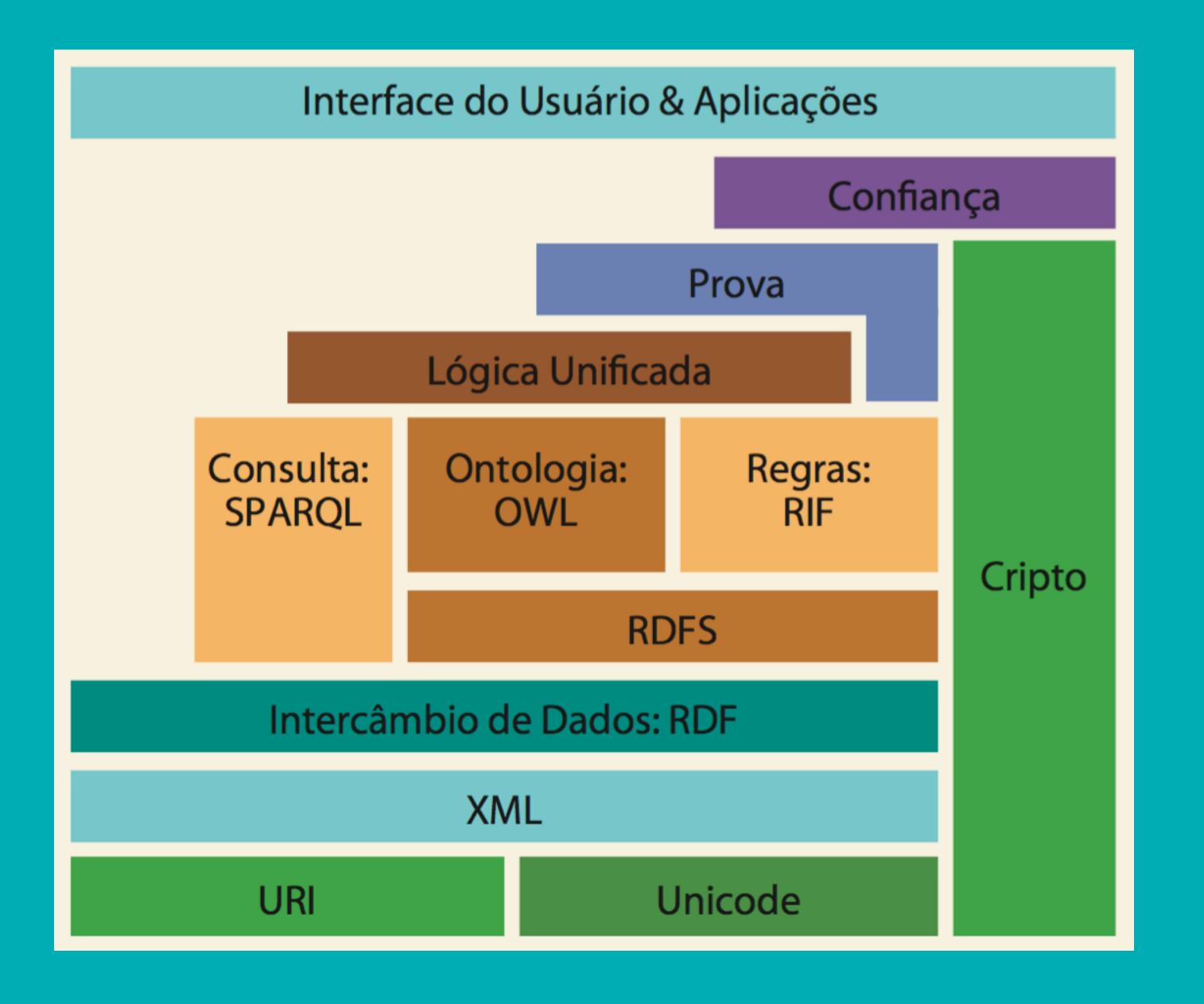
Web Semântica e Processamento de Linguagem Natural na prática

Newton Calegari



Descrição de dados e RDFa

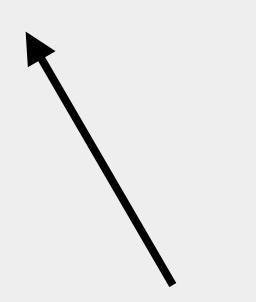
Ontologias e vocabulários Especificação RDFa Aplicação prática de RDFa



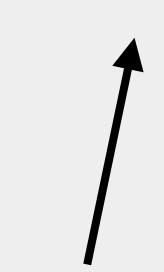
Semantic Web Stack

ONTOLOGIAS E VOCABULÁRIOS

machine-readable



modelo abstrato



Uma ontologia é uma <u>especificação explícita</u> e <u>formal</u> de uma <u>conceptualização compartilhada</u>



expressa em termos (conceitos, propriedades)

baseada em consenso

Utilizamos ontologias e vocabulários para descrever dados publicados na Web

Home

Schemas

Documentation

Full Hierarchy

Schema.org is defined as two hierarchies: one for textual property values, and one for the things that they describe.

Thing

This is the main schema.org hierarchy: a collection of types (or "classes"), each of which has one or more parent types. Although a type may have more than one super-type, here we show each type in one branch of the tree only. There is also a parallel hierarchy for data types.

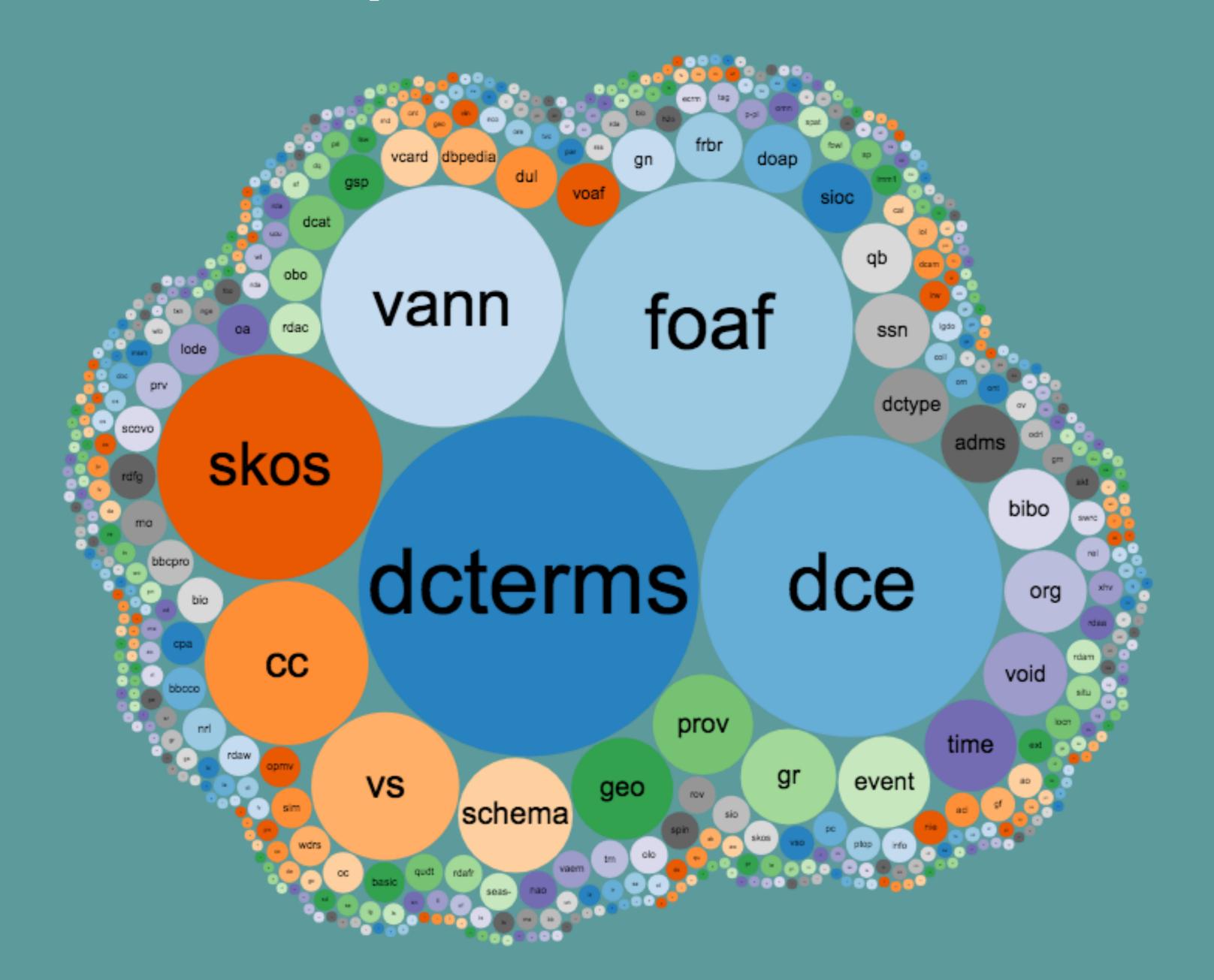
Select vocabulary view:

Core vocabulary — Core plus all extensions

Core plus extension vocabularies

- Thing
 - Action
 - AchieveAction
 - LoseAction
 - TieAction
 - WinAction
 - AssessAction

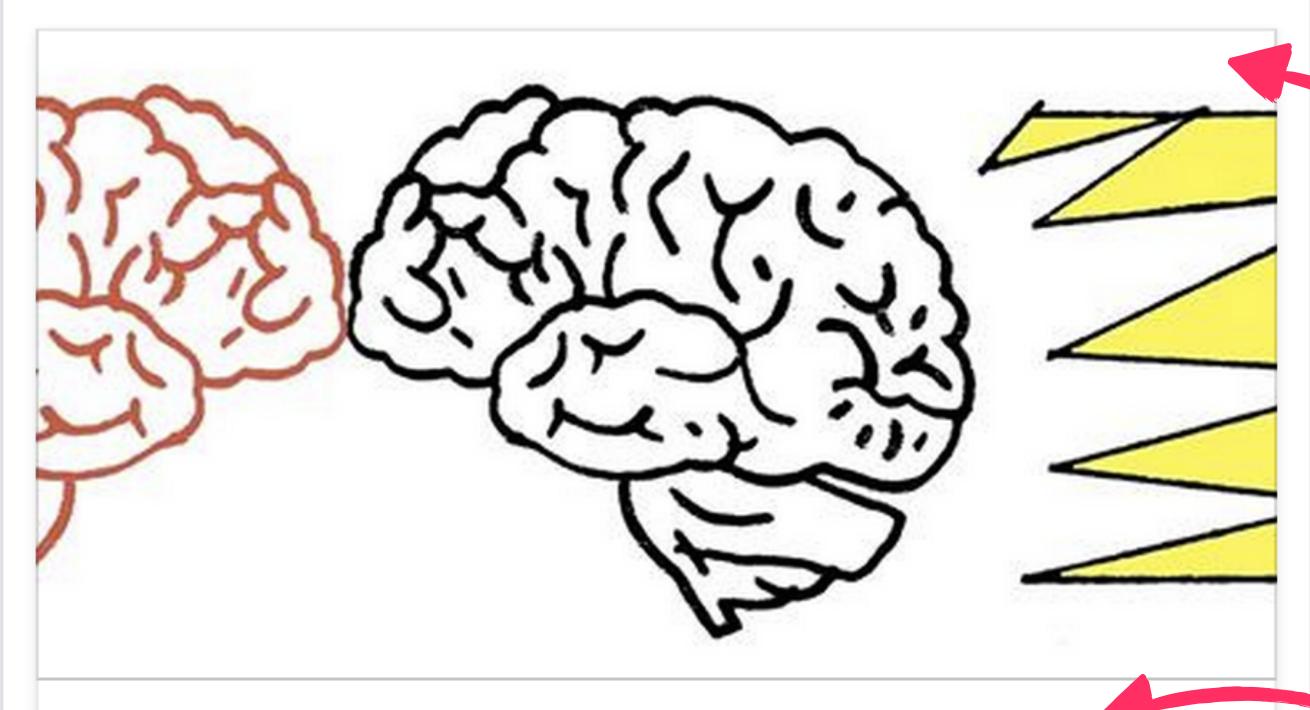
Linked Open Vocabularies (LOV)



machine-readable vs human-readable



How an identical brainstorming exercise produced very different results in two distinct cultural contexts.

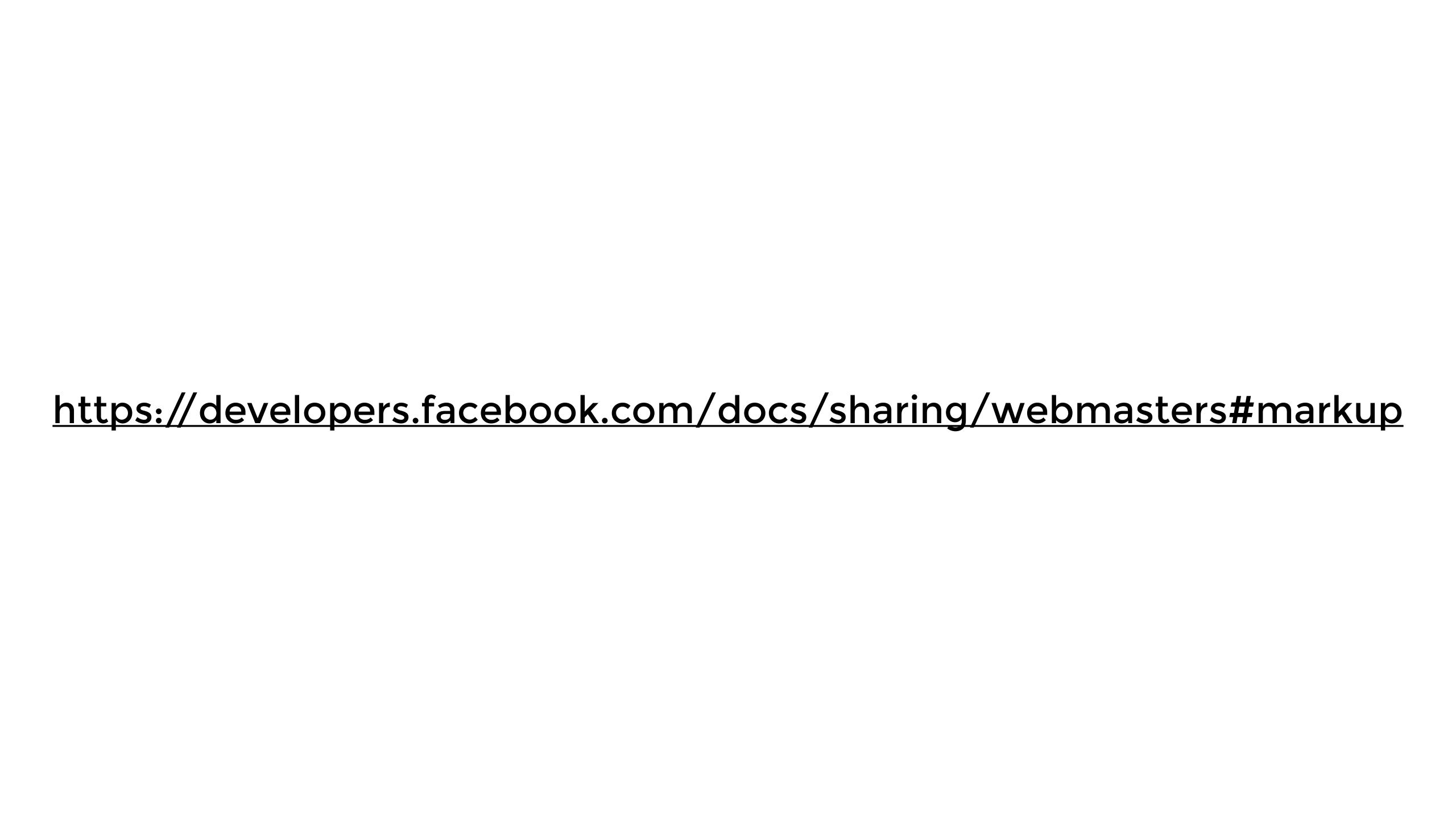


When Great Minds Don't Think Alike

How much does culture influence creative thinking?

NYTI.MS I BY STEPHEN HEYMAN

Like · Comment · Share · Send · ₺ 153 ₽ 6 ₺ 54



HTML

RDF em atributos no HTML



RDFa Lite 1.1 - Second Edition

W3C Recommendation 17 March 2015

This version:

http://www.w3.org/TR/2015/REC-rdfa-lite-20150317/

Latest published version:

http://www.w3.org/TR/rdfa-lite/

Implementation report:

http://www.w3.org/2010/02/rdfa/wiki/CR-ImplementationReport

Previous version:

http://www.w3.org/TR/2014/PER-rdfa-lite-20141216/

Previous Recommendation:

http://www.w3.org/TR/2012/REC-rdfa-lite-20120607/

Editor:

Manu Sporny, Digital Bazaar, Inc.

Please check the errata for any errors or issues reported since publication.

This document is also available in this non-normative format: diff to previous version

The English version of this specification is the only normative version. Non-normative translations may also be available.

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Abstract

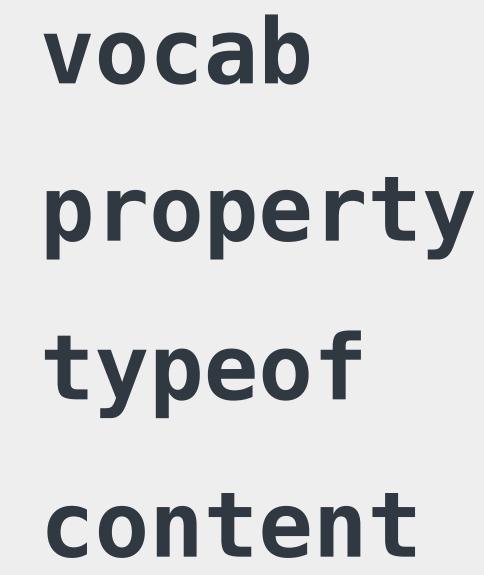
RDFa Lite is a minimal subset of RDFa, the Resource Description Framework in attributes, consisting of a few attributes that may be used to express machi

RDFa em HTML5

Mas RDFa pode ser utilizado também em conjunto com outras linguagens de marcação, como SVG, XHTML e outras linguagens baseadas em XML

RDFa (Lite)

4 propriedades para começarmos



0 FrontInBH ocorre no dia 06/08/2016!

@vocab

```
   0 FrontInBH ocorre no dia 06/08/2016!
```

@typeof

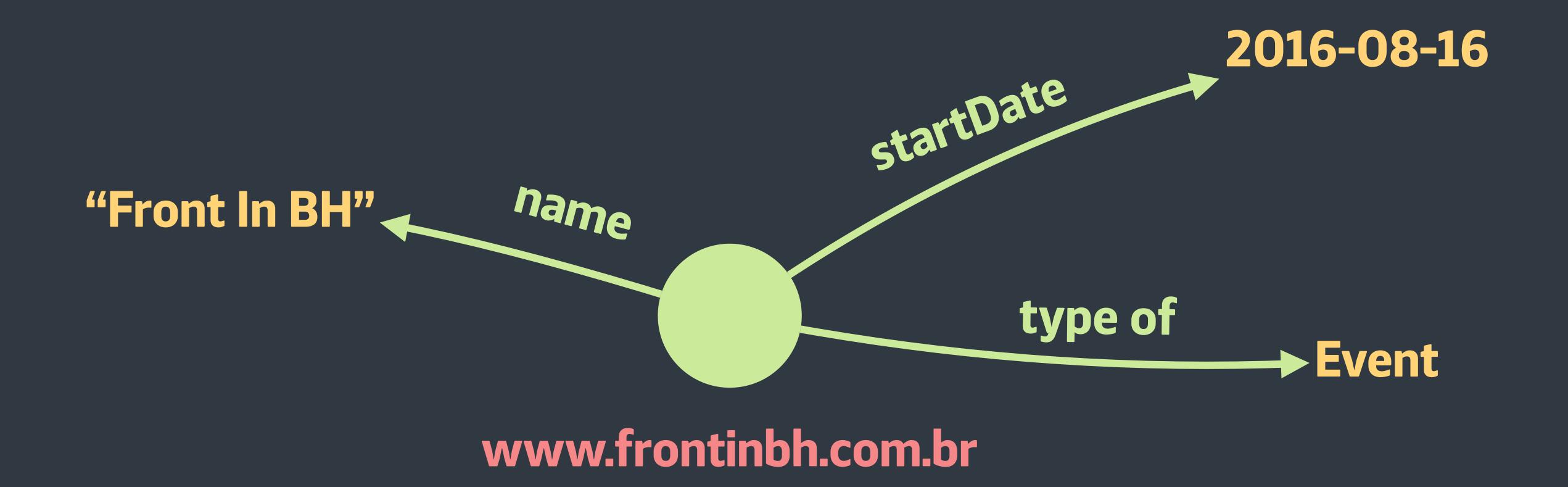
```
   FrontInBH ocorre no dia 06/08/2016!
```

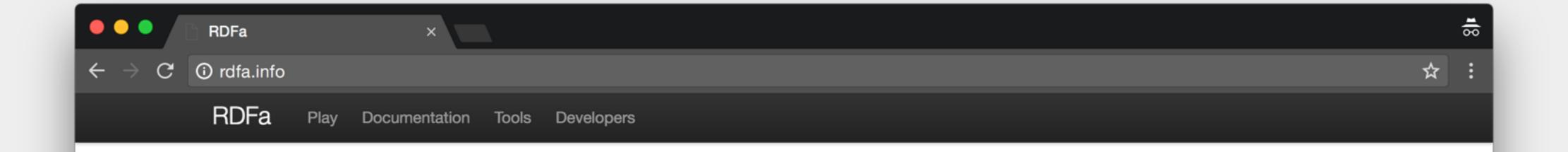
@property

```
 0 <span property="name">FrontInBH</span>
 ocorre no dia 06/08/2016!
```

@content

```
typeof="Event">
O <span property="name">FrontInBH</span>
ocorre no dia
<span property="startDate"</pre>
  sontent="2016-08-16T08:00">
  06/08/2016</span>!
```





Linked Data in HTML

RDFa is an extension to HTML5 that helps you markup things like People, Places, Events, Recipes and Reviews. Search Engines and Web Services use this markup to generate better search listings and give you better visibility on the Web, so that people can find your website more easily.

S Linked Data

Linked Data is a relatively new way of thinking about how we publish data. At present, there is a great deal of data on the Web, but it is either locked down in a private database, or published in a way that is not very useful to computers. The data we have today is disconnected and lives in data silos. These data silos are not linked to one another, which goes against the core design of the Web. It is important that we fix both the data silo-

Immediate Benefits

There are immediate benefits for integrating RDFa into your website today. By using RDFa to express Google Rich Snippets or schema.org, your web pages will be displayed in an enhanced format on all major search engines. You can also use Facebook's Open Graph Protocol, which is based on RDFa, to express concepts that are contained in your web pages, like people, places, events, movies and recipes. The search and social

⑤ Using RDFa in HTML5

RDFa not only works in HTML5, but is a general technology for Linked Data markup in a variety of HTML-like languages. This means that it works well in XML documents, SVG documents, as well as HTML4, XHTML1 and XHTML5 documents. In fact, if your markup language is based on XML, then you can already use RDFa in your documents today. There is a version of RDFa for beginners called RDFa Lite. The full version of RDFa is more

http://rdfa.info