

workshop

welcome

# what we heard from you

- What's the **future of schema.org**?
- Integration with **standards** / standards bodies / processes
- Process for **extending / evolving vocabularies**
- **How to implement** / who's implementing
- free food, liquor and a day off of work

# announcing schema.org

- “In a rare display of collaboration, Google has joined forces with its search rivals Microsoft and Yahoo in a project intended to improve the Web crawling and indexing of structured data...”, [PCWorld](#)
- “It's rare when Google, Microsoft, and Yahoo agree - but agree they have, on a standardized list of schemas, HTML code that will allow...”, [PC Mag](#)
- “It is not every day of the week that you see fierce competitors team up to create a unified project. But exactly that has happened as Bing, Google and Yahoo have worked together to create schema.org.”, [neowin](#)

# announcing schema.org

- “This will change the way people design websites, it will change the way people do search marketing, it will change a lot of things. It should be very, very interesting.”, [ReadWriteWeb](#)
- “In my opinion, perhaps the most important event for the structured Web since RDF was released a dozen years ago was today’s joint announcement by the search engine triumvirate of Google, Bing and Yahoo! releasing Schema.org.”, [Michael Bergman](#)
- I’m hesitant to either use superlatives or make predictions concerning search engine innovations ... but the joint announcement by Google, Yahoo and Bing introducing schema.org is, in my opinion, pretty big news. Schema.org at once provides a mechanism by which semantic web technologies can become a lot more mainstream...”, [SEO Skeptic](#)

# announcing schema.org

- “there’s just nothing quite like throwing away years of vocabulary / ontology work.”, [Jan Myers](#)
- “Dear major search engines, do your best to keep up with what the Web is offering you to index and do not restrict the natural evolution of the Web and the \_data\_ Web sites offer, whatever their format.”, [Irene Celino](#)
- “The adoption rate of any markup would increase if Google, Microsoft and Yahoo mandated it. That doesn’t mean that it would result in something that is better for the Web.”, [Manu Sporny](#)

# W3C / SWIG Task Forces

## Semantic Web Interest Groups

- **Web Schemas Task Force**, to be chaired by **R.V. Guha** (Google), concentrating on general vocabulary-related discussions. The Task Force's focus should be on collaboration around vocabularies, mappings between them, and around syntax-neutral vocabulary design and tooling. Issues like convergence of various vocabulary schemas, use cases, tools and techniques, documentation of mappings and equivalences between schemas, should all be in scope for this Task Force.
- **HTML Data Task Force**, to be chaired by **Jeni Tennison**, should conduct a technical analysis on the relationship between RDFa and microdata and how data expressed in the different formats can be combined by consumers. This Task Force may propose modifications in the form of bug reports and change proposals on the microdata and/or RDFa specifications where they would help users to easily translate between the two syntaxes or use them together. The Task Force should also work on a general approach for the mapping of microdata to RDF, as well as the mapping of RDFa to microdata JSON.

# Learning Resource Metadata Initiative

Greg Grossmeier  
Creative Commons





**LRMI**  
Learning Resource  
Metadata Initiative

Building a common metadata vocabulary for  
educational resources.

# Learning Resource Metadata Initiative

- Joint effort of the **Association of Educational Publishers (AEP)** and **Creative Commons (CC)**
- Co-Sponsored by the **Bill and Melinda Gates Foundation** and the **William and Flora Hewlett Foundation**
- **Ten launch partners** representing publishers, OER repositories and application vendors form the core of the **advisory group**.
- Coordinating with the Learning Registry ([www.learningregistry.org](http://www.learningregistry.org))

# Goal

Develop and shepherd the adoption of a schema.org extension that addresses the needs of the **educational community**, including teachers, publishers, students, and parents.

# Timeline

- **August 2011:** Assembled the initial membership of the Technical Working Group and Advisory Group
- **September 2011:** First Face to Face Meetings of the Technical Working Group and Advisory Group
- **November/December 2011:** Draft Specification Completed
- **December 2011/January 2012:** Public Comment Period.
- **March 2012:** Final Delivery

# Get Involved

- <http://www.lrmi.net>
- Join the conversation at <http://groups.google.com/group.lrmi>
- Free webinars to be announced at [LRMI.net](http://LRMI.net)
- Discussion forum to be launched on [LRMI.net](http://LRMI.net)
- Public comment period: December-January

Evan Sandhaus  
New York Times  
IPTC Delegate

# Others

- United States CTO, Aneesh Chopra
  - Education – content, lectures, reporting
  - Open Job Listings
- Health and Human Services
  - Physicians – contact info, specialties
- Microsoft's Technet

# the workgroup

- Collaborates on:
  - Vocabularies, Extensions
  - Syntax
- Does not discuss:
  - Ingestion technology or timing
  - Features built on the structured data



# what do you do with it?

- Improve query results **relevance**

# what do you do with it?

## [Chicken Salad Recipe : Food Network Kitchens : Food Network](#) 🔍

[www.foodnetwork.com](#) › [Recipes](#) › [Holidays and Parties](#) - Cached



★★★★★ 120 reviews - 30 mins

Sep 8, 2011 – Food Network invites you to try this **Chicken Salad** recipe from Food Network Kitchens.

## [Basic Chicken Salad Recipe - Allrecipes.com](#) 🔍

[allrecipes.com/recipe/basic-chicken-salad/](#) - Cached



★★★★★ 236 reviews - 10 mins - 779 cal

Sometimes the best approach is the simplest one, as in this mix of **chicken**, mayonnaise, almonds and celery. Use herbed **chicken** for extra flavor.

[Becky's Chicken Salad](#) - [Great Chicken Salad](#) - [Greek Chicken Salad](#)

# what do you do with it?

← Share: your app powers the Windows experience ♥

Billie Sue Chafins, Steve Seixeiro  
THURSDAY / ACC BALLROOM B / APP-405T  
/apps metro style apps charms

Now that you know how contracts work in Windows 8, come learn how to leverage the Windows Share contract in your Metro style app. You'll discover how to help your customers easily share content from your app through other apps installed on their PC. You'll be ready to leverage Windows Share to connect your customers to the people and apps they care about.

Notes (+)

Video  
Coming soon

Slides  
Coming soon

Floorplan

Share

Share: your app powers the Windows ...  
Now that you know how contracts wo...

Frequent

- Email Mike Angulo  
Mail
- Email Steven Sinofsky  
Mail
- Save in Vacation notebook  
MyNotes

Apps

- FriendSend
- Tweet@rama
- Socialite



# the core team

- Google
  - R.V. Guha
  - Kavi Goel
  - John Giannandrea
- Microsoft / Bing
  - Steve Macbeth
  - Charlie Jiang
  - Michael O'Connor
  - Mike Van Snellenberg
  
  - Tricia Becker
- Yahoo
  - Peter Mika
  - Nick Cox (formerly)

# today's agenda

8:30am	9:00am	Check in and Continental Breakfast		
9:00am	10:00am	Introduction		
10:00am	11:30am	Syntax Breakout	Implementation Intro	
11:30am	12:30pm	Lunch		
12:30pm	1:30pm	Panel Discussion		
1:30pm	4:00pm	Vocabulary and Extensions		
4:00pm	4:15pm	Break		
4:15pm	5:00pm	Closing Remarks		
6:00pm	8:30pm	Mixer		