

# Bringing the Semantic Web to a wider audience using the Social Web

Daniel Lewis

*{ daniel@vanirsystems.com }*

**23<sup>rd</sup> November 2007 – HP Labs Semantic Web Event – Bristol, UK**

# Here is the flow

- Who is Daniel Lewis?
- What is the Social Web?
- Why the Social Web is successful?
- The Semantic Web
- Are we doing anything about it now?  
(a little)

# Who is Daniel Lewis?

- BSc(Hons) Intelligent Systems and Software Engineering – Oxford Brookes University.
- Summer 2006 – Internship at KMi (The Open University)
- Undergraduate Project: “Adding Semantics to Social Web Tagging Systems”
- Until recently I worked at Curverider Ltd, a Social Web company.
- I am now looking for a new job.
- Post Graduate Study due to start October 2008 – University of Bristol



Daniel in the Louvre, Paris  
(September 2007 –  
Taken by Rebecca Turp)

# What is the Social Web?

- The social web is part of what the world seems to be calling Web 2.0
- It is an implementation of social or business networking on the web
- There are more and more examples appearing on the web. Examples:

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The LinkedIn logo, featuring the word "Linked" in black and "in" in white lowercase letters inside a blue square, followed by a registered trademark symbol.The Magnolia logo, featuring the word "magnolia" in a serif font with a magnolia flower illustration above the letters "n" and "o".

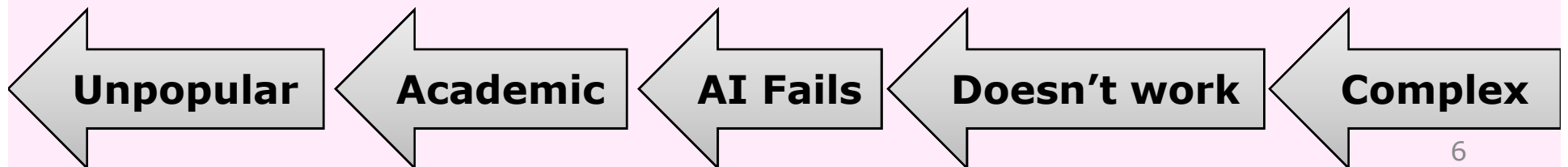
# Why is the Social Web so effective?

- The Social Web is “**Social**”
- The user receives **Simplicity**
- Multiple device accessibility – **Mobile**
- Social Webs have specific **Focus**
- Social Webs have Apps/Widgets making them **Extendible**

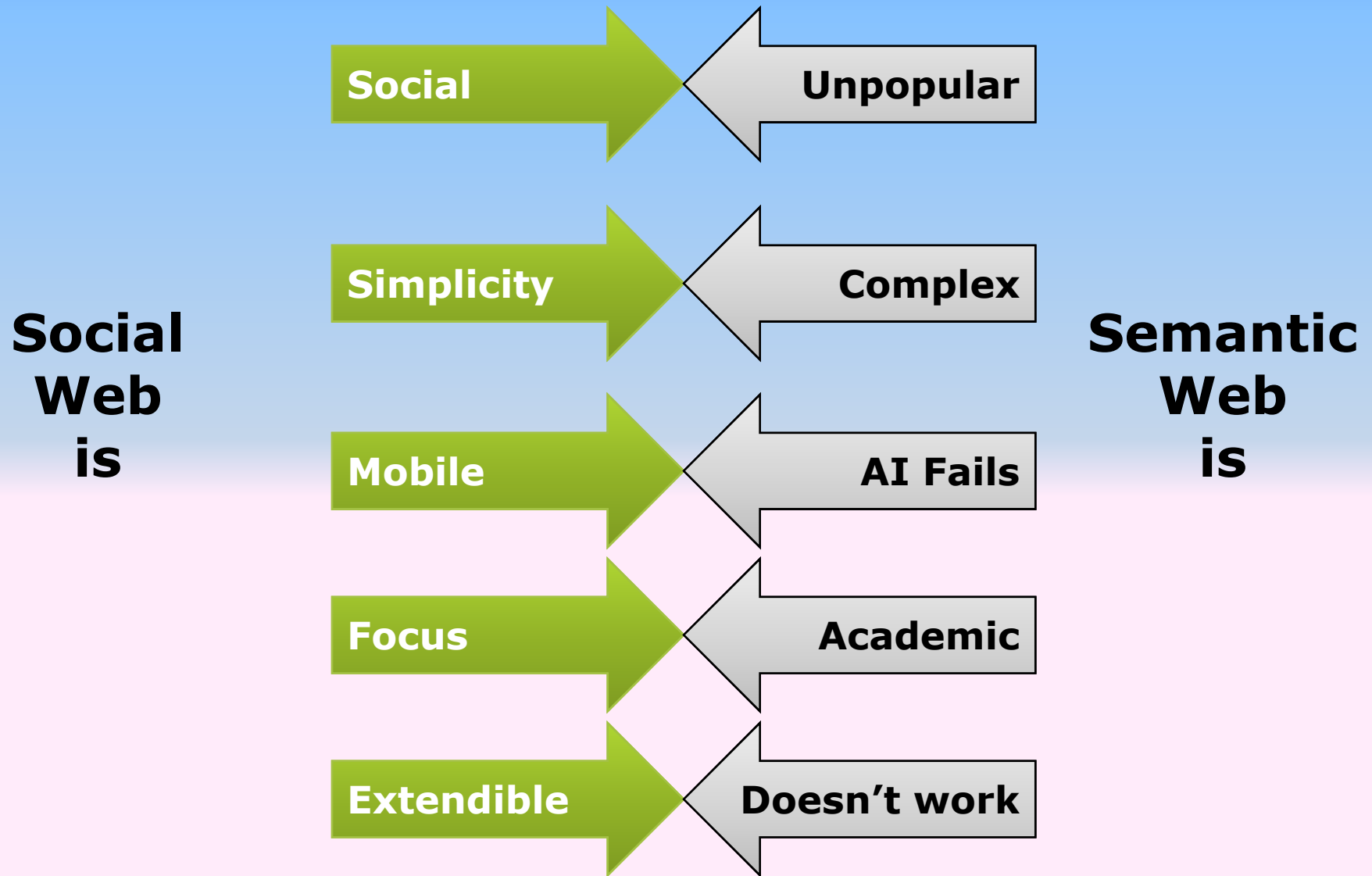


# Semantic Web in the eyes of the Social Web Developer

- **Lack of popularity** within the web developer and web user communities.
- **“Too academic”** or **“just for science”**
- **“Here comes AI again, it failed last time, its going to fail again.”**
- **“I tried to use the tools, but it has not advanced enough”** or **“it just doesn’t work”**
- **“Too Complex”**



**So this is what happens in a typical  
Social Web Developers head:**



# How to make the Semantic Web more Popular

- We need to get rid of Misconceptions.

**OK. How do  
we do that  
then?**

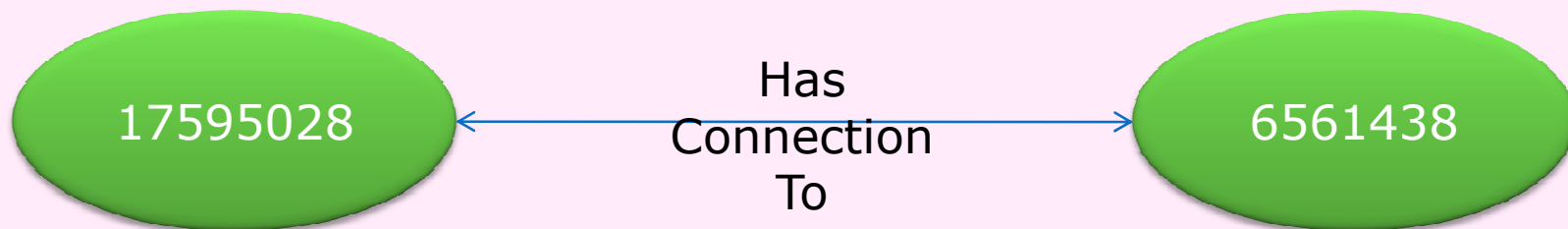
# 1) The Semantic Web is **Simple**

- The Semantic Web can be explained like this:

“The Semantic Web is a collection of information in the form of relationships. Everything that we can describe can be in the form of two nouns and a labelled connection.”

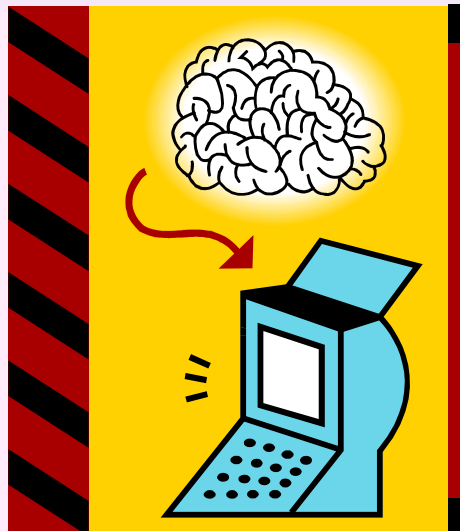
- A Social Example:

“We are both users of LinkedIn. I have LinkedIn ID 17595028, you have LinkedIn ID 6561438. Lets connect!”



## 2) Artificial Intelligence

- We say: *"OK, I admit: The Semantic Web could be seen as an AI language"*
- Then say: "However its more than that"



## 2.1) More than A.I.

There are 3 ways of looking at and using the Semantic Web:



An AI  
view/use

A data  
view/use

An ontological  
or taxonomical  
view/use

### 3) The Semantic Web is not just Academic and not just Scientific

Useful Examples to quote are:

- The work that **asemantics** have been doing recently for businesses such as the **BBC** and **Joost**.
- **SixApart** and **Automattic** have Semantic Web based profiles being generated.
- **Adobe**, **Microsoft** and **Oracle** are all implementing RDF based services/vocabularies. (e.g. XMP, CSF)

# EVANGELISM IS NOT ENOUGH



# We need to look at what we do

What can we do to make things better?

- Make things **Simpler**
- **Mobile** applications
- Implement **Social Semantic Applications**
- Make more **working applications**

# Simplifying the Semantic Web

- Look at the Tools, they are incredibly awkward to use unless you either know a lot about ontologies, or have had an extremely good look through the manual. **It shouldn't be like this.**

Protégé is a fantastic tool but its a good example of how to make a mess of tool. Its so hard to use, especially for a Semantic Web beginner.



# Mobile Applications

- Can we make some web application which is accessible on mobile phones?
- Maybe we could export our Facebook friends list as a phonebook that can be loaded onto our mobiles.



# Use Social Vocabularies



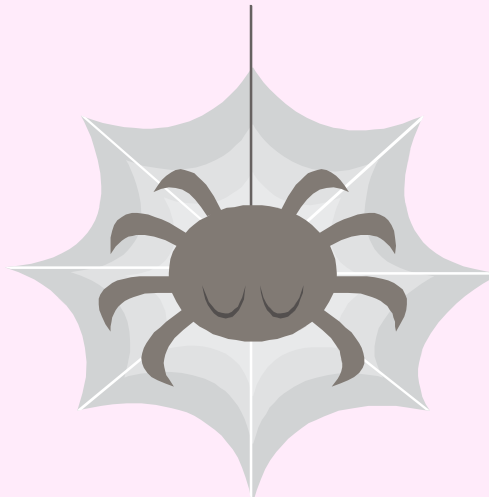
**FOAF**



# Make stable Semantic Web Applications

Things to think about:

- The next “Killer App”?
- Web 3.0 or an Intelligent Web
- Social Semantic Web and Scientific Semantic Web fusion?



# To summarise...

- The Social Web is very successful
- The Semantic Web is not so successful outside of academic and scientific circles
- Evangelise to Social Web communities
- Look at upgrading existing Semantic Web tools
- Make some more cool Semantic Web applications

# The End

## Any Questions?

***Daniel Lewis***

**Telephone:** +44 (0) 7834355516

**Email:** [daniel@vanirsystems.com](mailto:daniel@vanirsystems.com)

**Web:** <http://www.vanirsystems.com/>

**Blog** <http://vanirsystems.com/danielsblog/>

**Skype:** daniel.lewis

**Hometown:** Oxford, UK