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
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)
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
- Discussion forum to be launched on 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?
what do you do with it?
goals for today

• Collaborative dialog
• Information exchange

• **Note**: this is a public forum – do not share proprietary information.
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)
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30am</td>
<td>Check in and Continental Breakfast</td>
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<tr>
<td>9:00am</td>
<td>Introduction</td>
</tr>
<tr>
<td>10:00am</td>
<td>Syntax Breakout</td>
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<tr>
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<td>Lunch</td>
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<td>Panel Discussion</td>
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<tr>
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<td>Vocabulary and Extensions</td>
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<tr>
<td>4:00pm</td>
<td>Break</td>
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<tr>
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<td>Closing Remarks</td>
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<tr>
<td>6:00pm</td>
<td>Mixer</td>
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