

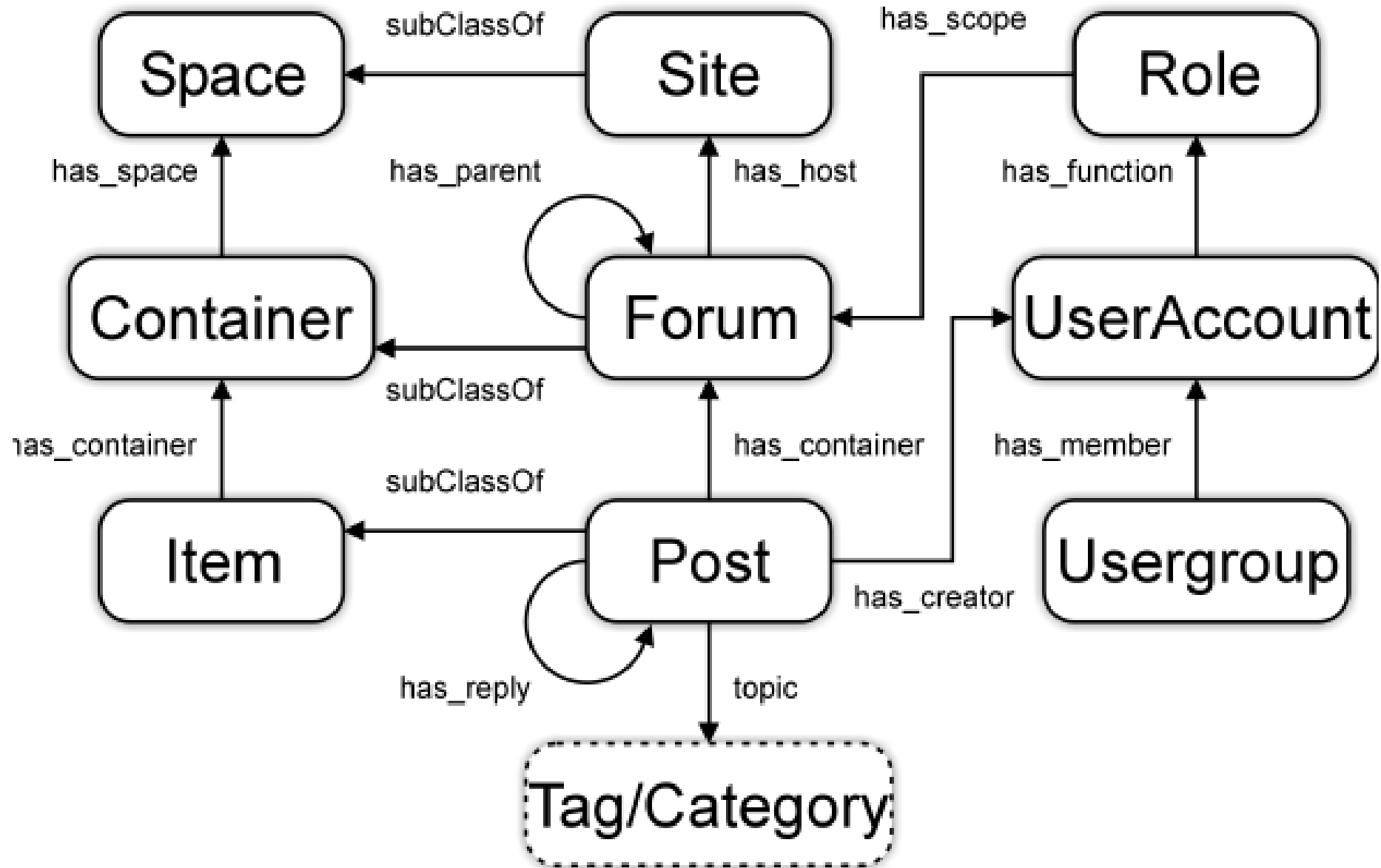
# **Social Web: Where are the Semantics?**

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# We have already learned what SIOC is



# But just to have it a bit more clear....

- Open it with your favourite ontology editor ☺

The screenshot shows the Protégé ontology editor interface. The browser address bar displays the URI: `ns (http://rdfs.org/sioc/ns#)`. The main window is divided into several panes:

- Class hierarchy:** A tree view on the left showing the ontology structure. The class `'User Account'` is selected and highlighted in blue. Its parent class is `'OnlineAccount'`.
- Annotations:** A pane on the right showing the annotations for the selected class. It includes:
  - `label [language: en]` with the value `User Account`.
  - `comment [language: en]` with the value `A user account in an online community site.`
  - `isDefinedBy` with the value `ns#`.
- Description:** A pane on the right showing the description for the selected class. It includes:
  - `Equivalent To` with the value `User`.
  - `SubClass Of` with the value `OnlineAccount`.
  - `SubClass Of (Anonymous Ancestor)` with the value `'User Account'`.
  - `Members` (empty).
  - `Target for Key` (empty).
  - `Disjoint With` with the values `Item`, `Usergroup`, `Space`, and `Community`.

At the bottom of the window, there is a status bar that reads: "No Reasoner set. Select a reasoner from the Reasoner menu" and a checked checkbox for "Show Inferences".

# Lets try to model some Twitter data with SIOC

- Lets remind which sort of data Twitter give us...



- Information about the post

```
},
"created_at": "Mon May 19 13:29:12 +0000 2014",
"id": 468382867056492544,
"id_str": "468382867056492544",
"text": "RT @marin_dim: next Mon I'll be talking about \"Crossing the Chasm with Semantic Technologies\" at
"source": "\u003ca href=\"https://about.twitter.com/products/tweetdeck\" rel=\"nofollow\"\u003eTweetDeck
"truncated": false,
"in_reply_to_status_id": null,
"in_reply_to_status_id_str": null,
"in_reply_to_user_id": null,
"in_reply_to_user_id_str": null,
"in_reply_to_screen_name": null,
```

- Information about the user

```
"user": {
  "id": 115917954,
  "id_str": "115917954",
  "name": "Miel Vander Sande",
  "screen_name": "Miel_vds",
  "location": "Belgium",
  "description": "Researcher in Semantic Web technology and Open Data at Multi
  "url": "http://t.co/By0t4oDLW0",
  "entities": {
    "url": {
      "urls": [
        {
          "url": "http://t.co/By0t4oDLW0",
          "expanded_url": "http://multimedialab.elis.ugent.be/about",
          "display_url": "multimedialab.elis.ugent.be/about",
          "indices": [0, 22]
        }
      ]
    }
  },
  "description": {
    "urls": []
  }
},
"protected": false,
"followers_count": 351,
"friends_count": 384,
"listed_count": 28,
"created_at": "Sat Feb 20 12:43:42 +0000 2010",
```

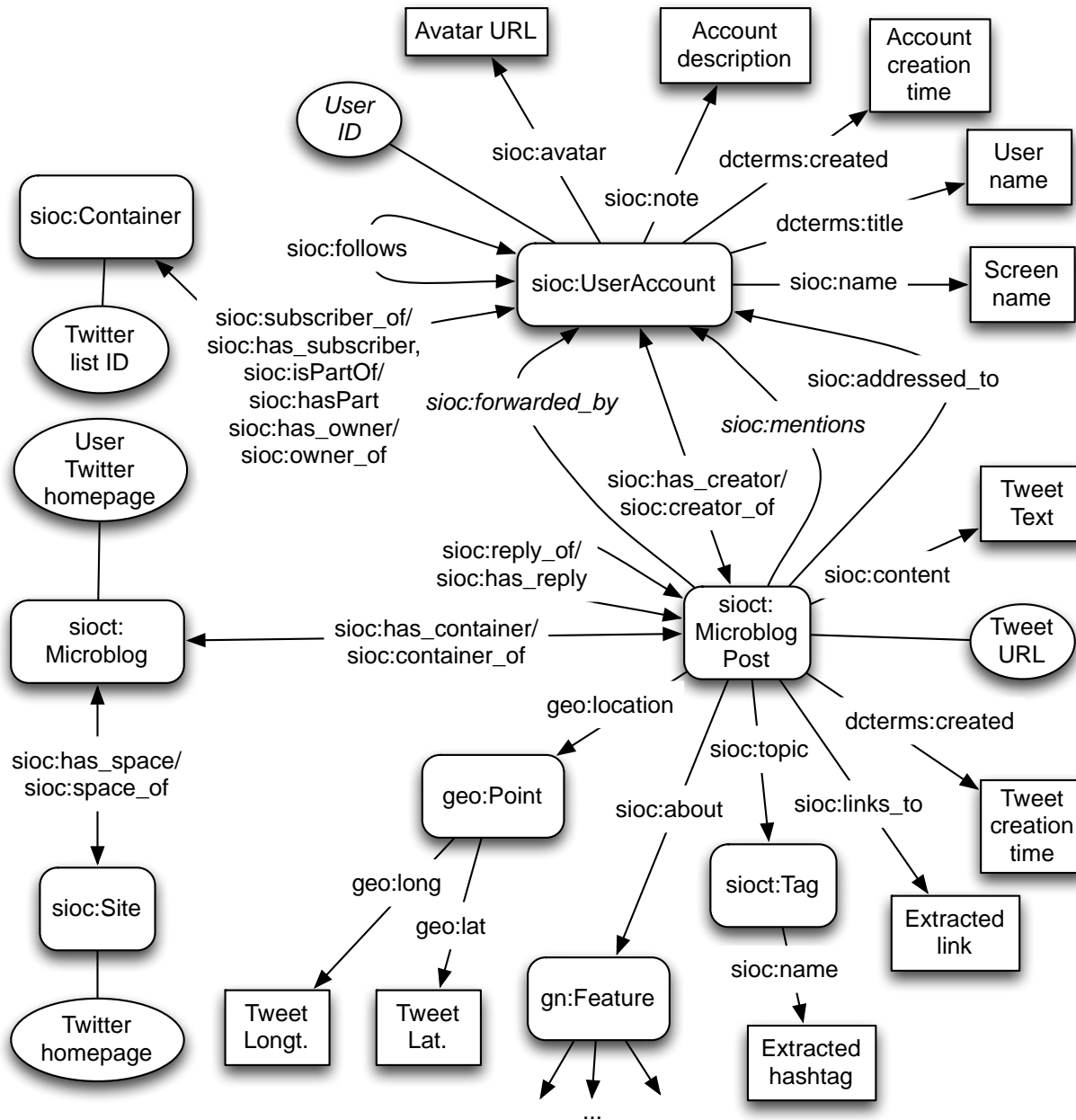
# Lets try to model some Twitter data with SIOC

- Lets remind which sort of data Twitter give us...
  - Entities, including hashtags, user mentions and urls



```
"entities": {
  "hashtags": [
    {
      "text": "wasabi2014",
      "indices": [97, 108]
    },
    {
      "text": "ESWC2014",
      "indices": [121, 130]
    }
  ],
  "symbols": [],
  "urls": [
    {
      "url": "http://t.co/FSh3SGhij",
      "expanded_url": "http://www.wasabi-ws.org/keynote/",
      "display_url": "wasabi-ws.org/keynote/",
      "indices": [139, 140]
    }
  ],
  "user_mentions": [
    {
      "screen_name": "marin_dim",
      "name": "Marin Dimitrov",
      "id": 97216290,
      "id_str": "97216290",
      "indices": [3, 13]
    }
  ]
},
```

# Hands on: Using SIOC to model Twitter Data



- How to model re-tweets?
- How to distinguish replies from retweets?