Why schema.org ?

Richard Wallis
Technology Evangelist
OCLC
@rjw

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Why schema.org ?

for libraries ?

CC BY

Why

Why Catalogue ?

http://www.flickr.com/photos/curiousexpeditions/2406513532/

Why Catalogue ?

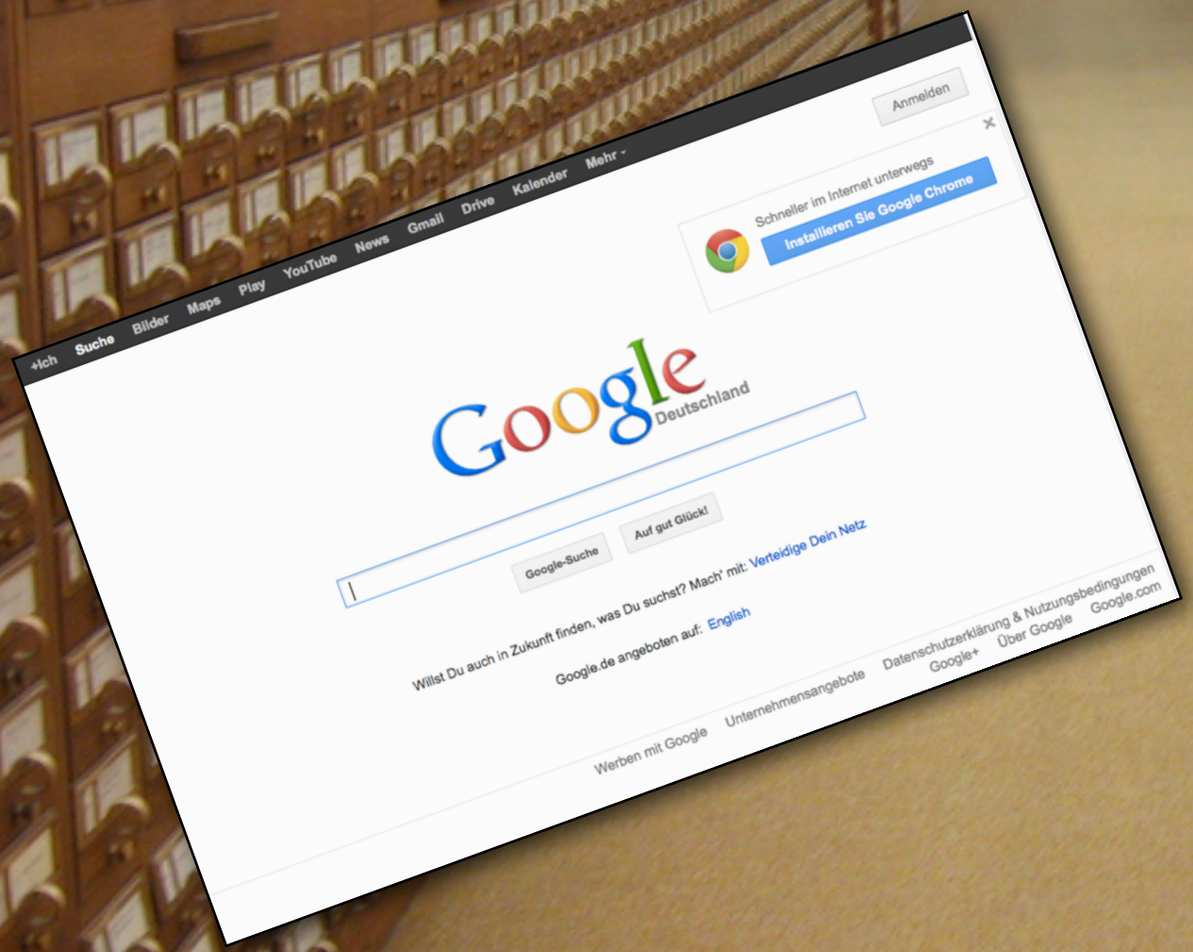
So people can find our stuff !

http://www.flickr.com/photos/curiousexpeditions/2406513532/

Where are our users?

http://www.flickr.com/photos/iamthebestartist/2329267266/

Where are our users?



http://www.flickr.com/photos/iamthebestartist/2329267266/

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

- **Use statistic: 80%+ users from search engines**

http://www.flickr.com/photos/iamthebestartist/2329267266/

our users are in

our users are in Google

our users are in Google

not Google books

not Google scholar

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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?

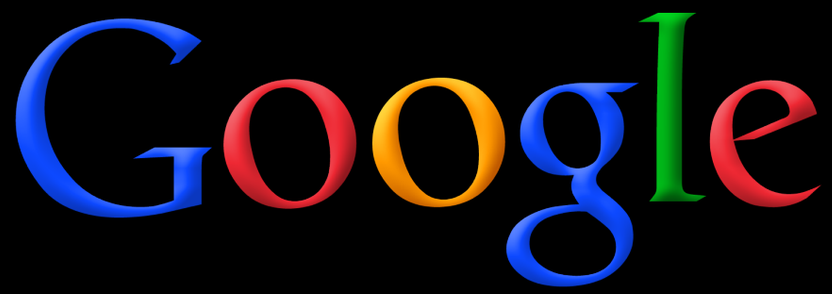
our data are not in Google

Why?

Google does not understand:

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

insert you favourite 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 interchangabely.
award	Text	An award won by this person or for this creative work.
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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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Thing > CreativeWork > Book

book.

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Google bing™ YAHOO! Yandex

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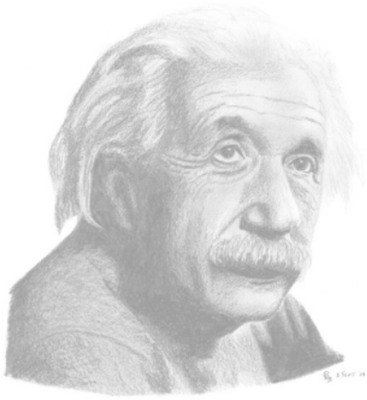
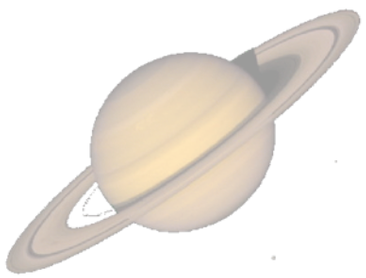
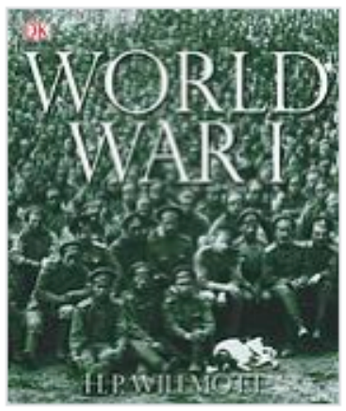


A broad vocabulary to describe ‘things’ on the web





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.

More like this

Subjects

World War, 1914-1918 -- Pictorial works.

User tags

User lists

Similar Items

Borrow / obtain a copy | Buy it

You are connected to the **OCLC Library** network

Hide local services for this item

GET IT from ILLiad | Check for Electronic Resources | Check for Electronic Resources | OCLC Illiad test server | Check for Electronic Resources | ILL Request | Check for Electronic Resources | Check for Electronic Resources | RTM Request | Check 360-Link for full text | Connect to the catalog of the OCLC Library | Request item | OCLC FirstSearch

Find a copy in the library

Buy it

Find: de | Next | Previous | Highlight all | Match case

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"

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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/>
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World War I (Book, 2003) [WorldCat.org]

World War I (Book, 2003) [World...

www.worldcat.org/title/world-war-i/oclc/52541937&referer=brief_results

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rdf:type	schema:Book
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schema:about	<http://dewey.info/class rdf:type sko skos:inScheme <http://dewey.info/scheme/e21/>
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Book - schema.org

World War I (Book, 2003) [World... | Book - schema.org

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schema:about	madsrdf:isIdentifiedB rdf:type skos:Concept schema:name "World War, 1914-1918"

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Dewey Decimal Classification: 940

World War I (Book, 2003) [World... | Dewey Decimal Classification: 9...

dewey.info/class/940/e22/about

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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

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schema:about	<http://dewey.info/class rdf:type sko skos:inScheme <htt
schema:about	madsrdf:isIdentifiedB rdf:type schema:name

Works

- 197+ million Work descriptions and URIs
- Schema.org
- RDF Data formats – RDF/XML, Turtle, Triples, JSON-LD
- Links to WorldCat manifestations
- Links to Dewey, LCSH, LCNAF, VIAF, FAST
- Open Data license
- Released April 2014

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

schema.org

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

schema.org

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- **June 2012: 7%-10% of crawled pages contain Schema.org markup**
- **Today: 15% of the Web use Schema.org**

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**

Mailing List
Wiki
Chat
RSS
Contact Group

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 →

October Meeting

October Meeting

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.

Participants

Richard Wallis
Chair

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W3C Community and Business Groups

Search blogs

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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

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 schema.org for libraries

Richard Wallis
Technology Evangelist
OCLC
@rjw

and many other sectors!

http://slideshare.net/rjw

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