CC6202-1
LA WEB DE DATOS
PRIMAVERA 2015

Lecture 1: Introduction

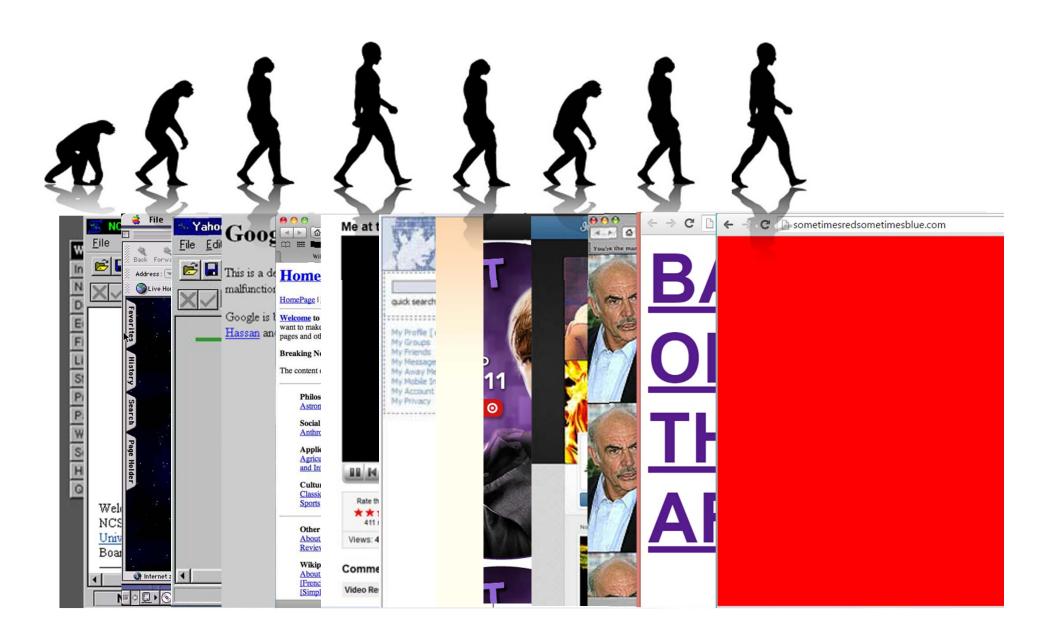
Aidan Hogan aidhog@gmail.com

THE WEB

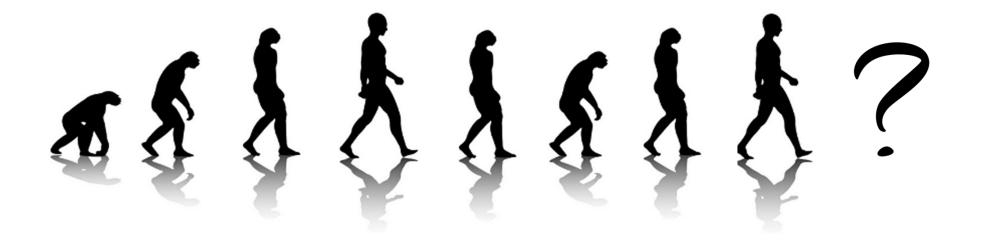
The Web is now 26 years old



Evolution of the Web



Evolution of the Web



What will the Web be like in 25 more years?

CC6202-1 LA WEB DE DATOS

PRIMAVERA 2015

Lecture 1: Introduction

Aidan Hogan aidhog@gmail.com

Hint:

THE "SEMANTIC WEB"

The "Semantic Web"



... what is the "Semantic Web"?

Semantic Web?



semantic web



Google Search

I'm Feeling Lucky

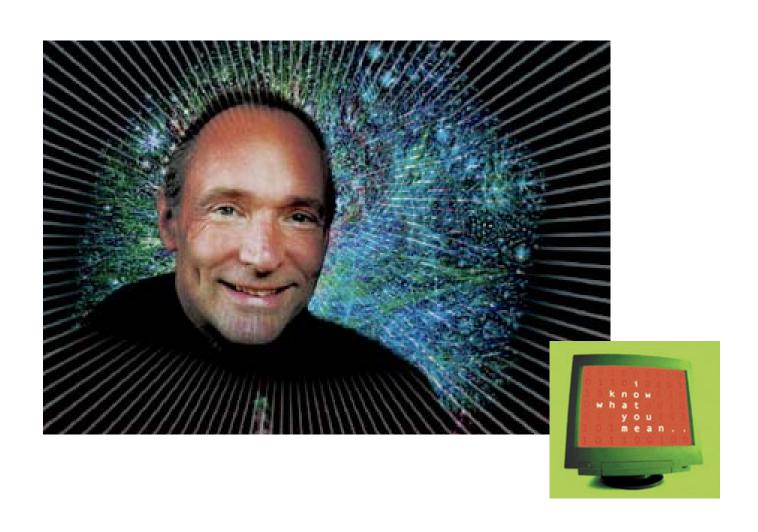
Semantic Web?



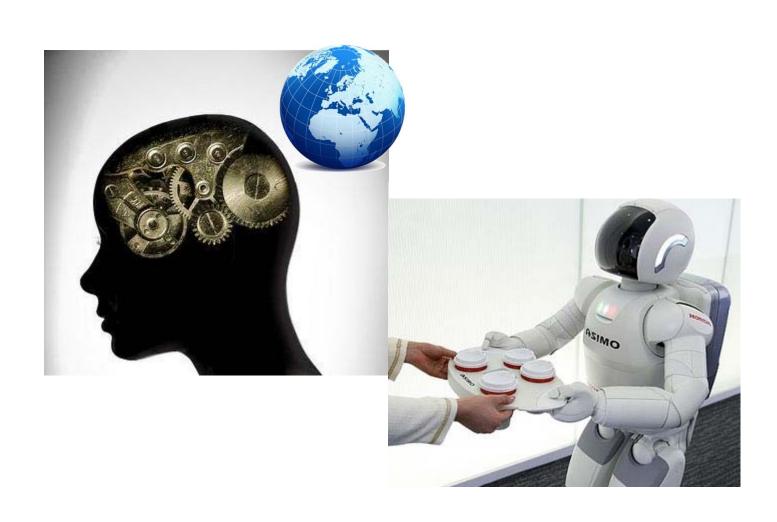
"The Semantic Web will bring structure to the meaningful content of Web pages, creating an environment where software agents roaming from page to page can readily carry out sophisticated tasks for the semanting full content of the meaningful content of



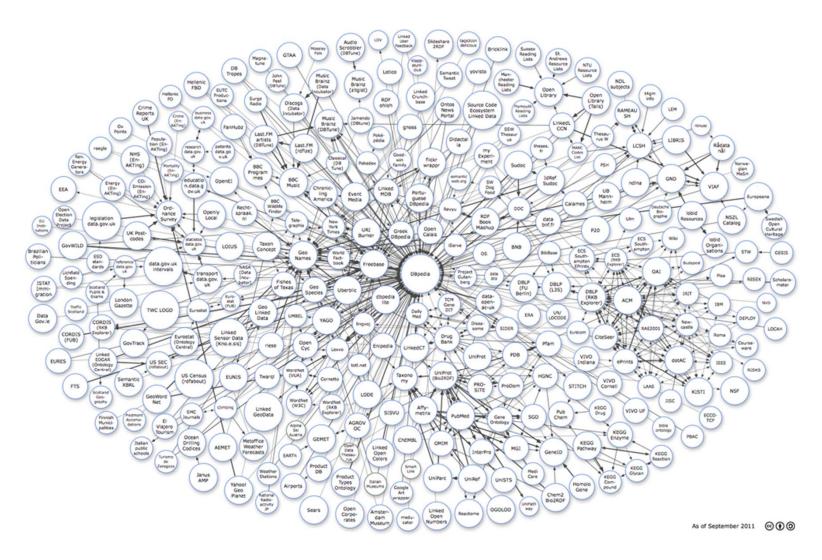
... Tim Berners-Lee's vision of the future Web?



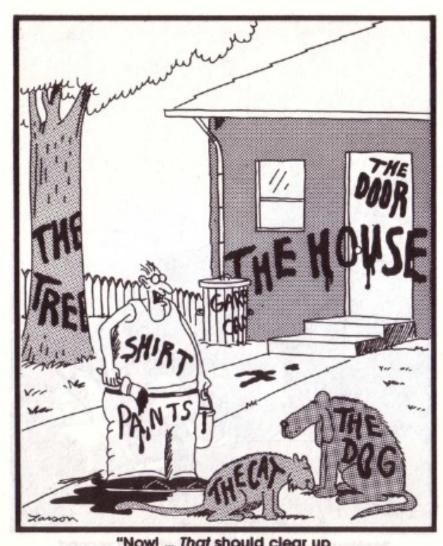
... intelligent machines making sense of the Web?



... Linking together Open Data?

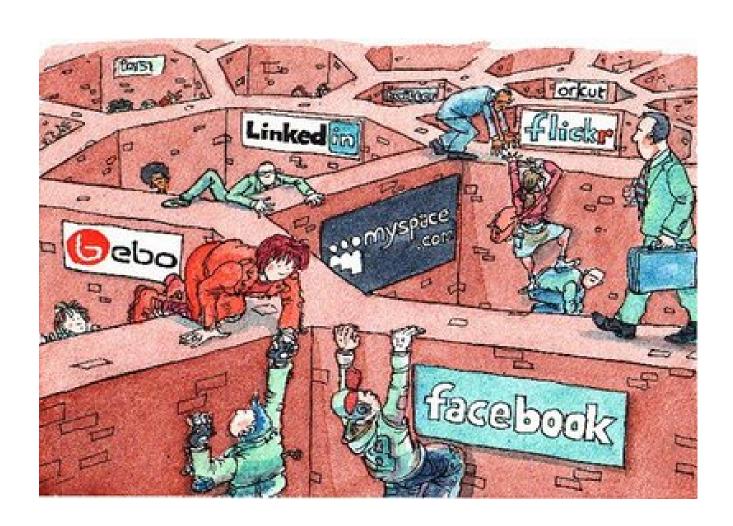


The Semantic Web is naming everything?

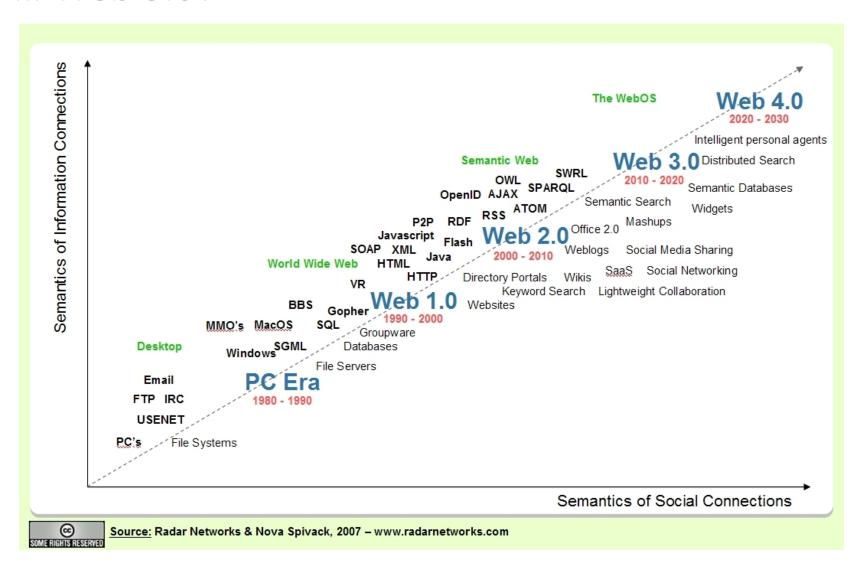


"Now! ... That should clear up a few things around here!"

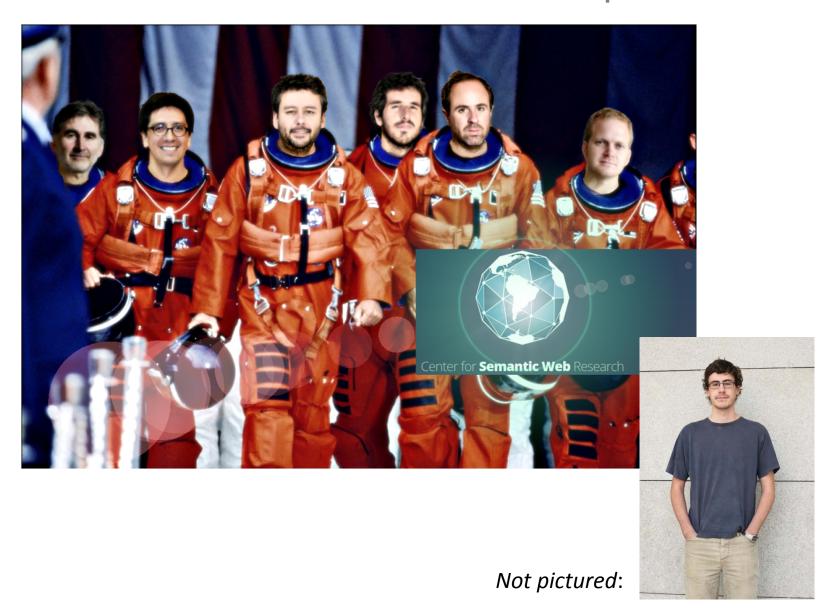
... breaking down the walls between sites?



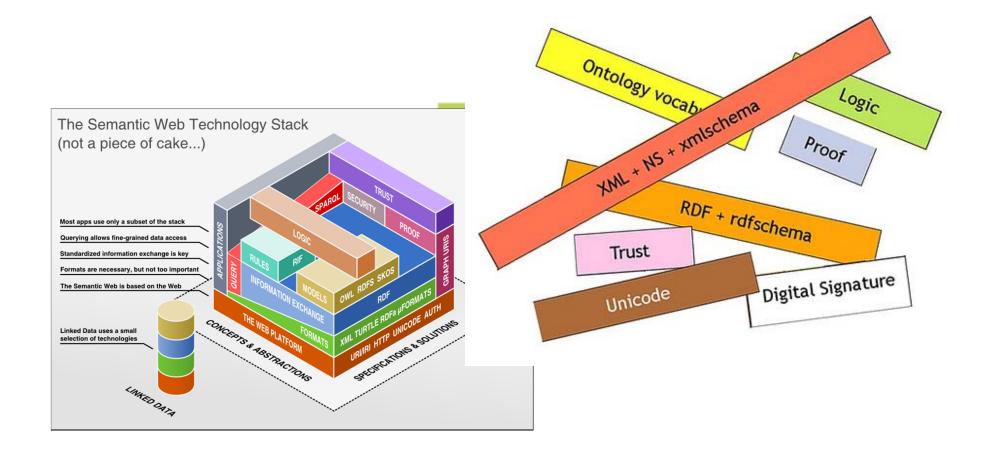
The Semantic Web is ... Web 3.0?



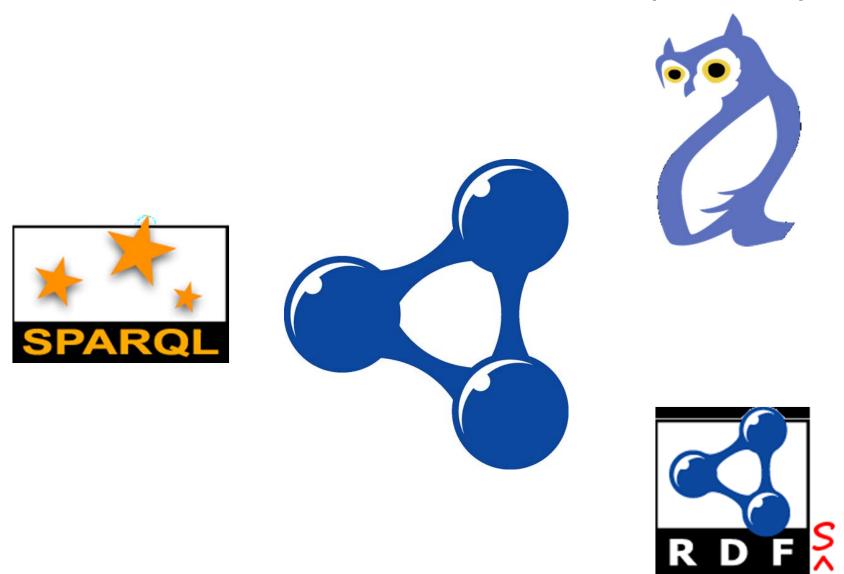
... is an active area of research in Comp. Sci.?



The Semantic Web is a stack of technologies?



... a stack of Web standards for interoperability?

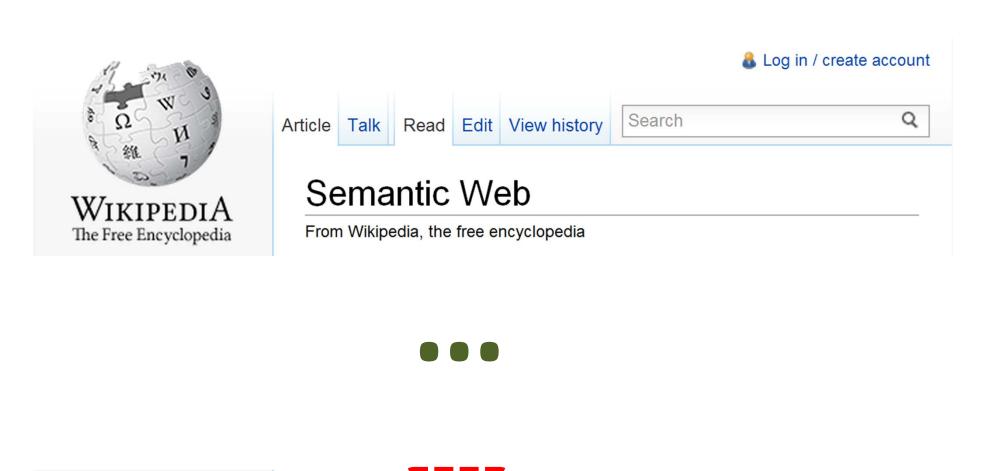


... something we should kill with fire?



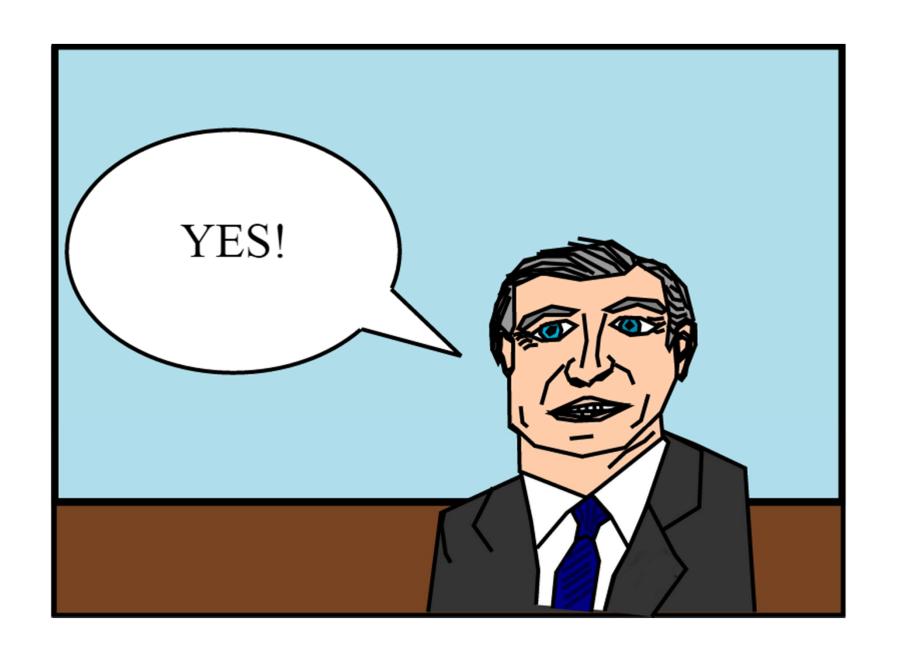
Tom Coates; See talk: https://vimeo.com/21829271

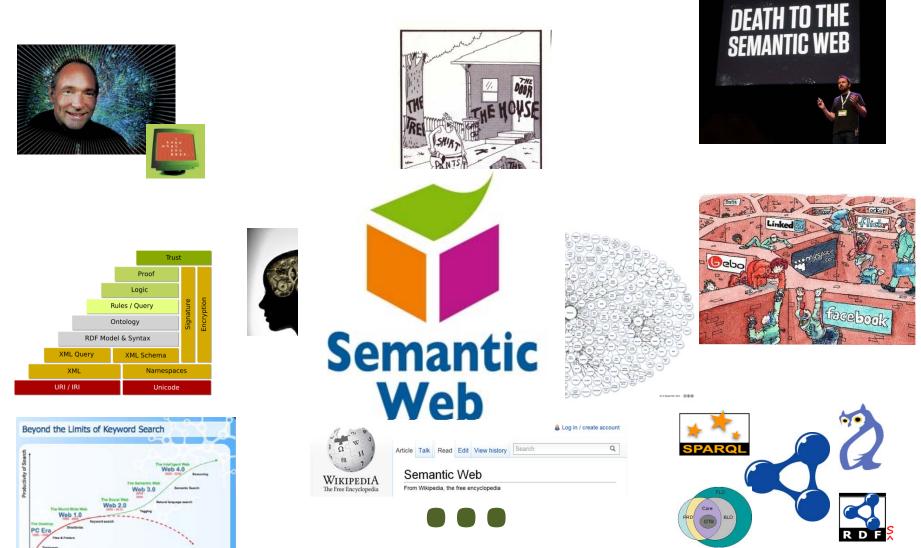
The Semantic Web is a Buzzword?



Semantic Web | Web services

Categories Buzzwords





Categories: Buzzwords | Semantic Web | Web services

...cf. "What is the Web?"

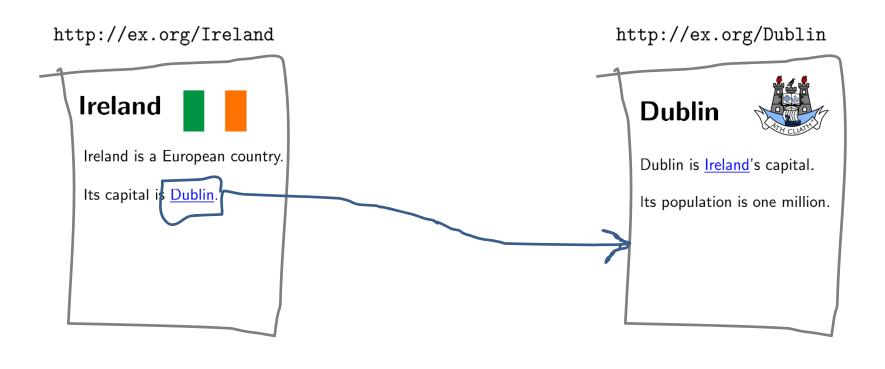
WHAT'S WRONG WITH THE CURRENT WEB?

The current Web is fantastic!



... but can the Web be better?

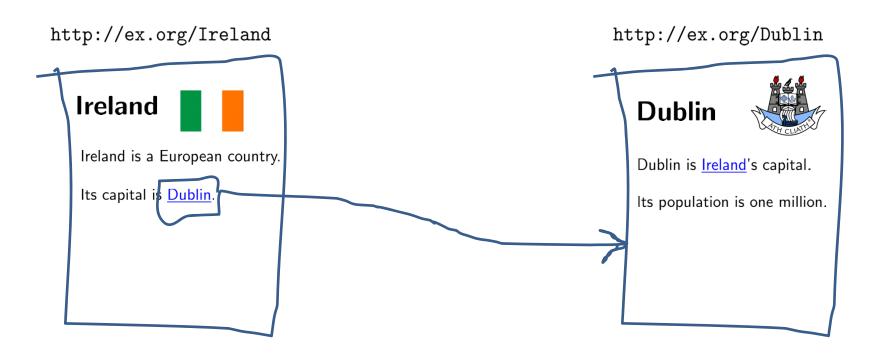
The current Web is document-centric



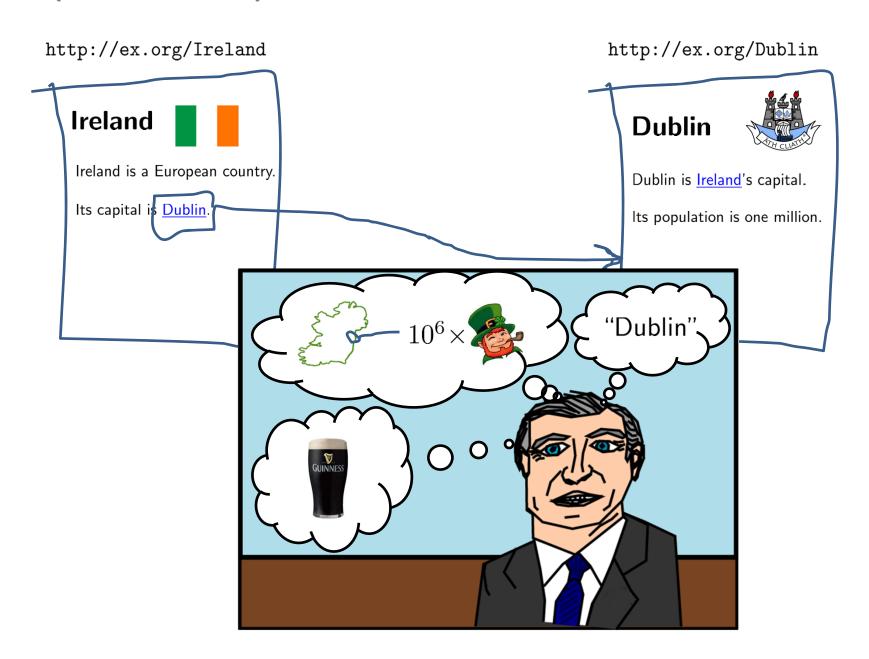
</html>

<html>

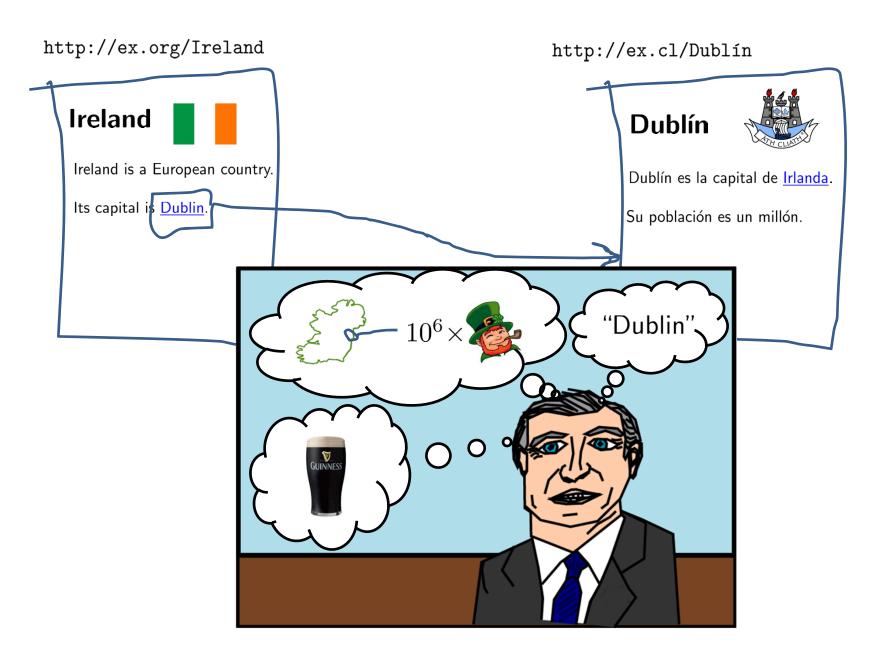
The current Web is document-centric



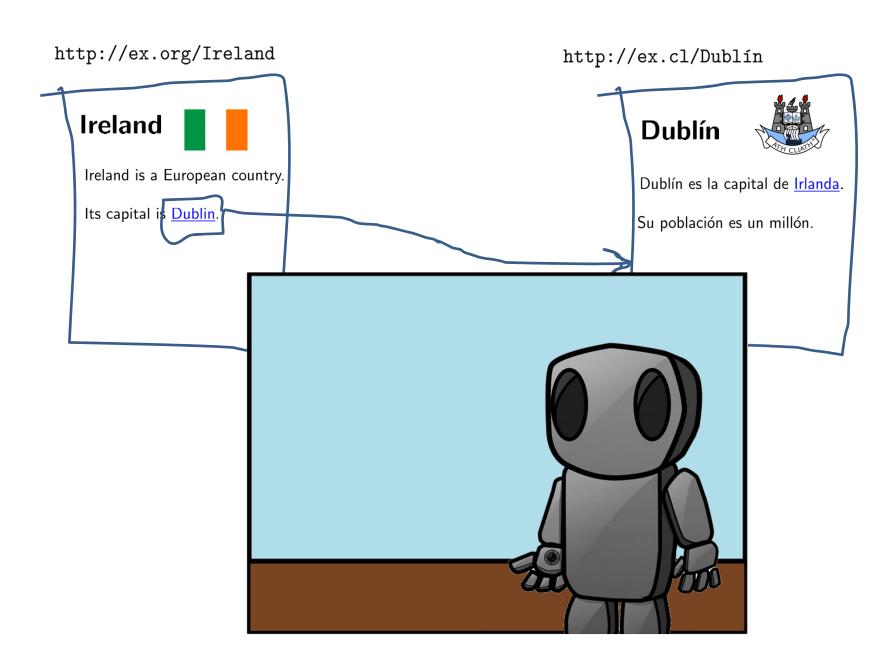
(Most of it) Makes sense to humans



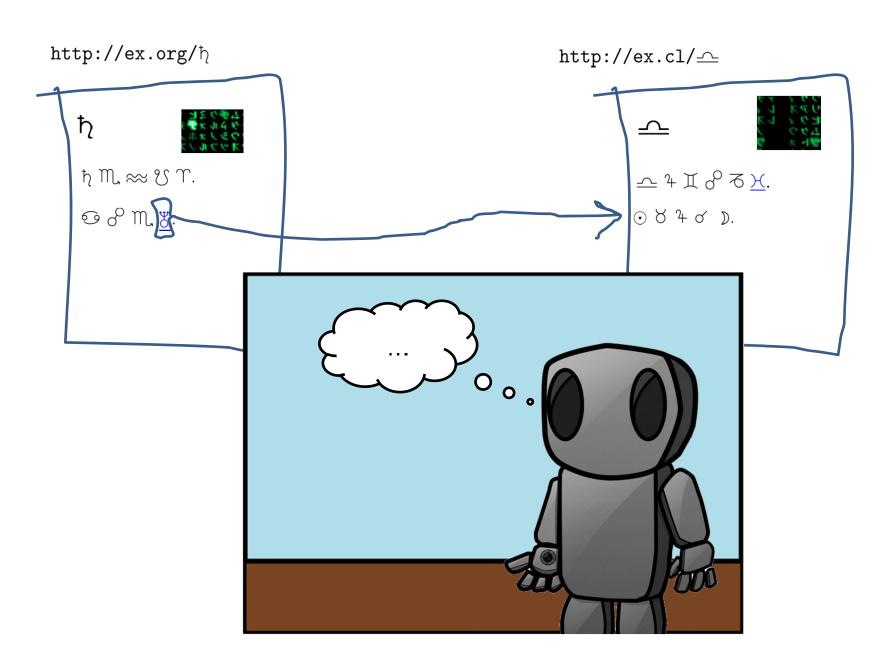
... assuming they speak the language



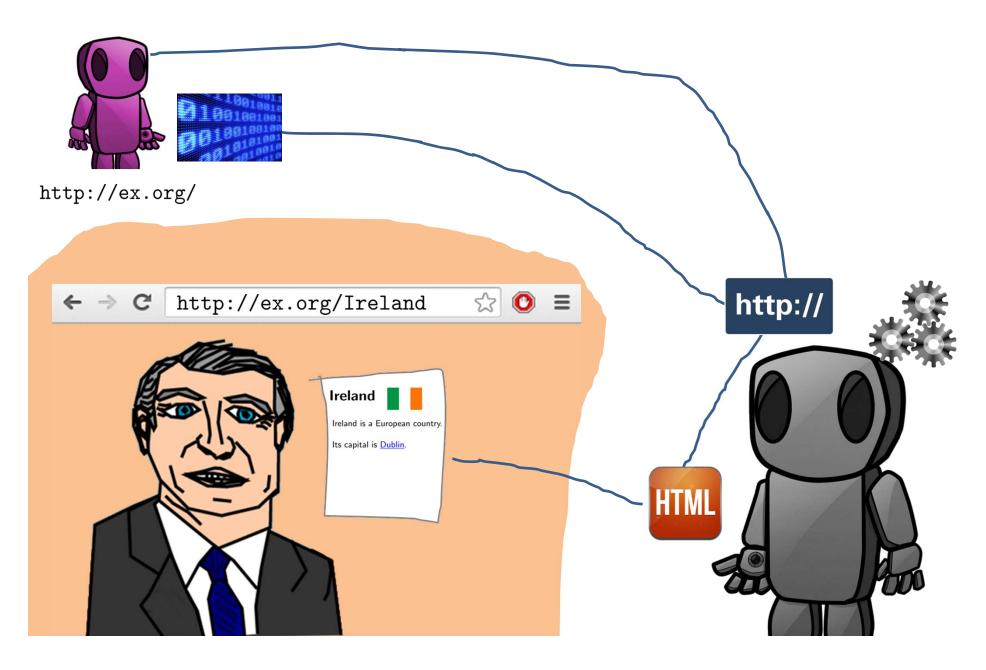
Even worse for machines



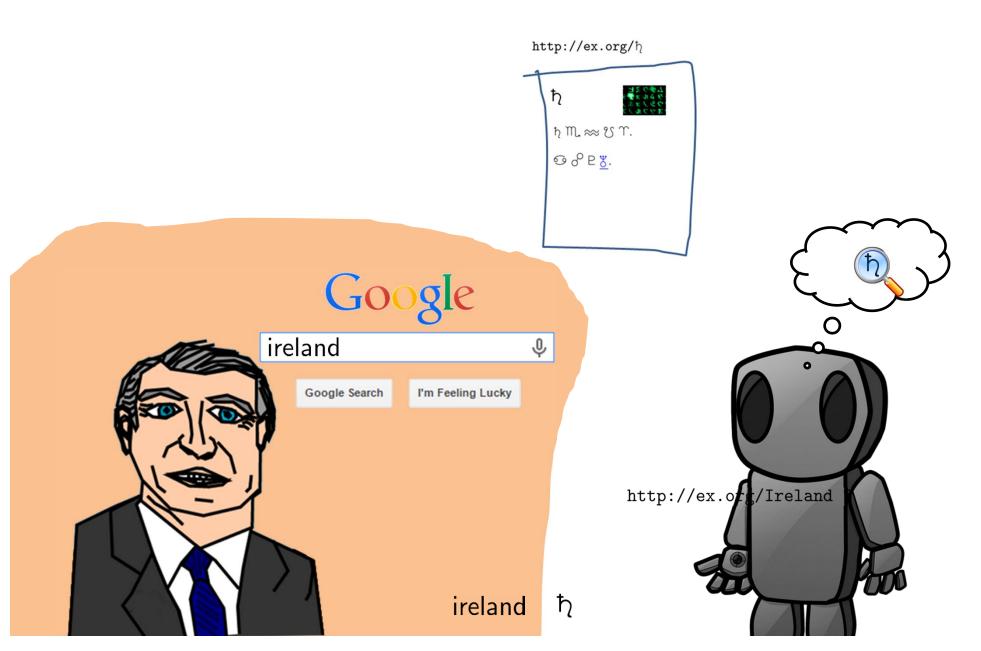
Even worse for machines



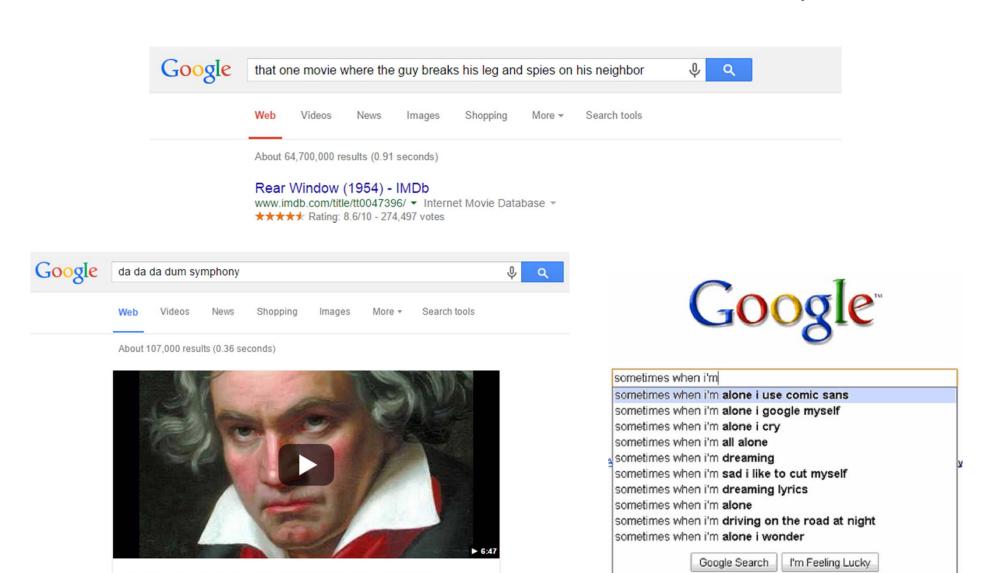
What machines on the Web can do



What machines on the Web can do



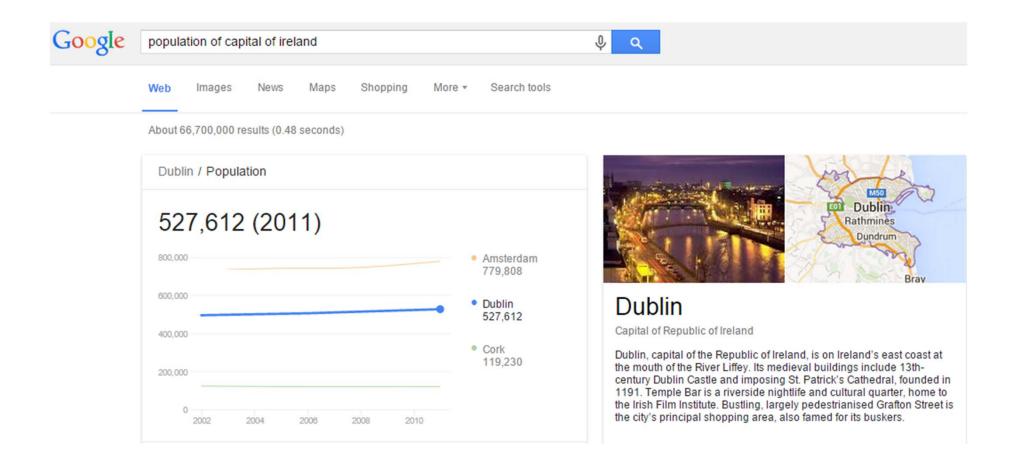
This (with some "tricks") works really well



Beethoven - Symphony No. 5 in C Minor (1) - YouTube

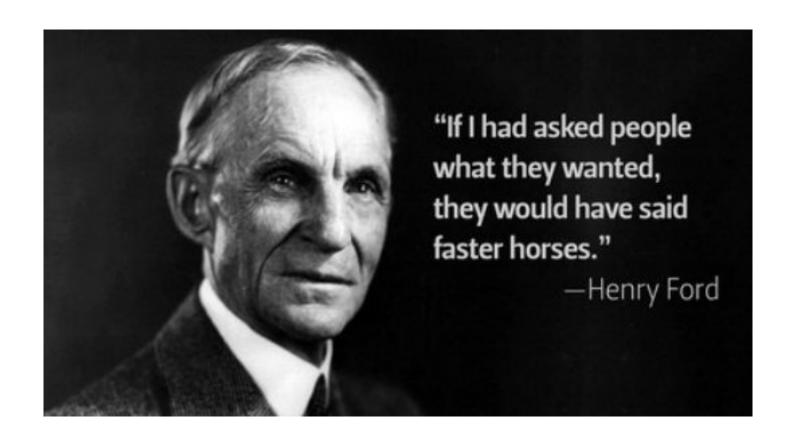
www.youtube.com/watch?v=W2qW6fOtAMY *

Can even get "direct answers" now



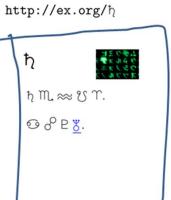
THE WEB IS GREAT WHAT'S THE PROBLEM ...

Horses were great too ...

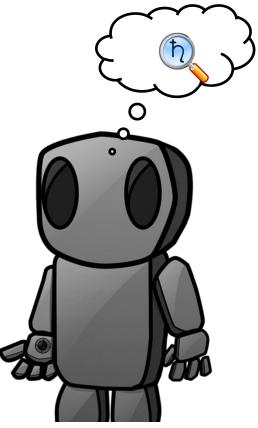


At its core, Google is still just doing ...

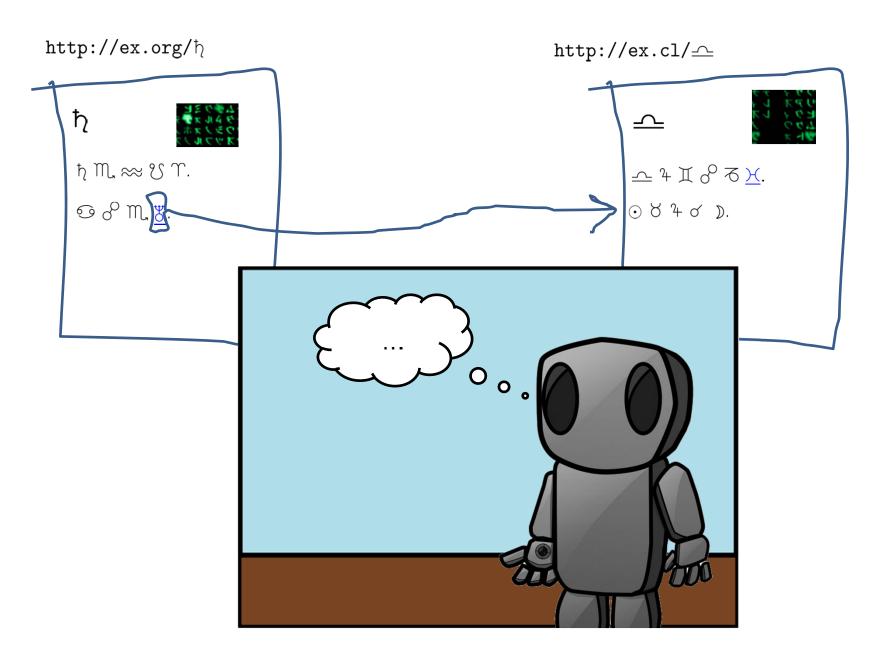
(... but really really well)







Google does not change the fact that ...



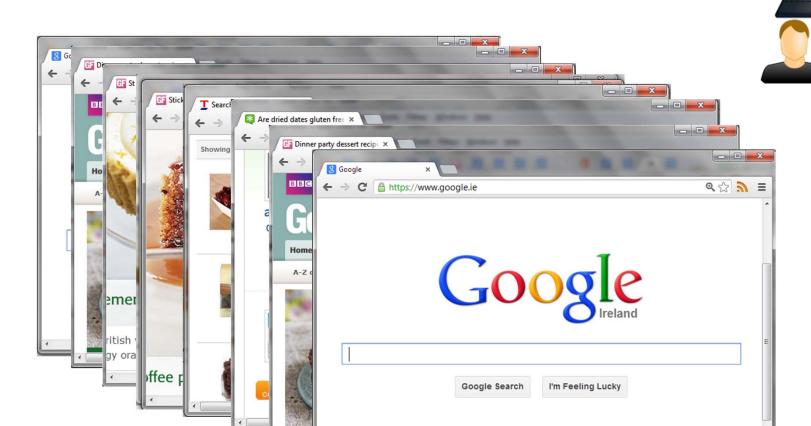
Using Google to find the right dessert ...



Requirements:

- Must be a <u>dessert</u>
- Must be <u>citrus-free</u>
- Must be gluten-free
- Ingredients available in <u>local</u> supermarket(s)
- Cheap (students)
- Must be <u>delicious</u>

Using the Current Web ...



Google.ie offered in: Gaeilge

The Dessert Algorithm (25 years on)

```
candidates := \emptyset
for all recipe-site in google-results
   for all dessert-recipe in recipe-site
      if dessert-recipe type looks-delicious
         suitable := true
         for all ingredient in dessert-recipe
            if searchNutrition(ingredient) type wheat or lemon or lime ...
               suitable := false
            else if searchShops(ingredient) type <u>null</u> or <u>expensive</u>
               suitable := false
            end
         end
        if suitable add dessert-recipe to candidates end
      end
   end
end
```

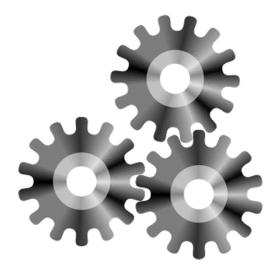


return candidates

The Dessert Algorithm (50 years on?)



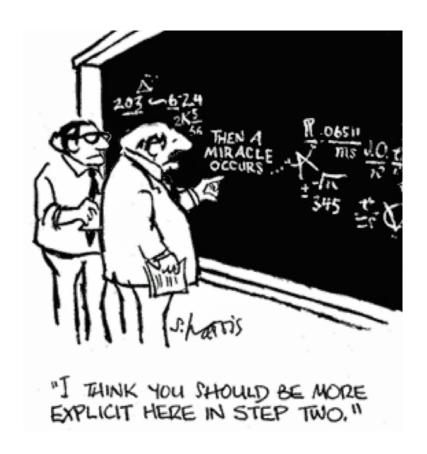
```
candidates := Ø
for all safe-cheap-local-dessert-recipe in magical-sem-web-results()
if safe-cheap-local-dessert-recipe type looks-delicious
    add safe-cheap-local-dessert-recipe to candidates end
    end
end
return candidates
```

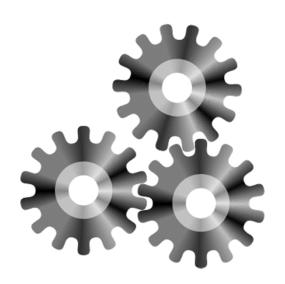


The Dessert Algorithm (50 years on?)



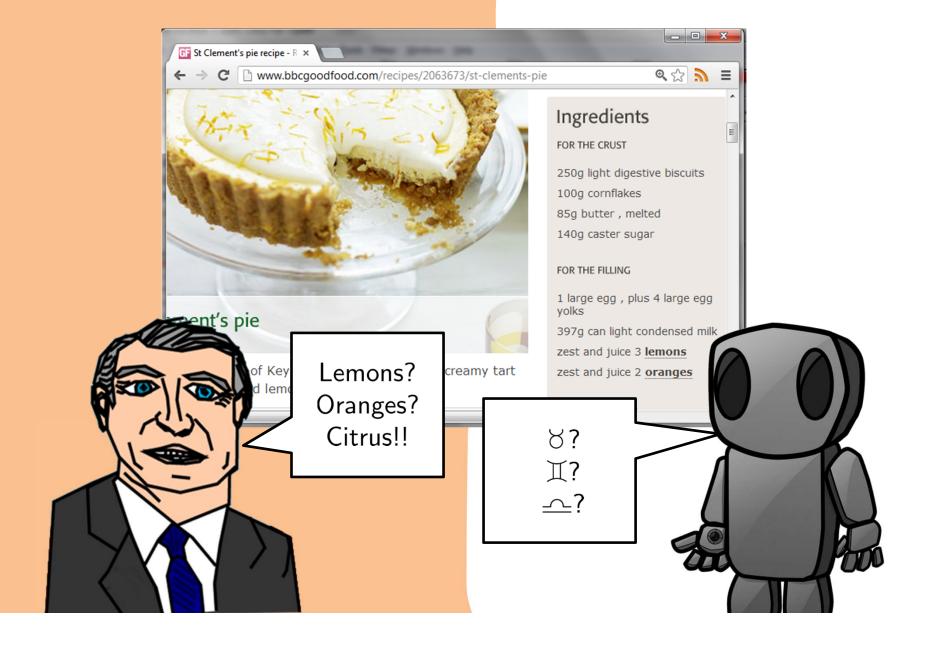
for all safe-cheap-local-dessert-recipe in <u>magical-sem-web-results()</u>



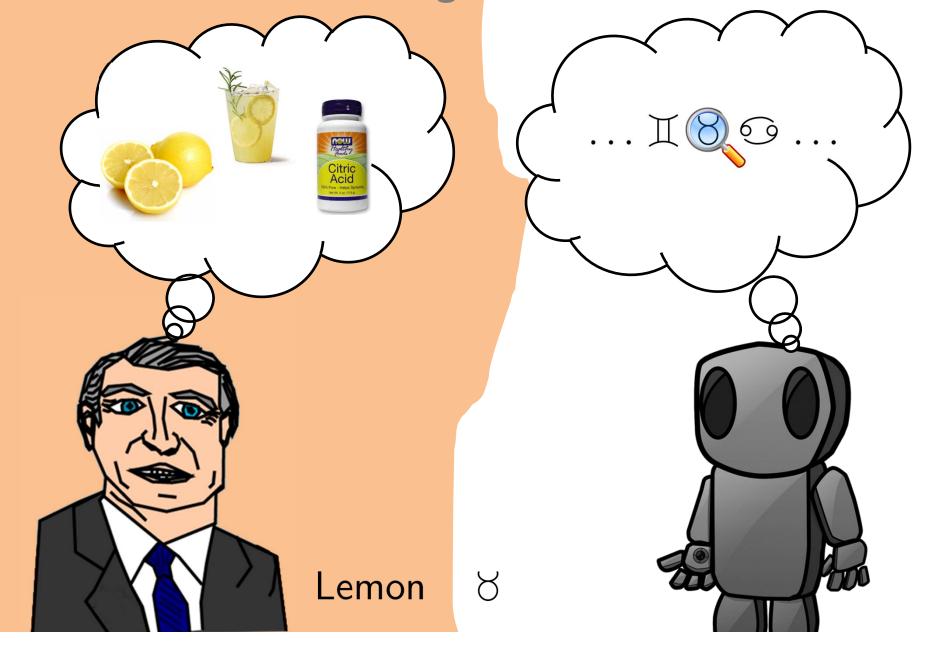


BEING MORE EXPLICIT ON STEP 2

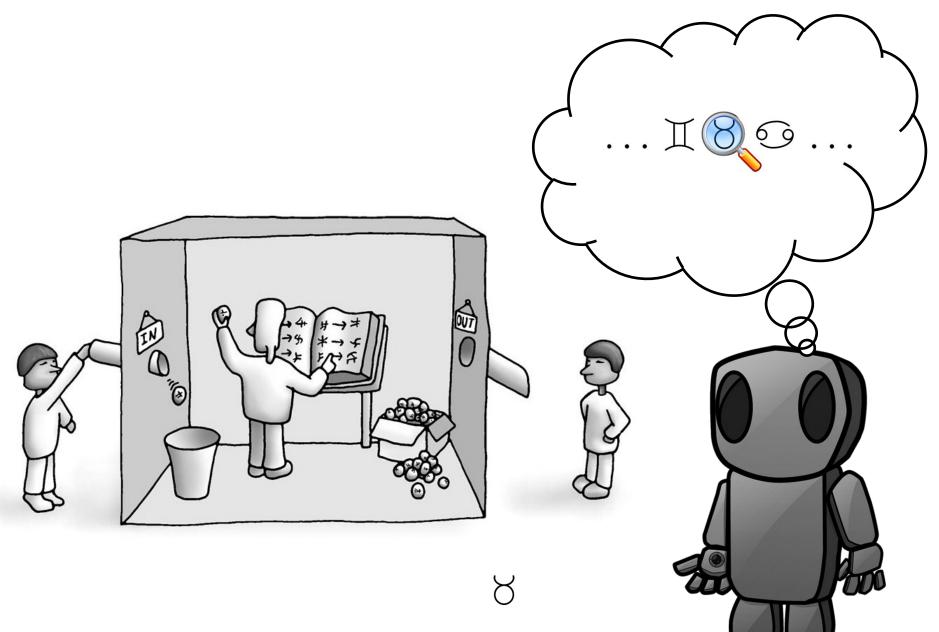
Let's look at this recipe ...



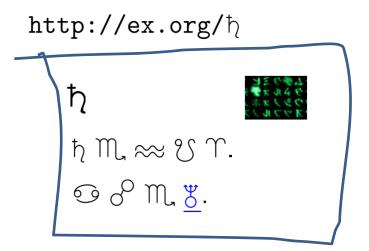
Can machines be taught to understand?

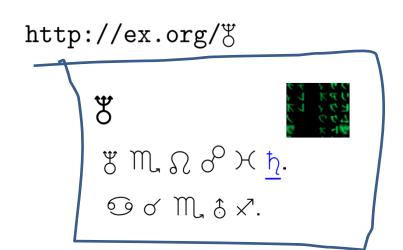


Searle's Chinese Room ...



Searle's Chinese Room: B214

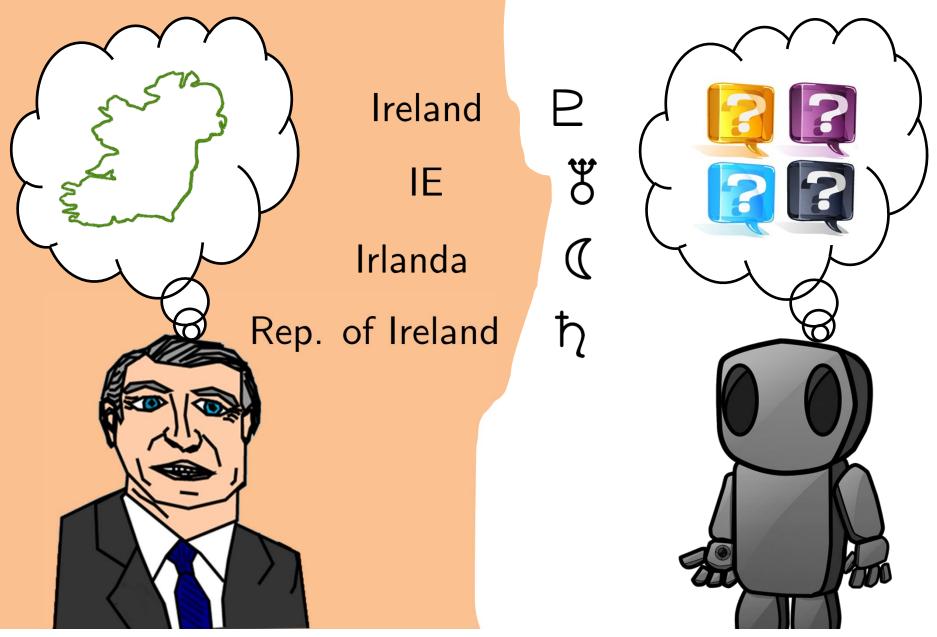




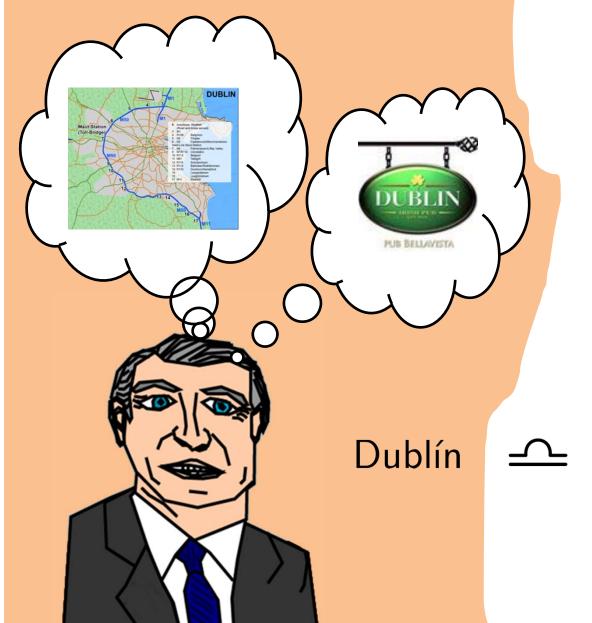
... what should the output be?

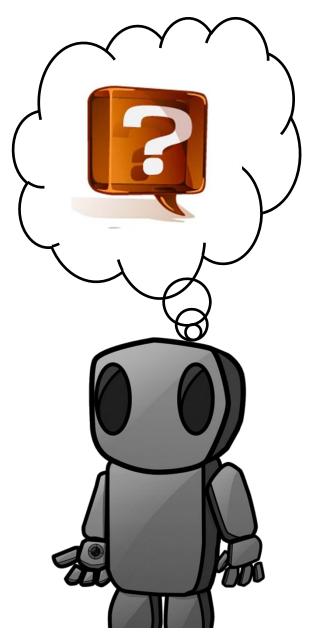
Output: "♂ ⊀"

Multiple symbols, one meaning ...



One symbol, multiple meanings ...





Multiple ways to say the same thing ...

Dublin's population is one million.

Dublin has a population of one million.

Dublin's population is 1,000,000.

Dublin has 1,000,000 inhabitants.

One million people live in Dublin.

[Dublin] Its population is one million.

La población de Dublín es un millón.

...

...

...

...

...

...



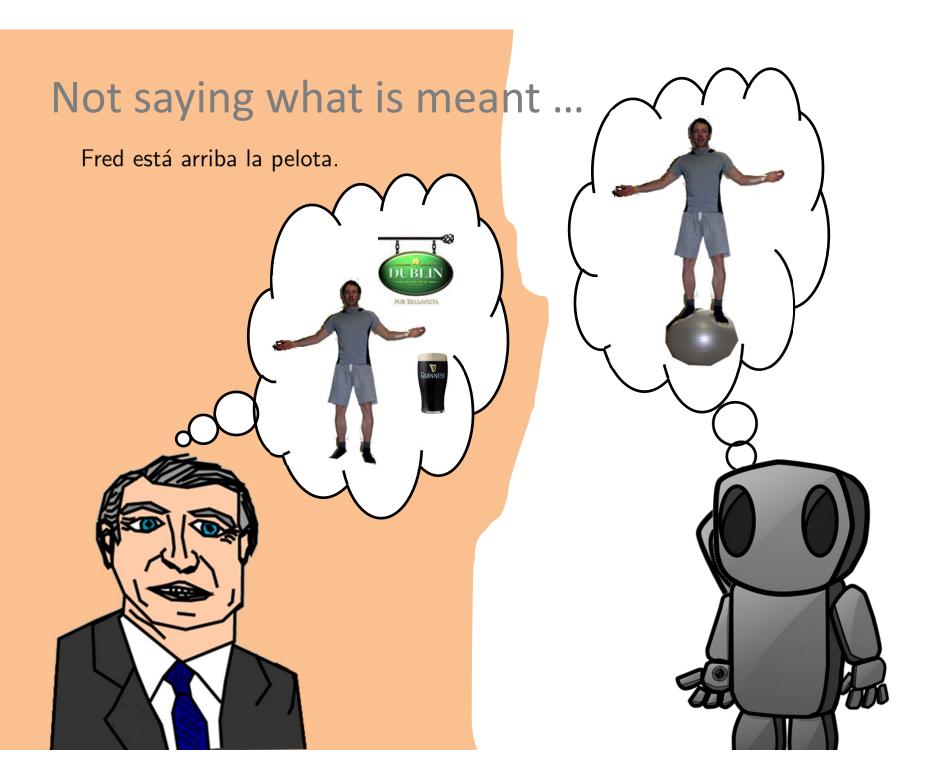


Multiple meanings for the same saying ...

Sherlock saw the man using binoculars.







You get the idea ...

THE SEMANTIC GAP

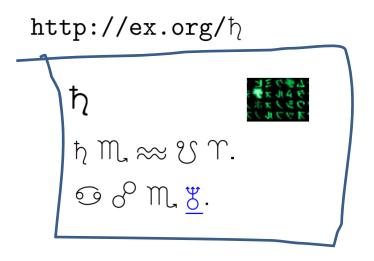


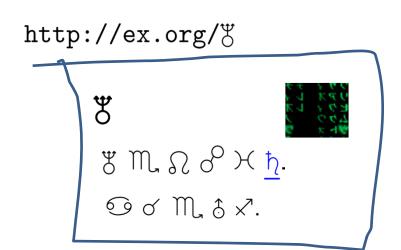


BRIDGING THE SEMANTIC GAP ON THE WEB

Searle's Chinese Room

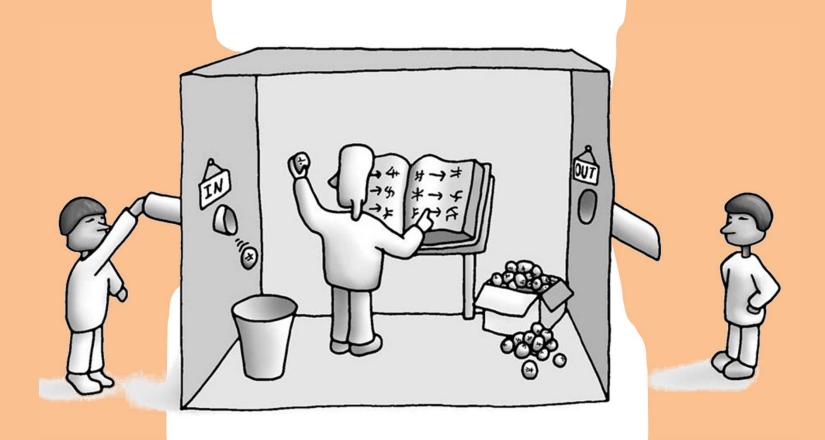
INPUT: " $\[\] \] \[\] \[\] \] \[\$





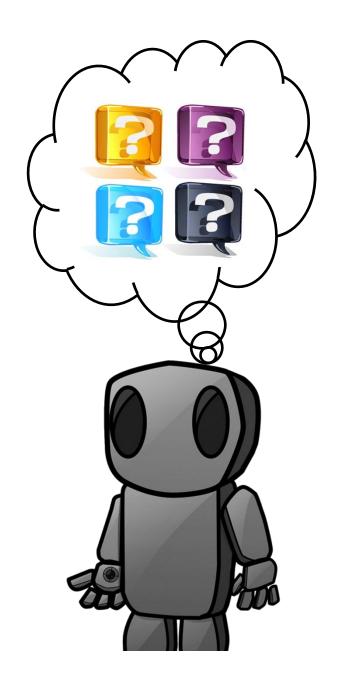
Output: "♂ <"

What if we could "structure" everything ...



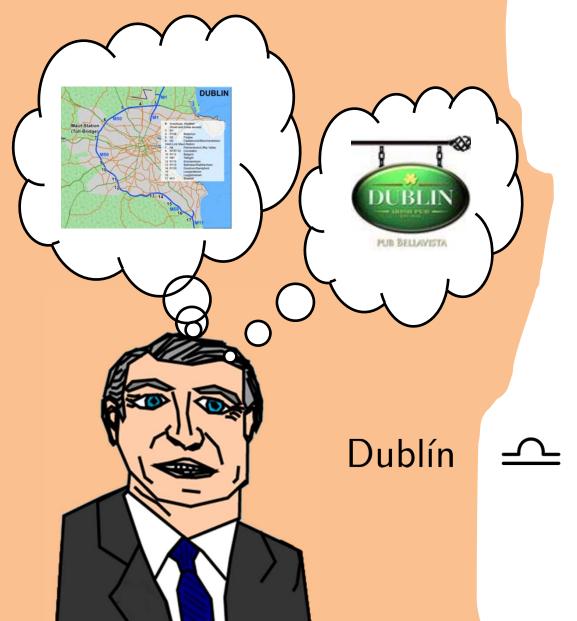
One symbol, one meaning ...

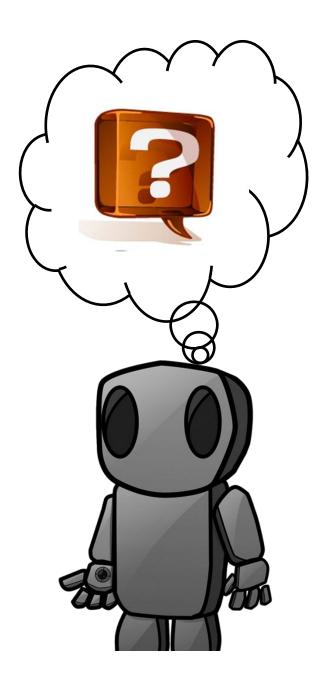




Ψ

One symbol, <u>one</u> meaning ...





One (simple) way to say one thing ...

Dublin's population is one million.

Dublin has a population of one million. Dublin's population is 1,000,000.

Dublin has 1,000,000 inhabitants.

One million people live in Dublin.

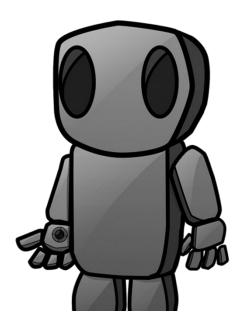
[Dublin] Its population is one million.

La población de Dublín es un millón.

(Dublin, population, 1000000)

(♥,♂,1000000)

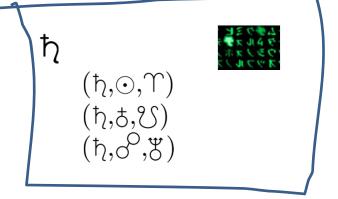


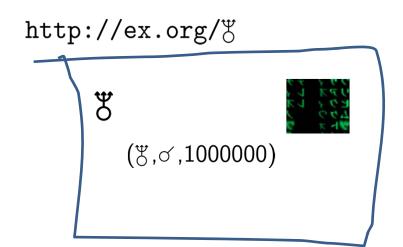


INPUT: "
$$(\uparrow, \circlearrowleft, x), (x, \sigma, y)$$
"

DATA:

 $\texttt{http://ex.org/} \uparrow_{l}$





... what might the output be?

OUTPUT: $\{(x \mapsto \xi, y \mapsto 1000000)\}$

INPUT: "(Ireland, capital, x), (x, population, y)"

DATA:

http://ex.org/Ireland

Ireland



(Ireland,partOf,Europe)
(Ireland,a,Country)
(Ireland,capital,Dublin)

http://ex.org/Dublin

Dublin



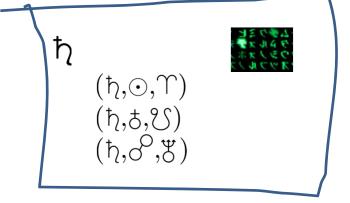
(Dublin, population, 1000000)

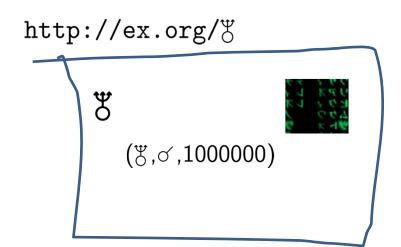
Output: $\{(x \mapsto \mathsf{Dublin}, y \mapsto \mathsf{1000000})\}$

INPUT: " (x,\odot,y) "

DATA:

http://ex.org/\(\bar{\psi}\)





... what might the output be?

Output: $\{(x \mapsto \uparrow, y \mapsto \uparrow)\}$?

INPUT: "(x, partOf, y)"

DATA:

http://ex.org/Ireland

Ireland



(Ireland,partOf,Europe)
(Ireland,a,Country)
(Ireland,capital,Dublin)

http://ex.org/Dublin

Dublin



(Dublin, population, 1000000)

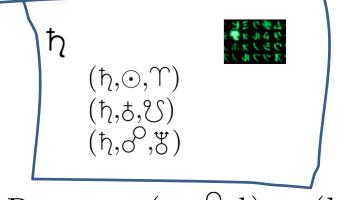
 $(x \mapsto \mathsf{Dublin}, y \mapsto \mathsf{Ireland})$?

Output: $\{(x \mapsto \mathsf{Ireland}, y \mapsto \mathsf{Europe})\}$

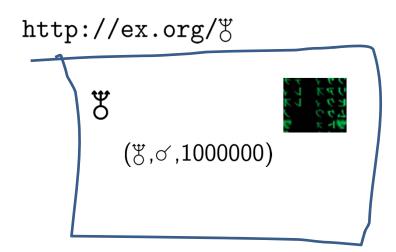
INPUT: " (x,\odot,y) "

DATA:

http://ex.org/\(\bar{\psi}\)



Rules: $(a, \circlearrowleft, b) \to (b, \odot, a)$



Output: $\{(x \mapsto h, y \mapsto \Upsilon), (x \mapsto f, y \mapsto h)\}$

INPUT: "(x, partOf, y)"

DATA:

http://ex.org/Ireland

Ireland



(Ireland,partOf,Europe)
(Ireland,a,Country)
(Ireland,capital,Dublin)

http://ex.org/Dublin

Dublin



(Dublin, population, 1000000)

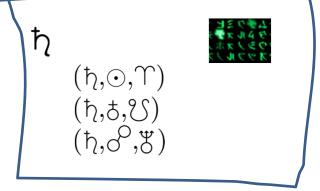
Rules: $(a, \mathsf{capital}, b) \to (b, \mathsf{partOf}, a)$

Output: $\{(x \mapsto \mathsf{Ireland}, y \mapsto \mathsf{Europe}), (x \mapsto \mathsf{Dublin}, y \mapsto \mathsf{Ireland})\}$

INPUT: " (x,\odot,y) "

DATA:

http://ex.org/\(\bar{\psi}\)



RULES: $(a, \bigcirc, b) \rightarrow (b, \odot, a)$ $(c, \odot, d), (d, \odot, e) \rightarrow (c, \odot, e)$

Output: $\{(x \mapsto h, y \mapsto \Upsilon), (x \mapsto g, y \mapsto h), (x \mapsto g, y \mapsto \Upsilon)\}$

INPUT: "(x, partOf, y)"

DATA:

http://ex.org/Ireland

Ireland



(Ireland,partOf,Europe) (Ireland,a,Country) (Ireland,capital,Dublin) http://ex.org/Dublin

Dublin



(Dublin, population, 1000000)

RULES: $(a, \mathsf{capital}, b) \to (b, \mathsf{partOf}, a)$ $(c, \mathsf{partOf}, d), (d, \mathsf{partOf}, e) \to (c, \mathsf{partOf}, e)$

Output: $\{(x \mapsto \mathsf{Ireland}, y \mapsto \mathsf{Europe}), (x \mapsto \mathsf{Dublin}, y \mapsto \mathsf{Ireland}) \ (x \mapsto \mathsf{Dublin}, y \mapsto \mathsf{Europe})\}$

(1) Data, (2) Query, (3) Rules/Ontologies

INPUT: "(x, partOf, y)"

DATA:

http://ex.org/Ireland

Ireland



(Ireland,partOf,Europe)
(Ireland,a,Country)
(Ireland,capital,Dublin)

http://ex.org/Dublin

Dublin



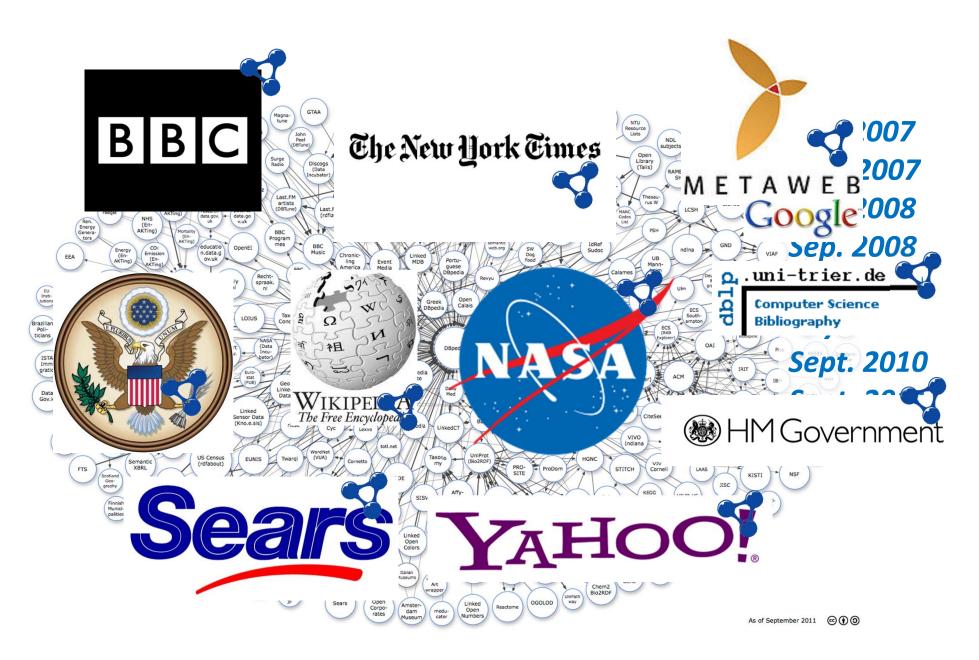
(Dublin, population, 1000000)

RULES: $(a, \mathsf{capital}, b) \to (b, \mathsf{partOf}, a)$ $(c, \mathsf{partOf}, d), (d, \mathsf{partOf}, e) \to (c, \mathsf{partOf}, e)$

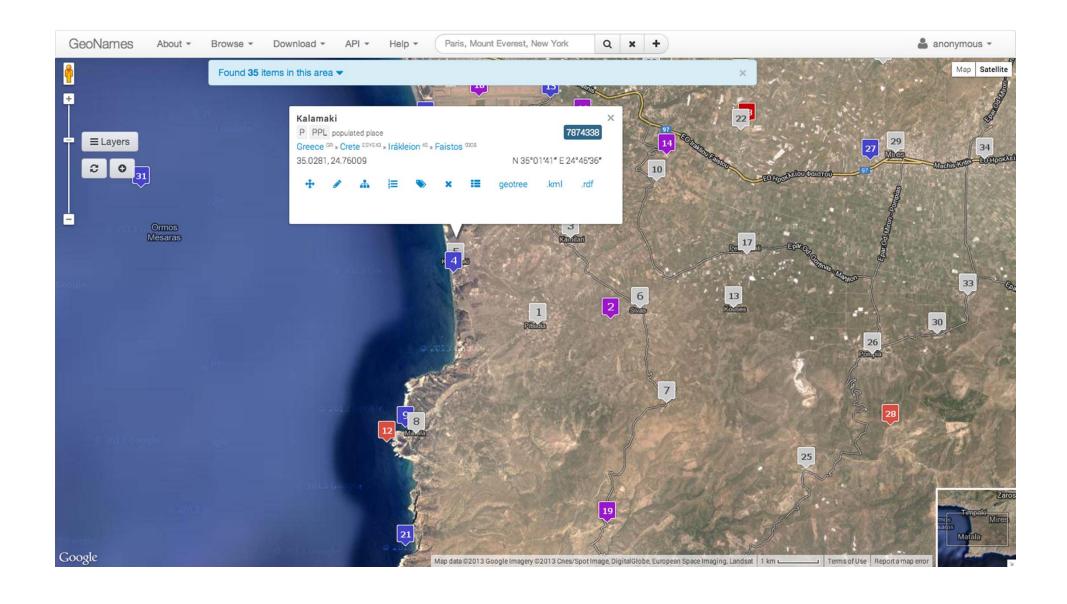
Output: $\{(x \mapsto \mathsf{Ireland}, y \mapsto \mathsf{Europe}), (x \mapsto \mathsf{Dublin}, y \mapsto \mathsf{Ireland}) \ (x \mapsto \mathsf{Dublin}, y \mapsto \mathsf{Europe})\}$

THE SEMANTIC WEB: NOT JUST PURELY ACADEMIC

The Linked Data Cloud



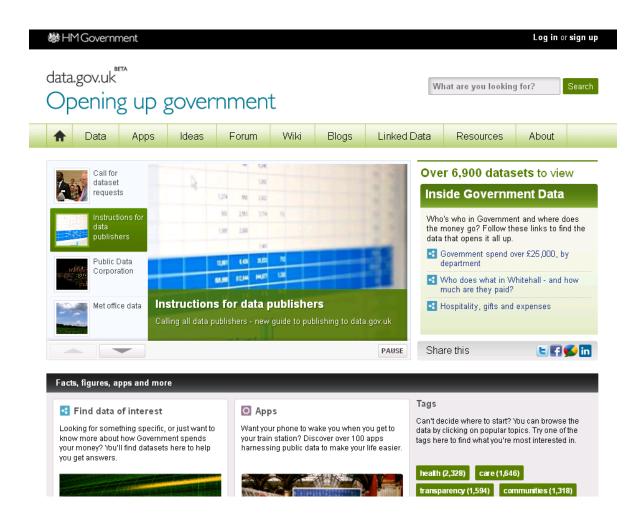
Geographical Data: Geonames



Linked Government Data: data.gov



Linked Government Data: data.gov.uk



Linked Government Data: datos.gob.cl





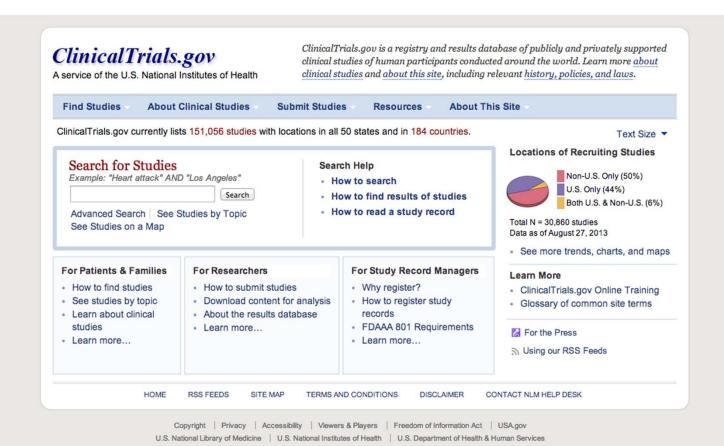
CATÁLOGO

DATASETS PUBLICADOS: 1.232

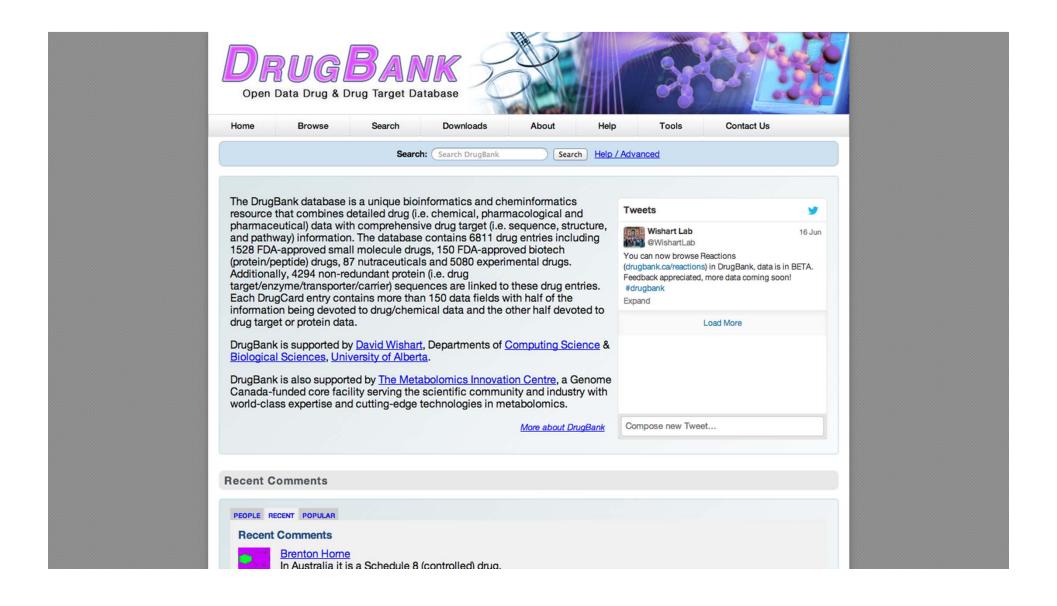
Life Sciences



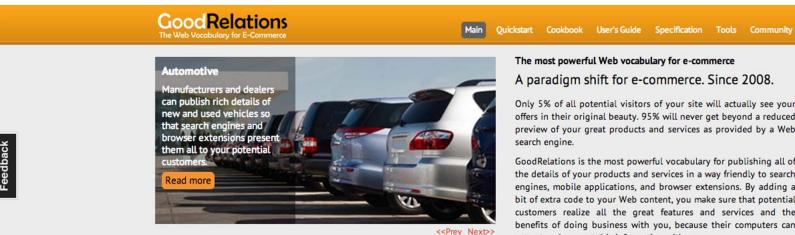
Life Sciences



Life Sciences



E-Commerce



The most powerful Web vocabulary for e-commerce

A paradigm shift for e-commerce. Since 2008.

Only 5% of all potential visitors of your site will actually see your offers in their original beauty. 95% will never get beyond a reduced preview of your great products and services as provided by a Web search engine.

GoodRelations is the most powerful vocabulary for publishing all of the details of your products and services in a way friendly to search engines, mobile applications, and browser extensions. By adding a bit of extra code to your Web content, you make sure that potential customers realize all the great features and services and the benefits of doing business with you, because their computers can extract and present this information with ease.

Video



Who uses GoodRelations?

Google Yahoo! BestBuy sears.com kmart.com ... and 10,000 more See here for additional references.

News from Twitter

License

The GoodRelations ontology is creative

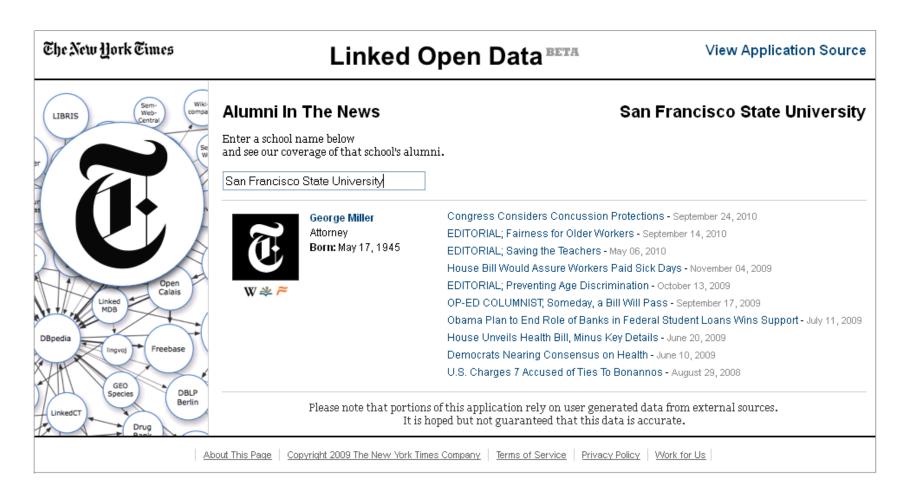
Acknowledgments

Many organizations and individuals have supported

Contact

Univ.-Prof. Dr. Martin Hepp

New York Times Meta-data



http://data.nytimes.com/schools/schools.html

schema.org (Bing, Google, Yahoo!, Yandex)

schema.rdfs.org

Tools

Mappings

FAQ About

What is Schema.RDFS.org?

In early June 2011, the three big search engines Bing, Google and Yahoo! introduced Schema.org, a collection of terms that webmasters can use to markup their pages to improve the display of search results. This site is a complementary effort by people from the Linked Data community to support Schema.org deployment and usage with a special focus on Linked Data:

- We provide markup examples and tutorials about publishing & consuming data with Schema.org terms.
- We maintain mappings from Web Data vocabularies such as the DBpedia ontology to Schema.org terms.
- · We list tools and libraries that are able to consume or produce Schema.org-based data.
- We automatically scrape the Schema.org terms on a daily basis and generate the following formats:









CSV: all classes, all properties

Note that the official OWL version of the terms is directly maintained at Schema.org and independent from the above presented formats. Various tools that use or produce Schema.org terms are already available or in preparation. Stay tuned!

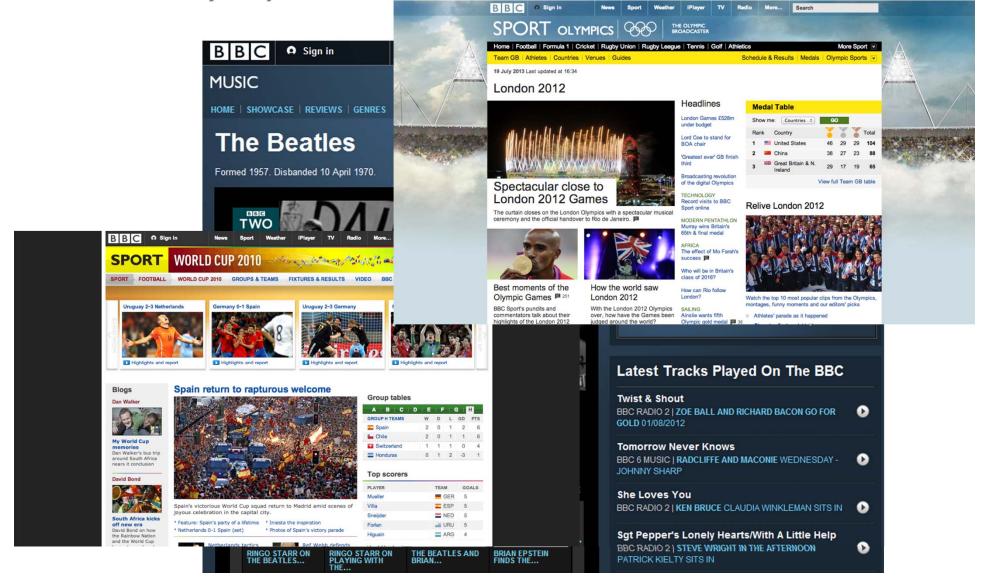
BBC Music



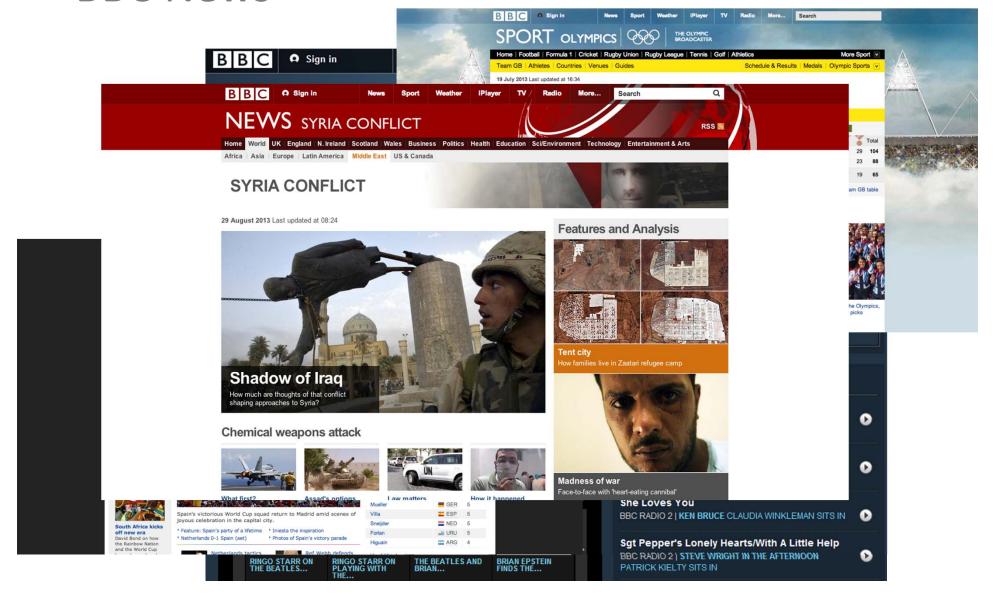
BBC World Cup



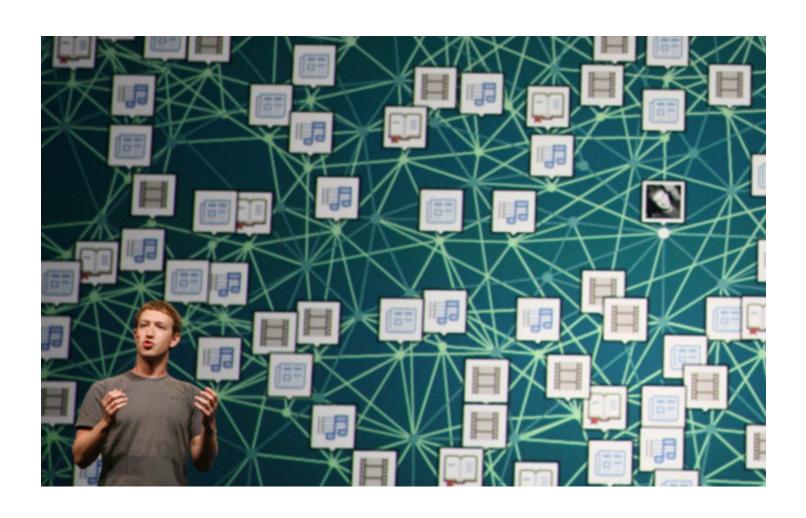
BBC Olympics



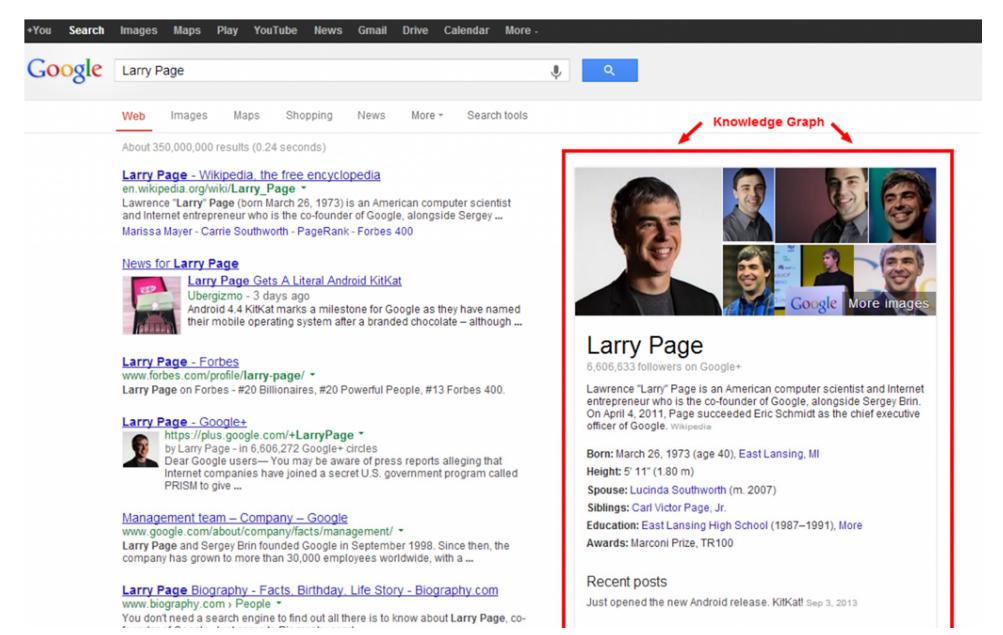
BBC News



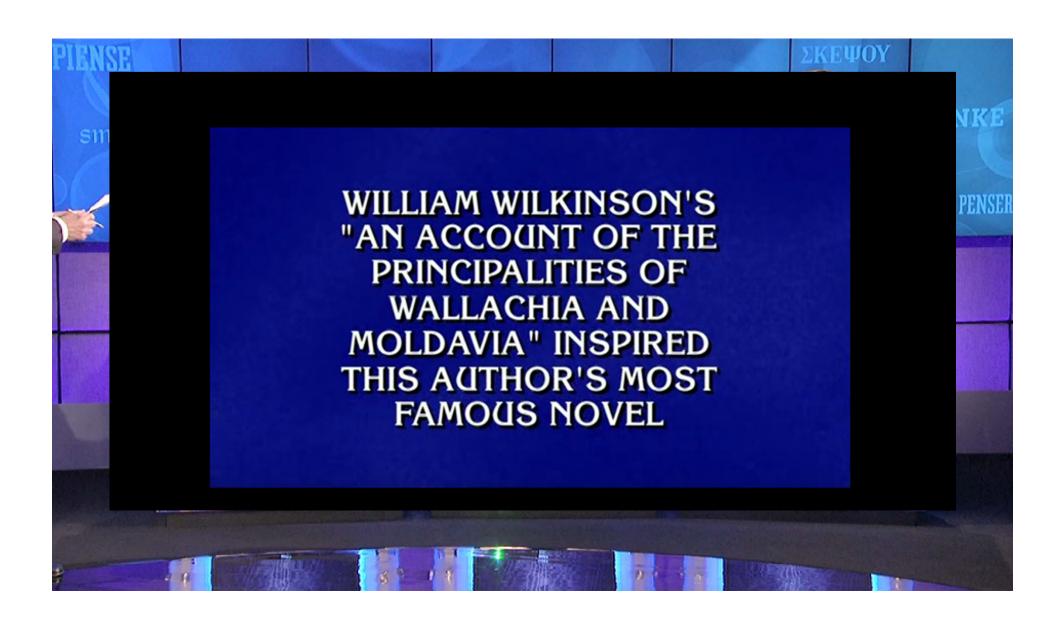
Facebook Open Graph Protocol



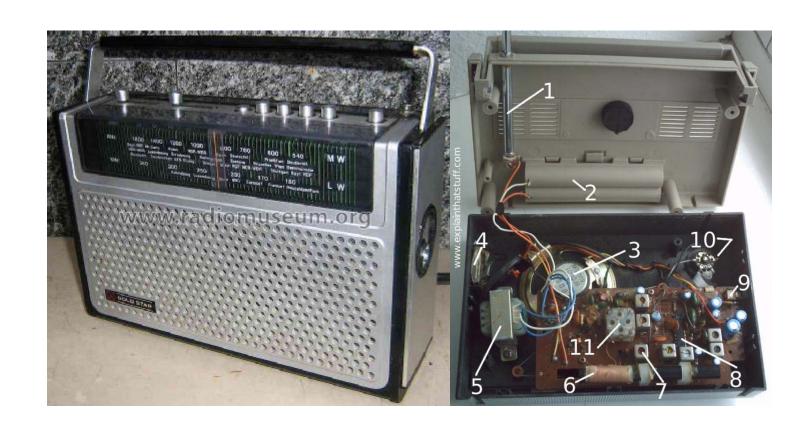
Google's Knowledge Graph



IBM Watson

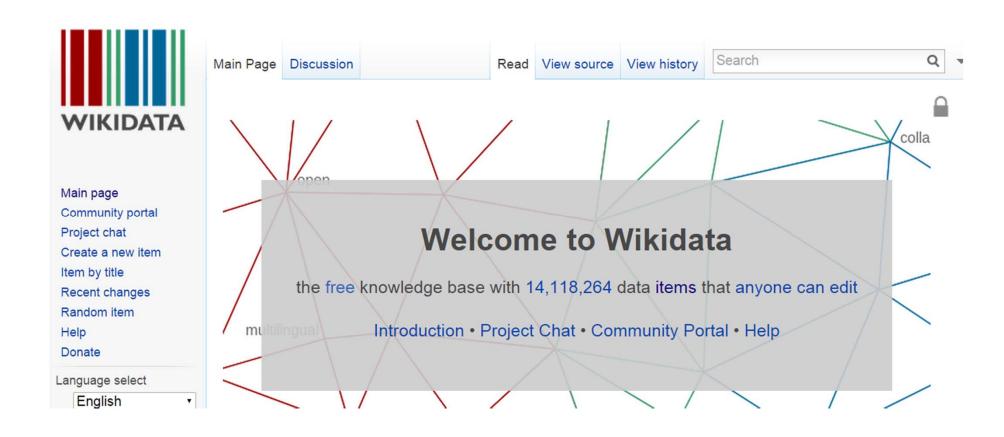


Hidden within the Web ... let's have a look



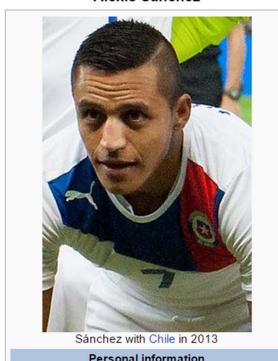
A MORE IN-DEPTH USE-CASE: WIKIDATA

What is Wikidata?



Problem 1: Different language versions manually edited by users

Alexis Sánchez

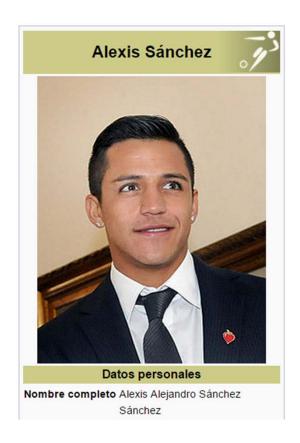


Full name	Alexis Alejandro Sánchez Sánchez ^[1]
	Sanchez

Date of birth 19 December 1988 (age 26)^{[1][2]}

Place of birth Tocopilla, Chile^{[3][2]}

	National team [‡]		
2007	Chile U20	12	(2)
2006-	Chile	82	(26)



Ca	arrera internacional
Selección	Chile
Part. (goles)	82 (26)
Debut	2006



Nationalmannschaft ²				
2007	Chile U-20			
2006-	Chile	76 (25)		

Problem 2: Complex lists of things manually editted by users

List of countries by alcohol consumption per capita

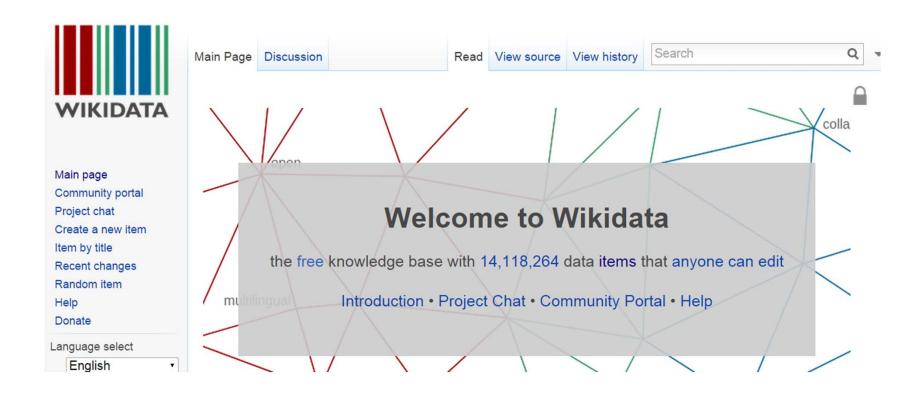
From Wikipedia, the free encyclopedia

This is a list of countries by alcohol consumption measured in equivalent litres of pure ethanol consumed per capita per year.

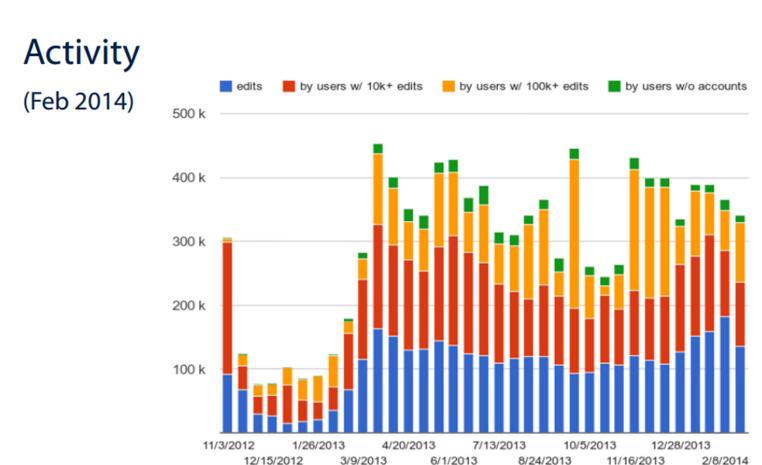
Rank +	Country +	Litres per capita [1] ◆	Relative size \$	Year ¢
1	Estonia	12.3		2011
2	Austria	12.2		2011
3	France	12		2011
4	■ ■ Ireland	11.7		2011
5	Czech Republic	11.5		2011
6	Hungary	11.4		2011
7	Germany	11		2011
7	Portugal	11.4		2007
7	Spain	11.4		2009
10	Belgium	10.8		2008
22	Chile	8.6		2009

Solution: Wikidata

 Collaboratively edit structured data in one place, with multi-lingual labels



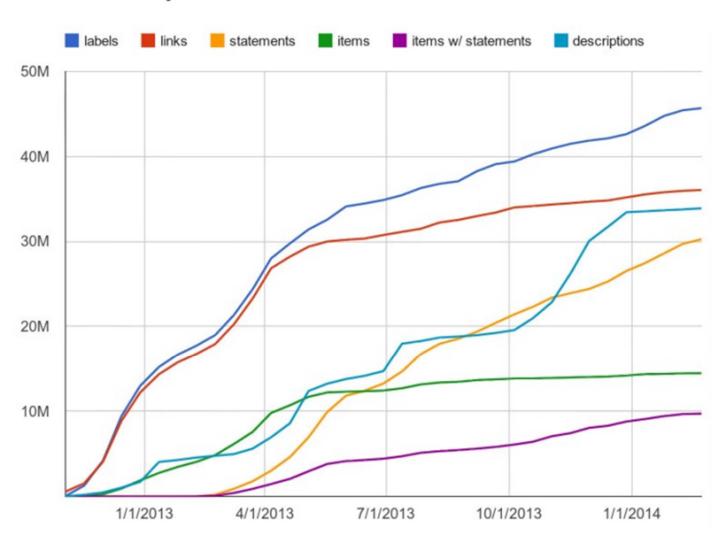
Wikidata Activity



- 42k contributors 5k contributors with 5+ edits in Jan 2014
- Well over 100M edits so far up to 500k per day

Wikidata Activity

Growth (up to Feb 2014)



Wikidata facts about Abraham Lincoln



Abraham Lincoln (Q91)

American politician, 16th President of the United States in office from 1861 to 1865 Abe Lincoln | Lincoln | Honest Abe

In more languages





ABOUT THE COURSE ...

Topics Covered

- RDF (triple-based data model)
- Linked Data / Web of Data
- SPARQL (query language)
- RDFS/OWL (ontological languages)
- RDB2RDF (importing databases to Sem. Web.)
- Consuming the data
- Applications, research, discussion



Structure of the course

- Each week:
 - Class on Monday (learn concepts)
 - Lab on Wednesday (see concepts in practice)
- Marking structure (TBD) but roughly:
 - 40% labs
 - 25% project
 - 30% exam
 - 5% reading group
 - open to discussion (e.g., "controles"?)
- Spanglish es okay

Outcomes: Learn About the Semantic Web!

An ongoing research topic here in the DCC

Apply database, logic, AI, etc., to the Web!

Mix of concepts and practical exercises

See what the future Web (might) look(s) like!

