



POWDER: Smarter Navigation on the Web



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Phil Archer
Family Online Safety Institute

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Aim

To make trusted metadata a ubiquitous
part of the Web

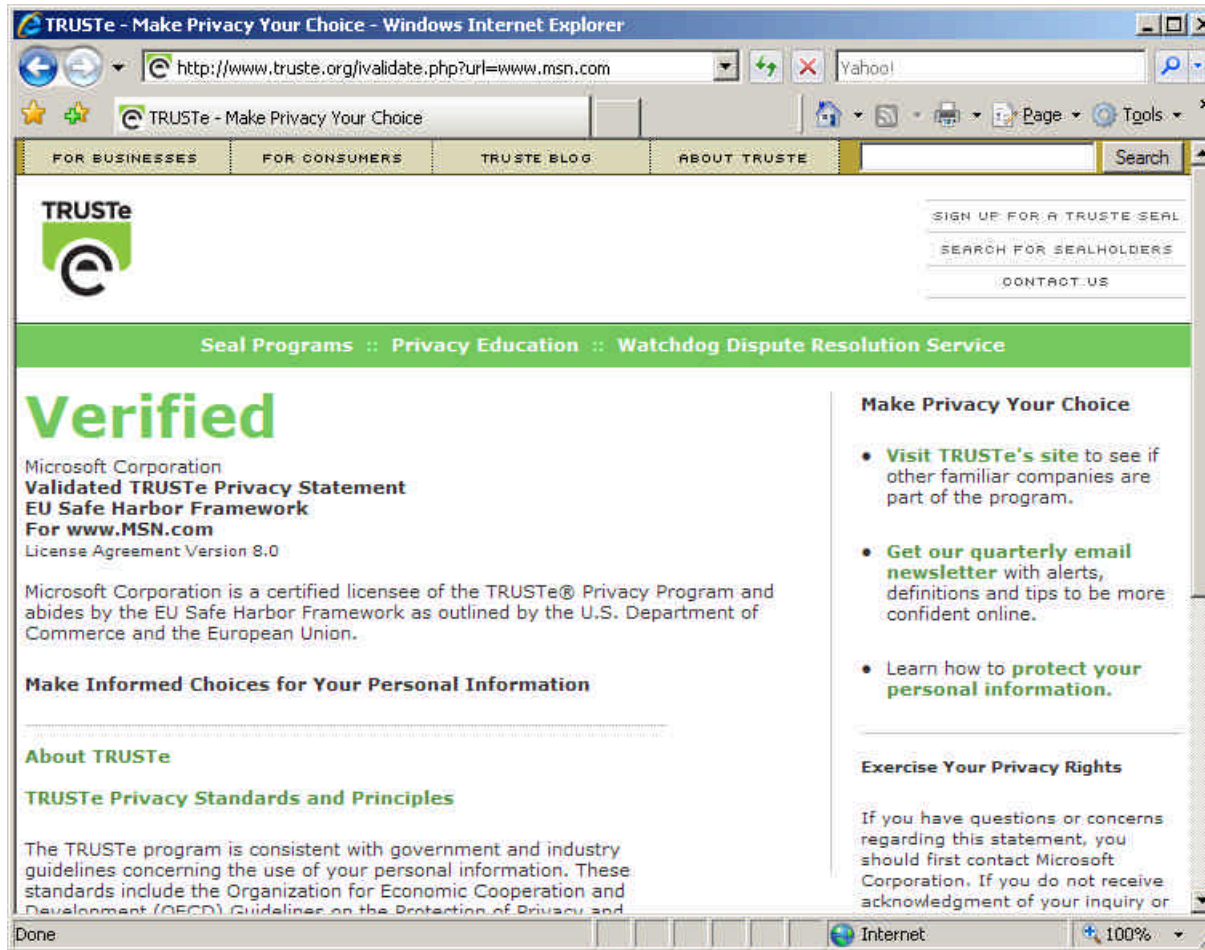
Objectives:

- Identify resources that meet specific criteria such as:
 - Quality, accuracy, educational values
 - Will work on your mobile device (probably)
 - Are licensed for public access
 - Appropriate for children

TRUST·e



Oh Yeah?



POWDER: Smarter Navigation on the Web



Objectives:

- Identify resources that meet specific criteria
- Identify who says that they meet those criteria
- Make trustmarks machine readable
- Make trustmarks machine verifiable
- Hook up with Web 2.0 shared bookmarks, user-generated ratings, reviews, reputation systems etc.

The POWDER Model

1. Attribution (who is providing the description)
2. Scope (what are they describing)
3. The Descriptors

The POWDER Model

POWDER

Attribution

Scope

Descriptors

The POWDER Model

`<POWDER>`

`<Attribution>`

`<Scope>`

`<Descriptors>`

`</POWDER>`

The POWDER Model

```
<powder xmlns="http://www.w3.org/2007/05/powder#"
        xmlns:ex="http://example.org/vocab#">
  <attribution>
    <maker>http://authority.example.org/foaf.rdf#me</maker>
    <issued>2007-12-14</issued>
  </attribution>

  <dr>
    <iriset>
      <includehosts>example.org</includehosts>
    </iriset>
    <descriptorset>
      <ex:color>red</ex:color>
    </descriptorset>
  </dr>
</powder>
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That's the easy bit...
but we can do more

Put POWDER on the GRDDL* and you get...

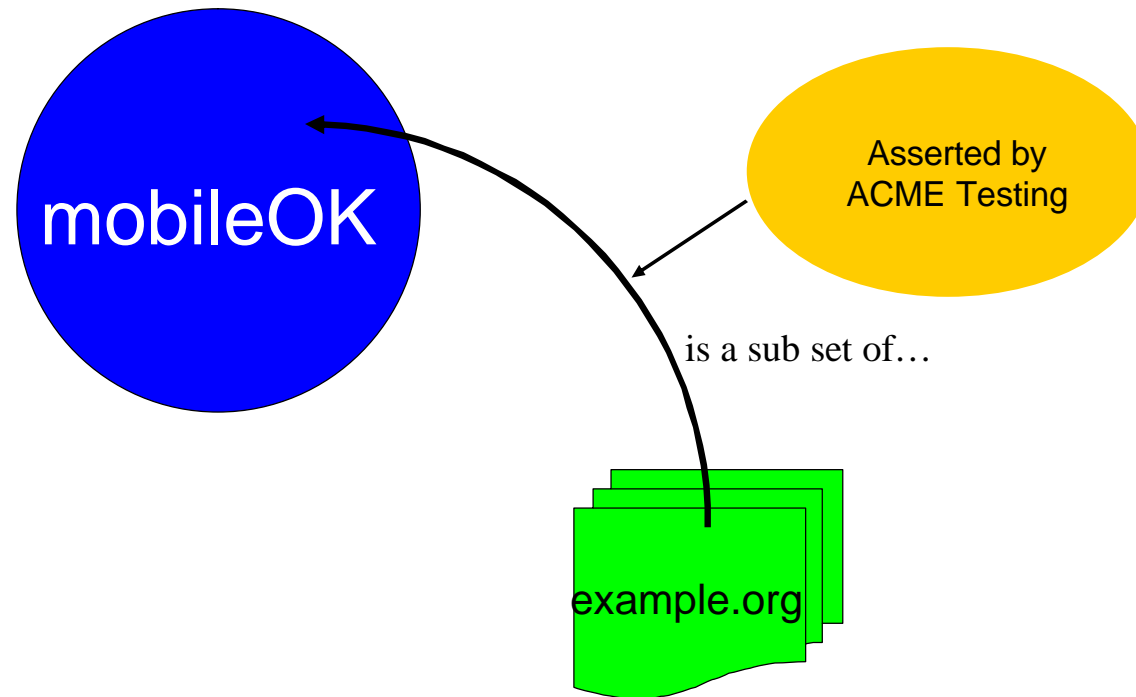
Semantic POWDER

*Gleaning Resource Descriptions from Dialects of Languages, pronounced 'Griddle'

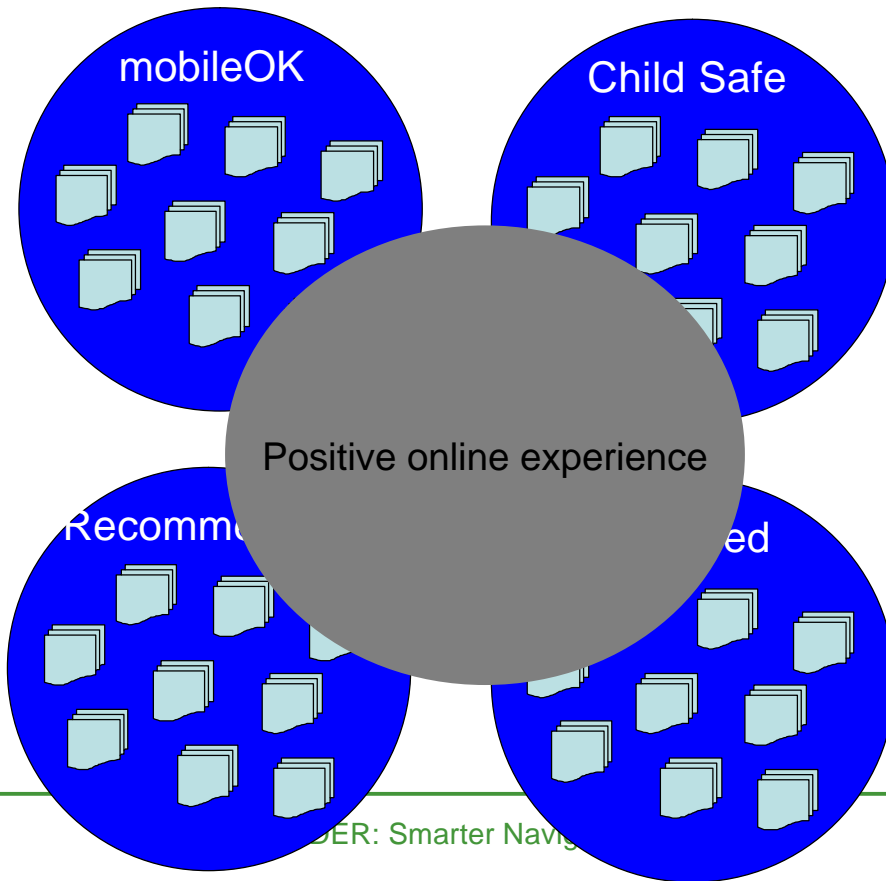
The Semantic Web in 1 slide

- Allows machines to process the meaning of data
- Data is distributed and extensible
- Machines can automatically deduce facts and relationships
- (which means you can offer users more of what they want and less of what they don't want)

The POWDER-S Model



The POWDER-S Model



POWDER: Smarter Navig

Group Status 18 March 2008

Protocol for Web Description Resources (POWDER): Description Resources

W3C Working Draft 17 March 2008

This version

<http://www.w3.org/TR/2008/WD-powder-dr-20080317>

Latest version

<http://www.w3.org/TR/powder-dr>

Previous version

<http://www.w3.org/TR/2007/WD-powder-dr-20070925>

Editors:

Kevin Smith, Vodafone Group R & D
Phil Archer, Family Online Safety Institute
Andrea Perego, Università degli Studi dell'Insubria

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Abstract

The purpose of the Protocol for Web Description Resources (POWDER) is to provide a means for individuals or organizations to describe a group of resources through the publication of machine-readable metadata, as motivated by the POWDER Use Cases [\[USECASES\]](#). This document details the creation and lifecycle of Description Resources (DRs), which encapsulate such metadata. These are typically represented in a highly constrained XML dialect that is relatively human-readable. The meaning of such DRs are underpinned by formal semantics, accessible by performing a GRDDL Transform.

Group Status 18 March 2008

Protocol for Web Description Resources (POWDER): Grouping of Resources

W3C Working Draft 17 March 2008

This version

<http://www.w3.org/TR/2007/WD-powder-grouping-20080317/>

Latest version

<http://www.w3.org/TR/powder-grouping/>

Previous version

<http://www.w3.org/TR/2007/WD-powder-grouping-20071031/>

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Abstract

The Protocol for Web Description Resources (POWDER) facilitates the publication of descriptions of multiple resources such as all those available from a Web site. This document describes how sets of IRIs can be defined such that descriptions or other data can be applied to the resources obtained by dereferencing IRIs that are elements of the set. IRI sets are defined as XML elements with relatively loose operational semantics. This is underpinned by the formal semantics of POWDER which include a semantic extension defined in this document. A GRDDL transform is associated with the POWDER namespace that maps the operational to the formal semantics.

Timeline

- End April
 - Two docs at Last Call
 - Two more Public Draft
- Summer '08
 - Candidate Recommendation
- End '08
 - Recommendation

Summary

- POWDER builds on existing W3C standards to support trusted metadata
- Is designed to be easy to use in real commercial workflows
- Can be used to offer more personalised/targeted content

What you can do

- Review the draft POWDER specifications
- Consider how improved personalisation can help you deliver better services to your customers
- Plan a test implementation

Links

- <http://www.w3.org/2007/powder/>
- <http://www.fosi.org>

Thank you



Family
Online Safety
Institute

Phil Archer
Family Online Safety Institute
parcher@fosi.org
fosi.org/people/philarcher