DCMI – São Paulo – September 2015

Schema.org

An Extending Influence

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Technology Evangelist

Data Liberate

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@rjw

DC 2015
São Paulo

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OCLC

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Richard Wallis

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Chair of:

- Schema Bib Extend W3C Community Group

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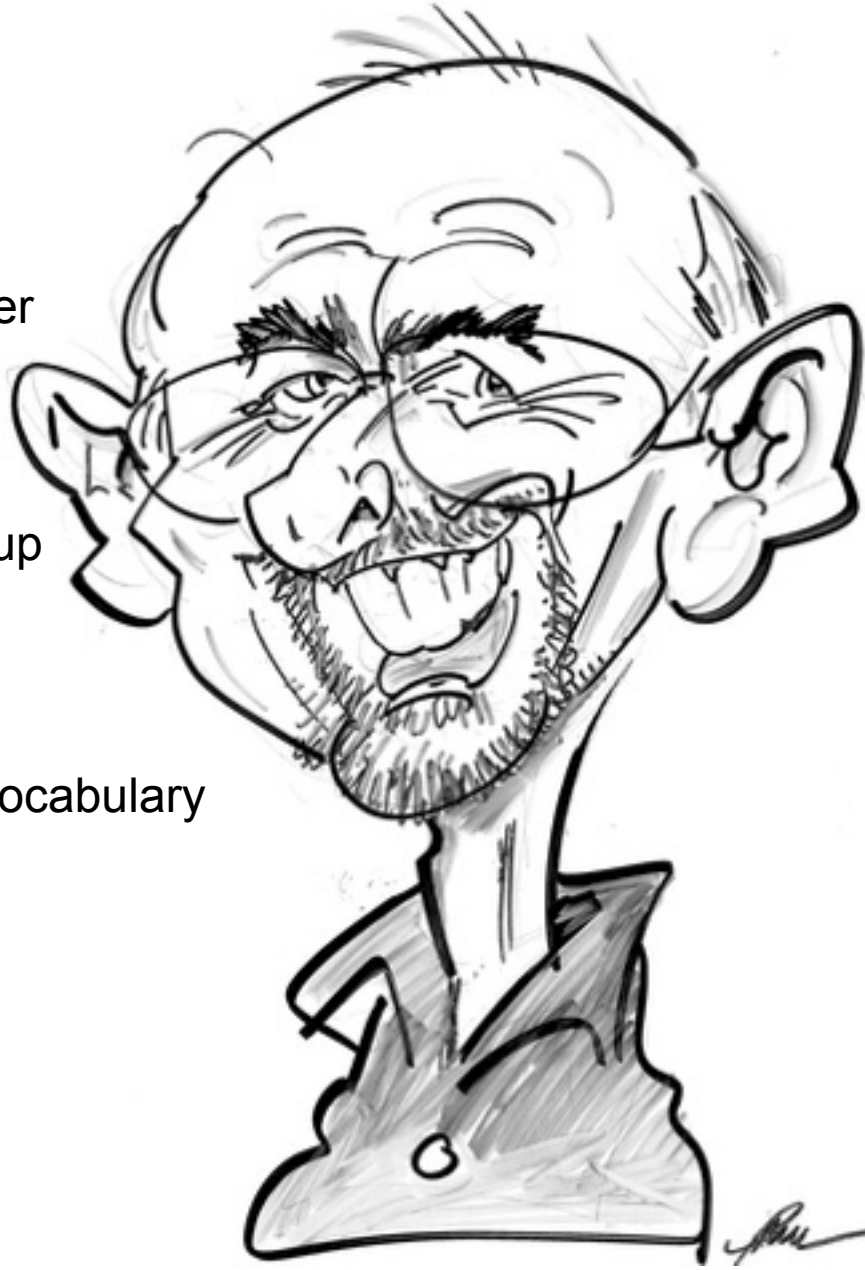
- BiblioGraph.net
  - Bibliographic Schema.org extension vocabulary



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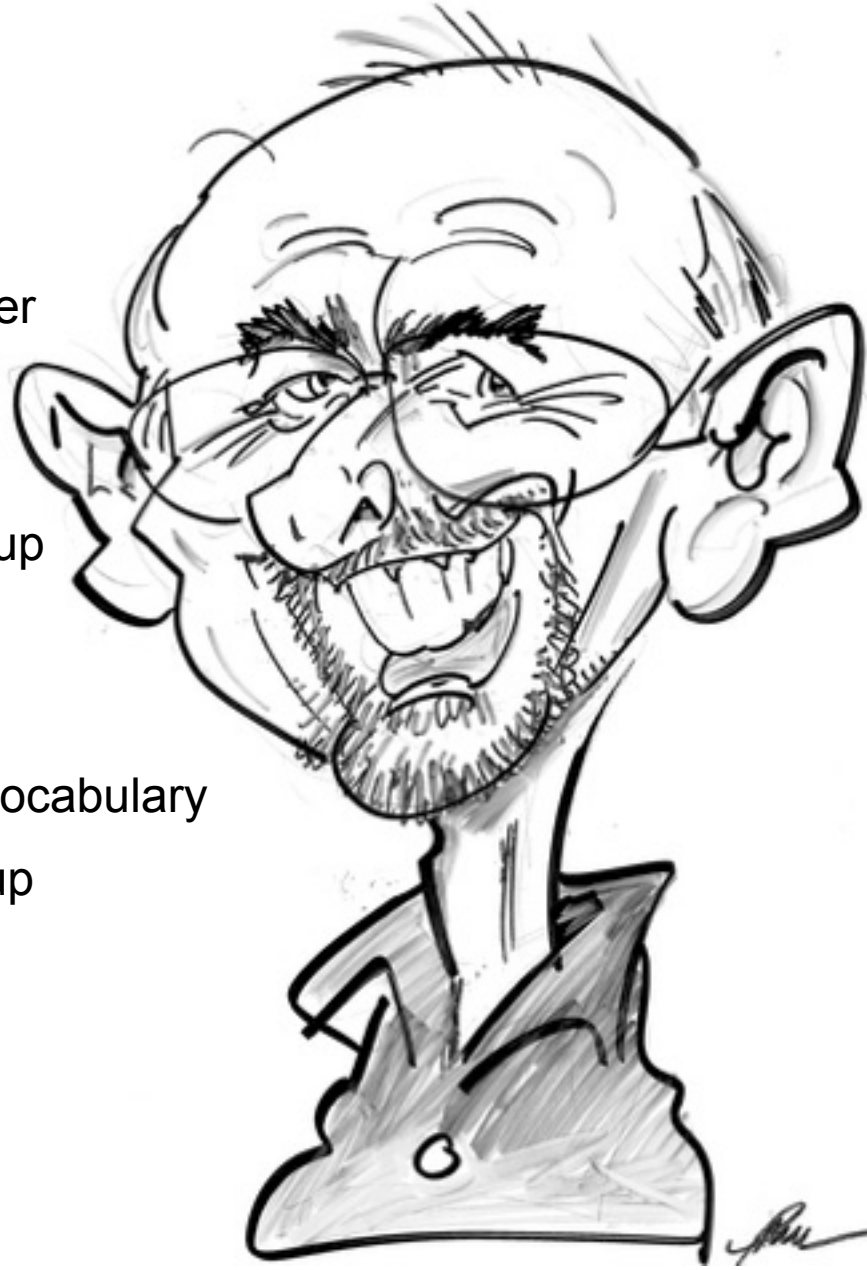
- Schema Architypes W3C Community Group
  - Schema.org for archives data
  - archives.schema.org ?



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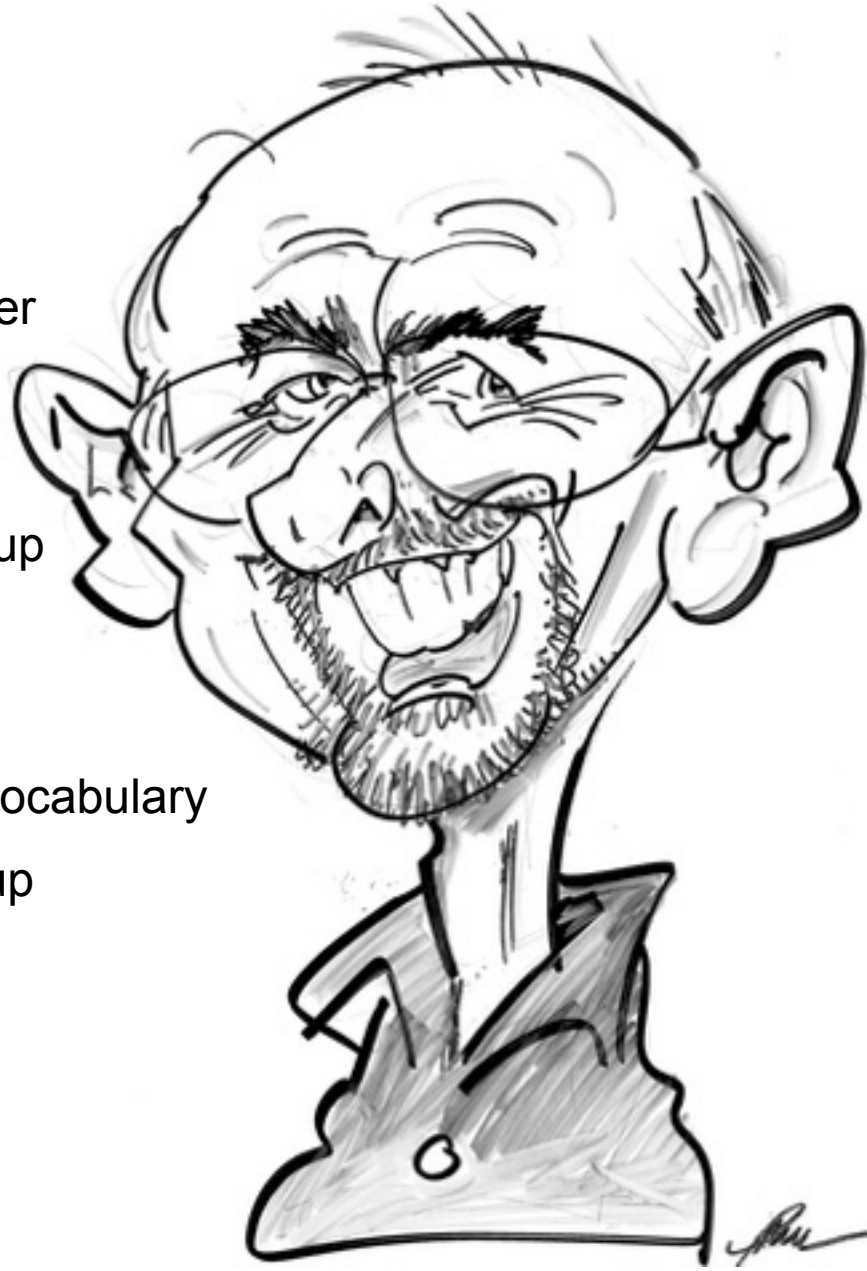
Currently Working With:



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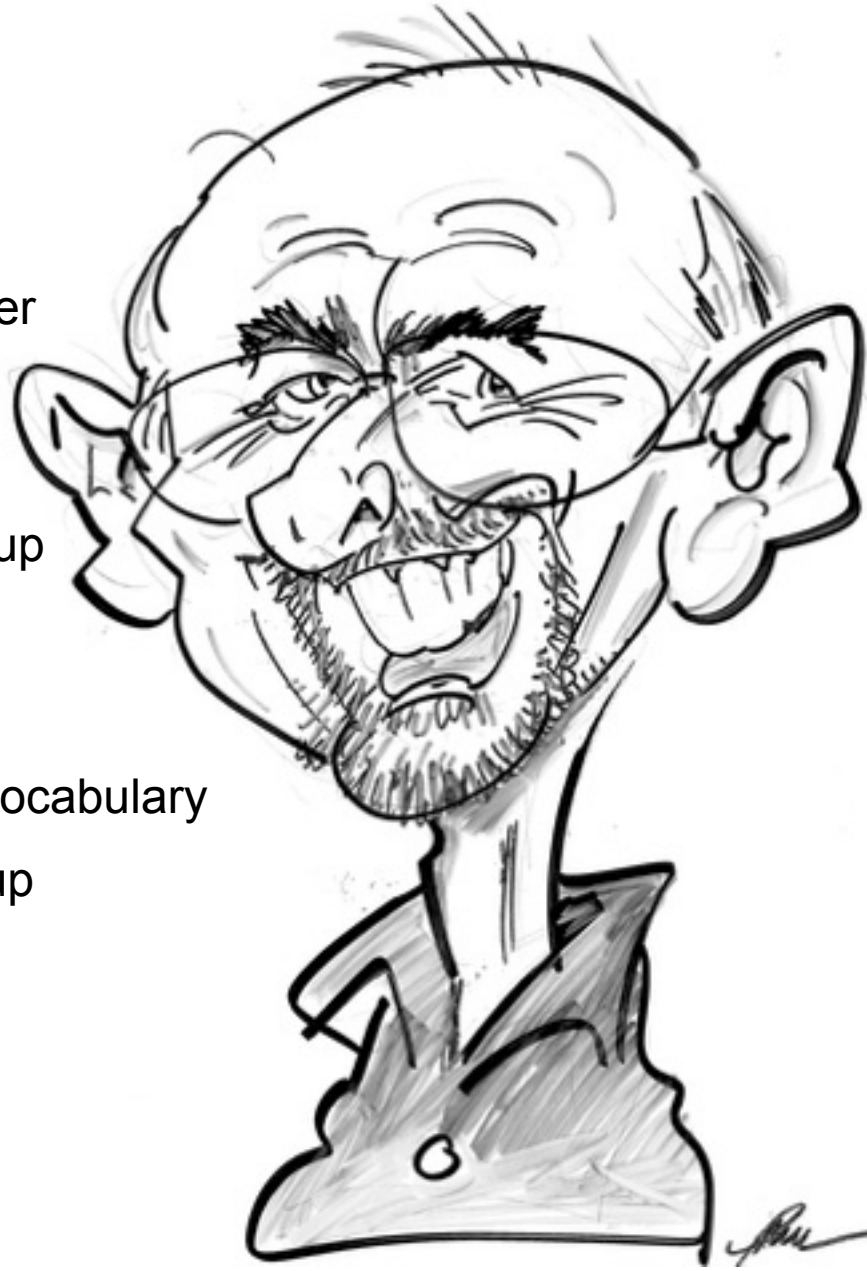
Currently Working With:

- OCLC



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  - Schema.org for archives data
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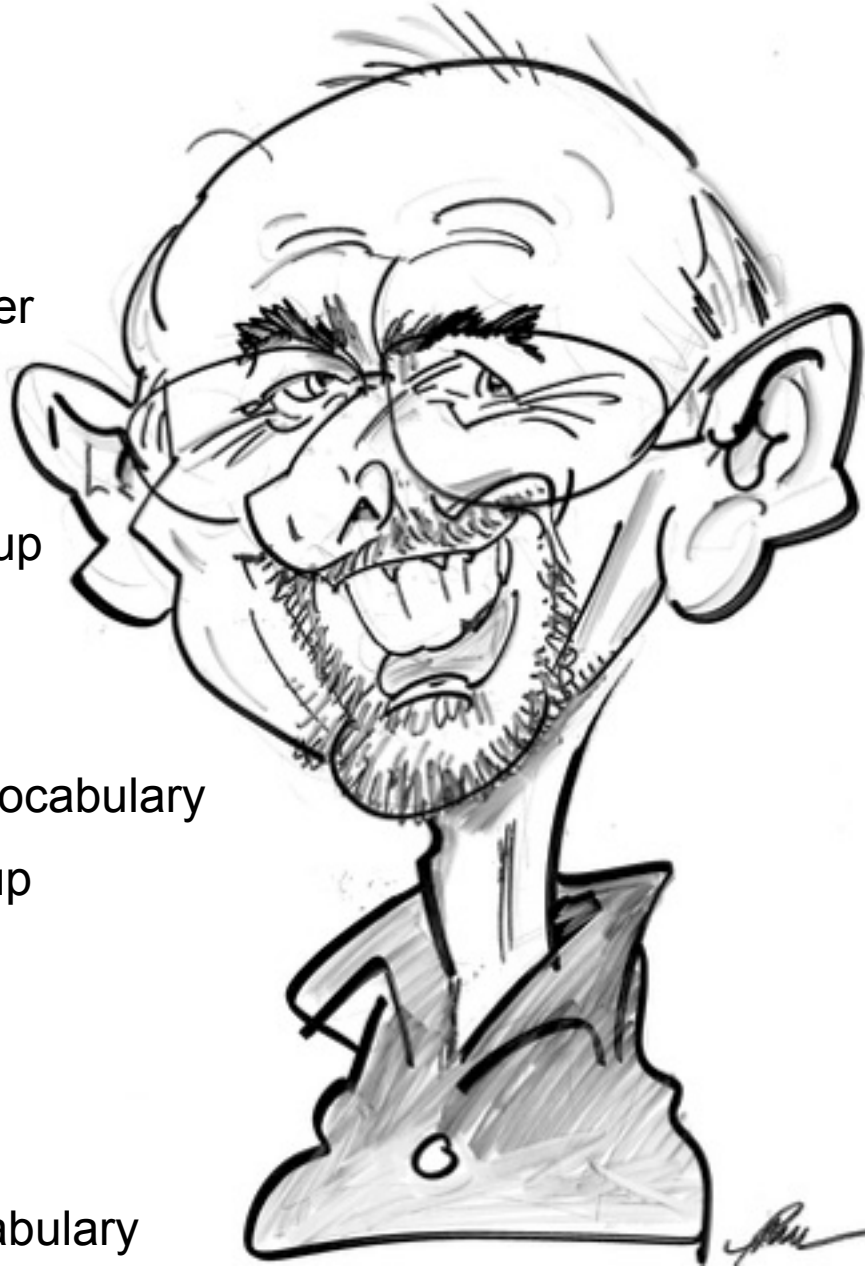
Currently Working With:

- OCLC
- Google – on the Schema.org site and vocabulary



AND THE COMMON THEME IS…

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schema.org

schema.org

schema.org

A general purpose vocabulary for describing things on the web

schema.org

A general purpose vocabulary for describing things on the web

schema.org

- Launched in 2011

schema.org

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- Backed by Google, Bing, Yahoo!
  - Soon joined by Yandex

schema.org

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  - Soon joined by Yandex
- It's RDF!

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<http://example.com/x> typeof <schema:Book>
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schema.org

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<http://example.com/x> typeof <schema:Book>
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- Microdata & RDFa – Shared by embedding in site HTML

```
<div typeof="Book" resource="http://worldcat.org/oclc/5769">
   <span property="name">War and Peace</span>
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  - CreativeWork, Event, Organization, Person, Place, Product, …

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  - More recently JSON-LD

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<script type="application/ld+json">
```

- Coverage – what needs describing
  - CreativeWork, Event, Organization, Person, Place, Product, …
- Supporting website & community – W3C + Github

Book

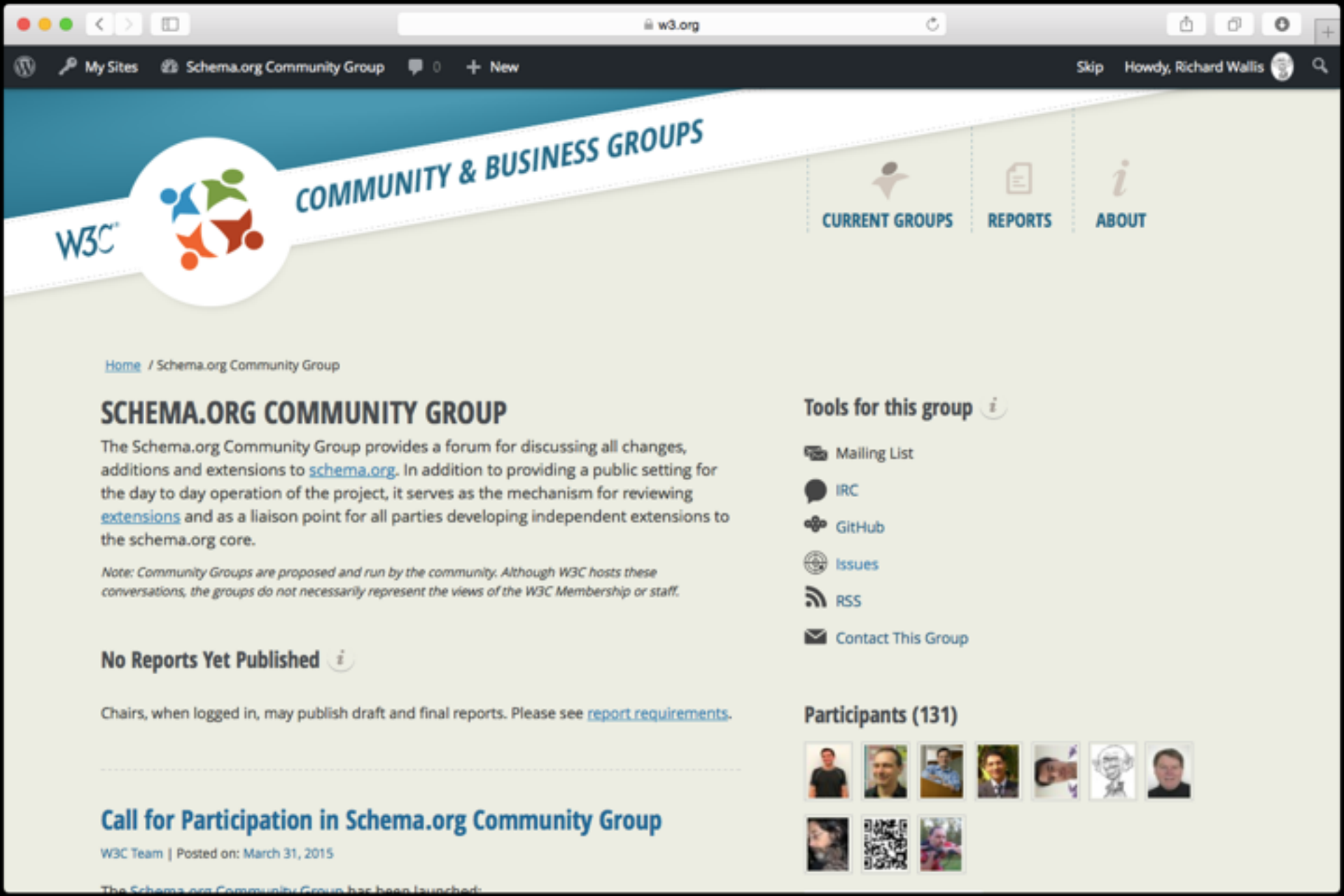
Thing > CreativeWork > Book

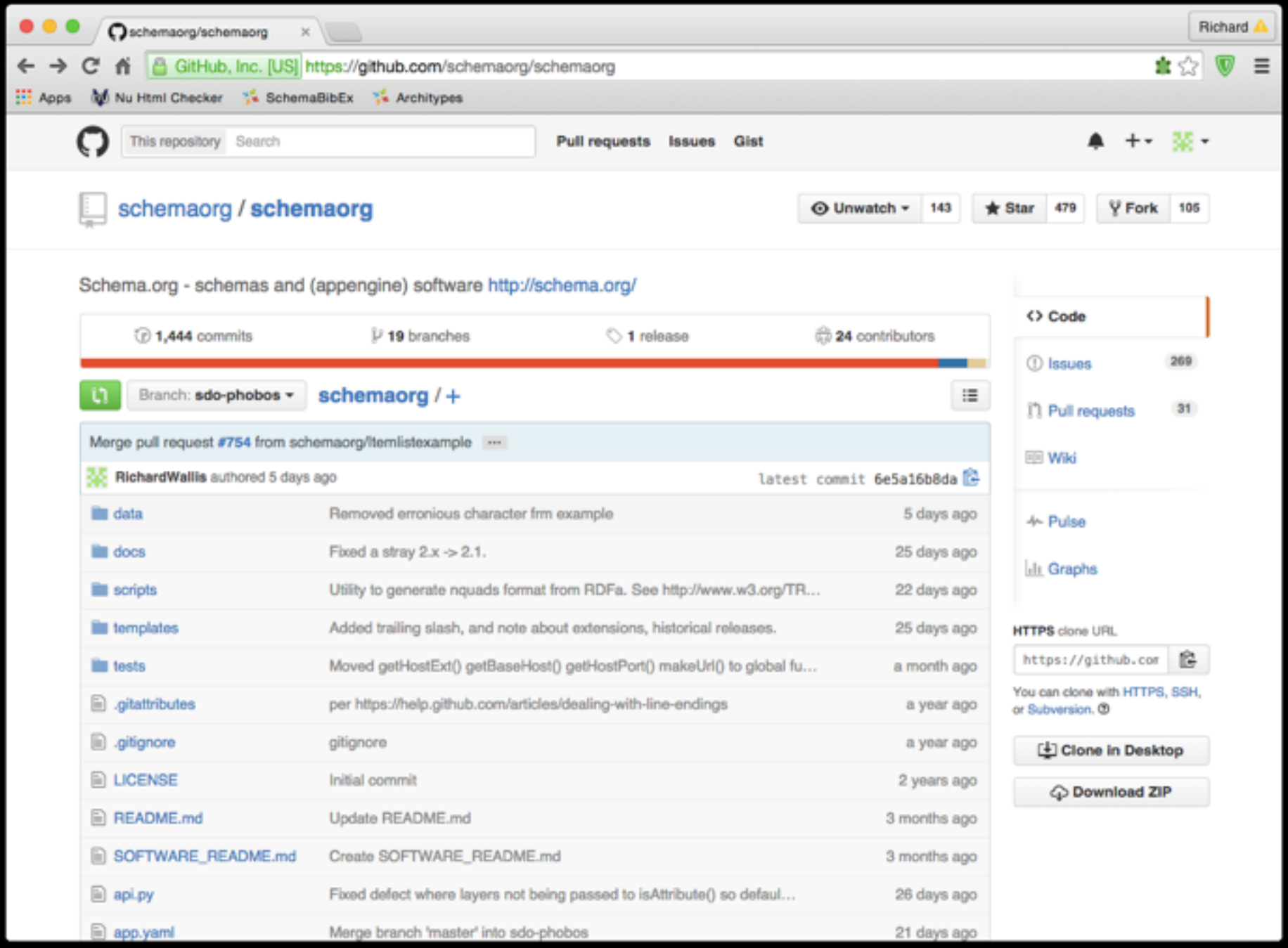
A book.

Usage: Between 10,000 and 50,000 domains

[more...]

Property	Expected Type	Description
Properties from Book		
bookEdition	Text	The edition of the book.
bookFormat	BookFormatType	The format of the book.
illustrator	Person	The illustrator of the book.
isbn	Text	The ISBN of the book.
numberOfPages	Integer	The number of pages in the book.
Properties from CreativeWork		
about	Thing	The subject matter of the content.
accessibilityAPI	Text	Indicates that the resource is compatible with the referenced accessibility API (WebSchemas wiki lists possible values).
accessibilityControl	Text	Identifies input methods that are sufficient to fully control the described resource (WebSchemas wiki lists possible values).
accessibilityFeature	Text	Content features of the resource, such as accessible media, alternatives and supported enhancements for accessibility (WebSchemas wiki lists possible values).
accessibilityHazard	Text	A characteristic of the described resource that is physiologically dangerous to some users. Related to WCAG 2.0 guideline 2.3 (WebSchemas wiki lists possible values).
accountablePerson	Person	Specifies the Person that is legally accountable for the CreativeWork.
aggregateRating	AggregateRating	The overall rating, based on a collection of reviews or ratings, of the item.
alternativeHeadline	Text	A secondary title of the CreativeWork.


w3.org
My Sites
Schema.org Community Group
0
New
Skip
Howdy, Richard Wallis
W3C
COMMUNITY & BUSINESS GROUPS
CURRENT GROUPS
REPORTS
ABOUT
Home / Schema.org Community Group
SCHEMA.ORG COMMUNITY GROUP
The Schema.org Community Group provides a forum for discussing all changes, additions and extensions to schema.org. In addition to providing a public setting for the day to day operation of the project, it serves as the mechanism for reviewing extensions and as a liaison point for all parties developing independent extensions to the schema.org core.
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.
No Reports Yet Published
Chairs, when logged in, may publish draft and final reports. Please see report requirements.
Call for Participation in Schema.org Community Group
W3C Team | Posted on: March 31, 2015
Tools for this group
Mailing List
IRC
GitHub
Issues
RSS
Contact This Group
Participants (131)


schemaorg/schemaorg
Richard
GitHub, Inc. [US] https://github.com/schemaorg/schemaorg
Apps
Nu Html Checker
SchemaBibEx
Architypes
This repository
Search
Pull requests
Issues
Gist
schemaorg / schemaorg
Unwatch 143
Star 479
Fork 105
Schema.org - schemas and (appengine) software http://schema.org/
1,444 commits
19 branches
1 release
24 contributors
Branch: sdo-phobos
schemaorg / +
Merge pull request #754 from schemaorg/itemlistexample
RichardWallis authored 5 days ago
latest commit 6e5a16b8da
data Removed erronious character frm example 5 days ago
docs Fixed a stray 2.x -> 2.1. 25 days ago
scripts Utility to generate nquads format from RDFa. See http://www.w3.org/TR... 22 days ago
templates Added trailing slash, and note about extensions, historical releases. 25 days ago
tests Moved getHostExt() getBaseHost() getHostPort() makeUrl() to global fu... a month ago
.gitattributes per https://help.github.com/articles/dealing-with-line-endings a year ago
.gitignore gitignore a year ago
LICENSE Initial commit 2 years ago
README.md Update README.md 3 months ago
SOFTWARE_README.md Create SOFTWARE_README.md 3 months ago
api.py Fixed defect where layers not being passed to isAttribute() so defaul... 26 days ago
app.yaml Merge branch 'master' into sdo-phobos 21 days ago
Code
Issues 269
Pull requests 31
Wiki
Pulse
Graphs
HTTPS clone URL
https://github.com
You can clone with HTTPS, SSH, or Subversion.
Clone in Desktop
Download ZIP

Examples

Without Markup | Microdata | RDFa | JSON-LD

```
<a href="category/books.html">Books</a> >
 <a href="category/books-literature.html">Literature & Fiction</a> >
 <a href="category/books-classics">Classics</a>
<img src="catcher-in-the-rye-book-cover.jpg"
  alt="cover art: red horse, city in background"/>
The Catcher in the Rye - Mass Market Paperback
by <a href="/author/jd_salinger.html">J.D. Salinger</a>
4 stars - 3077 reviews
Price: $6.99
In Stock
Product details
224 pages
Publisher: Little, Brown, and Company - May 1, 1991
Language: English
ISBN-10: 0316769487
Reviews:
5 stars - <b>"A masterpiece of literature" </b>
by John Doe. Written on May 4, 2006
I really enjoyed this book. It captures the essential challenge people face
as they try make sense of their lives and grow to adulthood.
4 stars - <b>"love it LOLOL111!" </b>
by Bob Smith, Written on June 15, 2006
Catcher in the Rye is a fun book. It's a good book to read.
```

Without Markup | Microdata | RDFa | JSON-LD

```
<div>
   <dl>
      <dt>Name:</dt>
      <dd>Holt Physical Science</dd>
      <dt>Brief Synopsis:</dt>
      <dd>NIMAC-sourced textbook</dd>
      <dt>Long Synopsis:</dt>
      <dd>N/A</dd>
```

Examples

Without Markup | **Microdata** | RDFa | JSON-LD

```
<body itemscope itemtype="http://schema.org/WebPage">
...
<div itemprop="breadcrumb">
  <a href="category/books.html">Books</a> >
  <a href="category/books-literature.html">Literature & Fiction</a> >
  <a href="category/books-classics">Classics</a>
</div>
<div itemprop="mainEntity" itemscope itemtype="http://schema.org/Book">
<img itemprop="image" src="catcher-in-the-rye-book-cover.jpg"
     alt="cover art: red horse, city in background"/>
<span itemprop="name">The Catcher in the Rye</span> -
 <link itemprop="bookFormat" href="http://schema.org/Paperback">Mass Market Paperback
by <a itemprop="author" href="/author/jd_salinger.html">J.D. Salinger</a>
<div itemprop="aggregateRating" itemscope itemtype="http://schema.org/AggregateRating">
  <span itemprop="ratingValue">4</span> stars -
  <span itemprop="reviewCount">3077</span> reviews
</div>
<div itemprop="offers" itemscope itemtype="http://schema.org/Offer">
  Price: <span itemprop="price" content="6.99">$6.99</span>
  <meta itemprop="priceCurrency" content="USD" />
  <link itemprop="availability" href="http://schema.org/InStock">In Stock
</div>
Product details
<span itemprop="numberOfPages">224</span> pages
Publisher: <span itemprop="publisher">Little, Brown, and Company</span> -
 <meta itemprop="datePublished" content="1991-05-01">May 1, 1991
Language: <span itemprop="inLanguage">English</span>
ISBN-10: <span itemprop="isbn">0316769487</span>
Reviews:
<div itemprop="review" itemscope itemtype="http://schema.org/Review">
  <span itemprop="reviewRating">5</span> stars -
  <b>"<span itemprop="name">A masterpiece of literature</span>"</b>
  by <span itemprop="author">John Doe</span>,
  Written on <meta itemprop="datePublished" content="2006-05-04">May 4, 2006
  <span itemprop="reviewBody">I really enjoyed this book. It captures the essential
  challenge people face as they try make sense of their lives and grow to adulthood.</span>
```

schema.org

Examples

Without Markup | Microdata | **RDFa** | JSON-LD

```
<body vocab="http://schema.org/" typeof="WebPage">
...
<div property="breadcrumb">
  <a href="category/books.html">Books</a> >
  <a href="category/books-literature.html">Literature & Fiction</a> >
  <a href="category/books-classics">Classics</a>
</div>
<div property="mainEntity" typeof="Book">
<img property="image" src="catcher-in-the-rye-book-cover.jpg"
    alt="cover art: red horse, city in background"/>
<span property="name">The Catcher in the Rye</span> -
 <link property="bookFormat" href="http://schema.org/Paperback">Mass Market Paperback
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<div property="aggregateRating"  typeof="AggregateRating">
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  Price: <span property="price" content="6.99">$6.99</span>
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Examples

Without Markup | Microdata | RDFa | **JSON-LD**

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "WebPage",
  "breadcrumb": "Books > Literature & Fiction > Classics",
  "mainEntity":{
          "@type": "Book",
          "author": "/author/jd_salinger.html",
          "bookFormat": "http://schema.org/Paperback",
          "datePublished": "1991-05-01",
          "image": "catcher-in-the-rye-book-cover.jpg",
          "inLanguage": "English",
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          "name": "The Catcher in the Rye",
          "numberOfPages": "224",
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            "availability": "http://schema.org/InStock",
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          },
          "publisher": "Little, Brown, and Company",
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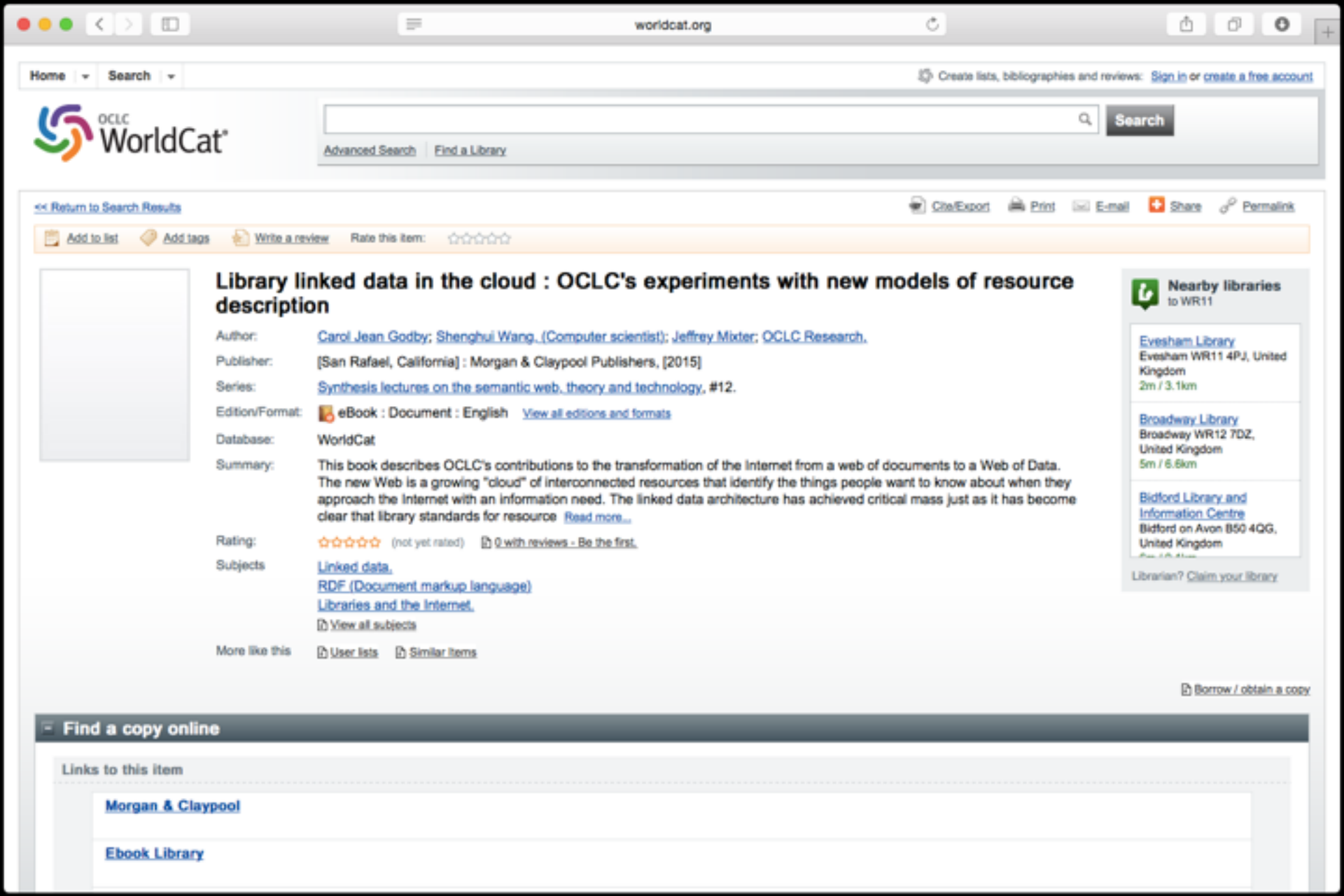
            "@type": "AggregateRating",
            "ratingValue": "4",
            "reviewCount": "3077"
          },
          "review": [
            {
              "@type": "Review",
              "author": "John Doe",
              "datePublished": "2006-05-04",
              "name": "A masterpiece of literature",
              "reviewBody": "I really enjoyed this book. It captures the essential challenge people face as they t
              "reviewRating": {
```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Print
E-mail
Share
Permalink
Add to list
Add tags
Write a review
Rate this item:
Library linked data in the cloud : OCLC's experiments with new models of resource description
Author: Carol Jean Godby; Shenghui Wang, (Computer scientist); Jeffrey Mixter; OCLC Research.
Publisher: [San Rafael, California] : Morgan & Claypool Publishers, [2015]
Series: Synthesis lectures on the semantic web, theory and technology, #12.
Edition/Format: eBook : Document : English View all editions and formats
Database: WorldCat
Summary: This book describes OCLC's contributions to the transformation of the Internet from a web of documents to a Web of Data. The new Web is a growing "cloud" of interconnected resources that identify the things people want to know about when they approach the Internet with an information need. The linked data architecture has achieved critical mass just as it has become clear that library standards for resource Read more...
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Subjects
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Libraries and the Internet.
View all subjects
More like this
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Similar items
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to WR11
Evesham Library
Evesham WR11 4PJ, United Kingdom
2m / 3.1km
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5m / 6.6km
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Bidford on Avon B50 4QG, United Kingdom
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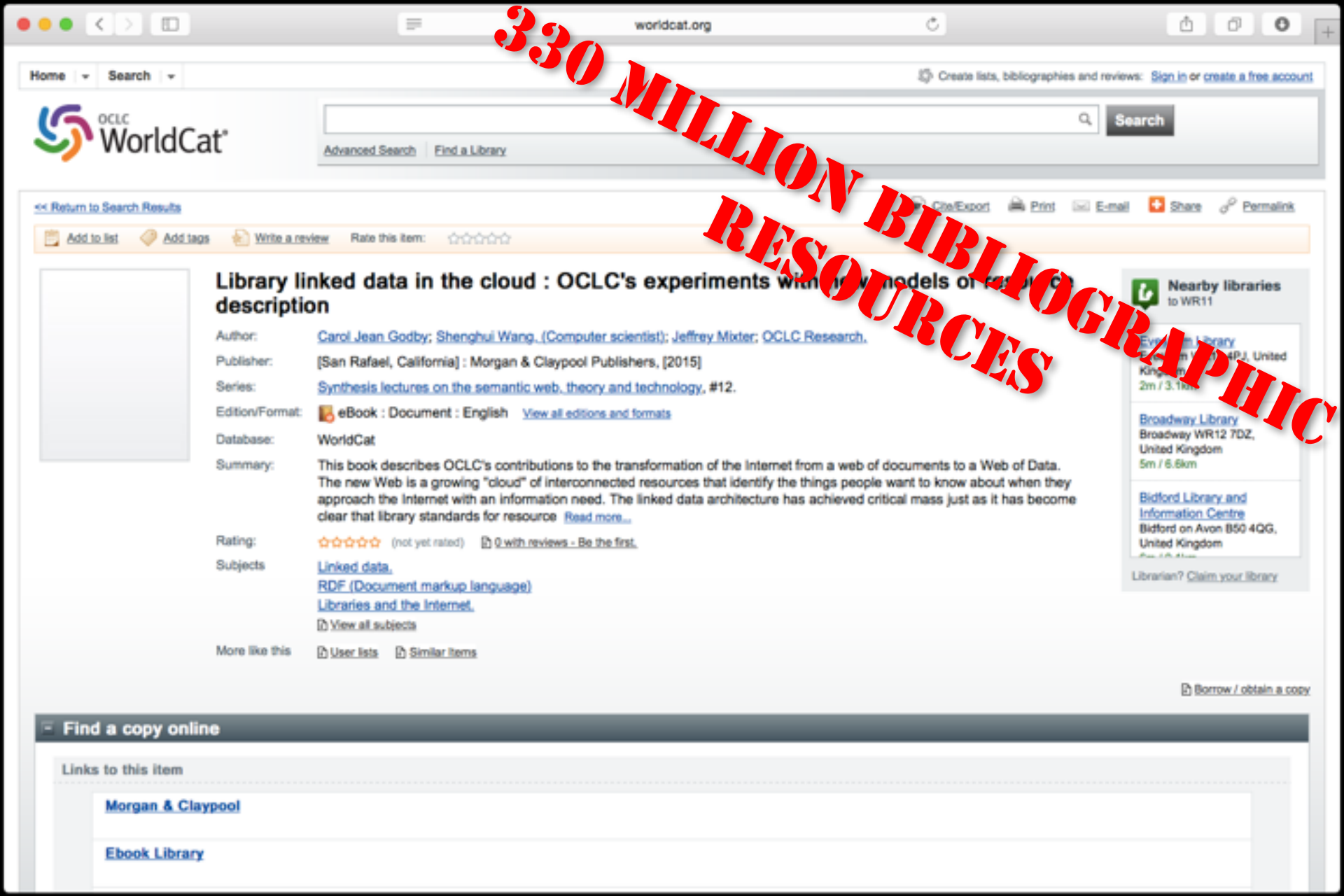
Ebook Library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OCLC WorldCat
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Find a Library
Return to Search Results
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Add to list
Add tags
Write a review
Rate this item:
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Subjects
Linked data.
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Libraries and the Internet.
View all subjects
More like this
User lists
Similar items
Nearby libraries
to WR11
Broadway Library
Broadway WR12 7DZ, United Kingdom
5m / 6.6km
Bidford Library and Information Centre
Bidford on Avon B50 4QG, United Kingdom
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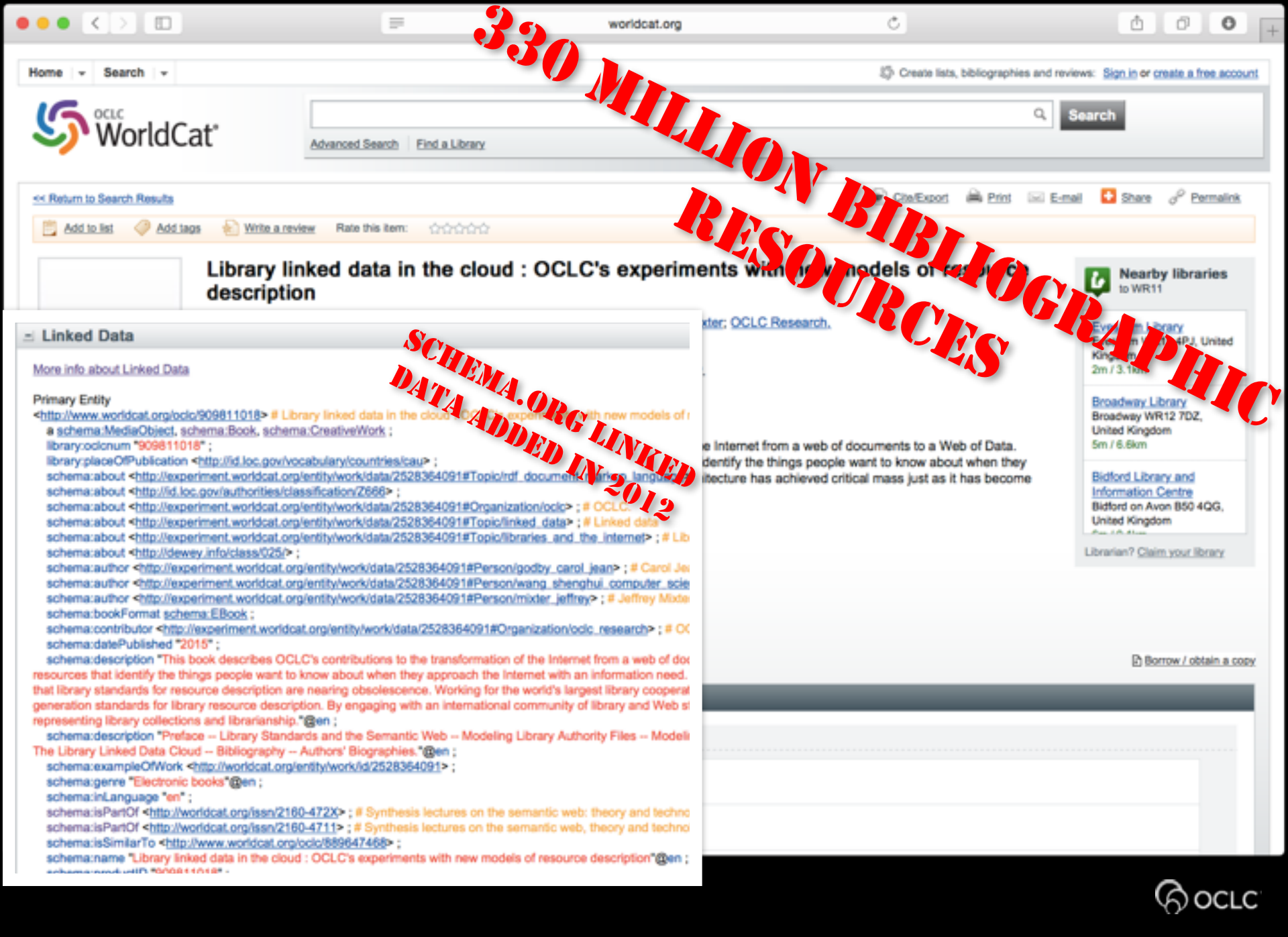
Links to this item
Morgan & Claypool
Ebook Library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SCHEMA.ORG LINKED DATA ADDED IN 2012
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Create lists, bibliographies and reviews: Sign in or create a free account
OCLC WorldCat
Search
Advanced Search
Find a Library
Return to Search Results
Cite/Export
Print
E-mail
Share
Permalink
Add to list
Add tags
Write a review
Rate this item:
Library linked data in the cloud : OCLC's experiments with new models of resource description
Nearby libraries
to WR11
Broadway Library
Broadway WR12 7DZ, United Kingdom
5m / 6.6km
Bidford Library and Information Centre
Bidford on Avon B50 4QG, United Kingdom
Librarian? Claim your library
Borrow / obtain a copy
Linked Data
More info about Linked Data
Primary Entity
<http://www.worldcat.org/oclc/909811018> # Library linked data in the cloud : OCLC's experiments with new models of
a schema:MediaObject, schema:Book, schema:CreativeWork ;
library:oclcnum "909811018" ;
library:placeOfPublication <http://id.loc.gov/vocabulary/countries/cau> ;
schema:about <http://experiment.worldcat.org/entity/work/data/2528364091#Topic/rdf_document_linking_language>
schema:about <http://id.loc.gov/authorities/classification/Z666> ;
schema:about <http://experiment.worldcat.org/entity/work/data/2528364091#Organization/oclc> ; # OCLC
schema:about <http://experiment.worldcat.org/entity/work/data/2528364091#Topic/linked_data> ; # Linked data
schema:about <http://experiment.worldcat.org/entity/work/data/2528364091#Topic/libraries_and_the_internet> ; # Lib
schema:about <http://dewey.info/class/025/> ;
schema:author <http://experiment.worldcat.org/entity/work/data/2528364091#Person/godby_carol_jean> ; # Carol Jea
schema:author <http://experiment.worldcat.org/entity/work/data/2528364091#Person/wang_shenghui_computer_scie
schema:author <http://experiment.worldcat.org/entity/work/data/2528364091#Person/mixter_jeffrey> ; # Jeffrey Mixte
schema:bookFormat schema:EBook ;
schema:contributor <http://experiment.worldcat.org/entity/work/data/2528364091#Organization/oclc_research> ; # OC
schema:datePublished "2015" ;
schema:description "This book describes OCLC's contributions to the transformation of the Internet from a web of doc
resources that identify the things people want to know about when they approach the Internet with an information need.
that library standards for resource description are nearing obsolescence. Working for the world's largest library cooperat
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The Library Linked Data Cloud -- Bibliography -- Authors' Biographies."@en ;
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schema:inLanguage "en" ;
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schema:isPartOf <http://worldcat.org/issn/2160-4711> ; # Synthesis lectures on the semantic web, theory and techno
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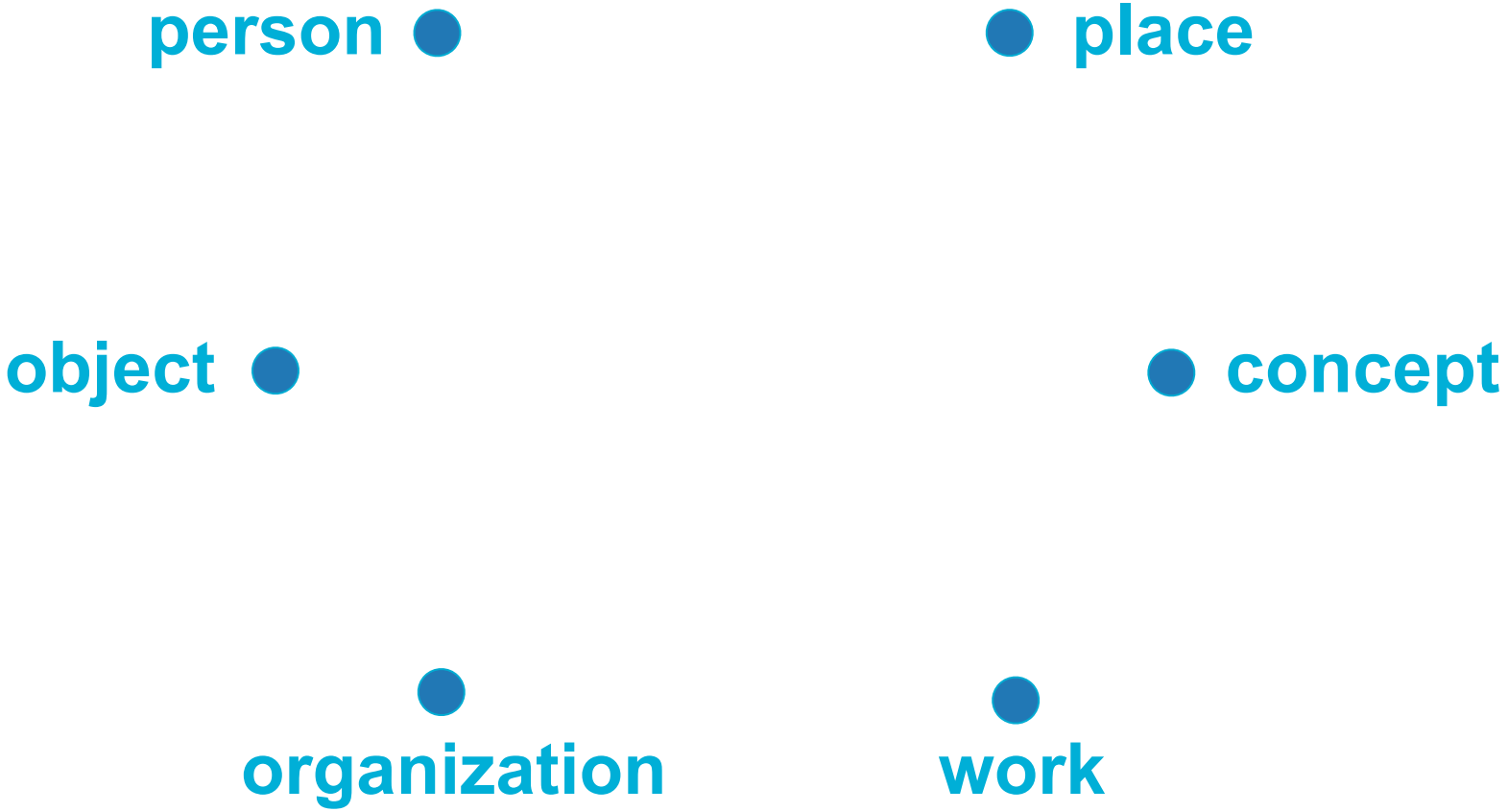

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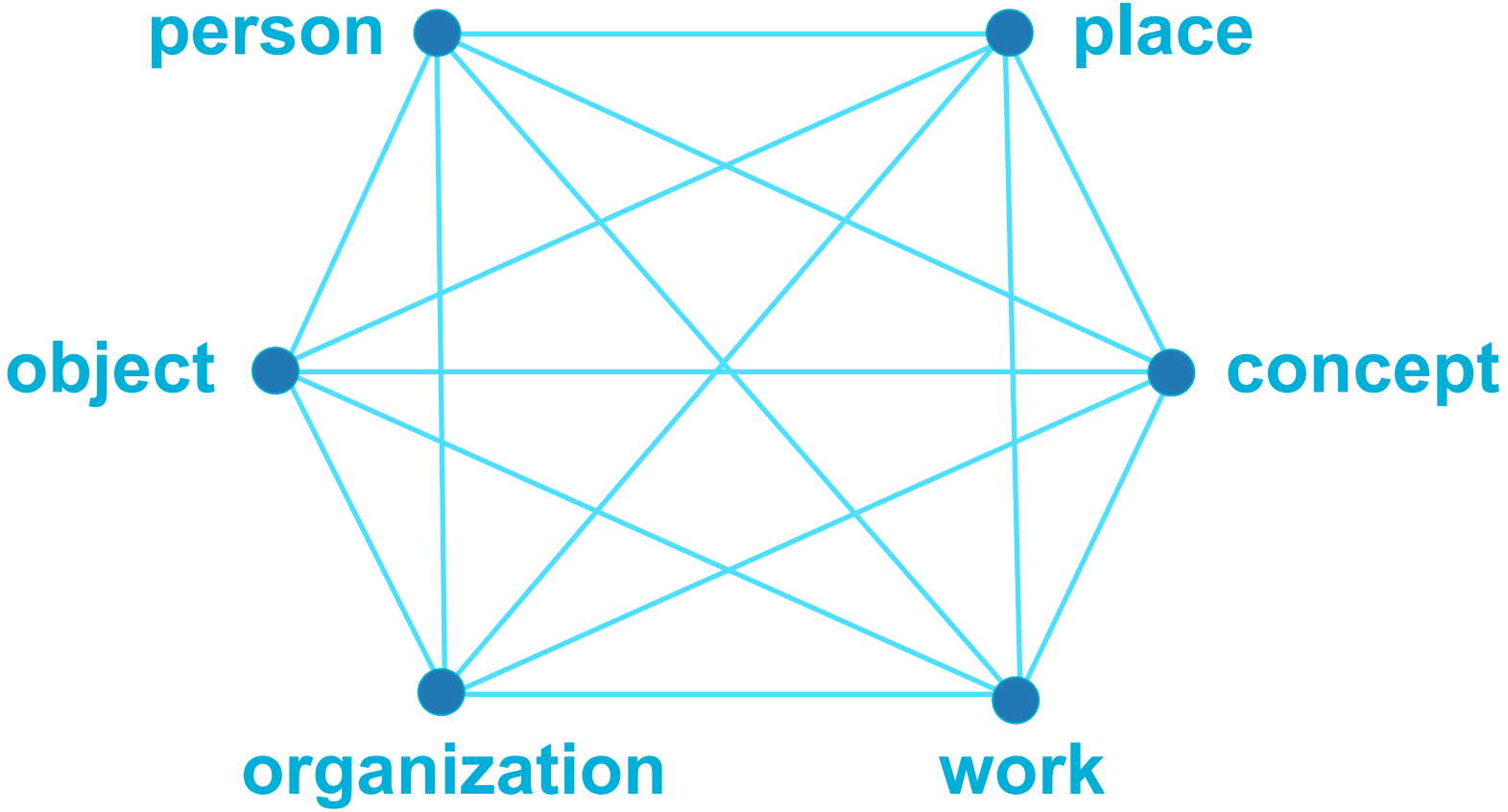

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War and Peace is a novel by the Russian author Leo Tolstoy, first published in 1869. The work is epic in scale and is regarded as one of the most important works of world literature. Wikipedia

Published: 1869

Author: Leo Tolstoy

Illustrator: Leonid Pasternak

Characters: Andrei Nikolayevich Bolkonsky, Natasha Rostova, More

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Leo Tolstoy

Novelist

Count Lev Nikolayevich Tolstoy, also known as Leo Tolstoy, was a Russian novelist, short story writer, essayist, playwright and philosopher who primarily wrote novels and short stories. Wikipedia

Born: September 9, 1828, Yasnaya Polyana, Russia

Died: November 20, 1910, Lev Tolstoy, Russia

Spouse: Sophia Tolstaya (m. 1862–1910)

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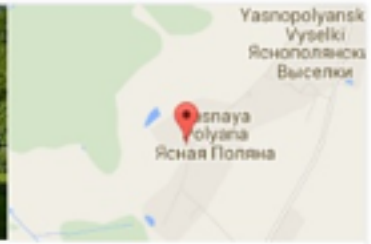

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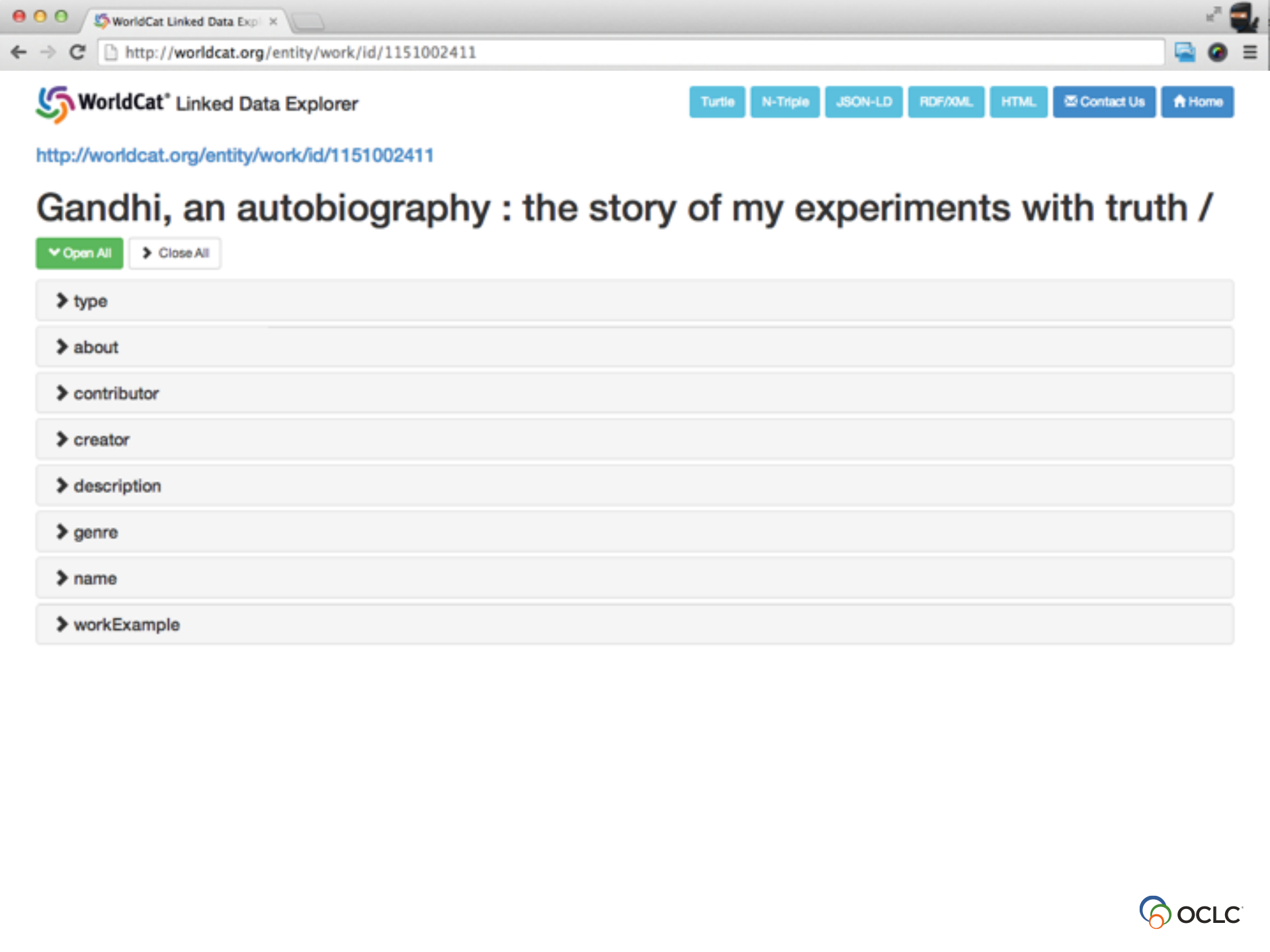
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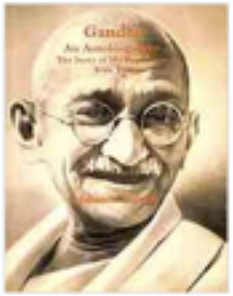

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Author: Gandhi, Mahatma; Mahadev H Desai

Publisher: [S.l. : CreateSpace?, 2011].

Edition/Format: Book : Biography : English : 1st paperback ed View all editions and formats

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Summary: The Story of My Experiments with Truth is the autobiography of Mohandas Karamchand Gandhi, covering his life from early childhood through to 1920. It was initiated at the insistence of Swami Anand and other close co-workers of Gandhi to explain the background of his public campaigns for justice

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schema:bookEdition	"1st paperback ed."
schema:contributor	<http://viaf.org/viaf/14817771> rdf:type: schema:Person schema:name: "Desai, Mahadev H. (Mahadev Haribhai), 1892-1942." schema:sameAs: <http://id.loc.gov/authorities/names/n82148966>
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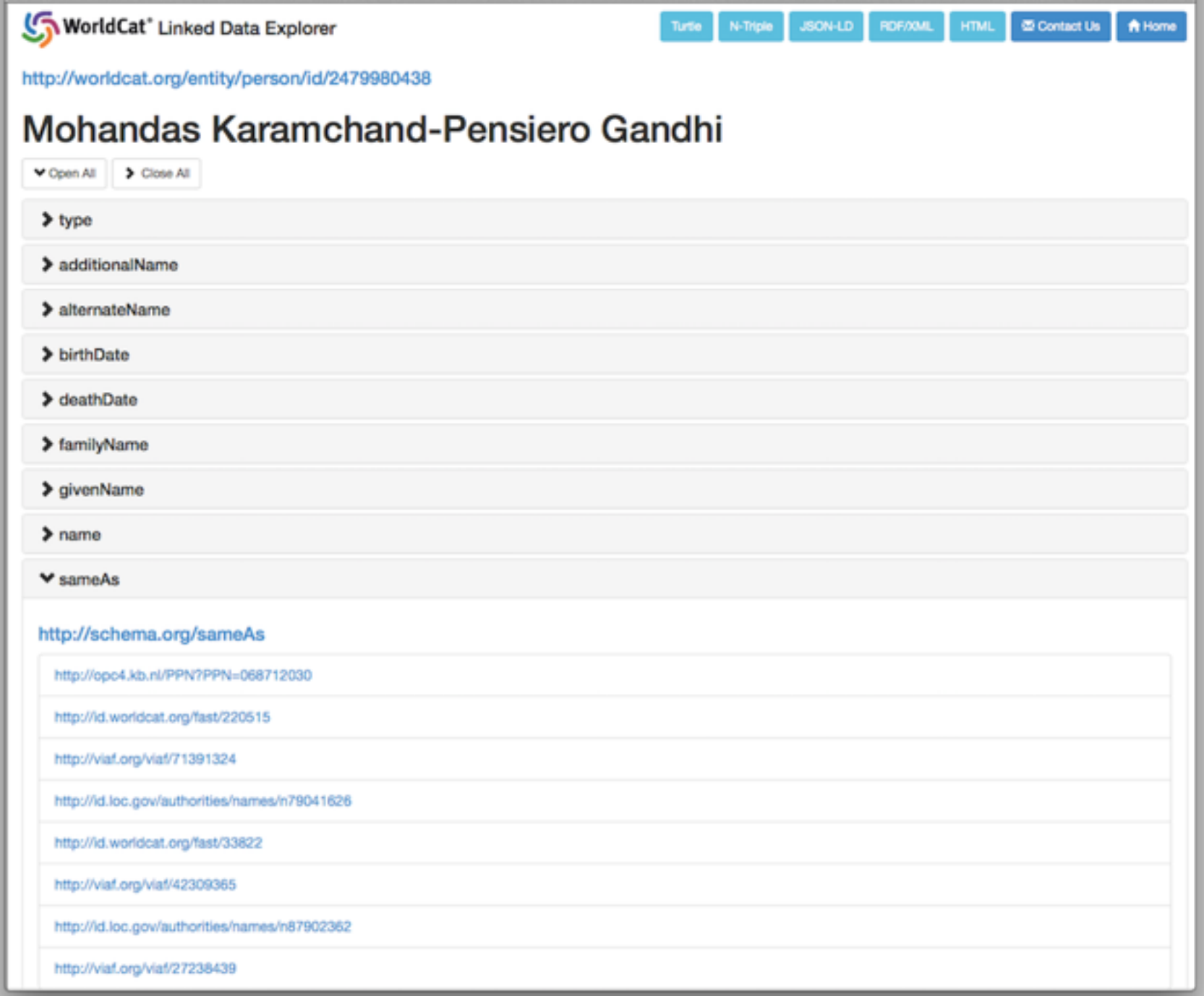
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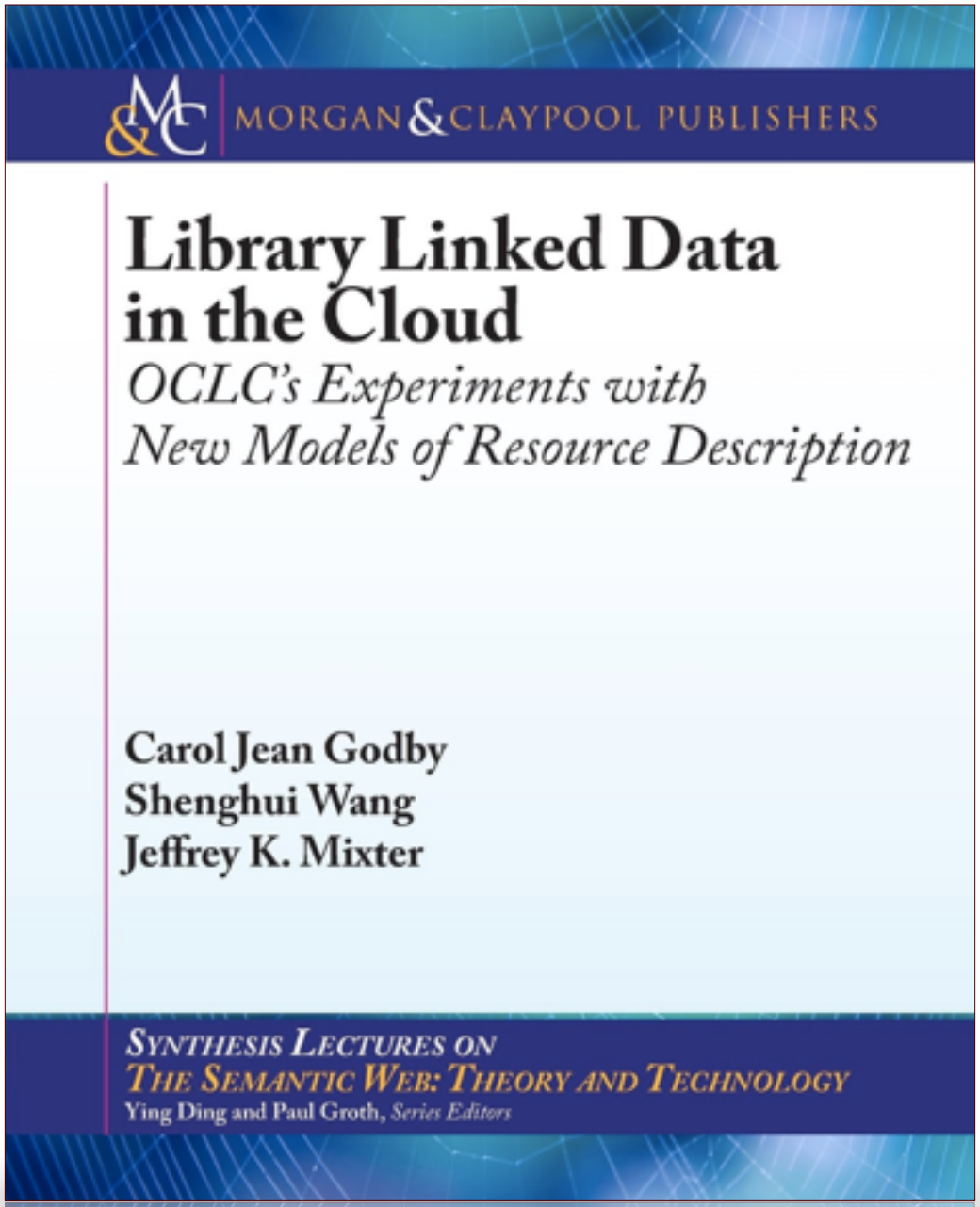
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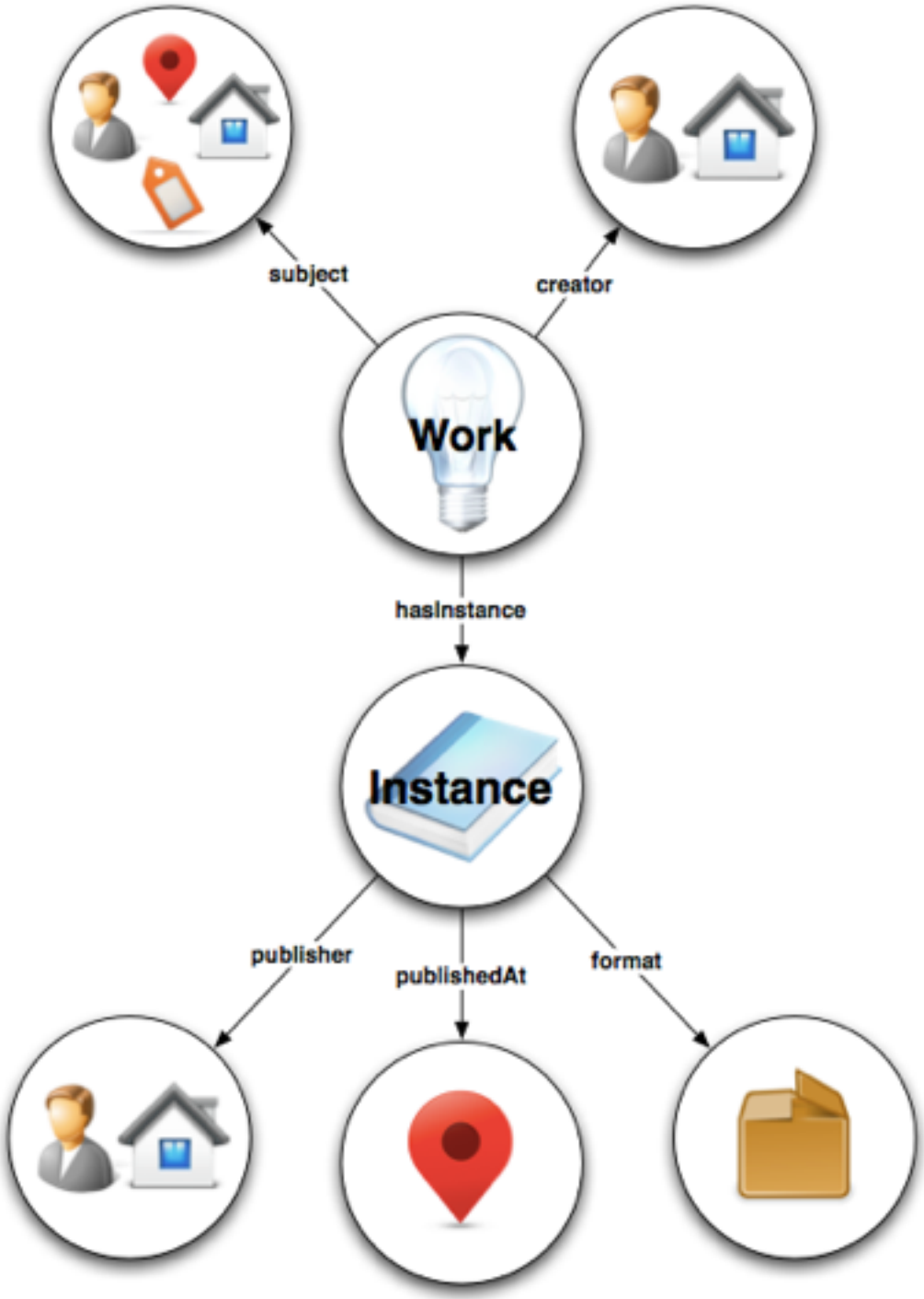

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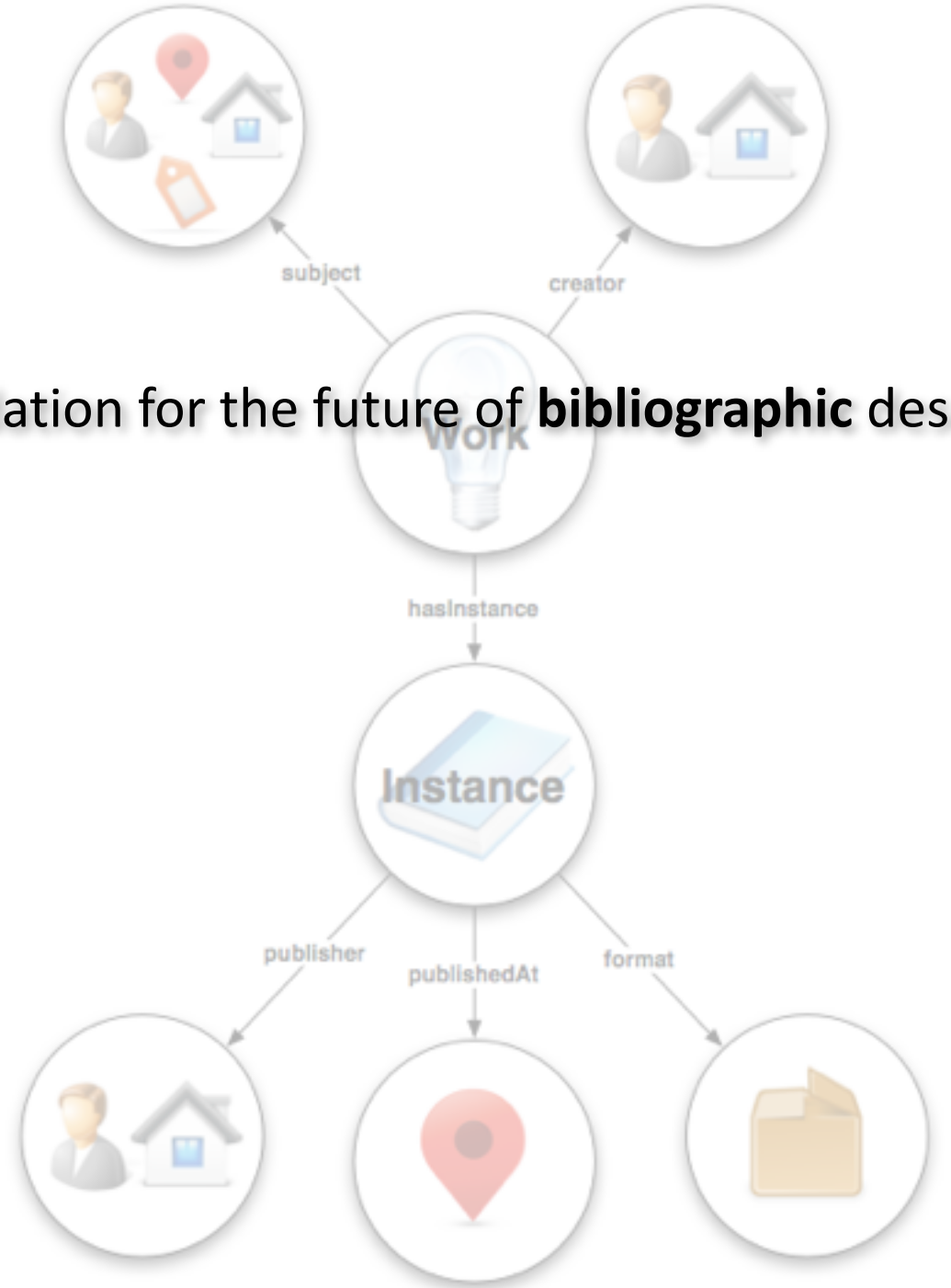

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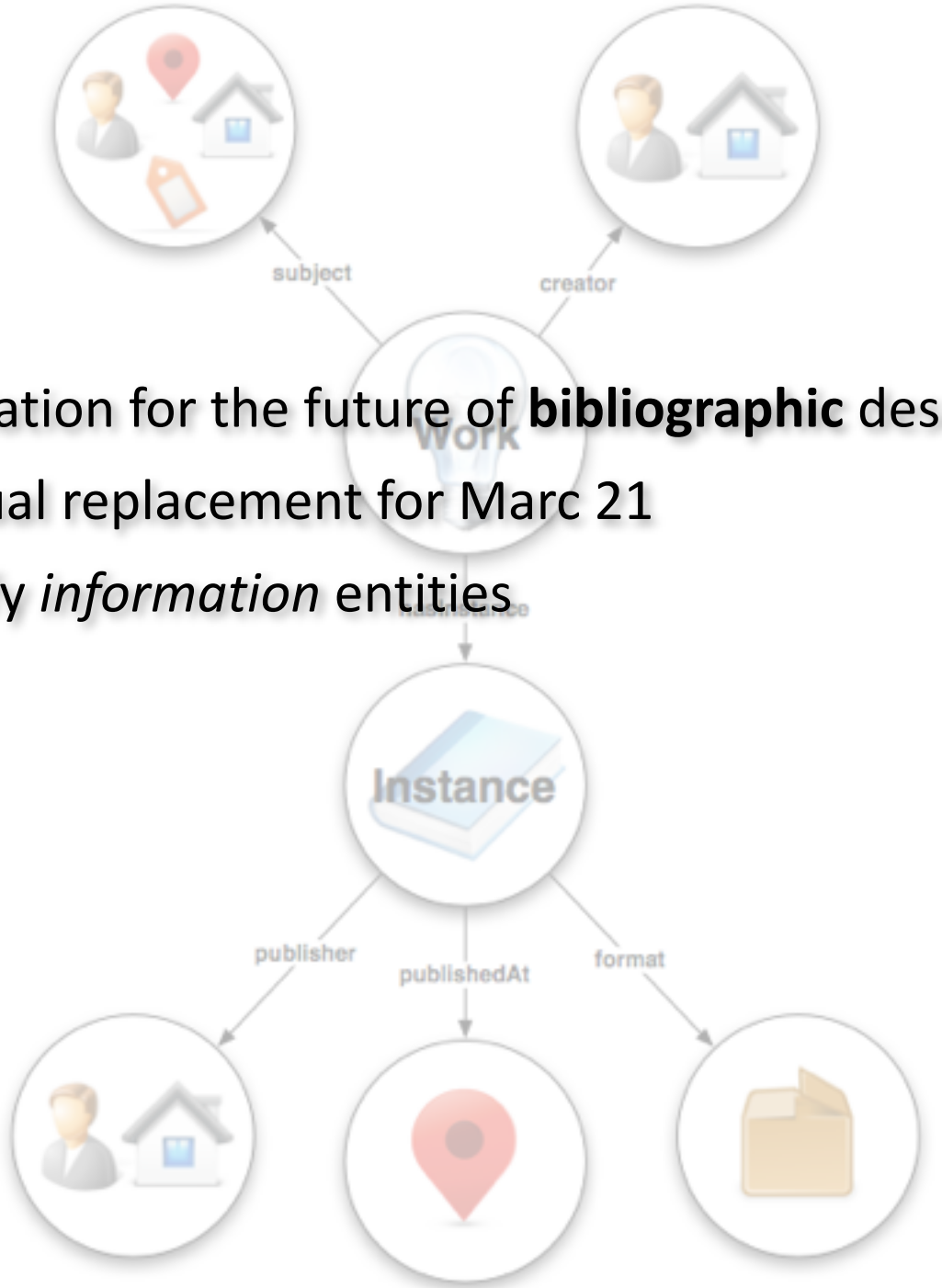

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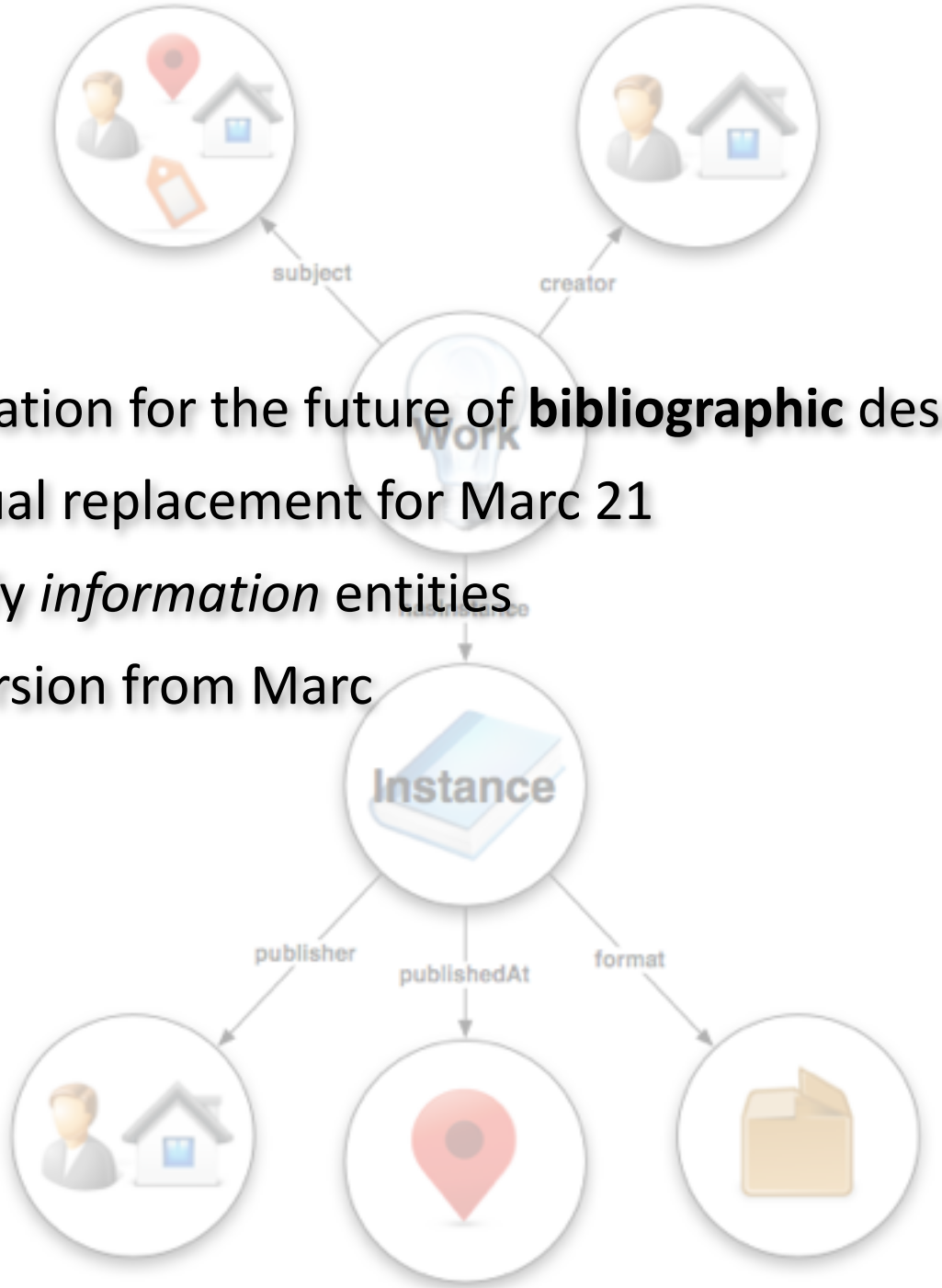

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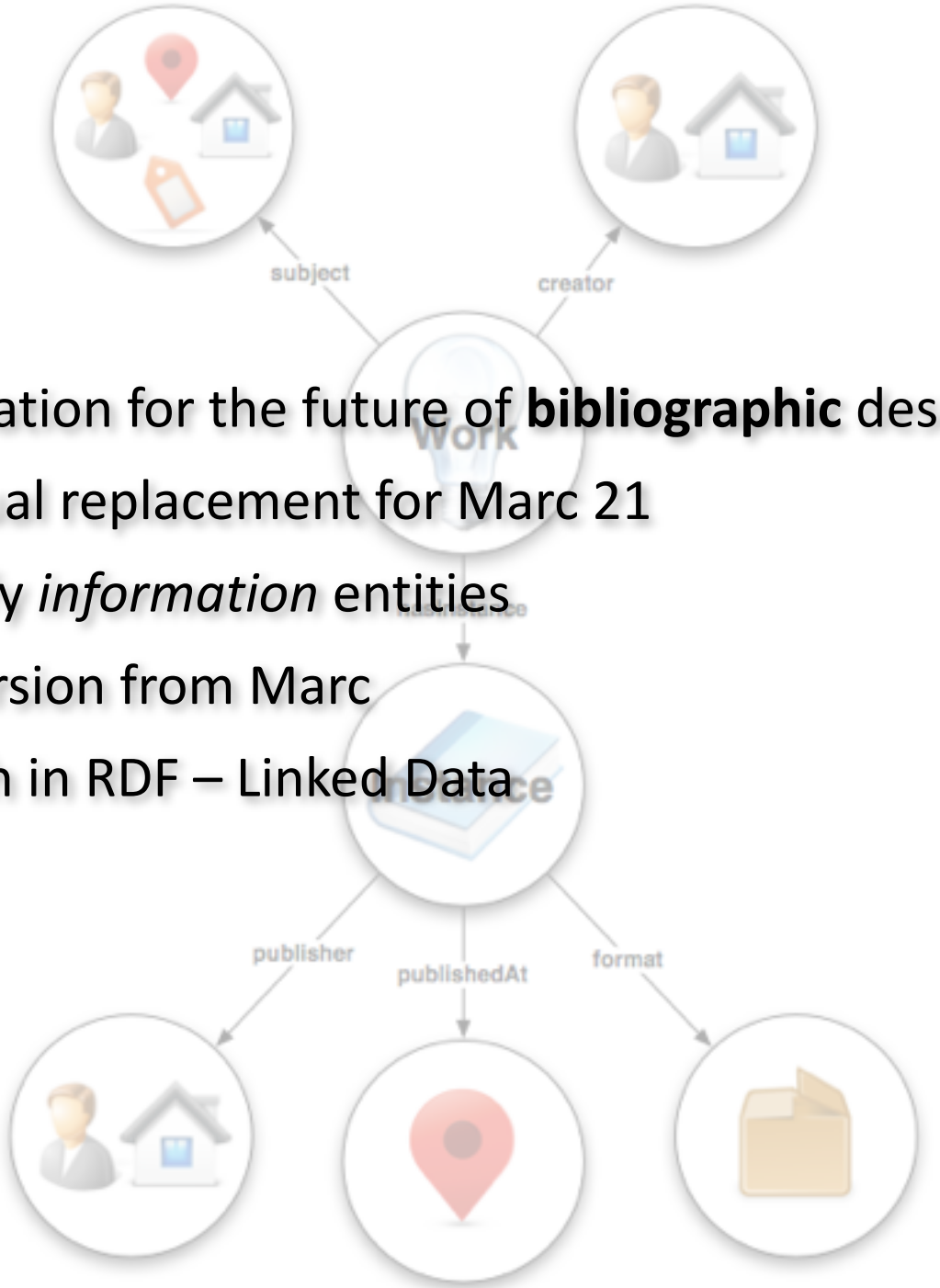

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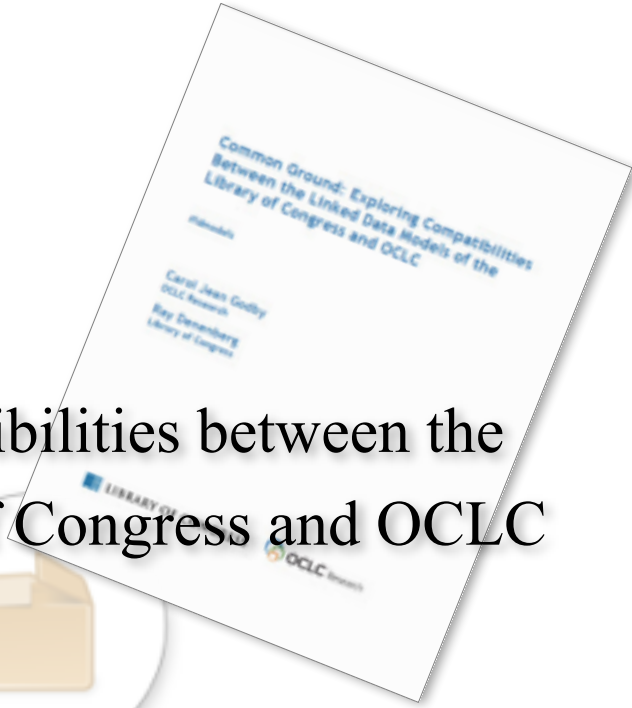

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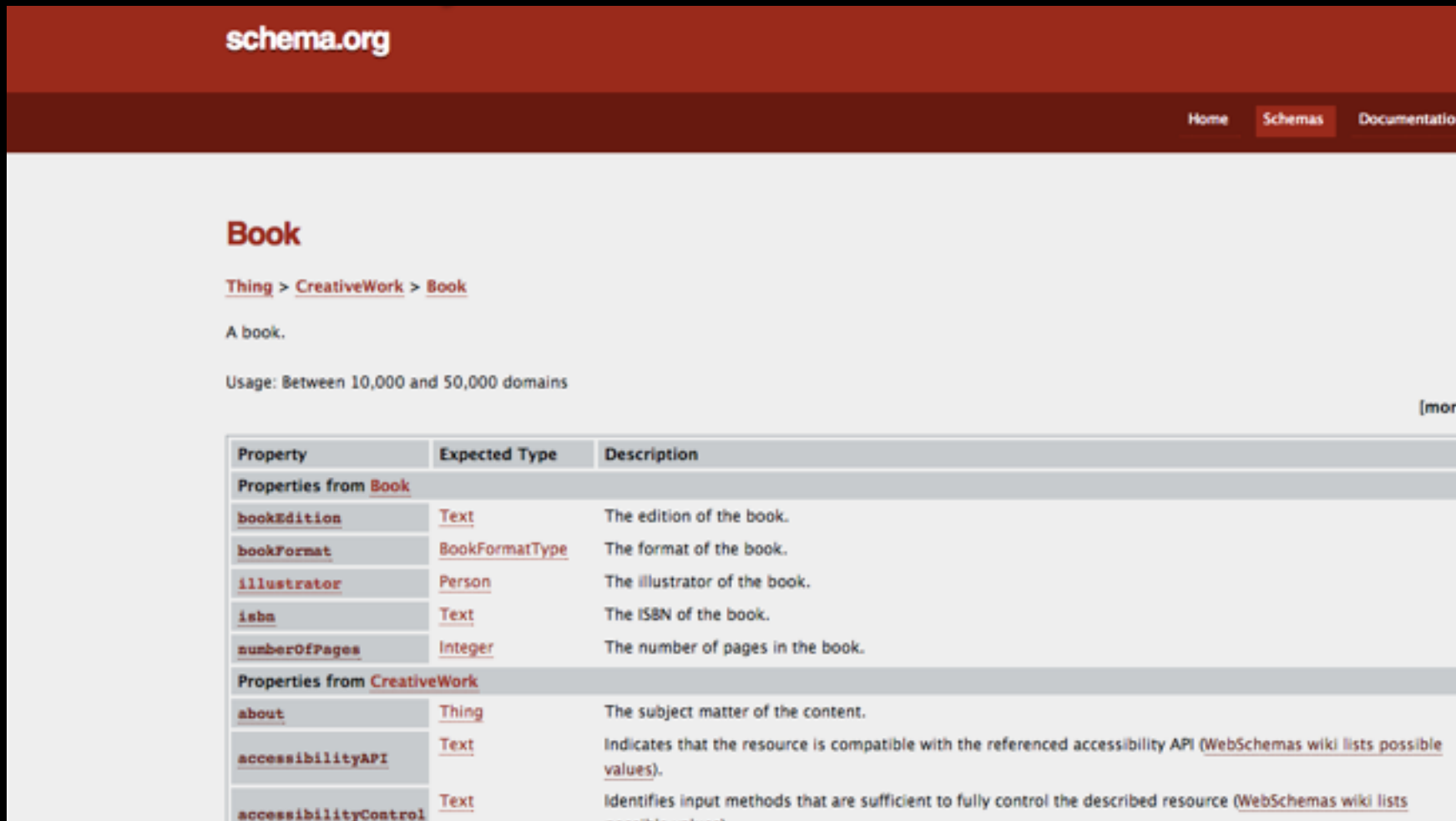
988 Properties

Used by 10 million+ domains



schema.org

Home Schemas Documentatio

Book

Thing > CreativeWork > Book

A book.

Usage: Between 10,000 and 50,000 domains

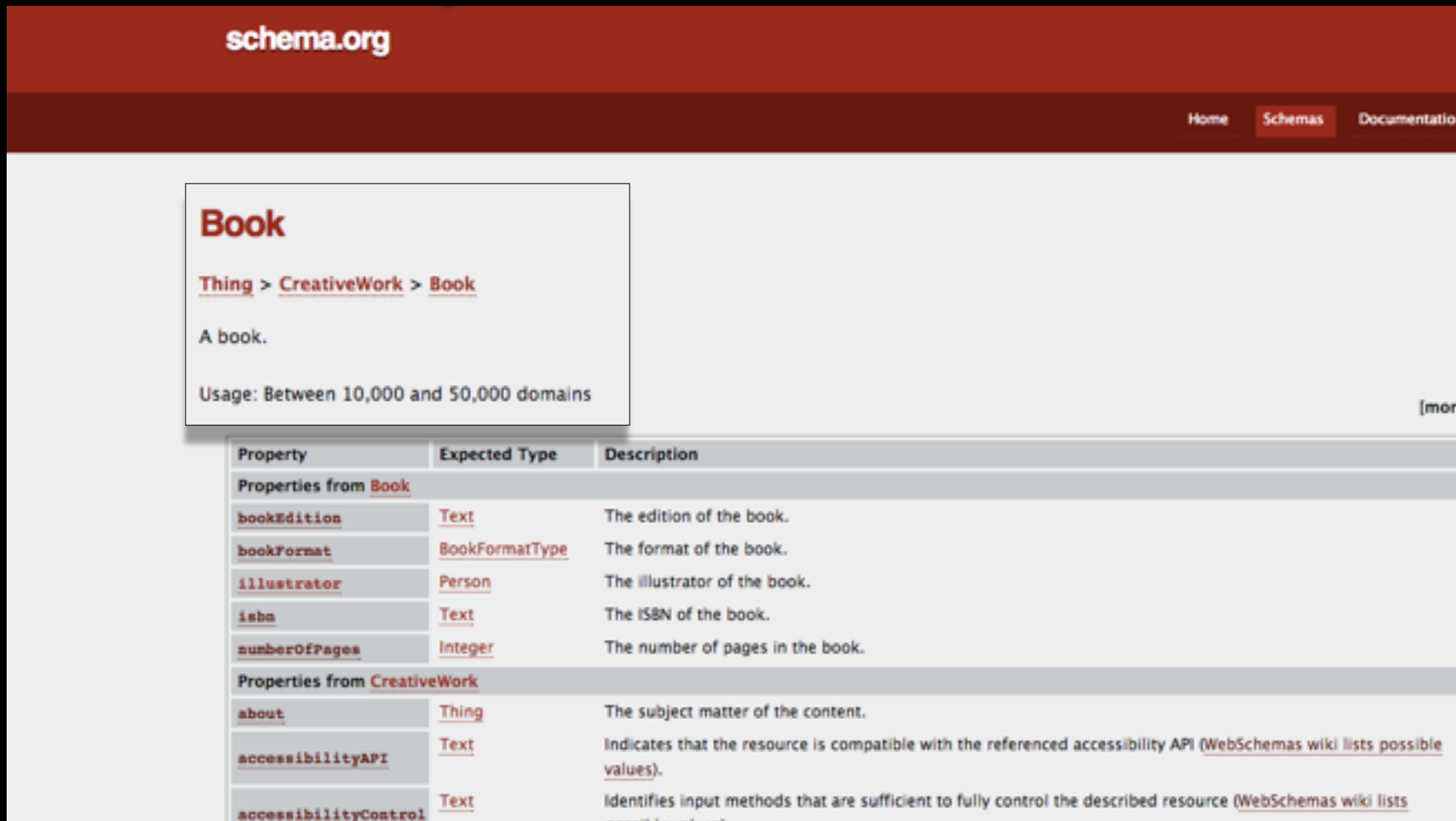
[mor

Property	Expected Type	Description
Properties from Book		
bookEdition	Text	The edition of the book.
bookFormat	BookFormatType	The format of the book.
illustrator	Person	The illustrator of the book.
isbn	Text	The ISBN of the book.
numberOfPages	Integer	The number of pages in the book.
Properties from CreativeWork		
about	Thing	The subject matter of the content.
accessibilityAPI	Text	Indicates that the resource is compatible with the referenced accessibility API (WebSchemas wiki lists possible values).
accessibilityControl	Text	Identifies input methods that are sufficient to fully control the described resource (WebSchemas wiki lists

schema.org

640 Types (Classes)
988 Properties

Used by 10 million+ domains



schema.org

640 Types (Classes)
988 Properties

Used by 10 million+ domains

schema.org

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988 Properties

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schema.org

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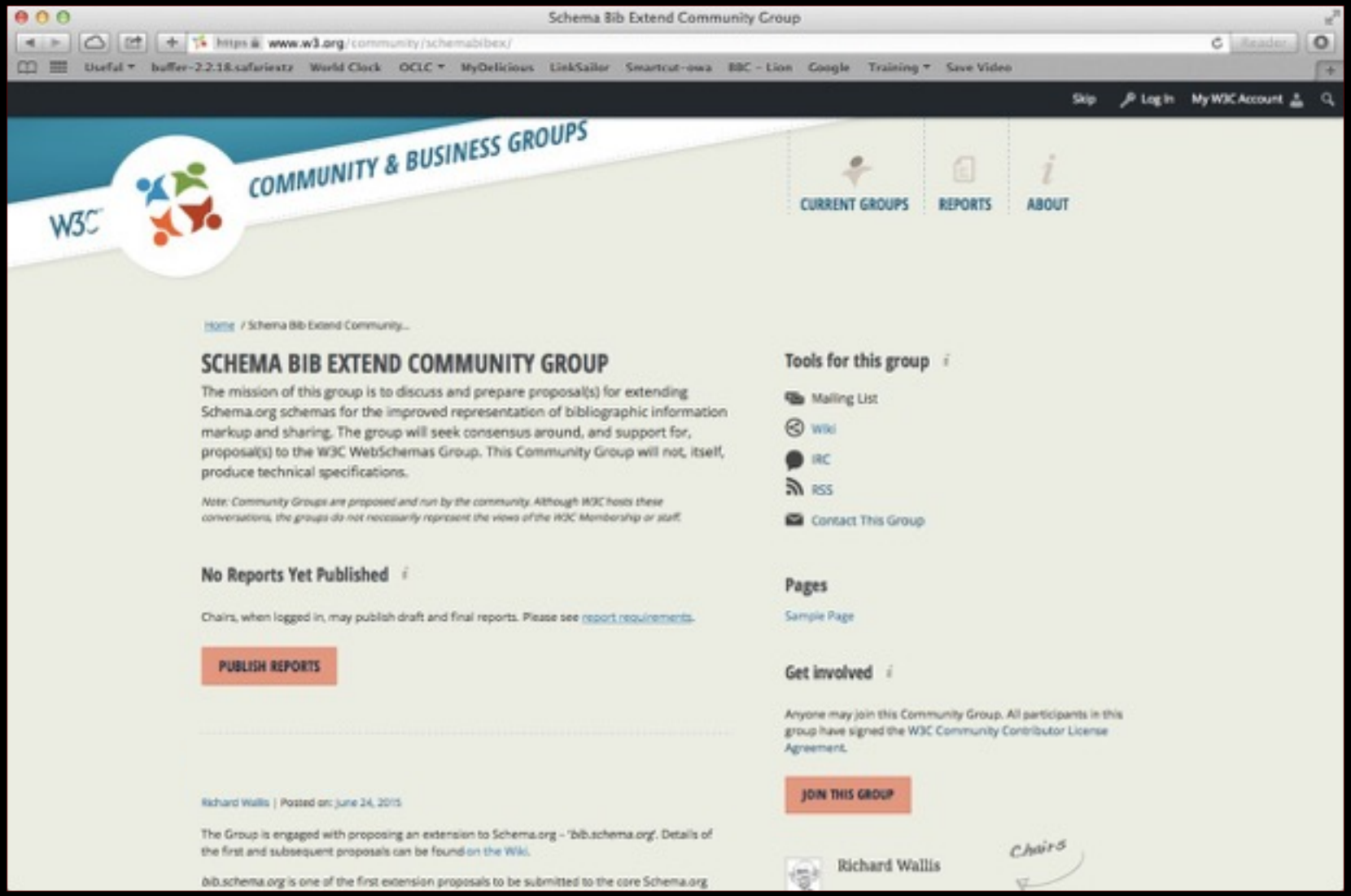
schema.org

640 Types (Classes)
988 Properties

Used by 10 million+ domains

But what if it does not cover my things?

Extending Schema.org



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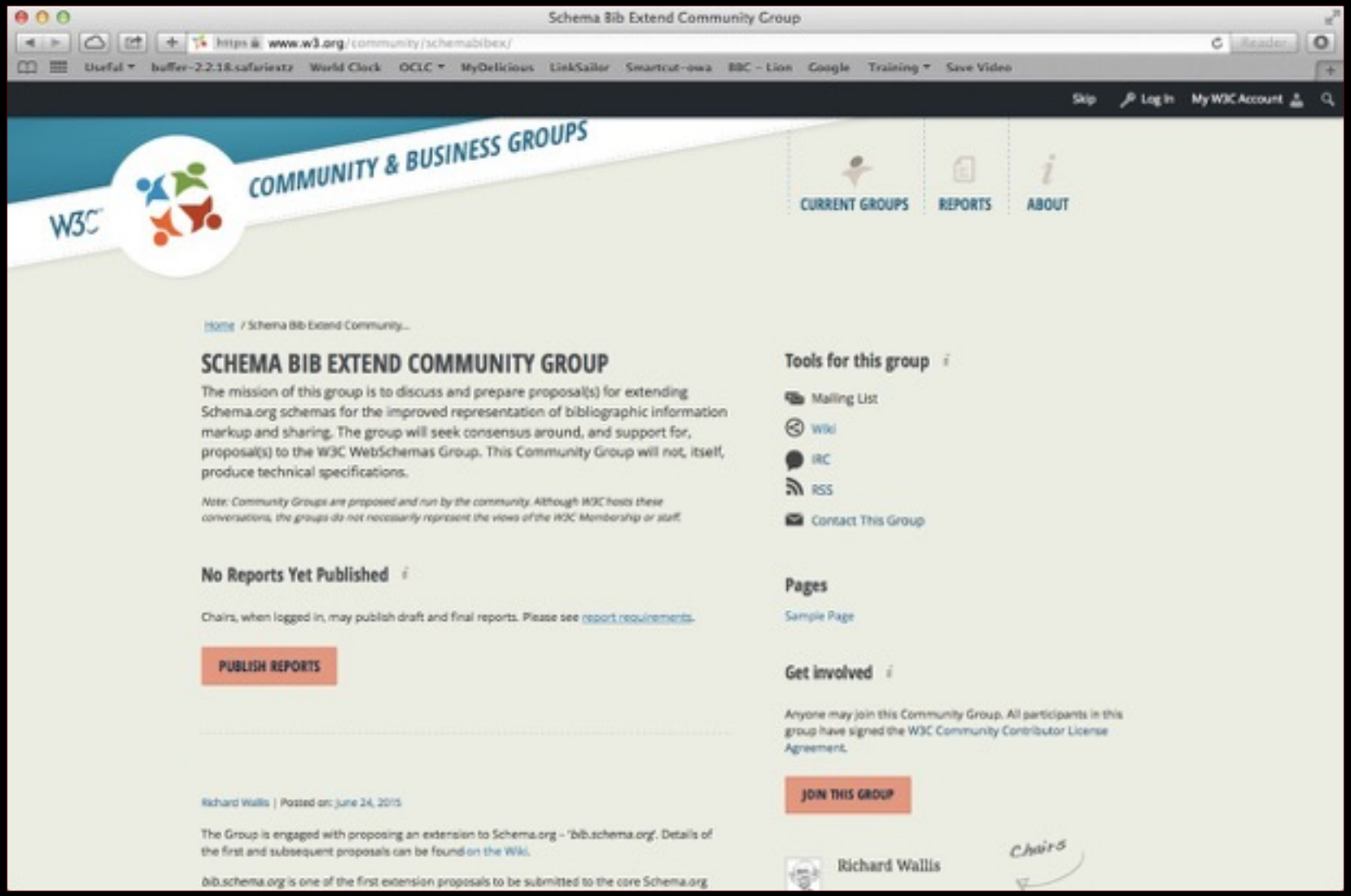
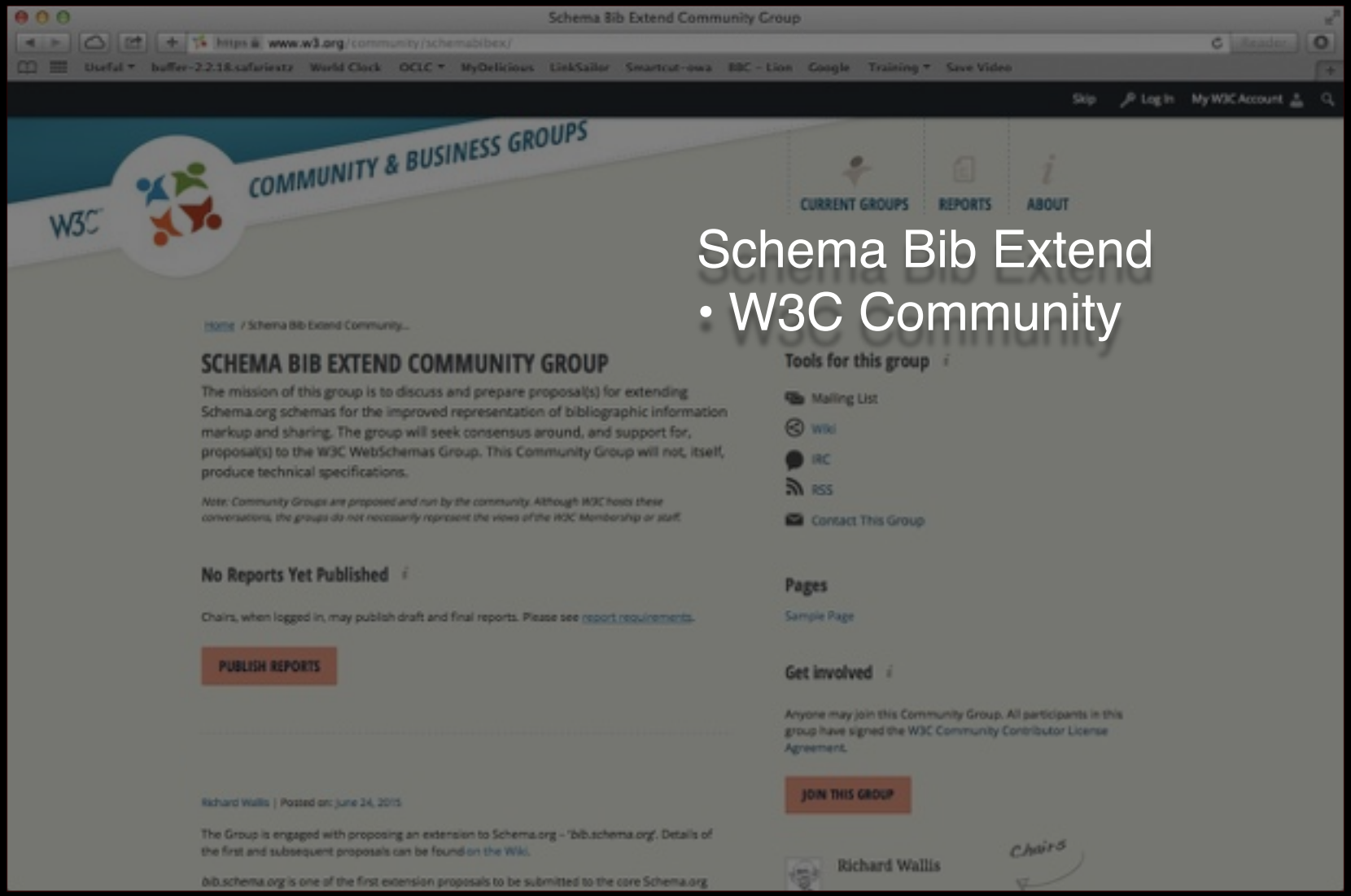


www.w3.org/community/schemabibex

Extending Schema.org



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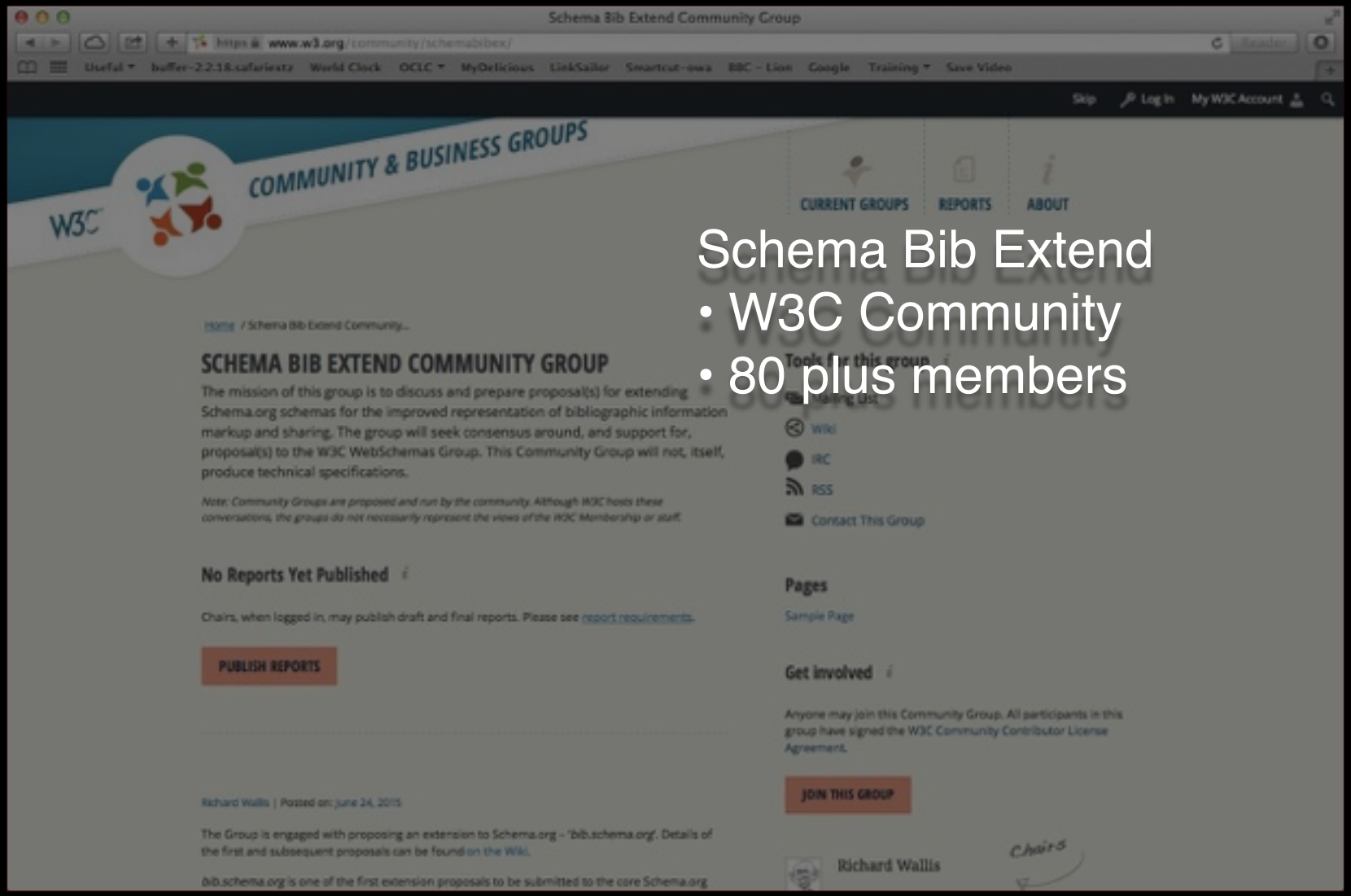
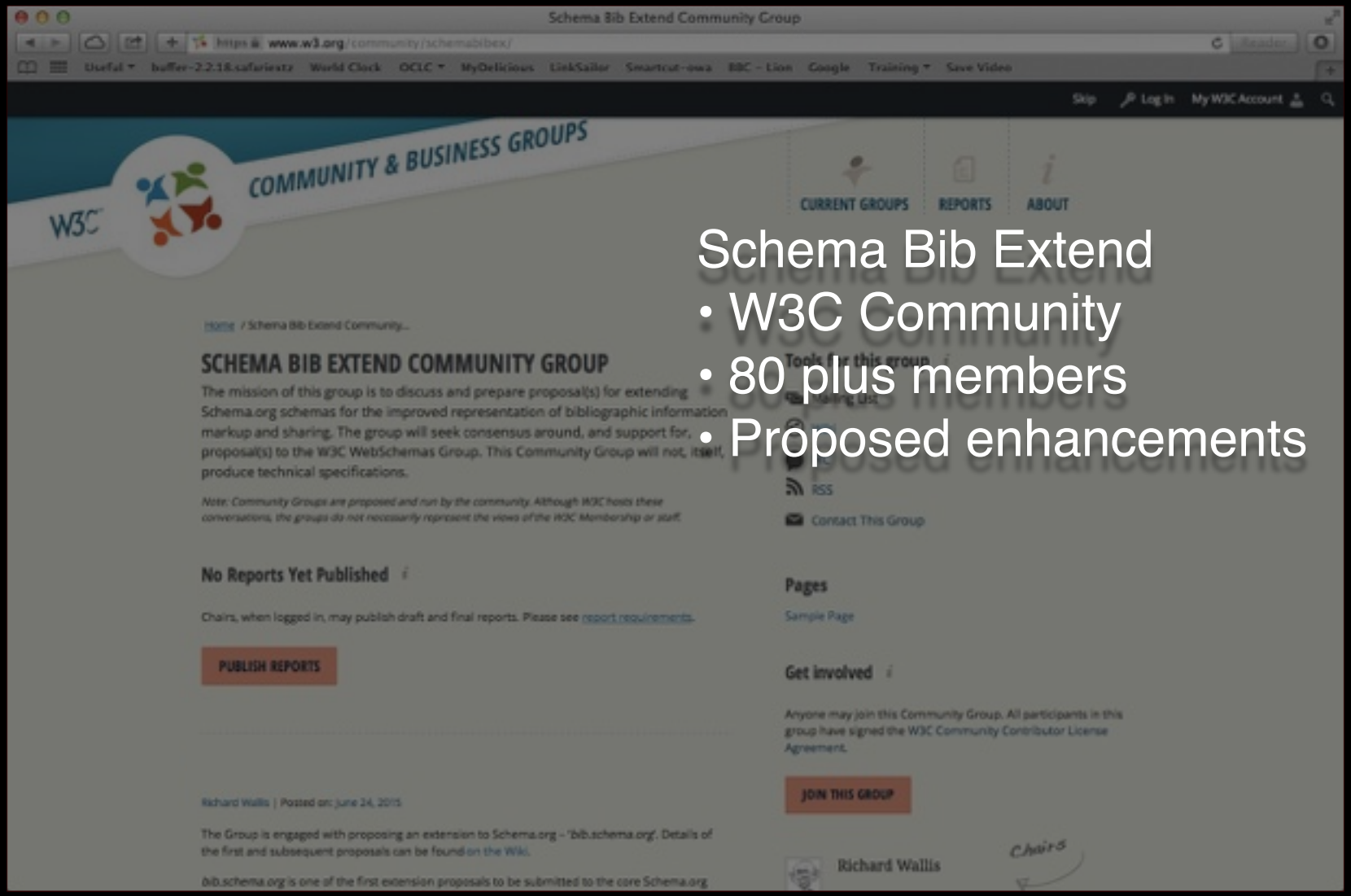


Schema Bib Extend
- W3C Community
- 80 plus members

www.w3.org/community/schemabibex

Extending Schema.org



Schema Bib Extend
- W3C Community
- 80 plus members
- Proposed enhancements

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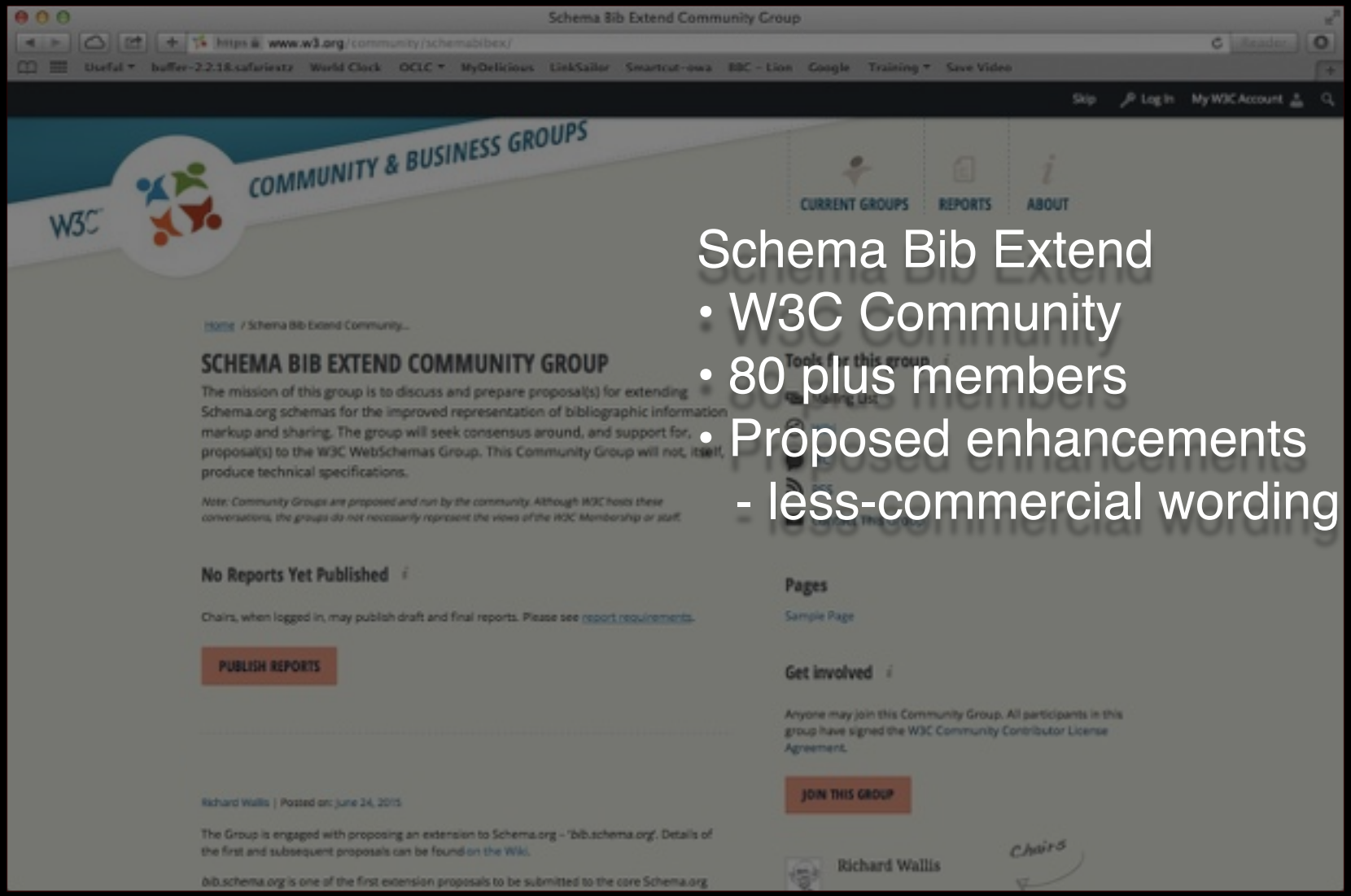
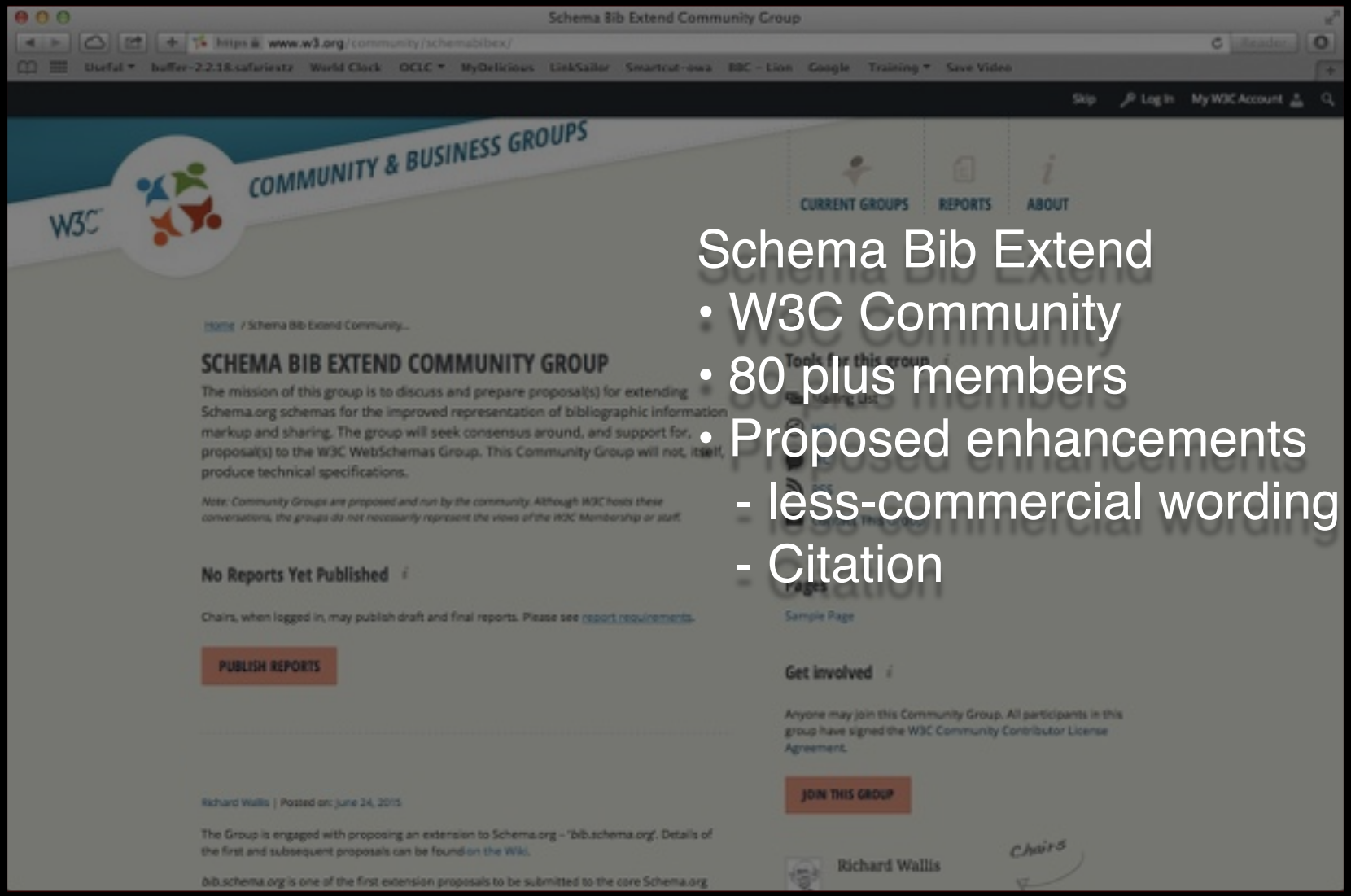


Schema Bib Extend

- W3C Community
- 80 plus members
- Proposed enhancements
  - less-commercial wording

www.w3.org/community/schemabibex

Extending Schema.org



Schema Bib Extend

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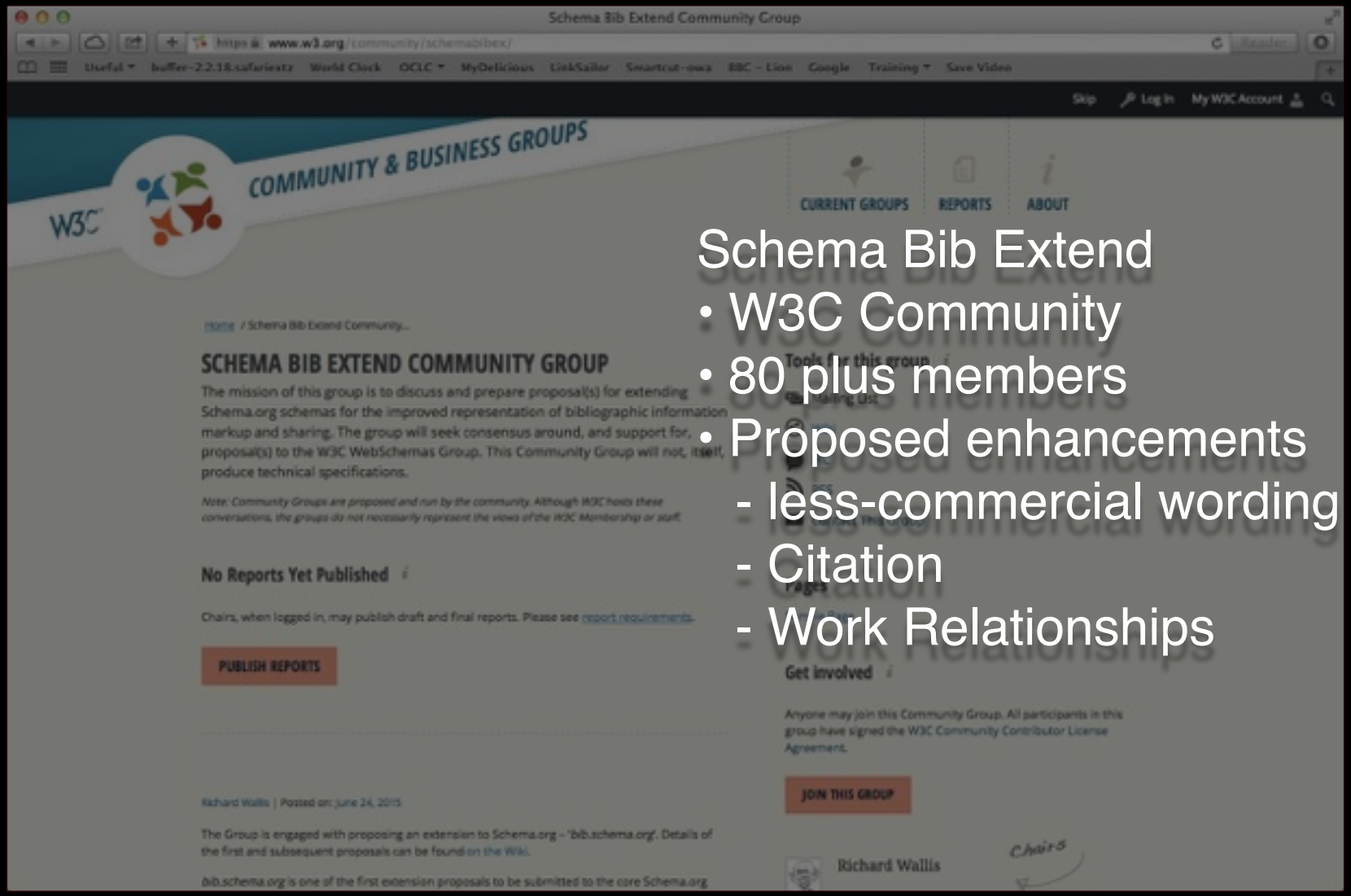
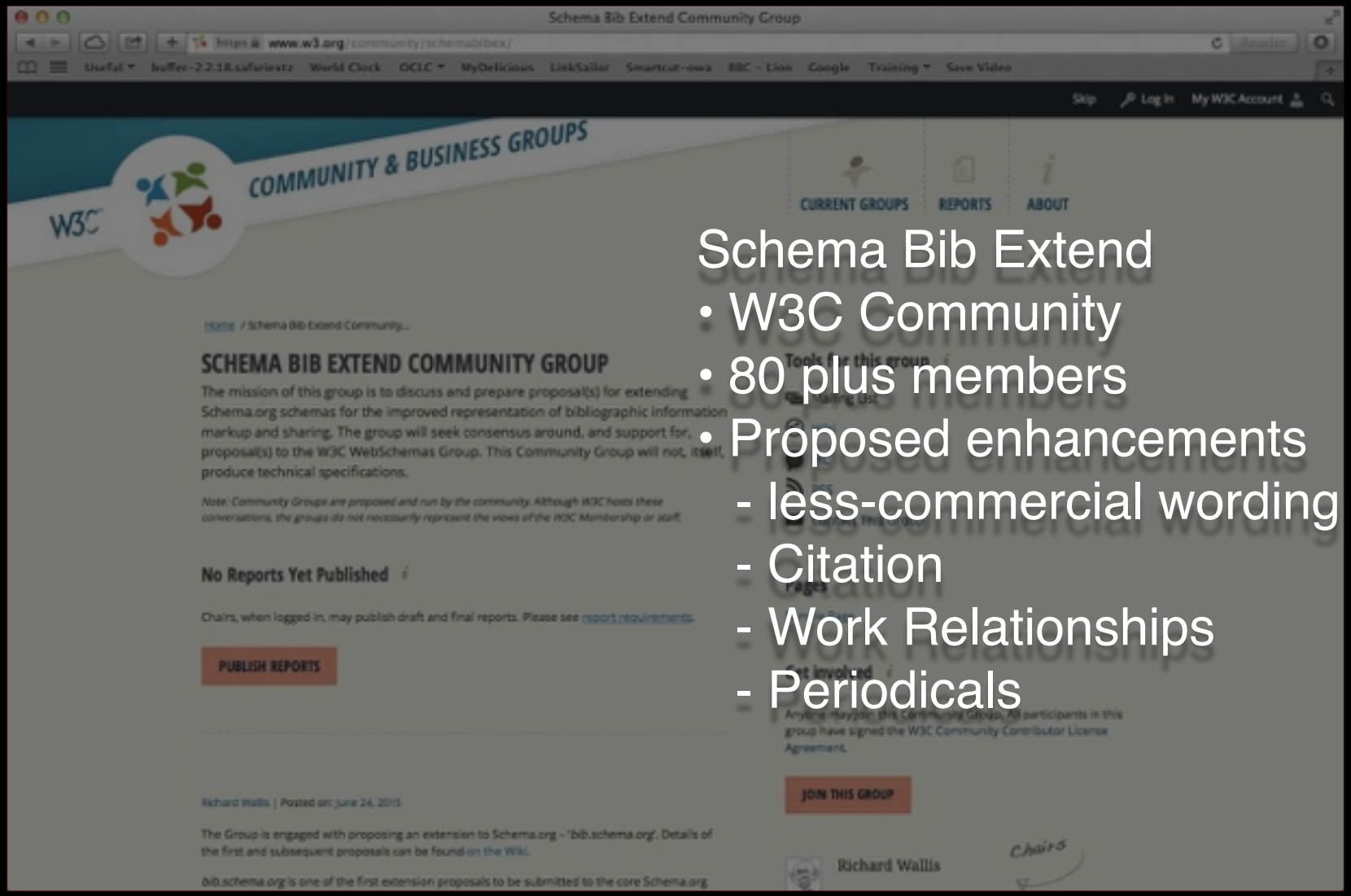


Schema Bib Extend

- W3C Community
- 80 plus members
- Proposed enhancements
  - less-commercial wording
  - Citation
  - Work Relationships

www.w3.org/community/schemabibex

Extending Schema.org



Schema Bib Extend

- W3C Community
- 80 plus members
- Proposed enhancements
  - less-commercial wording
  - Citation
  - Work Relationships
  - Periodicals

www.w3.org/community/schemabibex

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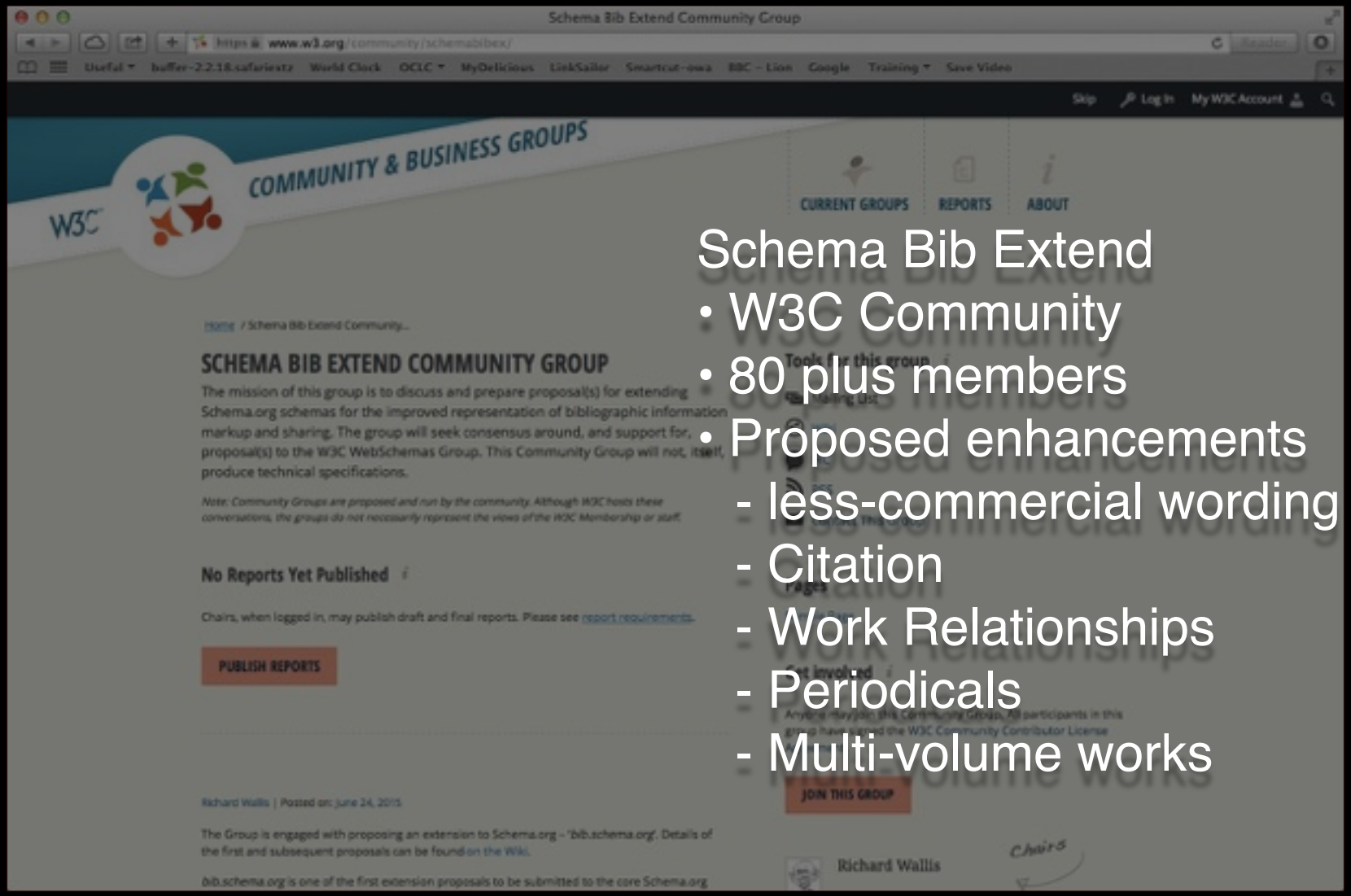

Schema Bib Extend

- W3C Community
- 80 plus members
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  - Periodicals
  - Multi-volume works

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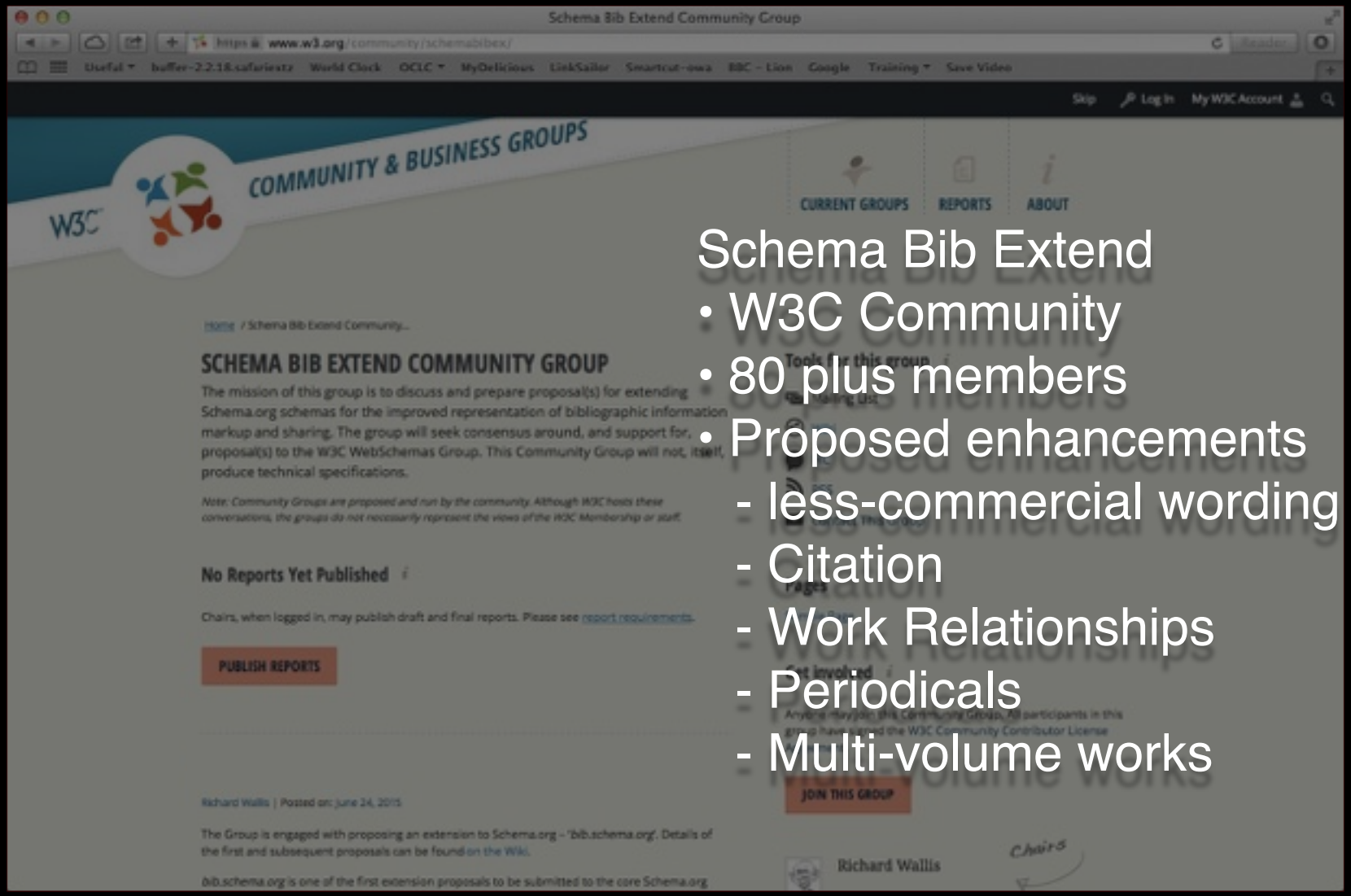

Schema Bib Extend

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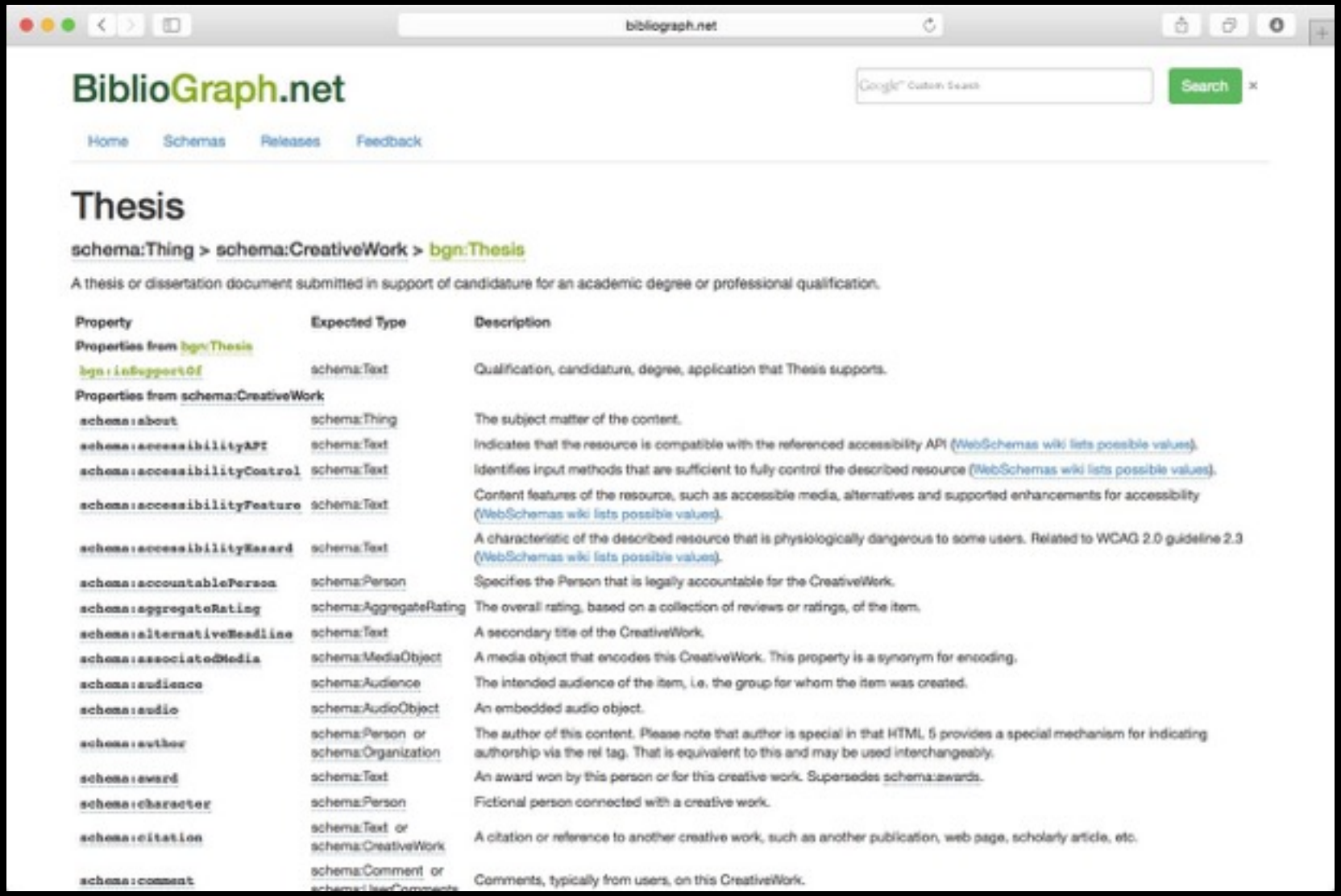
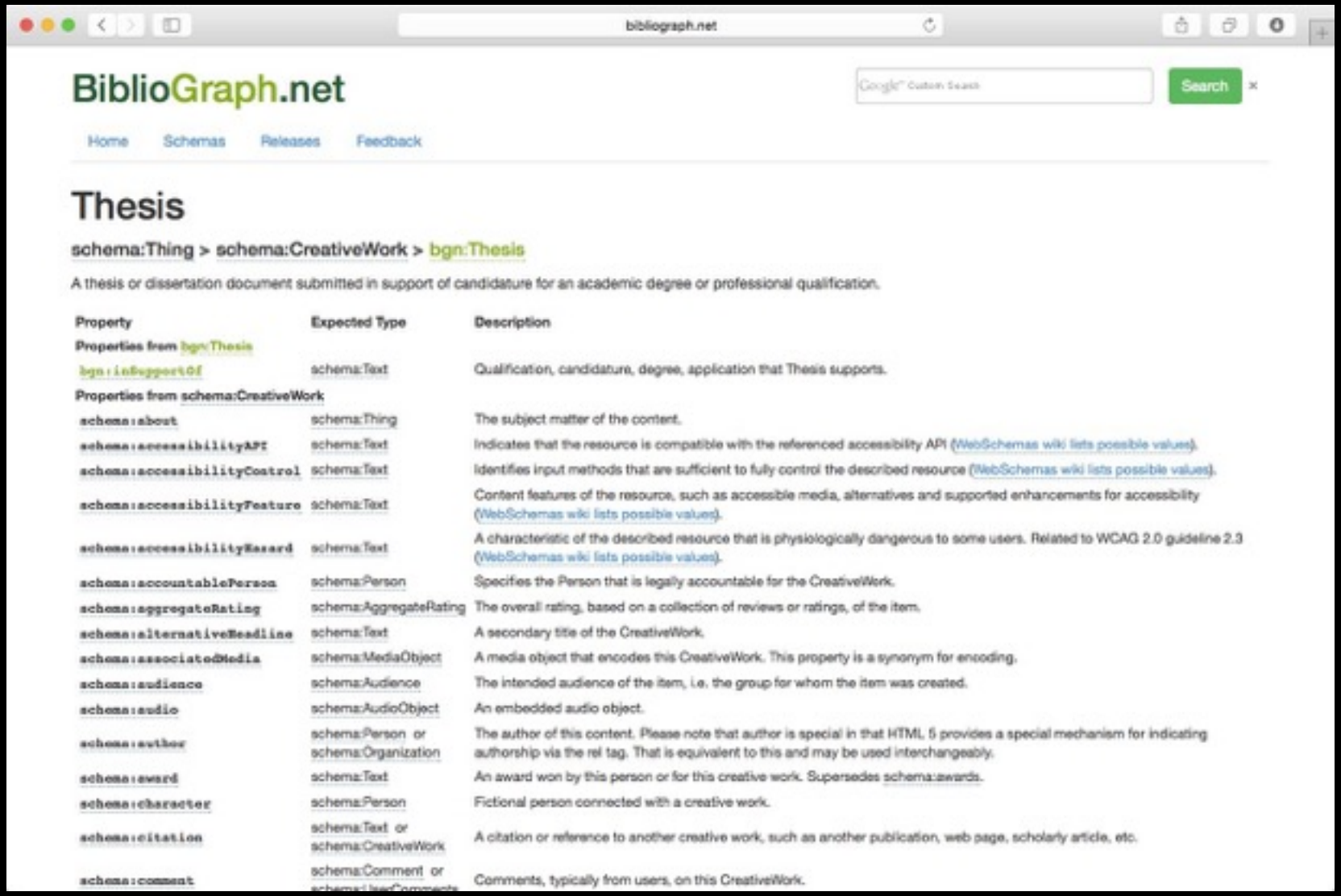
  - Multi-volume works

But what if it **still** *does not cover my things?*

Extending Schema.org

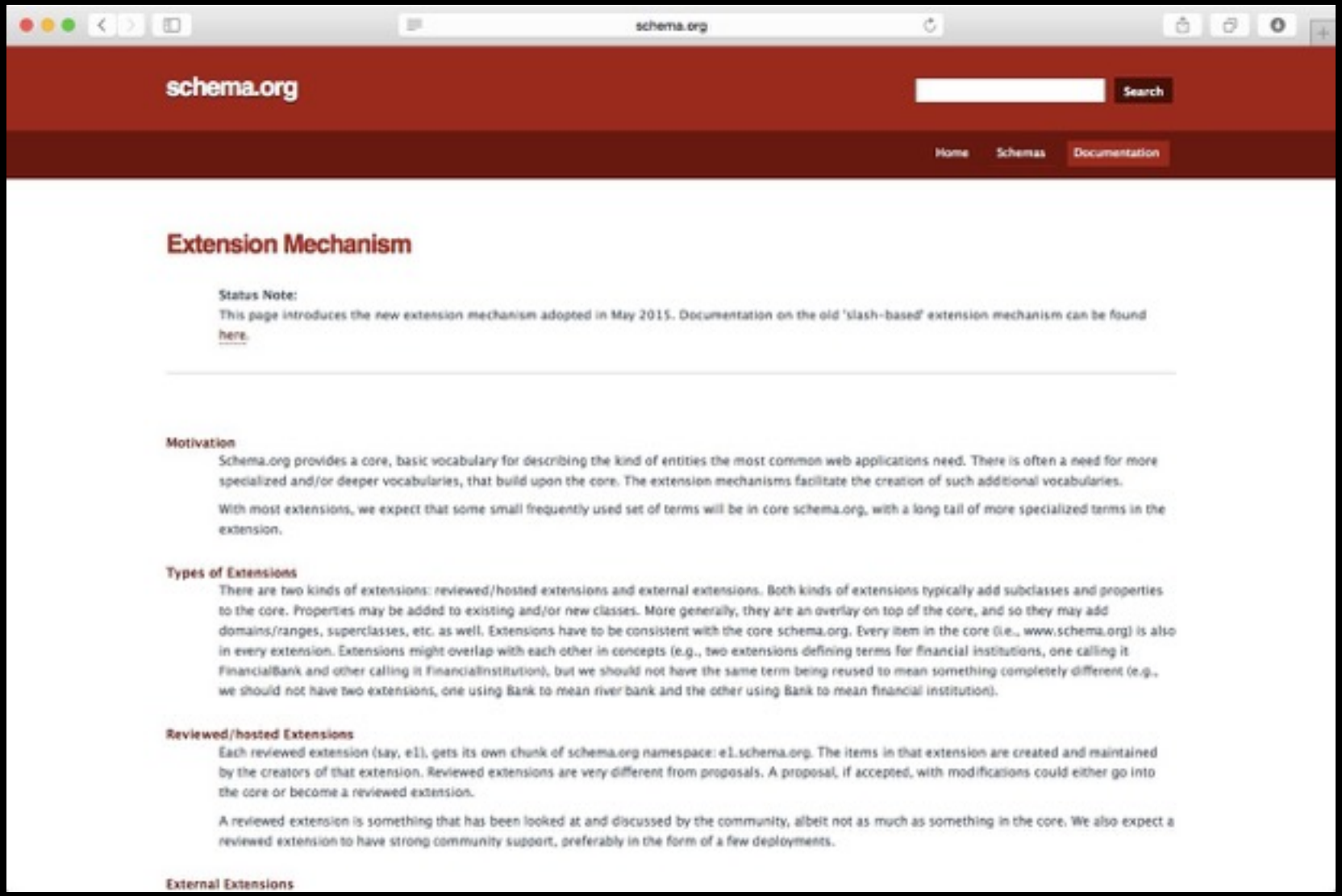


Extending Schema.org

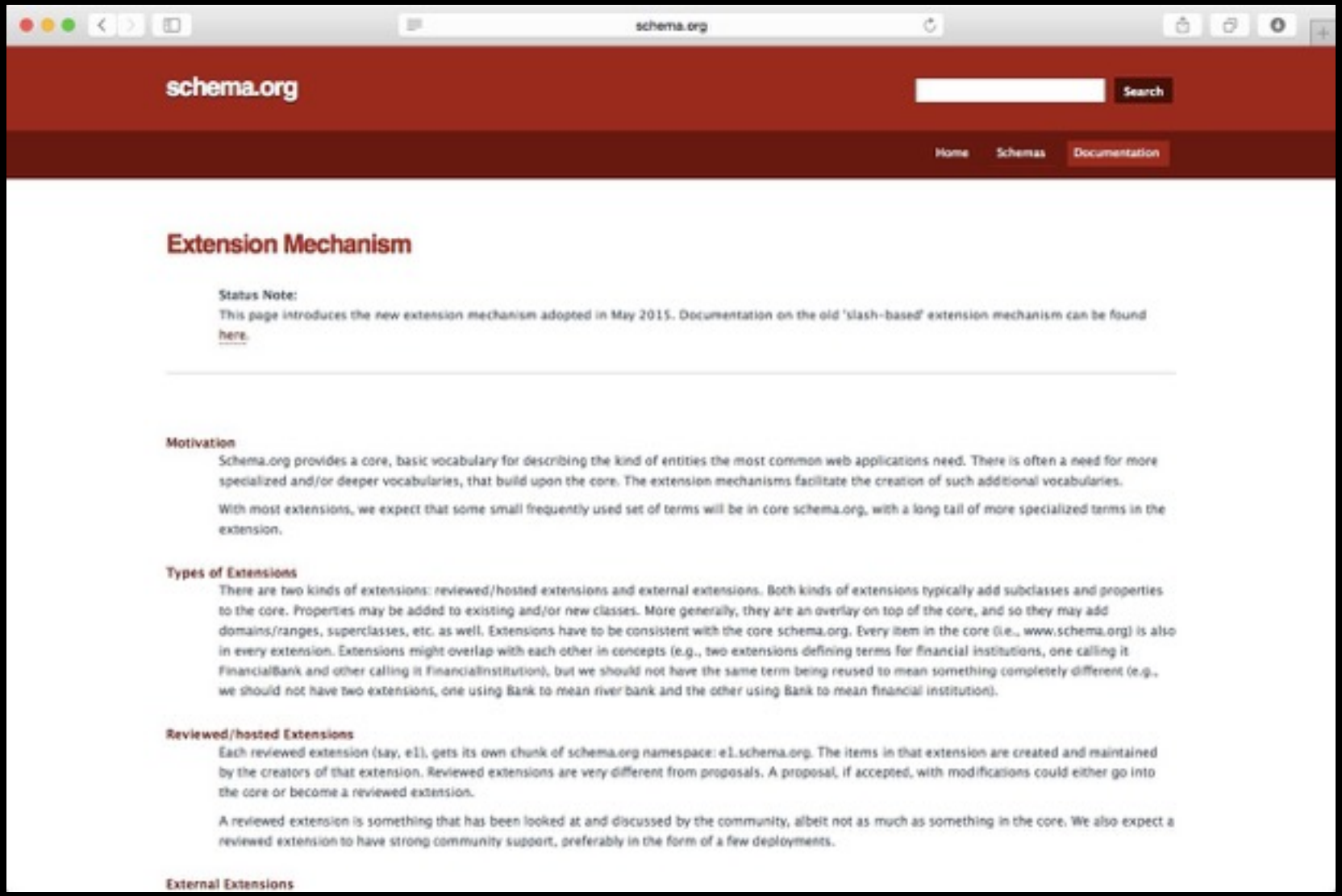


You could build your own extension

Extending Schema.org

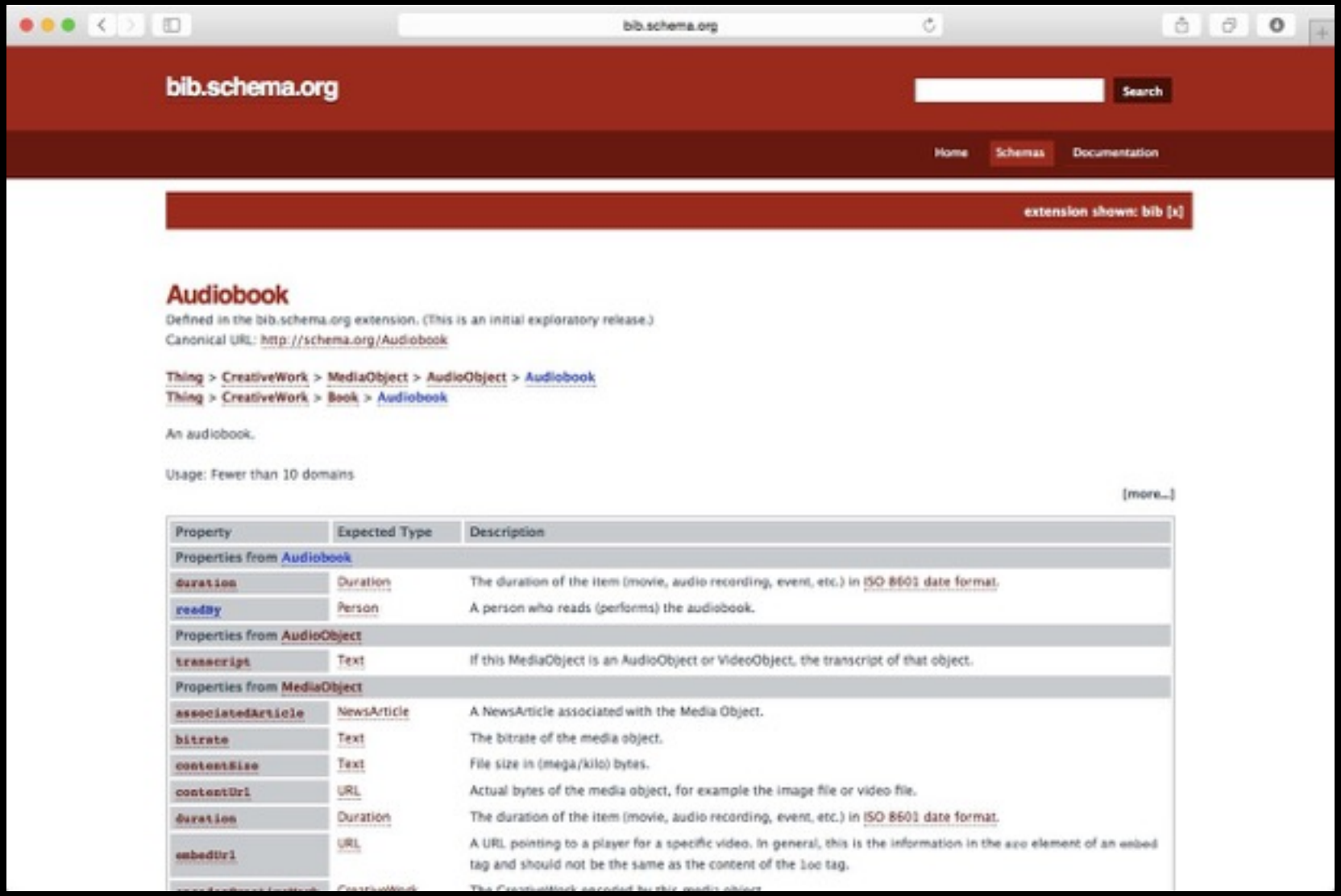


Extending Schema.org

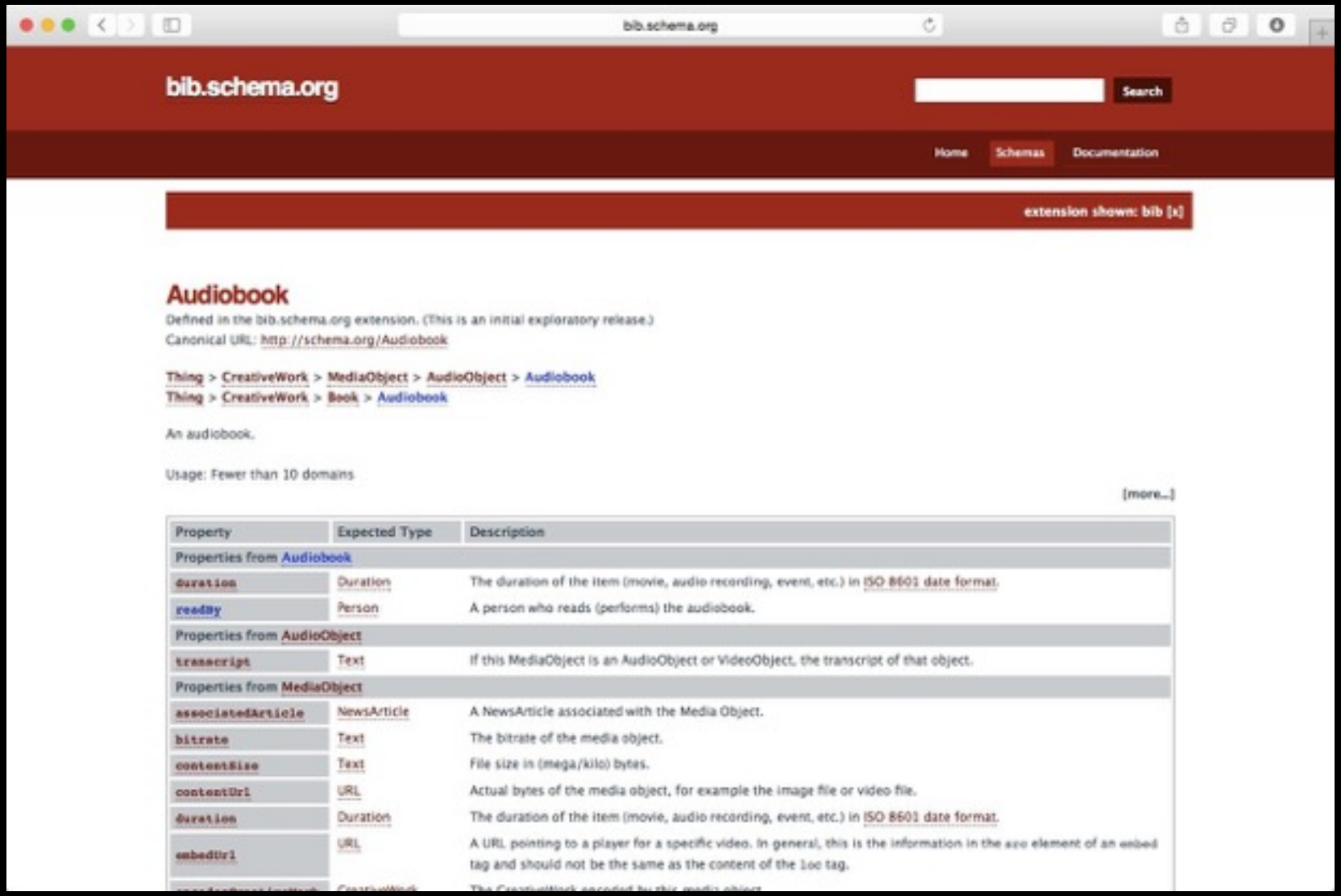


… from May 2015

Extending Schema.org

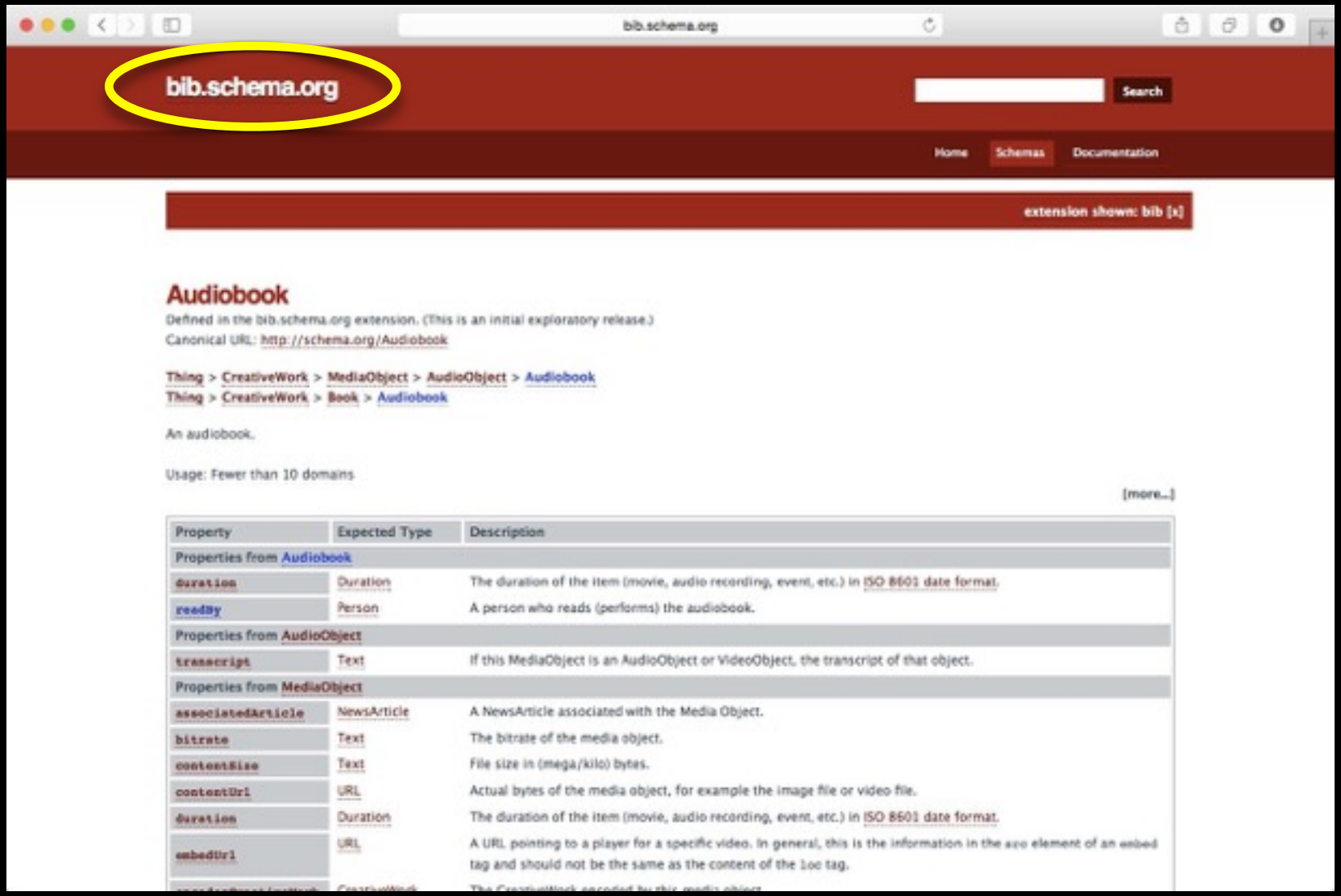


Extending Schema.org



Reviewed / Hosted Extensions

Extending Schema.org



Reviewed / Hosted Extensions

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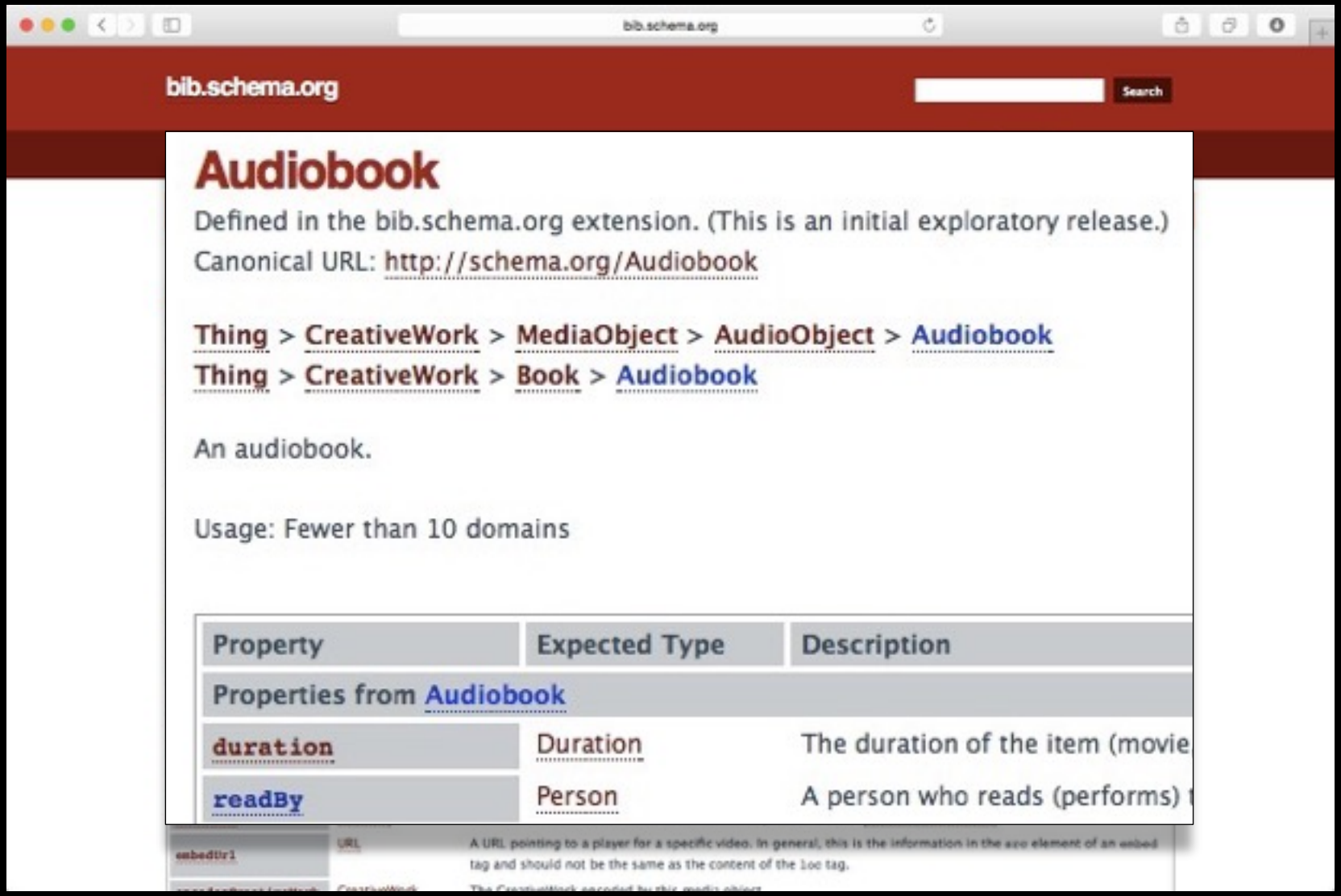

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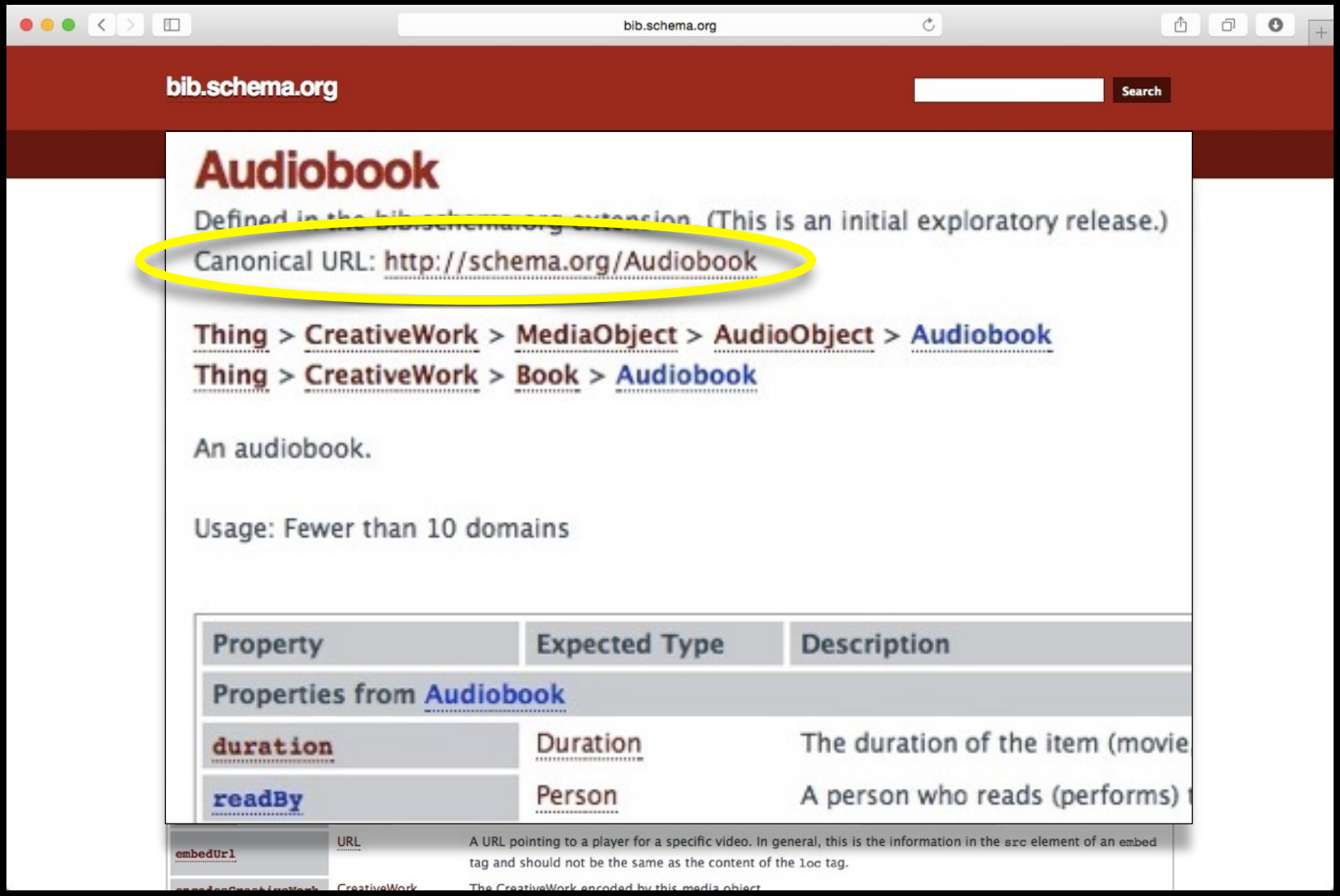

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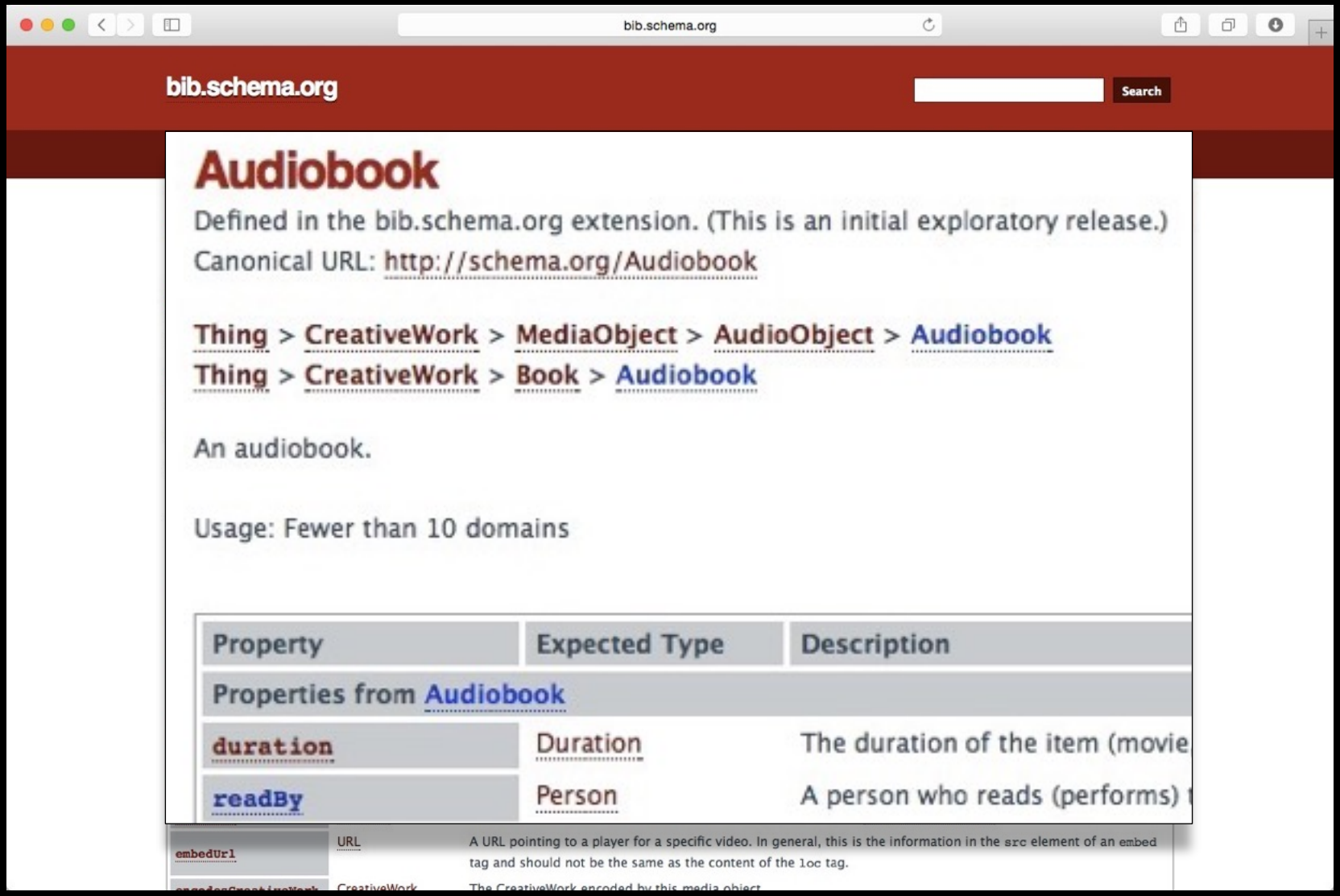

Reviewed / Hosted Extensions

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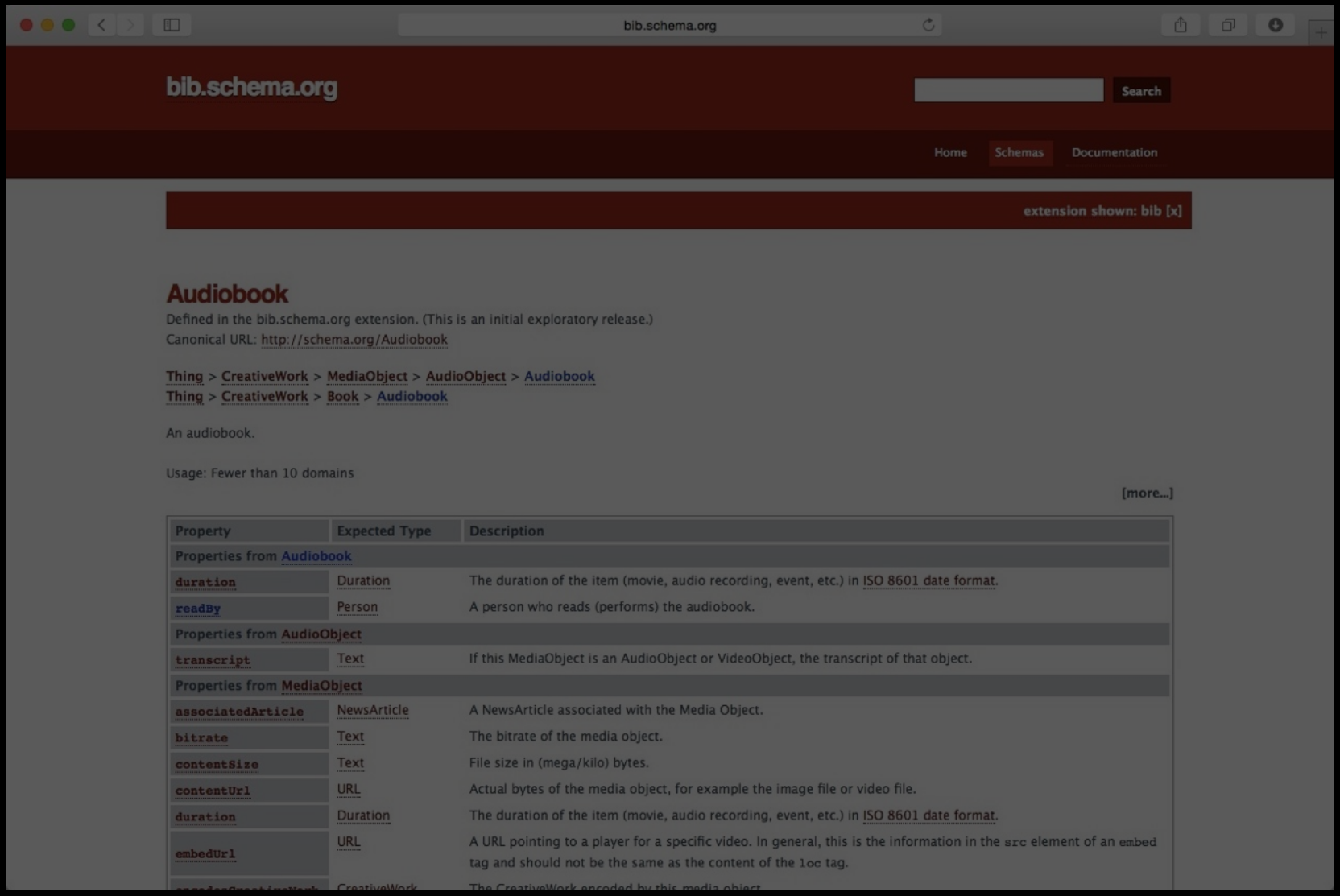
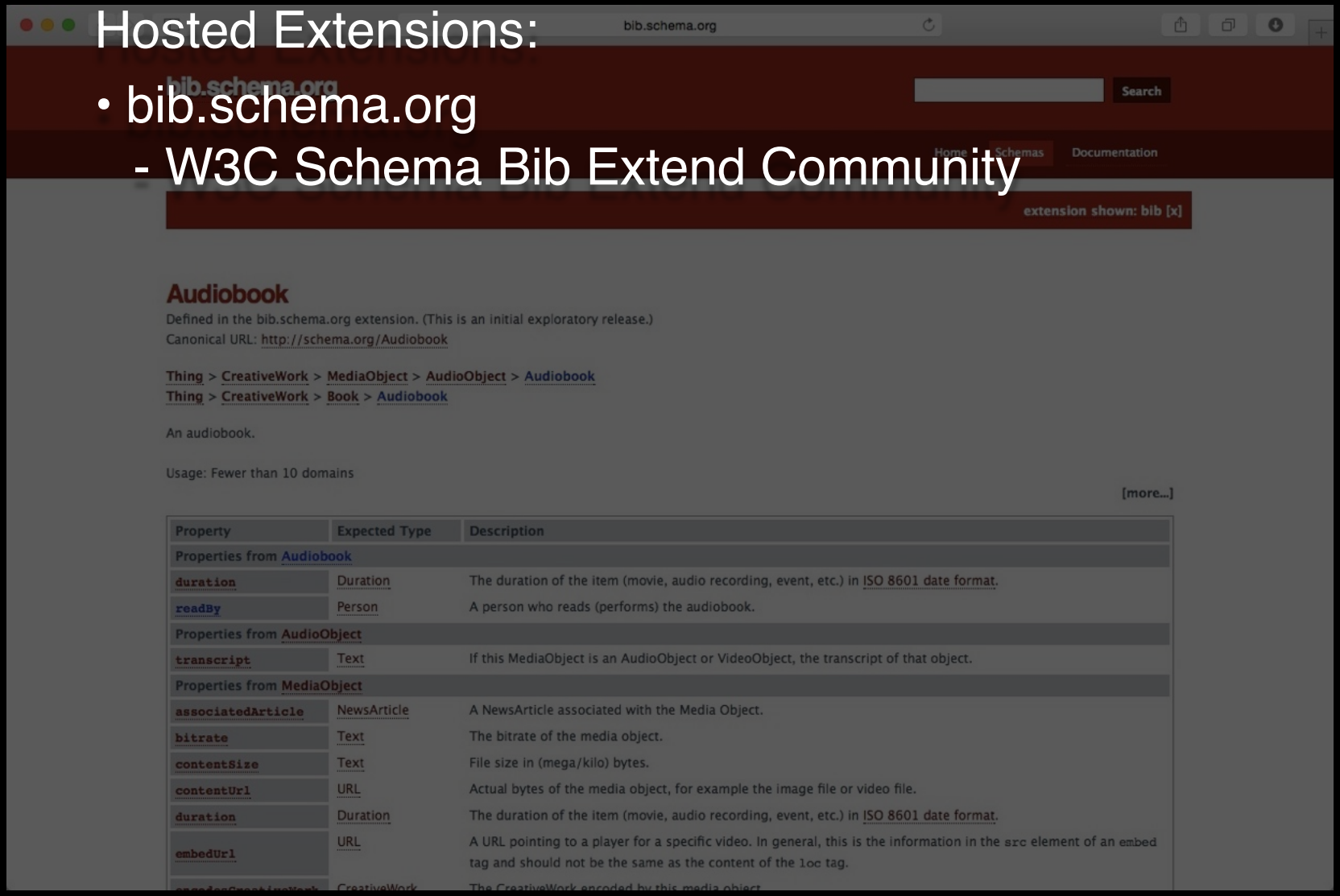


Reviewed / Hosted Extensions

Extending Schema.org

Hosted Extensions:

- bib.schema.org
  - W3C Schema Bib Extend Community



Reviewed / Hosted Extensions

Extending Schema.org

- Hosted Extensions:
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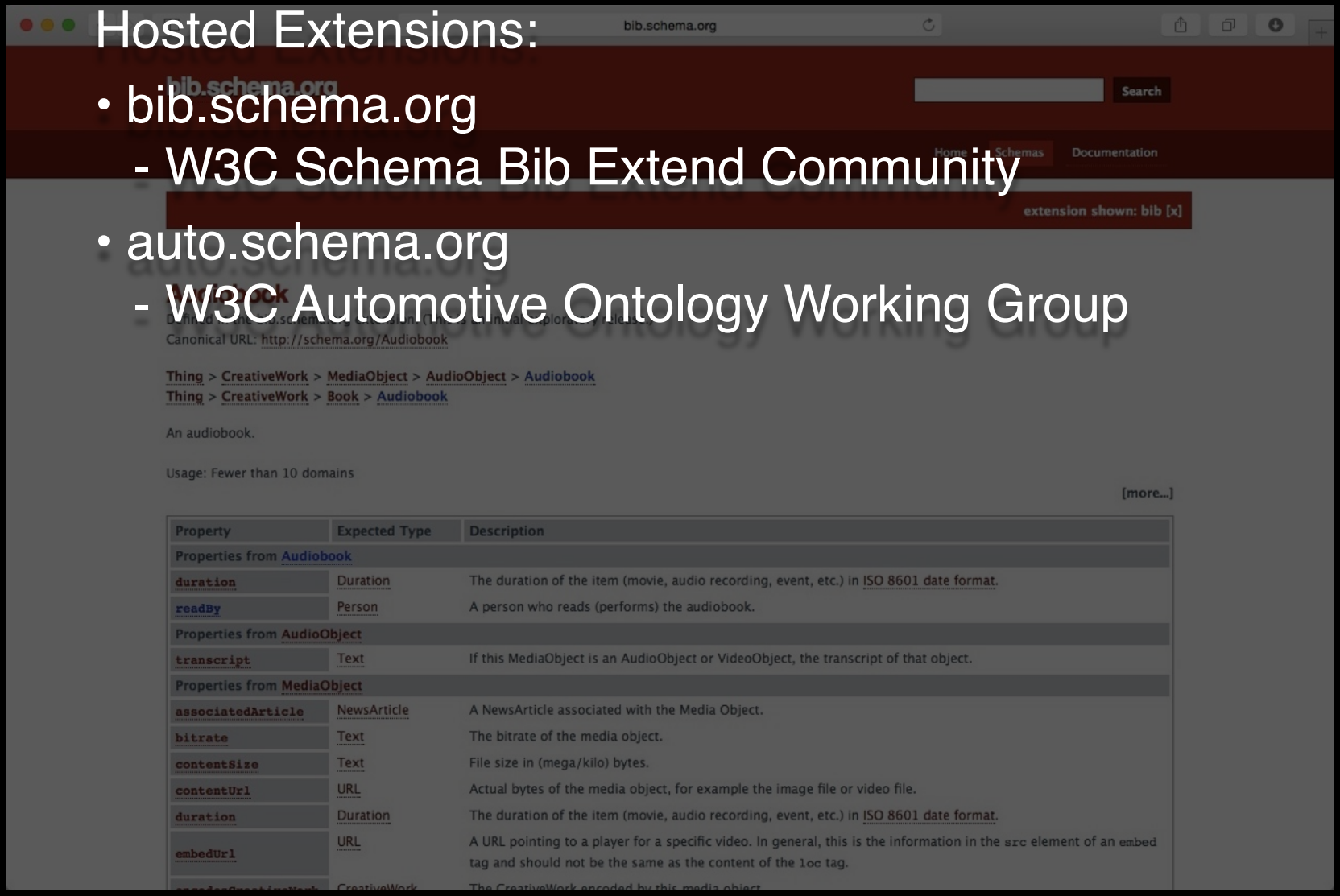

Reviewed / Hosted Extensions

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- Other potential hosted extensions
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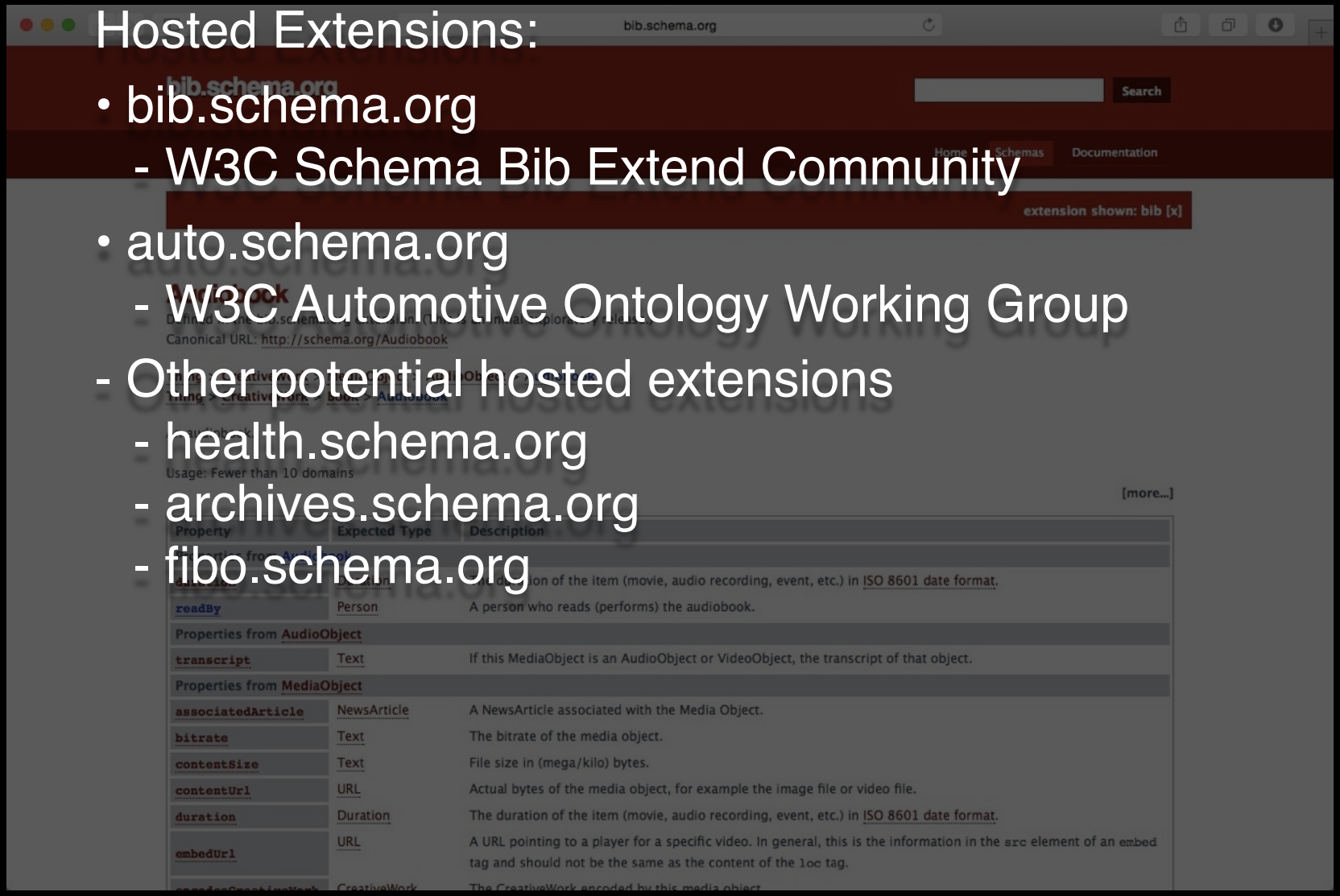
  - archives.schema.org
  - fibo.schema.org



Reviewed / Hosted Extensions

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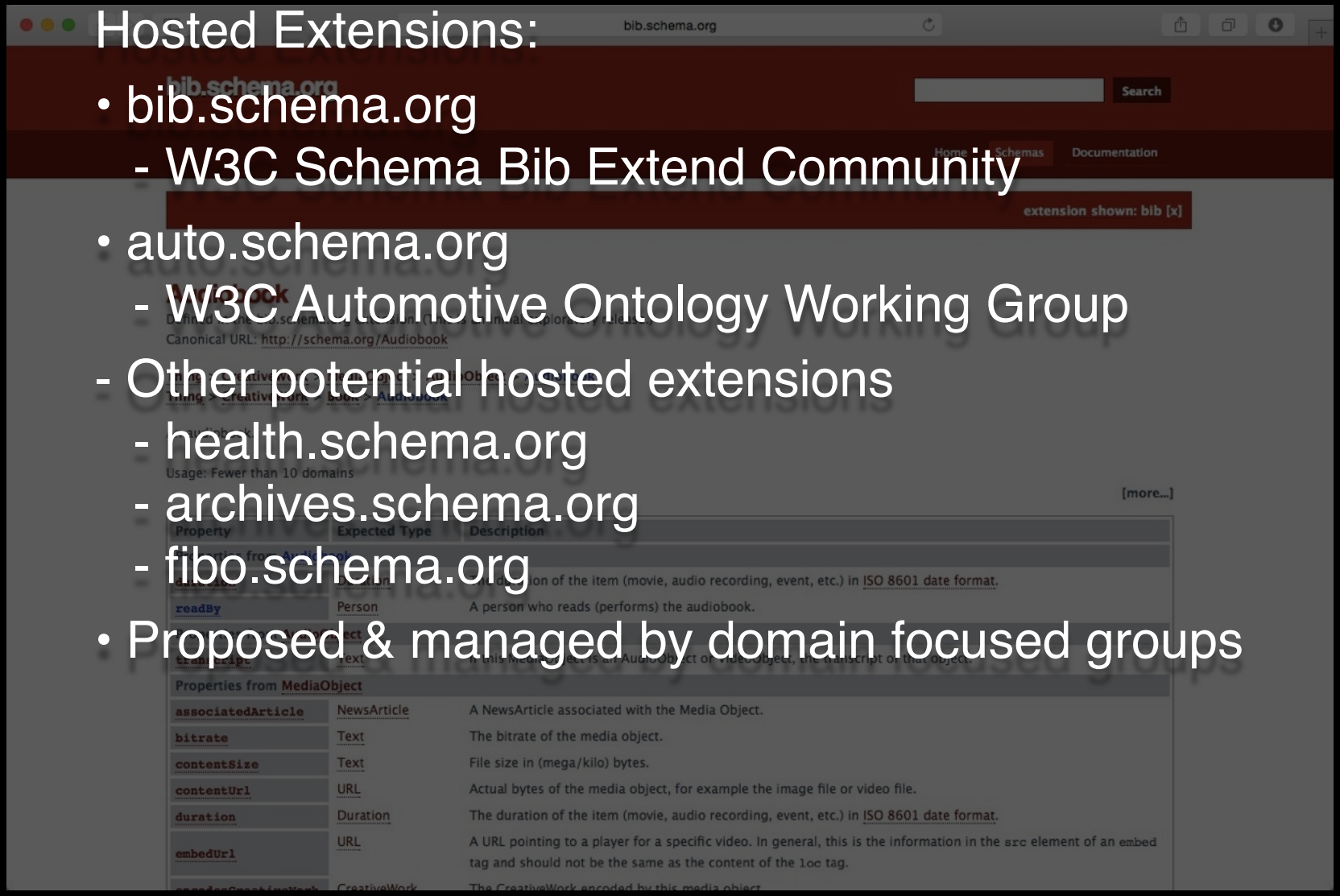
  - Proposed & managed by domain focused groups



Reviewed / Hosted Extensions

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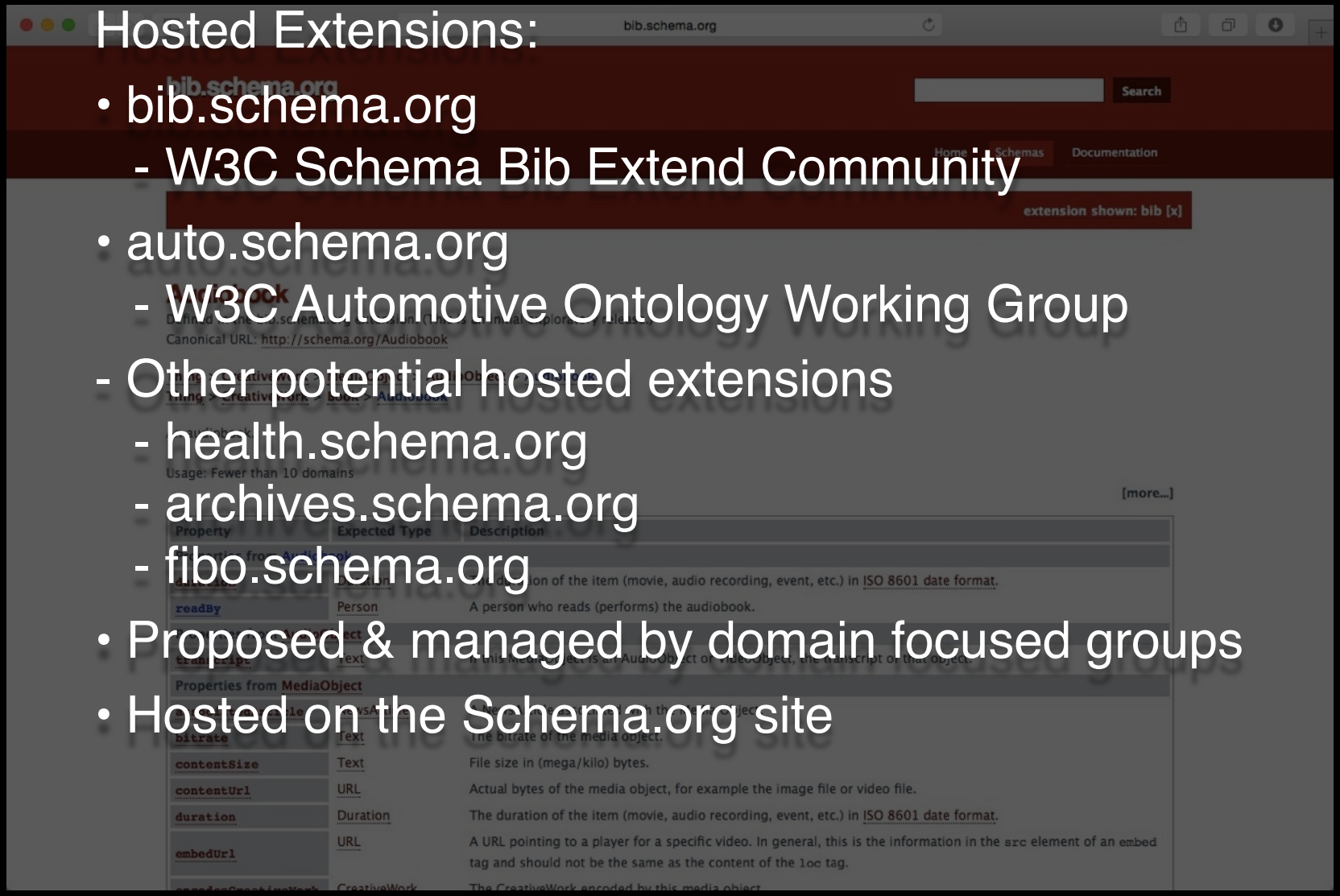
  - Hosted on the Schema.org site



Reviewed / Hosted Extensions

Extending Schema.org

Hosted Extensions:

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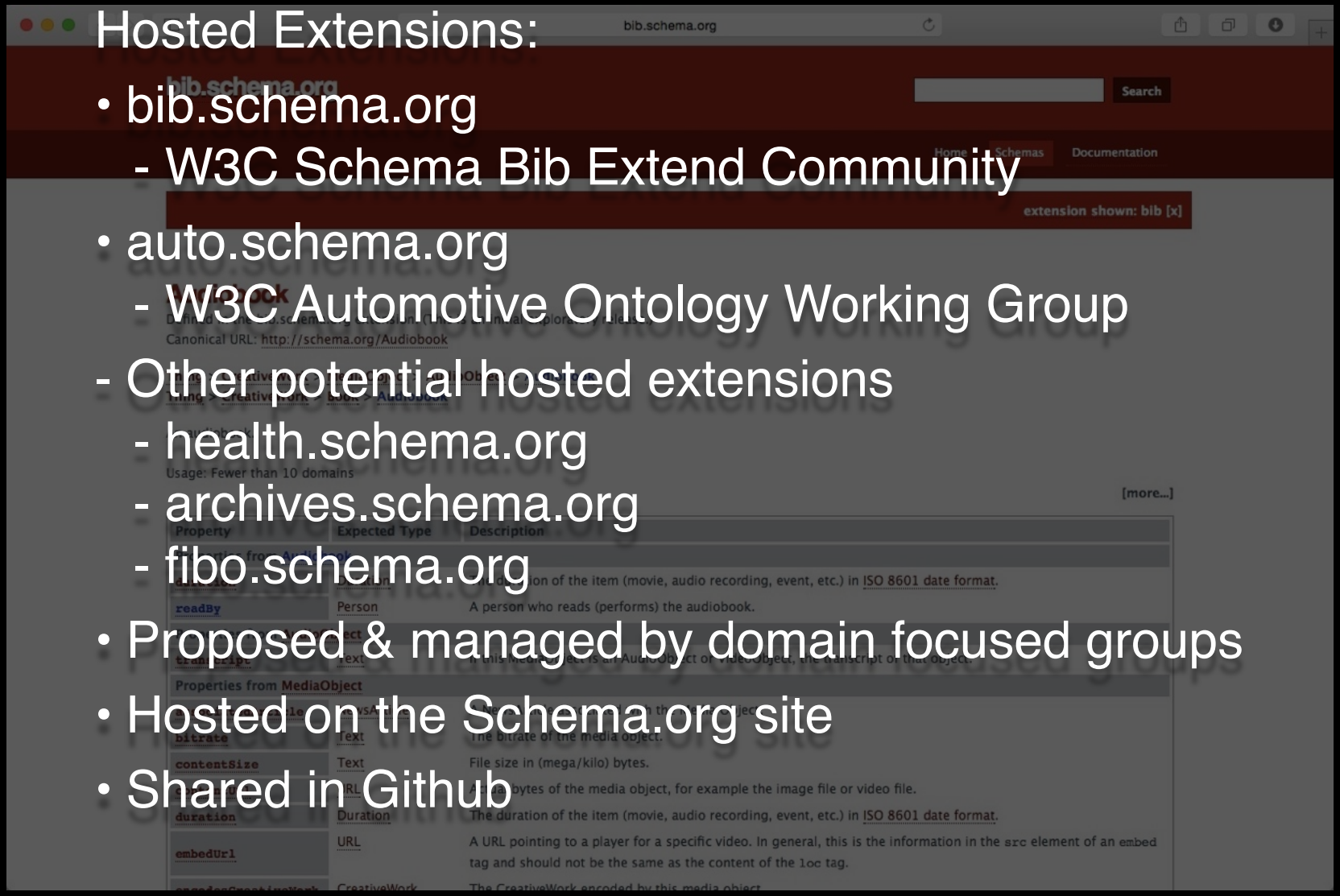

Reviewed / Hosted Extensions

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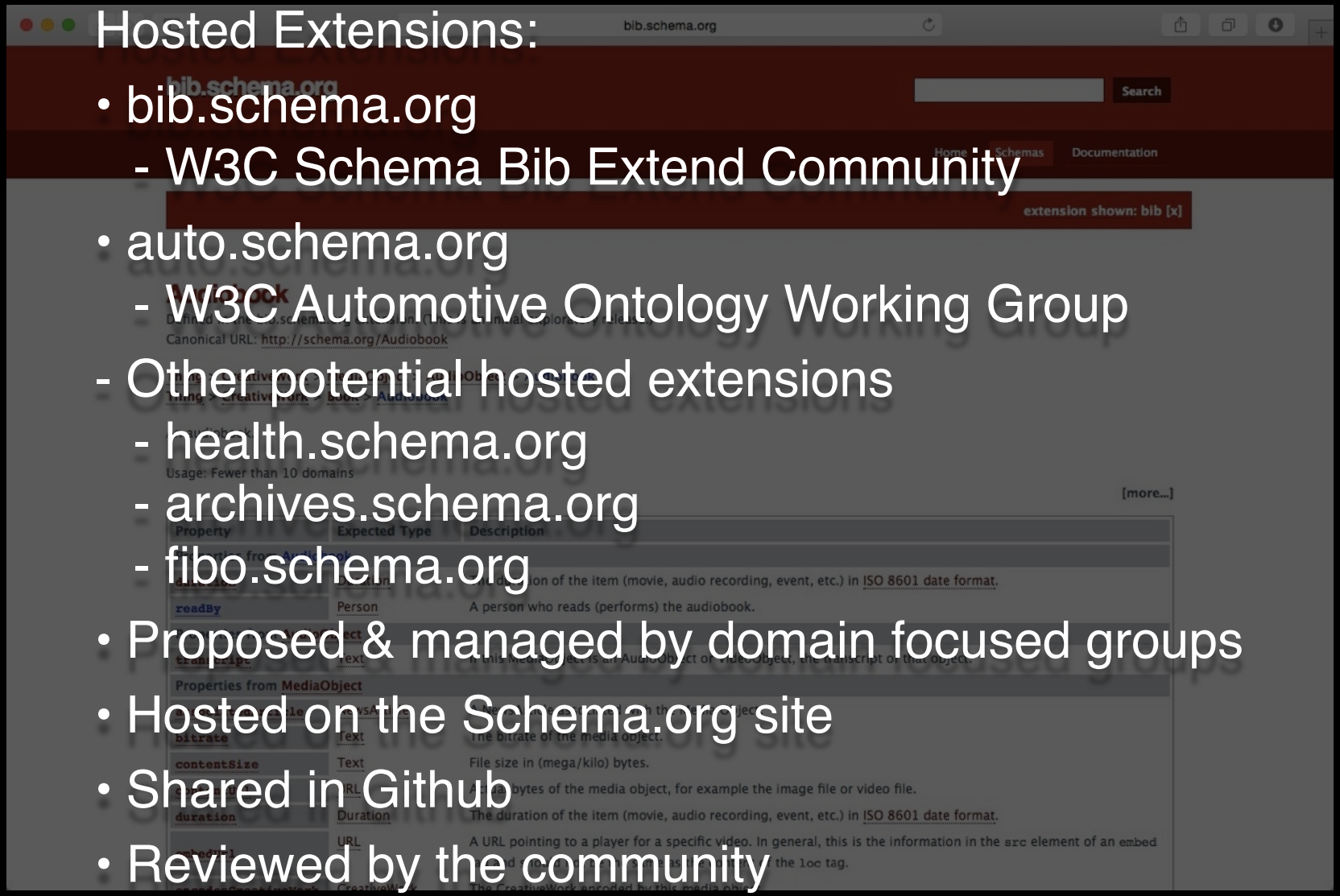

Reviewed / Hosted Extensions

Extending Schema.org
External Extensions

Extending Schema.org
External Extensions

- Created & managed by domain focused groups
- Extension specific namespace

Extending Schema.org
External Extensions

- Created & managed by domain focused groups
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- Schema.org core to the vocabulary

Extending Schema.org
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Extending Schema.org
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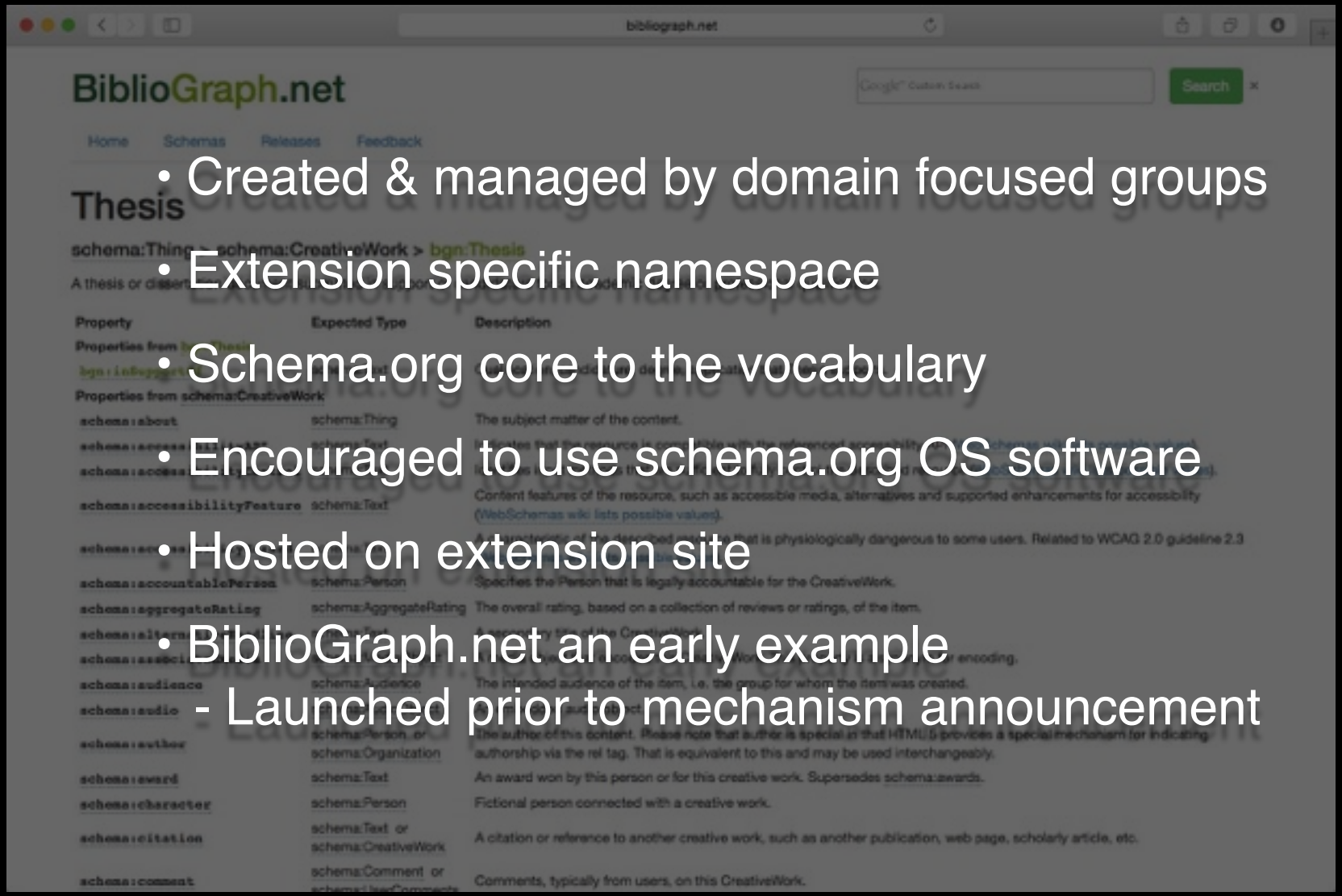
- BiblioGraph.net an early example

Extending Schema.org
External Extensions



- Created & managed by domain focused groups
- Extension specific namespace
- Schema.org core to the vocabulary
- Encouraged to use schema.org OS software
- Hosted on extension site
- BiblioGraph.net an early example
  - Launched prior to mechanism announcement

schema.org

- Used by millions of domains

- Used by millions of domains
- Backed by Google, Bing, Yahoo!, Yandex

schema.org

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- Used by millions of domains
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- A de facto vocabulary for sharing data on the web

schema.org

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- Contribute to the Semantic Search infrastructure

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- Domain specific extension mechanism

schema.org

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- Domain specific extension mechanism
- Complement - not replace - domain specific vocabularies

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- Contribute to the Semantic Search infrastructure
- Domain specific extension mechanism
- Complement - not replace - domain specific vocabularies

Do you have an extension in mind?

- Used by millions of domains

schema.org

An Extending Influence

- Used by millions of domains
- schema.org
  - http://www.w3.org/community/schemaorg
  - http://github.com/schemaorg/schemaorg
- auto.schema.org
  - http://www.w3.org/community/gao/
- bib.schema.org
  - http://www.w3.org/community/schemabibex
- Others
  - Archives - http://www.w3.org/community/architypes
  - FIBO - http://www.edmcouncil.org/financialbusiness
  - Health - https://www.w3.org/community/schemed/
  - GS1 - http://www.gs1.org/
  - …..

DCMI – São Paulo – September 2015

unesp

Schema.org

An Extending Influence

schema.org

Richard Wallis
Technology Evangelist

Data Liberate

richard.wallis@dataliberate.com
@rjw

DC 2015
São Paulo

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