



Dangers of the Semantic Web

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what is the semantic web?



**Semantic
Web**

The Semantic Web is:

an evolving extension of the World Wide Web

in which the

semantics of information and services on the web are defined,

making it possible for the web to

understand and satisfy the requests of people & machines

to use the web content.

how does the semantic web work?



The semantic web

comprises sets of design principles

all of which are intended to provide a formal description of concepts, terms, and relationships within a given knowledge domain.

RDF Schema (RDFS)

RDFa in XHTML: Syntax and Processing

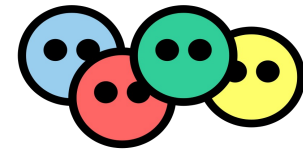
Gleaning Resource Descriptions from Dialects of Languages (GRDDL)

Web Ontology Language (OWL)

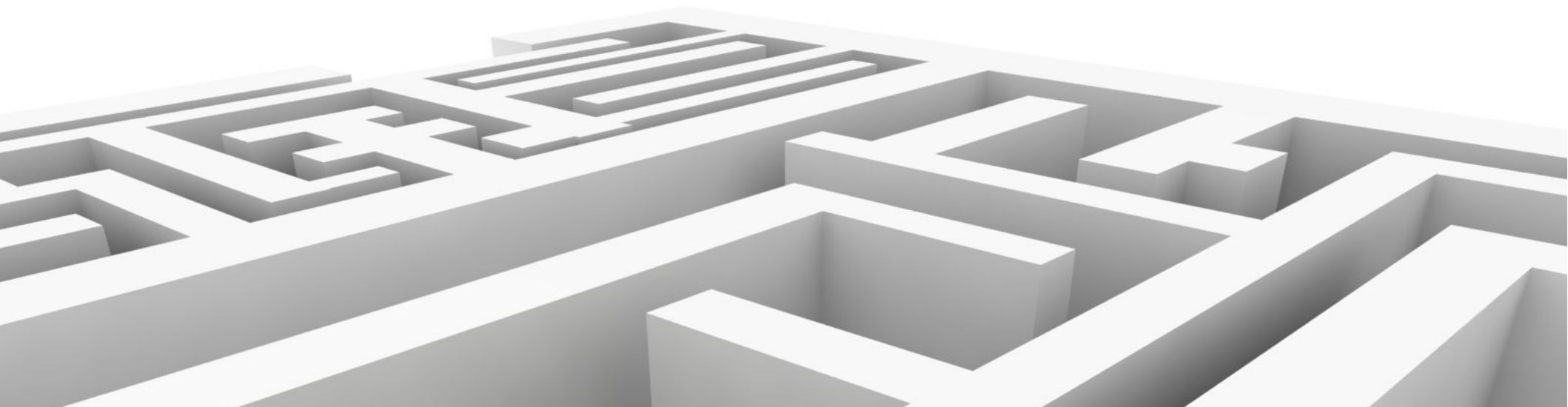
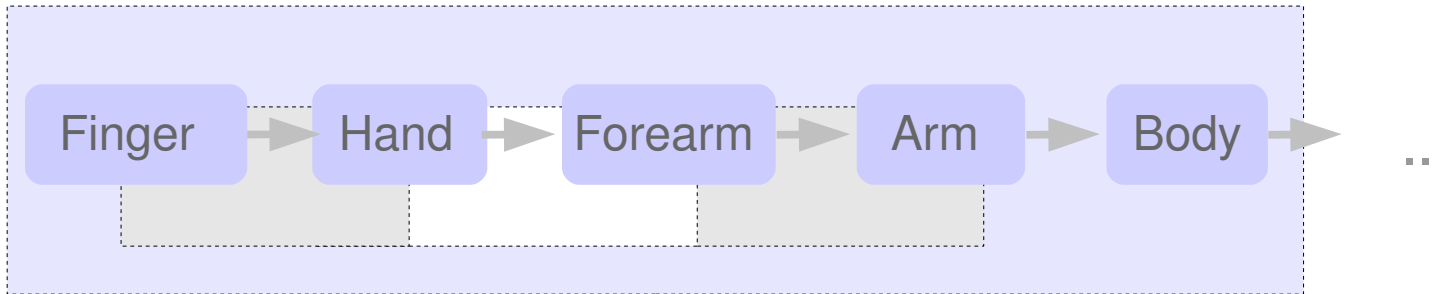
SPARQL Query Language for RDF

how does the semantic web work?

Giving structure and setting design principles:



Ontology/ design/ structure example...



Wildlife Example (XML Document with DCMI Namespace for the Dublin Core Metadata Element Set, Version 1.1):

```
<?xml version="1.0"?>
  <rdf:RDF xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
          xmlns:dc="http://purl.org/dc/elements/1.1/"
          xmlns:exterms="http://www.example.org/terms/">
    <rdf:Description rdf:about="http://www.example.org/index.html">
      <exterms:creation-date>August 16, 1999</exterms:creation-date>
    </rdf:Description>
    <rdf:Description rdf:about="http://www.example.org/index.html">
      <dc:language>en</dc:language>
    </rdf:Description>
    <rdf:Description rdf:about="http://www.example.org/index.html">
      <dc:creator rdf:resource="http://www.example.org/staffid/85740"/>
    </rdf:Description>
  </rdf:RDF>
```


Wildlife Example (HTML Document with DCMI Namespace for the Dublin Core Metadata Element Set, Version 1.1):

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">

<html xmlns="http://www.w3.org/1999/xhtml">
<head profile="http://gmpg.org/xfn/11">
  <title>Foobar HTML Document Title</title>
  <link rel="schema.DC" href="http://purl.org/dc/elements/1.1/" />
  <meta name="DC.title" xml:lang="en" content="Foobar HTML Document Title" />
  <meta name="DC.creator" content="Me" />
  <meta name="DC.subject" content="An Example" />
  <meta name="DC.description" content="foobar text" />
  <meta name="DC.publisher" content="Me" />
  <meta name="DC.date" content="2009-01-26" />
  <meta name="DC.format" content="text/html" />
  <meta name="DC.identifier" content="http://www.jabz.info/" />
  <meta name="DC.language" scheme="RFC3066" content="en-US" />
  <meta name="DC.rights" content="Copyright by Me" />
```

OK, OK...but what is so dangerous?



what are the dangers of the semantic web?

Your information “savely” locked behind various login boxes...



Your Full Name

Your Address

Your Schedule

Your Resume

Your Friends

Your Quotes

Your Blog

Your Videos

Your Images



what are the dangers of the semantic web?

Your information “safely” locked behind various login boxes...



Your Full Name

Depending on your settings the data ...

Your Address

...is only available for a certain group of people

Your Schedule

Your Resume

...is not accessible by machines (e.g. GoogleBot)

Your Friends

Your Quotes

...not cross-linked (through different networks)

Your Blog

Your Videos

Your Images

Your information in the semantic web...



Your Full Name [microformats hCard (HTML vCard)]

Your Address [microformats hCard (HTML vCard)]

Your Schedule [microformats hCalendar (HTML iCal)]

Your Resume [microformats (draft)]

Your Friends [FOAD & XFN]

Your Quotes [XHTML]

Your Blog [XFN]

Your Videos [HTML 5, Tagging]

Your Images [XHTML, Tagging]

what are the dangers of the semantic web?

Your information in the semantic web...



Your Full Name

Depending on everybody but you the data ...

Your Address

Your Schedule

...may be available for everybody

Your Resume

...may be accessible and understandable by machines (e.g. GoogleBot)

Your Friends

Your Quotes

...may be cross-linked (through different networks)

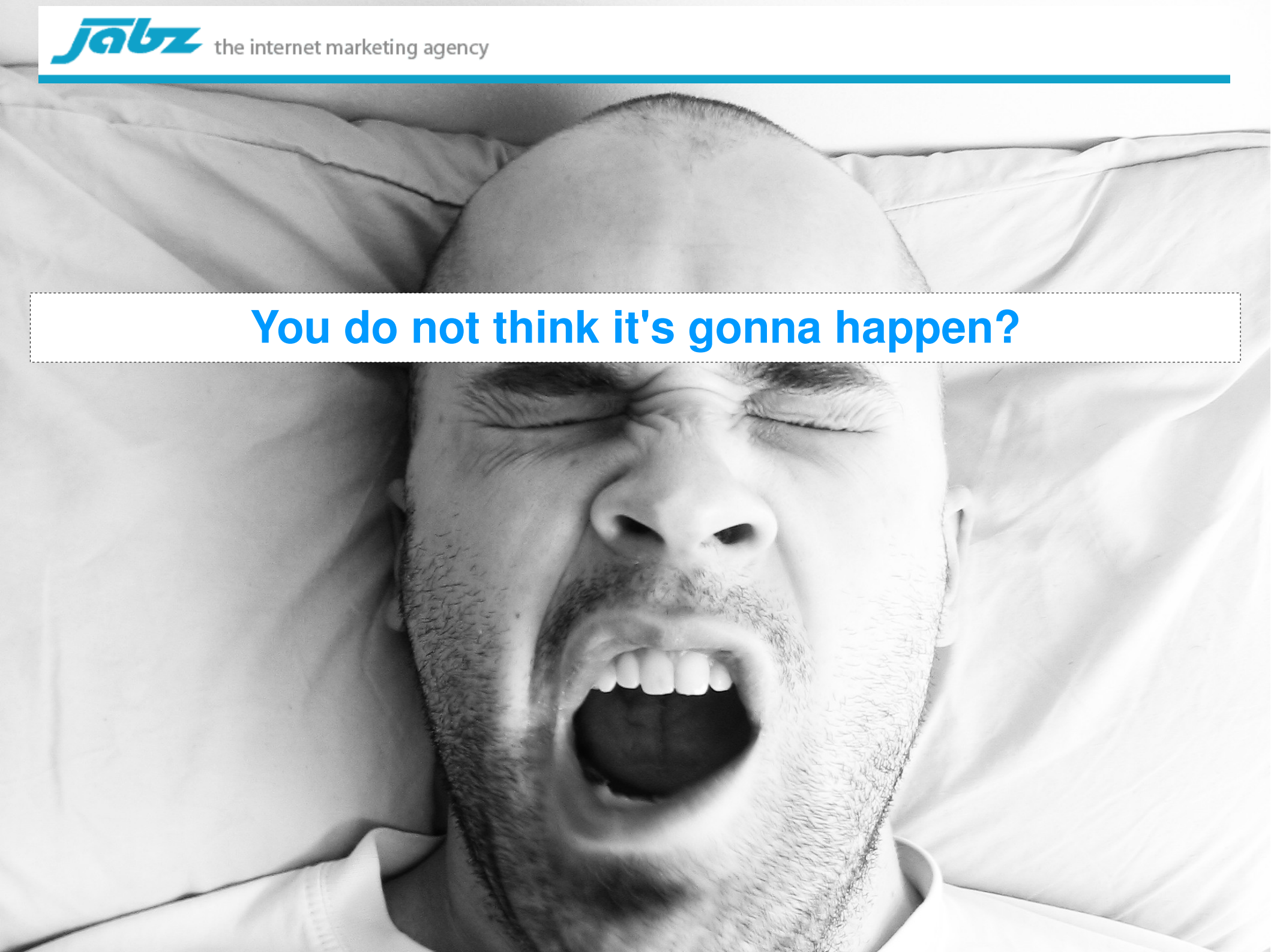
Your Blog

Your Videos

Your Images

Now you are naked!

You do not think it's gonna happen?



what are the dangers of the semantic web?

The semantic dream:

Single ID for everybody

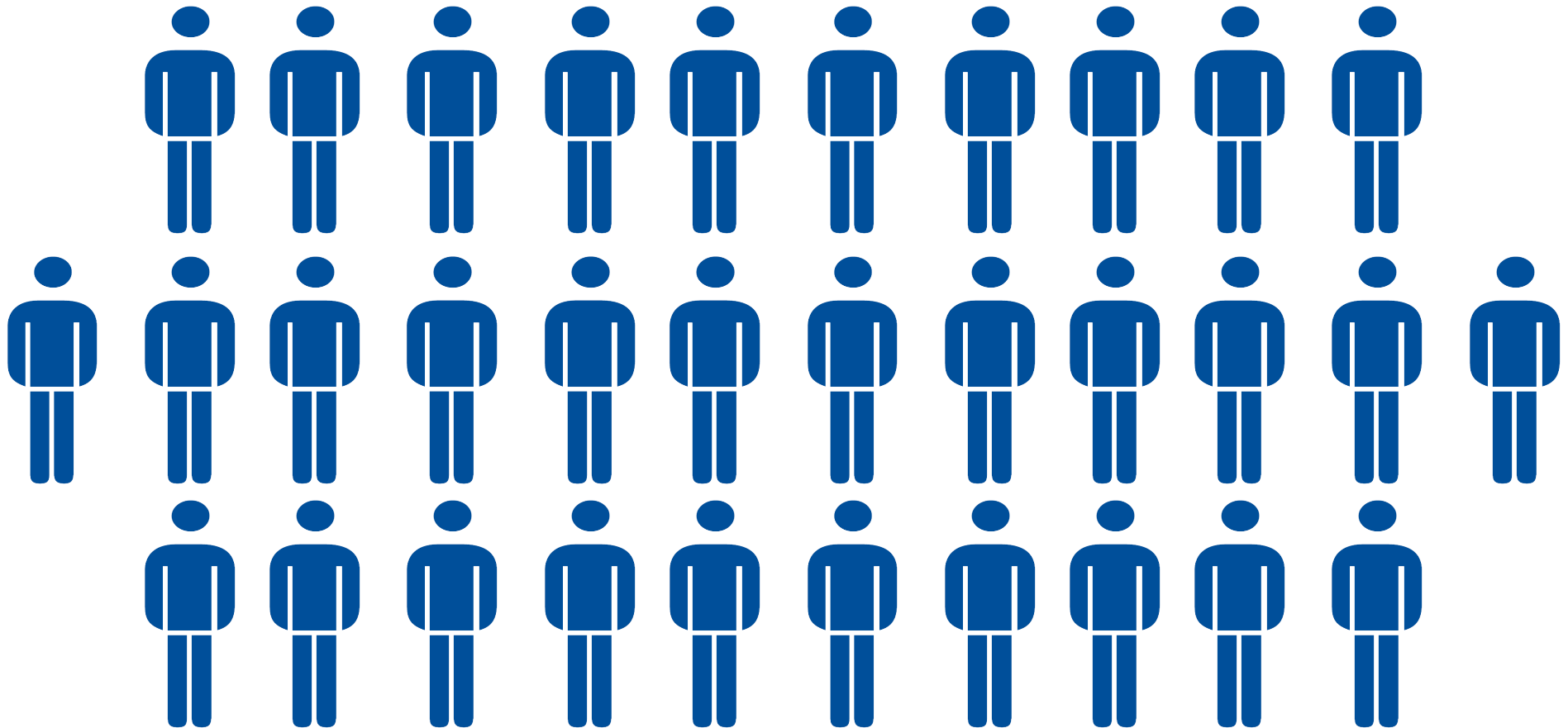
Networks dropping their barriers/ adopting semantics

Search engines making use of semantics

what are the dangers of the semantic web?

Your information and your friends' information in the semantic web...
connected, linked, tagged, grouped, communicating,...

multiple networks, nicknames, groups of friends...



what are the dangers of the semantic web?

The situation is changing. Thanks to standartization, there will be no more...

...multiple accounts

...multiple nicknames

...diverse groups of friends



Single Sign-On-System



The semantic dream:

✓ Single ID for everybody

Networks dropping their barriers/ adopting semantics

Search engines making use of semantics

what are the dangers of the semantic web?

The social networks are just beginning to adapt semantics and making them accessible. Examples (no login required!):

The screenshot shows a browser window displaying the Facebook profile of Jens Meiert (Switzerland). The browser's address bar shows the URL `http://www.facebook.com/people/Jens-Meiert/727632645`. The browser's tab bar includes several tabs, with the active one being the profile page. The Facebook interface features the 'facebook' logo, a login form with 'Email' and 'Password' fields, and a 'Sign Up' button. Below the login form, a message reads: 'Sign up for Facebook to connect with Jens Meiert.' The profile section includes a profile picture of Jens Meiert, his name 'Jens Meiert (Switzerland)', and a list of friends: Kathrin Schäfer, Stefan Keuchel, Marcus Schreiner, Stefan Nitzsche, Alex Rudolph, Na-Young Oh, Frank Feldmann, and Martin Labuschkin. A sidebar on the right contains a 'Sign Up' button and the text: 'Jens Meiert is on Facebook. Sign up for Facebook to connect with Jens Meiert. It's free and anyone can join. Already a Member? Login to contact Jens Meiert.'

what are the dangers of the semantic web?

The social networks are just beginning to adapt semantics and making them accessible. Examples (no login required!):

The screenshot shows a web browser window displaying a LinkedIn profile for Jens Meiert. The browser's address bar shows the URL <http://www.linkedin.com/in/meiert>. The browser's tab bar includes several open tabs, such as "http...rdf#", "Cool URI...", "semanti...", "Profile of...", "Google-...", "tagged i...", "M Kontakt ...", and "Jens...".

The LinkedIn profile for Jens Meiert is displayed. On the left side, there is a sidebar with several orange boxes, each containing a name and a job title, along with "html" and "export" buttons. The main content area shows the profile header with the name "Jens Meiert", the title "Web Professional", and the location "Zürich Area, Switzerland". A profile picture of Jens Meiert is shown to the right of the header. Below the header, there are sections for "Current", "Past", "Education", "Recommended", "Connections", "Industry", and "Websites".

Current

- **Webmaster at Google Switzerland GmbH**

Past

- CXO at Jens Meiert – Web Development and Consulting
- System Architect Frontend at Aperto AG
- Senior Information Architect at GMX GmbH

Education

- Fernuniversität Hagen

Recommended

5 people have recommended Jens

Connections

245 connections

Industry

Information Technology and Services

Websites

- [German Website](#)
- [English Website \(Blog\)](#)
- [English Website Feed](#)

On the right side of the profile, there are several action buttons and sections:

- Contact Jens Meiert**
- Add Jens Meiert to your network**
- Public profile powered by: LinkedIn**
- Create a public profile: [Sign In](#) or [Join Now](#)
- View Jens Meiert's full profile:**
- See who you and **Jens Meiert** know in common
- Get introduced to **Jens Meiert**
- Contact **Jens Meiert** directly
- [View Full Profile](#)
- Name Search**
- Search for people you know from over 35 million professionals already on LinkedIn.

what are the dangers of the semantic web?

The semantic dream:

- ✓ Single ID for everybody
- ✓ Networks dropping their barriers/ adopting semantics

Search engines making use of semantics

what are the dangers of the semantic web?

There are already several search engines that make use of semantics.

A screenshot of the "people" search engine interface. The logo "people" is displayed with a magnifying glass over the 'o' and numbers 1, 2, 3 above it. Below the logo is a search bar with the placeholder text "Firstname Lastname" and a search button. Underneath the search bar are two input fields: "Search for people in: city or zip" and "United States" with a dropdown arrow.

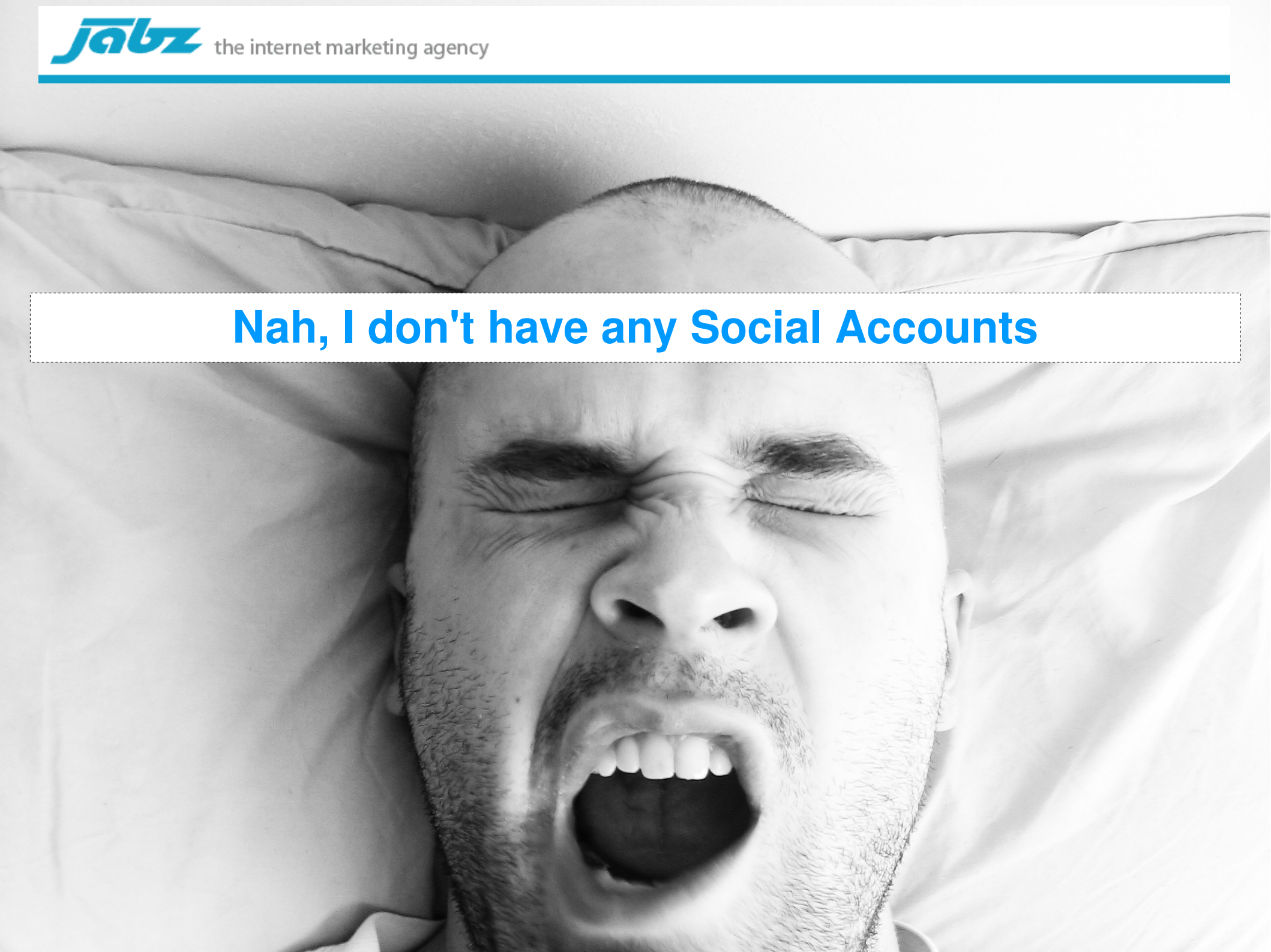
what are the dangers of the semantic web?

The semantic dream:

- ✓ Single ID for everybody
- ✓ Networks dropping their barriers/ adopting semantics
- ✓ Search engines making use of semantics

undressed, naked, exposed.

Nah, I don't have any Social Accounts



what are the dangers of the semantic web?

The problem with semantics is, it's an group effort. You have no power. You can get quoted (Websites, Documents, Videos)....

```
<p>  
  <cite>a href="http://link-to-the-guy.com/" rel="XFN">Jason Foobar</a></cite>  
  wrote:  
</p>
```

```
<blockquote cite="http://link-to-the-guy.com/article.html" rel="friend met">  
  <p>I do not have social accounts.</p>  
</blockquote>
```

what are the dangers of the semantic web?

You can get tagged, linked and named without knowing it...

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Nicht sagen, verrückt

Autor: [Mroz Wiola](#) (von [Agata Szalkiewicz](#), [Gabusia](#))

Keywords: [Mit Blick auf die Seite, die sich die Ohren](#)

2008-09-26 11:37:56



Die TV-Bericht, dass der Vater seine eigenen Kinder ermordet. Es ist den Kindern in Fässern, die vor kurzem noch von den Medien verbreiteten, bis die Haare auf dem Kopf aus dem Horror.

Presse rozpisuje Aufnahmen im Netz Pädophilie. Schauer über den Rücken. "Eltern wollen ihre eigenen Kinder" - Trabi-Radio - "ein Vater seine eigene Tochter seit Jahren." Tears Stream Cisna die Augen. Anzeigen über pneumokokach schreien und Gebärmutterhalskrebs. Und die Welt hat seinen Kopf in das Bild der Hölle królującym Angst und Schrecken.

Foto: Jonas Jacek / sxc.hu

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Europäische Zensur

What are your thoughts?

