Special Session

Why Schema.org?

Day/Time: Thursday, 9:00-12:30

Moderator Biography:

Richard Wallis joined OCLC after establishing his own consultancy Data Liberate, having been with the UK's leading Linked Data and Semantic Web technology company, Talis, for over twenty years. This coupled with his passion for and engagement with new and emerging technology trends, gives him a unique perspective of the issues challenging information professionals today. As Technology Evangelist and Consultant he is at the forefront in promoting, explaining, and applying new and emerging Web and Semantic Web technologies in the wider information domain. Richard is well known on the conference platform in the Semantic Web, Library, and Information Management sectors. He is an active blogger.

Abstract:

Is embedding « Schema.org » markup in your html just a way to get a better listing in search engine's results pages, helping them build their knowledge graphs?

Is it more than a SEO technique? Will it have a life beyond Microdata & RDFa? Does its generic broad vocabulary have relevance to domain specific data? Should I adopt it in preference to the ontologies carefully crafted by my peers? All questions that arise when introducing « Schema.org » to your world. This session will explore these questions, reflecting on how it is being approached by those concerned with bibliographic and other forms of domain specific data, and speculating on the benefits for resource discovery on the web.

Agenda:

Part 1: Schema.org — What
• Schema.org an overview — Dan Brickley, Google
  An overview of the purpose, history, and shape of the vocabulary how it is used, interested parties, success, usage etc.

• Extending Schema.org — Richard Wallis, OCLC
  Insight into the experience of the SchemaBibExtend W3C Community Group, chaired by Richard, as they have discussed proposals for extending Schema.org for the benefit of those describing bibliographic resources

Part 2: Schema.org — Why

• Europeana and Schema.org — Antoine Isaac, Europeana
  Thoughts and experiences from Europeana looking at the potential for applying the Schema.org vocabulary to Europeana resources.

• Why Schema.org — the lightening talk
  As an introduction to and stimulus for the following discussion, Richard Wallis will present his lightening talk from the Semantic Tech and Business Conference in San Francisco in June.

• Discussion