

The Web of Data for E-Commerce in Brief

*A Hands-on Introduction to the GoodRelations Ontology,
RDFa, and Yahoo! SearchMonkey*

October 25, 2009
Westfields Conference Center near Washington, DC, USA

Martin Hepp

Universität der Bundeswehr München, Munich, Germany

Richard Cyganiak

Digital Enterprise Research Institute (DERI), Ireland

der Bundeswehr
Universität München

About the Organizers

Martin Hepp

Richard Cyganiak

Professor, Head of Group

Universität der Bundeswehr München
Munich, Germany

mhepp@computer.org

<http://www.heppnetz.de>

Previous affiliations: Universität
Würzburg (Germany), Florida Gulf
Coast University, IBM Zurich
Research Lab, DERI/STI
Innsbruck

PhD Researcher

Digital Enterprise Research Institute
(DERI), Galway, Ireland

richard.cyganiak@deri.org

<http://www.deri.ie>

Previous affiliations: FU Berlin,
Germany

25.10.2009

der Bundeswehr
Universität München

2

Learning Goals

Participants will learn

- to use
 - the **GoodRelations conceptual structures** and
 - the **RDFa syntax**to augment static and dynamic Web sites by the various relevant details of a commercial Web presence;
- **RDFa modeling patterns** for more complex RDF structures;
- to **publish data on the Semantic Web** and make it available for indexing services, repositories, Yahoo SearchMonkey and applications;
- to **query the Web of Data** using **SPARQL**, and
- the development of simple **Yahoo SearchMonkey** and **Yahoo BOSS applications**.

25.10.2009

der Bundeswehr
Universität München

3

Logistics

- 08:30-10:30 Overview and Motivation: Why the Web of Data is Now 30'
Quick Review of Prerequisites 15'
The GoodRelations Ontology: E-Commerce on the Web of Data 75'
- 10:30-10:45 Coffee Break
- 10:45-12:30 RDFa: Bridging the Web of Documents with the Web of Data 45'
Expressing GoodRelations in RDFa: A Running Example 30'
GoodRelations – Advanced Topics 30'
- 12:30-13:30 Lunch Break
- 13:30-16:00 Hands-on Exercise: Annotating a Web Shop 60'
Querying the Web of Data for Offerings – SPARQL 15'
Querying the Web of Data – Exercises 15'
- 16:00-16:30 Coffee Break
- 16:30-18:00 Publishing Semantic Web Data: Make Your RDF Available 30'
Yahoo SearchMonkey and Yahoo BOSS 45'
Discussion, Conclusion, Feedback Round 15'

der Bundeswehr
Universität München

4