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DCMI Conference Austin, TX

October 10<sup>th</sup> 2014

# Extending Schema.org

Richard Wallis

Technology Evangelist

@rjw



# Representing the collective collection in WorldCat Discovery and WorldCat.org



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Bibliographic  
information in  
WorldCat



Licensed digital  
content/articles in  
library collections



Digitized  
local library content

**322+ million**  
bibliographic records  
**2+ billion** holdings

**980million** records

**38 million** items  
*(Institutional repositories,  
Google, HathiTrust, OAlster)*



# Structured Data Objectives





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Introducing  
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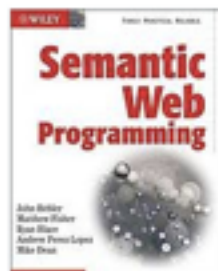
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## Semantic Web programming

Author: [John Hebel](#), et al

Publisher: Indianapolis, IN : Wiley, 2009.

Edition/Format: eBook : Document : English [View all editions and formats](#)

Database: WorldCat

Summary: The next major advance in the WebWeb 3.0 will be built on semantic Web technologies, which will allow data to be shared and reused across application, enterprise, and community boundaries. Written by a team of highly experienced Web developers, this book explains examines how this powerful new technology can unify and fully leverage the ever-growing data, information, and services that are available on the Internet. [Read more...](#)

Rating: ☆☆☆☆☆ (not yet rated) [0 with reviews - Be the first.](#)

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Semantic Web programming: x

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schema:about	<table><tr><td>rdf:type</td><td>schema:Intangible</td></tr><tr><td>schema:name</td><td>"COMPUTERS--System Administration--Storage &amp; Retrieval."@en</td></tr></table>	rdf:type	schema:Intangible	schema:name	"COMPUTERS--System Administration--Storage & Retrieval."@en
rdf:type	schema:Intangible				
schema:name	"COMPUTERS--System Administration--Storage & Retrieval."@en				
schema:about	<table><tr><td>rdf:type</td><td>schema:Intangible</td></tr><tr><td>schema:name</td><td>"Semantic Web"@en</td></tr></table>	rdf:type	schema:Intangible	schema:name	"Semantic Web"@en
rdf:type	schema:Intangible				
schema:name	"Semantic Web"@en				
schema:about	<table><tr><td>rdf:type</td><td>schema:Intangible</td></tr><tr><td>schema:name</td><td>"COMPUTERS--Online Services."@en</td></tr></table>	rdf:type	schema:Intangible	schema:name	"COMPUTERS--Online Services."@en
rdf:type	schema:Intangible				
schema:name	"COMPUTERS--Online Services."@en				

**Gaps in Schema.org coverage**

# What to do about

## Gaps in Schema.org coverage

# What to do about Gaps in Schema.org coverage

# What to do about Gaps in Schema.org coverage





# What to do about Gaps in Schema.org coverage

# What to do about Gaps in Schema.org coverage

**Lobby them for updates / extensions**

# What to do about Gaps in Schema.org coverage

## Lobby them for updates / extensions

[W3C home](#) > [Mailing lists](#) > [Public](#) > [public-vocabs@w3.org](#) > [August 2014](#)

### public-vocabs@w3.org from August 2014 by subject

**170 messages:** *Starting* Friday, 1 August 2014 06:52:50 UTC, *Ending* Friday, 15 August 2014 22:40:08 UTC

sort by: [ [thread](#) ] [ [author](#) ] [ [date](#) ] [ [subject](#) ]

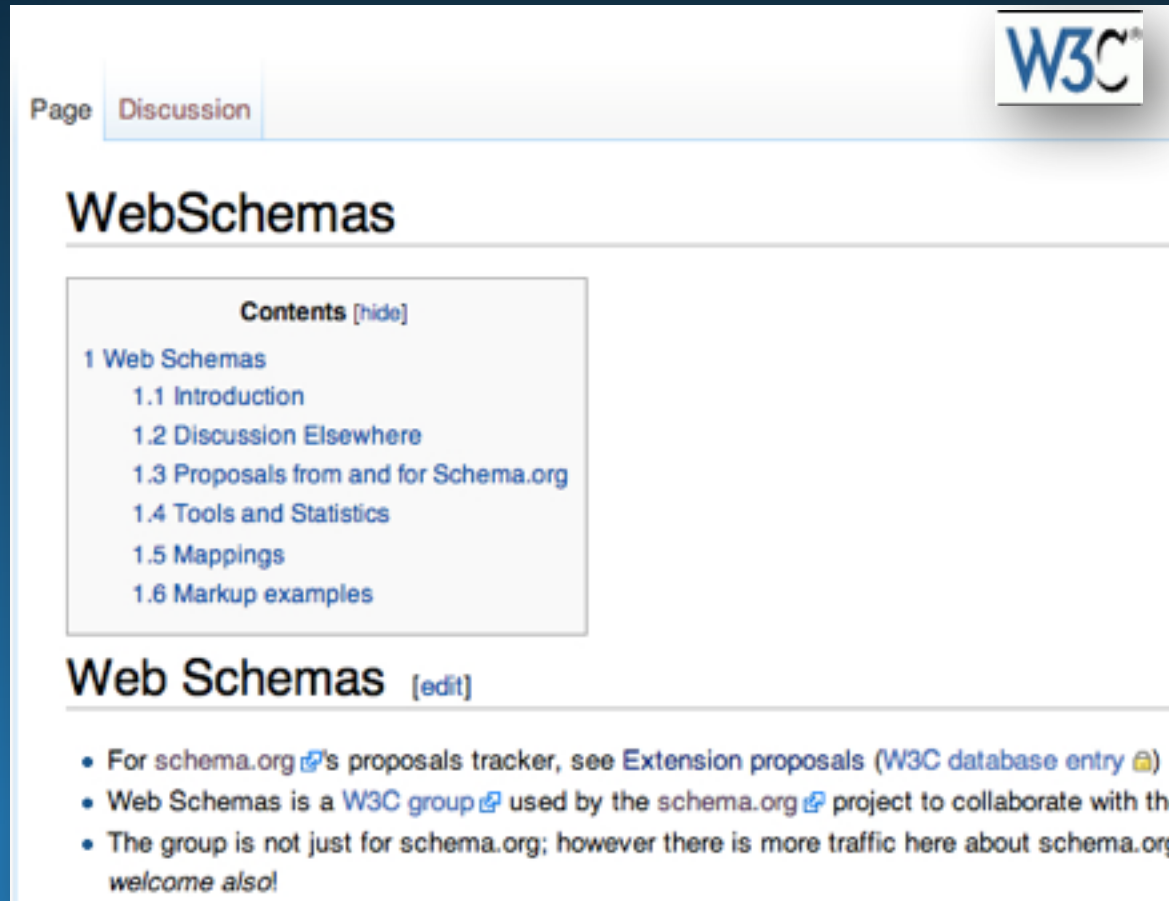
Mail actions: [ [mail a new topic](#) ]

Help: [ [How to use the archives](#) ] [ [Search in the archives](#) ]

- **[ISWC2014] Student Travel Grants Application**
  - [Mauro Dragoni](#) (Saturday, 2 August)
- **Buyer / Seller / Provider Re-Design**
  - [Jarno van Driel](#) (Friday, 15 August)
  - [Wallis, Richard](#) (Friday, 15 August)
  - [Dan Brickley](#) (Friday, 15 August)
  - [elf Pavlik](#) (Thursday, 14 August)
  - [Wallis, Richard](#) (Thursday, 14 August)
  - [Dan Brickley](#) (Thursday, 14 August)
  - [mfhepp@gmail.com](#) (Thursday, 7 August)
  - [elf Pavlik](#) (Sunday, 3 August)
  - [Jarno van Driel](#) (Friday, 1 August)
  - [Aaron Bradley](#) (Friday, 1 August)
  - [Vicki Tardif Holland](#) (Friday, 1 August)
  - [Aaron Bradley](#) (Friday, 1 August)
  - [Jason Johnson \(BING\)](#) (Friday, 1 August)
- **Comics as Periodicals**
  - [Liddy Nevile](#) (Thursday, 14 August)
  - [Dan Brickley](#) (Thursday, 14 August)
- **Correct markup for Image Galleries?**

# What to do about Gaps in Schema.org coverage

Lobby them for updates / extensions



The screenshot shows the W3C WebSchemas page. At the top right is the W3C logo. Below it, there are tabs for 'Page' and 'Discussion'. The main heading is 'WebSchemas'. Below this is a 'Contents [hide]' section with a list of links: '1 Web Schemas', '1.1 Introduction', '1.2 Discussion Elsewhere', '1.3 Proposals from and for Schema.org', '1.4 Tools and Statistics', '1.5 Mappings', and '1.6 Markup examples'. Below the contents is another heading 'Web Schemas [edit]'. At the bottom, there is a list of bullet points: 'For schema.org's proposals tracker, see Extension proposals (W3C database entry)', 'Web Schemas is a W3C group used by the schema.org project to collaborate with the', and 'The group is not just for schema.org; however there is more traffic here about schema.org welcome also!'.

W3C

Page Discussion

## WebSchemas

**Contents** [hide]

- 1 Web Schemas
  - 1.1 Introduction
  - 1.2 Discussion Elsewhere
  - 1.3 Proposals from and for Schema.org
  - 1.4 Tools and Statistics
  - 1.5 Mappings
  - 1.6 Markup examples

### Web Schemas [edit]

- For schema.org's proposals tracker, see [Extension proposals \(W3C database entry\)](#)
- Web Schemas is a [W3C group](#) used by the [schema.org](#) project to collaborate with the
- The group is not just for schema.org; however there is more traffic here about schema.org welcome also!

# What to do about Gaps in Schema.org coverage

## Lobby them for updates / extensions

Proposals and Discussion <a href="#">[edit]</a>		
These proposals are working towards inclusion in schema.org.		
Topic	Status	Summary
<a href="#">Re-Design Provider / Seller vocabulary</a>	Proposal	Address the issues / confusion in the relationship between provider and seller
<a href="#">Change domain of associatedMedia to Thing</a>	Proposal	Change the domain of <a href="http://schema.org/associatedMedia">http://schema.org/associatedMedia</a> <a href="#">↗</a> to <a href="http://schema.org/Thing">http://schema.org/Thing</a> <a href="#">↗</a>
<a href="#">Property-Value Pairs</a>	Proposal	Adding support for arbitrary property-value pairs. Useful for product features and proprietary features of places.

# What to do about Gaps in Schema.org coverage

**Lobby them for updates / extensions**

<http://lists.w3.org/Archives/Public/public-vocabs>

<http://www.w3.org/wiki/WebSchemas>

# What to do about Gaps in Schema.org coverage

**Lobby them for updates / extensions**

<http://lists.w3.org/Archives/Public/public-vocabs>

<http://www.w3.org/wiki/WebSchemas>

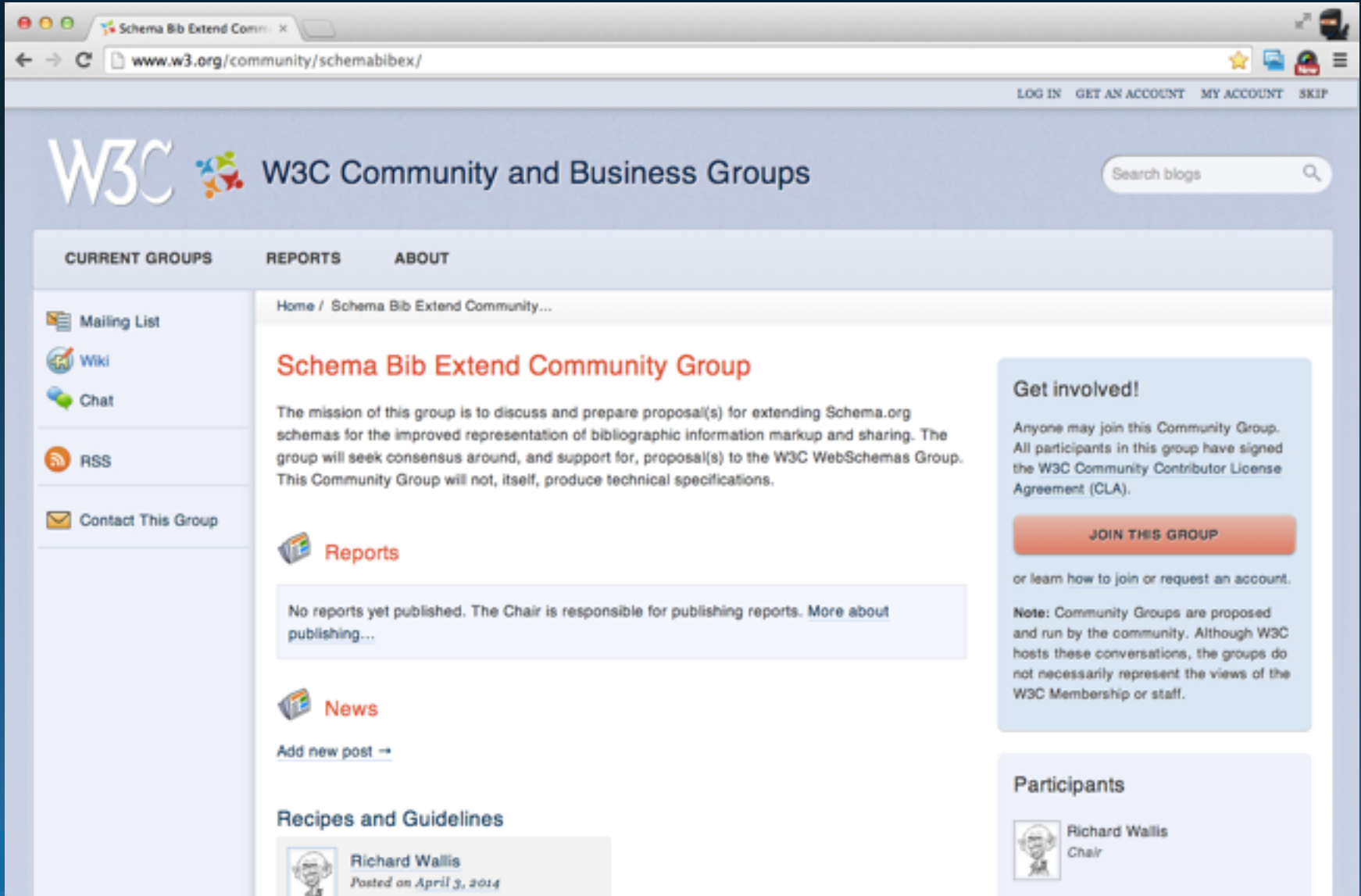
... or form a group to do it

# What to do about Gaps in Schema.org coverage

... or form a group to do it



# What to do about Gaps in Schema.org coverage



The screenshot shows a web browser window with the address bar displaying `www.w3.org/community/schemabibex/`. The page is the W3C Community and Business Groups page for the Schema Bib Extend Community Group. The header includes the W3C logo and a search bar. The main content area is titled "Schema Bib Extend Community Group" and describes the group's mission to discuss and prepare proposals for extending Schema.org schemas for bibliographic information. A sidebar on the left contains links to a Mailing List, Wiki, Chat, RSS, and a contact option. A right sidebar contains a "Get involved!" section with a "JOIN THIS GROUP" button and a "Participants" section listing Richard Wallis as the Chair. The main content area also features sections for "Reports" (noting no reports have been published) and "News" (with an "Add new post" link).




Schema Bib Extend Community...


← → ↻ `www.w3.org/community/schemabibex/` ★ 📧 📺 ⌵


LOG IN GET AN ACCOUNT MY ACCOUNT SKIP

**W3C** W3C Community and Business Groups

CURRENT GROUPS REPORTS ABOUT

 Mailing List  
 Wiki  
 Chat


 RSS

 Contact This Group


Home / Schema Bib Extend Community...

## Schema Bib Extend Community Group

The mission of this group is to discuss and prepare proposal(s) for extending Schema.org schemas for the improved representation of bibliographic information markup and sharing. The group will seek consensus around, and support for, proposal(s) to the W3C WebSchemas Group. This Community Group will not, itself, produce technical specifications.


 **Reports**

No reports yet published. The Chair is responsible for publishing reports. [More about publishing...](#)

 **News**

[Add new post](#) →

### Recipes and Guidelines

 **Richard Wallis**  
Posted on April 3, 2014

### Get involved!


Anyone may join this Community Group. All participants in this group have signed the [W3C Community Contributor License Agreement \(CLA\)](#).

[JOIN THIS GROUP](#)

or learn how to join or request an account.

**Note:** Community Groups are proposed and run by the community. Although W3C hosts these conversations, the groups do not necessarily represent the views of the W3C Membership or staff.

### Participants

 **Richard Wallis**  
Chair

# What to do about Gaps in Schema.org coverage

The screenshot shows a web browser window with the address bar displaying [www.w3.org/community/schemabibex/wiki/Main\\_Page](http://www.w3.org/community/schemabibex/wiki/Main_Page). The page features the W3C logo in the top left corner. A navigation bar includes tabs for 'Page' and 'Discussion', along with links for 'Read', 'View source', and 'View history'. A search box is located on the right side of the navigation bar. The main content area is titled 'Main Page' and 'Schema Bib Extend Community Group'. It describes the group's mission to discuss and prepare proposals for extending Schema.org schemas for bibliographic information markup and sharing. It also provides information about the group itself and lists various resources for adoption, including recipes, guidelines, meetings, and working documents. A 'Current Tasks' section lists the goal of building more recipes and guidelines. The page footer includes a timestamp, access statistics, and links to privacy policy, about the group, disclaimers, and mobile view. A 'Powered by MediaWiki' logo is visible in the bottom right corner.

W3C

Main page  
Recent changes  
Random page  
Help  
Help

Tools  
What links here  
Related changes  
Special pages  
Printable version  
Permanent link  
Page information

Page Discussion Read View source View history Search

## Main Page

### Schema Bib Extend Community Group

The mission of this group is to discuss and prepare proposal(s) for extending Schema.org schemas for the improved representation of bibliographic information markup and sharing. The group will seek consensus around, and support for, proposal(s) to the W3C WebSchemas Group.

For information about the group itself, visit the Schema Bib Extend Community Group site.

For information about proposals from the group and applying Schema.org these documents may be of help:

- **Recipes and Guidelines** for those looking to adopt Schema.org for bibliographic data
- **Meetings** Previous & upcoming
- **Working Documents**
  - Areas for Discussion
  - Use Cases
  - Scope
  - Object Types
  - Vocabulary Proposals
  - Example Library

### Current Tasks

- Build more Recipes and Guidelines

This page was last modified on 2 April 2014, at 14:43.  
This page has been accessed 4,569 times.

Privacy policy About Schema Bib Extend Community Group Disclaimers Mobile view

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<http://www.w3.org/community/schemabibex>

# What to do about Gaps in Schema.org coverage

but

# What to do about Gaps in Schema.org coverage

**Not everything is appropriate  
for Schema.org**

# What to do about Gaps in Schema.org coverage

**Not everything is appropriate  
for Schema.org**

*So I'll create my own vocabulary then!*

*I'll create my own vocabulary*

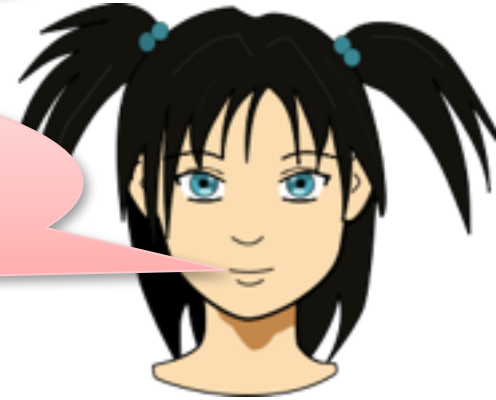


*I'll create my own vocabulary*



*I'll create my own vocabulary*

*But doesn't that loose all the  
benefits of Schema?*







*I'll create my own vocabulary*

*But doesn't that loose all the  
benefits of Schema?*



*Not if it is an extension  
vocabulary*



*Just add your terms  
with Schema at the  
core*

??





*I'll create my own vocabulary*

*But doesn't that lose all the  
benefits of Schema?*



*Not if it is an extension  
vocabulary*



*Just add your terms  
with Schema at the  
core*



*Like frosting  
on a cake?*

# Frosting on the Schema.org Cake



## What is BiblioGraph.net?

This site provides a collection of schemas that are used to describe concepts, entities, and relationships for bibliographic and cultural heritage resources and collections, in libraries and associated domains. Based on the [schema.org](http://schema.org) vocabulary, BiblioGraph.net adds terms and entities that are particularly relevant and important within these more specific domains.

It is designed to be used by organizations in the bibliographic field to describe resources that they curate, aggregate, describe and reference for local use, or to serve as authoritative hubs of knowledge about these items. Such organizations will benefit from the use of the BiblioGraph.net vocabulary through greater exposure, consumption, sharing, discovery, integration, navigation and display of bibliographic related information across the web.

With [schema.org](http://schema.org) forming its foundation, BiblioGraph.net helps remove data integration barriers by enabling search engines to consume semantic data directly, making it easier for people and systems to find the information they seek. It also helps facilitate the integration of structured data between libraries and other information hubs, providing rich discovery, navigation and browsing experience of resources offered by libraries and associated organizations.

Based on a set of [shared principles](#) BiblioGraph.net, initially sponsored by [OCLC](#), is shared with the greater bibliographic community, with the objective of improving access to, and dissemination and discovery of, the world's information.

We invite you to [get started!](#)

If you have any questions or comments contact [info@bibliograph.net](mailto:info@bibliograph.net).

[BiblioGraph.net Terms and Conditions](#)

# Thesis

[schema:Thing](#) > [schema:CreativeWork](#) > [bgn:Thesis](#)

A thesis or dissertation document submitted in support of candidature for an academic degree or professional qualification.

Property	Expected Type	Description
<b>Properties from <a href="#">bgn:Thesis</a></b>		
<a href="#">bgn:inSupportOf</a>	<a href="#">schema:Text</a>	Qualification, candidature, degree, application that Thesis supports.
<b>Properties from <a href="#">schema:CreativeWork</a></b>		
<a href="#">schema:about</a>	<a href="#">schema:Thing</a>	The subject matter of the content.
<a href="#">schema:accessibilityAPI</a>	<a href="#">schema:Text</a>	Indicates that the resource is compatible with the referenced accessibility API ( <a href="#">WebSchemas wiki lists possible values</a> ).
<a href="#">schema:accessibilityControl</a>	<a href="#">schema:Text</a>	Identifies input methods that are sufficient to fully control the described resource ( <a href="#">WebSchemas wiki lists possible values</a> ).
<a href="#">schema:accessibilityFeature</a>	<a href="#">schema:Text</a>	Content features of the resource, such as accessible media, alternatives and supported enhancements for accessibility ( <a href="#">WebSchemas wiki lists possible values</a> ).
<a href="#">schema:accessibilityHazard</a>	<a href="#">schema:Text</a>	A characteristic of the described resource that is physiologically dangerous to some users. Related to WCAG 2.0 guideline 2.3. ( <a href="#">WebSchemas wiki lists possible values</a> )
<a href="#">schema:accountablePerson</a>	<a href="#">schema:Person</a>	Specifies the Person that is legally accountable for the CreativeWork.
<a href="#">schema:aggregateRating</a>	<a href="#">schema:AggregateRating</a>	The overall rating, based on a collection of reviews or ratings, of the item.
<a href="#">schema:alternativeHeadline</a>	<a href="#">schema:Text</a>	A secondary title of the CreativeWork.
<a href="#">schema:associatedMedia</a>	<a href="#">schema:MediaObject</a>	A media object that encodes this CreativeWork. This property is a synonym for encoding.
<a href="#">schema:audience</a>	<a href="#">schema:Audience</a>	The intended audience of the item, i.e. the group for whom the item was created.
<a href="#">schema:audio</a>	<a href="#">schema:AudioObject</a>	An embedded audio object.
<a href="#">schema:author</a>	<a href="#">schema:Organization</a> or <a href="#">schema:Person</a>	The author of this content. Please note that author is special in that HTML 5 provides a special mechanism for indicating authorship via the rel tag. That is equivalent to this and may be used interchangeably.
<a href="#">schema:award</a>	<a href="#">schema:Text</a>	An award won by this person or for this creative work. Supersedes <a href="#">schema:awards</a> .
<a href="#">schema:citation</a>	<a href="#">schema:Text</a> or <a href="#">schema:CreativeWork</a>	A citation or reference to another creative work, such as another publication, web page, scholarly article, etc.
<a href="#">schema:comment</a>	<a href="#">schema:Comment</a> or	Comments, typically from users, on this CreativeWork.



<a href="#">schema:sourceOrganization</a>	<a href="#">schema:Organization</a>	The Organization on whose behalf the creator was working.
<a href="#">schema:text</a>	<a href="#">schema:Text</a>	The textual content of this CreativeWork.
<a href="#">schema:thumbnailUrl</a>	<a href="#">schema:URL</a>	A thumbnail image relevant to the Thing.
<a href="#">schema:timeRequired</a>	<a href="#">schema:Duration</a>	Approximate or typical time it takes to work with or through this learning resource for the typical intended target audience, e.g. 'P30M', 'P1H25M'.
<a href="#">bgn:translationOfWork</a>	<a href="#">schema:CreativeWork</a>	The work that this work has been translated from. e.g. 物种起源 is a translationOf "On the Origin of Species" Inverse property: <a href="#">bgn:workTranslation</a> .
<a href="#">bgn:translator</a>	<a href="#">bgn:Agent</a>	An agent responsible for rendering a translated work from a source work
<a href="#">bgn:translationOfWork</a>	<a href="#">schema:CreativeWork</a>	The work that this work has been translated from. e.g. 物种起源 is a translationOf "On the Origin of Species" Inverse property: <a href="#">bgn:workTranslation</a> .
<a href="#">bgn:translator</a>	<a href="#">bgn:Agent</a>	An agent responsible for rendering a translated work from a source work
<a href="#">schema:typicalAgeRange</a>	<a href="#">schema:Text</a>	The typical expected age range, e.g. '7-9', '11-'.
<a href="#">schema:version</a>	<a href="#">schema:Number</a>	The version of the CreativeWork embodied by a specified resource.
<a href="#">schema:video</a>	<a href="#">schema:VideoObject</a>	An embedded video object.
<a href="#">schema:workExample</a>	<a href="#">schema:CreativeWork</a>	Example/instance/realization/derivation of the concept of this creative work. eg. The paperback edition, first eBook. Inverse property: <a href="#">schema:exampleOfWork</a> .
<a href="#">bgn:workTranslation</a>	<a href="#">schema:CreativeWork</a>	A work that is a translation of the content of this work. e.g. 西遊記 has an English workTranslation "Journey to German workTranslation "Monkeys Pilgerfahrt" and a Vietnamese translation Tây du ký bình khảo. Inverse property: <a href="#">bgn:translationOfWork</a> .
<a href="#">schema:image</a>	<a href="#">schema:URL</a> or <a href="#">schema:ImageObject</a>	URL of an image of the item.
<a href="#">schema:name</a>	<a href="#">schema:Text</a>	The name of the item.
<a href="#">schema:potentialAction</a>	<a href="#">schema:Action</a>	Indicates a potential Action, which describes an idealized action in which this thing would play an 'object' role.
<a href="#">schema:sameAs</a>	<a href="#">schema:URL</a>	URL of a reference Web page that unambiguously indicates the item's identity. E.g. the URL of the item's Wikipedia page, Freebase page, or official website.
<a href="#">schema:url</a>	<a href="#">schema:URL</a>	URL of the item.

#### Prefixes used:

- schema: <http://schema.org/>
- bgn: <http://bibliograph.net/>

# Extension Vocabulary

## Thesis

[schema:Thing](#) > [schema:CreativeWork](#) > [bgn:Thesis](#)

A thesis or dissertation document submitted in support of candidature for an academic degree or professional qualification.

Property	Expected Type	Description
<b>Properties from <a href="#">bgn:Thesis</a></b>		
<a href="#">bgn:inSupportOf</a>	<a href="#">schema:Text</a>	Qualification, candidature, degree, application that Thesis supports.
<b>Properties from <a href="#">schema:CreativeWork</a></b>		
<a href="#">schema:about</a>	<a href="#">schema:Thing</a>	The subject matter of the content.
<a href="#">schema:accessibilityAPI</a>	<a href="#">schema:Text</a>	Indicates that the resource is compatible with the referenced accessibility API ( <a href="#">WebSchemas wiki lists possible values</a> ).
<a href="#">schema:accessibilityControl</a>	<a href="#">schema:Text</a>	Identifies input methods that are sufficient to fully control the described resource ( <a href="#">WebSchemas wiki lists possible values</a> ).
<a href="#">schema:accessibilityFeature</a>	<a href="#">schema:Text</a>	Content features of the resource, such as accessible media, alternatives and supported enhancements for accessibility ( <a href="#">WebSchemas wiki lists possible values</a> ).
<a href="#">schema:accessibilityHazard</a>	<a href="#">schema:Text</a>	A characteristic of the described resource that is physiologically dangerous to some users. Related to WCAG 2.0 guideline 2.3. ( <a href="#">WebSchemas wiki lists possible values</a> )
<a href="#">schema:accountablePerson</a>	<a href="#">schema:Person</a>	Specifies the Person that is legally accountable for the CreativeWork.
<a href="#">schema:aggregateRating</a>	<a href="#">schema:AggregateRating</a>	The overall rating, based on a collection of reviews or ratings, of the item.
<a href="#">schema:alternativeHeadline</a>	<a href="#">schema:Text</a>	A secondary title of the CreativeWork.
<a href="#">schema:associatedMedia</a>	<a href="#">schema:MediaObject</a>	A media object that encodes this CreativeWork. This property is a synonym for encoding.
<a href="#">schema:audience</a>	<a href="#">schema:Audience</a>	The intended audience of the item, i.e. the group for whom the item was created.
<a href="#">schema:audio</a>	<a href="#">schema:AudioObject</a>	An embedded audio object.
<a href="#">schema:author</a>	<a href="#">schema:Organization</a> or <a href="#">schema:Person</a>	The author of this content. Please note that author is special in that HTML 5 provides a special mechanism for indicating authorship via the rel tag. That is equivalent to this and may be used interchangeably.
<a href="#">schema:award</a>	<a href="#">schema:Text</a>	An award won by this person or for this creative work. Supercedes <a href="#">schema:awards</a> .
<a href="#">schema:citation</a>	<a href="#">schema:Text</a> or <a href="#">schema:CreativeWork</a>	A citation or reference to another creative work, such as another publication, web page, scholarly article, etc.
<a href="#">schema:comment</a>	<a href="#">schema:Comment</a> or	Comments, typically from users, on this CreativeWork.

# Extension Vocabulary

## Thesis

schema:Thing > schema:CreativeWork > bgn:Thesis

A thesis or dissertation document submitted in support of candidature for an academic degree or professional qualification.

Property	Expected Type	Description
<b>Properties from <a href="#">bgn:Thesis</a></b>		
<a href="#">bgn:inSupportOf</a>	schema:Text	Qualification, candidature, degree, application that Thesis supports.
<b>Properties from <a href="#">schema:CreativeWork</a></b>		
<a href="#">schema:about</a>	schema:Thing	The subject matter of the content.
<a href="#">schema:accessibilityAPI</a>	schema:Text	Indicates that the resource is compatible with the referenced accessibility API ( <a href="#">WebSchemas wiki lists possible values</a> ).
<a href="#">schema:accessibilityControl</a>	schema:Text	Identifies input methods that are sufficient to fully control the described resource ( <a href="#">WebSchemas wiki lists possible values</a> ).
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<a href="#">schema:accountablePerson</a>	schema:Person	Specifies the Person that is legally accountable for the CreativeWork.
<a href="#">schema:aggregateRating</a>	schema:AggregateRating	The overall rating, based on a collection of reviews or ratings, of the item.
<a href="#">schema:alternativeHeadline</a>	schema:Text	A secondary title of the CreativeWork.
<a href="#">schema:associatedMedia</a>	schema:MediaObject	A media object that encodes this CreativeWork. This property is a synonym for encoding.
<a href="#">schema:audience</a>	schema:Audience	The intended audience of the item, i.e. the group for whom the item was created.
<a href="#">schema:audio</a>	schema:AudioObject	An embedded audio object.
<a href="#">schema:author</a>	schema:Organization or schema:Person	The author of this content. Please note that author is special in that HTML 5 provides a special mechanism for indicating authorship via the rel tag. That is equivalent to this and may be used interchangeably.
<a href="#">schema:award</a>	schema:Text	An award won by this person or for this creative work. Supercedes schema:awards.
<a href="#">schema:citation</a>	schema:Text or schema:CreativeWork	A citation or reference to another creative work, such as another publication, web page, scholarly article, etc.
<a href="#">schema:comment</a>	schema:Comment or	Comments, typically from users, on this CreativeWork.



# Extension Vocabulary

- Adds your domain specifics
- Mostly Schema.org

# Extension Vocabulary

- Adds your domain specifics
- Mostly Schema.org
  - Only need to fill in the gaps

# Extension Vocabulary

- Adds your domain specifics
- Mostly Schema.org
  - Only need to fill in the gaps
  - Search engines will understand most

# Extension Vocabulary

- Adds your domain specifics
- Mostly Schema.org
  - Only need to fill in the gaps
  - Search engines will understand most
- Familiar

# Extension Vocabulary

- Adds your domain specifics
- Mostly Schema.org
  - Only need to fill in the gaps
  - Search engines will understand most
- Familiar
  - Eases adoption

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- Adds your domain specifics
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# Extension Vocabulary

- Adds your domain specifics
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  - Eases adoption
- Minimal namespaces
  - Eases adoption

# Extension Vocabulary

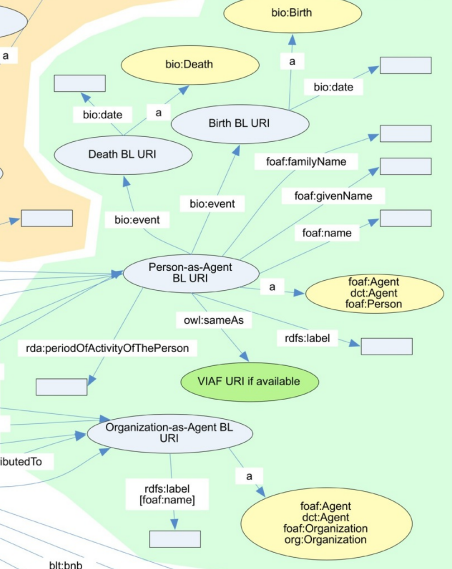
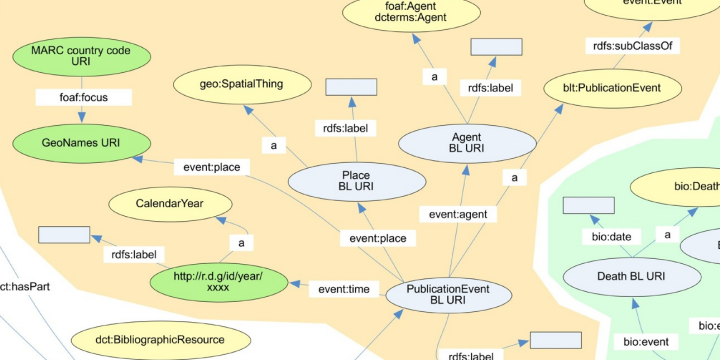
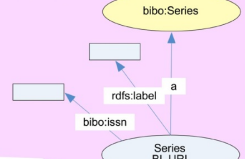
- Adds your domain specifics
- Mostly Schema.org
  - Only need to fill in the gaps
  - Search engines will understand most
- Familiar
  - Eases adoption
- Minimal namespaces
  - Eases adoption
- Repeatable pattern



# Namespace Proliferation

# Namespace Proliferation The Enemy of Adoption

# Namespace Proliferation The Enemy of Adoption



# Namespace Proliferation

## The Enemy of Adoption

### British Library Data Model

@prefix blt:	<http://data.bl.uk/schema/bibliographic#> .
@prefix rdf:	<http://www.w3.org/1999/02/22-rdf-syntax-ns#> .
@prefix rdfs:	<http://www.w3.org/2000/01/rdf-schema#> .
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@prefix rda:	<http://RDVocab.info/ElementsGr2/> .
@prefix bio:	<http://purl.org/vocab/bio/0.1/> .
@prefix foaf:	<http://xmlns.com/foaf/0.1/> .
@prefix event:	<http://purl.org/NET/c4dm/event.owl#> .
@prefix org:	<http://www.w3.org/ns/org#> .
@prefix geo:	<http://www.w3.org/2003/01/geo/wgs84_pos#> .

# Namespace Proliferation

## The Enemy of Adoption

### British Library Data Model

**Which bits can I use?**

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This is overwhelming!  
I'll move on....**

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**BiblioGraph.net**

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*An extension to Schema.org...*

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- to fill in some [temporary ?] domain specific gaps



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*An extension to Schema.org...*

- an example of how others might do it.

# OCLC Entity Based Data Strategy

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✓ VIAF, ISNI, FAST Publish Linked Data



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- Person
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# Structured Data Objectives

fairly obvious

## Conclusions

- **Linked Data**
  - RDF – RDFa, RDF/XML, JSON-LD, Turtle, nTriples
  - Canonical URIs
- **Schema.org + BiblioGraph.net**
  - Core widely adopted & understood – 15% of web sites

# Your

## Structured Data Objectives

- **Widely distributed & understood**
  - Web standard data access patterns
  - Common vocabularies on the web
  - Visibility in search engines

fairly obvious

## Conclusions

- **Linked Data**
  - RDF – RDFa, RDF/XML, JSON-LD, Turtle, nTriples
  - Canonical URIs
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Extending Schema.org

**Richard Wallis**

Technology Evangelist

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Explore. Share. Magnify.

