

The Two Cultures

Mashing up Web 2.0 with the Semantic Web

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What is it about ?

- Problems and challenges for the Semantic Web
- Semantic Web vs. Web 2.0

Semantic Web Now

- Data, data, data
- ...
- Even more data !



Semantic Web 2007 and before

- Ontologies
- AI
- Automatic or Semi-automatic processing
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- a bunch of other things that never worked...

Web 2.0

- Community
- Mashups
- AJAX

SW vs Web 2.0

Web 2.0: the state of the Internet

Semantic Web: a vision of future Internet

- Semantic Web was earlier !
- SW misses important things that Web 2.0 addressed

How to make SW work ?

Enhance current Web 2.0 products with Semantic Web

Scenario: movie blog application

- Reuse data from the Web
- Dynamic data sources
- Personalization
- Give back to the Web

What to focus on ?

- **Creation.** Semantic Data sources
- **Exchange.** Data distribution and gathering
- **Reuse.** How to use the data

The Future

- Ontologies (expressiveness and complexity)
- Scalability (data intensive architectures)
- Trust and control (data provenance)
- Mapping and integration (Linked Data)
- **Usability !!!**

Conclusions

- Let Semantic Web vision take from Web 2.0
- Let Web 2.0 take the benefits of Semantic Web (not all !)

Paper:

- Interesting
- Their vision didn't quite work....yet

Q&A