

The Web of Data for E-Commerce in Brief

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

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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'

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Quick Review of Prerequisites

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Learning Goals

In this part, we will

- make sure all participants have sufficient knowledge of related topics,
- and
- show how to install the Twinkle software.