globo.com semântica

1ª sessão: 14.03.2013

tudo o que você sempre quis saber sobre **web semântica**, mas tinha medo de perguntar

o que?

uébi o quê, hein?

quem?

de leoburla para pd's, po's, designers, ai's , dev's e afins

onde?

aqui, na globo.com mesmo

quando?

hoje, e num futuro não muito distante

por que?

missão de longo prazo

como?

o que temos para hoje

questionário em

http://goo.gl/AJM5G

programação

1. introdução
2. conceitos
3. benefícios e desafios
4. aplicações e casos de uso
5. onde estamos
6. para onde vamos
7. brainstorming
8. últimas considerações

1 introdução

missão deste encontro

alinhamento de expectativas

apresentar os principais conceitos que norteiam a web semântica e suas aplicações (e implicações) no mundo e na globo.com

propiciar a inovação dos produtos da globo.com, a partir do uso consciente de tecnologias semânticas

pode não parecer, mas
esse processo de inovação
depende do esforço de
cada um de nós

semântica na globo.com

histórico de investimentos

tudo começou em 2009...

- formação do time de Busca & Semântica
- aquisição do banco de triplas Virtuoso, da Openlink Software
- vários treinamentos e cursos de capacitação
- participação em eventos de relevância internacional
- contratação de pessoal especializado
- criação do Comitê de Semântica
- investimentos pessoais, inclusive!

2011

‘improving web content management with semantic technologies’

Fernando Carolo, Globo.com

Leonardo Burlamaqui, Globo.com

2012

‘using the semantic web for online sports news stories’

Rafael Pena, Globo.com

Daniel Schwabe, PUC-Rio

visão da globo.com

as razões por trás de tudo isso

integrar todos os produtos da globo.com, no nível dos dados, de modo que o usuário tenha uma experiência de imersão única e fluida

obter vantagem competitiva frente aos demais players do mercado, como uol, terra etc

2 conceitos

“I have a dream for the Web in which computers become capable of analyzing all the data on the Web – the content, links, and transactions between people and computers”

(Berners-Lee, 1999)

significado

o fim da sopa de letrinhas

21/01/2013 13h57 - Atualizado em 21/01/2013 15h32

Lollapalooza Brasil divulga horários dos shows de 2013

Bandas vão se dividir em cinco palcos durante três dias em março. Killers (29), Black Keys (30) e Pearl Jam (31), são atrações principais.

Do G1, em São Paulo

16 comentários Tweetar 190 Recomendar 288

A banda Killers (Foto: Divulgação)

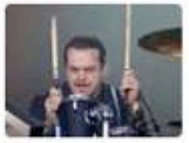
O festival Lollapalooza divulgou os horários dos shows no Brasil em 2013. As atrações se dividem em quatro palcos. **Veja no perfil oficial do festival no Facebook a programação de bandas por palcos e horários.**

Como previsto, as bandas americanas The Killers, Black Keys e Pearl Jam são as atrações principais e fecharão o festival nos dias 29, 30 e 31 de março, respectivamente.

PUBLICIDADE

Lollapalooza 2013

veja tudo sobre ›



Lolla 2013 terá oficinas com Iggor Cavalera entre atrações...

27/2/2013

Começa venda de novo lote de ingressos do Lollapalooza 2013

16/10/2012

‘Lollapalooza Brasil divulga horários dos shows de 2013’

Lollapalooza Brasil

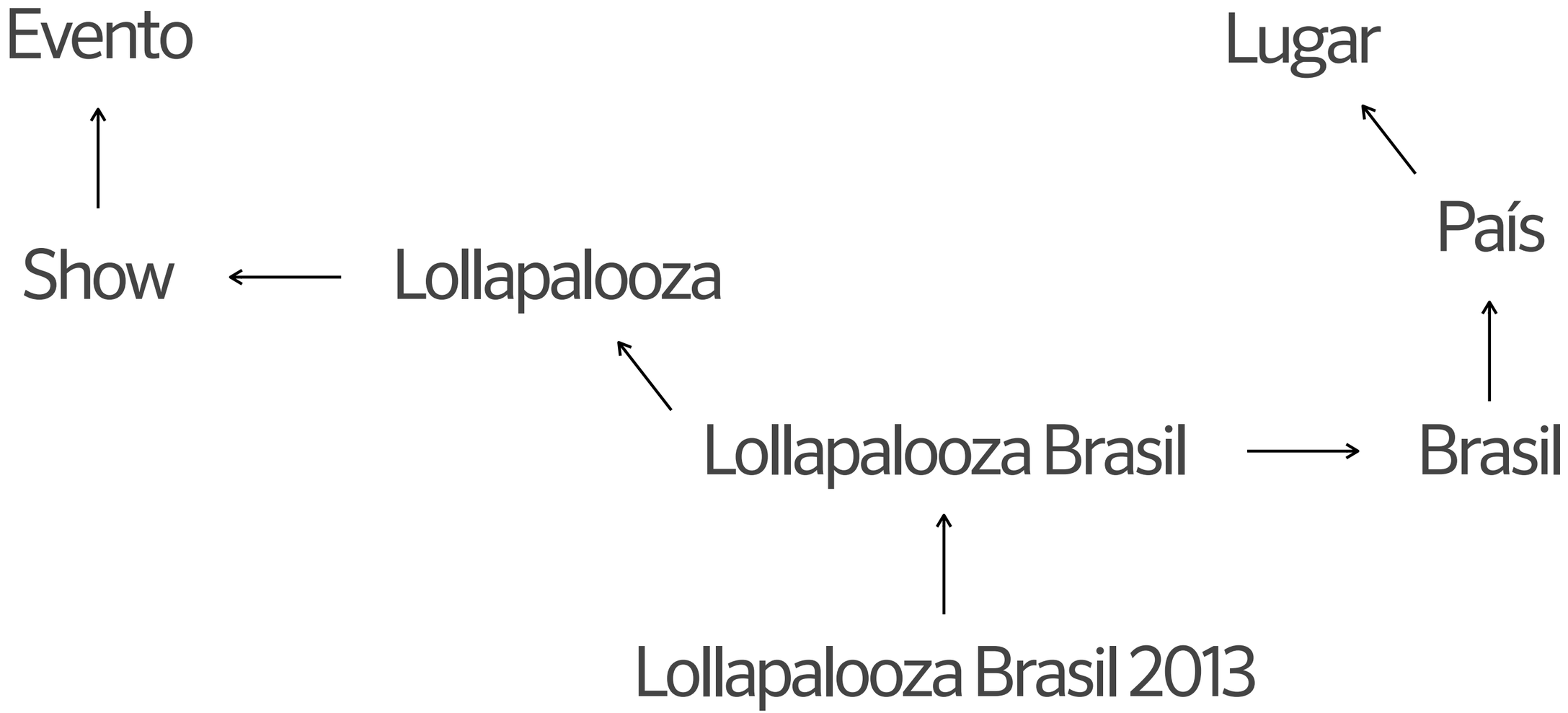
Lollapalooza Brasil

cada palavra-chave tem
um significado específico,
a partir de sua relação com
outras palavras-chave

Lollapalooza Brasil

Lollapalooza Brasil

Lollapalooza Brasil


Evento
Lugar
Show
Lollapalooza
País
Lollapalooza Brasil
Brasil
Lollapalooza Brasil 2013

parece tesauro, mas não é

cabe à máquina organizar,
indexar e inferir

cabe ao ser humano desambiguar, relacionar e definir regras

ontologia

artefato formal

é uma especificação formal de uma conceituação compartilhada

(Borst, 1997)

é um modelo de dados
que representa um
conjunto de conceitos
dentro de um domínio e
as relações entre estes

(Wikipédia, 2013)

define um conjunto de primitivas de representação com o qual se modela um domínio de conhecimento ou discurso

(Gruber, 2009)

- classes
- atributos
- relações
- axiomas

alta expressividade

não é

boa representação dos conceitos

- OWL
- RDF
- RDF Schema

W3C®

tripla

estrutura sintática básica

sujeito
predicado
objeto

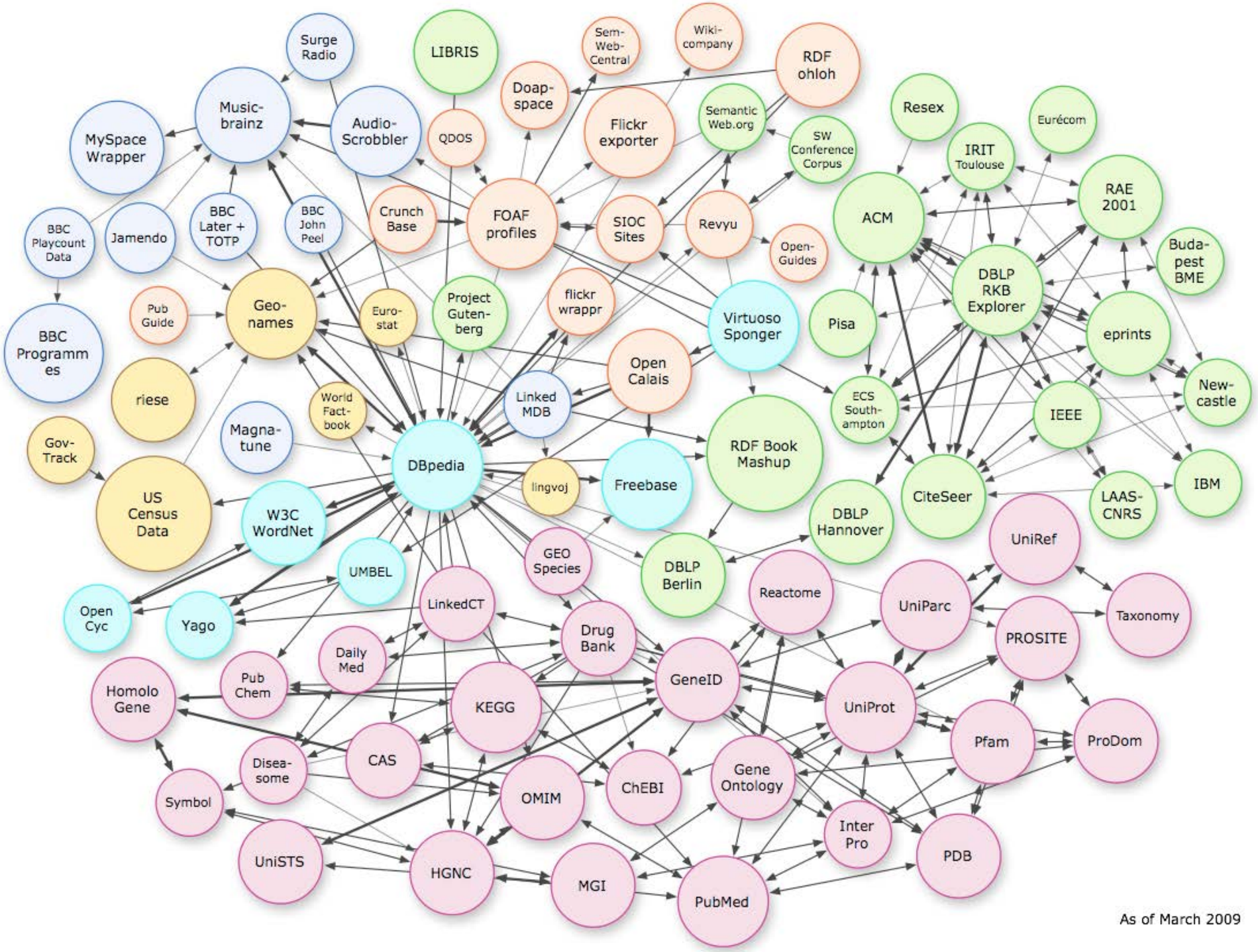
Lollapalooza Show

Evento
é um
Show
é um
Lollapalooza
Lugar
é um
País
é um
é edição de
ocorre no
Lollapalooza Brasil
Brasil
é temporada de
Lollapalooza Brasil 2013

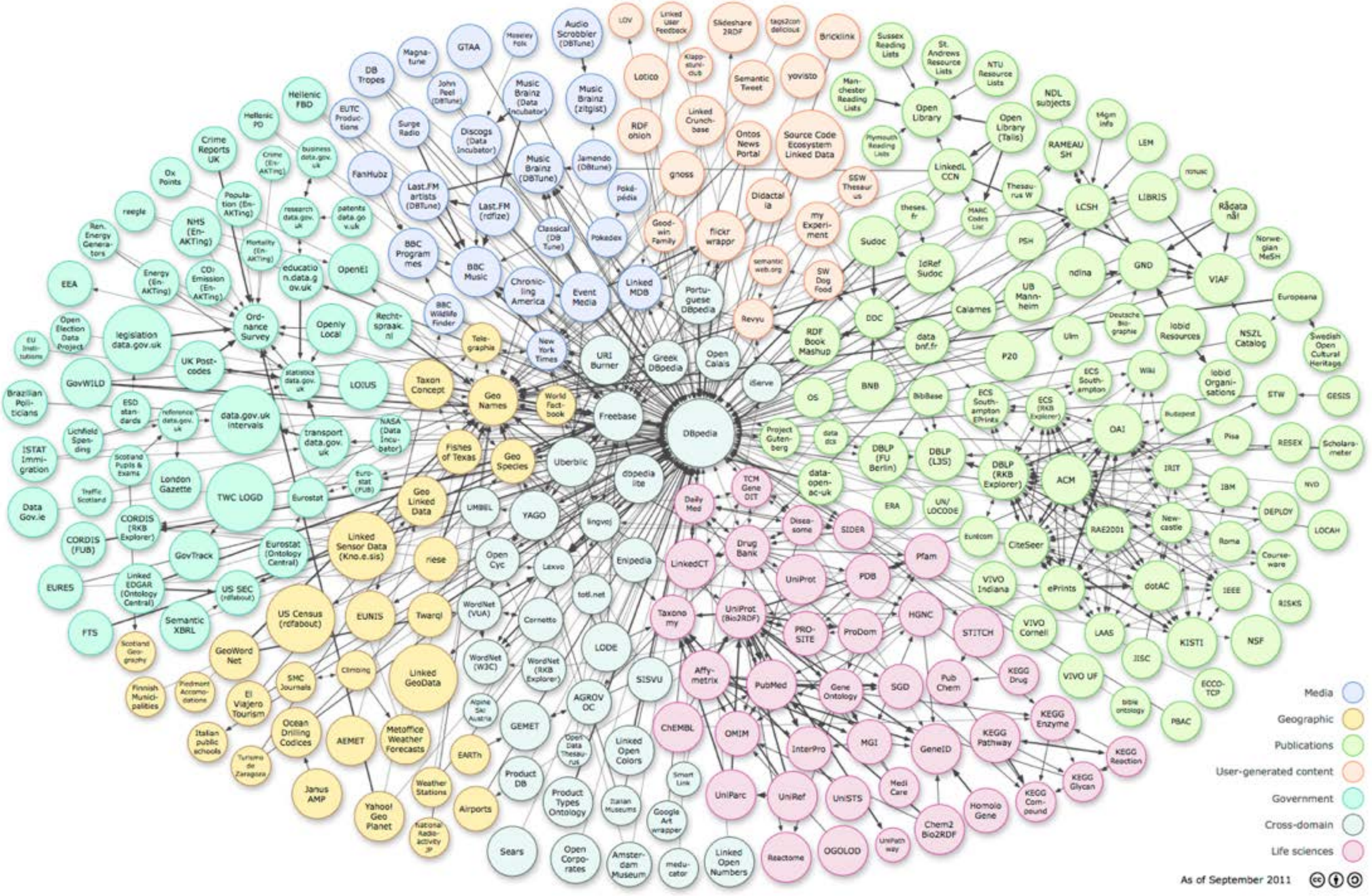
linked open data

o futuro da web

boa prática para se expor, compartilhar e conectar porções de dados, informação e conhecimento



As of March 2009


DBpedia
Freebase
Geo Names
Linked Sensor Data (Kno.e.sis)
Linked GeoData
US Census (rdfabout)
Eurostat (Ontology Central)
TWC LOGD
data.gov.uk intervals
legislation data.gov.uk
Ordnance Survey
BBC Music
BBC Programmes
Last.FM (rdfize)
Last.FM artists (DBTune)
Music Brainz (DBTune)
Music Brainz (Data Incubator)
Music Brainz (zitgist)
Discogs (Data Incubator)
Jamendo (DBTune)
Audio Scrobbler (DBTune)
Linked MDB
Event Media
Chronicling America
New York Times
BBC Wildlife Finder
Taxon Concept
Fishes of Texas
Geo Species
World Fact-book
Uberblic
dbpedia lite
YAGO
LIMBEL
Lexvo
Open Cyc
WordNet (VUA)
WordNet (W3C)
WordNet (RKB Explorer)
Cornetto
lingvoj
Eurostat (FUB)
NASA (Data Incubator)
transport data.gov.uk
statistics data.gov.uk
reference data.gov.uk
education.data.gov.uk
research data.gov.uk
patents data.gov.uk
business data.gov.uk
crime (En-AKTing)
mortality (En-AKTing)
CO2 Emission (En-AKTing)
Energy (En-AKTing)
Population (En-AKTing)
NHS (En-AKTing)
Ren. Energy Generators
reegle
Ox Points
Crime Reports UK
Hellenic FBD
Hellenic PD
EUTC Productions
DB Tropes
Magna-tune
GTAA
Moseley Folk
John Peel (DBTune)
Surge Radio
FanHubz
OpenEI
Openly Local
Rechts-spraak.nl
LOCUS
UK Post-codes
GovWILD
Brazilian Politicians
EU Institutions
Open Election Data Project
ESD standards
Lichfield Spending
ISTAT Immigration
Data Gov.ie
Traffic Scotland
Scotland Pupils & Exams
London Gazette
GovTrack
US SEC (rdfabout)
Linked EDGAR (Ontology Central)
Semantic XBRL
CORDIS (RKB Explorer)
CORDIS (FUB)
EURES
FTS
Scotland Geography
Finnish Municipalities
Piedmont Accomodations
GeoWord Net
El Viajero Tourism
Italian public schools
Turismo de Zaragoza
SMC Journals
Ocean Drilling Codices
Janus AMP
Climbing
AEMET
Metoffice Weather Forecasts
Yahoo! Geo Planet
Weather Stations
National Radioactivity JP
Airports
EARTh
GEMET
Alpine Ski Austria
Product DB
Product Types Ontology
Open Data Thesaurus
AGROVOC
LODE
SISVU
Linked Open Colors
Italian Museums
Google Art wrapper
Smart Link
Sears
Open Corporates
Amsterdam Museum
medu-cator
Linked Open Numbers
Reactome
OGOLOD
UniPath way
Chem2 Bio2RDF
Homolo Gene
KEGG Com-pound
KEGG Glycan
KEGG Reaction
KEGG Enzyme
KEGG Pathway
Medi Care
GeneID
KEGG Drug
Pub Chem
SGD
Gene Ontology
MGI
InterPro
OMIM
ChEMBL
UniSTS
UniRef
UniParc
PubMed
Affy-metrix
SIDER
Drug Bank
LinkedCT
Taxono my
UniProt (Bio2RDF)
PRO-SITE
ProDom
HGNC
STITCH
UniProt
PDB
Pfam
Disea-some
TCM Gene DIT
Daily Med
Enipedia
tcm.net
Twarql
Linked Crunch-base
RDF ohloh
Lotico
LOV
Linked User Feedback
Slideshare 2RDF
taps2con delicious
Bricklink
Semantic Tweet
yovisto
Ontos News Portal
Source Code Ecosystem Linked Data
Klapp-stuhl-club
Didactal ia
my Experi-ment
flickr wrappr
Geo-win Family
gnoss
Poké-pédia
Pokedex
Classical (DB Tune)
Portu-guese DBpedia
Greek DBpedia
Open Calais
URI Burner
Revyu
semantic web.org
SW Dog Food
SSW Thesaur us
Sussex Reading Lists
St. Andrews Resource Lists
NTU Resource Lists
Man-chester Reading Lists
Plymouth Reading Lists
Open Library
Open Library (Talis)
NDL subjects
LinkedL CCN
RAMEAU SH
t4gm info
LEM
Thesau-rus W
LCSH
LIBRIS
Råçata nål
nomisc
theses. fr
MARC Codes List
PSH
Sudoc
IdRef Sudoc
ndlna
GND
VIAF
Norwe-gian MeSH
Europeana
Swedish Open Cultural Heritage
NSZL Catalog
Iobid Resources
Deutsche Bio-graphie
Ulm
UB Mann-heim
Calames
P20
data bnf.fr
RDF Book Mashup
DOC
BNB
OS
iServe
BibBase
ECS South-ampton
ECS South-ampton EPrints
ECS (RKB Explorer)
Wiki
Iobid Organi-sations
STW
GESIS
Budapest
OAI
Pisa
RESEX
Scholars-meter
Project Guten-berg
data dcs
DBLP (FU Berlin)
DBLP (L3S)
DBLP (RKB Explorer)
ACM
IRIT
IBM
NVD
DEPLOY
LOCAH
data-open-ac-uk
ERA
UN/ LOCODE
Eurécom
CiteSeer
RAE2001
New-castle
Roma
Course-ware
IEEE
RISKS
VIVO Indiana
ePrints
dotAC
VIVO Cornell
LAAS
JISC
KISTI
NSF
VIVO UF
ECCO-TCP
bible ontology
PBAC
Media
Geographic
Publications
User-generated content
Government
Cross-domain
Life sciences
As of September 2011

3 benefícios e desafios

benefícios

pontos fortes

flexibilidade

interoperabilidade

reuso de dados

fontes de dados externas

raciocínio automatizado

boas práticas

desafios

pontos a melhorar

conhecimento

modelagem conceitual

performance

suporte

aproveitamento

4 aplicações e casos de uso

bbc

olimpíadas 2012

28 February 2013 Last updated at 11:55 GMT

London 2012

Spectacular close to London 2012 Games

The curtain closes on the London Olympics with a spectacular musical ceremony and the official handover to Rio de Janeiro.

Best moments of the Olympic Games 251

How the world saw London 2012

Headlines

Lord Coe to stand to be BOA chair

'Greatest ever' GB finish third

Broadcasting revolution of the digital Olympics

TECHNOLOGY
Record visits to BBC Sport online

MODERN PENTATHLON
Murray wins Britain's 65th & final medal

AFRICA
The effect of Mo Farah's success

Who will be in Britain's class of 2016?

How can Rio follow London?

SAILING
Ainslie wants fifth Olympic gold medal 36

Medal Table

Show me: Countries GO

Rank	Country				Total
1	United States	46	29	29	104
2	China	38	27	23	88
3	Great Britain & N. Ireland	29	17	19	65
22	Brazil	3	5	9	17

View full Brazil table

Olympics: Key info

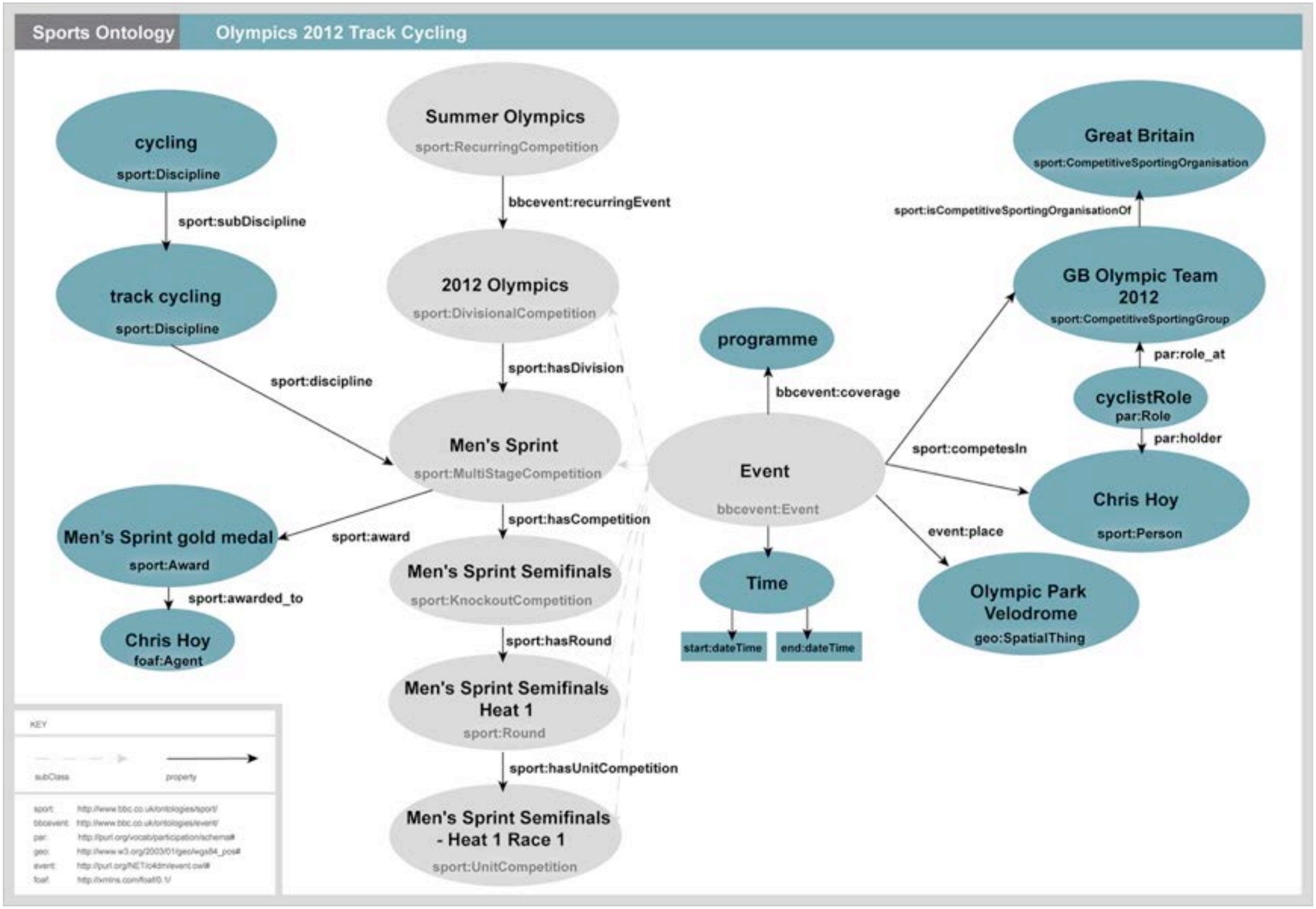
London 2012 Results

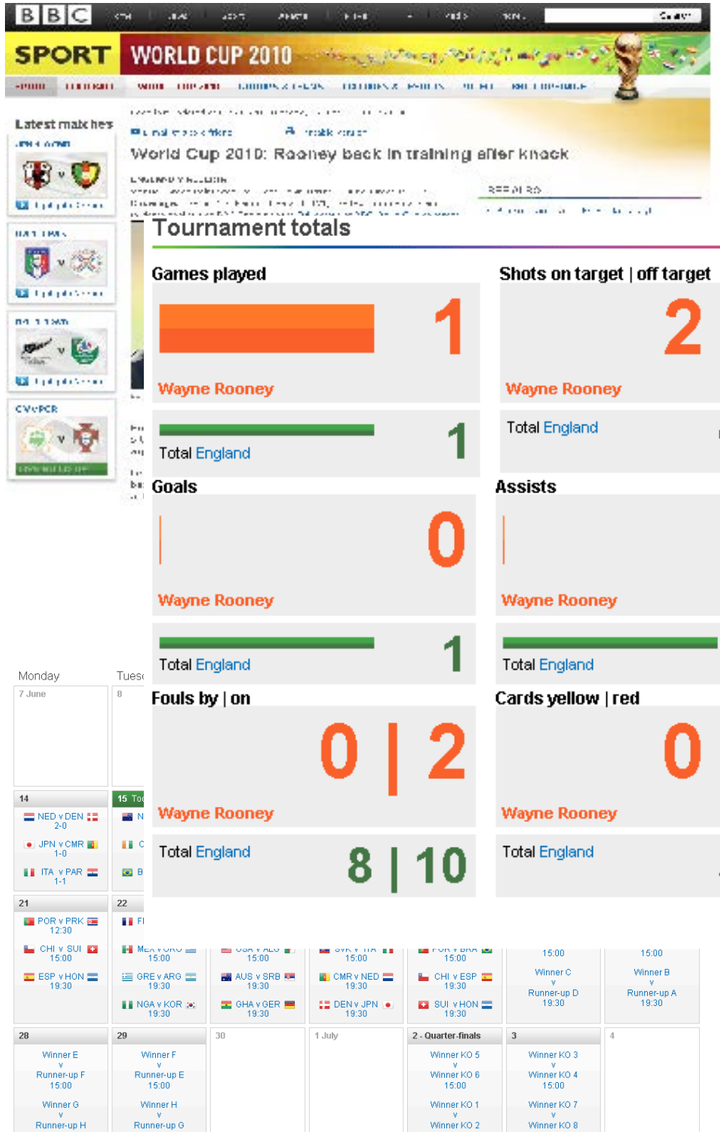
Full medal table

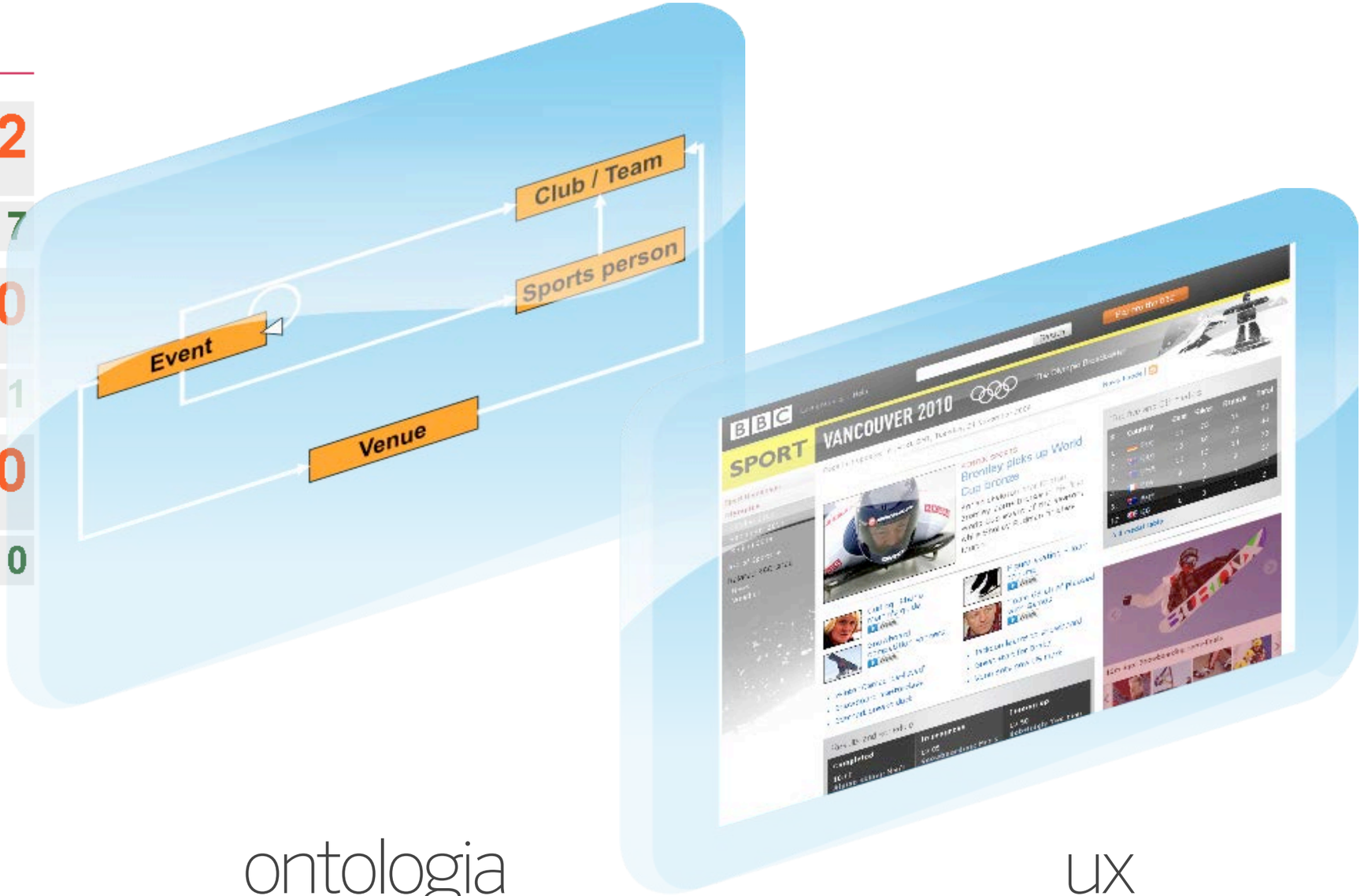
Team GB medals roll of honour

In numbers: the 2012 Games

Live text: London 2012 as it happened


Sports Ontology
Olympics 2012 Track Cycling
cycling
sport:Discipline
sport:subDiscipline
track cycling
sport:Discipline
sport:discipline
Summer Olympics
sport:RecurringCompetition
bbcevent:recurringEvent
2012 Olympics
sport:DivisionalCompetition
sport:hasDivision
Men's Sprint
sport:MultiStageCompetition
sport:hasCompetition
Men's Sprint Semifinals
sport:KnockoutCompetition
sport:hasRound
Men's Sprint Semifinals Heat 1
sport:Round
sport:hasUnitCompetition
Men's Sprint Semifinals - Heat 1 Race 1
sport:UnitCompetition
Men's Sprint gold medal
sport:Award
sport:award
sport:awarded_to
Chris Hoy
foaf:Agent
programme
bbcevent:coverage
Event
bbcevent:Event
Time
start:dateTime
end:dateTime
Great Britain
sport:CompetitiveSportingOrganisation
sport:isCompetitiveSportingOrganisationOf
GB Olympic Team 2012
sport:CompetitiveSportingGroup
par:role_at
cyclistRole
par:Role
par:holder
Chris Hoy
sport:Person
sport:competesIn
event:place
Olympic Park Velodrome
geo:SpatialThing
KEY
subClass
property
sport: http://www.bbc.co.uk/ontologies/sport/
bbcevent: http://www.bbc.co.uk/ontologies/event/
par: http://purl.org/vocab/participation/schema#
geo: http://www.w3.org/2003/01/geo/wgs84_pos#
event: http://purl.org/NET/c4dm/event.owl#
foaf: http://xmlns.com/foaf/0.1/





banco de dados

ontologia

ux

BBC Journalism CPS

File Edit Selection History Tools Window Help

Favourites
My Recent Stories
Front page (News v6)
Football (Sport v6)

Sections
My Recent Stories
News v6
Sport v6
Newsbeat v6
UKFS News v3
IFS News v3
UKFS Sport v3
SOL
Index
Ticker
Front page fea
Video and Au
Athletics
Boxing
Cricket
Football
Index
Sport -- F
World Cup
Index
Fixture
Match
Results
Tables
BBC co
Video
Live Videp
Results
Fixtures
Tables
Teams
Gossip anc
Eng Prem
Eng Div 1
Eng Div 2
Eng Div 3
Eng Conf
FA Cup
League Cu
Scot Prem
Scot Div 1
Scot Cups
League of
Irish

Browse | Anelka reveals depth of tensions | Search

New Story | New Story Component... | Undo | Redo | Edit | Preview | Reload | Save

My Recent Stories | Anelka reveals depth of tensi...

Appearance

Copy

Headline: Anelka reveals depth of tensions — 32/33 chars — ID: 16372155

Full Headline: World Cup 2010: Anelka reveals depth of French tensions — 55/55 chars

Summary: Nicolas Anelka speaks for the first time since he was sent home from the World Cup, describing the tensions inside the France camp as a "timebomb". — 147 chars

Format: | Insert:

Body:

VIDEO

France in turmoil after training row

Nicolas Anelka has said the France squad was united in their decision not to train after he was sent home from the World Cup in disgrace.

The Chelsea striker, who described the atmosphere within the camp as like a "timebomb", was sent home for verbally abusing France coach Raymond Domenech.

The squad then refused to train as France crashed out at the group stage.

"If I hadn't been me that brought it to a head, someone else would. It was waiting to happen," Anelka said.

QUOTE "There were no ringleaders and no

Valid MPA story (16/16 lines used) — 493 words

Published v.02

Available
Story not locked
Click to lock

Extras
Story Images | Story Promos

Body

Caption: Anelka was sent home from the World Cup after France's defeat to Mexico
Alt Tag: Nicolas Anelka
226x282

Alt Tag: Nicolas Anelka
226x170

Index 226

Alt Tag: Nicolas Anelka
226x170

Index 66

Alt Tag: Nicolas Anelka
66x49

Index 144
Index 464
Index 224
Index 160
Index 48
Index Lead Feature 624
Index Feature 336

Sign-Off

v.02 (Published) | Previous

BBC Journalism CPS

File Edit Selection History Tools Window Help

Favourites
- My Recent Stories
- Front page (News v6)
- Football (Sport v6)

Sections
- My Recent Stories
- News v6
- Sport v6
- Newsbeat v6
- UKFS News v3
- IFS News v3
- UKFS Sport v3
  - SOL
    - Index
    - Ticker
    - Front page fea
    - Video and Aud
    - Athletics
    - Boxing
    - Cricket
    - Football
      - Index
      - Sport -- F
      - World Cup
        - Index
        - Fixture
        - Match
        - Results
        - Tables
        - BBC co
        - Video
      - Live Videp
      - Results
      - Fixtures
      - Tables
      - Teams
      - Gossip and
      - Eng Prem
      - Eng Div 1
      - Eng Div 2
      - Eng Div 3
      - Eng Conf
      - FA Cup
      - League Cu
      - Scot Prem
      - Scot Div 1
      - Scot Cups
      - League of
      - Irish

Browse: World Cup 2010 (UKFS Sport v3 > SOL > Football)

Search

New Story | New Index Item... | Undo | Redo | Edit | Preview | Reload | Save

My Recent Stories | World Cup 2010

Second story	Netherlands tactics upset Cruyff	8812484
	Heroes' welcome for beaten Dutch	8816050
Third story	Ref Webb defends display in final	8817459
	Cup flops England climb rankings	8818696
More headlines left	Uruguay hails its football heroes	10603124
	Anelka says camp "was as one"	8824705
	Maradona offered new deal	8823478
	Ballack warns captain Lahm	8822906
	Fabregas defends shirt joke	8818862
More headlines right	Alonso critical of De Jong tackle	8813661
	Worst Cup ranking for England	8814195
	SA to make Olympic bid for 2020	8816647
	Webb had hard task - Blatter	8812453
	Dutch coach criticises Webb	8812560
Group A strapline	VIDEO - THE GOOD	8808892
Group A headlines	Maicon v Josimar	8743280
	Ronaldo's bizarre goal	8752014
	Maradona shares the love	8746968
	Brian Blessed's battle cry	8752379
	Abreu penalty	8785122
	Donovan's tears	8757075
	Ghana players sing and dance	8780919
	Klose - World Cup goal machine	8790346
Group B strapline	VIDEO - THE BAD	8808893

Headline: Anelka says camp "was as one" — 29/33 chars

Summary: Nicolas Anelka speaks for the first time since he was sent home from the World Cup, describing the tensions inside the France camp as a "timebomb". — 147 chars

Flow: Enabled | Slots Shown: Stories | Promos | Spare | Other

Find a blog entry or add a new blog

Currently viewing: Phil McNulty: Green and Barry on road to recovery (http://www.bbc.co.uk/blogs/philmcnulty/201

Green and Barry on road to recovery

Posted **Mon 14 Jun 2010, 1:32 PM** by **Phil McNulty** in **Phil McNulty**

World Cup 2010: Rustenburg Robert Green's work was not being done under the icy gaze of an expectant nation - but he was literally the focus of attention as England got back to World Cup business at their Rustenberg base....

Tag story > Select main topics

Select the topics that this story is primarily focused on. Topics could be anything from a person or organization to a broad subject such as 'women in the workplace'.

Suggested topics | Topic search

- England
- United States
- Algeria
- Robert Green
- Gareth Barry
- Joe Hart

This story is mostly about:

- England
- Robert Green
- Gareth Barry

<< Back | Next >>

Tagging progress

View and/or tag the blog entry

Gareth Barry

Personal information	
Full name	Gareth Barry
Date of birth	23 February 1981 (age 29)
Place of birth	Hastings, England
Height	1.83 m (6 ft 0 in)[1]
Playing position	Midfielder
Club information	
Current club	Manchester City

Find a blog entry or add a new blog

Currently viewing: BBC News - England: Man killed as four lorries crash (http://www.bbc.co.uk/go/rss/int/news/-/ne

Man killed as four lorries crash

Posted **Wed 18 Aug 2010, 11:31 AM** by **unknown author** in **BBC News - England**

A man dies in a crash between four lorries, leading to the closure of the M1 and 12-mile tailbacks.

Tag story > Select locations

Select the locations that appear in this story.

Suggested locations | Location search

milton

- Milton Keynes, Borough of Milton Keynes, GB
- Milton Ernest, GB
- Milton Regis, County of Kent, GB
- Milton Damerel, County of Devon, GB
- Milton, County of Oxfordshire, GB
- Milton of Murtle, Aberdeen City, GB

These locations appear in the story:

- Milton Keynes, Borough of Milton Keynes, GB

<< Back | Next >>

Tagging progress

View and/or tag the blog entry

google knowledge graph

visão geral

google knowledge graph

- modelo inteligente que sabe quais são as entidades do mundo real e os seus relacionamentos uns com os outros; ou seja: são coisas, não strings

- é possível encontrar pontos de referência, celebridades, cidades, times, construções, filmes, corpos celestes, obras de arte etc

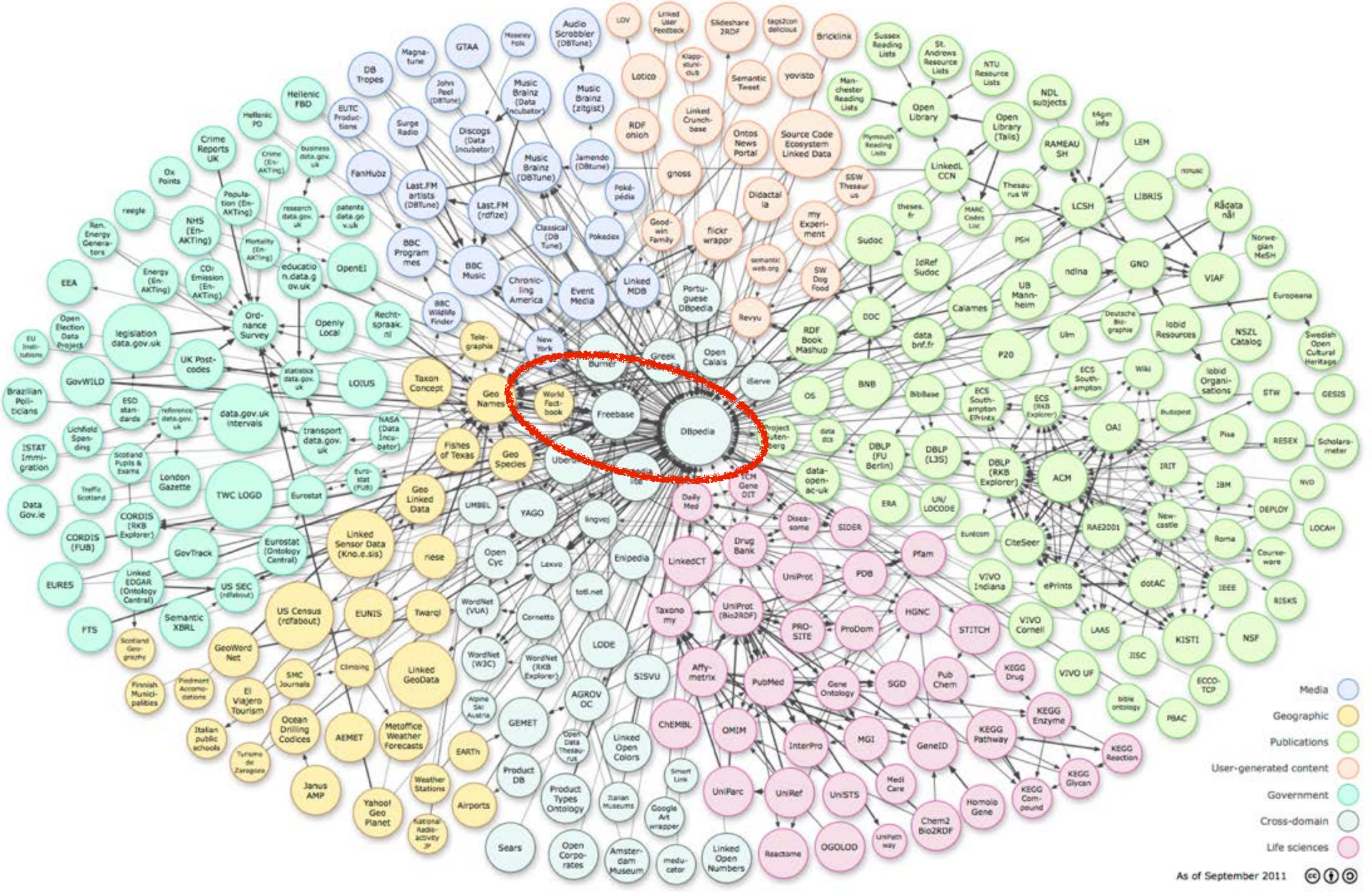
- lançado em maio de 2012

dimensão

- baseado em repositórios de dados externos como Freebase, Wikipedia e The World Factbook, da CIA

- em maio de 2012, continha 500 milhões de objetos, e mais de 3.5 bilhões de fatos e relações entre estes diferentes objetos

- configurado de acordo com o que as pessoas buscam, e com aquilo que o Google encontra na web


DBpedia
Freebase
Geo Names
World Fact-book
Burner
Greek
Open Calais
Revyu
Linked MDB
Portu-guese DBpedia
Event Media
Chronic-ling America
BBC Music
BBC Programmes
Last.FM (rdfize)
Last.FM artists (DBTune)
Music Brainz (DBTune)
Music Brainz (Data Incubator)
Music Brainz (zitgist)
Audio Scrobbler (DBTune)
Jamendo (DBtune)
Pokedex
Poképédia
Lotico
RDF ohloh
gnoss
Ontos News Portal
Linked Crunch-base
Semantic Tweet
Slideshare 2RDF
Bricklink
yovisto
Source Code Ecosystem Linked Data
Open Library
Open Library (Talis)
LinkedL CCN
Didactal ia
flickr wrappr
my Experi-ment
Sudoc
IdRef Sudoc
DOC
RDF Book Mashup
data bnf.fr
Calames
UB Mann-heim
ndina
GND
VIAF
LCSH
LIBRIS
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legislation data.gov.uk
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transport data.gov.uk
Fishes of Texas
Geo Species
Geo Linked Data
TWC LOGD
Eurostat
Linked Sensor Data (Kno.e.sis)
Eurostat (Ontology Central)
US SEC (rdfabout)
US Census (rdfabout)
EUNIS
Twarql
Linked GeoData
Linked Open Colors
Product DB
Product Types Ontology
Sears
Open Corpo-rates
Amster-dam Museum
Linked Open Numbers
Google Art wrapper
Italian Museums
Airports
Weather Stations
Yahoo! Geo Planet
Ocean Drilling Codices
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Metoffice Weather Forecasts
Janus AMP
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Finnish Munici-palities
Piedmont Accomo-dations
Scotland Geo-graphy
GeoWord Net
Semantic XBRL
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EURES
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CORDIS (RKB Explorer)
Data Gov.ie
ISTAT Immi-gration
Brazilian Poli-ticians
EEA
Ren. Energy Genera-tors
Energy (En-AKTing)
CO2 Emission (En-AKTing)
Ox Points
Crime Reports UK
Hellenic FBD
Hellenic PD
DB Tropes
Magna-tune
GTAA
Moseley Folk
John Peel (DBTune)
Surge Radio
Discogs (Data Incubator)
EUTC Produc-tions
FanHubz
Last.FM artists (DBTune)
Classical (DB Tune)
BBC Wildlife Finder
Tele-graphis
New York
Rechtspraak.nl
Eurostat (FUB)
NASA (Data Incu-bator)
Eurostat
Eurostat (Ontology Central)
Linked EDGAR (Ontology Central)
Scotland Pupils & Exams
Traffic Scotland
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ESD stan-dards
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Open Election Data Project
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NHS (En-AKTing)
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statistics data.gov.uk
Lexvo
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Cornetto
WordNet (VUA)
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LODE
SISVU
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GEMET
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EARTh
Open Data Thesau-rus
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Smart Link
Italian Museums
Google Art wrapper
medu-cator
Linked Open Numbers
Reactome
OGOLOD
UniPath way
Chem2 Bio2RDF
Homolo Gene
KEGG Com-pound
KEGG Glycan
KEGG Reaction
KEGG Pathway
KEGG Enzyme
KEGG Drug
Pub Chem
SGD
Gene Ontology
PubMed
Affy-metrix
ProDom
PRO-SITE
UniProt (Bio2RDF)
Taxono my
UniProt
PDB
Pfam
HGNC
STITCH
VIVO Cornell
VIVO Indiana
ePrints
dotAC
IEEE
RISKS
NSF
KISTI
JISC
ECCO-TCP
PBAC
VIVO UF
LAAS
RAE2001
New-castle
Roma
Course-ware
LOCAH
DEPLOY
IBM
NVD
IRIT
ACM
DBLP (RKB Explorer)
DBLP (L3S)
DBLP (FU Berlin)
data-open-ac-uk
ERA
UN/ LOCODE
Eurécom
CiteSeer
SIDER
Disea-some
Drug Bank
LinkedCT
Daily Med
TCM Gene DIT
Project Guten-berg
data dcs
BibBase
ECS South-ampton EPrints
ECS (RKB Explorer)
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Pisa
RESEX
Scholars-meter
STW
GESIS
lobid Organi-sations
lobid Resources
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Swedish Open Cultural Heritage
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Norwe-gian MeSH
Rådata nål
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RAMEAU SH
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Pokédex
Linked User Feedback
LOV
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Life sciences
As of September 2011

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- agora, o Google tem condição de **entender a diferença entre os termos**, ainda que ambíguos, e filtrar os resultados de busca com base naquilo que o usuário quis dizer

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Taj Mahal - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Taj_Mahal
The **Taj Mahal** is a white marble mausoleum located in Agra, India. It was built by Mughal emperor Shah Jahan in memory of his third wife, Mumtaz Mahal.
↦ Origins and architecture of the ... - Mumtaz Mahal - Shah Jahan - Agra

Taj Mahal (musician) - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Taj_Mahal_(musician)
Henry Saint Clair Fredericks (born May 17, 1942), who uses the stage name **Taj Mahal**, is an American Grammy Award winning blues musician. He incorporates ...

Atlantic City New Jersey Casino Hotels | Trump Taj Mahal Atlantic ...
www.trumptaj.com/
For five star Atlantic City Casino hotels, Trump **Taj Mahal** Casino Hotel offers restaurants, nightlife and a casino floor you can't resist. Explore our Atlantic City ...

Taj Mahal
www.tajmahal.gov.in/
★★★★★ 262 Google reviews - Write a review
Symbol of Day of Judgement ,SH 62 282001 Agra, Uttar Pradesh, India
0562 222 6431

Taj Mahal - Welcome to tajblues.com HOME
www.tajblues.com/
Official site includes news, tour schedule, discography, audio/video and pictures.

The Taj Mahal, India
www.islamicity.com/culture/taj/default.htm
Taj Mahal is regarded as one of the eight wonders of the world, and some Western historians have noted that its architectural beauty has never been surpassed.

Images for taj mahal - Report images

Taj Mahal
www.tajmahal.org.uk/
Taj Mahal at Agra, India is one of the wonders of the world. Find information related to **Taj Mahal** travel and tourism in this article.

Explore the Taj Mahal Virtual Tour - "5_STARS ...
www.taj-mahal.net/
" WOW!...Thrilling...Exotic...Ravishing! " says The SundayTimes, London -- 360°

Taj Mahal

The Taj Mahal is a white marble mausoleum located in Agra, India. It was built by Mughal emperor Shah Jahan in memory of his third wife, Mumtaz Mahal. Wikipedia

Height: 561 feet (171 m)
Opened: 1648
Address: Symbol of Day of Judgement ,SH 62 282001, Agra, Uttar Pradesh, India
Architectural style: Mughal architecture
Phone: 0562 222 6431
Architect: Ustad Ahmad Lahauri

People also search for

Agra Fort

Great Wall of China

Delhi

See results about

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Musician
Henry Saint Clair Fred
Taj Mahal, is an Amer

Trump Taj Mahal Casi
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See results about

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Musician
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benefícios

- agora, o Google tem condição de entender a diferença entre os termos, ainda que ambíguos, e filtrar os resultados de busca com base naquilo que o usuário quis dizer

- a partir da correta identificação do que o usuário procura, o Google pode **sumarizar o conteúdo relevante** sobre o tópico em questão

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Marie Curie - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/**Marie_Curie**
Marie Skłodowska-**Curie** (7 November 1867 – 4 July 1934) was a French-Polish physicist and chemist famous for her pioneering research on radioactivity.
↳ Marie Curie Cancer Care - Pierre Curie - Irène Joliot-Curie - Radioactive decay

Marie Curie - Biography - Nobelprize.org
www.nobelprize.org/nobel_prizes/physics/.../**marie-curie**-bio.html
Short profile from the foundation that awards the Nobel Prize.

Marie Curie - Biography - Nobelprize.org
www.nobelprize.org/nobel_prizes/chemistry/.../**marie-curie**-bio.html
Marie Curie, née Maria Skłodowska, was born in Warsaw on November 7, 1867, the daughter of a secondary-school teacher. She received a general education ...

Images for **marie curie** - Report images

Marie Curie and The Science of Radioactivity
www.aip.org/history/**curie**/
The life of **Marie Curie**, from the AIP Center for History of Physics. Text by Naomi Pasachoff and many illustrations describe Curie's contributions to the science of ...

Marie Curie

es.wikipedia.org

Marie Sklod
physicist an
research on
person hon
physics and

Born: Nove
Died: July 4
Spouse: Pi
Children: Ir
Discovered
Education:
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University o

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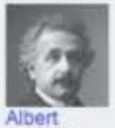
Albert Einstein

Pierre Curie

Erne
Ruth

Marie Curie

es.wikipedia.org

Marie Skłodowska-Curie was a French-Polish physicist and chemist famous for her pioneering research on radioactivity. She was the first person honored with two Nobel Prizes—in physics and chemistry. Wikipedia

Born: November 7, 1867, Warsaw

Died: July 4, 1934, Sancellemoz

Spouse: Pierre Curie (m. 1895–1906)

Children: Irène Joliot-Curie, Ève Curie

Discovered: Radium, Polonium

Education: École Supérieure de Physique et de Chimie Industrielles de la Ville de Paris, University of Paris

People also search for

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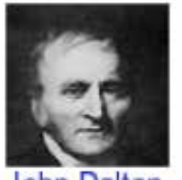
John Dalton

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Matt Groening - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/**Matt_Groening**
Matthew Abram "**Matt**" **Groening** 1] is an American cartoonist, screenwriter, and producer. He is the creator of the comic strip Life in Hell (1978–present) as well ...
↳ Early life - Career - Awards - Personal life

Images for **matt groening** - Report images

Matt Groening - IMDb
www.imdb.com/name/nm0004981/
Matt Groening, Writer: The Simpsons. Growing up in Portland, Oregon, **Matt Groening** did not particularly like school, which is what originally turned him towards ...

Matt Groening Biography - Facts, Birthday, Life Story - Biography.com
www.biography.com › People
Visit Biography.com and learn about the life and humor of **Matt Groening**, cartoonist, satirist and creator of cultural phenomenon, The Simpsons.

interview with **Matt Groening** - The AV Club
www.avclub.com/content/node/47771

"The Simpsons" creator **Matt Groening** reveals location of Springfield ...
www.cbsnews.com/.../the-simpsons-creator-**matt-groening**-reveals-lo...
Apr 10, 2012 – **Matt Groening** tells Smithsonian magazine that Homer, Marge, Bart, Lisa and Maggie reside in Springfield, Oregon Read more by Jessica ...

Matt Groening reveals inspiration behind 'Simpsons' Springfield ...
www.washingtonpost.com/.../**matt-groening**.../gIQA37TLAT_blog.ht...
Apr 11, 2012 – Also in the morning mix: Alec Baldwin goes on a Twitter rant.

Matt Groening

en.wikipedia.org

Matthew Abram "Matt" Groening is an American cartoonist, screenwriter, and producer. He is the creator of the comic strip Life in Hell as well as two successful television series, The Simpsons and ... Wikipedia

Born: February 15, 1954 (age 58), Portland
Education: Lincoln High School, The Evergreen State College
Parents: Margaret Groening
Siblings: Lisa Groening
Awards: Reuben Award for Cartoonist of the Year

Parents: Margaret Groening, Homer Groening
Siblings: Lisa Groening

Books

The Simpsons Library... 2004
Bart Simpson's Guide to... 1993
The Simpsons: A Comp... 1997
The Simpsons Uncens... 1991
The Simpsons Forever...

People also search for

Seth MacFarlane
David X. Cohen
James L. Brooks
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Nancy Cartwright

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rnews / schema.org

visão geral

rnews

- modelo de dados para inserção de metadados em documentos web com a finalidade de serem lidos por máquinas

- versão 1.0 lançada em outubro de 2011, com a aprovação do IPTC

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INFORMATION TECHNOLOGY FOR NEWS

padrões de markup semântico

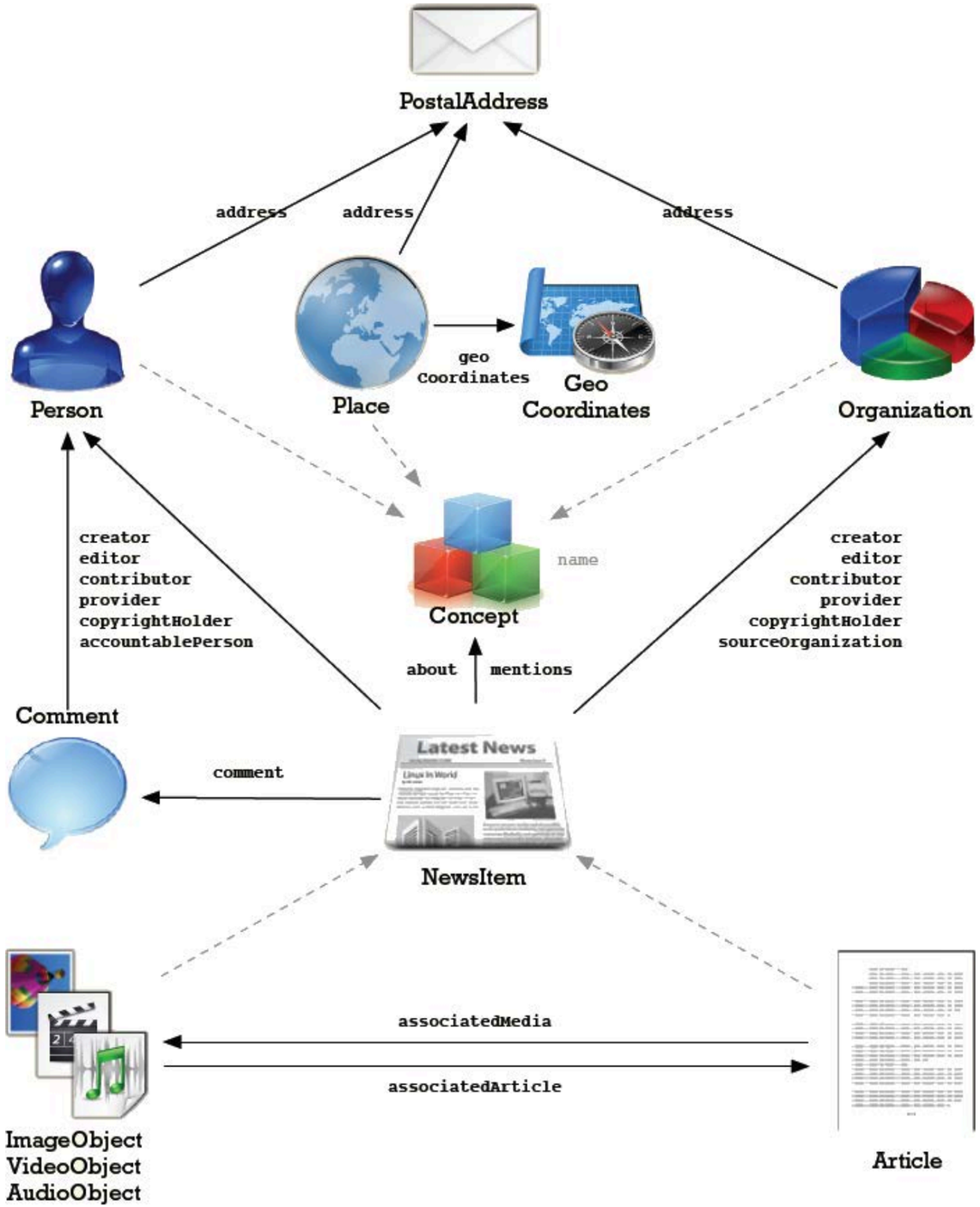
microformatos

rdfa

microdata

json

modelo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Allies Are Split on Goal and Exit Strategy in Libya

NATO Takes Command

Credit: Goran Tomasevic/Reuters

Rebel fighters take cover during a shelling near Ajdabiyah, Libya on Thursday.

By STEVEN LEE MYERS
WASHINGTON | March 24, 2011

Having largely succeeded in stopping a rout of Libya's rebels, the inchoate coalition attacking Col. Muammar el-Qaddafi's forces remains divided over the ultimate goal — and exit strategy — of what officials acknowledged Thursday would be a military campaign that could last for weeks.

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Section

World

Tags

People

Qaddafi, Muammar el-

Discussion (3)

"So the question is: Why is Secretary of Defense Hillary Clinton speaking as the Defense Secretary..."

Chuck
March 25th, 2011 8:27 am

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"  "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html>
<head></head>
<body>
  <div>
   <div>
     <div>Allies Are  Split...</div>
    <div>NATO Takes  Command</div>
    <div>
      <img  src="img/libya_sample_reuters.jpg"/>
      <div>Credit: Goran Tomasevic/Reuters</div>
       <div>Rebel fighters  take...</div>
    </div>
    <div>By STEVEN LEE  MYERS</div>
    <div>WASHINGTON  | March 24, 2011</div>
    <div>
      <p>Having  largely succeeded...</p>
    </div>
    <div>
      <p><a  href="http://www.nytimes.com/content/help/rights/copyright/copyright-notice.html">
        © Copyright  2011
       </a><span>The New York  Times  Company</span></p>
      <p><a  href="http://www.nytimes.com/ref/membercenter/help/agree.html">
        Disclaimer
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     </div>
  </div>
   <div>
    <div>
      <div>Section</div>
      <div>World</div>
    </div>
    <div>Tags</div>
     <div>
      <div>
        <div>People</div>
        <div>Qaddafi, Muammar  el-</div>
      </div>
    </div>
    <div>
      <div>Discussion  (3)</div>
      <div>
        <div>So the question  is..."</div>
        <div>
        <a  href="http://timespeople.nytimes.com/view/user/27242827/activities.html">Chuck</a></div>
```

```
<!DOCTYPE HTML>
<html itemscope itemtype="http://schema.org/NewsArticle" >
<head>
   <style type="text/css">@import url(css/iptc_times2.css);</style>
   <meta itemprop="dateCreated" content="2011-03-23"/>
   <meta itemprop="description" content="The questions about the command..."/>
   <meta itemprop="inLanguage" content="en-US"/>
   <meta itemprop="thumbnailUrl" content="http://graphics8.nytimes.com/images/common/icons/t_wb_75.gif"/>
   <meta itemprop="genre" content="Current"/>
   <meta itemprop="id" content="1248069687395"/>
   <meta itemprop="version" content="2"/>
   <meta itemprop="publishingPrinciples" content="http://www.nytco.com/press/ethics.html"/>
   <meta itemprop="wordCount" content="879"/>
</head>
<body>
   <div style="height:900px" class="article">
      <div class="a_column">
         <div itemprop="headline" class="headline">Allies Are Split on Goal and Exit Strategy in Libya</div>
         <div itemprop="alternativeHeadline" class="rider">NATO Takes Command</div>
         <div itemprop="associatedMedia" itemscope itemtype="http://schema.org/ImageObject">
            <img itemprop="URL" class="image" src="img/libya_sample_reuters.jpg"/>
            <div class="image_credit">Credit:
               <span itemprop="creator" itemscope itemtype="http://schema.org/Person">
                  <span itemprop="name">Goran Tomasevic</span>
               </span>
               /
               <span itemprop="sourceOrganization" itemscope itemtype="http://schema.org/Organization">
                  <span itemprop="name">Reuters</span>
                  <meta itemprop="tickerSymbol" content="NYSE TRI"/>
               </span>
            </div>
```

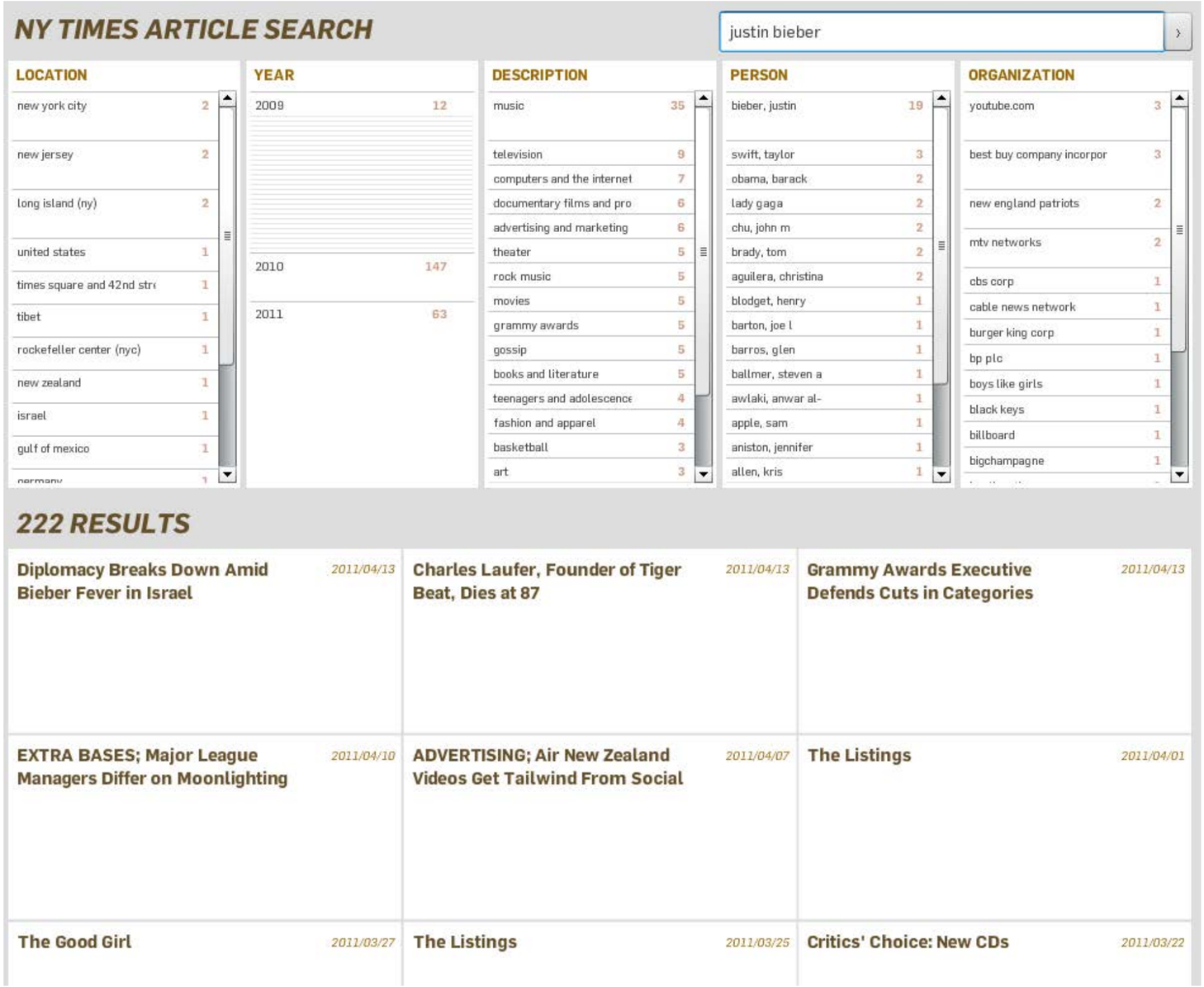
benefícios

– melhor suporte a aplicativos e ferramentas, como:

✓ busca vertical

✓ plataformas de comentários

✓ gestão de direitos autorais



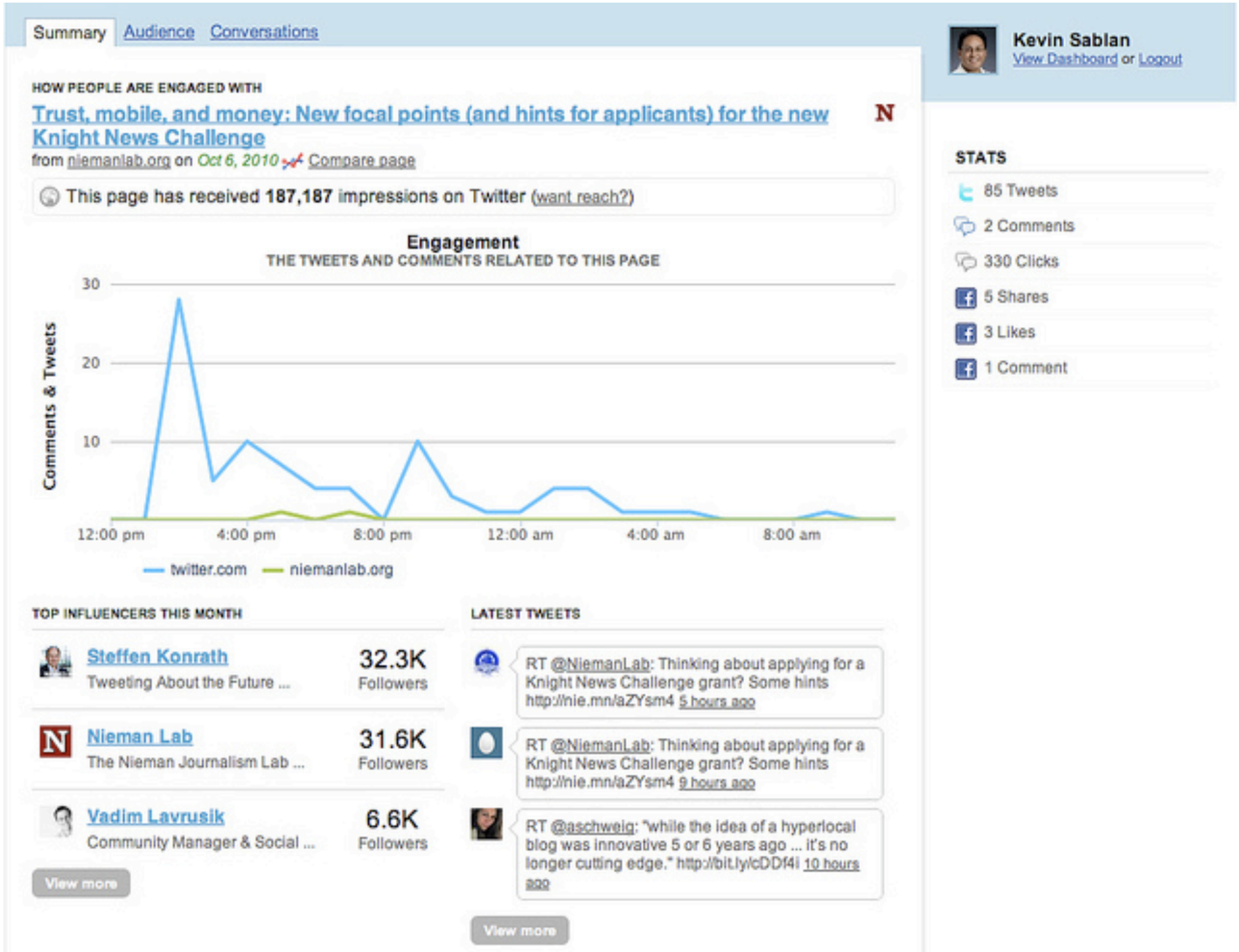
benefícios

- geração automática de links com melhor formatação

com dados estruturados	[New Web Code Draws Concern Over Privacy Risks](#) ☆ New York Times - Tanzina Vega - 1 day ago "It's not just **HTML 5**. It's the new Web." But others, while also enthusiastic about the changes, are more cautious. Most Web users are familiar with ...
sem dados estruturados	[Web Upgrade **HTML 5** May Weaken Privacy - **NYTimes**.com](#) ☆ Oct 10, 2010 ... The new language, **HTML5**, could give marketers access to many more details about users' online activities. www.**nytimes**.com/2010/10/11/business/.../11privacy.html - Add to iGoogle

benefícios

- análise mais detalhada de dados estatísticos



schema.org

- modelo de dados para inserção de metadados em documentos web com a finalidade de serem lidos por máquinas

- voltado exclusivamente para exibição em mecanismos de busca

- primeira versão lançada em junho de 2011

rnews x schema.org

qual dos dois?

schema.org!

na maioria dos casos

por que?

- dentre as possíveis aplicações, a mais importante é busca (SEO)

- colaboração entre os grupos de trabalho desde 2011

- o modelo vem, aos poucos, englobando conceitos tratados pelo rnews, priorizando os mais relevantes

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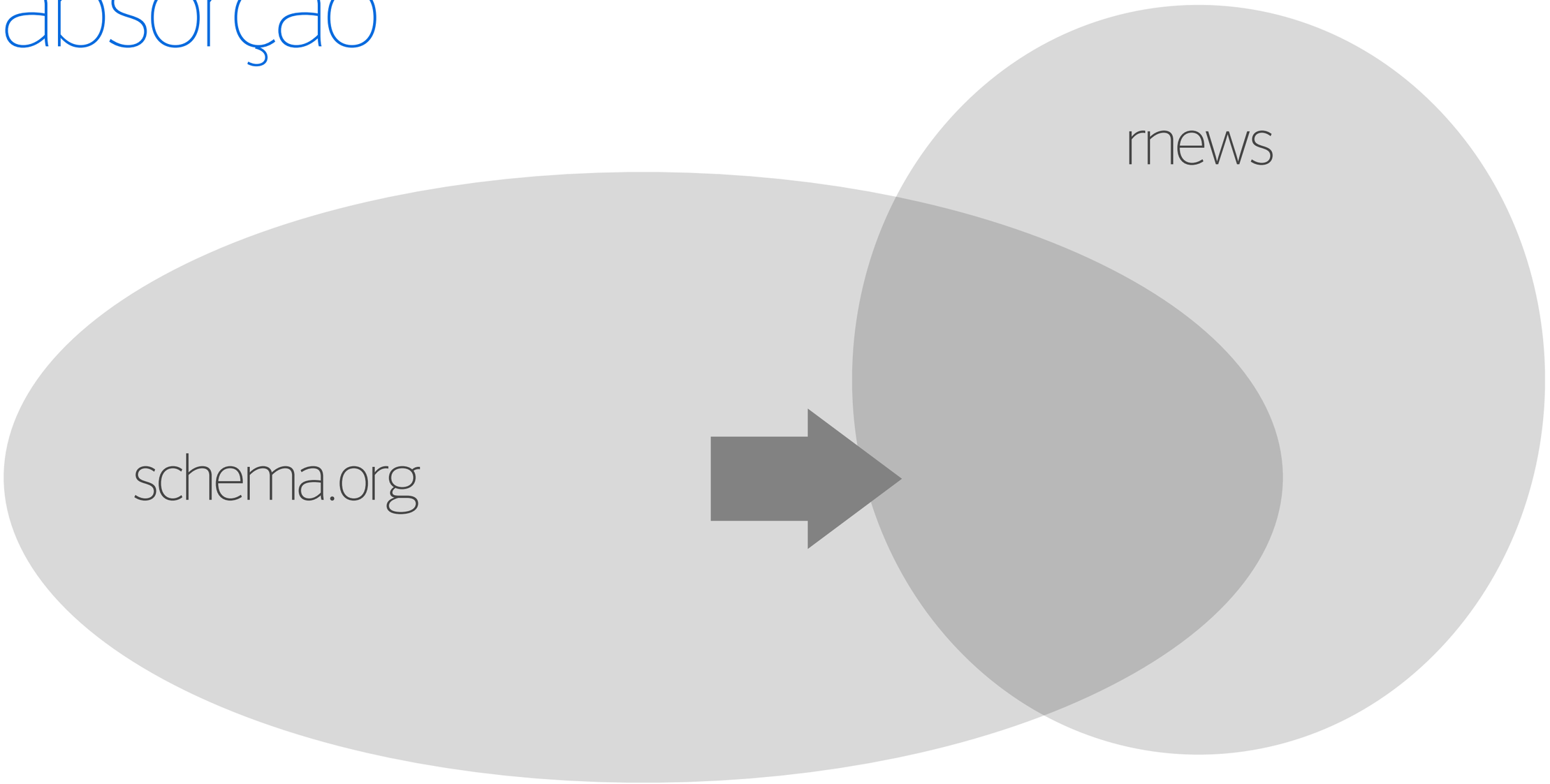
Thing > CreativeWork > Article > NewsArticle

A news article

Property	Expected Type	Description
Properties from Thing		
additionalType	URL	An additional type for the item, typically used for adding more specific types from external vocabularies in microdata syntax. This is a relationship between something and a class that the thing is in. In RDFa syntax, it is better to use the native RDFa syntax - the 'typeof' attribute - for multiple types. Schema.org tools may have only weaker understanding of extra types, in particular those defined externally.
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.
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.
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.
copyrightHolder	Person or Organization	The party holding the legal copyright to the CreativeWork.
copyrightYear	Number	The year during which the claimed copyright for the CreativeWork was first asserted.
creator	Person or Organization	The creator/author of this CreativeWork or UserComments. This is the same as the Author property for CreativeWork.

absorção



best buy

RDFa

BEST
BUY®

GoodRelations
The Web Vocabulary for E-Commerce
http://purl.org/goodrelations/

Best Buy Mobile - Grapevine Mills

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STORE INFO & SERVICES ›

OPEN BOX & CLEARANCE ITEMS ›

GET TO KNOW US ›

3000 Grapevine Mills Parkway, #501
Grapevine, TX 76051
Phone: 972-691-9184
GEO: 32.968200, -97.037027

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- Electronics Recycling
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Originally from Los Angeles, CA I've been with Best Buy Mobile for two years. I look forward to seeing you… Read more ›

SPECIAL PRODUCTS

Elements | Resources | Network | Sources | Timeline | Profiles | Audits | Console

```
▼<div id="store_header">
  ▼<div id="store_information">
    ▶<div class="column left">…</div>
      <!--end-column-->
    ▼<div class="column right">
      ▼<div class="hours" rel="gr:hasOpeningHoursSpecification">
          <h3>Store Hours</h3>
        ▼<ul>
          ▶<li class="day0" typeof="gr:OpeningHoursSpecification" about="#storehours_sun">…</li>
          ▶<li class="day1" typeof="gr:OpeningHoursSpecification" about="#storehours_mon">…</li>
          ▶<li class="day2" typeof="gr:OpeningHoursSpecification" about="#storehours_tue">…</li>
          ▶<li class="day3" typeof="gr:OpeningHoursSpecification" about="#storehours_wed">…</li>
          ▼<li class="day4 selected" typeof="gr:OpeningHoursSpecification" about="#storehours_thu">
              <span rel="gr:hasOpeningHoursDayOfWeek" resource="http://purl.org/goodrelations/v1#Thursday" class="day">Thu</span>
            ▶<span property="gr:opens" datatype="xsd:time" content="10:00:00" class="open">…</span>
              <span class="separator">–</span>
            ▶<span property="gr:closes" datatype="xsd:time" content="21:30:00" class="close">…</span>
            </li>
          ▶<li class="day5" typeof="gr:OpeningHoursSpecification" about="#storehours_fri">…</li>
```

▶ Computed Style Show inherited

▼ Styles

```
element.style {

}
```

Matched CSS Rules

```
media="screen"  stores.bestbuy.com
#store_header .hours  style.css:397
ul li.selected {
    background-color: #fcf460;
}

media="screen"  stores.bestbuy.com
#store_header .hours  style.css:361
ul li {
    width: 47px;
    height: 60px;
    background: ▶ #f7f7f7;
    border: ▶ 1px solid #eeeff0;
```

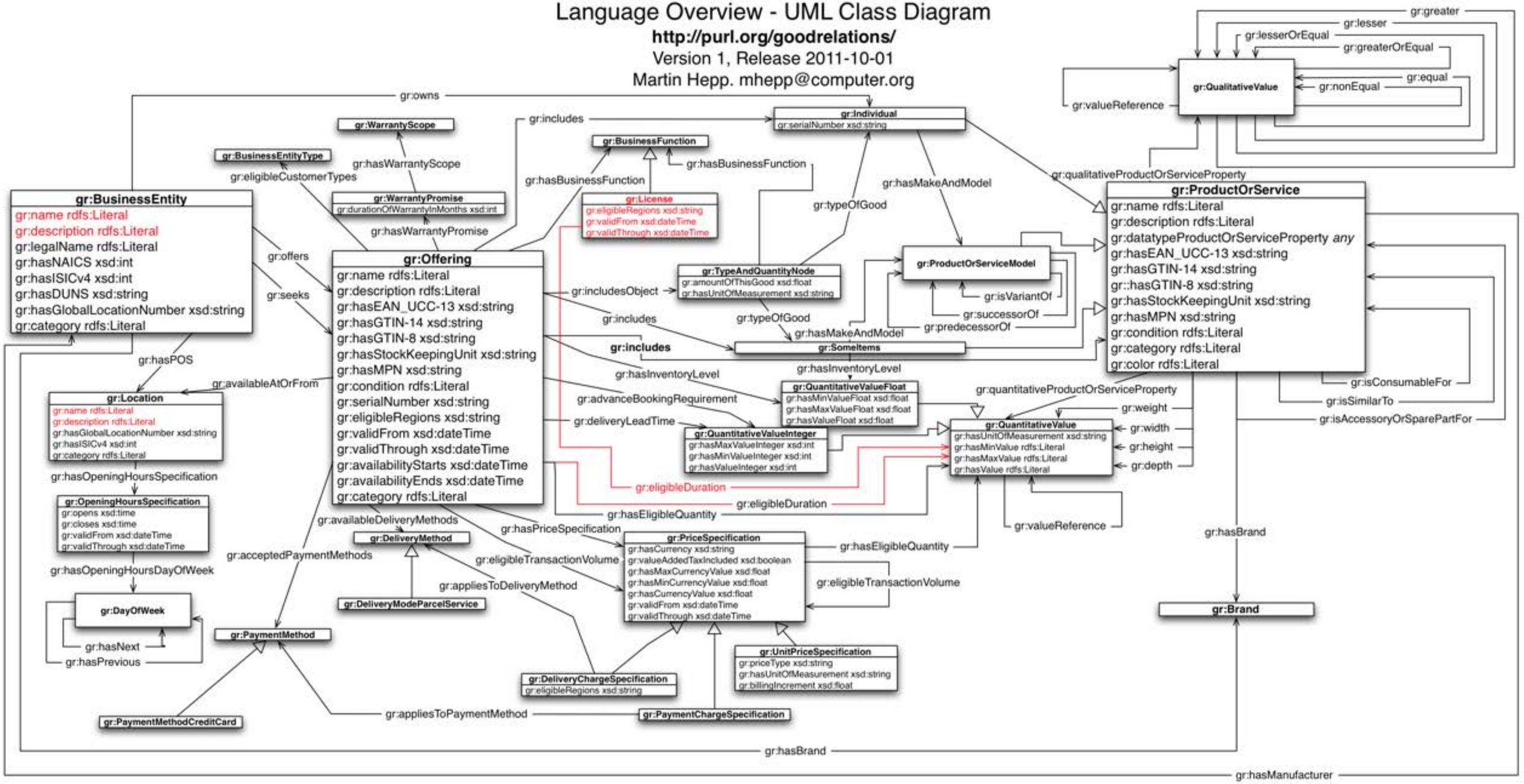
html | body.home.blog | div#container.promoghp | div#header | div#lsp-container | div#lsp-wrap | div.vcard | div#store_header | div#store_information | div.column.right | div.hours | ul | li.day4.selected

The GoodRelations Ontology for E-Commerce
Language Overview - UML Class Diagram

http://purl.org/goodrelations/

Version 1, Release 2011-10-01

Martin Hepp. mhepp@computer.org



resultados

- crescimento de 30% no tráfego originado por mecanismos de busca
- no Google, aumento significativo do Page Rank
- no Yahoo!, 15% de aumento na taxa de clique (Click-through-Rate)

5 onde estamos

comitê de semântica

apoio a atividades afins

papel do comitê

- apoio à definição da estratégia de dados junto aos produtos da globo.com

- suporte à construção de modelos de dados (ontologias)

- buscar possíveis meios de integração entre os produtos da globo.com

- garantir a interoperabilidade dos diversos modelos de dados

- criar manual de boas práticas na construção de modelos de dados

atuação do comitê

o que já foi feito

GE Eu Atleta	modelo conceitual implementação do modelo
TVG	modelo conceitual implementação do modelo
G1 Educação	modelo conceitual implementação do modelo
G1 Eleições	modelo conceitual implementação do modelo
G1 Loterias	modelo conceitual implementação do modelo
G1 Música	modelo conceitual implementação do modelo
Base	modelo da ontologia de fundamentação modelo das ontologias centrais primeiros ajustes de implementação

atual estrutura dos modelos

ontologias base e de produto

Globo.com: ontologia base

G1

- Aeroportos
- Bem Estar
- Carros
- Economia
- Educação
- Ego
- Loterias
- Música
- Natureza
- Política

Globo Esporte

- Eu Atleta
- Futebol
- Outros Esportes

TVG

- Novelas
- Programas

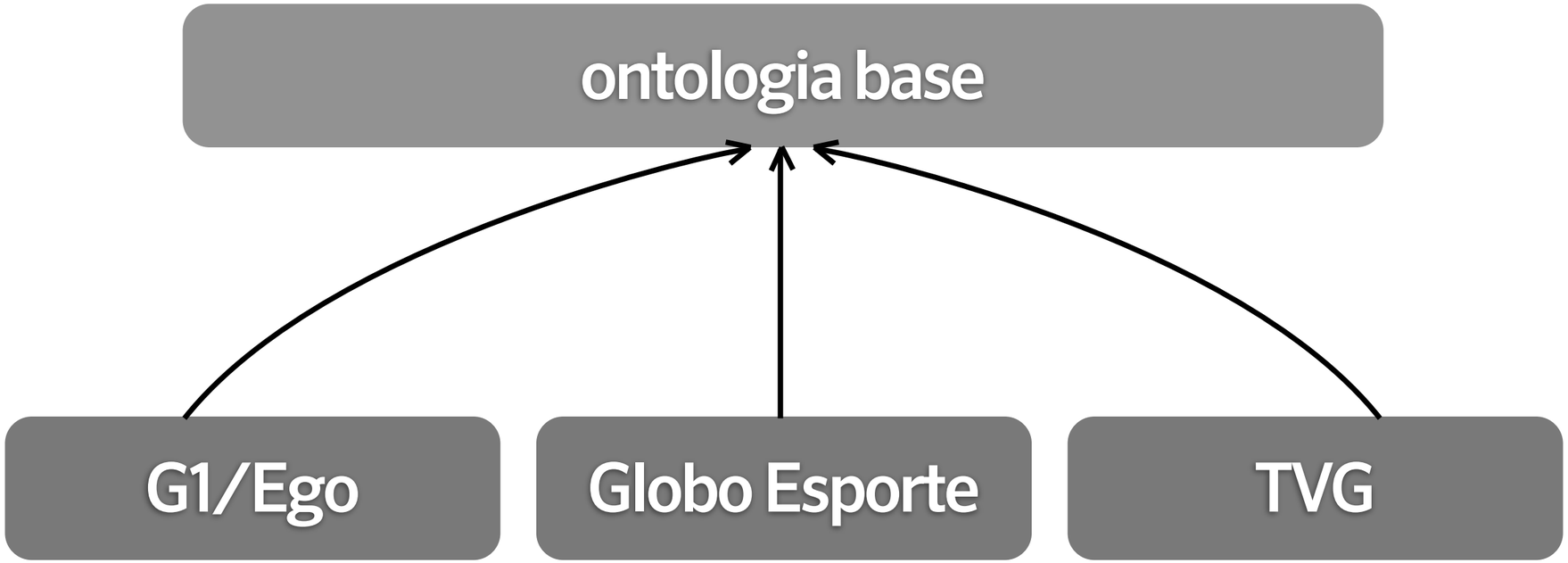
ontologia base

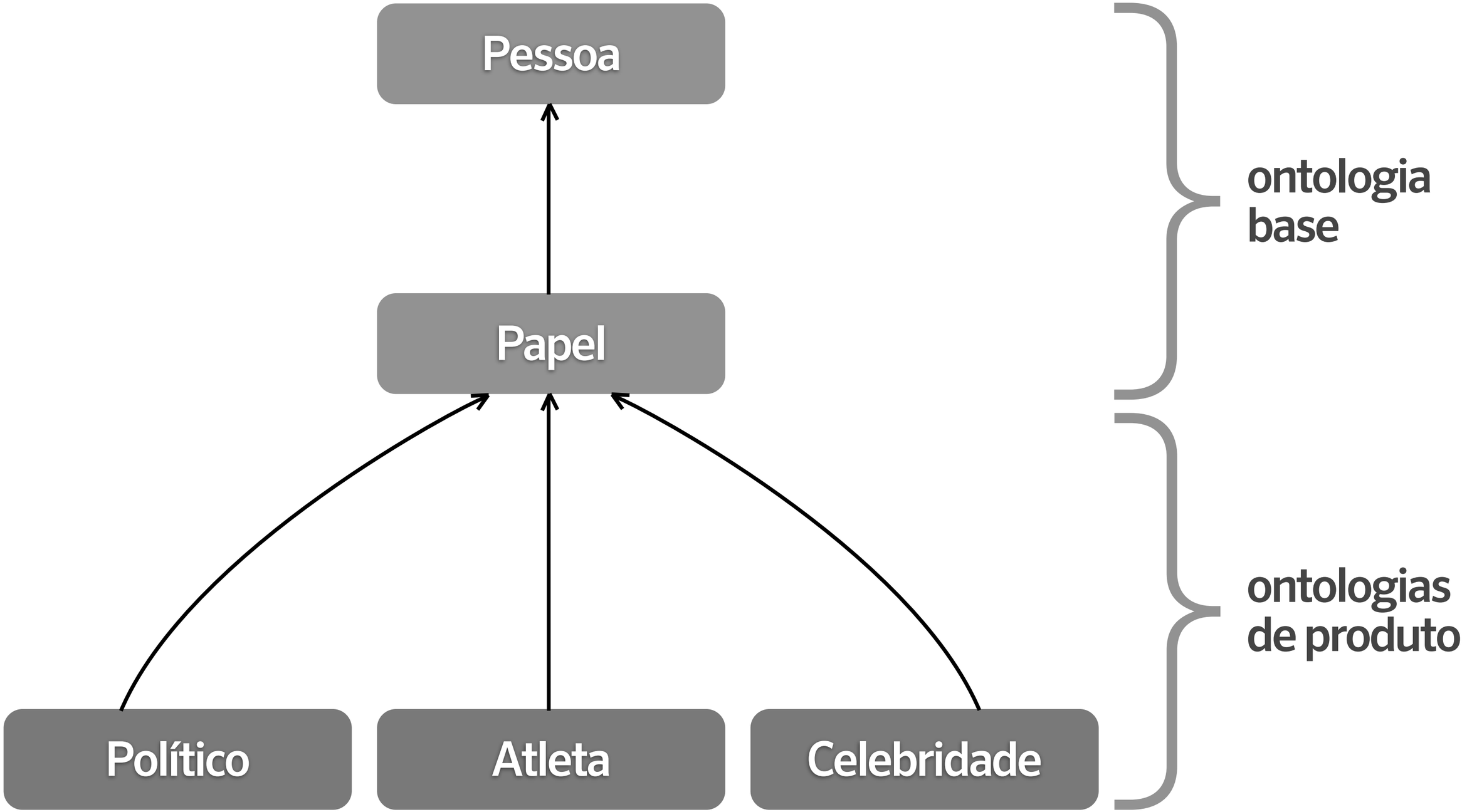
ontologias de produto

G1/Ego

Globo Esporte

TVG


ontologia base
G1/Ego
Globo Esporte
TVG


Pessoa
Papel
Político
Atleta
Celebridade
ontologia base
ontologias de produto

6 | para onde vamos

reestruturação dos modelos

revisão da ontologia base etc

ontologia de fundamentação

ontologias centrais: 100% compartilhadas

Organizações

Programas

Conteúdo

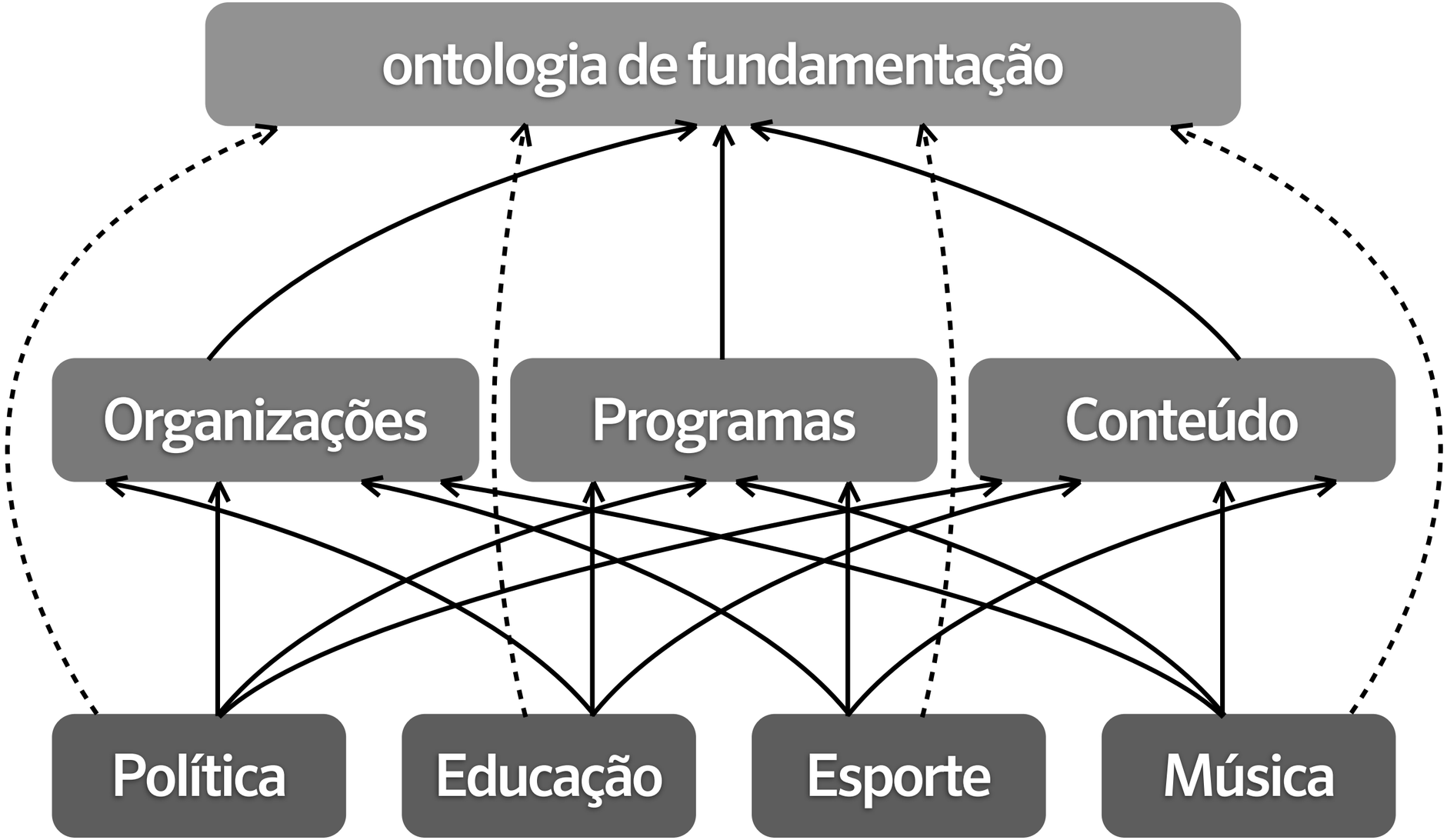
ontologias de domínio: cross-produto

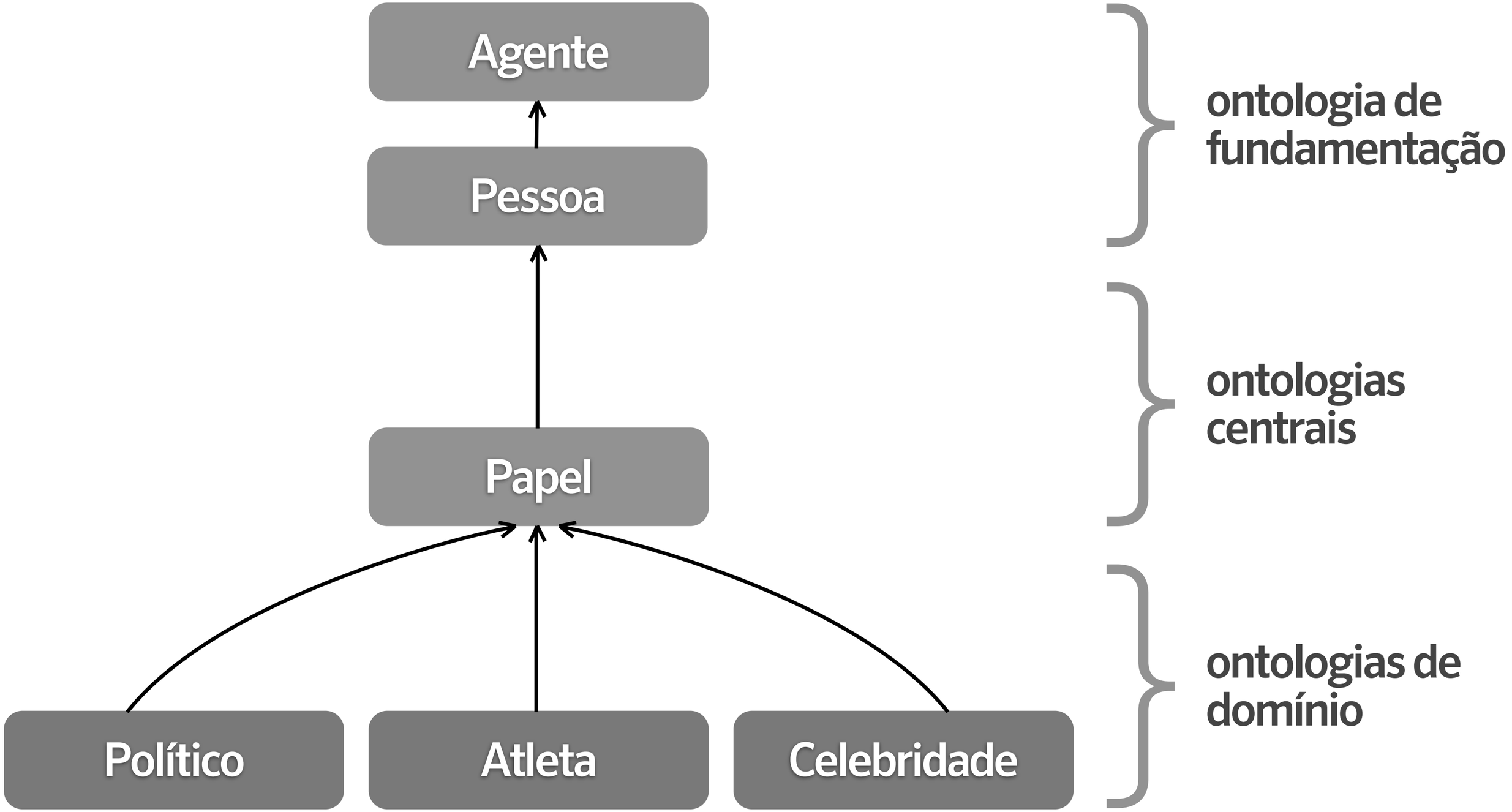
Política

Educação

Esporte

Música


ontologia de fundamentação
Organizações
Programas
Conteúdo
Política
Educação
Esporte
Música


Agente
Pessoa
Papel
Político
Atleta
Celebridade
ontologia de fundamentação
ontologias centrais
ontologias de domínio

ontologia de fundamentação

- meta-ontologia
- modelo comum a toda e qualquer ontologia
- primitivas que garantem interoperabilidade mínima
- possui conceitos como Evento e Pessoa
- parte integrante do que é chamado de Base

ontologias centrais

- comuns a duas ou mais ontologias de domínio
- possuem conceitos como Organização e Programa
- parte integrante do que é chamado de Base
- ligam-se à ontologia de fundamentação

ontologias de domínio

- áreas específicas do conhecimento (ex.: Política)
- possuem conceitos próprios (ex.: Político, Partido)
- ligam-se às ontologias centrais e de fundamentação
- geridas pelos times que são autoridades do domínio

diagnóstico dos produtos

visão por linhas

Produto	Modelo de dados	Passou por modelagem conceitual?	Tem modelo de implementação?	Integração com a ontologia Base	Tem fontes de dados externas?	Quais são essas fontes externas?	Frequência de consulta a fontes externas	Política de Governança	Compartilhamento de dados	URI ou Slug?	Schema.org e/ou RDFa?
Jornalismo											
G1	Banco Relacional / Triplas	Sim	Sim	Sim	Sim	Todos	Variada	Editorial / Automatico	API desestruturada	URI/Slug	
G1 Afiliadas	Banco Relacional / Triplas	Sim (documentado)	Sim	Sim	Sim	IBGE	A cada 10 minutos	Editorial / Automatico	API desestruturada	URI/Slug	Schema.org
G1 Aeroportos	Banco Relacional / Triplas	Sim (documentado)	Sim	Sim	Sim	Website da Infraero (Crawler) e ClimaTempo	A cada 10 minutos	Editorial / Automatico	API desestruturada	URI/Slug	Schema.org
G1 Carros	Banco Relacional / Triplas	Sim (documentado)	Sim	Sim	Sim	Tabela FIPE	A cada 3 meses	Editorial / Automatico	API desestruturada	URI/Slug	
G1 Ciência e Saúde											
G1 Concursos e emprego											
G1 Educação	Banco Relacional / Triplas	Sim (documentado)	Sim	Sim	Sim	e-MEC	A cada 1 ano	Editorial ????	API desestruturada	URI/Slug	Schema.org
G1 Economia	Banco Relacional / Triplas	Sim (documentado)	Sim	Sim	Sim	Reuters	A cada 1 minuto	Editorial / Automatico	API própria	URI/Slug	
G1 Eleições	Banco Relacional / Triplas	Sim (documentado)	Sim	Sim	Sim	TSE	A cada 1 minuto	Editorial / Automatico	API desestruturada	URI/Slug	
G1 Loteria											
G1 Música	Banco Relacional / Triplas	Sim (documentado)	Sim	Sim	Sim	Musica.com.br	A cada 5 minutos	Editorial / Automatico	API desestruturada	URI/Slug	Schema.org
G1 Natureza	Banco Relacional / Triplas	Não	Sim	Sim	Sim	INPE	-		API desestruturada		
G1 Tempo	Banco Relacional / Triplas	Não	Sim	Sim	Sim	Climatempo	A cada 30 minutos	Editorial / Automatico	API desestruturada	URI/Slug	
Bem Estar	Banco Relacional / Triplas	Não	Sim	Sim	Não						
Ego	Banco Relacional / Triplas	Sim (documentado)	Sim	Sim	Não						
Entretenimento											
TVG	Banco de triplas	Sim	Sim	Sim	Não	-	-	-	-	-	-
TVG/Novelas	Híbrido	Sim	Sim	Sim	Não	-	-		Não	URI/Slug	Não
TVG/Programas	Híbrido	Sim	Sim	Sim	Não	-	-		Não	URI/Slug	Não
Time Beta											
Música.com.br	Banco relacional	Sim	Não	Sim	Sim	MusicBrainz (API), Last.fm (API) e Websites externos (Crawler)	Pontual	Moderação (editorial) de dados colaborativos	API	URI	Schema.org
Receitas.com	Banco relacional	?	?	Não	Não	-	-	Moderação (editorial) de dados colaborativos	API	URI/Slug	Schema.org
TechTudo	Banco relacional	Sim	Sim	Sim	Sim	-	-	Editorial	-	URI	Schema.org
Frases	Banco relacional	Sim	Não	Não	Sim (Houve)	O pensador (Crawler)	-	Editorial	API	URI	Schema.org
Esportes											
SDE	Banco Relacional	Sim	Sim	Não	Sim	Sistema de Scout TVG	Ao final dos jogos do brasileirão	Editorial / Automatico	API Estruturada	ID/Slug	Não
GE	Banco Relacional / Triplas	Sim	Sim	Sim	Sim	SDE		Editorial / Automatico	API desestruturada	URI/Slug	Schema.org
Futpédia	Banco Relacional	Sim	Sim	Não	Sim	SDE	RealTime	Editorial / Automatico	API Estruturada	ID/Slug	Schema.org
Cartola	Banco Relacional	Sim	Sim	Não	Sim	SDE	RealTime	Editorial / Automatico	API Estruturada	ID/Slug	Não

jornalismo (g1 e ego)

- EGO e parte do G1 possuem solução de modelos relacional e semântica, ao passo que a outra parte do G1 utiliza somente modelo relacional

- EGO e alguns modelos de G1 estão integrados à ontologia base

- ambos os produtos oferecem API de consulta

- EGO tem considerável suporte ao schema.org, enquanto que G1 não tem suporte algum

esporte (ge, sportv, cartola e futpédia)

- GE e SporTV possuem solução de modelos relacional e semântica, ao passo que Cartola e Futpédia utilizam somente modelo relacional

- somente GE e SporTV estão integrados à ontologia base

- GE, SporTV e Cartola oferecem API de consulta

- GE e SporTV têm suporte básico ao schema.org, enquanto que Futpédia tem suporte considerável; Cartola, por sua vez, não tem suporte algum

entretenimento (tvg e rede globo)

- TVG possui solução de modelos relacional e semântica, ao passo que Rede Globo utiliza somente modelo relacional

- somente TVG está integrado à ontologia base

- TVG oferece API de consulta ao conteúdo editorial* e Rede Globo tem API de consulta à grade de programação

- nenhum produto tem suporte ao schema.org

novos produtos (música e techtudo)

- Música possui solução de modelos relacional e estrutural, ao passo que TechTudo utiliza modelo relacional

- nenhum produto está devidamente integrado à ontologia base

- Música oferece API de consulta, ao contrário do que ocorre no TechTudo, que não tem API para consumo de dados

- Música tem considerável suporte ao schema.org, enquanto que TechTudo tem suporte básico

globo.tv

- possui solução de modelos relacional e orientada a documentos
- não está integrado à ontologia base
- oferece API de consulta
- tem considerável suporte ao schema.org

plano de ação

o que fazer

todos os produtos deveriam...

- sempre que possível, fazer referência a repositórios de dados externos por meio de URI
- ser gradualmente integrados à ontologia base
- ter suporte ao schema.org

backlog do comitê técnico

o que está por vir

revisão da **ontologia base**, com impactos em G1/Ego, GE, TVG

- **Conteúdo**
- **Lugares**
- **Organizações**
- **Papéis e Fases**
- **Programas**

apoio na lógica por trás da **nova matéria**

construção do conceito de **cobertura**

criação de **manual de boas práticas**

treinamento de desenvolvedores, designers e ai's

7 brainstorming

com base no que foi visto hoje, que produto você criaria ou melhoraria na globo.com? desenvolva a ideia em 20 min

8 últimas considerações

SUPERB
wallpapers

web semântica não é um bicho de sete cabeças

questionário em

http://goo.gl/AJM5G

- modelagem conceitual
- implementação de ontologias
- schema.org e RDFa

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memegenerator.net

obrigado!

leoburla@corp.globo.com
r. 6403
personalização/cadun