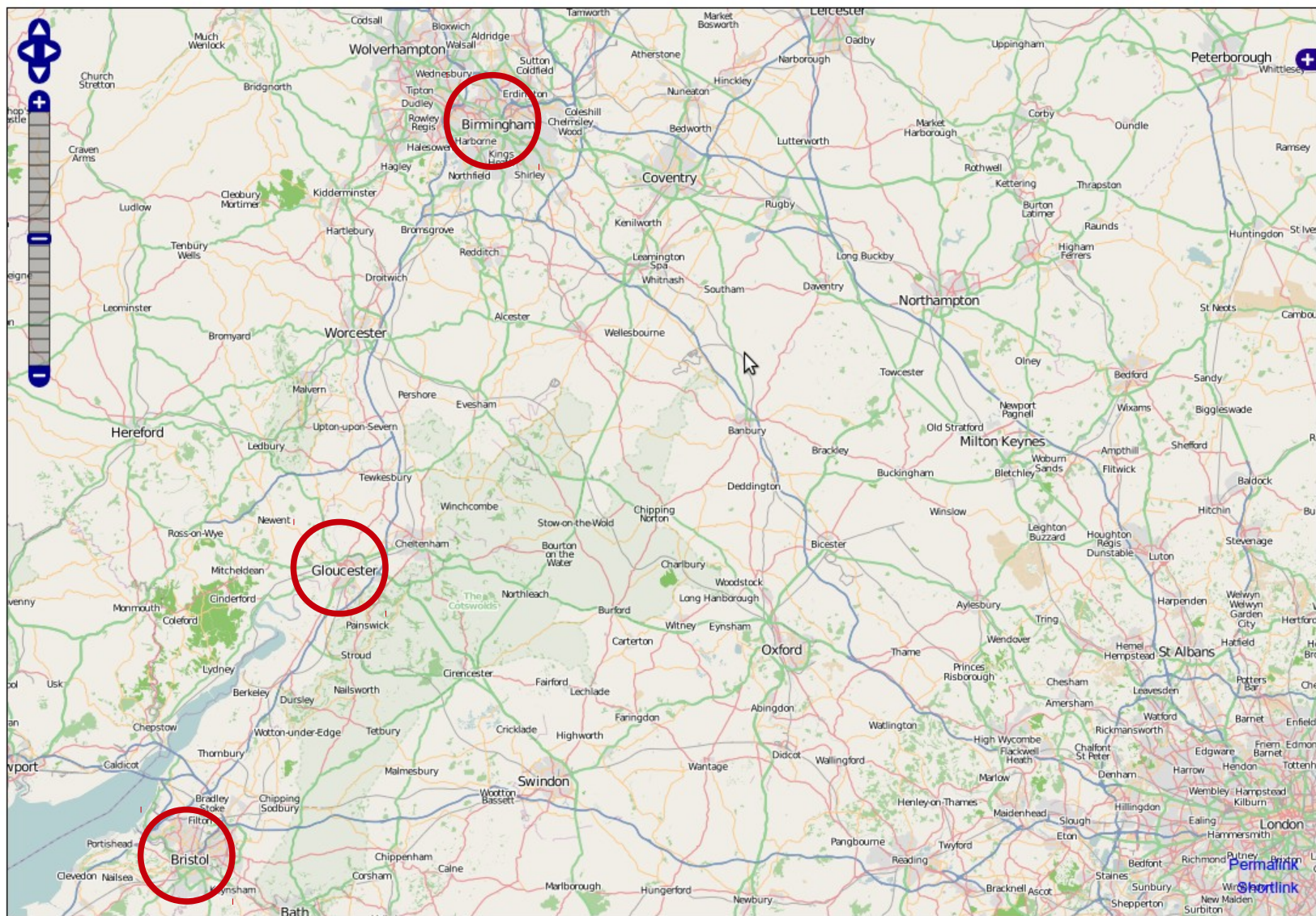
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[more examples...](#)

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## The Historical Perspective

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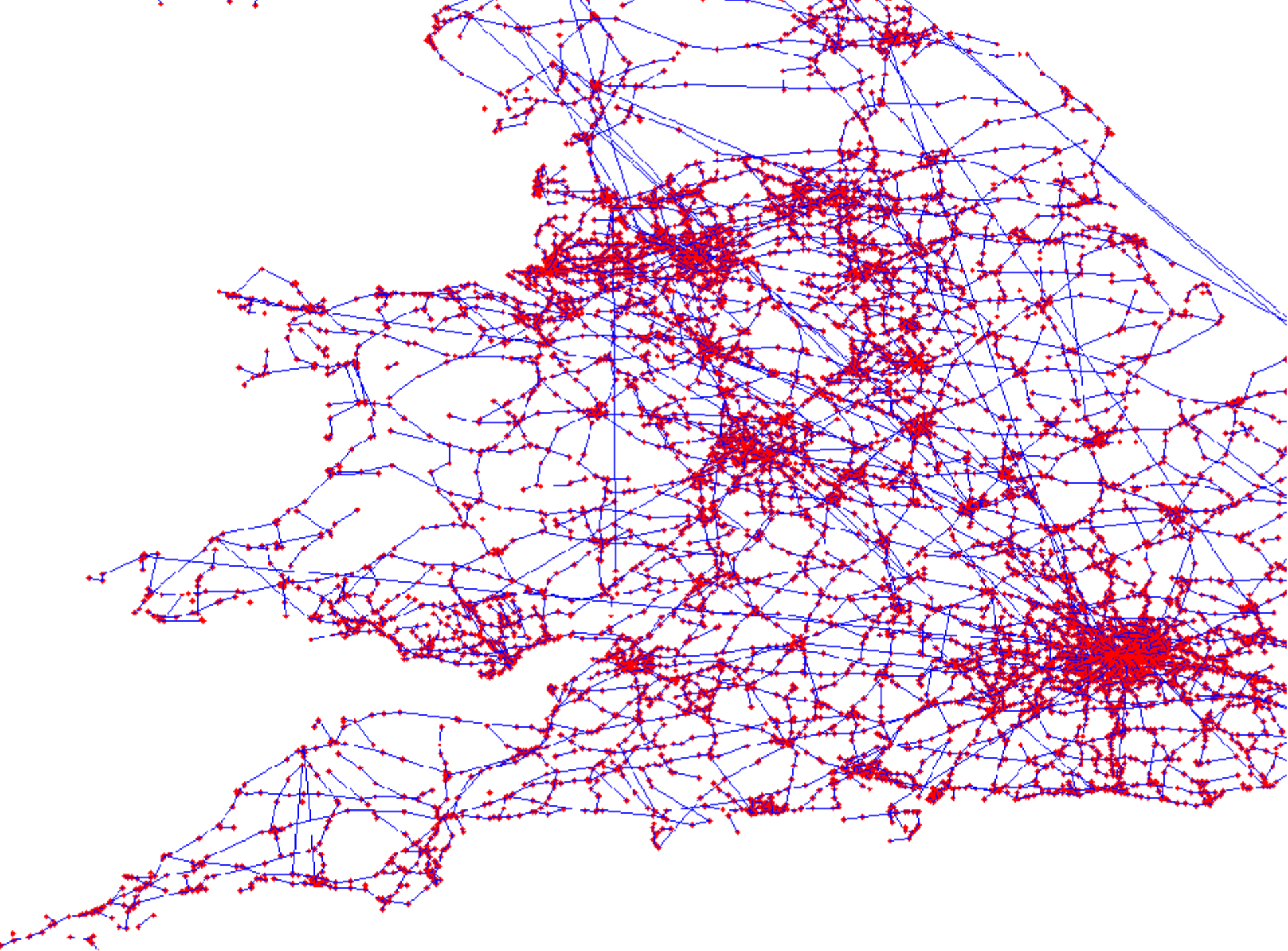
[http://en.wikipedia.org/wiki/Birmingham\\_and\\_Gloucester\\_Railway](http://en.wikipedia.org/wiki/Birmingham_and_Gloucester_Railway)

“The '**break-of-gauge**' at **Gloucester** was a **major problem**. It caused **pandemonium** as **whole trainloads** of passengers, and their luggage, **changed from one to another**, together with the transshipment of goods.”

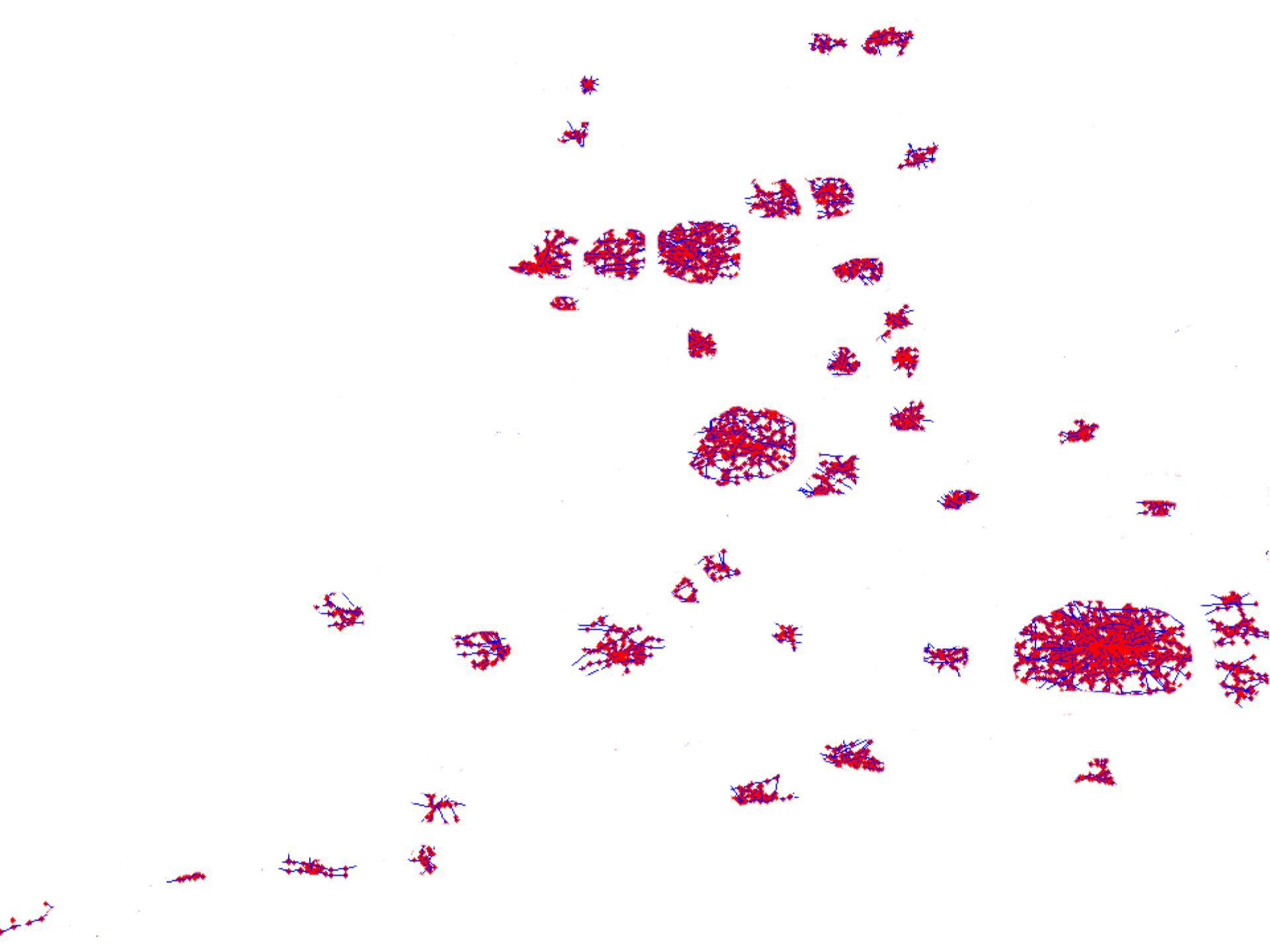
[http://en.wikipedia.org/wiki/Birmingham\\_and\\_Bristol\\_Railway](http://en.wikipedia.org/wiki/Birmingham_and_Bristol_Railway)



# If Cities Were Data









Films, Actors  
and Directors

Cinemas and  
Showing Times





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OSCARS® '10[Oscar Photos](#)[List of Winners](#)[Show Recap](#)

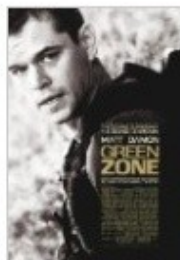
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### U.S. Openings

**MARCH 12th: Opening This Week** | [Top 10](#) | [Mar](#) | [Apr](#) | [May](#) | [Jun](#) | [Jul](#) | [Aug](#) | [Sept](#) | [Oct](#)

## Green Zone

**Director:** [Paul Greengrass](#)**Stars:** [Matt Damon](#), [Jason Isaacs](#), [Greg Kinnear](#) ([Full Cast](#))**Studio:** Universal Pictures**The Plot:** Discovering covert and faulty intelligence causes a U.S. Army officer (Damon) to go rogue as he hunts for Weapons on Mass Destruction in an unstable region.**Photos** ([see all 31](#) | [slideshow](#))**Videos** ([see all 7](#))

Trailer



Featurette

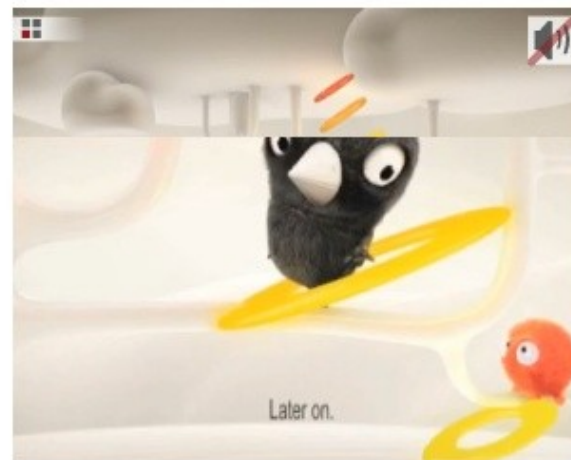
**THE BUZZ:** Entertainment writers are worked up about (1) Universal's box-office slump and (2) the studio's decision to move *Green Zone* out of the 2009 Oscar zone. To me, this is a sign that the movie *actually might be*

### Movie Showtimes

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### Coming Soon

**MARCH 19th:**[The Bounty Hunter](#)



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## Quicklinks

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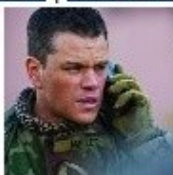
## Top Links

- [biography](#)
- [by votes](#)
- [awards](#)
- [NewsDesk](#)
- [message board](#)

## Filmographies

- categorized
- [by type](#)
- [by year](#)

# Matt Damon

[More at IMDbPro »](#)Photos ([see all 468](#) | [slideshow](#) | [add photos](#))Videos ([see all 101](#))

## Overview

**Date of Birth:** [8 October 1970](#), [Boston, Massachusetts, USA](#) [more»](#)**Contact:** View [agent](#), [publicist](#) and [legal](#) contact info on [IMDbPro](#).**Mini Biography:** Matt Damon was born in 1970. His father, [Kent Damon](#), a tax preparer... [more»](#)**Trivia:** Lives with his family in Florida (2007). [more»](#)**STARmeter:** [Up 72%](#) in popularity this week. See [why](#) on [IMDbPro](#).**Awards:** Won Oscar. Another 19 wins & 53 nominations [more»](#)

**NewsDesk:** [2010 Academy Awards: The Show, The Winners](#)  
(From [GossipCenter](#), 8 March 2010, 2:05 AM, PST)

['The Hurt Locker' Tops the 2010 Oscars Taking Home Six Awards](#)  
(From [Rope Of Silicon](#), 8 March 2010, 1:35 AM, PST)

[\(3183 articles\)](#)





# Motherhood



Ents24 Rating: ★★★★★

Shot entirely on location in New York's West Village, this bittersweet comedy distills the dilemmas of the maternal state (marriage, work, self, and...

» [More Info](#)

## New Releases



Motherhood



Chloe



Alice In Wonderland (2010)



Case 39



Legion

## Bristol Cinema Showtimes » [change town](#)

### Cinemas closest to you

#### Odeon Bristol

0.1 miles from your location

Union Street, Bristol, BS1 2DS

#### Showcase Cinema De Lux (CDL Bristol)

0.2 miles from your location

Cabot Circus, Bristol, BS1 3AG

#### The Cube

0.3 miles from your location

4 Princess Row, King Square, Bristol, Avon, BS2 8NQ

### Top Films

- ▶ A Single man
- ▶ Alice In Wonderland (2010)
- ▶ Alvin And The Chipmunks 2: The Squeakquel
- ▶ An Education
- ▶ Astro Boy
- ▶ Avatar
- ▶ Blind Side with Have A Heart, The
- ▶ Capitalism: A Love Story
- ▶ Case 39
- ▶ Chloe
- ▶ Crazies, The
- ▶ Crazy Heart
- ▶ Did You Hear About the Morgans?

## This Week's Top 5



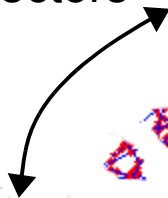
Avatar (12A)

1. Avatar (12A)
2. The Lovely Bones (12A)

Public Transport  
Information

Films, Actors  
and Directors

Cinemas and  
Showing Times

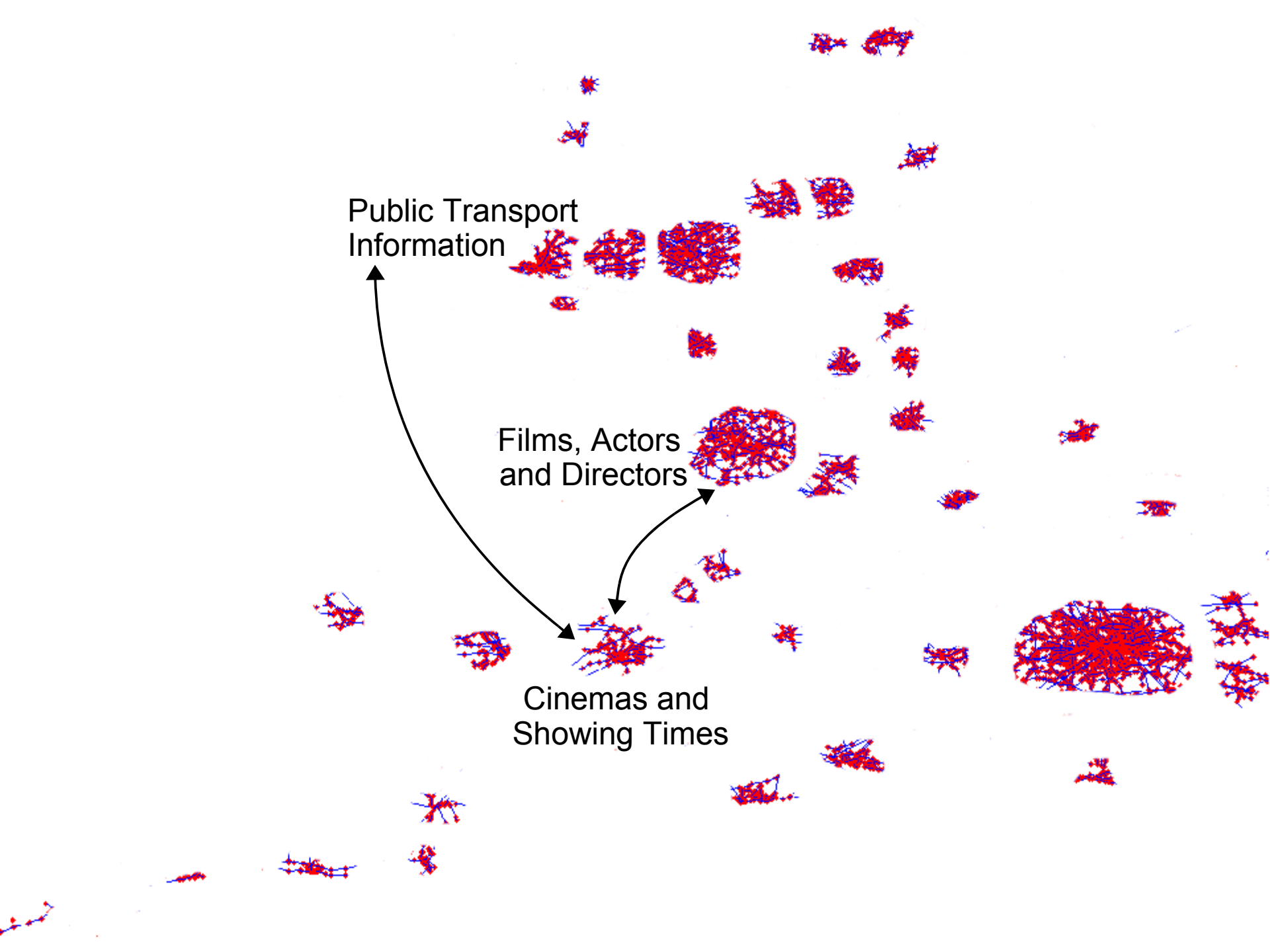




Public Transport  
Information

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Showing Times



# Gloucester is a Mashup



# Linked Data is the Web

## From Linked Places to Linked Data

- Building physical networks adds value to the places which are connected
  - Why was the Birmingham and Bristol Railway built?



## From Linked Places to Linked Data

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  - Why was the Birmingham and Bristol Railway built?
- Building virtual networks adds value to the things which are connected

# From Linked Places to Linked Data

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  - Adds value to the connected data sets

# From Linked Places to Linked Data

- Building physical networks adds value to the places which are connected
  - Why was the Birmingham and Bristol Railway built?
- Building virtual networks adds value to the things which are connected
- Linked Data enables us to build a network or Web of data sets
  - Adds value to the connected data sets
- Using the Web infrastructure means no 'break of gauge' at Gloucester
  - Cheaper, faster journeys between data sets



# Linked Data Principles (TimBL, 2006)

- Use URIs as names for things
  - not just for documents
    - [http://dbpedia.org/resource/Talis\\_Group](http://dbpedia.org/resource/Talis_Group)
  - you are not your homepage
    - <http://tomheath.com/id/me>
- Use HTTP URIs
  - globally unique names, distributed ownership
  - allows people to look up those names
- Provide useful information in RDF
  - when someone looks up a URI
- Include RDF links to other URIs
  - to enable discovery of related information

## “Talis is Based Near Birmingham”

<[http://dbpedia.org/resource/Talis\\_Group](http://dbpedia.org/resource/Talis_Group)>

<[http://xmlns.com/foaf/0.1/Person#based\\_near](http://xmlns.com/foaf/0.1/Person#based_near)>

<<http://sws.geonames.org/3333125/>>

## Linked Data...

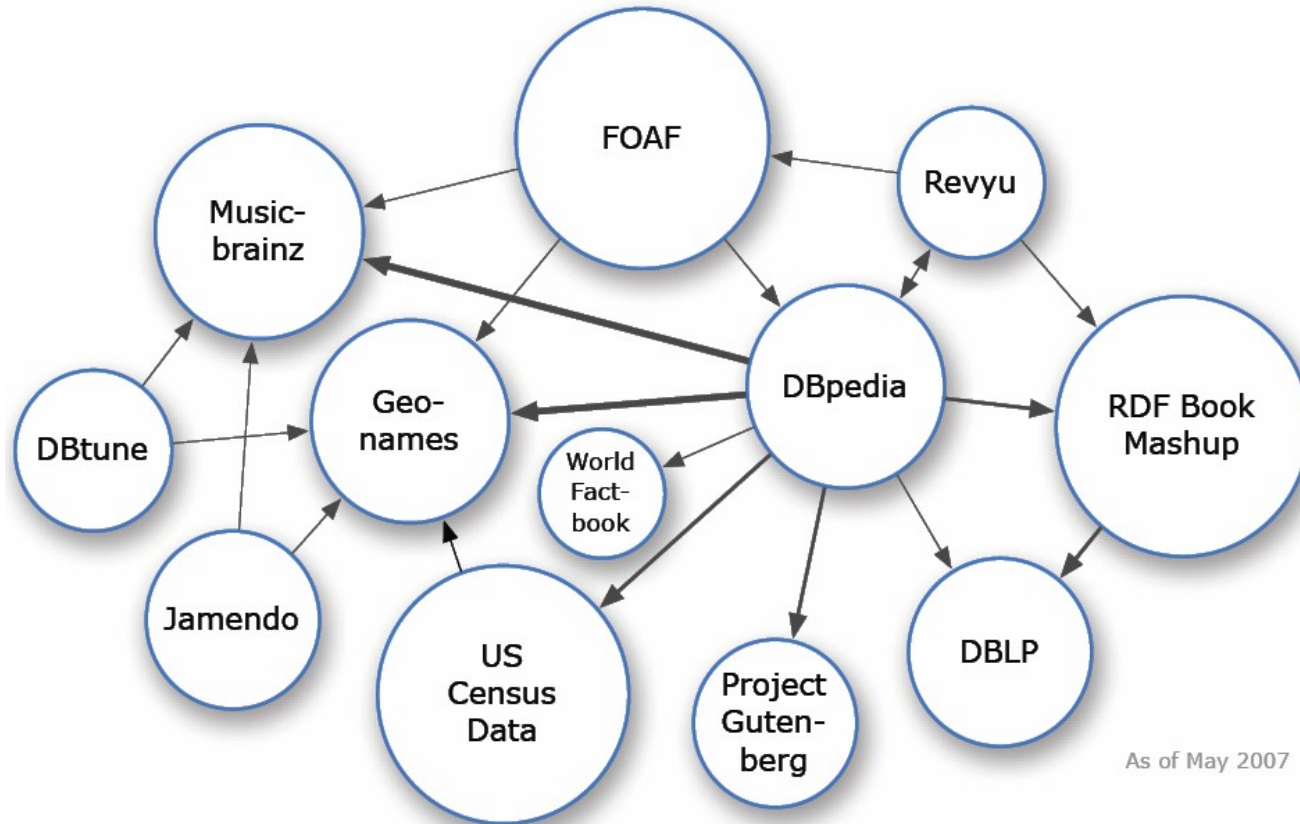
- ...is not just structured data published on the Web
  - not equivalent to CSV files, (plain) XML, database dumps
- ...is a way of putting data *into* the Web
- ...is based on well-established Web standards
- ...adds value
  - less redundancy, greater discoverability, network effects
- ...is experiencing rapid adoption



# Web of Data: Current Status



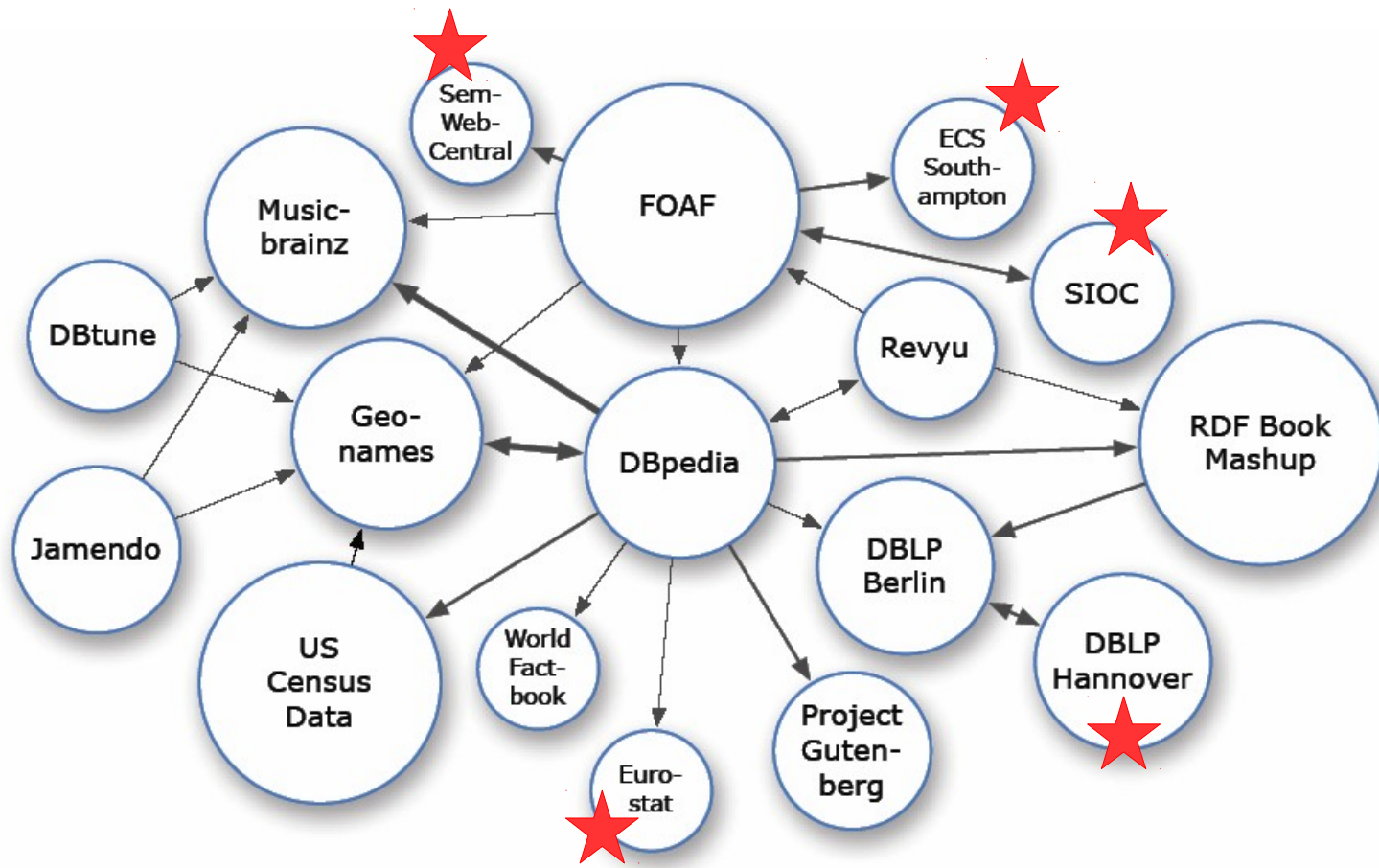
# The LOD "Cloud" - May 2007



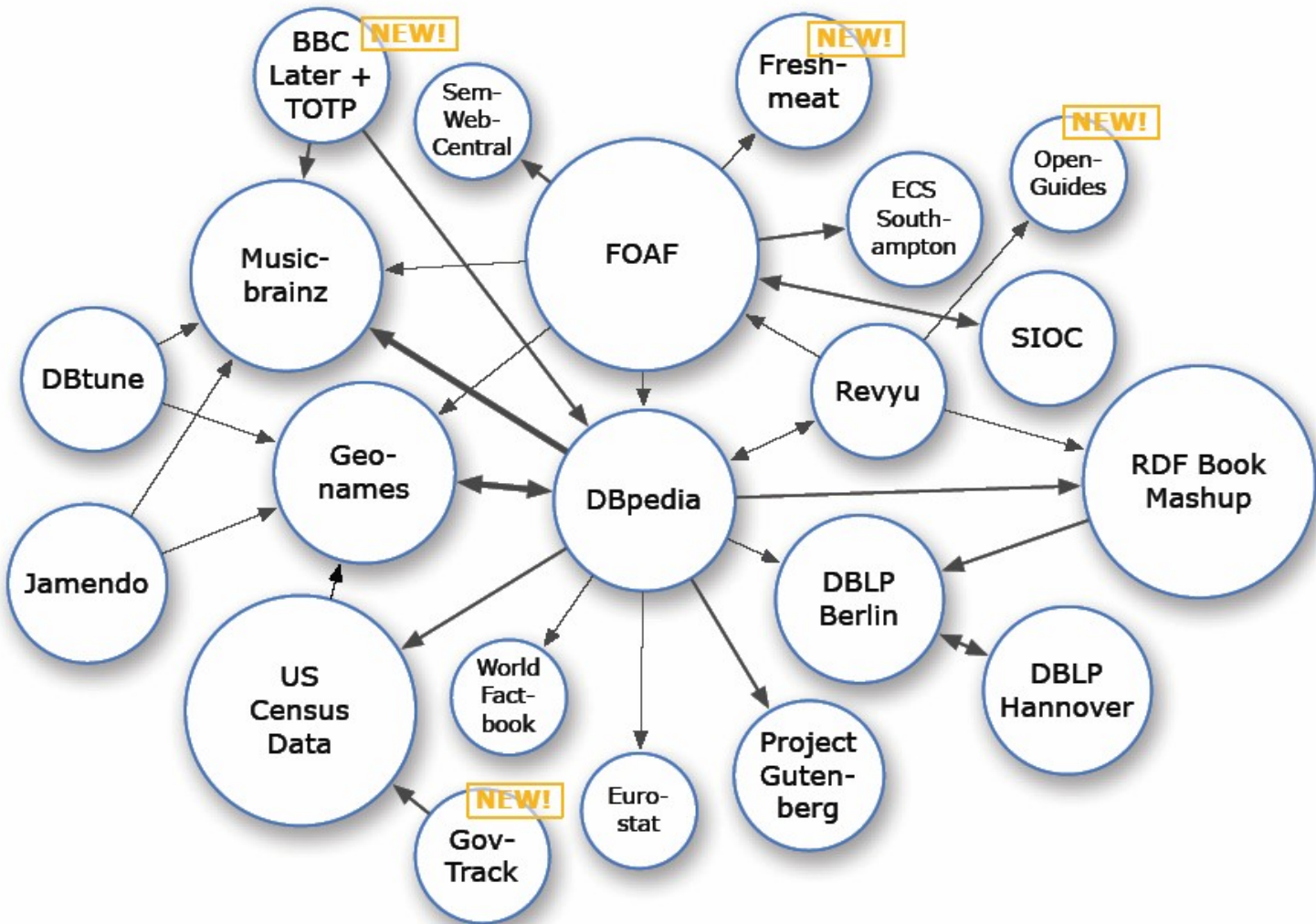
As of May 2007



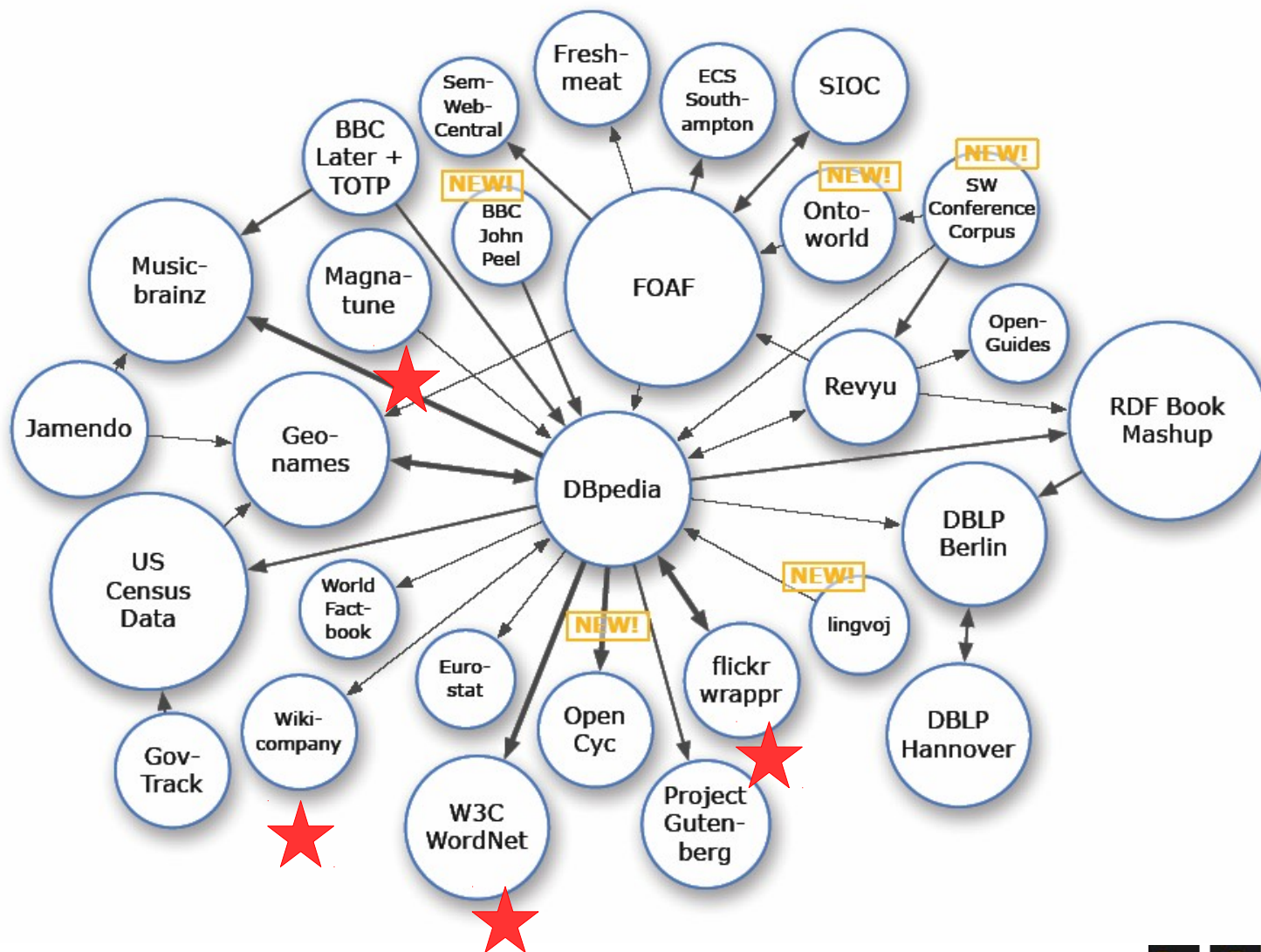
# The LOD "Cloud" - July 2007



# The LOD "Cloud" - August 2007

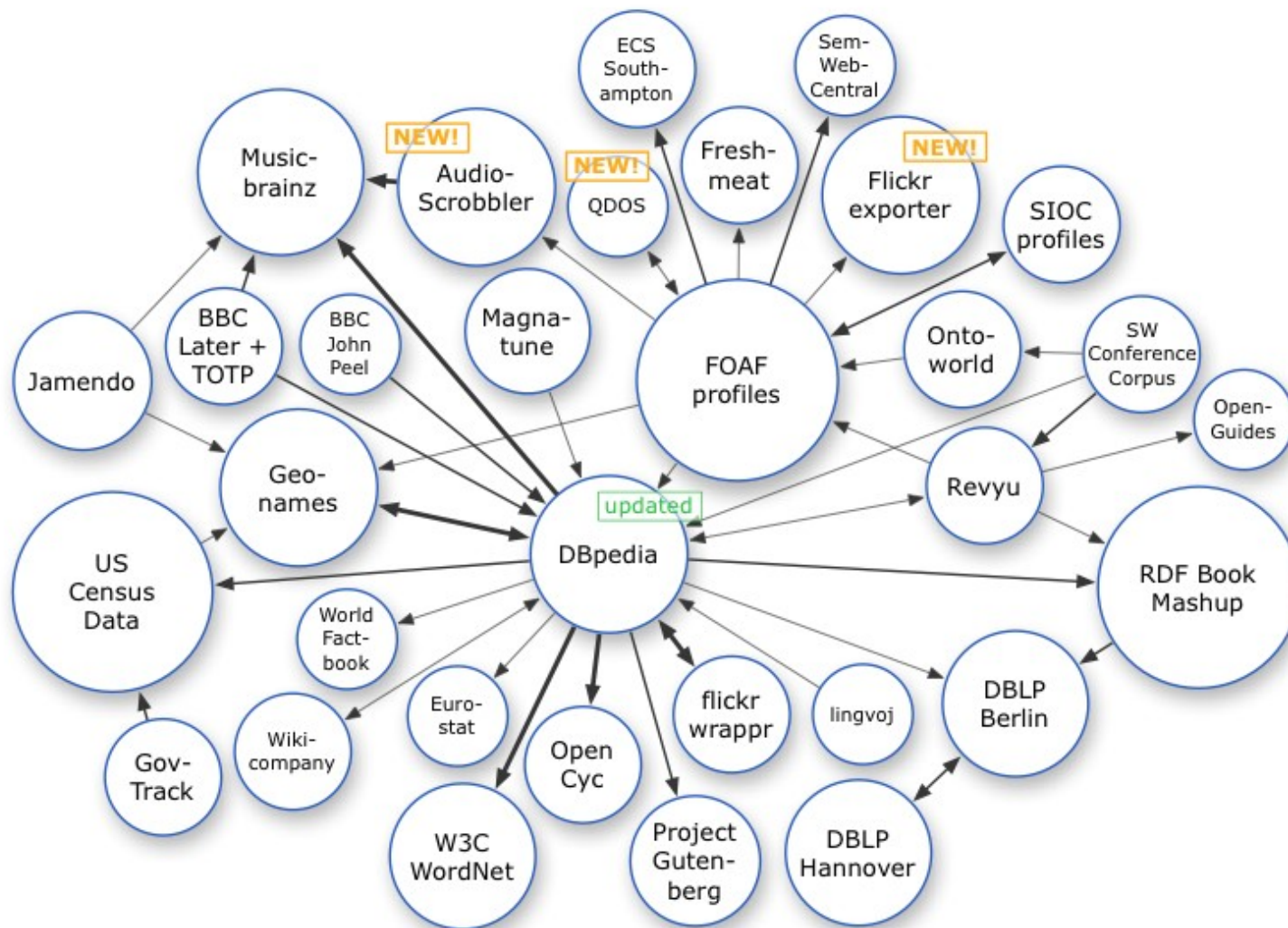


# The LOD "Cloud" - November 2007

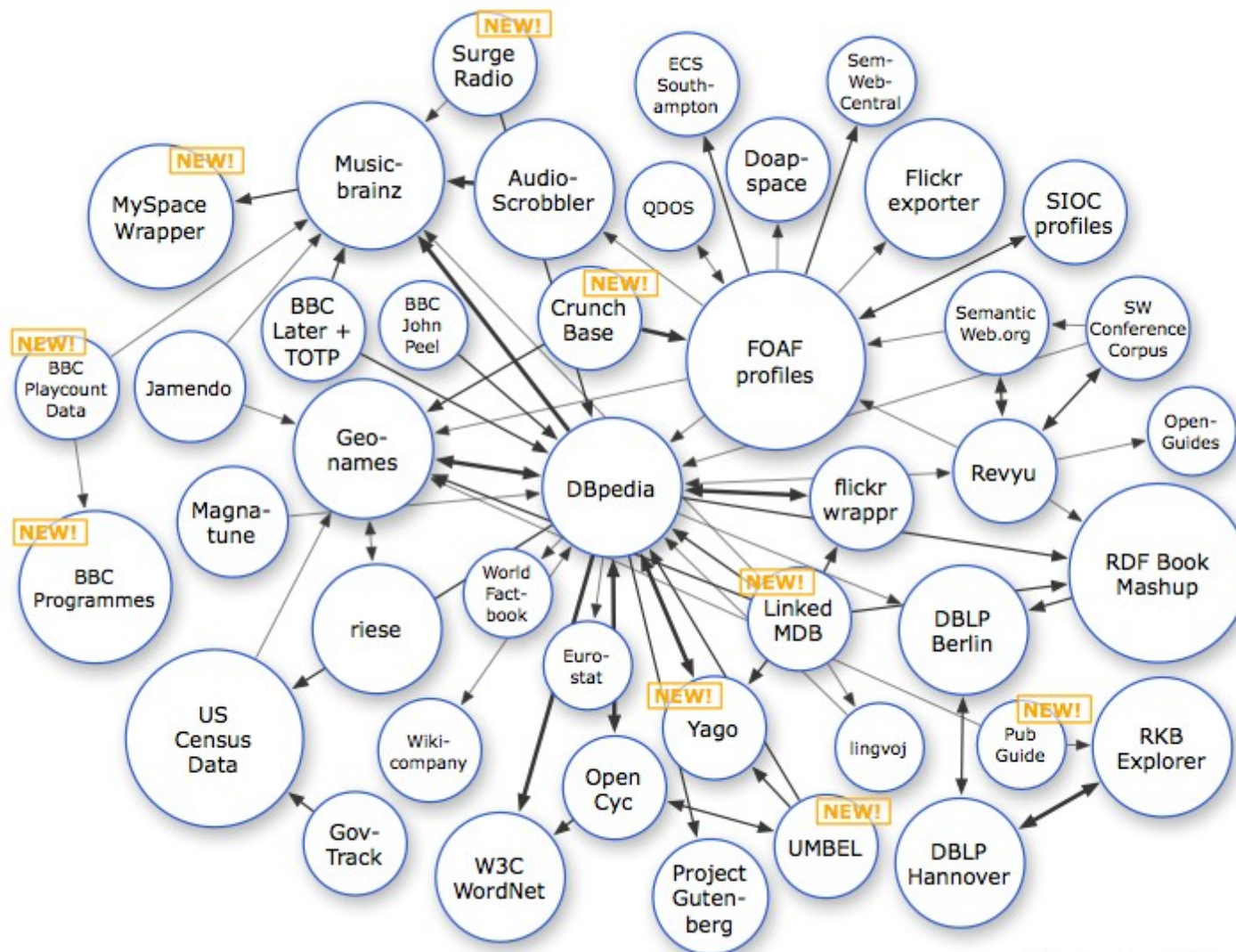




# The LOD "Cloud" – Feb 2008



# The LOD "Cloud" – Sept 2008



As of September 2008

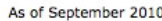












one

TV Programmes A-Z

0-9	A	B	C	D	E	F	G	H	I	J	K	L	M
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## The Sky at Night



Reporting on the latest cosmological events and the people who observe them

WEBSITE: [Go to the homepage for 'The Sky at Night'](#)

PREVIOUS PROGRAMMES: [by year](#) (78)

## Coming up

Sorry, no programmes coming up.

## More from BBC One

• [Factual](#) > [Science & Nature](#)

## Last on



## Star Birth

MORE: [programme information](#) | [related links](#)

Broadcast **Saturday, 14:10** on **BBC Two** (except Northern Ireland (Analogue), Wales (Analogue)) but **no longer available** on BBC iPlayer.

A look at new images of star-forming areas of our galaxy from the Herschel telescope.





ROBYN | BBC RADIO 1

### Robyn In The Live Lounge

Robyn brought a touch of heartbreak to the Live Lounge as she performed her new single, 'Dancing On My Own', and a cover of Alicia Keys' 'Sleeping With A Broken Heart'.

MORE MUSIC ON THE BBC 1-3 OF 20

ROBYN IN THE LIVE  
LOUNGEDOVES - ROCKNESS  
PERFORMANCENERINA PALLOT:  
WEEKEND WOGAN  
PERFORMANCE

## BROWSE BY GENRE

• [Classic Pop & Rock](#) • [Classical](#) • [Country](#) • [Dance & Electronica](#) • [Desi](#) • [Easy Listening, Soundtracks & Musicals](#)  
• [Folk](#) • [Hip Hop, RnB & Dancehall](#) • [Jazz & Blues](#) • [Pop & Chart](#) • [Rock & Indie](#) • [Soul & Reggae](#) • [World](#)

## Most Played Artists On The BBC

14-20 JUNE 2010



Information displayed about artists played on BBC programmes is incomplete at present. [Find out more about this artist play count information.](#)

[More Artists »](#)

# WILDLIFE FINDER

WATCH THE MOST AMAZING ANIMALS IN THE WORLD

BBC  
Nature

LATEST WILDLIFE



1 video 3 programmes  
At this point, they perch upright

16 June 2010

## Gharial

Gharials are once again on the verge of extinction in the wild. After 30 years of conservation effort and restocking, there may still be fewer than 200 breeding adults left in the wild.

1 sound 1 programme

16 June 2010

## Mute swan

Mute swans are a familiar sight in parks and other urban areas.



## COLLECTIONS

Collections offer a new perspective on the vast catalogue of clips showcasing presenter favourites, aspects of wildlife film-making, and gathering content together in illuminating ways.

### BRILLIANT BEES



#### Brilliant bees

Bees are amazing - not only do they fulfil a vital role in our ecosystem, they are one of the most complex and sophisticated living things in the history of evolution.

Wildlife wind-ups

## EDITOR'S CHOICE

Spotted any ravens lately? Or a black red fox? Take a look at who's featuring on Springwatch.



Raven 3 videos



Otter 11 videos



## WELCOME TO WILDLIFE FINDER

Explore a wealth of video, sounds, stories and breaking news on your favourite animals, and find out more about how and where they live.

Wildlife Finder gives you access to an ever growing catalogue of BBC natural history programmes, with video clips from series such as: Planet Earth, Blue Planet, Life on Earth, Natural World, Life and many more.

## WHAT'S NEW?

10 June 2010



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BBC COVERAGE



HIGHLIGHTS

Ivory Coast 0-0 Portugal


[Highlights and report](#)

Brazil 2-1 North Korea


[Highlights and report](#)

Honduras 0-1 Chile


[Highlights and report](#)

Spain 0-1 Switzerland


[Highlights and report](#)

COMING UP

## Blogs

James Pearce



## Beckham grafts for England

But ex-captain keen to remain away from World Cup spotlight

Phil McNulty



## Is Beckenbauer right about England?

## Swiss secure shock win over Spain



Switzerland provide the first surprise result of the 2010 World Cup by beating 2008 European champions Spain 1-0 in Group H.

[World Cup day six photos](#)
[Enhanced match stats](#)

## Wednesday's matches

<a href="#">Honduras 0-1 Chile</a>	Full-time
<a href="#">Spain 0-1 Switzerland</a>	Full-time
<a href="#">South Africa v Uruguay</a>	19:30 BST

## Group tables

	A	B	C	D	E	F	G	H
GROUP H TEAMS	W	D	L	GD	PTS			
Chile	1	0	0	1	3			
Switzerland	1	0	0	1	3			
Honduras	0	0	1	-1	0			
Spain	0	0	1	-1	0			

## Video choice


[Mokoena aims to harness](#)



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1ST ANNIVERSARY  
DATA.GOV

47 → 272,677

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### Most Popular Datasets

1. US Topo 7.5-minute map for Imperial, TX
2. U.S. Overseas Loans and Grants (Greenbook)
3. Worldwide M1+ Earthquakes, Past 7 Days
4. Latest Volumes of Foreign Relations of the...
5. Import/Export Price Indexes

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### APPS



With so much government data to work with, developers are creating a wide variety of applications, mashups, and visualizations. From crime statistics by neighborhood to the best towns to find a job to seeing the environmental health of your community—these applications arm citizens with the information they need to

### COMMUNITY

Data.gov is leading the way in democratizing public sector data and driving innovation. The data is being surfaced from many locations making the Government data stores available to researchers to perform their own analysis. Developers are finding good uses for the datasets, providing interesting and useful applications that allow for new views and public analysis. This is a work in progress, but this movement is spreading to cities, states, and other countries. After just one year a community is born around open government data.

#### Just look at the numbers:

6 Other nations establishing open data  
8 States now offering data sites

### SEMANTIC WEB

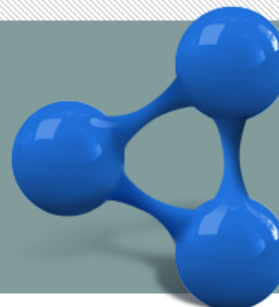
As the Web of linked documents evolves to include the Web of linked data, we're working to maximize the potential of Semantic Web technologies to realize the promise of Linked Open Government Data.



Thanks to our collaboration with the **Tetherless World Constellation** at the **Rensselaer Polytechnic Institute**, Data.gov is now hosting one of the largest open collections of RDF datasets in the world! Check out some of their

## Unlocking innovation

Working with UK Public  
Sector information and data



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Local Data Panel

### Latest datasets

- 14 June** More [COINS](#) public spending data: now covers 2005 to 2010
- 10 June** Lists of [all Special Advisers](#) and [Cabinet Office staff](#)
- 4 June** [COINS database](#) of Public Spending
- 2 June** NHS Weekly [MRSA](#) and [C-Difficile](#) dataset
- 1 June** [Senior Civil Servants with salaries over £150,000](#)

### What we do

data.gov.uk is a key part of the Government's [Transparency programme](#) for the UK public sector as a whole. Working with Sir Tim Berners-Lee, Professor Nigel Shadbolt and Tom Steinberg and other members of the Cabinet Office Minister's new [Public Sector Transparency Board](#) this site seeks to give a way into the wealth of government data becoming available. It's under constant development and we want to work with you to make it better.

### What is the Semantic Web?

Combining different data sources has never been easy but the Semantic Web will enable data to be joined easily across boundaries.

[Read more](#)

### Digital Engagement Twitter stream



RT

## Keyword search

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## Current search

[x] energy

## Guided search

Click a term to refine your current search.

### Nation

[England \(111\)](#)  
[Scotland \(106\)](#)  
[Wales \(105\)](#)  
[Northern Ireland \(93\)](#)

### Public body

[Department of Energy and Climate Change \(45\)](#)  
[Department for Business \(13\)](#)  
[Innovation and Skills \(13\)](#)  
[Scottish Government \(9\)](#)  
[Northern Ireland Executive \(5\)](#)  
[Department of Communities and Local Government \(4\)](#)  
[Department for Environment \(2\)](#)  
[Food and Rural Affairs \(2\)](#)  
[Her Majesty's Revenue and Customs \(2\)](#)  
[Home Office \(2\)](#)  
[more...](#)

### Tags

[business-and-enerav \(91\)](#)

## Results 1 - 10 of 128

### Energy Consumption in the UK

This publication brings together **energy** consumption data for previous year from a variety of different sources in order to give a comprehensive view of how **energy** has been used in the UK since the 1970s. The publication is divided ...

**Tags:** [energy transport](#)

### UK Energy Sector Indicators: key and supporting indicators

... of the gas and electricity markets; the structure of the **energy** market; and fuel poverty. Supporting indicators, explain in more detail ... by the key indicators, as well as covering carbon and **energy** intensity; gas and electricity capacity; the diversity of fuels used in ...

**Tags:** [electricity emissions energy fuel gas green greenhouse-gas housing](#)

### High Level Indicators of Energy Use at Regional and Local Authority Level

Indicators of regional **energy** use compared with a variety of socio-economic variables Source agency: **Energy** and Climate Change Designation: Official Statistics not designated ... Language: English Alternative title: Regional **energy** high level indicators Overview ...

**Tags:** [business-and-energy business-and-industry energy energy-and-fuel energy-production-and-consumption indicator regional](#)

### Energy Trends

Provides statistics on **energy** in the United Kingdom which provides a

## Local Data Panel



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[Read more](#)

## Digital Engagement Twitter stream




RT

[@RosslynAnalytic](#) We'll have #COINS ready in web analytics for everyone in hours.  
[bit.ly/9Z5Etp](#) <-and they did: well done

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## Tell us your idea




**Ordnance Survey**  
   
[home](#) [business](#) [leisure](#) [map shop](#) [explore](#) [magazine](#) [education](#) [about us](#) [data](#)

## Ordnance Survey Linked Data

A description of the resource identified by <http://data.ordnancesurvey.co.uk/>

<b>Title</b>	Ordnance Survey Linked Data
<b>Description</b>	Ordnance Survey is Great Britain's national mapping agency, providing the most accurate and up-to-date geographic data, relied on by government, business and individuals. OS OpenData is the opening up of Ordnance Survey data as part of the drive to increase innovation and support the "Making Public Data Public" initiative. As part of this initiative Ordnance Survey has published a number of its products as Linked Data. Linked Data is a growing part of the Web where data is published on the Web and then linked to other published data in much the same way that web pages are interlinked using hypertext. The term Linked Data is used to describe a method of exposing, sharing, and connecting data via URIs on the Web. To find more Linked Data published as part of this initiative please go to <a href="http://data.gov.uk">data.gov.uk</a> . If you are not familiar with Linked Data, OS OpenData products are also available in alternative formats from the OS OpenData website. Ordnance Survey can provide support for the Ordnance Survey OpenData products, but cannot give advice or support on using RDF, SPARQL or SPARQL Endpoints. Ordnance Survey has published two separate linked data resources: the 1:50 000 Scale Gazetteer and the administrative gazetteer for Great Britain.
<b>Creator</b>	<a href="#">Ordnance Survey</a>
<b>Date issued</b>	2010-04-01
<b>Example resource</b>	<a href="#">Southampton</a> <a href="#">Portsmouth</a> <a href="#">Southampton, Itchen</a> <a href="#">The County of Hampshire</a> <a href="#">The City of Southampton</a> <a href="#">Southampton Common</a>
<b>SPARQL endpoint</b>	<a href="#">Sparql</a>
<b>URI lookup point</b>	<a href="#">Meta?about=</a>
<b>Vocabulary used</b>	<a href="#">Spatial Relations Ontology</a> <a href="#">Administrative Geography Ontology</a> <a href="#">WGS84 Geo Positioning</a> <a href="#">FOAF</a> <a href="#">OWL</a> <a href="#">Gazetteer Ontology</a>
<b>URI regex pattern</b>	<a href="http://data.ordnancesurvey.co.uk/id/.+">http://data.ordnancesurvey.co.uk/id/.+</a>
<b>See also</b>	<a href="#">data.gov.uk</a>

# The Open Graph Protocol



## Introduction

The [Open Graph protocol](#) enables any web page to become a rich object in a social graph. For instance, this is used on Facebook to enable any web page to have the same functionality as a Facebook Page.

While many different technologies and schemas exist and could be combined together, there isn't a single technology which provides enough information to richly represent any web page within the social graph. The Open Graph protocol builds on these existing technologies and gives developers one thing to implement. Developer simplicity is a key goal of the Open Graph protocol which has informed many of [the technical design decisions](#).

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## Basic metadata

To turn your web pages into graph objects, you need to add basic metadata to your page. We've based the initial version of the protocol on [RDFa](#) which means that you'll place additional `<meta>` tags in the `<head>` of your web page. The four required properties for every page are:

- **og:title** - The title of your object as it should appear within the graph, e.g., "The Rock".
- **og:type** - The [type](#) of your object, e.g., "movie". Depending on the type you specify, other properties may also be required.
- **og:image** - An image URL which should represent your object within the graph.

# Publishing in a Nutshell



# 6 Steps to Publishing Linked Data

1. Understand the Principles
2. Understand your Data
3. Choose URIs for Things in your Data
4. Setup Your Infrastructure
5. Link to other Data Sets
6. Describe and Publicise your Data

## Scenario

- Online whisky shop: *Wiskii.com*
- New business venture, founded by *Jeff*
- For the whisky connoisseur
- Detailed background information from experts
- Contributions from customers
- Custom web app, relational database backend
- Simultaneous publication in HTML and RDF

# 1. Understand the Principles



# Linked Data Principles: Redux

- Use URIs as names for things
- Use HTTP URIs
- Provide useful information in RDF
- Include RDF links to other URIs

## 2. Understand your Data

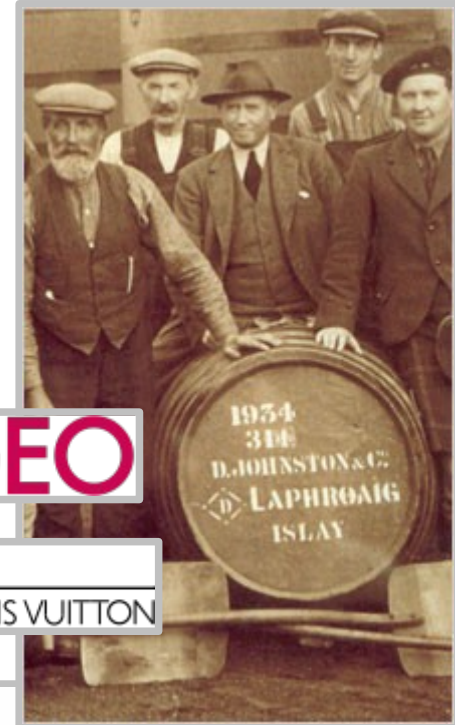
## 2. Understand Your Data

- Key things present in the *Wiskii.com* database
  - Distilleries
  - Regions and Locations
  - Founders
  - Owners
  - Brands
  - Products
  - Photos
  - Reviews
  - Comments
  - Prices/Offers

**DIAGEO**

LVMH

MOËT HENNESSY • LOUIS VUITTON





## 2. Understand Your Data

- What vocabularies can be used to describe these?
  - Potential Ontologies/Vocabularies
    - Geo
    - GoodRelations
    - FOAF
    - Review
    - SIOC
    - Whisky
  - Principles
    - Reuse, don't reinvent
    - Mix liberally

### 3. Choose URIs for Things in Your Data

## 3. Choosing URIs: Principles

- Use HTTP URIs
- Keep out of other peoples' namespaces
  1. <http://www.imdb.com/title/tt0441773/>
  2. <http://www.imdb.com/title/tt0441773#thing>
  3. <http://myfilms.com/tt0441773>
  4. <http://myfilms.com/tt0441773.html>
- Abstract away from implementation details
  1. <http://dbpedia.org/resource/Berlin>
  2. <http://www4.wiwiss.fu-berlin.de:2020/demos/dbpedia/cgi-bin/resources.php?id=Berlin>
- Hash or Slash
  1. <http://mydomain.com/foaf.rdf#me>
  2. <http://mydomain.com/id/me>



## 3. Choosing URIs: Common Patterns

- [http://dbpedia.org/resource/New\\_York\\_City](http://dbpedia.org/resource/New_York_City) ← Thing
- [http://dbpedia.org/data/New\\_York\\_City](http://dbpedia.org/data/New_York_City) ← RDF data
- [http://dbpedia.org/page/New\\_York\\_City](http://dbpedia.org/page/New_York_City) ← HTML page
  
- <http://mydomain.com/thing> ← Thing
- <http://mydomain.com/thing.rdf> ← RDF data
- <http://mydomain.com/thing.html> ← HTML page

### 3. Choosing URIs: Wiskii.com

- <http://wiskii.com/regions/speyside>
- <http://wiskii.com/distilleries/talisker>
- <http://wiskii.com/brands/talisker>
- <http://wiskii.com/products/talisker-10-yo>
- <http://wiskii.com/products/glenmorangie-lasanta>
- <http://wiskii.com/people/william-matheson>
- <http://wiskii.com/photos/58>
- <http://wiskii.com/reviews/271>

## 3. Choosing URIs: Wiskii.com

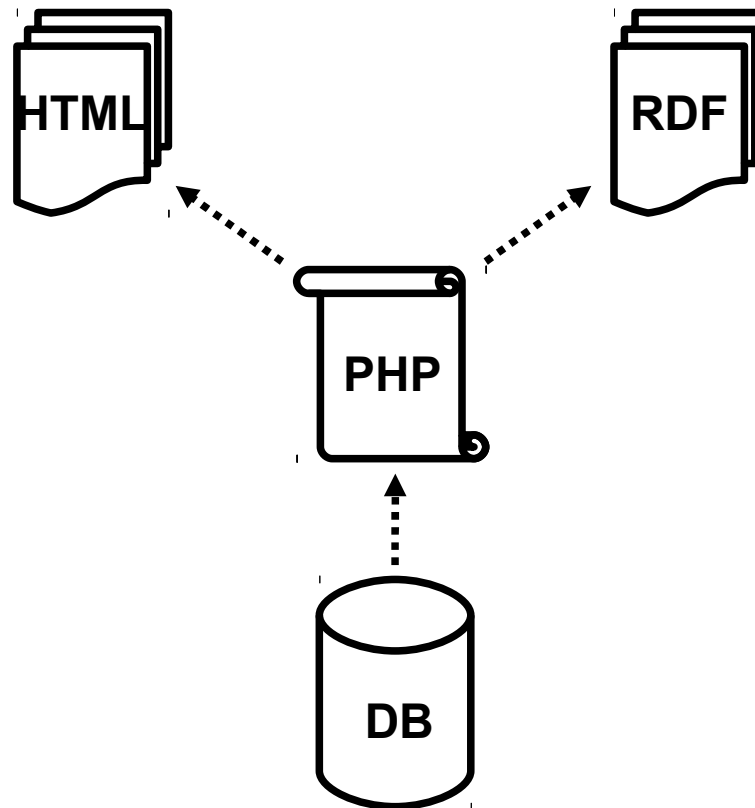
- <http://wiskii.com/distilleries/talisker>
- <http://wiskii.com/distilleries/talisker.rdf>
- <http://wiskii.com/distilleries/talisker.html>
  
- <http://wiskii.com/brands/talisker>
- <http://wiskii.com/brands/talisker.rdf>
- <http://wiskii.com/brands/talisker.html>
  
- <http://wiskii.com/people/william-matheson>
- <http://wiskii.com/people/william-matheson.rdf>
- <http://wiskii.com/people/william-matheson.html>
  
- <http://wiskii.com/photos/58>



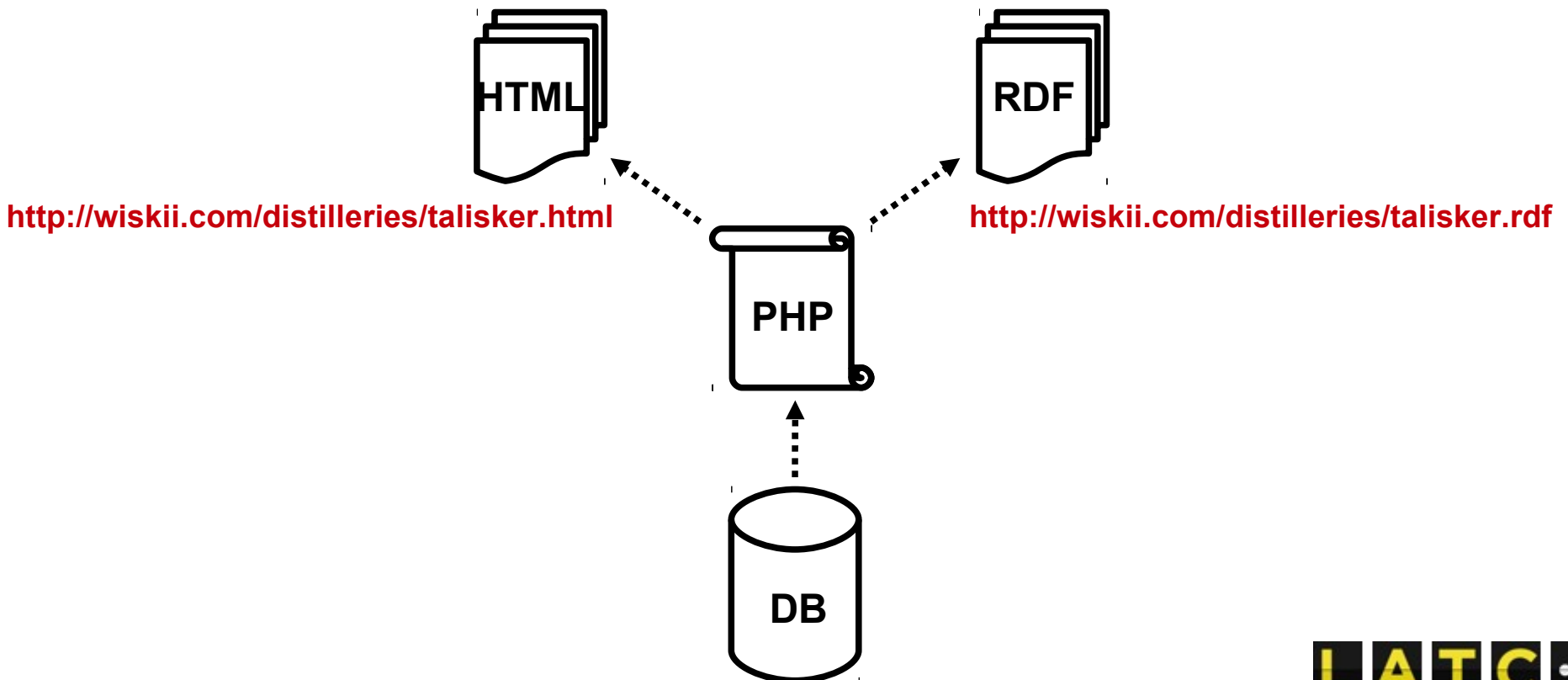


## 4. Setup Your Infrastructure

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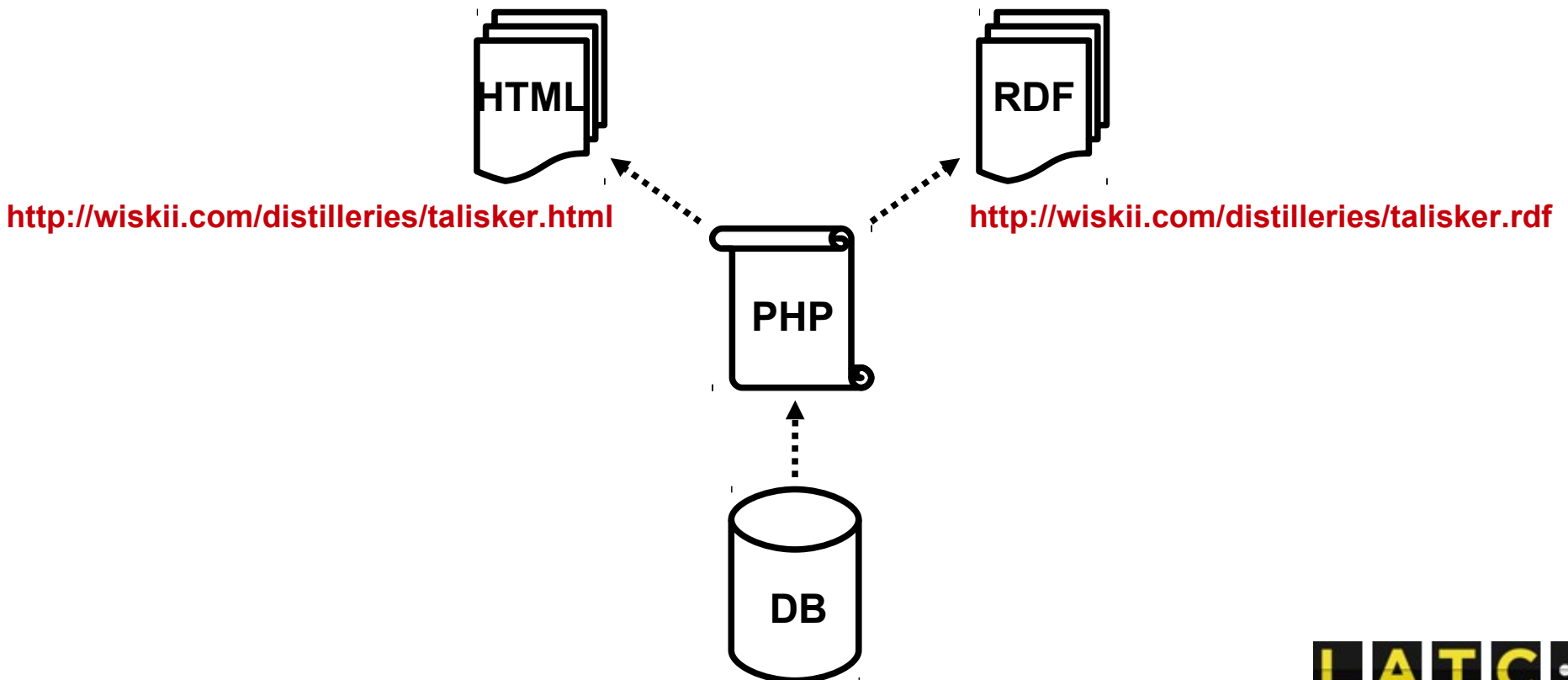


## 4. Setup Your Infrastructure



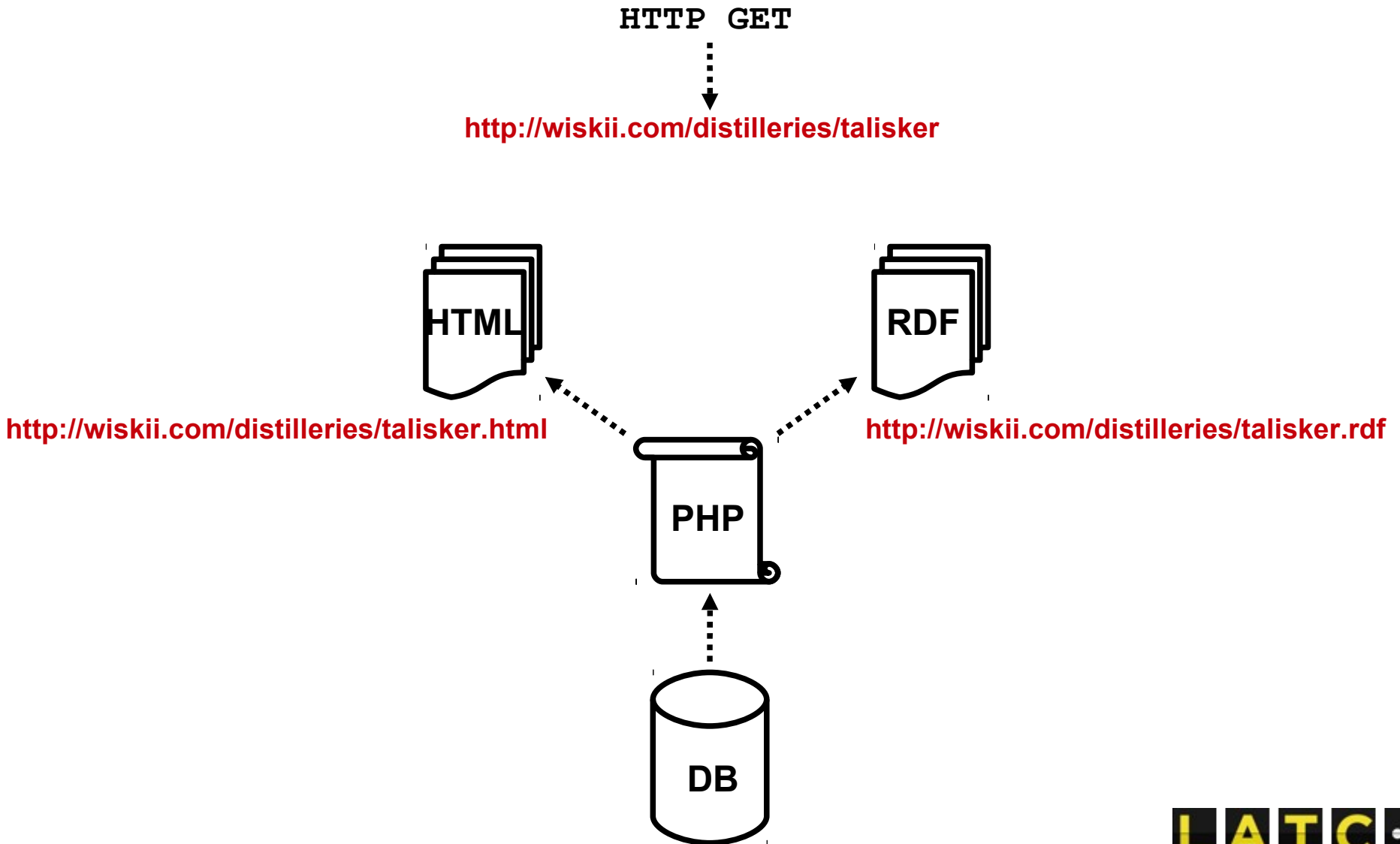
## 4. Setup Your Infrastructure

<http://wiskii.com/distilleries/talisker>

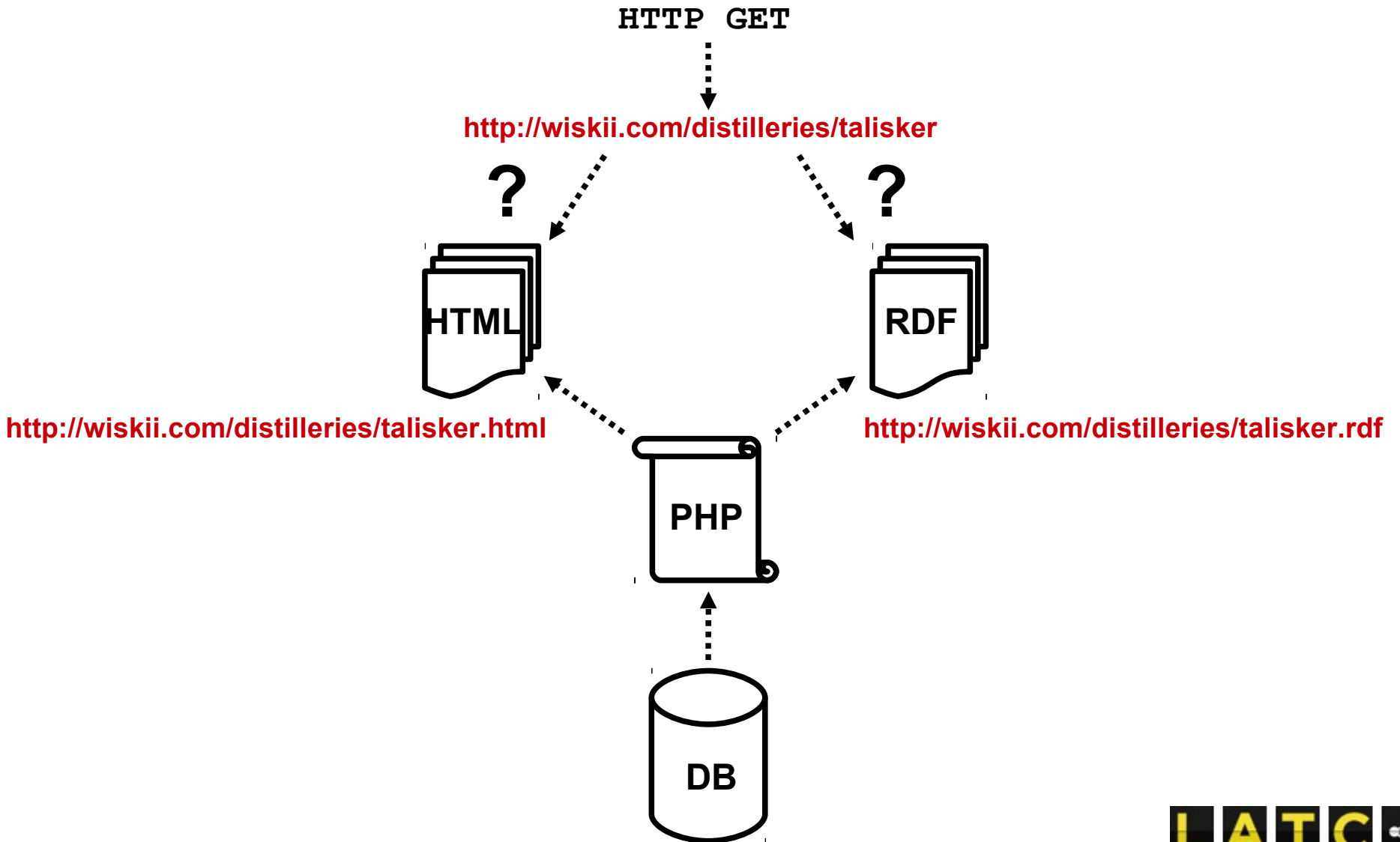




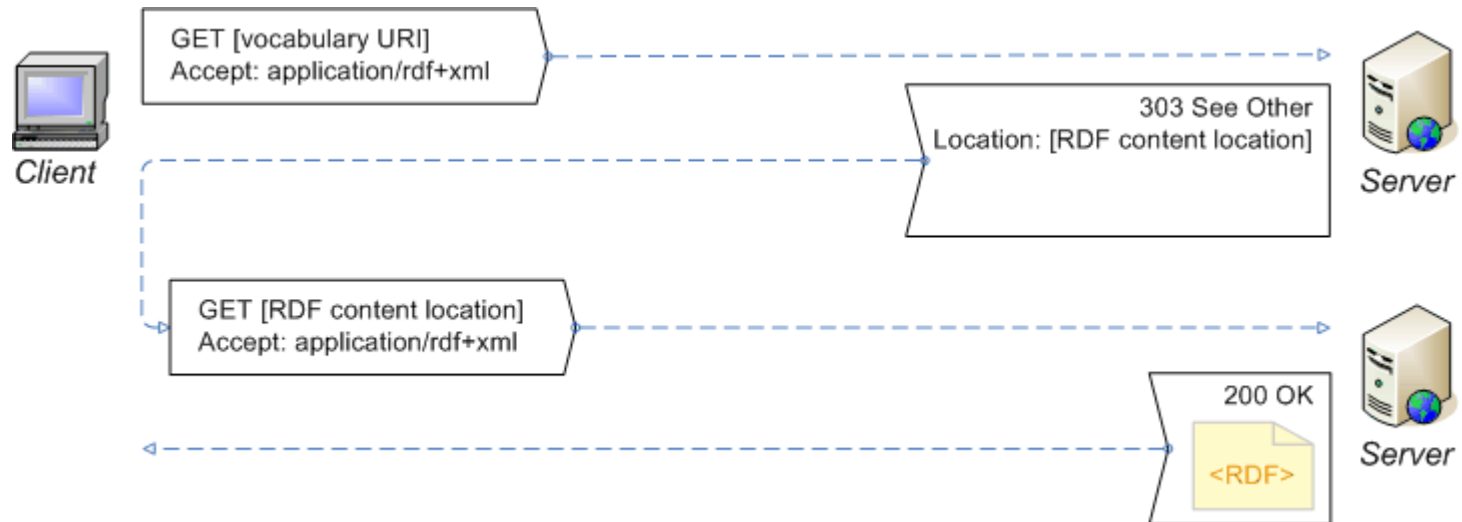
## 4. Setup Your Infrastructure



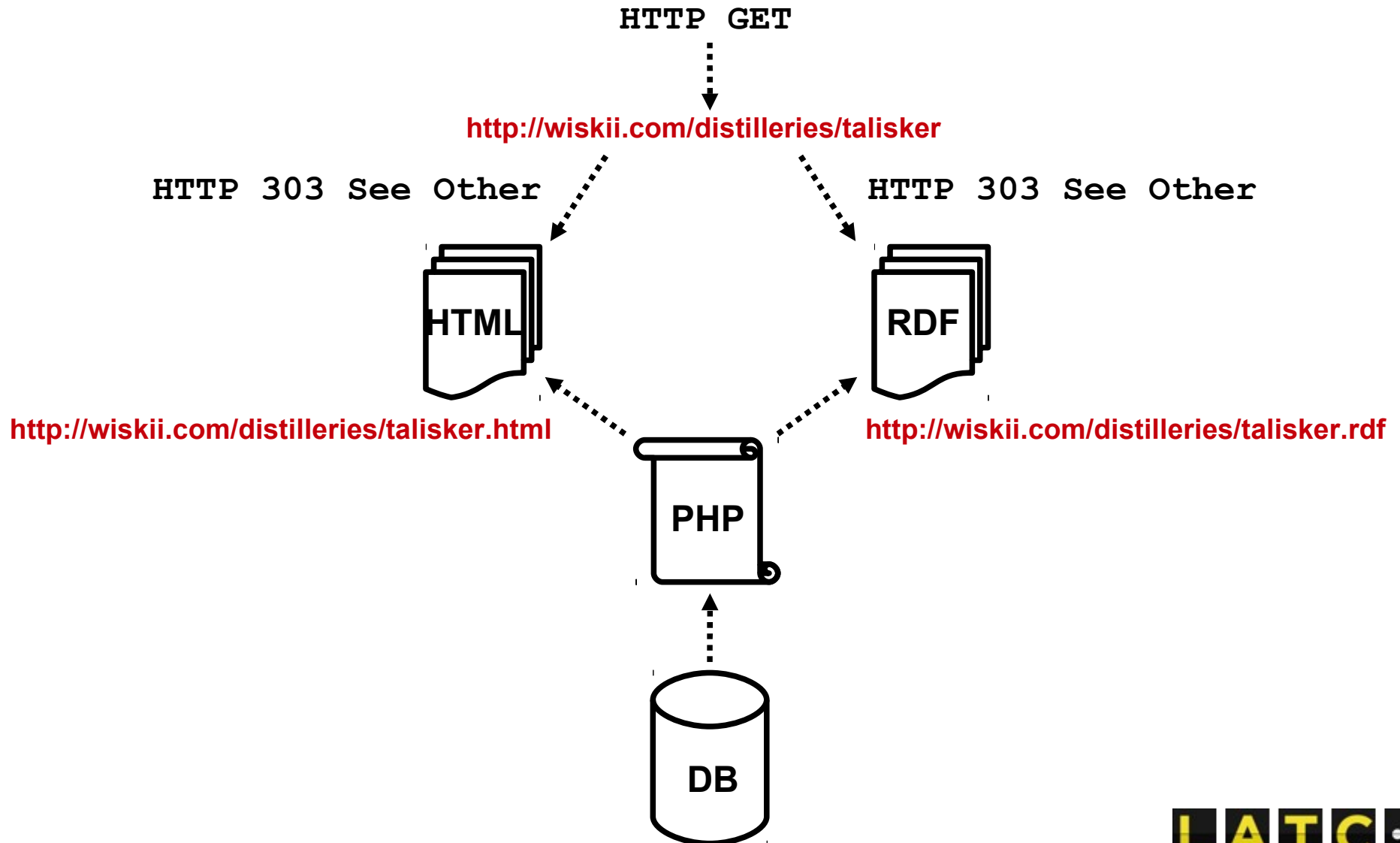
## 4. Setup Your Infrastructure



# Content Negotiation



## 4. Setup Your Infrastructure

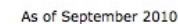




## 4. Setup Your Infrastructure

- Code samples for ConNeg and 303 Redirects
  - <http://linkeddata.org/tools>
- Useful tools for debugging
  - Firefox Extensions
    - Modify Headers
    - LiveHTTPHeaders
  - cURL
    - <http://dowhatimean.net/2007/02/debugging-semantic-web-sites-with-curl>
- You don't have to 'roll your own'!
  - See Toolbox section below

## 5. Link to Other Data Sets

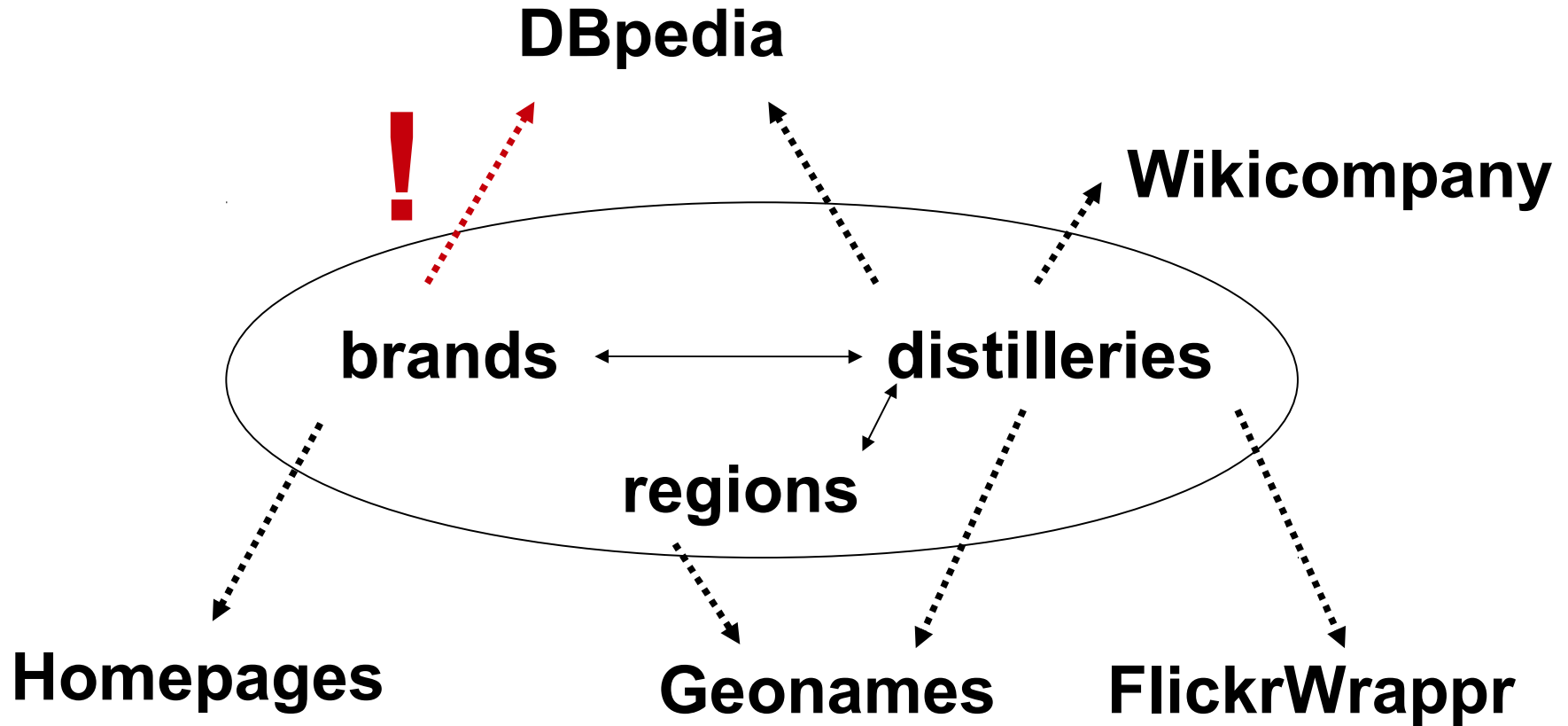


## 5. Link to other Data Sets (Popular Predicates)

- owl:sameAs (thing to thing)
- foaf:based\_near / ov:near (thing to thing)
- foaf:homepage (thing to document)
- foaf:page (thing to document)
- foaf:made (thing to document)
- foaf:depiction (thing to document)
- foaf:primaryTopic (document to thing)
- foaf:topic (document to thing)
- foaf:maker (document to thing)
- rdfs:seeAlso (document to document)



## 5. Link to other Data Sets (Wiskii.com)



## 5. Link to other Data Sets

- 'Roll Your Own' Linking Approaches
  - String Matching
    - e.g. comparing labels using similarity metrics
  - Common Key Matching
    - e.g. ISBN, Musicbrainz IDs
  - Graph Matching
    - Do these two things have the same label, type and coordinates
- Linking Frameworks
  - See later
- Aim for reciprocal links

## 6. Describe and Publicise your Data

- Help others discover and index your data
  - Send pings to [Sindice.com](http://Sindice.com) and [pingthesemanticweb.com](http://pingthesemanticweb.com)
  - Provide a Semantic Sitemap for your Data Set
  - Provide a void description of your Data Set
    - <http://rdfs.org/ns/void-guide>
- Apply a license or waiver to your data set
  - Protects consumers of your data => encourages reuse
  - Creative Commons is probably **not** applicable
  - Use the Open Database License (ODbL) or release into the public domain by applying PDDL or CC0 waivers
    - <http://opendatacommons.org/>

# Linked Data Toolbox



# Linked Data Storage/Publishing Layers

- RDB → RDF Middleware
  - D2R Server
- Native RDF Storage (manage it yourself)
  - 4Store
  - AllegroGraph
  - Bigdata
  - BigOWLIM
  - Jena TDB
  - Neo4j
  - Sesame
  - Virtuoso
- Native RDF Storage (managed)
  - Talis Platform

# Linked Data Publishing Frameworks/Tools

- Pubby
  - Linked Data front-end for SPARQL Endpoints
    - <http://www4.wiwiss.fu-berlin.de/pubby/>
- Paget Framework
  - publishing framework for Linked Data
  - serves up RDF according to Linked Data principles
  - reduces configuration overhead
  - can serve up data from static files or SPARQL endpoints
    - <http://code.google.com/p/paget>

# Linked Data: Part 2

## What Happens Next?

# Putting the Links in Linked Data





# Putting the Links in Linked Data

- Generating Links
  - Silk: Link Discovery Framework
    - <http://www4.wiwiss.fu-berlin.de/bizer/silk/>
  - LinQL
    - <http://www2009.org/proceedings/pdf/p1101.pdf>
  - Roll Your Own
    - ...



# Data Linking: Who Pays?

- Data Publishers
  - lowers the cost of consumption

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- Data Publishers
  - lowers the cost of consumption
- Data Consumers
  - when then benefits outweigh the costs



# Data Linking: Who Pays?

- Data Publishers
  - lowers the cost of consumption
- Data Consumers
  - when then benefits outweigh the costs
- Third Parties
  - when there is a gap in the market

# Putting the Links in Linked Data

- Types of Links
  - Not just about owl:sameAs
  - Links are just claims about the world
- LATC Project
  - <http://latc-project.eu/>

# Consuming Linked Data

## Application Layer

Application Code  
of the Job Portal

SPARQL

## Data Access, Integration and Storage Layer

Web Data  
Access  
Module

Vocabulary  
Mapping  
Module

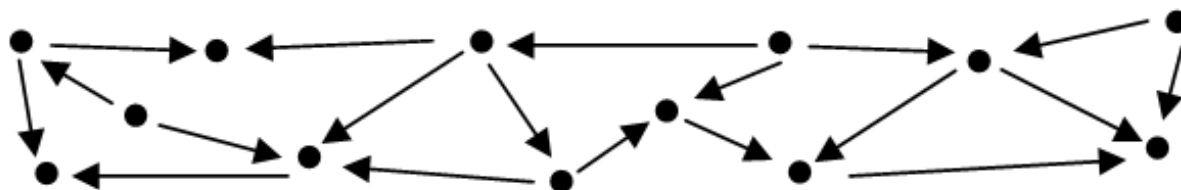
Identity  
Resolution  
Module

Quality  
Evaluation  
Module

Integrated  
Web Data

HTTP

## Web of Data



## Publication Layer

LD Wrapper

Job  
Database A

HTTP

LD Wrapper

Job  
Database B

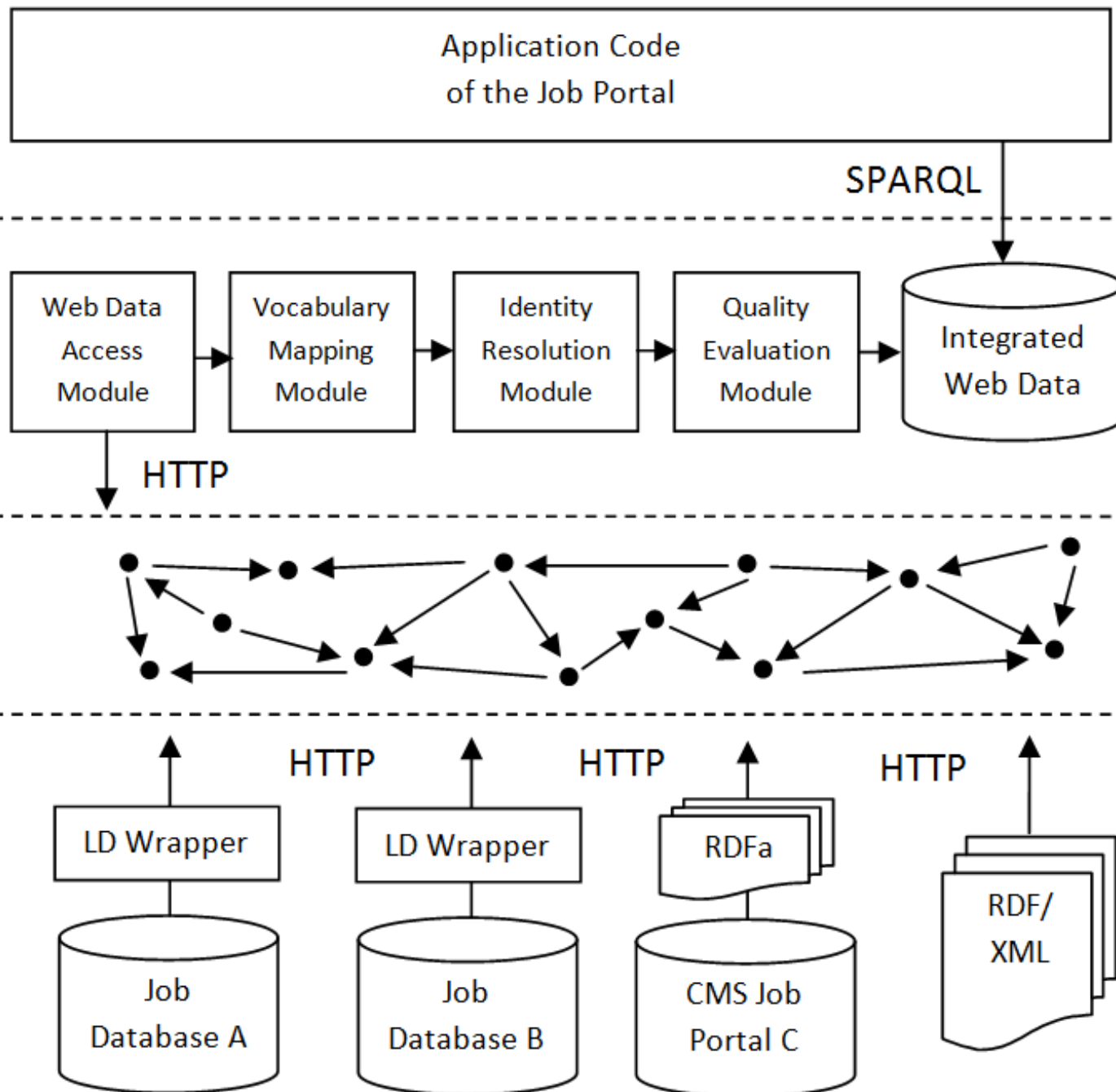
HTTP

RDFa

CMS Job  
Portal C

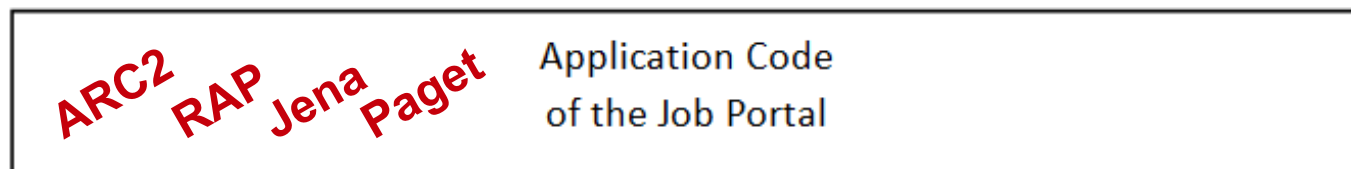
HTTP

RDF/  
XML

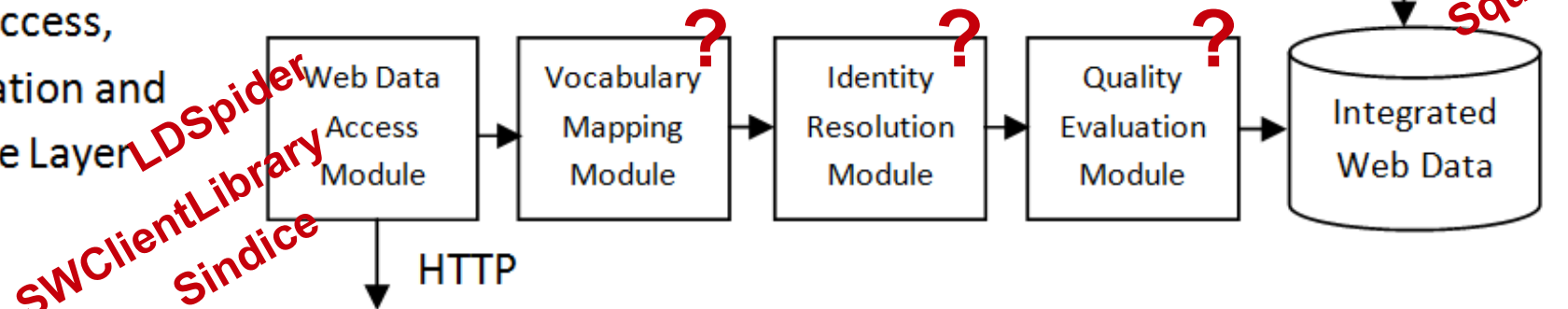




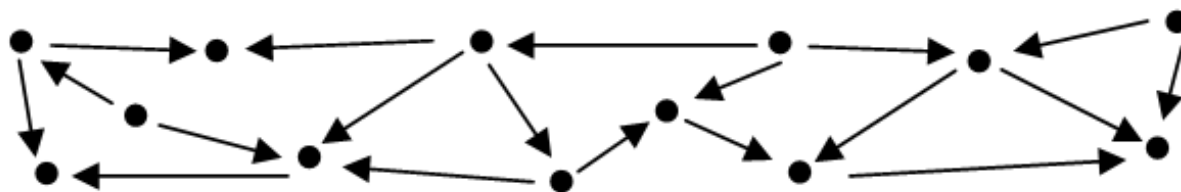
## Application Layer



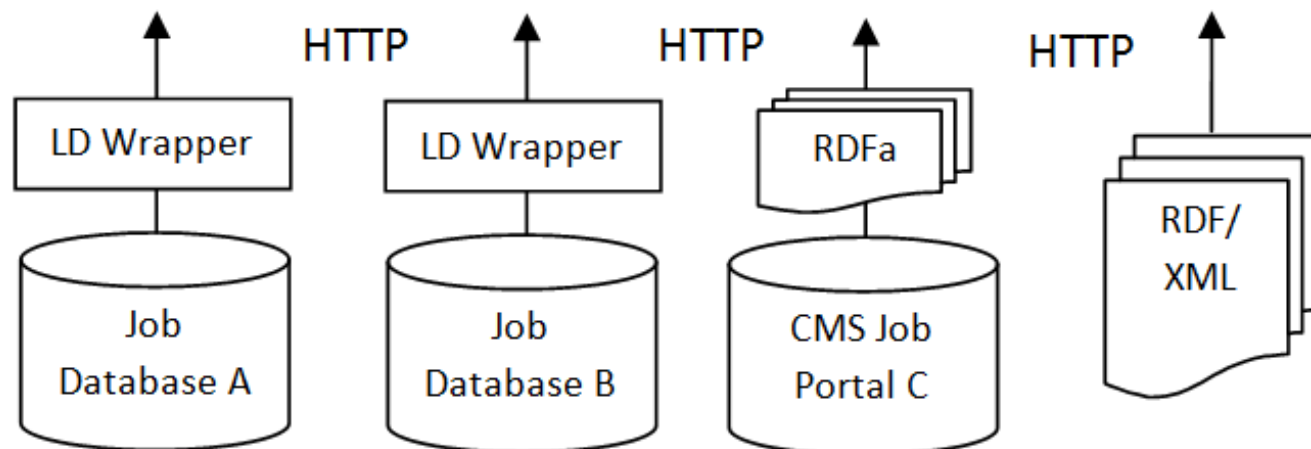
## Data Access, Integration and Storage Layer



## Web of Data



## Publication Layer



# Implications of Linked Data for the Applications we Build





# The Document Metaphor is Everywhere!

- “*I'd better clear all those messy **files** off my **desktop** before I connect to the projector*”
- “*Damn, I sent the **email** without attaching the **file***”
- “*<sigh> I really must update my home **page***”



## Linked Data is not about...

- Searching for a specific document
- Visiting a particular Web site
- Browsing from one (RDF) document to the next

# Linked Data is about Things

- Describe any aspect you like...  
...of any *thing* you like!
- Give identifiers (URIs) to those things
- Interact with those things directly!









# 10 Tasks for Potential Linked Data Applications

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Locating

Exploring

Monitoring

Notifying

Sharing

Transacting

Asserting

Discussing

Evaluating

Arranging

# 10 Tasks for Potential Linked Data Applications

*Actions on single things?*

Locating

Exploring

Monitoring

Notifying

Sharing

Transacting

Asserting

Discussing

Evaluating

Arranging

# 10 Tasks for Potential Linked Data Applications

*Actions on single things?*

Locating  
Exploring  
Monitoring  
Notifying  
Sharing  
Transacting

*Adding Linked Data to the Web?*

Asserting  
Discussing  
  
Evaluating  
Arranging



# 10 Tasks for Potential Linked Data Applications

*Actions on single things?*

Locating  
Exploring  
Monitoring  
Notifying  
Sharing  
Transacting

*Adding Linked Data to the Web?*

Asserting  
Discussing

*Aggregation and analysis of Linked Data from the Web?*

Evaluating  
Arranging

# Linked Document vs Linked Data Applications

- A document-centric perspective hides things inside documents, and constrains our imagination

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- If you don't feel constrained, then you're not thinking hard enough :)

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- Linked Data promotes all things to first class Web citizens



# Linked Document vs Linked Data Applications

- A document-centric perspective hides things inside documents, and constrains our imagination
- If you don't feel constrained, then you're not thinking hard enough :)
- Linked Data promotes all things to first class Web citizens
- We need apps for direct actions on things, not just on documents about things

# The 'Killer App' Question



# The Killer App Question

- Question: “What will be the Linked Data killer app?”



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- Answer: There may not be one. Get over it.





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  - What is the killer app of electricity? Lighting? TV? Who cares?

# The Killer App Question

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- Answer: If I knew, I wouldn't tell you.
- Answer: Killer apps are just post-hoc rationalisations
  - What is the killer app of electricity? Lighting? TV? Who cares?
- No more obsessing or speculation allowed, principled analysis only!

# Where do we Focus our Efforts?

- Sustaining innovation
- Disruptive innovation
  - Low-end disruption
  - New-market disruption

(Christensen and Raynor, *The Innovator's Solution*, 2003)



## Where do we Focus our Efforts?

- “A ***sustaining innovation*** targets demanding, high-end customers with better performance than what was previously available.”





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- “A ***sustaining innovation*** targets demanding, high-end customers with better performance than what was previously available.”
- “If your idea for a product or business appears disruptive to some established companies but might represent a ***sustaining*** improvement for others, then you should go back to the drawing board.”
- Risky business ideas?
  - A new search engine that exploits structured data
  - A reviewing and rating site that publishes data in RDF
  - A new CMS with Linked Data support



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- Low-End Disruption
  - “Address over-served customers with a lower-cost business model”



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  - “Address over-served customers with a lower-cost business model”
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  - What can we do less well with Linked Data, but at significantly less cost than with existing approaches?



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- New-Market Disruption
  - “Compete against non-consumption”



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- New-Market Disruption
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  - “New-market disruptive products are so much more affordable to own and simpler to use that they enable a whole new population of people to begin owning and using the product, and to do so in a more convenient setting.”



# Where do we Focus our Efforts?

- New-Market Disruption
  - “Compete against non-consumption”
  - “New-market disruptive products are so much more affordable to own and simpler to use that they enable a whole new population of people to begin owning and using the product, and to do so in a more convenient setting.”
  - What can we enable with Linked Data that a large number of people aren't doing right now because it's too hard, expensive or inconvenient?

# Conclusions



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## Conclusions

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- Growth in data volumes is very rapid
- The nature of applications consuming Linked Data needs discussion / research
- Principled analysis may reveal gaps for potential killer apps

## Further Reading and Events

- Bizer, Heath and Berners-Lee (2009) Linked Data – The Story So Far, IJSWIS, 5(3), 1-22.
  - available from <http://tomheath.com/publications>
- Tutorial on Publishing Linked Data
  - <http://linkeddata.org/docs/how-to-publish>
- Synthesis e-Book on Linked Data
  - coming later this year
- CoLD2010 workshop at ISWC2010
- LDOW2011 workshop at WWW2011?



# Questions?

- Contact Info
  - [tom.heath@talis.com](mailto:tom.heath@talis.com)
  - <http://tomheath.com/id/me>
  - <http://www.talis.com/>
  - @tommyh (twitter)
- Slides
  - <http://tomheath.com/slides/2010-09-brixenbressanone-linked-data.pdf>

shared innovation