


Why

schema.org

?

Richard Wallis
Technology Evangelist
OCLC
@rjw

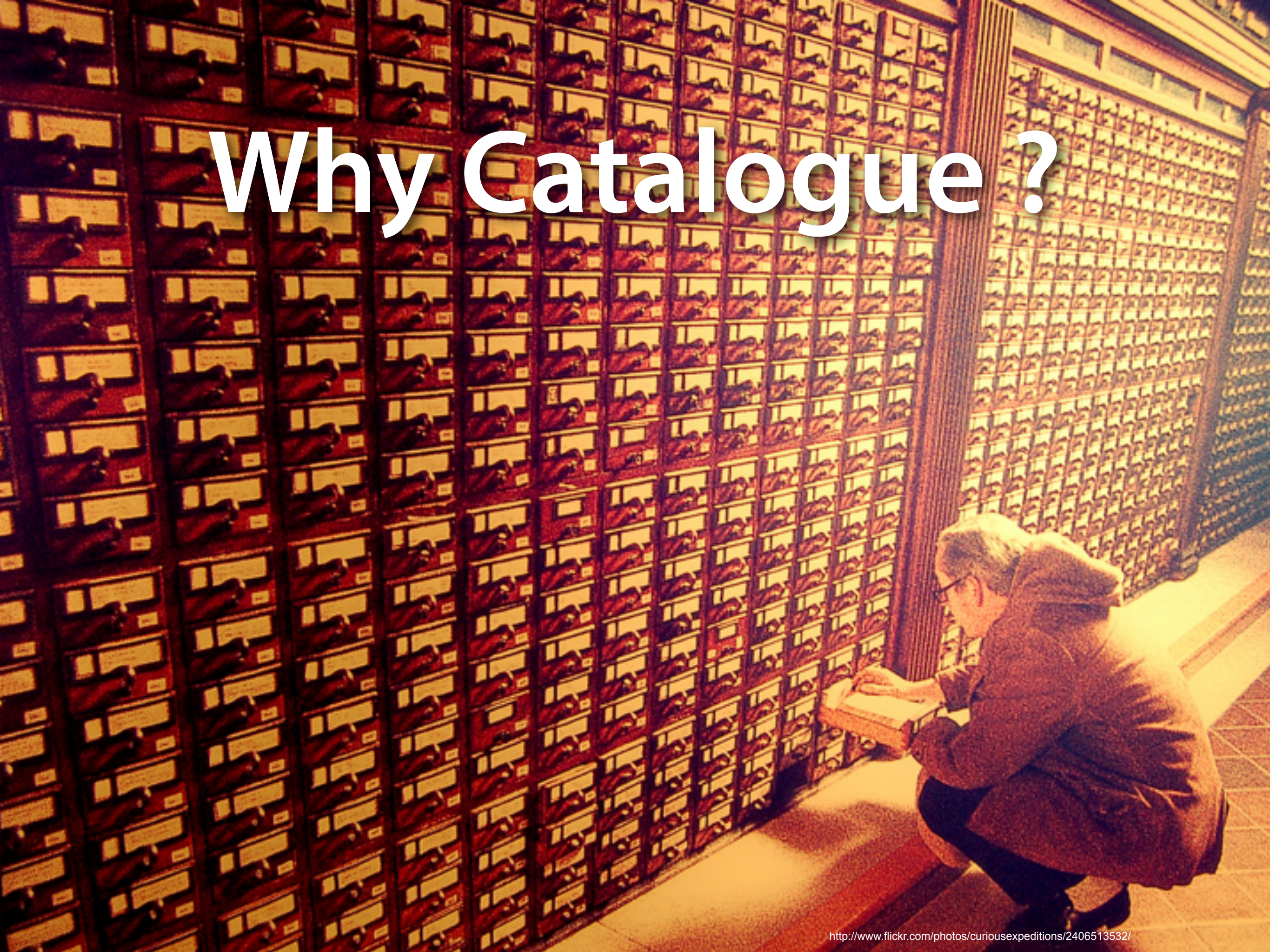
Why  ?

for libraries ?

and many other sectors!

Why

Why Catalogue ?



A photograph of a person with grey hair and glasses, wearing a brown jacket, kneeling in a library. They are looking at a large wall of wooden drawers, each with a small label. The person is holding a book or a small box. The scene is dimly lit, with a warm, orange glow. The text "Why Catalogue?" is overlaid in large white letters.

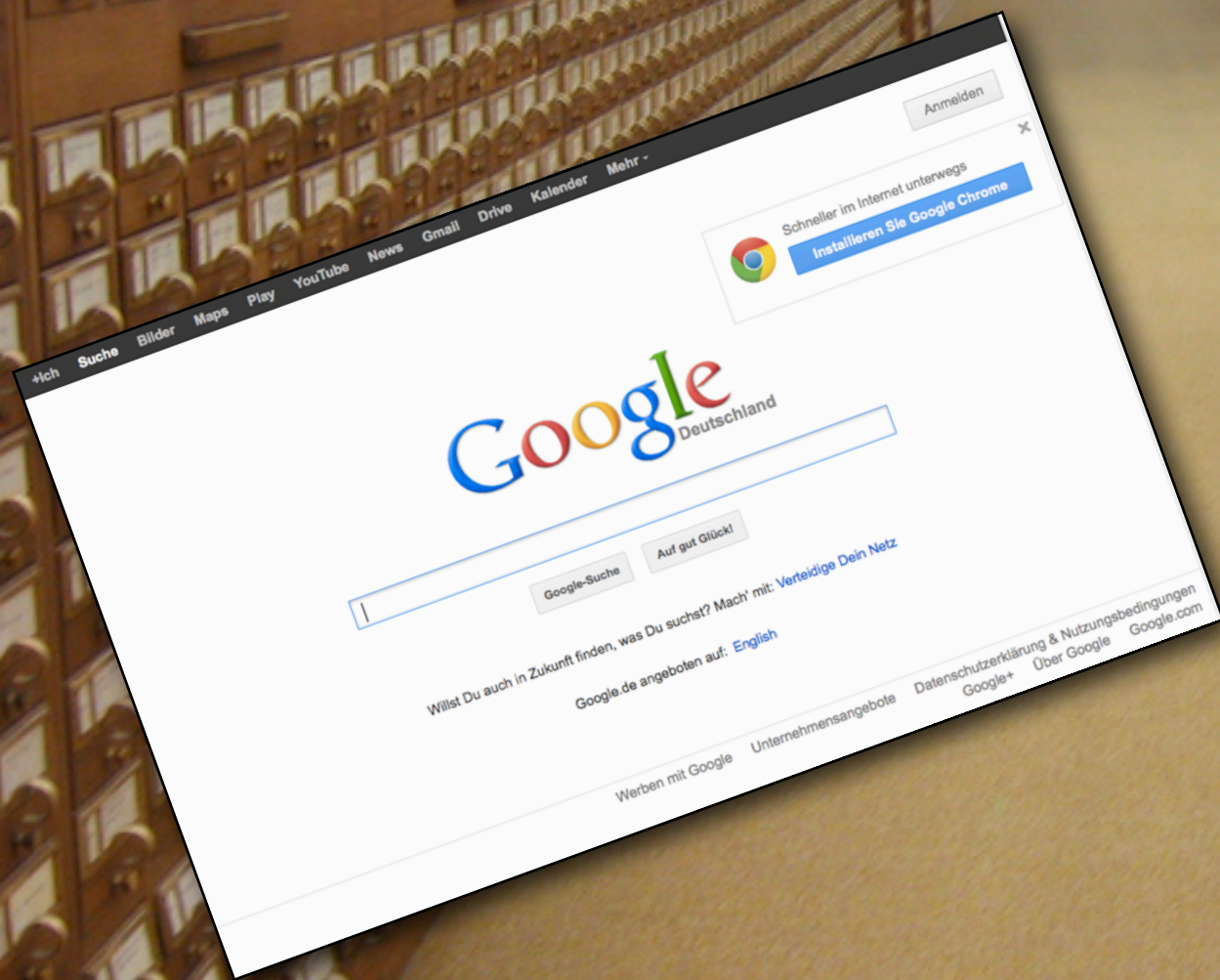
Why Catalogue ?

So people can find our stuff !

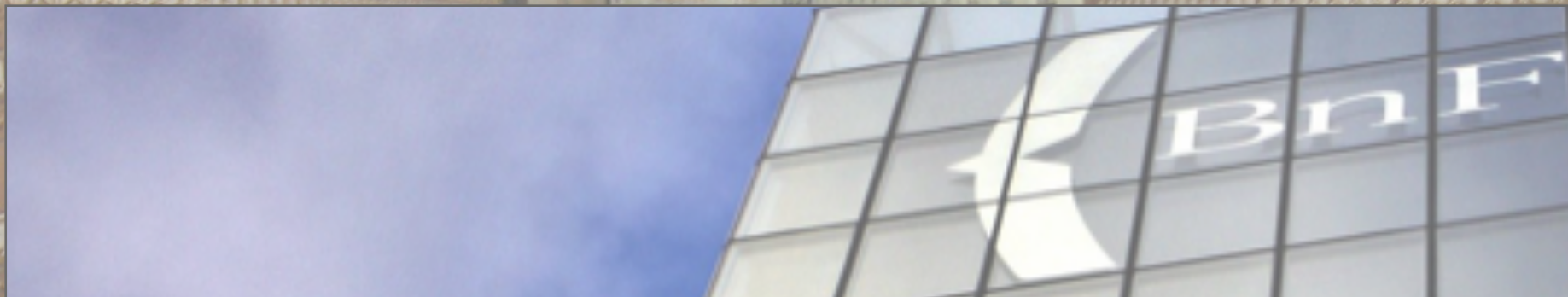


Where are our users?

Where are our users?



Where are our users?

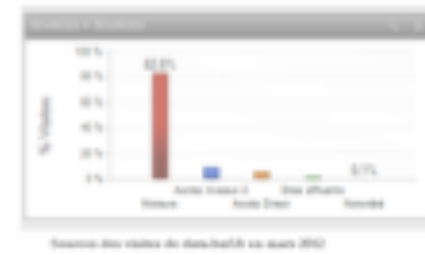


□ First, changes in general use, since people can now find BnF's resources directly on the Web.

■ Mailing address: lots of mail, « new

■ Use statistic: 80%+ users from search engines

■ R and D: Improvements to integrate in main catalogues and archives



our users are in

our users are in Google

our users are in Google

not Google
books

not Google
scholar

our users are in Google

not Google
books

not Google
scholar

Google

other search engines are available

our data are not in

our data are not in

Google

our data are not in

Google

Why?

our data are not in

Google

Why?

Google does not understand:

Marc, ISBD, OAI-PMH, RDA, Z39.50, Onyx

insert you favorite standard here!

Google

Google

Does Understand

schema.org

Thing > CreativeWork > Book

A book.

Property	Expected Type	Description
Properties from Thing		
description	Text	A short description of the item.
image	URL	URL of an image of the item.
name	Text	The name of the item.
url	URL	URL of the item.
Properties from CreativeWork		
about	Thing	The subject matter of the content.
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.
associatedMedia	MediaObject	The media objects that encode this creative work. This property is a synonym for encodings.
audio	AudioObject	An embedded audio object.
author	Person or Organization	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.
award	Text	An award won by this person or for this creative work.
awards	Text	Awards won by this person or for this creative work. (legacy spelling; see singular form, award)
comment	UserComments	Comments, typically from users, on this CreativeWork.
contentLocation	Place	The location of the content.
contentRating	Text	Official rating of a piece of content—for example, 'MPAA PG-13'.
contributor	Person or Organization	A secondary contributor to the CreativeWork.
contributor	Person or Organization	A secondary contributor to the CreativeWork.

Thing > CreativeWork > Book

book.

Property Object Type Description

Properties of Thing

description Text A short description of the item.

image URL URL of an image of the item.

name Text The name of the item.

url URL URL of the item.

Properties from CreativeWork

about Thing The subject matter of the content.

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.

associatedMedia MediaObject The media objects that encode this creative work. This property is a synonym for encodings.

audio AudioObject An embedded audio object.

author Person or Organization 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.

award Text An award won by this person or for this creative work.

awards Text Awards won by this person or for this creative work. (legacy spelling; see singular form, award)

comment UserComments Comments, typically from users, on this CreativeWork.

contentLocation Place The location of the content.

contentRating Text Official rating of a piece of content—for example, 'MPAA PG-13'.

contributor Person or Organization A secondary contributor to the CreativeWork.

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Google

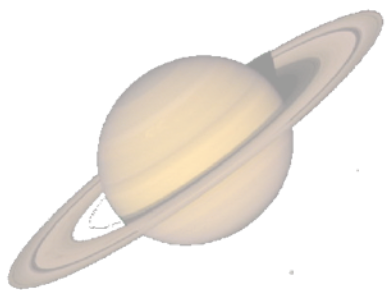
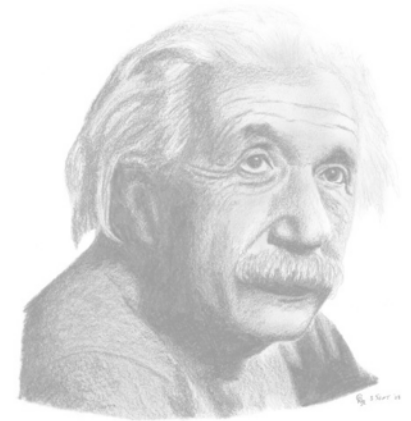
bing

Yahoo!

Yandex

schema.org

schema.org



**A broad
vocabulary to
describe 'things'
on the web**

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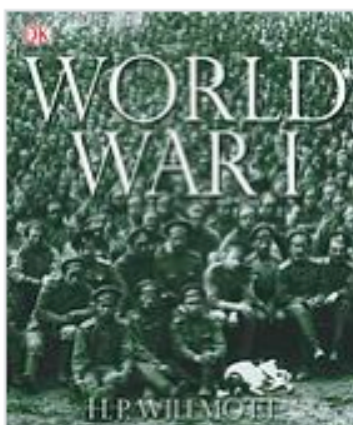
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World War I

Author: [H P Willmott](#)

Publisher: New York : DK Pub., 2003.

Edition/Format: Book : English : 1st American ed [View all editions and formats](#)

Summary: A visual guide to the causes, battles, and forces of World War I.

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

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Find a copy in the library

Buy it

- Linked Data

[More info about Linked Data](#)<<http://www.worldcat.org/oclc/52541937>>

library:holdingsCount	"682"	
library:oclcnum	"52541937"	
library:placeOfPublication	rdf:type	schema:Place
	schema:name	"New York :"
rdf:type	schema:Book	
schema:about	rdf:type	schema:Organization
	schema:name	"World War (1914-1918)"
schema:about	< http://dewey.info/class/940/e22/ >	
	rdf:type	skos:Concept
	skos:inScheme	< http://dewey.info/scheme/e22/ >
schema:about	< http://dewey.info/class/940/e21/ >	
	rdf:type	skos:Concept
	skos:inScheme	< http://dewey.info/scheme/e21/ >
schema:about	madsrdf:isIdentifiedByAuthority	< http://id.loc.gov/authorities/subjects/sh85148236 >
	rdf:type	skos:Concept
	schema:name	"World War, 1914-1918"

- Linked Data

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	schema:name	"World War (1914-1918)"
schema:about	< http://dewey.info/class/940/e22/ >	
	rdf:type	skos:Concept
	skos:inScheme	< http://dewey.info/scheme/e22/ >
schema:about	< http://dewey.info/class/940/e21/ >	
	rdf:type	skos:Concept
	skos:inScheme	< http://dewey.info/scheme/e21/ >
schema:about	madsrdf:isIdentifiedByAuthority	< http://id.loc.gov/authorities/subjects/sh85148236 >
	rdf:type	skos:Concept
	schema:name	"World War, 1914-1918"



Linked Data

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library:holdingsCount	"682"
library:oclcnum	"52541937"
library:placeOfPublication	rdf:type schema:Book schema:name "New"
rdf:type	schema:Book
schema:about	rdf:type schema:Book schema:name "Wor"
schema:about	< http://dewey.info/class > rdf:type skos:Concept skos:inScheme < http://dewey.info/scheme/e21/ >
schema:about	< http://dewey.info/class > rdf:type skos:Concept skos:inScheme < http://dewey.info/scheme/e21/ >
schema:about	madsrdf:isIdentifiedByAuthority < http://id.loc.gov/authorities/subjects/sh85148236 > rdf:type skos:Concept schema:name "World War, 1914-1918"



schema.org

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Thing > CreativeWork > Book

A book.

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associatedMedia	MediaObject	The media objects that encode this creative work. This property is a synonym for encodings.
audience	Audience	The intended audience of the work, i.e. the group for whom the work was created.
audio	AudioObject	An embedded audio object.
author	Person or Organization	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.
award	Text	An award won by this person or for this creative work.

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Linked Data

More info about Linked Data

<<http://www.worldcat.org/oclc/52541937>>

library:holdingsCount	"682"
library:oclcnum	"52541937"
library:placeOfPublication	rdf:type schema:name "New"
rdf:type	schema:Book
schema:about	rdf:type schema:name "Wor"
schema:about	rdf:type skos:inScheme < http://dewey.info/class
schema:about	rdf:type skos:inScheme < http://dewey.info/class
schema:about	rdf:type skos:inScheme < http://dewey.info/class
schema:about	madsrdf:isIdentifiedBy rdf:type skos:Concept schema:name "World War, 1914-1918"



Dewey Decimal Classification

en	940	History of Europe
	940	History of Europe
fr	940	Histoire de l'Europe
	940	Histoire de l'Europe
es	940	Historia de Europa
	940	Historia de Europa
sv	940	Europas historia
	940	Europas historia
pt	940	História da Europa
	940	História da Europa



Linked Data

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library:holdingsCount	"682"
library:oclcnum	"52541937"
library:placeOfPublication	rdf:type schema:name "New"
rdf:type	schema:Book
schema:about	rdf:type schema:name "Wor"
schema:about	rdf:type skos:inScheme < http://dewey.info/class
schema:about	rdf:type skos:inScheme < http://dewey.info/class
schema:about	madsrdf:isIdentifiedBy rdf:type schema:name



ASK A LIBRARIAN

DIGITAL COLLECTIONS

LIBRARY CATALOGS

Search

Search Loc.gov

GO

The Library of Congress > Linked Data Service > LC Subject Headings

World War, 1914-1918

From [Library of Congress Subject Headings](#)

Details

Visualization

Suggest Terminology

World War, 1914-1918

URI(s)

- > <http://id.loc.gov/authorities/subjects/sh85148236>
- > info:lc/authorities/sh85148236
- > <http://id.loc.gov/authorities/subjects/sh85148236#concept>

Instance Of

- > [MADS/RDF Topic](#)
- > [MADS/RDF Authority](#)
- > [SKOS Concept](#)

Scheme Membership(s)

- > [Library of Congress Subject Headings](#)

Collection Membership(s)

- > [LCSH Collection - Authorized Headings](#)
- > [LCSH Collection - General Collection](#)
- > [LCSH Collection - Term Permitted to be Indirectly Subdivided Geographically](#)

Variants

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schema.org



- **June 2011: Launch of Schema.org**

schema.org



- **June 2011: Launch of Schema.org**
- **June 2012: 7%-10% of crawled pages contain Schema.org markup**

is

schema.org

is

schema.org

good enough ?

- **For library data exchange**

is

schema.org

good enough ?

- For library data exchange

– **No**

is

schema.org

good enough ?


- For library data exchange – **No**
- For sharing library data with the world

is

schema.org

good enough ?

- For library data exchange – **No**
- For sharing library data with the world – **Almost**

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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.
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October Meeting

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October Meeting

Get involved!

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

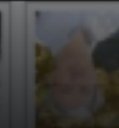
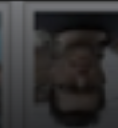
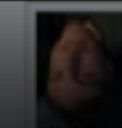
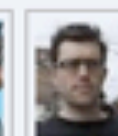
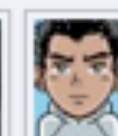
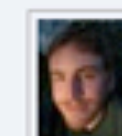
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Participants



Richard Wallis
Chair





Schema Bib Extend Community Group

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October Meeting



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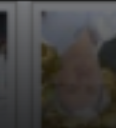
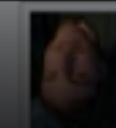
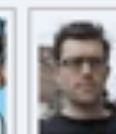
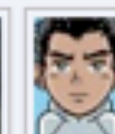
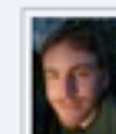
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<http://www.w3.org/community/schemabibex>

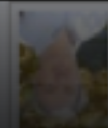
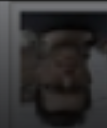
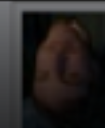
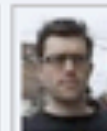
- Short lived group
- Libraries, Publishers, Consumers, System Vendors, Linked Data, Standards Bodies
- Library is only one focus

October Meeting



October Meeting

October Meeting



libraries should use

schema.org

libraries should use

schema.org

to describe & link resources to the web

libraries should use

schema.org

to describe & link
resources to the web

at the same time as

applying other vocabularies and
standards

That's

That's Why for libraries

Richard Wallis
Technology Evangelist
OCLC
@rjw

and many other sectors!

<http://slideshare.net/rjw>