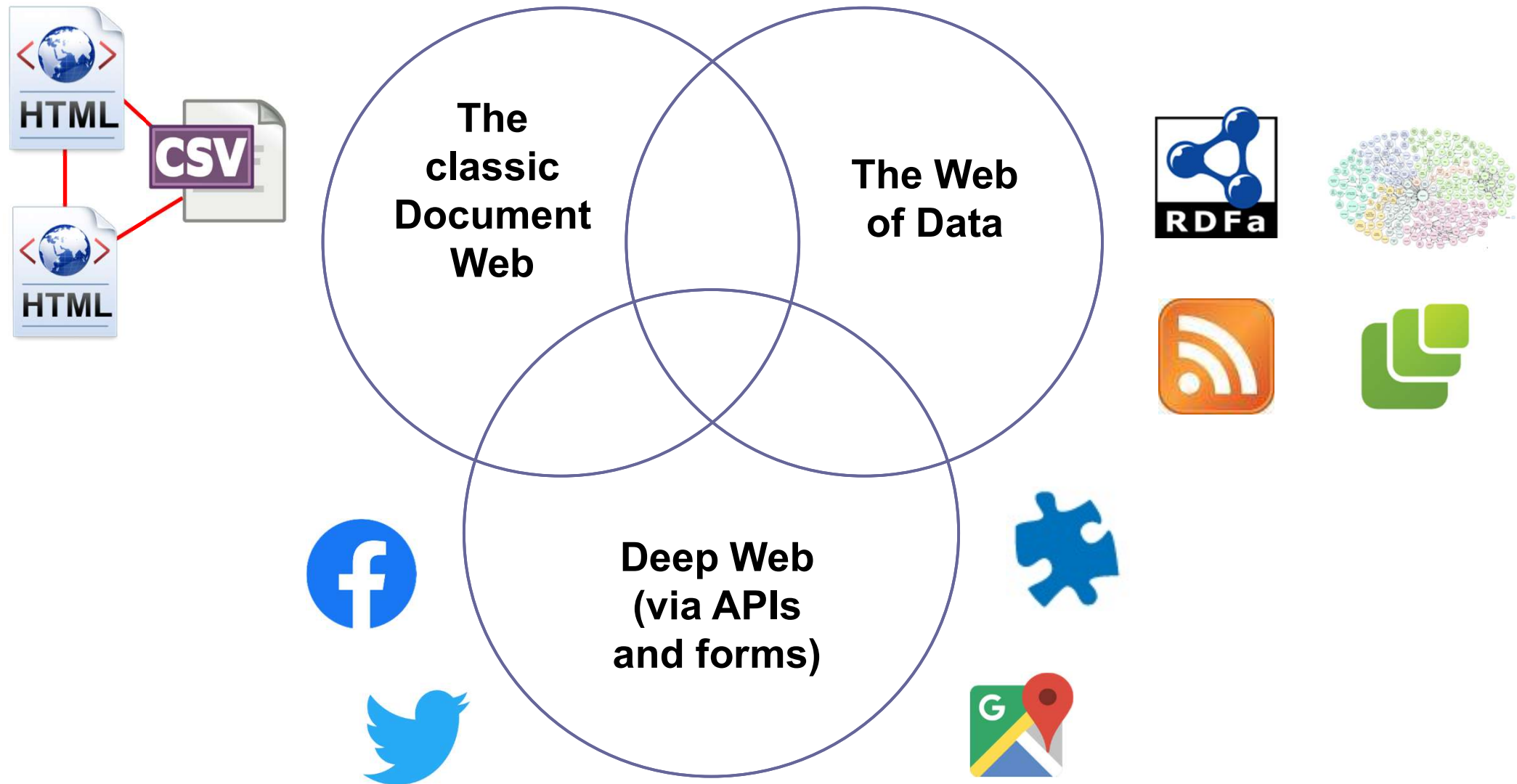


Web Data Integration

Types of Structured Data on the Web



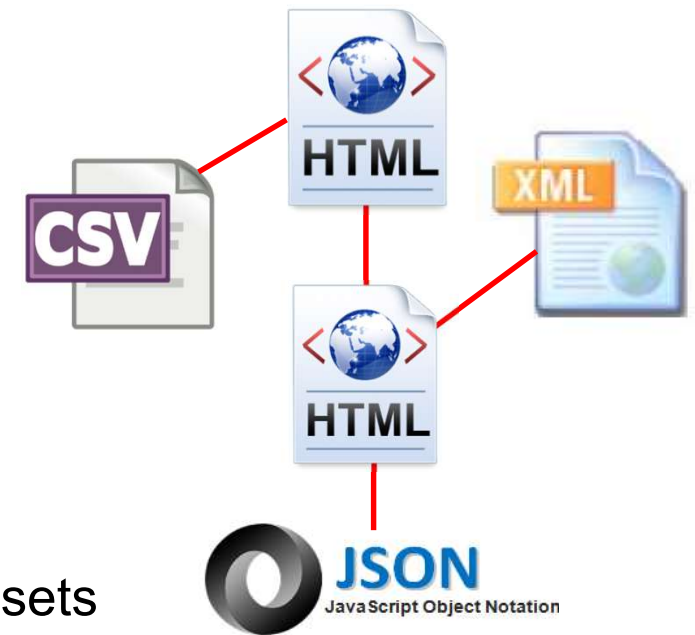
Topology of the Web Today



1. Data Portals
2. Web APIs
3. Linked Data
4. HTML-embedded Data
 1. RDFa, Microdata, JSON-LD
 2. HTML Tables and Templates
 3. Wikipedia as Data Source

1. Data Portals

- The Web traditionally contains structured data in various formats:
 - CSV files, Excel worksheets
 - XML documents, JSON, SQL dumps
- Data Portals and Data Marketplaces
 - collect and host datasets
 - collect and generate metadata describing the datasets
 - provide for data search and exploration
 - provide free or payment-based access to data
- List of Data Catalogs
 - <http://data.wu.ac.at/portalwatch/portalslist>



Main Types of Shared Data

– Public Sector Data

- Goal: Make data publicly accessible which has been generated by public sector institutions.
- Laws in many western countries require institutions to publish data
- Types of data: maps, population statistics, economic data, health data

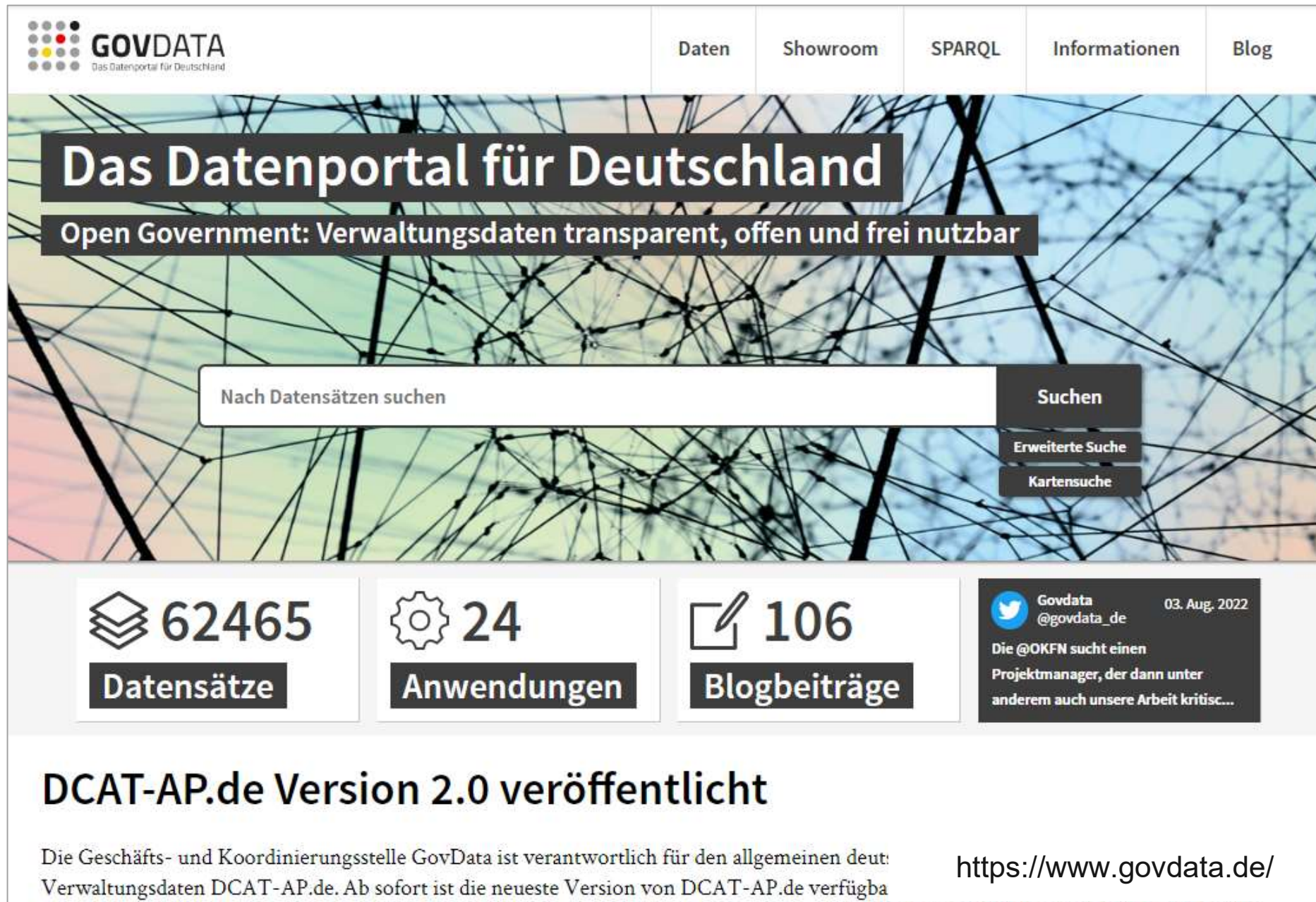
– Research Data

- Goal: Accelerate innovation by sharing research data and making research results reproducible
- Institutional repositories, national research data infrastructures, topical portals

– Commercial Data

- Goal: Earn money by collecting, cleaning, and integrating data
- Types of data: data about consumers, business partners, locations
- Examples of commercial providers: data.world, Foursquare

Example: Government Data Portal



The screenshot shows the GovData portal homepage. At the top, there is a navigation bar with the GovData logo (a grid of colored dots) and the text "GOVDATA Das Datenportal für Deutschland". To the right of the logo are five menu items: "Daten", "Showroom", "SPARQL", "Informationen", and "Blog". Below the navigation bar is a large banner with a background image of a network of black lines on a light blue and green gradient. The banner contains the text "Das Datenportal für Deutschland" in large white letters, followed by "Open Government: Verwaltungsdaten transparent, offen und frei nutzbar" in smaller white letters. Below the banner is a search bar with the placeholder text "Nach Datensätzen suchen". To the right of the search bar are three buttons: "Suchen", "Erweiterte Suche", and "Kartensuche". Below the search bar are three statistics boxes: "62465 Datensätze" (with a stack of papers icon), "24 Anwendungen" (with a gear icon), and "106 Blogbeiträge" (with a notepad icon). To the right of these boxes is a Twitter feed snippet showing a tweet from @govdata_de dated 03. Aug. 2022, with the text "Die @OKFN sucht einen Projektmanager, der dann unter anderem auch unsere Arbeit kritisc...". Below the statistics and Twitter feed is a section titled "DCAT-AP.de Version 2.0 veröffentlicht". Below this title is a paragraph of text: "Die Geschäfts- und Koordinierungsstelle GovData ist verantwortlich für den allgemeinen deut: Verwaltungsdaten DCAT-AP.de. Ab sofort ist die neueste Version von DCAT-AP.de verfügba". To the right of this text is the URL "https://www.govdata.de/".

GOVDATA
Das Datenportal für Deutschland

Daten Showroom SPARQL Informationen Blog

Das Datenportal für Deutschland

Open Government: Verwaltungsdaten transparent, offen und frei nutzbar

Nach Datensätzen suchen

Suchen

Erweiterte Suche

Kartensuche

62465
Datensätze

24
Anwendungen

106
Blogbeiträge

Govdata
@govdata_de 03. Aug. 2022
Die @OKFN sucht einen
Projektmanager, der dann unter
anderem auch unsere Arbeit kritisc...

DCAT-AP.de Version 2.0 veröffentlicht

Die Geschäfts- und Koordinierungsstelle GovData ist verantwortlich für den allgemeinen deut: Verwaltungsdaten DCAT-AP.de. Ab sofort ist die neueste Version von DCAT-AP.de verfügba

<https://www.govdata.de/>

Mannheim

Suchen

Erweiterte Suche

Kartensuche

616 Treffer



Erweiterte Suche

Alles 616

Daten 616

Anwendungen 0

Informationen 0

Blog-Beiträge 0

Sortieren nach: Relevanz absteigend ▼

Filtermöglichkeiten

zurücksetzen

KATEGORIEN

- ☐ Bevölkerung und Gesellschaft (190)
- ☐ Bildung, Kultur und Sport (8)
- ☐ Gesundheit (22)
- ☐ Landwirtschaft, Fischerei, Forstwirtschaft und Nahrungsmittel (2)
- ☐ Regierung und öffentlicher Sektor (67)
- ☐ Regionen und Städte (5)
- ☐ Umwelt (65)
- ☐ Verkehr (22)
- ☐ Wirtschaft und Finanzen (265)



Datensatz

Geologische Übersichtskarte der Bundesrepublik Deutschland 1:200.000 (GÜK200) - CC 7110 Mannheim

Auf Blatt Mannheim ist der nördliche Oberrheingraben mit seinen mesozoischen Flanken dargestellt. Die dominierende Baueinheit im Kartenausschnitt ist der Oberrheingraben. Er durchzieht von Südsüdwe...

Veröffentlichende Stelle: Bundesanstalt für Geowissenschaften und Rohstoffe

Kategorie:

Regionen und Städte

Umwelt

Wissenschaft und Technologie

Offenheit der Lizenz: Freie Nutzung

Dateiformate:

PDF

Letzte Änderung:

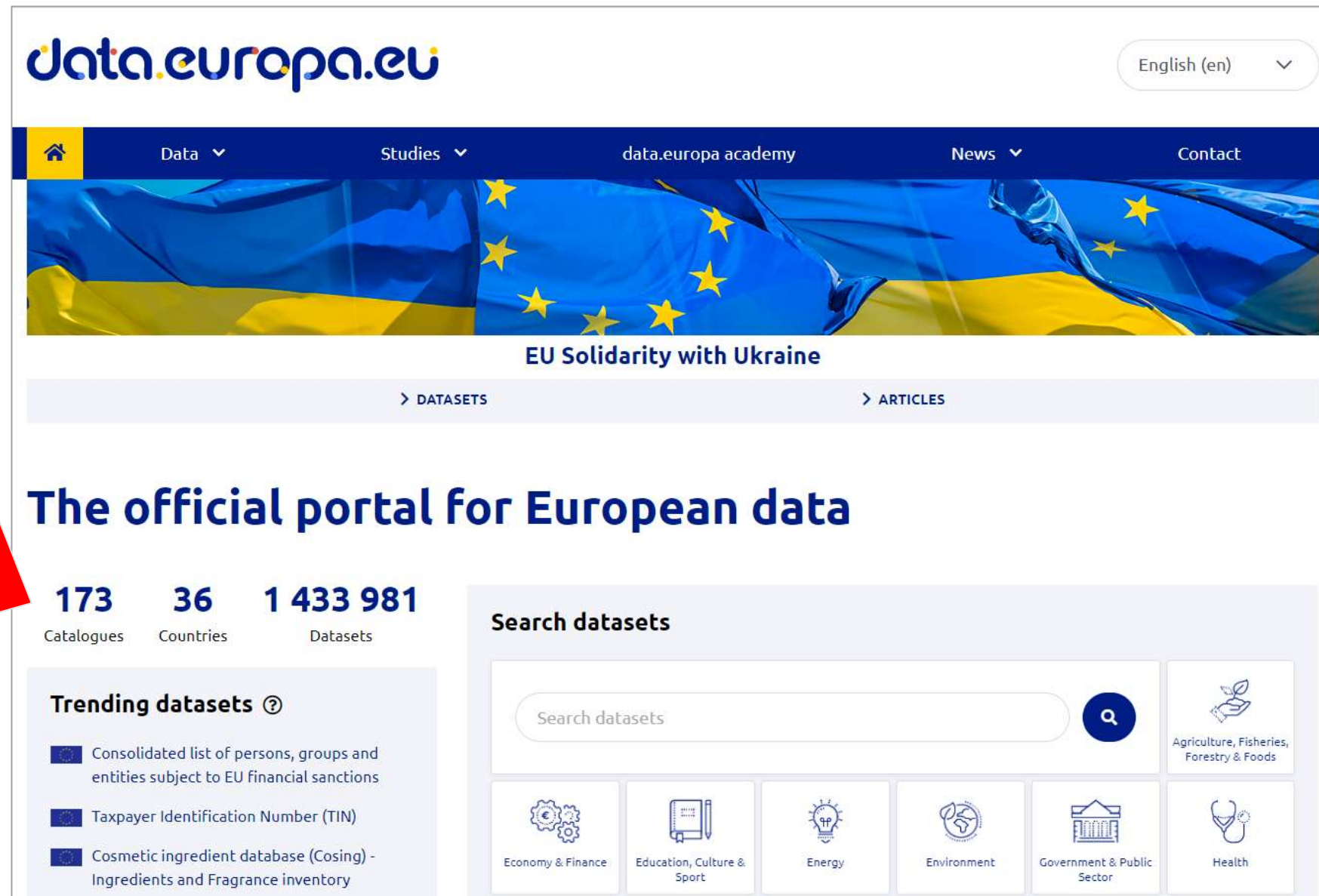
17.08.2022

Zeitraum:

-

zum Datensatz

Example: Portal aggregating Metadata from other Portals



The screenshot shows the homepage of the data.europa.eu portal. At the top is the logo and a language selector set to English (en). A navigation bar includes links for Data, Studies, data.europa academy, News, and Contact. Below this is a banner for 'EU Solidarity with Ukraine' featuring the Ukrainian flag and the European Union flag. Navigation links for DATASETS and ARTICLES are provided. The main heading reads 'The official portal for European data'. A statistics section displays '173 Catalogues', '36 Countries', and '1 433 981 Datasets'. A red arrow points to these statistics. To the right is a 'Search datasets' section with a search bar and icons for various sectors: Agriculture, Fisheries, Forestry & Foods; Economy & Finance; Education, Culture & Sport; Energy; Environment; Government & Public Sector; and Health. A 'Trending datasets' section on the left lists three items with EU flags: 'Consolidated list of persons, groups and entities subject to EU financial sanctions', 'Taxpayer Identification Number (TIN)', and 'Cosmetic ingredient database (Cosing) - Ingredients and Fragrance inventory'.

173 Catalogues **36** Countries **1 433 981** Datasets

Trending datasets ?

- Consolidated list of persons, groups and entities subject to EU financial sanctions
- Taxpayer Identification Number (TIN)
- Cosmetic ingredient database (Cosing) - Ingredients and Fragrance inventory

Search datasets

Search datasets

Agriculture, Fisheries, Forestry & Foods

Economy & Finance Education, Culture & Sport Energy Environment Government & Public Sector Health

<https://data.europa.eu/en>

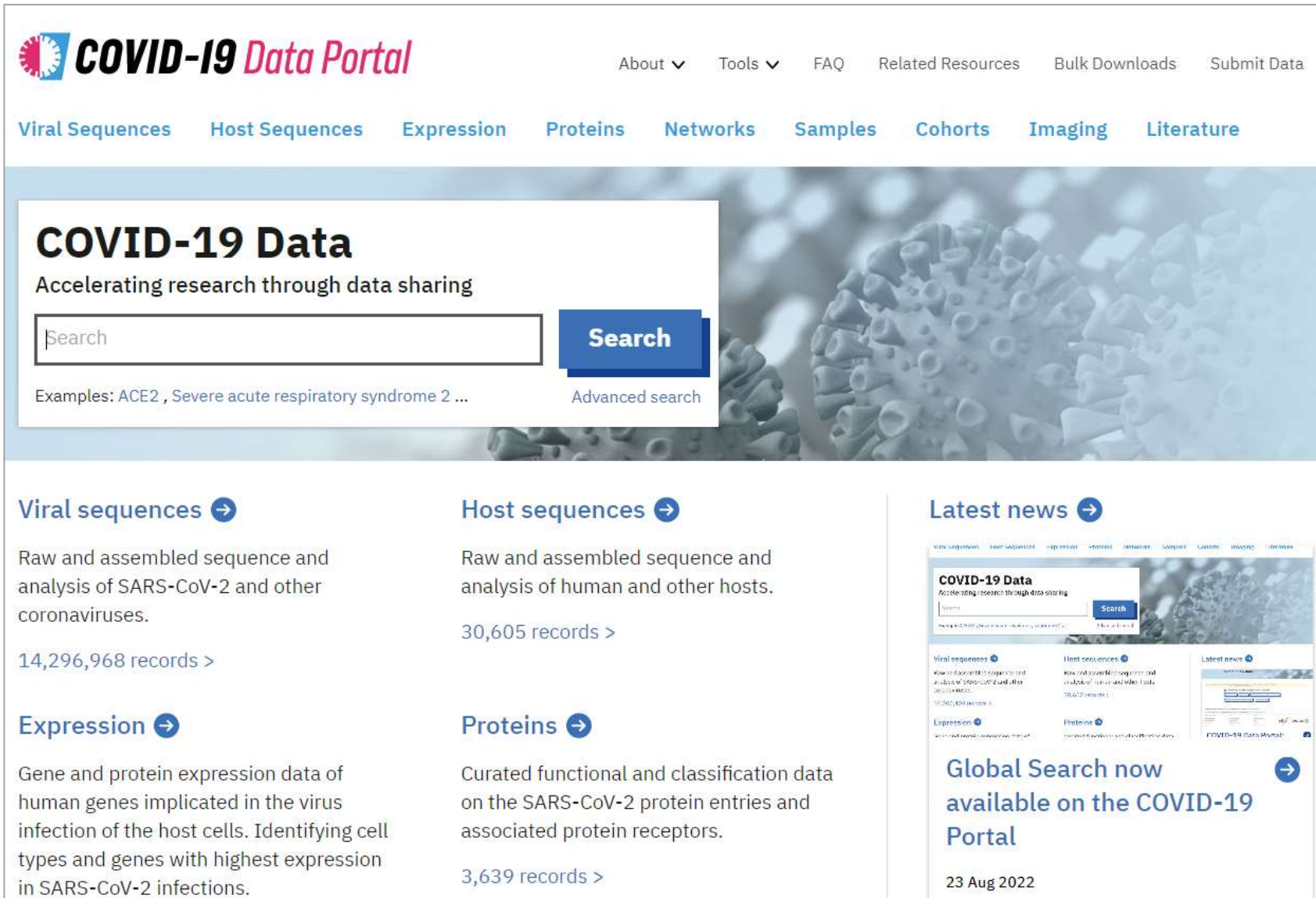
Example: Institutional Research Data Repository

The screenshot displays the MADATA Mannheim Research Data Repository website. The header includes the 'research' logo, the University of Mannheim crest, the 'MADATA Mannheim Research Data Repository' title, and the 'UB UNIVERSITÄTSBIBLIOTHEK MANNHEIM' logo. A navigation bar contains links for Home, Publish Data, Browse Repository, Search Repository, About this Repository, and Statistics. A search bar with a 'Search' button is located on the right. Below the navigation bar is a 'Login' link. The main content area features the title 'Product Datasets from the MWP2020 Challenge at the ISWC2020 Conference (Task 1)'. Below this title is a table with metadata for the dataset.

Item Type:	Dataset
Title:	Product Datasets from the MWP2020 Challenge at the ISWC2020 Conference (Task 1)
Alternative Title:	Product Data Matching Task derived from the WDC Product Data Corpus Large-Scale Product Matching - Version 2.0 used for the MWP2020 Challenge at the ISWC2020 Conference
Date:	November 2020
Creator :	Bizer, Christian ; Peeters, Ralph ; Primpeli, Anna
Divisions:	School of Business Informatics and Mathematics > Wirtschaftsinformatik V (Bizer)
DDC Classification:	004 Computer science, internet
Keywords:	schema.org ; product matching ; entity matching ; identity resolution ; record linkage ; e-commerce
	The goal of Task 1 of the Mining the Web of Product Data Challenge (MWP2020) was to compare the performance of methods for identifying offers for the same product from different e-shops. The datasets that are provided to the participants of the competition contain product offers from different e-shops in the form of binary product pairs (with corresponding label "match" or "no

<https://madata.bib.uni-mannheim.de/>

Example: Focused Research Data Portal



The screenshot shows the COVID-19 Data Portal website. The header features the logo and navigation links: About, Tools, FAQ, Related Resources, Bulk Downloads, and Submit Data. Below the header is a secondary navigation bar with categories: Viral Sequences, Host Sequences, Expression, Proteins, Networks, Samples, Cohorts, Imaging, and Literature. The main content area has a large banner for 'COVID-19 Data' with the tagline 'Accelerating research through data sharing'. It includes a search bar with a 'Search' button and examples of search terms like 'ACE2' and 'Severe acute respiratory syndrome 2'. Below the banner are three main sections: 'Viral sequences' (14,296,968 records), 'Host sequences' (30,605 records), and 'Proteins' (3,639 records). Each section provides a brief description of the data and a link to view more records. On the right side, there is a 'Latest news' section with a link to 'Global Search now available on the COVID-19 Portal' dated 23 Aug 2022.

COVID-19 Data Portal

About Tools FAQ Related Resources Bulk Downloads Submit Data

Viral Sequences Host Sequences Expression Proteins Networks Samples Cohorts Imaging Literature

COVID-19 Data

Accelerating research through data sharing

Search

Examples: ACE2 , Severe acute respiratory syndrome 2 ... Advanced search

Viral sequences

Raw and assembled sequence and analysis of SARS-CoV-2 and other coronaviruses.

14,296,968 records >

Host sequences

Raw and assembled sequence and analysis of human and other hosts.

30,605 records >

Expression

Gene and protein expression data of human genes implicated in the virus infection of the host cells. Identifying cell types and genes with highest expression in SARS-CoV-2 infections.

Proteins

Curated functional and classification data on the SARS-CoV-2 protein entries and associated protein receptors.

3,639 records >

Latest news

Global Search now available on the COVID-19 Portal

23 Aug 2022



<https://www.embl.org/news/science/embl-ebi-launches-covid-19-data-portal/>

Example: Data Portal facilitating the Replication of Research

The screenshot displays the 'Datasets' section of the Paperswithcode.com website. The main header shows '6,785 machine learning datasets'. Below this, a search bar and navigation links are visible. The left sidebar offers filters by modality (Images: 2011, Texts: 1790, Videos: 645, Audio: 420, Medical: 238) and by task (Question Answering: 292). The main content area lists datasets with their respective paper counts and benchmarks.

6785 dataset results

- CIFAR-10**: The CIFAR-10 dataset (Canadian Institute for Advanced Study) consists of 60,000 32x32 images. 9,345 PAPERS • 58 BENCHMARKS
- ImageNet**: The ImageNet dataset contains 14,197,122 annotated images. Since 2010, the dataset is used in the ImageNet Large Scale Visual Recognition Challenge. 8,910 PAPERS • 87 BENCHMARKS
- COCO (Microsoft Common Objects in Context)**: The MS COCO (Microsoft Common Objects in Context) dataset is used for object segmentation, key-point detection, and captioning. 6,289 PAPERS • 77 BENCHMARKS
- MNIST**: The MNIST database (Modified National Institute of Standards and Technology) is a large collection of handwritten digits. It has a training set of 60,000 images and a test set of 10,000 images.

Entity Resolution on Abt-Buy

Leaderboard | Dataset

View: F1 (%) by Date

F1 (%)

100
90
80
70
60
50

2018 2020 2022

Other models (grey dots) | Models with highest F1 (%) (teal line)

DeepMatcher - Hybrid (2018, ~65%) | Ditto (2020, ~90%) | RoBERTa-SupCon (2022, ~95%)

Filter: Splits: Deepmatcher | Splits: Own | zero-shot | untagged

Edit Leaderboard

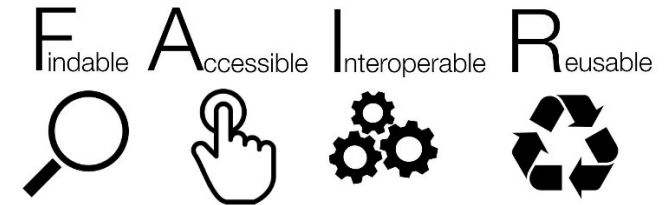
Rank	Model	F1 (%)	Paper	Code	Result	Year	Tags
1	RoBERTa-SupCon	94.29	Supervised Contrastive Learning for Product Matching			2022	Splits: Deepmatcher

<https://paperswithcode.com/datasets>

The FAIR Data Principles

– Findable

- (Meta)data are assigned a globally unique identifier
- Data are described with rich metadata
- (Meta)data are registered or indexed in a searchable resource



– Accessible

- (Meta)data are retrievable by their identifier using a standardised communications protocol
- Metadata are accessible, even when the data are no longer available

– Interoperable

- (Meta)data use a formal, broadly applicable language for knowledge representation
- (Meta)data use vocabularies that follow FAIR principles
- (Meta)data include qualified references to other (meta)data

– Reusable

- (Meta)data are released with a clear data usage license
- (Meta)data are associated with detailed provenance
- (Meta)data meet domain-relevant community standards

<https://www.go-fair.org/fair-principles/>

Example: Dataset Search Engine

The screenshot shows the Google Dataset Search interface. At the top, the search bar contains the text 'Mannheim'. Below the search bar, it indicates '100+ results found'. On the left side, there is a list of search results. The first result is 'Straßentypen in Mannheim' from mannheim.opendatasoft.com, updated on 10.10.2016. The second result is 'Straßennamen in Mannheim' from mannheim.opendatasoft.com, updated on 16.11.2016. The third result is 'Entwicklung der Einwohnerzahl in Mannheim bis 2017' from de.statista.com. On the right side, the details for the selected dataset 'Bevölkerungsbestand in Mannheim 2013-2018' are shown. It includes a button to 'Explore at mannheim.opendatasoft.com', the update date '15.07.2019', the license 'dl-de-by-2.0', and available download formats 'excel, csv, json'. The description mentions the population in Mannheim and its location relative to the LEA and BEAs.

Google Dataset Search

Mannheim

100+ results found

Straßentypen in Mannheim
mannheim.opendatasoft.com
Updated 10.10.2016

Straßennamen in Mannheim
mannheim.opendatasoft.com
Updated 16.11.2016

Entwicklung der Einwohnerzahl in Mannheim bis 2017
de.statista.com

Bevölkerungsbestand in Mannheim 2013-2018

Explore at mannheim.opendatasoft.com

Dataset updated 15.07.2019

License
dl-de-by-2.0

Available download formats from providers
excel, csv, json

Description
Bevölkerung in Mannheim und den Stadtteilen nach Jahr, Wohnstatus, Ge und MigrationshintergrundMannheim ist Standort einer Landeserstaufnahmeeinrichtung (LEA) sowie Bedarfsorientierter Erstaufnahmeeinrichtungen (BEAs) für Flüchtlinge. Die Bewohnerinnen und dieser Einrichtungen sind meldepflichtig und fließen als Hauptwohnbevöl

Crawls dataset metadata from the Web.

schema.org

<https://datasetsearch.research.google.com/>

2. Web 2.0 Applications and Web APIs

- A multitude of **Web-based applications (platforms)** enable users to share information.
- These applications form separate data spaces that might be **partly accessible** from the Web via
 - HTML interfaces
 - Web APIs



Example: Size of Facebook Social Graph

- Users (September 2018)
 - 2.3 billion monthly active users
 - including 1 billion mobile users
- 740 billion friend connections
- 4 million likes every minute
- 250 billion photos uploaded
- Data Volume
 - 4 Petabyte of new data generated every day
 - over 300 Petabyte in Facebook's data warehouse



<https://www.brandwatch.com/blog/facebook-statistics/>

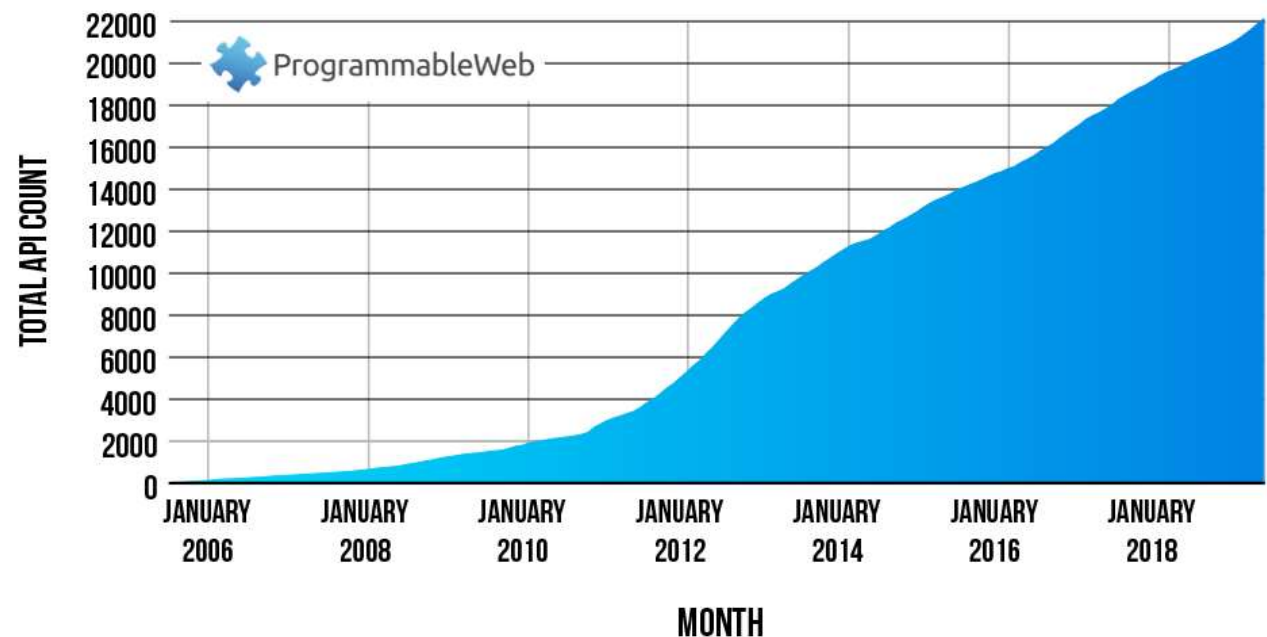
<http://www.technologyreview.com/featuredstory/428150/what-facebook-knows/>

Web APIs

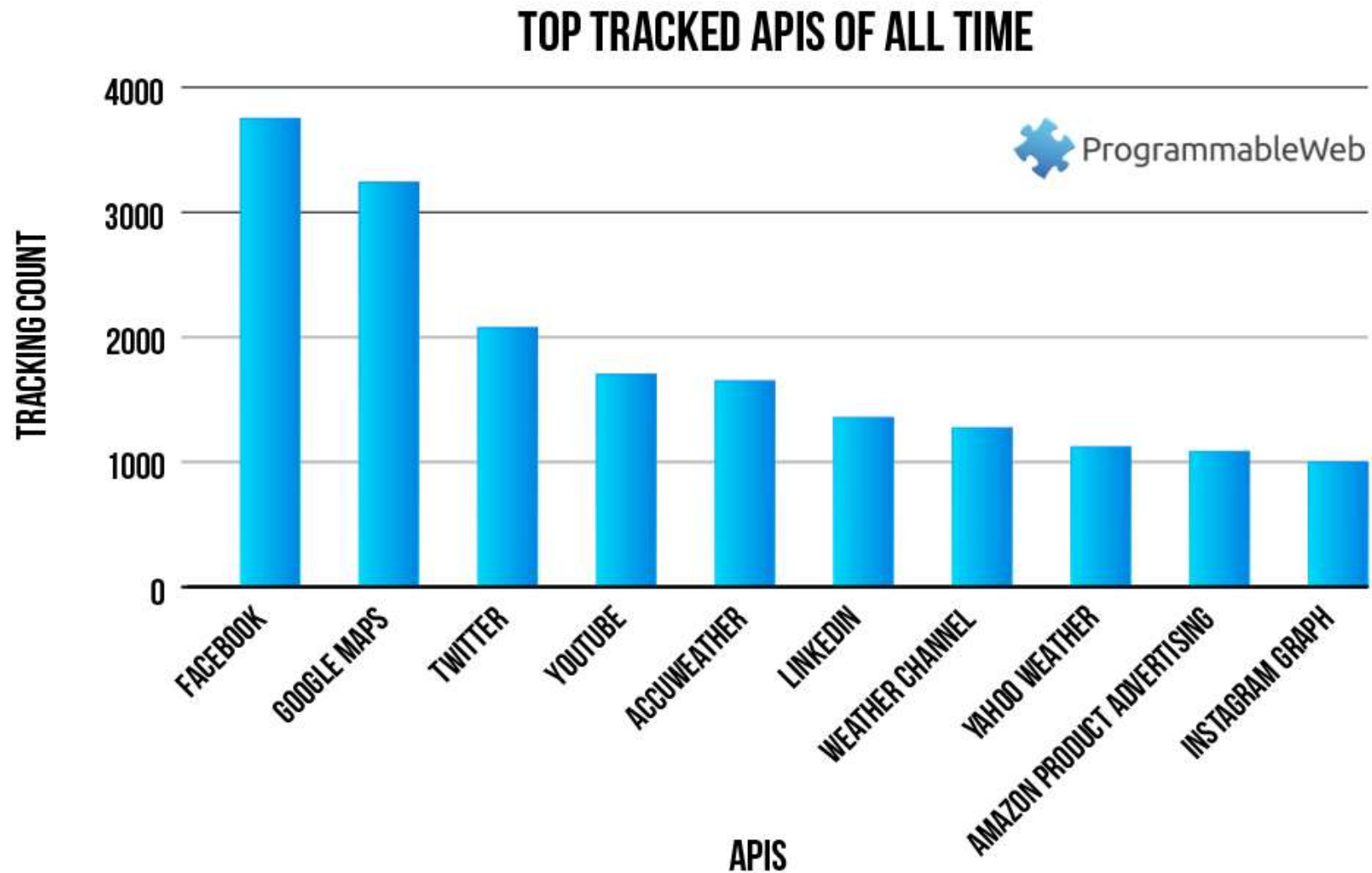
- Provide limited access to the collected data
 - restricted to specific queries (canned queries)
 - restricted by number of queries / number of results
- ProgrammableWeb API Catalog
 - lists over 24,000 Web APIs
 - lists over 6,800 mashups



GROWTH IN WEB APIS SINCE 2005

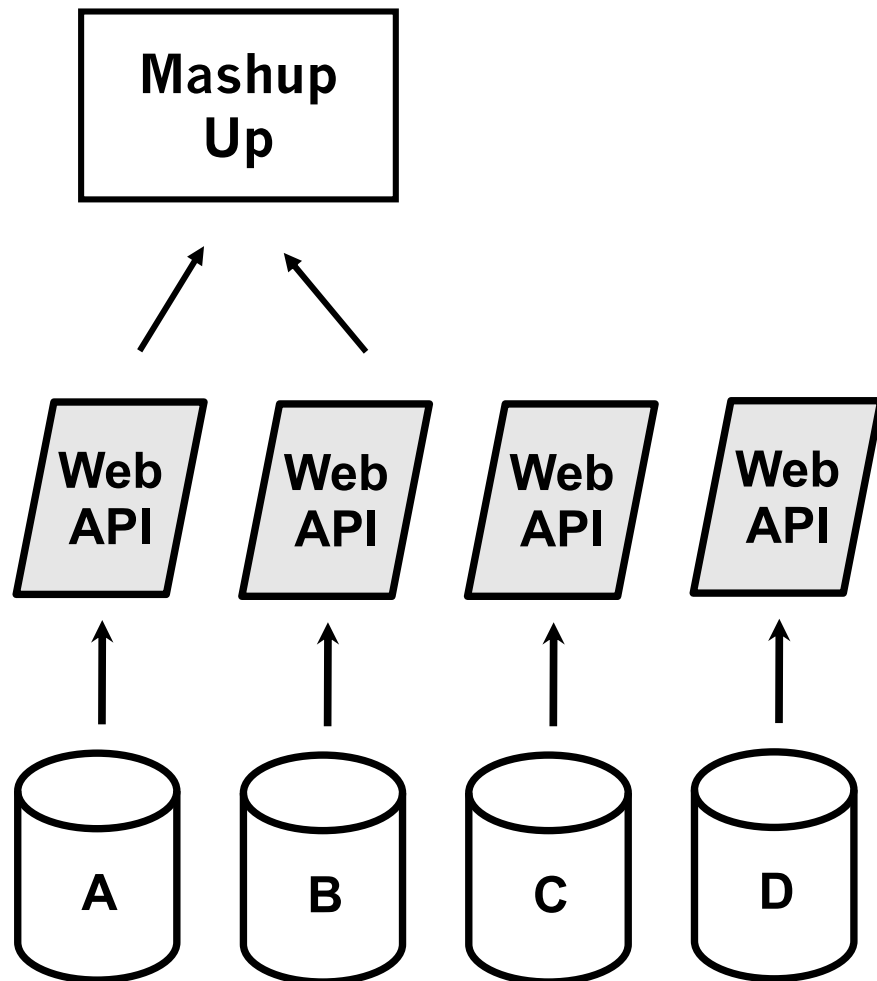


Most Popular APIs



<https://www.programmableweb.com/news/which-are-developers-favorite-apis/research/2019/10/24>

Mashups are based on a fixed set of data sources

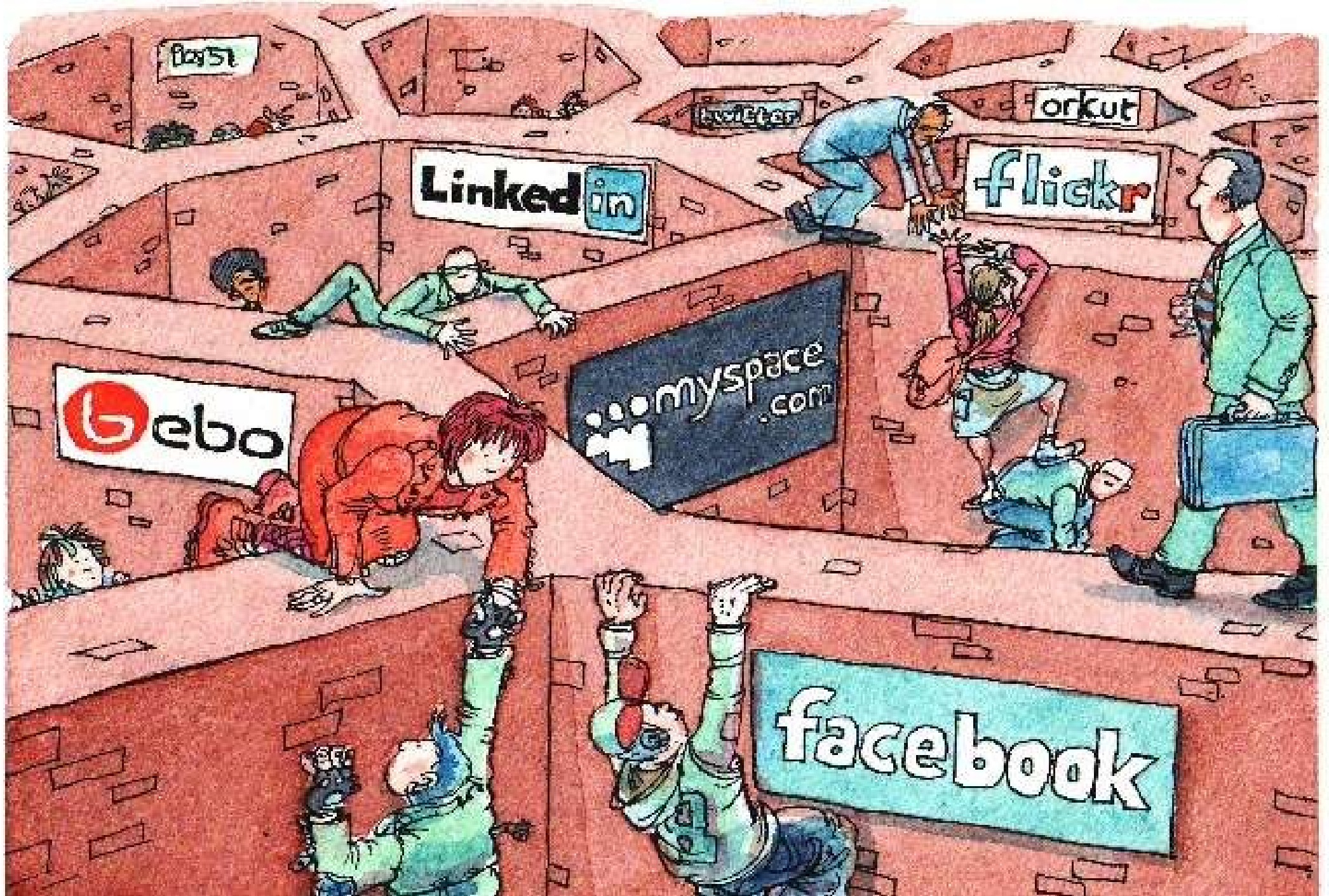


Web APIs expose proprietary interfaces

- Not index-able by generic web crawlers
- No automatic discovery of additional data sources
- No single global data space



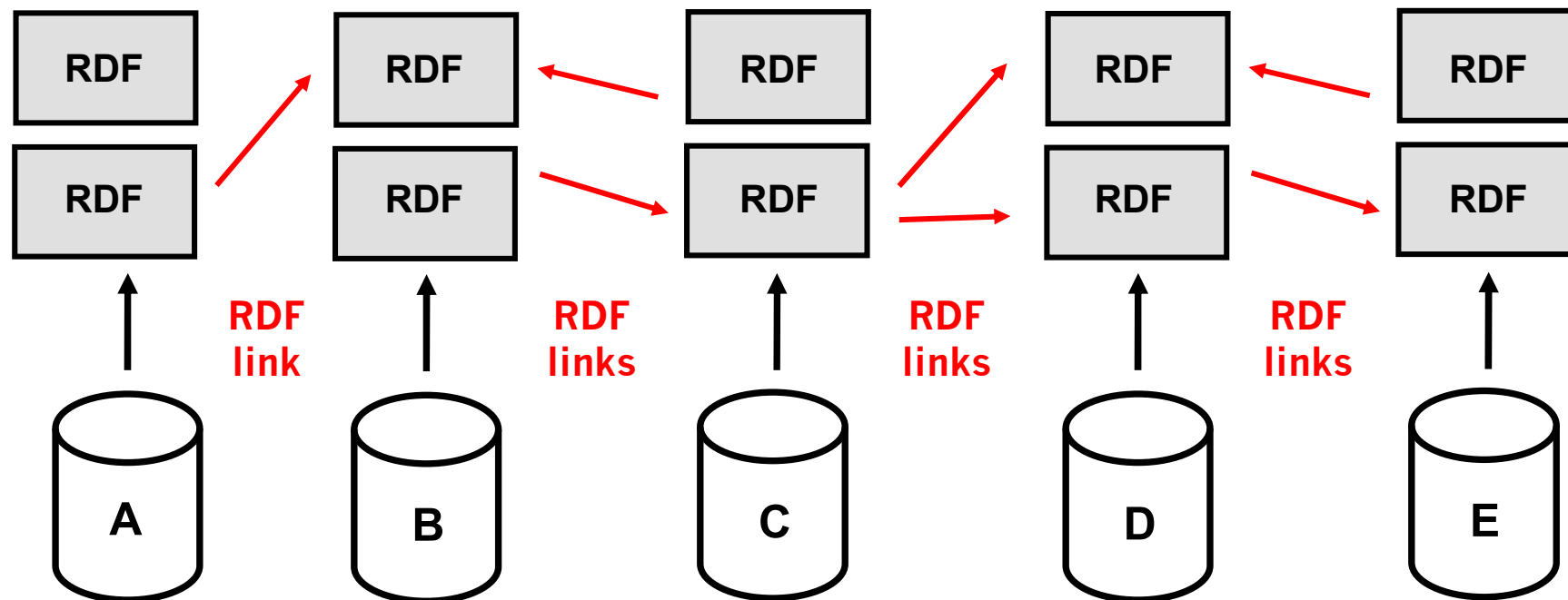
Web APIs slice the Web into Data Silos



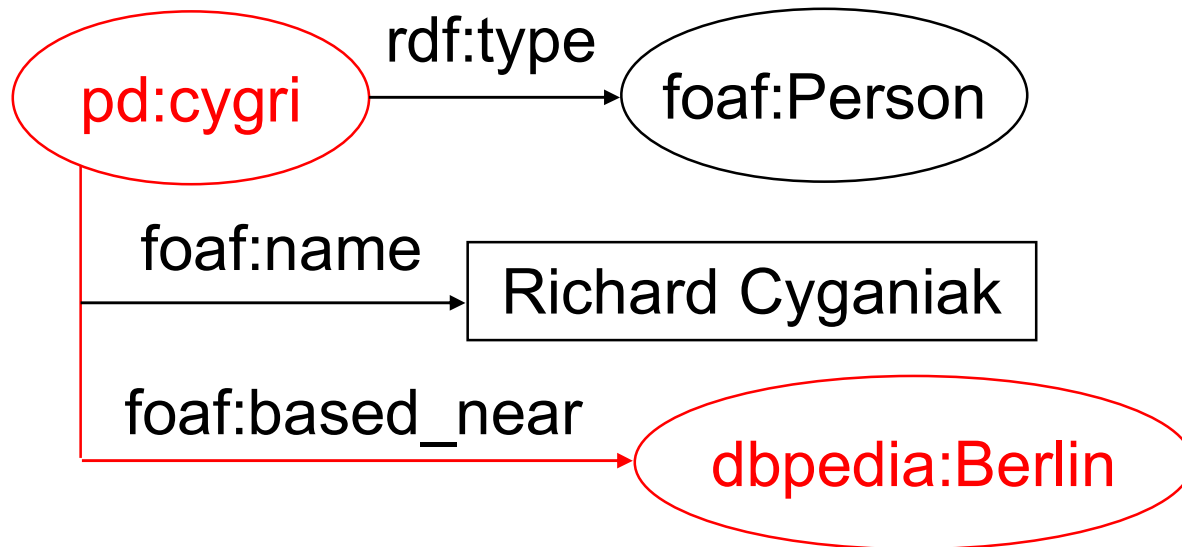
3. Alternative Approach: Linked Data



- Extend the Web with a single global data graph
 - by using RDF to publish structured data on the Web
 - by setting links between data items within different data sources



Entities are identified with HTTP URIs

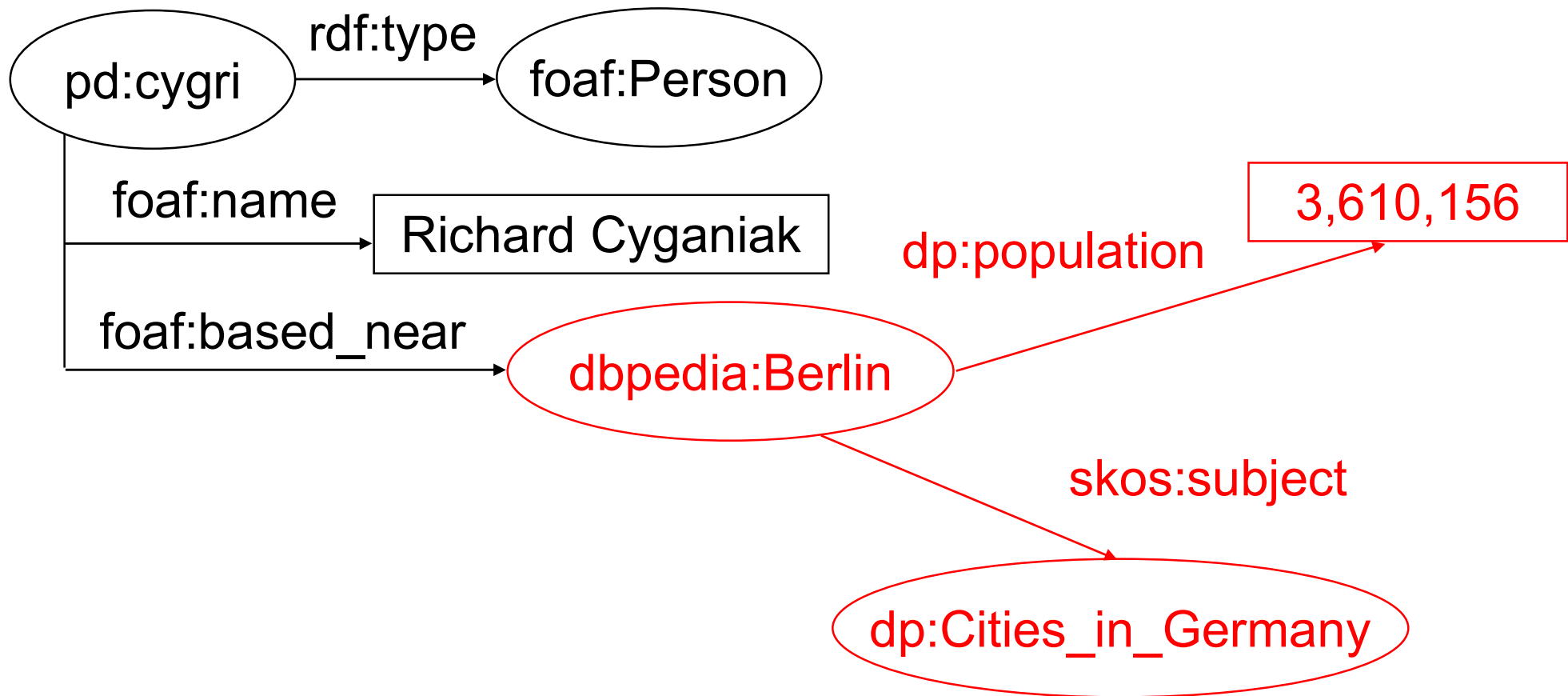


HTTP URIs take the role of global primary keys.

pd:cygri = <http://richard.cyganiak.de/foaf.rdf#cygri>

dbpedia:Berlin = <http://dbpedia.org/resource/Berlin>

URIs can be looked up on the Web



- By following RDF links applications can
 - navigate the global data graph
 - discover new data sources
- Linked Data is a specific technical realization of the FAIR principles (F1, A1, I1, I2, I3)

The Marbles Hyperdata Browser

<http://www.w3.org/People/Berners-Lee/card#i>

Open



Tim Berners-Lee

<http://www.w3.org/1999/02/22-rdf-syntax-ns#type>

- [Person](#)            
- <http://www.w3.org/2000/10/swap/pim/contact#Male>  

[label](#)

- [Tim Berners-Lee](#)    

[sameAs](#)

- [Tim Berners-Lee](#) (also at www4.wiwiw.fu-berlin.de)  

[image](#)



[Weblinks](#)

<http://www.w3.org/People/Berners-Lee/>    

[name](#)

- [Tim Berners-Lee](#)      
- [Timothy Berners-Lee](#)    
- [Tim Berners Lee](#) 

[Given name](#)

- [Timothy](#)  

[family name](#)

- [Berners-Lee](#)  

[sha1sum of a personal mailbox URI name](#)

- [985c47c5a70db7407210cef6e4e8f5374a525c5c](#)   

[workplace homepage](#)

- <http://www.w3.org/>  

[nickname](#)

- [TimBL](#)    

[nickname](#)

- [TimBL](#)    

- [timbl](#)  

[personal mailbox](#)

- <mailto:timbl@w3.org>   

The SigMa Linked Data Search Engine

[Help](#)[About](#)[Forum](#)[Add More Info](#)[Start New](#)[Options](#)[Order](#)[Permalink](#)[Sources \(20\)](#)[Appro](#)

Chris Bizer

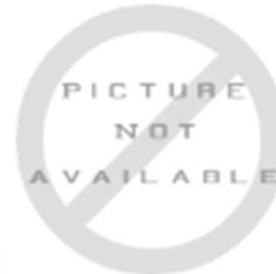
picture:



[3]



[5]



[16]

given name: [Chris](#) [3,5,9,10,16]

family name: [Bizer](#) [3,5,9,10,16]

is creator of: [DBpedia: A Nucleus for a Web of Open Data | Semantic Web Dog Food](#) [6,18]
<http://data.semanticweb.org/conference/eswc/2007/demo-3> [9]
[The TriQL.P Browser: Filtering Information using Context-, Content- and Rating-Based Trust Policies.](#) [16]
[D2R Server - Publishing Relational Databases on the Semantic Web.](#) [16]
[Named Graphs, Provenance and Trust](#) [16]

[hide value](#)[just this value](#)[which sources](#)[reject sources](#)[6\]](#)

1 [Chris Bizer - Free Uni](#)
http://videlectures.net/chris_

2 [Chris Bizer - semantic](#)
<http://ontoworld.org/wiki/Chris>

3 [Untitled document](#) 6 f
BOSS <http://www.facebook>

4 [Chris Bizer - semantic](#)
<http://semanticweb.org/wiki/Ch>

5 [Chris Bizer - LinkedIn](#)
BOSS <http://www.linkedin>

6 [Chris Bizer](#) 10 facts | 20
<http://data.semanticweb.org/p>

7 [Chris Bizer - semantic](#)
<http://semanticweb.org/index.p>

8 [Flickr: Chris Bizer's Ph](#)
BOSS <http://flickr.com/pho>

9 [Untitled document](#) 8 f
<http://data.semanticweb.org/c>

10 [Chris Bizer](#) 6 facts | 20
BOSS <http://ebiquity.umbc>

The Linked Open Data Cloud

1,255 datasets connected by
16,174 sets of RDF links
(as of May 2020)

Legend

Cross Domain

Geography

Government

Life Sciences

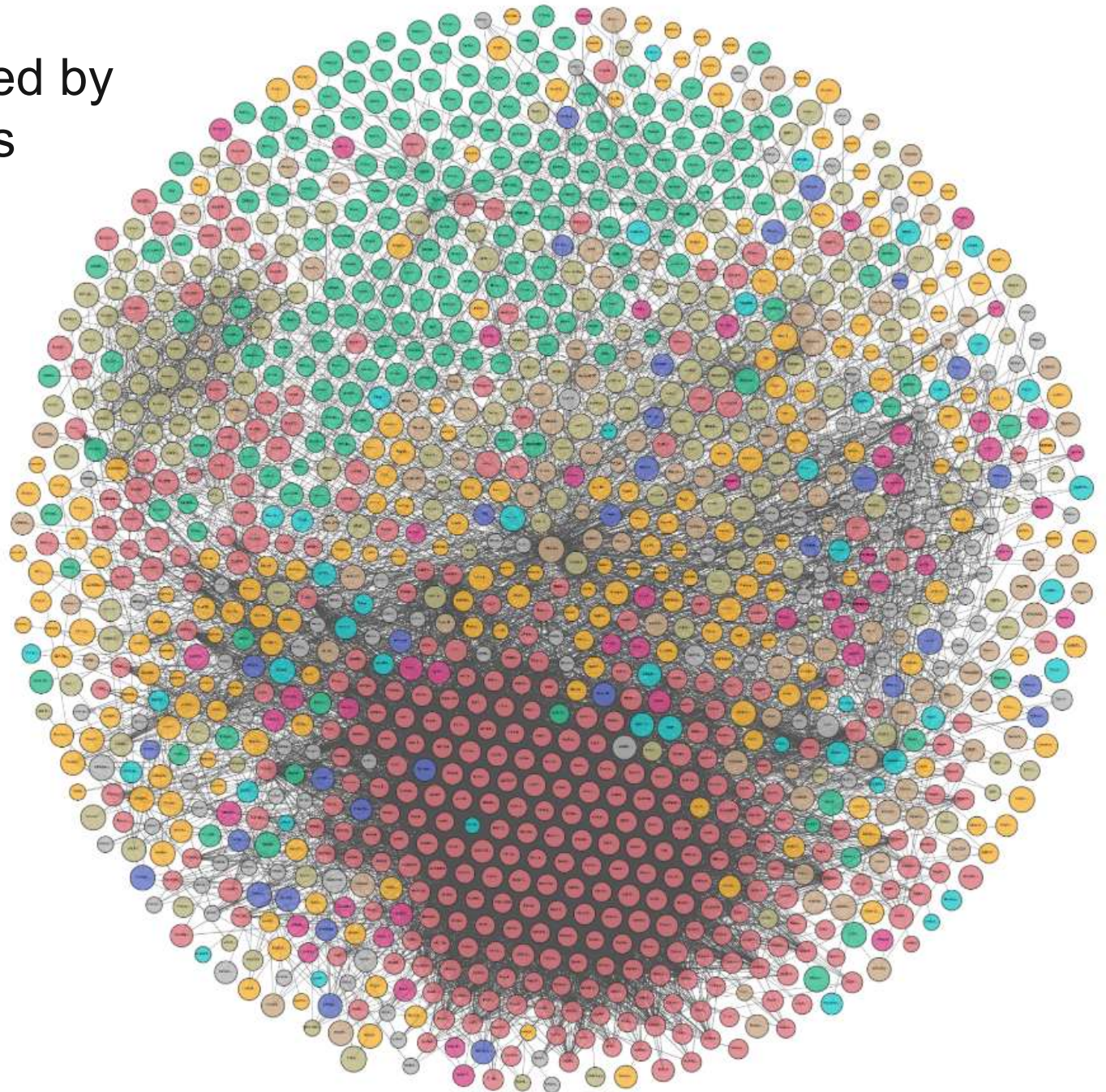
Linguistics

Media

Publications

Social Networking

User Generated



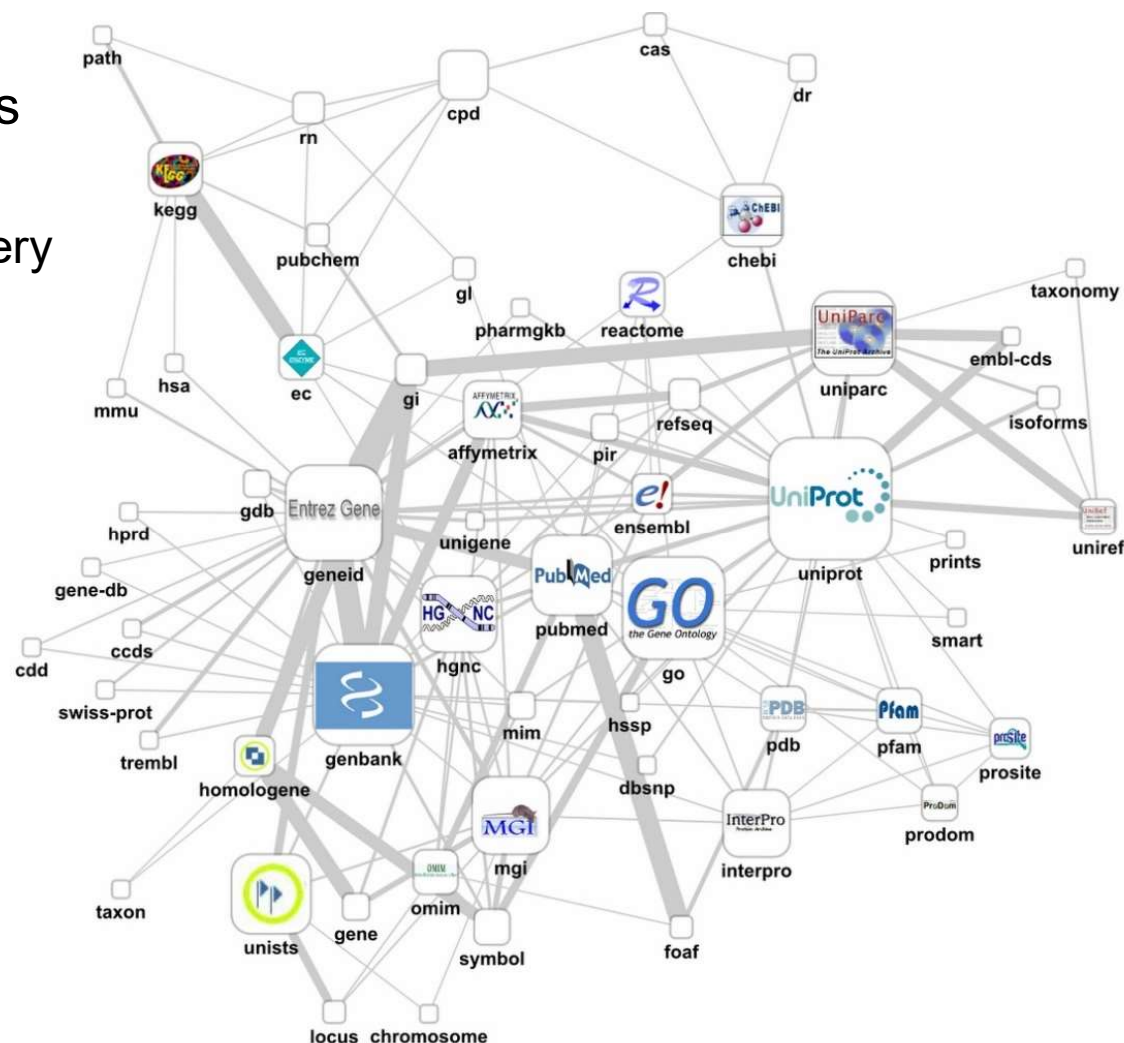
<https://lod-cloud.net/>

Uptake in the Life Science Domain

– Goals:

1. Connect life science datasets in order to support
 - biological knowledge discovery
 - drug discovery
2. Reuse results of previous integration efforts

BIO↔RDF



Uptake in the Libraries Community

- Goals:
 1. interconnect resources between repositories
(by topic, by author, by location, by historical period, by ...)
 2. enable integration of library catalogs on global scale
- Institutions publishing Linked Data
 - Library of Congress (subject headings and catalog)
 - German National Library (PND dataset and subject headings)
 - Swedish National Library (Libris catalog)
 - Europeana Digital Library (catalog)
 - TIB Hannover (Open Research Knowledge Graph)
 - Springer Nature (publications, researchers, projects)



LIBRARY OF
CONGRESS



europæana
think culture



Jinfang Niu: **Diffusion and adoption of Linked Data among libraries**. In:
Information Science and Technology, 2020.

Hands-on: How to get the Data?

- Download the LOD-a-lot Dataset
 - 28 billion RDF triples (524 GB zipped)
 - crawled from the public Web of Linked Data in 2017
 - <http://lod-a-lot.lod.labs.vu.nl/>
- Download the Billion Triples Challenge Dataset
 - 4 billion RDF triples (52 GB gzipped, 1.1 TB uncompressed)
 - crawled from the public Web of Linked Data in 2014
 - <http://km.aifb.kit.edu/projects/btc-2014/>
- Use SPARQL endpoints of individual data sets
 - Endpoint list: <http://sparqls.ai.wu.ac.at/availability>

4. HTML-embedded Data

1. Webpages traditionally contain structured data in the form of **HTML tables** as well as **template data**
2. More and more websites semantically markup the content of their HTML pages using **standardized markup formats**

Microformats



RDFa



Microdata



JSON-LD



4.1 Microformats



- Microformat effort dates back to 2003
- Small set of fixed formats
 - hcard : people, companies, organizations, and places
 - XFN : relationships between people
 - hCalendar : calendaring and events
 - hListing : small-ads; classifieds
 - hReview : reviews of products, businesses, events
- Shortcoming of Microformats
 - can not represent any kind of data.
- indexed by Google and Yahoo since 2009



- serialization format for embedding RDF data into HTML pages
- W3C Recommendation in 2008
- can be used together with any vocabulary
- can assign URIs as global primary keys to entities

```
1 <html xmlns="http://www.w3.org/1999/xhtml"
2   xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
3   xmlns:foaf="http://xmlns.com/foaf/0.1/">
4 ...
5   <div about="http://example.com/Peter" typeof="foaf:Person">
6     <span property="foaf:name">Peter Smith</span> knows
7     <a rel="foaf:knows" href="http://example.com/Paula">Paula
        Jones</a>.
8   </div>
9 ...
```

- allows site owners to determine how entities are described in Facebook
- relies on **RDFa** for embedding data into HTML pages
- available since April 2010



Microdata



- alternative technique for embedding structured data
- proposed in 2009 by WHATWG as part of HTML5 work
- tries to be simpler than RDFa (5 new attributes instead of 8)

```
<div itemtype="http://schema.org/Hotel">
  <span itemprop="name">Vienna Marriott Hotel</span>
  <span itemprop="address" itemscope="" itemtype="http://schema.org/PostalAddress">
    <span itemprop="streetAddress">Parkring 12a</span>
    <span itemprop="addressLocality">Vienna</span>
  </span>
  <div itemprop="aggregateRating" itemscope itemtype="http://schema.org/AggregateRating">
    <span itemprop="ratingValue"> 4 </span> stars-based on
    <span itemprop="reviewCount"> 250 </span> reviews.
  </div>
```


- used for embedding data into the HEAD of HTML pages
- putting data into the HEAD is recommended by Google as it is empirically less error prone than annotations in BODY



```
<script type="application/ld+json">
{  "@context": "http://schema.org",
   "@type": "Product",
   "description": "Has six preset cooking ....",
   "name": "Kenmore White 17\" Microwave",
   "offers": {
     "@type": "Offer",
     "availability": "http://schema.org/InStock",
     "price": "55.00",
     "priceCurrency": "USD"
   },
}
</script>
```

Google™

bing

YAHOO!

Yandex

- ask site owners since 2011 to annotate data for enriching search results
- 675 Types: Event, Local Business, Product, Review, Job Offer
- Encoding: Microdata, RDFa, JSON-LD

schema.org**Search**

[Home](#) [Schemas](#) [Documentation](#)

Thing > Organization > LocalBusiness

A particular physical business or branch of an organization. Examples of LocalBusiness include a restaurant, a particular branch of a restaurant chain, a branch of a bank, a medical practice, a club, a bowling alley, etc.

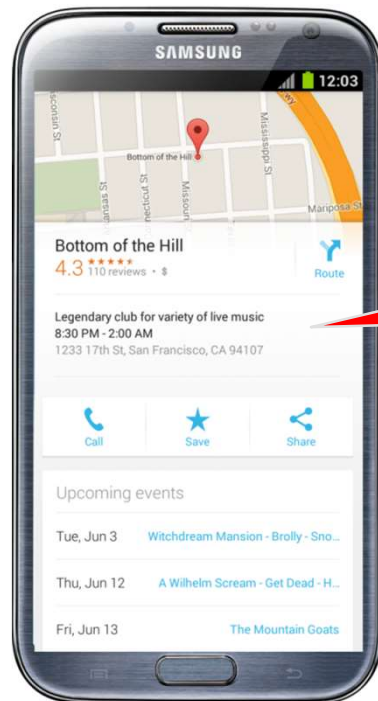
Property	Expected Type	Description
Properties from <u>Thing</u>		
description	Text	A short description of the item.
image	URL	URL of an image of the item.
name	Text	The name of the item.
url	URL	URL of the item.
Properties from <u>Place</u>		
address	<u>PostalAddress</u>	Physical address of the item.
aggregateRating	<u>AggregateRating</u>	The overall rating, based on a collection of reviews or ratings, of the item.
containedIn	<u>Place</u>	The basic containment relation between places.



Usage of Schema.org Data @ Google

Gramercy Tavern - Flatiron - New York, NY | Yelp
www.yelp.com › Restaurants › American (New) ▾
★★★★★ Rating: 4.5 - 1,288 reviews - Price range: \$\$\$\$
Jeff C and I were in **New York** for vacation, and I wanted to treat him to a nice dinner for **Gramercy Tavern** is certainly a legendary NY dining establishment.

Gramercy Tavern Restaurant - New York, NY | OpenTable
www.opentable.com › ... › Gramercy restaurants ▾
★★★★★ Rating: 4.7 - 508 reviews - Price range: \$50 and over
Book now at **Gramercy Tavern** in **New York**, explore menu, see photos and read 508 reviews: "The menu was so limited but it was worth trying, food was deli..."



Data snippets
within
search results

Local businesses
on maps

Data snippets
within
info boxes



The Black Keys

Band

The Black Keys is an American rock duo formed in Akron, Ohio in 2001. The group consists of Dan Auerbach and Patrick Carney. [Wikipedia](#)

Origin: Akron, Ohio, United States

Members: Dan Auerbach, Patrick Carney

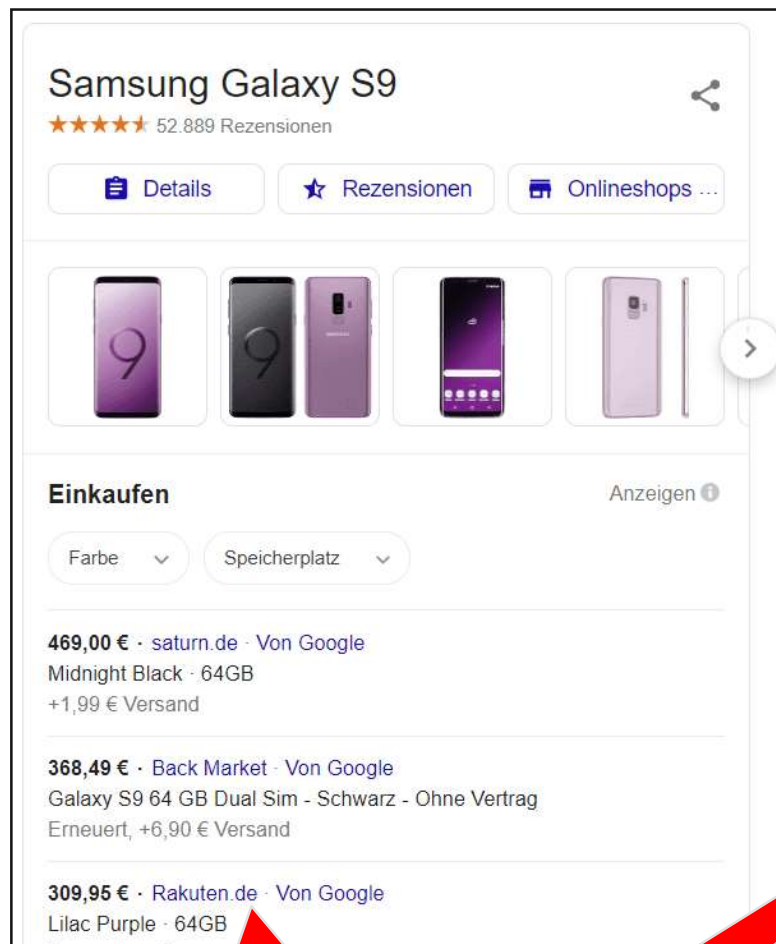
Record labels: Fat Possum Records, Nonesuch Records, V2 Records, Alive Natural Sound Records

Awards: Grammy Award for Best Rock Album, more

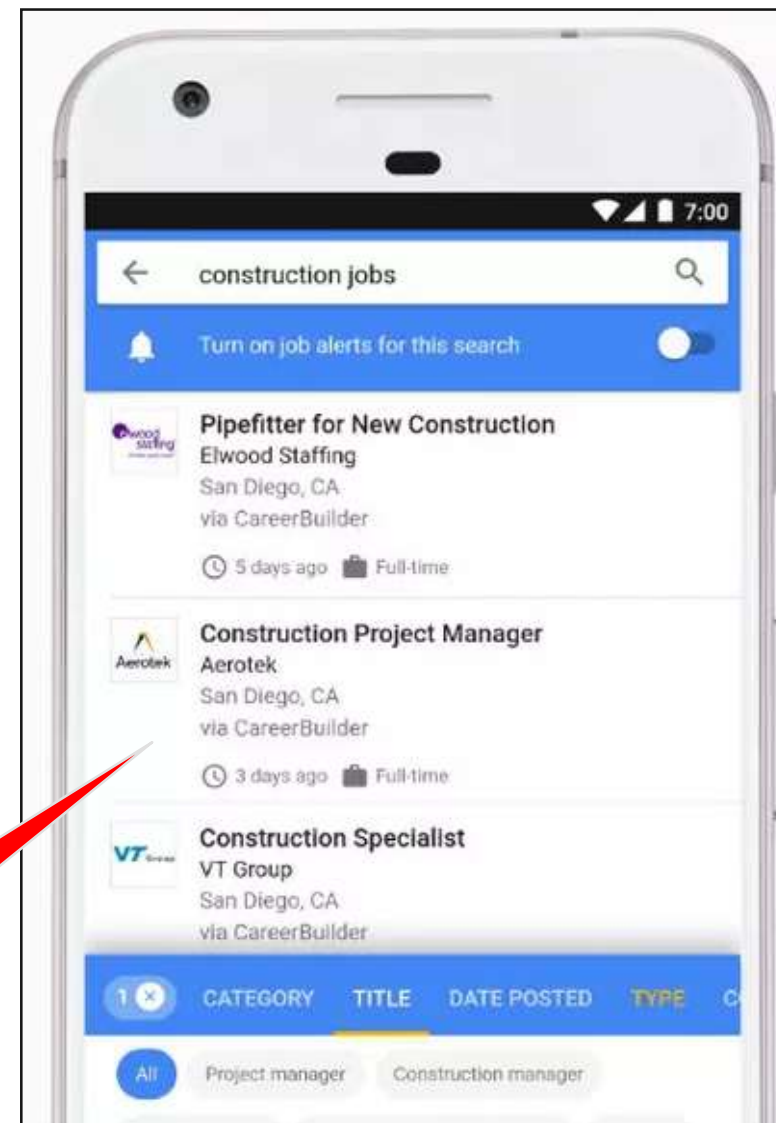
Upcoming events

Jun 20 Fri	The Black Keys Neuhausen ob Eck (near you)
May 16 Fri	The Black Keys Gulf Shores, AL
Jun 22 Sun	The Black Keys Schneeßel

Usage of Schema.org Data @ Google



Product
offers



Job
offers

<https://developers.google.com/search/docs/guides/search-gallery>

The Web Data Commons Project

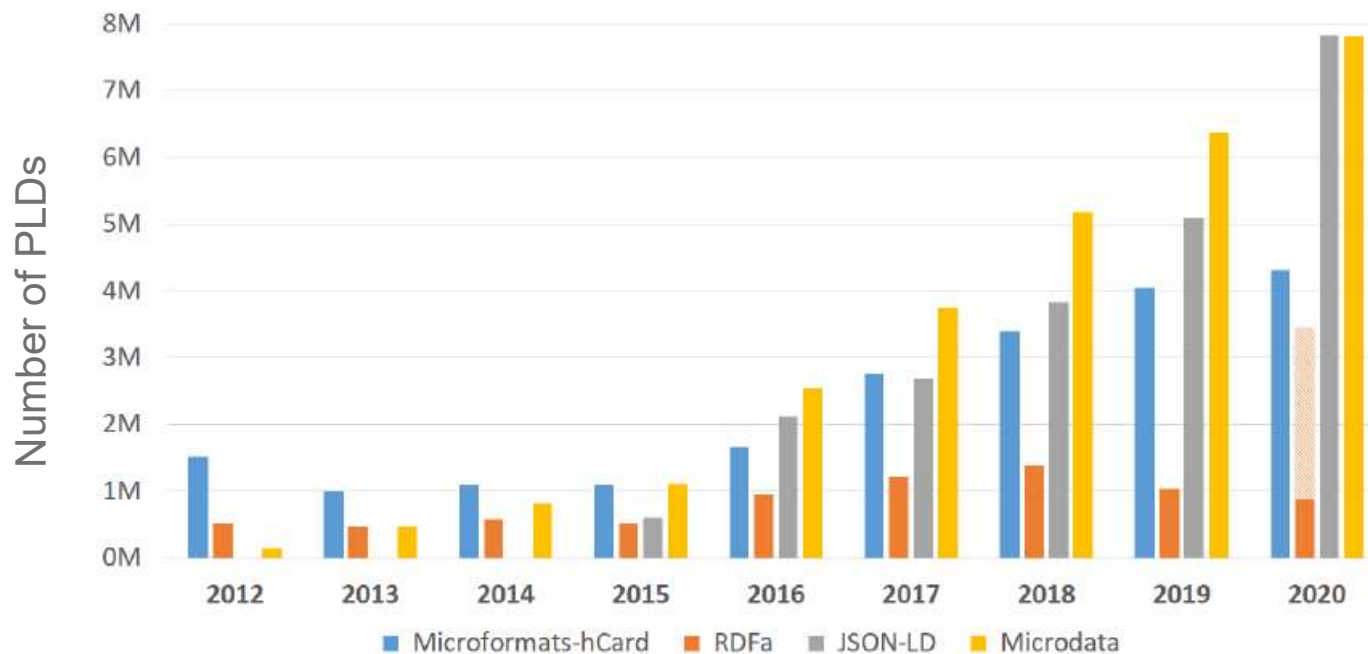


- extracts all Microformat, Microdata, RDFa, JSON-LD data from the **Common Crawl**
- analyzes and provides the extracted data for download
- statistics about some extraction runs
 - 2020 CC Corpus: 3.4 billion HTML pages → **86.3** billion RDF triples
 - 2017 CC Corpus: 3.1 billion HTML pages → 38.2 billion RDF triples
 - 2013 CC Corpus: 2.2 billion HTML pages → 17.2 billion RDF triples
 - 2010 CC Corpus: 2.8 billion HTML pages → **5.1** billion RDF triples
- uses 100 machines on **Amazon EC2**
 - approx. 2000 machine/hours → 500 Euro
- <http://webdatacommons.org/structureddata/>

Overall Adoption 2020

1.7 billion HTML pages out of the 3.4 billion pages provide semantic annotations (50.0%).

15.3 million pay-level-domains (PLDs) out of the 34.5 million PLDs (websites) provide semantic annotations (44.3%).



<http://webdatacommons.org/structureddata/2020-12/stats/stats.html>

Frequently used Schema.org Classes (2020)

Class	# Websites (PLDs)	
	JSON-LD	Microdata
schema:WebPage	4,484,026	1,339,999
schema:Person	3,151,809	514,990
schema:BreadcrumbList	1,688,820	924,991
schema:Article	1,327,578	627,303
schema:Product	1,234,972	1,059,149
schema:Offer	1,182,855	946,725
schema:PostalAddress	863,243	585,417
schema:BlogPosting	529,020	552,338
schema:LocalBusiness	363,843	280,338
schema:AggregateRating	432,014	315,253
schema:Place	255,139	93,124
schema:Event	194,115	77,722
schema:Review	181,097	158,333
schema:JobPosting	28,759	8,520

http://webdatacommons.org/structureddata/2020-12/stats/schema_org_subsets.html

Adoption by Travel Websites

Top 15 Travel Websites	schema:Hotel
Booking.com	✓
TripAdvisor	✓
Expedia	✓
Agoda	✓
Hotels.com	✓
Kayak	✓
Priceline	✓
Travelocity	✓
Orbitz	✓
ChoiceHotels	✓
HolidayCheck	✓
ChoiceHotels	✓
InterContinental Hotels Group	✓
Marriott International	✓
Global Hyatt Corp.	☒

Adoption:
93 %

Properties used to Describe Products (2020)

Attribute	% of PLDs
schema:Product/name	99 %
schema:Product/offers	94 %
schema:Offer/price	95 %
schema:Offer/priceCurrency	95 %
schema:Product/description	84 %
schema:Offer/availability	72 %
schema:Product/sku	56 %
schema:Product/brand	30 %
schema:Product/image	26 %
schema:Product/aggregateRating	17 %
schema:Product/mpn	6.3 %
schema:Product/productID	4.7 %
...	...



<http://webdatacommons.org/structureddata/schemaorgtables/>

Hands-on: How to get the Data?

- as RDF quads: <http://webdatacommons.org/structureddata/>
- as JSON for pandas: <http://webdatacommons.org/structureddata/schemaorgtables/>

Class-Specific Subsets of the Schema.org Data

Class Name	Total Number of	Top Classes (Entity Count)	Total File Size	Quad File
http://schema.org/AdministrativeArea	Quads: 1,724,857 URLs: 85,625 Hosts: 63	http://schema.org/AdministrativeArea (100,671) http://schema.org/GeoCoordinates (84,152) http://schema.org/Country (83,851) http://schema.org/Continent (83,567)	23 MB	schemaorgAdministrativeArea.nq.gz (sample)
http://schema.org/Hotel	Quads: 148,211,253 URLs: 3,136,152 Hosts: 5,337	http://schema.org/Rating (7,007,590) http://schema.org/Hotel (6,335,124) http://schema.org/Review (4,408,551) http://schema.org/AggregateRating (3,936,372)	2,994 MB	schemaorgHotel.nq.gz (sample)
http://schema.org/JobPosting	Quads: 234,475,135 URLs: 2,011,332 Hosts: 3,962	http://schema.org/JobPosting (22,804,279) http://schema.org/Place (16,321,339) http://schema.org/Organization (12,164,867) http://schema.org/PostalAddress (7,516,387)	5,078 MB	schemaorgJobPosting.nq.gz (sample)
http://schema.org/PostalAddress	Quads: 776,573,609 URLs: 13,475,055 Hosts: 131,064	http://schema.org/PostalAddress (48,086,763) http://schema.org/LocalBusiness (16,641,260) http://schema.org/GeoCoordinates (12,345,942) http://schema.org/Place (9,071,774)	14,364 MB	schemaorgPostalAddress.nq.gz (sample)
http://schema.org/Product	Quads: 2,829,523,589 URLs: 48,314,143 Hosts: 104,118	http://schema.org/Product (287,815,069) http://schema.org/Offer (221,781,710) http://schema.org/AggregateRating (38,398,548) http://schema.org/Review (26,209,678)	62,179 MB	schemaorgProduct.nq.gz (sample)

- Only tip of the iceberg, as each website is only partly crawled.

4.2 HTML Tables

There are hundreds of millions of high-quality HTML tables on the Web and in Wikipedia.

Germany - Largest Cities

Name	Population	Latitude/Longitude
1 Berlin 🌐, Berlin	3,426,354	52.524 / 13.411
2 Hamburg 🌐, Hamburg	1,739,117	53.575 / 10.015
3 Munich 🌐, Bavaria		
4 Cologne 🌐, North Rhine-		
5 Frankfurt am Main 🌐, He		
6 Essen 🌐, North Rhine-W		
7 Stuttgart 🌐, Baden-Würt		
8 Dortmund 🌐, North Rhin		
9 Düsseldorf 🌐, North Rhin		
10 Bremen 🌐, Bremen		

Contestant	Age		
Kelly Louise Maguire	24	1.70 m (5 ft 7 in)	ivassau
Aquelle Plakaris	24	1.70 m (5 ft 7 in)	Evergem
Jessica van Moorlegh	18	1.70 m (5 ft 7 in)	Evergem
Yovana O'Brien	19	1.80 m (5 ft 11 in)	Santa Cruz

150 INTERNATIONAL AFFAIRS						
		2016	2017	2018	2019	2020
8.	End Funding for the United Nations Development Program (UNDP)	81	81	82	83	85
9.	End Funding for the U.N. Intergovernmental Panel on Climate Change (IPCC)	10	10	10	10	11
10.	Eliminate the U.S. Trade and Development Agency (USTDA)					
11.	Reform Food Aid Programs					
12.	Eliminate Export-Import Bank					
13.	Eliminate the Overseas Private Investment Corporation (OPIC)					
14.	Eliminate Funding for the United Nations Population Fund (UNFPA)					
SUBTOTALS						

Most Requested Songs

Published December 28, 2011

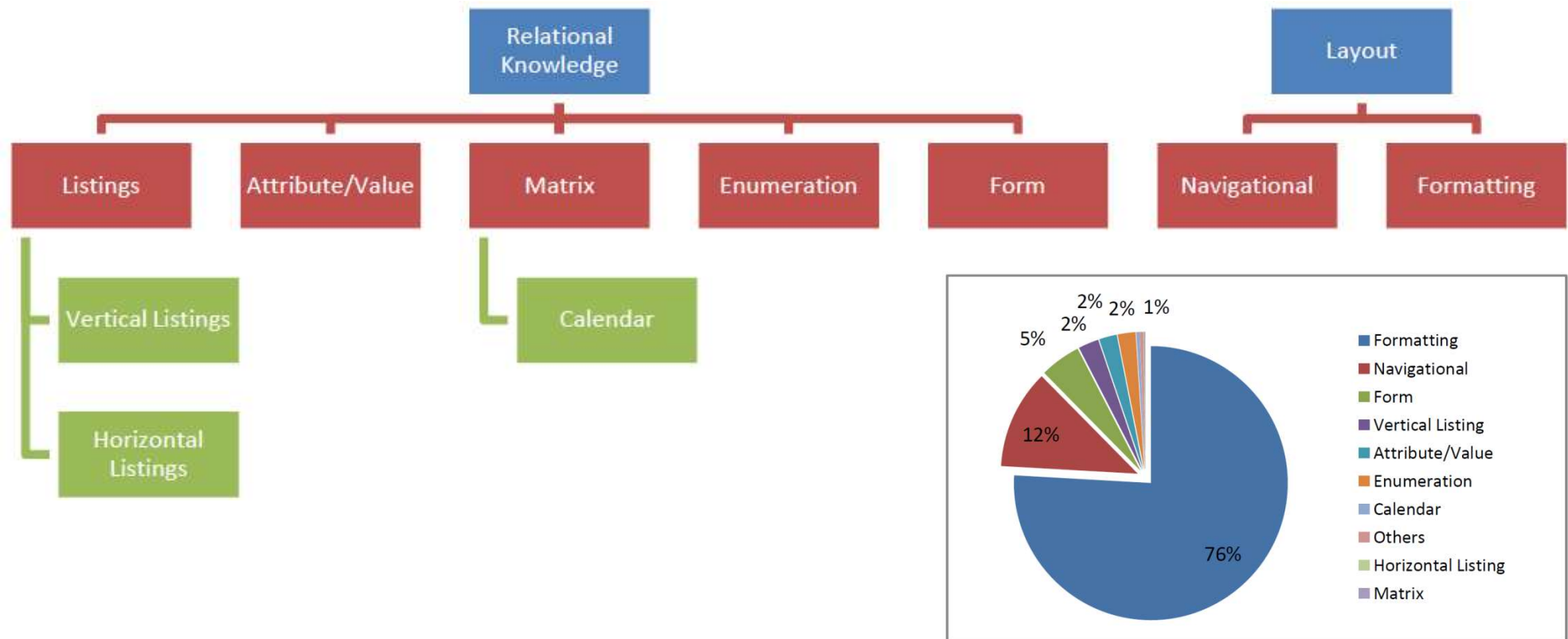
Here are the most requested songs of the past year:

1	Black Eyed Peas	I Gotta Feeling
2	Journey	Don't Stop Believin'
3	Lady Gaga Feat. Colby O'donis	Just Dance
4	AC/DC	You Shook Me All Night Long
5	Cupid	Cupid Shuffle
6	Bon Jovi	Livin' On A Prayer
7	Beyonce	Single Ladies (Put A Ring On It)
8	Diamond, Neil	Sweet Caroline (Good Times Never Seemed So Good)
9	Morrison, Van	Brown Eyed Girl
10	Def Leppard	Pour Some Sugar On Me
11	B-52's	Love Shack
12	Lmfao Feat. Lauren Bennett And Goon Rock	Party Rock Anthem
13	Jackson, Michael	Billie Jean
14	DJ Casper	Cha Cha Slide
15	Usher Feat. Will I Am	Omigod

Types of Web Tables

In corpus of 14B raw tables, 154M are “good” relations (1.1%).

Cafarella (2008)



Cafarella, et al.: **WebTables: Exploring the Power of Tables on the Web**. VLDB 2008.

Crestan, Pantel: **Web-Scale Table Census and Classification**. WSDM 2011.

Attribute/Value Table together with schema.org Annotations

s:breadcrumb

s:name

Attribute/Value
HTML Table

Walmart

FREE store pickup as soon as today

Search

Electronics > Computers > Laptops > Shop Laptops by Type > All Laptop Computers

HP Ultrabook EliteBook Folio G1 12.5" Laptop, Windows 10 Pro, Intel Core m5-6Y54 Processor, 8GB RAM, 256GB Solid State Drive

★★★★★ Write a review Q&A By: HP

Specifications

Aspect Ratio:	16:9
Graphics Information:	HD Graphics 515
Processor Type:	Intel Core M5-6Y54 Dual-Core Processor
Hard Drive Capacity:	256 GB
Color:	Silver
Display Technology:	LED Backlight, Full HD Display
Resolution:	1080p
Form Factor:	Laptop
Processor Speed:	1.10 GHz
Color Category:	Silver
Contained Battery Type:	Lithium Ion
Maximum RAM Supported:	8 GB

\$1,060⁷⁹ + FREE shipping
Only 2 left!

Sold & Shipped by BidDeal

FREE Standard shipping Shipping options

Pickup not available from this seller

Qty: 1 Add to Cart

Add to List Add to Registry

Qui, et al.: **DEXTER: Large-Scale Discovery and Extraction of Product Specifications on the Web**. VLDB 2015.
Petrovski, et al: **The WDC Gold Standards for Product Feature Extraction and Product Matching**. ECWeb 2016.

Hands-on: Web Data Commons – Web Tables Corpus

- Large public corpus of relational Web tables
- extracted from Common Crawl 2015 (1.78 billion pages)
- 90 million relational tables
 - selected out of 10.2 B raw tables (0.9%)
 - download includes the HTML pages of the tables (1TB zipped)
 - <http://webdatacommons.org/webtables/>



Web Data Commons – Web Tables Corpus

■ Attribute Statistics

Attribute	#Tables
name	4,600,000
price	3,700,000
date	2,700,000
artist	2,100,000
location	1,200,000
year	1,000,000
manufacturer	375,000
counrty	340,000
isbn	99,000
area	95,000
population	86,000

28,000,000 different attribute labels

■ Subject Attribute Values

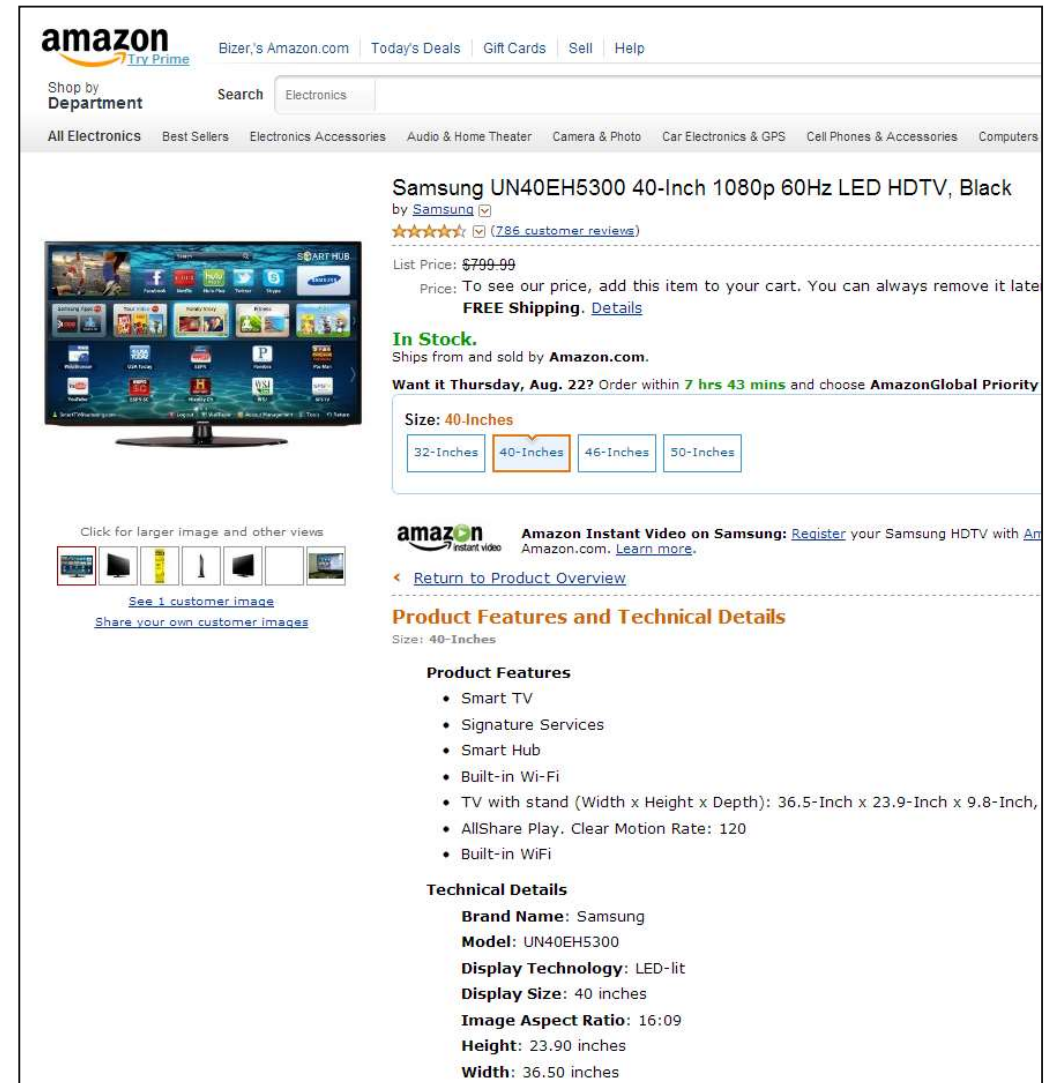
Value	#Rows
usa	135,000
germany	91,000
greece	42,000
new york	59,000
london	37,000
athens	11,000
david beckham	3,000
ronaldinho	1,200
oliver kahn	710
twist shout	2,000
yellow submarine	1,400

1.74 billion rows

253,000,000 different subject labels

Exploiting the Template-Structure of HTML Pages

- Most webpages are generated from databases using HTML-templates
- Approaches to extract the data:
 - hand-written wrappers using Xpath or regexes
 - wrapper induction using machine learning techniques (see Bing Liu: Web Data Mining book)
- Problem:
 - wrappers are site-specific
 - thus, the approach does not scale to large numbers of websites
 - possible way out: Distant supervision in the form of knowledge bases



4.3 Wikipedia as Data Source

Bristol - Wikipedia, the free encyclopedia - Mozilla Firefox

W http://en.wikipedia.org/wiki/Bristol

Erste Schritte Aktuelle Nachrichten

Log in / create account

article discussion edit this page history

Bristol

From Wikipedia, the free encyclopedia

This article is about the English city. For other uses, see [Bristol \(disambiguation\)](#).

Bristol (pronunciation^(help·info); IPA: ˈbrɪstəl) is a city, unitary authority and ceremonial county in South West England, 105 miles (169 km) west of London, and 44 miles (71 km) east of Cardiff.

With an approximate population of 410,950, and urban area of 550,200, it is England's sixth, and the United Kingdom's ninth most populous city, one of England's *core cities* and the most populous city in South West England. It received a royal charter in 1155 and was granted county status in 1373. For half a millennium it was the second or third largest English city, until the rapid rise of [Liverpool](#), [Birmingham](#) and [Manchester](#) in the Industrial Revolution in the later part of the 18th century. It borders on the [Counties of Somerset](#), and [Gloucestershire](#), between the cities of [Bath](#), [Gloucester](#) and [Newport](#), and has a short coastline on the estuary of the [River Severn](#), which flows into the [Bristol Channel](#).

Bristol is one of the centres of culture, employment and education in the region. From its earliest days, its prosperity has been linked to that of the [Port of Bristol](#), the commercial port, which was in the city centre but has now moved to the Severn estuary coast at [Avonmouth](#) and [Portbury](#). In more recent years the economy has been built on the [aerospace](#) industry, and the city centre docks have been regenerated as a centre of heritage and culture.^[2]

Contents [hide]

- Boundaries
- History
- Economy and industry
- Culture
 - Arts
 - Sport and leisure
 - Media
 - Dialect
- Politics and government
- Demographics
- Physical geography
- Education, science and technology
- Transport
- Twin cities
- See also
- References
- External links

Boundaries [edit]

There are a number of different ways in which Bristol's boundaries are defined, depending on whether the boundaries attempt to define the city, the built-up area, or the wider "Greater Bristol". The narrowest definition of the city is the [city council](#) boundary; although this definition does include a large portion of the [Severn Estuary](#), west as far as the islands of [Steep Holm](#) and [Flat Holm](#).^[3] A slightly less narrow definition is used by the [Office for National Statistics](#); this includes built-up areas which adjoin Bristol but are not within the city council boundary, such as [Whitchurch village](#), [Filton](#), [Patchway](#), [Bradley Stoke](#), and excludes non-built-up areas within the city council boundary.^[4] The ONS has also defined an area which it calls the "Bristol Urban Area" which includes [Kingswood](#), [Mangotsfield](#), [Stoke Gifford](#), [Winterbourne](#), [Frampton Cotterell](#), [Almondsbury](#) and [Easton-in-Gordano](#).^[5] The term "Greater Bristol" (used for example by the Government Office of the South West ^[6]) is most usually used to refer to the area covered by the city and its three neighbouring local authorities.

Coordinates: 51°28′N 2°35′W

Bristol

Bridge and the Avon Gorge

Coat of Arms of the City Council

Coordinates: 51°27′14″N 2°35′48″W

Sovereign state	United Kingdom
Constituent country	England
Region	South West England
Ceremonial county	Bristol
Historic counties	County corporate (Gloucestershire and Somerset)
Admin HQ	Avon
Royal Charter	Bristol
County status	1155
	1373
Government	
 - Type	Unitary authority, City
 - Governing body	Bristol City Council
 - Leadership	Leader & Cabinet
 - Executive	Labour
 - MPs	Roger Berry (L)
	Kerry McCarthy (L)
	Doug Naysmith (L)(Co-op)
	Dawn Primarolo (L)
	Stephen Williams (LD)

libbox:

What links here

Related changes

Upload file

Special pages

Printable version

Permanent link

Cite this page

Anglo Saxon

العربية

Български

Català

Česky

Cymraeg

Dansk

Deutsch

Eesti

Español

Esperanto

Euskara

Français

हिन्दी

Ido

Bahasa Indonesia

Íslenska

Italiano

עברית

Latviešu

Lëtzebuergesch

Lietuvių

Magyar

Nederlands

日本語

Norsk (bokmål)



WIKIPEDIA
The Free Encyclopedia

Title

Description

Cross
Language
Links

Geo-
Coordinates

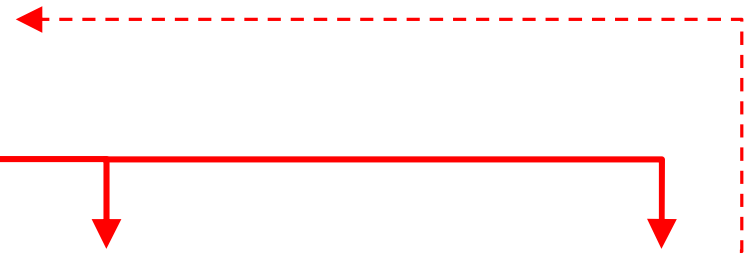
Images

Infoboxes

Extracting Knowledge from Wikipedia



WIKIPEDIA
The Free Encyclopedia



UNIVERSITÄT LEIPZIG



Ringler, Paulheim: **Analyzing the Differences Between DBpedia, YAGO, Wikidata.** KI 2017.

The DBpedia Knowledge Graph - Release 2022



- Describes **7.6 million things**, out of which 6.5 million are classified in a consistent ontology using 760 classes and 1377 different properties
 - 1,790,000 persons
 - 748,000 places
 - 345,000 organizations
 - 139,000 music albums
- Altogether 20 billion pieces of information (RDF triples)
 - 850 million were extracted from the English edition of Wikipedia
 - 29,000,000 links to external web pages
 - 139,000,000 external RDF links into 179 other RDF datasets
- DBpedia Internationalization
 - provides data from 125 Wikipedia language editions for download
 - for 28 popular languages DBpedia provides cleaned infobox data

[First](#) | [Previous](#) | [Next](#) | [Last](#)

▼ item type

Skyscraper (12)
Place (12)
Building (12)

[more](#)

▼ location

Hong Kong (12)
China (3)
Sham Tseng (1)

[more](#)

▼ building started in year

 from... to...

2000 (5)
1977 (1)
1997 (1)

[more](#)

▼ building completed in year

Your Filters

[Reset Filters](#)

Results 7 to 12 of 12

item type Skyscraper ✕ floor count 50 and up ✕ building completed in year up to 2000 ✕ location Hong Kong ✕



Highcliff

Highcliff is a 252.4-metre (828-foot) tall skyscraper located on a south slope of Happy Valley on the Hong Kong Island in Hong Kong. The 75 storey (70 floors of which are livable space) building's construction began in 2000 and was completed in 2003 under a design by DLN Architects & Engineers. It was the Silver Winner of the 2003 Emporis Skyscraper Award, coming in second to 30 St Mary Axe in London.



The Harbourside

The Harbourside is a 255 m (836.6 ft) tall residential skyscraper located at 1 Austin Road West, in Union Square complex on Kowloon peninsula. The building is erected on the West Kowloon Reclamation west of Kwun Chung. Construction of the 74 storey building began in 2000 and was completed in 2003 under the design by P & T Architects & Engineers. The building is, in fact, three towers joined at the base, middle



Hands-on: How to get DBpedia Data?

- Download Data Dumps
- Use SPARQL endpoint

SPARQL Explorer for http://d

SPARQL:

```
PREFIX owl: <http://www.w3.org/2002/07/owl#>
PREFIX xsd: <http://www.w3.org/2001/XMLSchema#>
PREFIX rdf: <http://www.w3.org/2000/01/rdf-schema#>
PREFIX rdfs: <http://www.w3.org/1999/02/22-rdf-syntax-ns#>
PREFIX foaf: <http://xmlns.com/foaf/0.1/>
PREFIX dc: <http://purl.org/dc/elements/1.1/>
PREFIX : <http://dbpedia.org/resource/>
PREFIX dbpedia2: <http://dbpedia.org/property/>
PREFIX dbpedia: <http://dbpedia.org/>
PREFIX skos: <http://www.w3.org/2004/02/skos/core#>

PREFIX dbo: <http://dbpedia.org/ontology/>

SELECT ?name ?birth ?death ?person WHERE {
  ?person dbo:birthPlace :Berlin .
  ?person dbo:birthDate ?birth .
  ?person foaf:name ?name .
  ?person dbo:deathDate ?death .
  FILTER (?birth < "1900-01-01"^^xsd:date) .
}
```

Results:

SPARQL results:

name	birth	death
"Helene" Ellen Franz"@en	"1839-05-30"^^xsd:date	"1923-03-24"^^xsd:date
"()"@en	"1811-10-29"^^xsd:date	"1873-06-06"^^xsd:date
"(Carl Heinrich) Eduard Knoblauch Knoblauch"@en	"1801-09-25"^^xsd:date	"1865-05-29"^^xsd:date
"Achim von Arnim"@en	"1781-01-26"^^xsd:date	"1831-01-21"^^xsd:date
"Adalbert Of Prussia"@en	"1811-10-29"^^xsd:date	"1873-06-06"^^xsd:date
"Adam Heinrich Müller"@en	"1779-06-30"^^xsd:date	"1829-01-17"^^xsd:date
"Adam Müller"@en	"1779-06-30"^^xsd:date	"1829-01-17"^^xsd:date
"Adolf Christen"@en	"1811-08-07"^^xsd:date	"1883-07-13"^^xsd:date
"Adolf Heinrich von Arnim-Boitzenburg"@en	"1803-04-10"^^xsd:date	"1868-01-08"^^xsd:date
"Adolf Heinrich von Arnim-Boitzenburg"@en	"1876-12-25"^^xsd:date	"1959-06-09"^^xsd:date
"Adolf von Baeyer"@en	"1835-10-31"^^xsd:date	"1917-08-20"^^xsd:date
"Agnes of Brandenburg"@en	"1584-07-17"^^xsd:date	"1629-03-26"^^xsd:date
"Albert Frederick of Brandenburg-Schwedt"@en	"1672-01-24"^^xsd:date	"1731-06-21"^^xsd:date

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OPEN BETA

 **Snapshot of core data from en.wikipedia.org 2021-12**
dbpedia » collections » dbpedia-snapshot-2021-12

Actions ▾

SUMMARY

Label	Snapshot of core data from en.wikipedia.org 2021-12
Collection URI	https://databus.dbpedia.org/dbpedia/collections/dbpedia-snapshot-2021-12
Files	155
Size	15.58 GB
License(s)	http://purl.org/NET/rdfliblicense/cc-by3.0 http://creativecommons.org/licenses/by-sa/3.0/ http://purl.org/NET/rdfliblicense/cc-by-sa3.0

Previous Snapshot 2021-09

About

Releases of essential data of DBpedia quality-controlled since 2007. The collection focuses on English in this selection, but over 140 Wikipedia languages are available

<https://databus.dbpedia.org>

<https://dbpedia.org/snorql>

Large cross-domain knowledge bases which aim to cover all “relevant” entities in the world.

- Google Knowledge Graph
 - development started 2012, builds on Freebase
 - 570 million objects described by over 18 billion facts (2012)
 - 1500 classes, 35,000 properties
- Microsoft Satori Knowledge Base
 - revealed to the public in mid-2013
- Yahoo Knowledge Graph
 - revealed to the public early-2014
- Knowledge Graphs employ RDF-style graph data models

See also: IE650
Knowledge Graphs

Data Sources used to Build Knowledge Graphs

1. Wikipedia

- infoboxes, category system, information extraction from text

2. Open license sources

- e.g. CIA World Factbook, MusicBrainz, ...

3. Commercial third-party data

- e.g. IMDB, company listings, ...

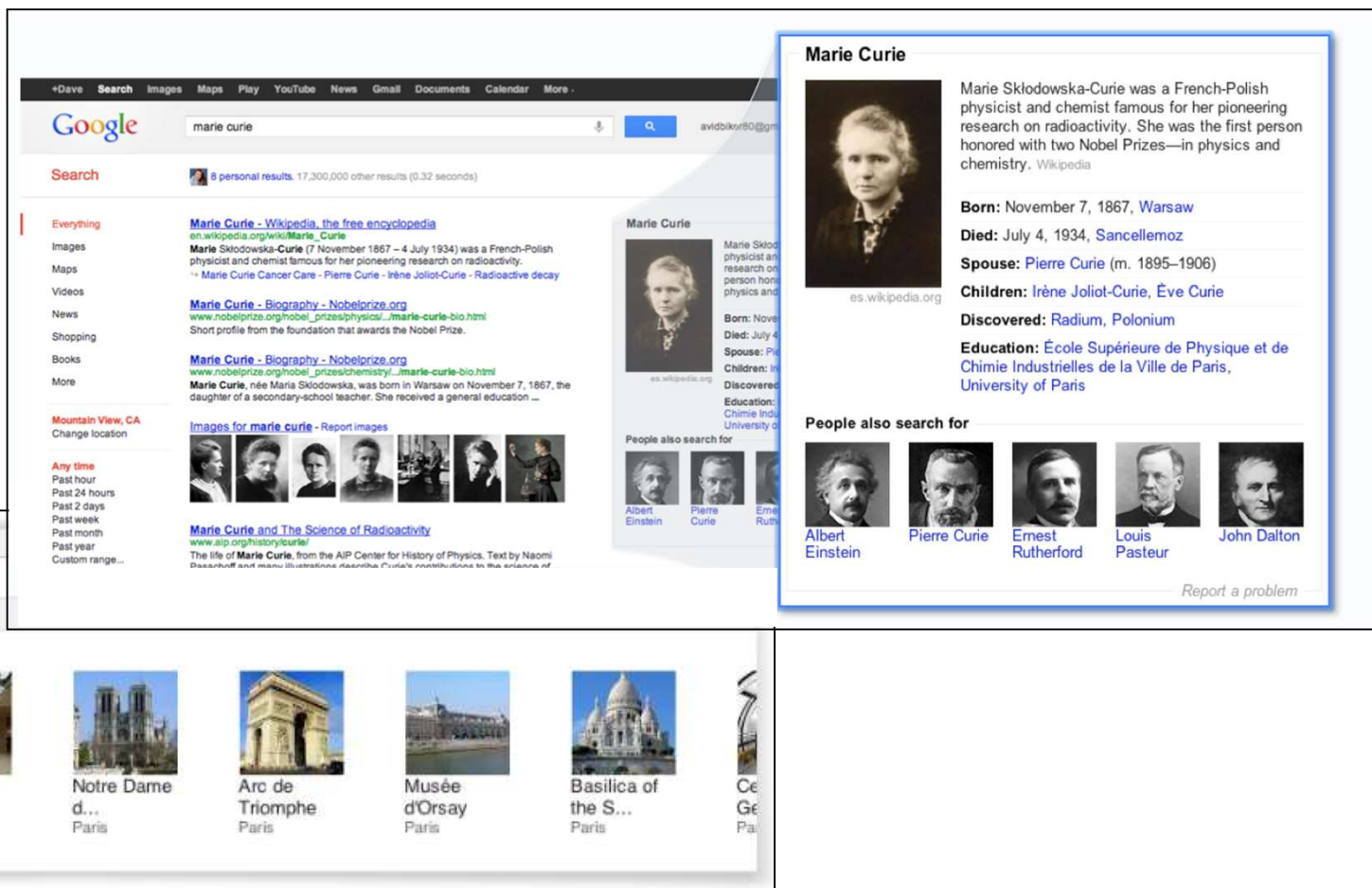
4. schema.org annotations in web pages

- e.g. contact information for companies
- e.g. logos of companies

Lots of effort is spend on data integration and manual curation

Application of the Google Knowledge Graph

- Enrich search results with **knowledge cards** and lists
- Goal: Fulfill information need without having users navigate to other websites



Behind-the-Scenes Applications of KGs

Various tasks become easier, if you know all entities in the world.

– Google

- uses its knowledge graph to identify entities in web pages (Entity Linking)
- Hummingbird ranking algorithm (deployed in 2013) uses knowledge graph as background knowledge for ranking search results



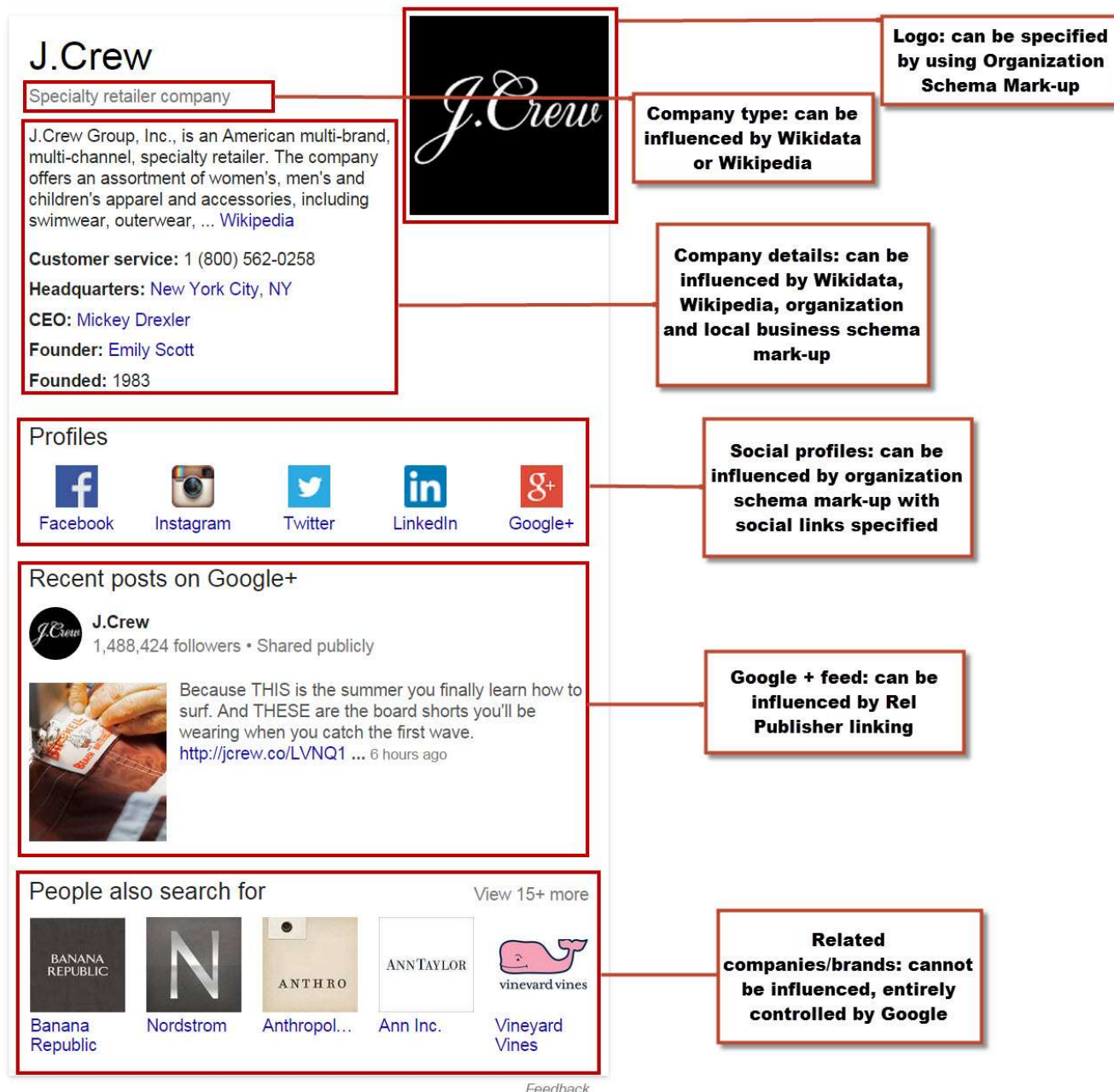
– Yahoo

- uses its knowledge graph to “support applications across the company:
 - Web Search, Content Understanding
 - Recommendation, Personalization, Advertisement

– Data Integration

- becomes matching data sources against knowledge graphs as intermediate schemata (see Table Annotation)

SEO Topic: How to influence Knowledge Graphs?



<http://searchengineland.com/leveraging-wikidata-gain-google-knowledge-graph-result-219706>

Summary

- Web data integration might involve millions of data sources
 - integration in corporate data lakes often remains below 20 sources
- The topics of the published data partly correlate with the publication methods used:
 - Data Portals: public sector data, statistical data, research data
 - Web APIs: user generated content, location-related data, weather data
 - Schema.org data: e-commerce, local business, event, job data
 - Linked Data: library data, research data, government data
 - Wikipedia, HTML tables: General knowledge
- The Web is the perfect playground for researching and applying Big Data Integration techniques
 - tough challenges concerning heterogeneity, volume, and data quality
 - rewarding if challenges can be handled, e.g. web-scale queries and mining

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