Schema.org and OKN

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Web sites largely written for human consumption

Goal of Semantic Web is to create machine-understandable web

Competing standards: RDF, RDFS, RSS, FOAF, OWL, Microformats across 100K sites

Population
66,937

Portland, Maine
Born in

Stephen King
Wrote book

It
Film adaptation
Released
2017

On Writing
Wrote book

It

Google, Yahoo!, Microsoft, and later Yandex work together

Launched with 297 classes and 187 relations

Design

- Accept many syntaxes (RDFa, Microdata, JSON-LD)
- Polymorphism: Relations can have multiple domains or ranges
- Do not rely on global URIs for entities
- Start simple and add complexity incrementally
schema.org today

611 classes and 911 relations

Used by roughly ⅓ of web pages

<table>
<thead>
<tr>
<th>Category</th>
<th>Websites</th>
</tr>
</thead>
<tbody>
<tr>
<td>News</td>
<td>nytimes.com, washingtonpost.com, guardian.com, bbc.co.uk</td>
</tr>
<tr>
<td>Movies</td>
<td>imdb.com, rottentomatoes.com, movies.com</td>
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<tr>
<td>Jobs</td>
<td>indeed.com, glassdoor.com</td>
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<tr>
<td>People</td>
<td>pinterest.com, linkedin.com, familysearch.org</td>
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<tr>
<td>Events</td>
<td>wherevent.com, meetup.com, zillow.com, eventful.com</td>
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<tr>
<td>Music</td>
<td>last.fm, musicbrainz.org, soundcloud.com</td>
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<tr>
<td>Instructio ns / Q&amp;A</td>
<td>instructables.com, stackoverflow.com</td>
</tr>
</tbody>
</table>
extensions

Simplicity vs Complexity

How much is too much?
hosted extensions

Hide complexity from most authors

Allow domain experts to dive deep

Usually developed by W3C community group or other domain experts

- auto.schema.org: Automobiles
- bib.schema.org: Library record data
- health-lifesci.schema.org: Medical/life sciences
external extensions

Allow sites or standards bodies to build on top of schema.org

Pinterest: Rich pins for articles, products, recipes

GS1: SmartSearch product vocabulary integrates with schema.org
schema.org and OKN

schema.org provides a rich vocabulary for people, places, events, etc.
schema.org provides a formal extension mechanism for adding complexity as needed
schema.org is already used across the web

Can OKN use schema.org as a base to build off of?
If not, what is missing?