

# Substance of the Semantic Web

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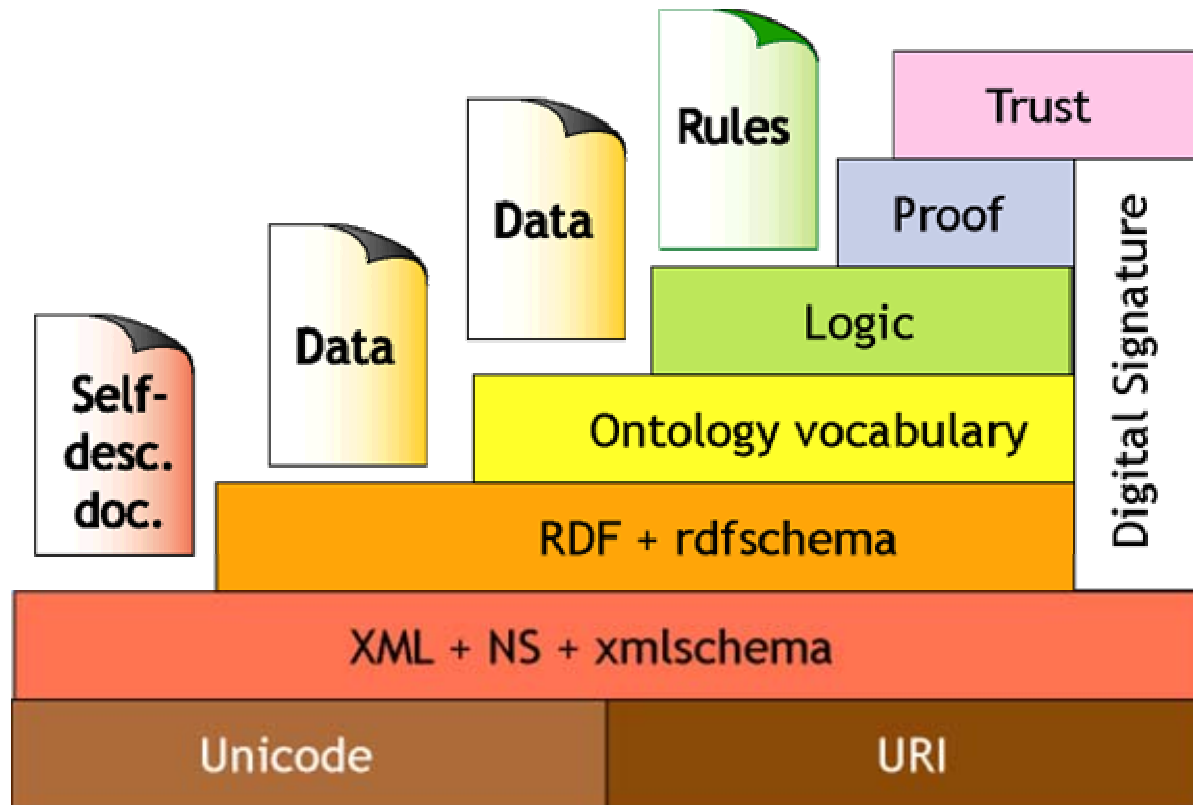
# Outline

- Background and Technical Details
- Selected Technical Benefits of the Semantic Web

# Semantic Web Perspectives

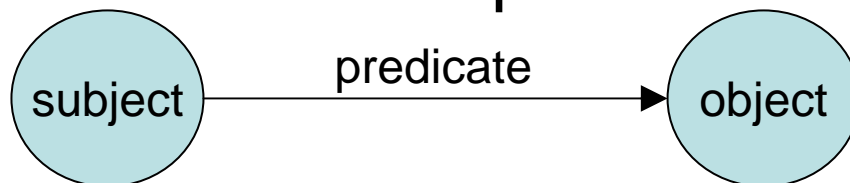
- The Semantic Web means different things to different people. It is multi-dimensional
  - Distributed data access
  - Inference
  - Data Integration
  - Logic
  - Services
  - Search
  - Configuration
  - Agents
  - ...
- Different users value these dimensions differently
- Theme: Machine-operational declarative specification of the meaning of terms

# Semantic Web Layering

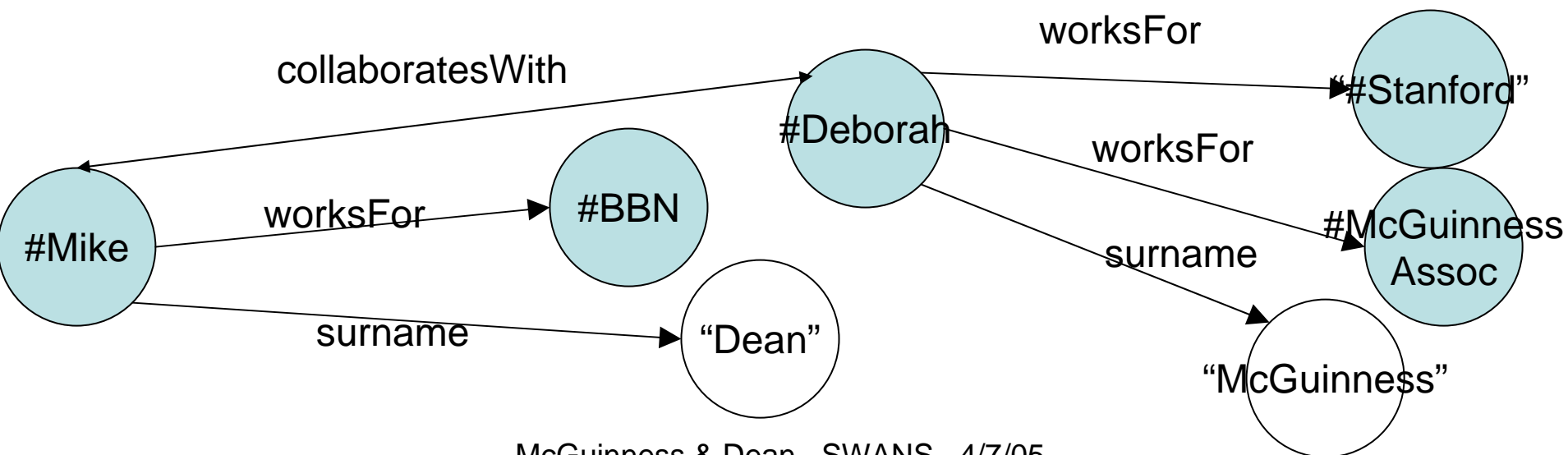


# Semantic Web Statements

- The Semantic Web is made up of individual statements



- The subject and predicate are Uniform Resource Identifiers (URIs) – the object can be a URI or an optionally typed literal value

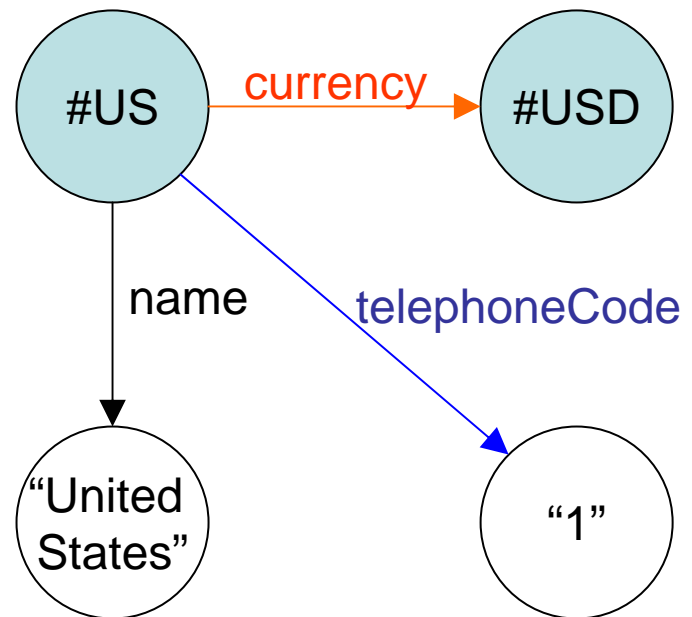


# Selected Technical Benefits

1. Integrating Multiple Data Sources
2. Semantic Drill Down / Focused Perusal
3. Statements about Statements
4. Inference
5. Translation
6. Smart (Focused) Search
7. Smarter Search ... Configuration
8. Proof

# 1: Integrating Multiple Data Sources

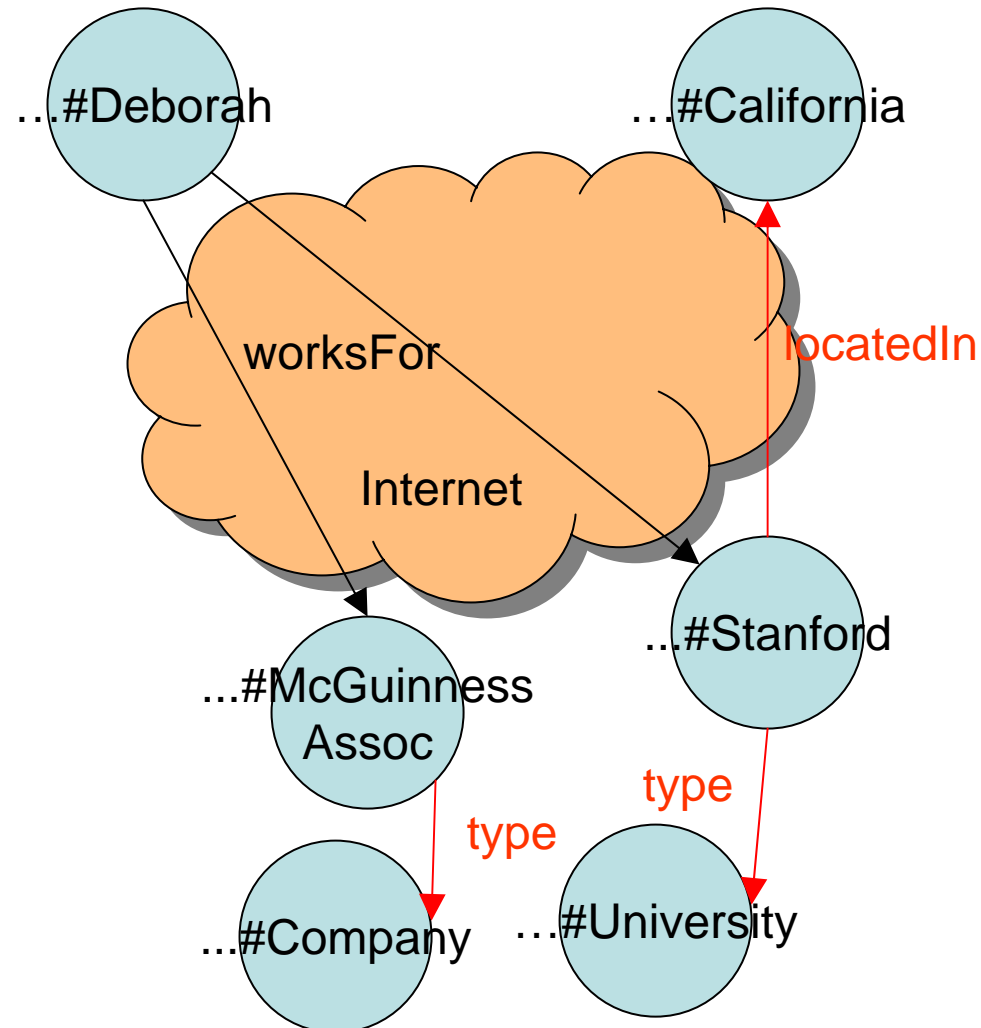
- The Semantic Web lets us merge statements from different sources
- The RDF Graph Model allows programs to use data uniformly regardless of the source
- Figuring out where to find such data is a motivator for Semantic Web Services



Different line & text colors represent different data sources

# 2: Drill Down / Focused Perusal

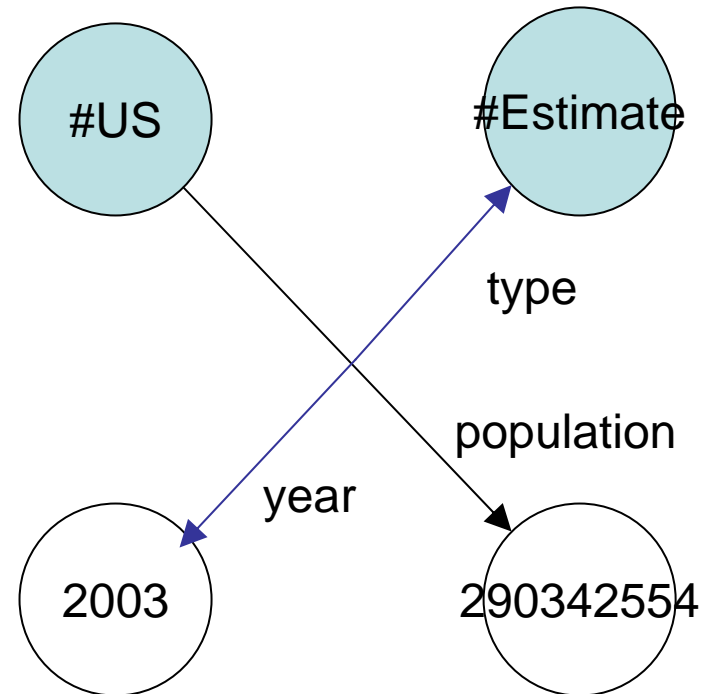
- The Semantic Web uses Uniform Resource Identifiers (URIs) to name things
- These can typically be resolved to get more information about the resource
- This essentially creates a web of data analogous to the web of text created by the World Wide Web
- Ontologies are represented using the same structure as content
  - We can resolve class and property URIs to learn about the ontology





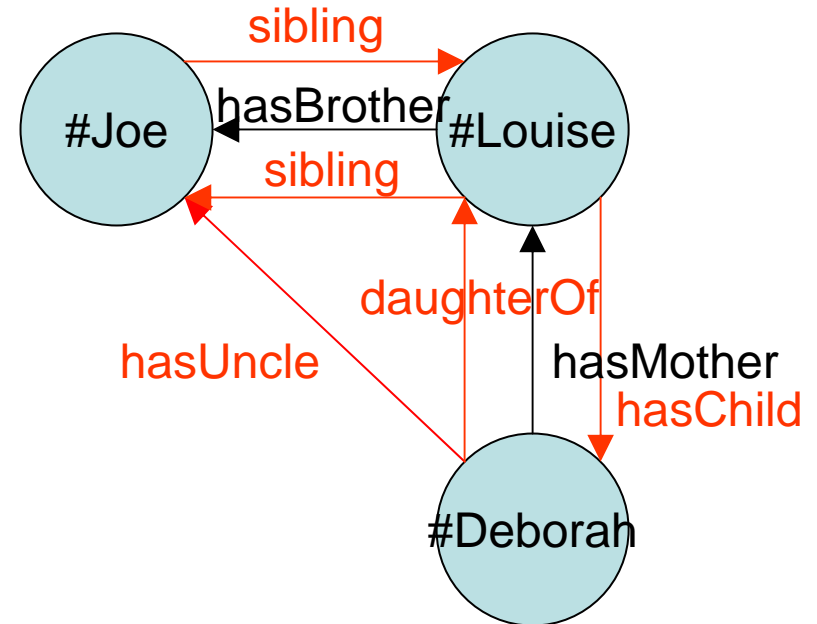
# 3: Statements about Statements

- The Semantic Web allows us to make statements about statements
  - Timestamps
  - Provenance / Lineage
  - Authoritativeness / Probability / Uncertainty
  - Security classification
  - ...
- This is an unsung virtue of the Semantic Web particularly relevant to the Intelligence Community



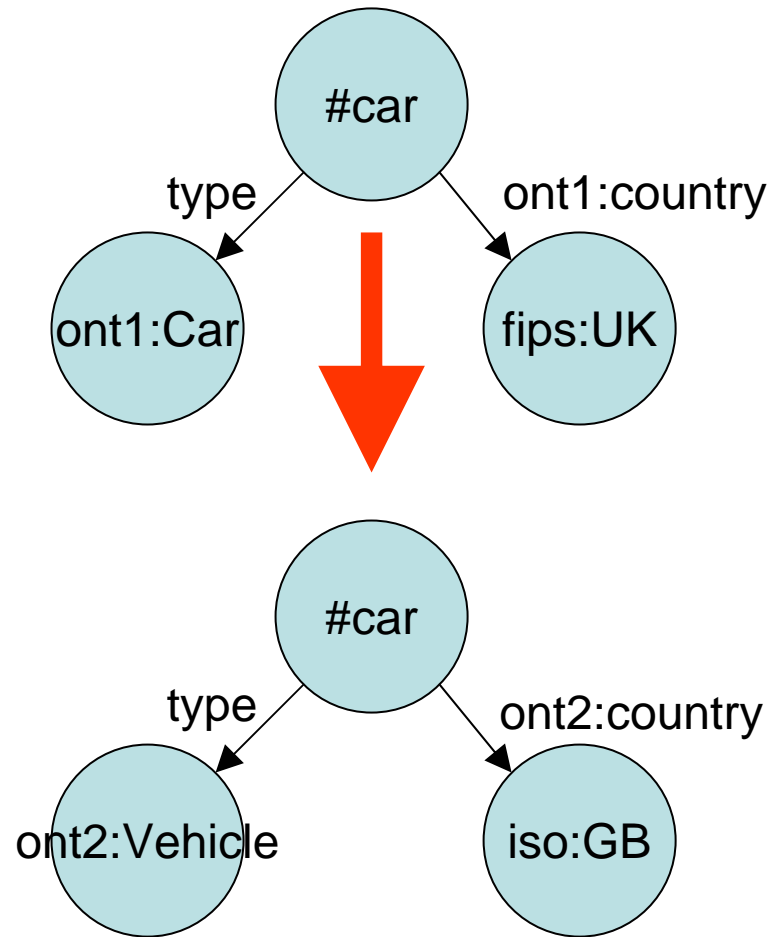
# 4: Inference

- The formal foundations of the Semantic Web allow us to infer additional (implicit) statements that are not explicitly made
- Unambiguous semantics allow question answerers to infer that objects are the same, objects are related, objects have certain restrictions, ...
- SWRL allows us to make additional inferences beyond those provided by the ontology



# 5: Translation

- While encouraging sharing, the Semantic Web allows multiple URIs to refer to the same thing
- There are multiple levels of mapping
  - Classes
  - Properties
  - Instances
  - Ontologies
- OWL supports equivalence and specialization; SWRL allows more complex mappings



# 6: Smart (Focused) Search

- The Semantic Web associates 1 or more classes with each object
- We can use ontologies to enhance search by:
  - Query expansion
  - Sense disambiguation
  - Type with restrictions
  - .....



[\[Go Back To Results List\]](#) [\[New Find\]](#)

# Directory **Westfield**

- [Home](#)
- [Residents](#)
- [Businesses](#)
- [Feedback](#)
- [About](#)
- [Find](#)
- [Leader](#)



## Visage Salon

Monday	10 AM - 3:30 PM
Tuesday to Friday	10 AM - 7:30 PM
Saturday	8:30 AM - 4:30 PM
Sunday	10 AM - 4 PM

226 North Avenue  
Westfield, NJ 07090

Phone: (908) 233-2726



- [Stroll the Neighborhood](#)
- [Map](#)
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Specializing in custom **hair design** and color, texture waves and correction work. Also **manicures, pedicures**, waxing and full retail **haircare** system.

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# 7: Smarter Search / Configuration

**Wine Agent (version 1.0) - Netscape**

**Wine Agent**

[How does it work?](#)

Please select

**SEAFOOD**

Fish:

- bland fish
- flavorful fish

Shellfish:

- oysters
- other shellfish

**RED MEAT**

- regular red meat
- spicy red meat

**WHITE MEAT**

- light-meat fowl
- dark-meat fowl

Or, select a specific item

Starters: [Dozen clams](#) - [Dozen oysters](#)

**Wine Agent (version 1.0)**

**Course Type: NON-SPICY-RED-MEAT**

"Pairs well with *dry red* varieties. *Medium-bodied* wines match especially well." [why?](#)

The local knowledge base particularly recommends the following:

- MOUNTADAM PINOT NOIR
- FORMAN CABERNET SAUVIGNON
- SAUCELITO CANYON ZINFANDEL
  - GARY FARRELL MERLOT
  - MARIETTA OLD VINES RED
- PAGE MILL WINERY CABERNET SAUVIGNON
  - CHIANTI CLASSICO
  - MARIETTA PETITE SYRAH
- WHITEHALL LANE CABERNET FRANC
- MARIETTA CABERNET SAUVIGNON
  - MARIETTA ZINFANDEL
- KATHRYN KENNEDY LATERAL

The recommended wines can be found below, along with some comparable selections:

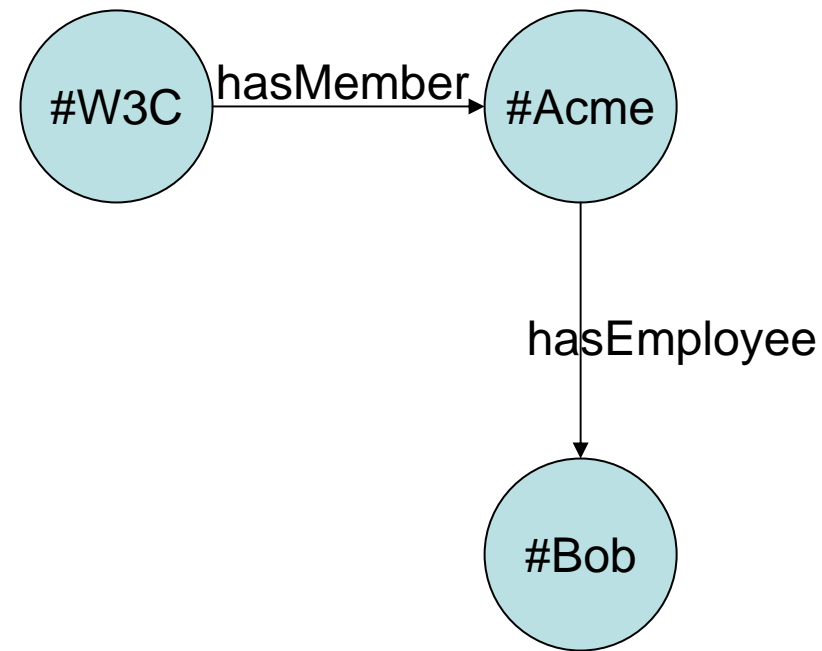
[Web Inventory Search](#)

Alternatively, the following varieties include many suitable matches:

- [PINOT-NOIR](#)
- [MERLOT](#)

# 8: Proof

- The logical foundations of the Semantic Web allow us to construct proofs that can be used to improve transparency, understanding, and trust
- Proof and Trust are ongoing research areas for the Semantic Web: e.g., See PML and Inference Web



“Employees of member companies can access W3C’s content”

# Selected Technical Benefits

1. Integrating Multiple Data Sources
2. Drill Down / Focused Perusal
3. Statements about Statements
4. Inference
5. Translation
6. Smart (Focused) Search
7. Smarter Search ... Configuration
8. Proof and Trust



# Resources

## Selected Papers:

- McGuinness. [Ontologies come of age](#), 2003
- Das, Wei, McGuinness, [Industrial Strength Ontology Evolution Environments](#), 2002.
- Kendall, Dutra, McGuinness. [Towards a Commercial Strength Ontology Development Environment](#), 2002.
- McGuinness [Description Logics Emerge from Ivory Towers](#), 2001.
- McGuinness. [Ontologies and Online Commerce](#), 2001.
- McGuinness. [Conceptual Modeling for Distributed Ontology Environments](#), 2000.
- McGuinness, Fikes, Rice, Wilder. [An Environment for Merging and Testing Large Ontologies](#), 2000.
- Brachman, Borgida, McGuinness, Patel-Schneider. [Knowledge Representation meets Reality](#), 1999.
- McGuinness. [Ontological Issues for Knowledge-Enhanced Search](#), 1998.

## Selected Tutorials:

- Smith, Welty, McGuinness. [OWL Web Ontology Language Guide](#), 2004.
- Noy, McGuinness. [Ontology Development 101: A Guide to Creating your First Ontology](#). 2001.
- Brachman, McGuinness, Resnick, Borgida. [How and When to Use a KL-ONE-like System](#), 1991.

## Languages, Environments, Software:

- OWL - <http://www.w3.org/TR/owl-features/> , <http://www.w3.org/TR/owl-guide/>
- Inference Web - <http://www.ksl.stanford.edu/software/iw/>
- Wine Agent - <http://www.ksl.stanford.edu/people/dlm/webont/wineAgent/>
- Chimaera - <http://www.ksl.stanford.edu/software/chimaera/>
- FindUR - <http://www.research.att.com/people/~dlm/findur/>
- TAP – <http://tap.stanford.edu/>
- OWL-QL - <http://www.ksl.stanford.edu/projects/owl-ql/>
- Network Inference – <http://www.networkinference.com>
- Sandpiper Software – <http://www.sandsoft.com>