

3.0 > 2.0

Deploying the Semantic Web
with ccREL and RDFa



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```
<a
  href="http://creativecommons.org/licenses/by/3.0/"
  rel="license">
  Attribution 3.0 Unported
</a>
```



Why Machines?

Programs should be able to answer simple questions about licensed works.

- What is the work's license?
- Allows commercial use?
- Are derivative works allowed?
- How do we attribute the work?



Semantic Web



(down with silos!)



RDF



(subject, predicate, object)



<http://creativecommons.org/>



title

Creative Commons



RDF

- Subject and Predicate are URIs
- Object is a URI or Literal



Previous Recommendation



<!--

metadata

-->

Pervasive Problems

- Opaque to parsers
- Opaque to humans
- Easy to screw up
- Overly verbose



CC Rights Expression Language



“Compared to the previous recommendation, ccREL is intended to be both easier for content creators and publishers to provide, and more convenient for user communities and tool builders to consume, extend, and redistribute.”



Easier to Publish



Principles for HTML Encoding

- independence + extensibility
- Don't Repeat Yourself (DRY)
- Visual Locality
- Remix Friendliness



Microformats



rel="license"



75%?

- Adding Semantics – good
- Extensibility
- Process requires existing practices
 - which we don't necessarily have



RDFa



RDFa

- Builds on [X]HTML
- Uses a few attributes (rel, rev, about, href, property, resource) to encode RDF triples in [X]HTML
- Extensible for emerging applications

rel="license"



Principles for Free-Floating Content

- Consistency
- Publisher Accountability
- Simplicity



XMP



Easier to Consume and Extend



Lessig Blog


http://lessig.org/blog

Tagspaces Resources (2) Albums Songs Options


offer to send scandal, ser
View Model
http://www.flickr.com/photos/tamaleaver/2046561465/ View License
http://lessig.org/blog/ Debug

comments (5)

9 days till we're 5
December 6, 2007 3:08 PM



0 diggs
digg it

By Tama Lever at Flickr, 

Tama's is the latest winning Flickr photo in the **CC Flickr contest**. It nicely captures my obsessive focus these next 9 days.

We turn 5 on the 15th. We've got a long way to go to meet our target for the year. Ordinarily we'd have till the end of the

Read img.youtube.com

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http://lessig.org/blog/

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\$203,624 / \$500,000 by Dec 31

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CODE

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http://lessig.org/blog/ has the following attributes:

Predicate	Object
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	http://lessig.org/blog/index.xml
http://www.w3.org/1999/xhtml#license	http://creativecommons.org/licenses/by/3.0/us/
http://www.w3.org/1999/xhtml#stylesheet	http://creativecommons.org/includes/campaignwidget.css?1...
	http://creativecommons.org/includes/progress.css
	http://lessig.org/style/lessig.css

50,000 friends

http://www.the-future-of-ideas.com/

CC

ccREL: The Vocabulary



License Properties

- permits
- requires
- prohibits
- jurisdiction
- deprecation date
- legal code URL



Work Properties

- title (Dublin Core)
- license
- attribution name and URL
- source work
- CC+ (more permissions)



Applications of ccREL

(and RDF, and the Semantic Web, and RDFa)



CC+

- Where do I go for more permissions?
- CC license + Another Agreement
- In production, with dynamic deeds at CC
- Capable of extension to support complex endpoints



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CC0

- A “universal” Public Domain waiver
- Currently in community discussion
- To be followed by improved “assertion” tools
 - Communicate provenance information
 - Machine readable metadata to answer simple cases of “why is this in the Public Domain?”



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Chief Technology Officer

Creative Commons

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http://wiki.creativecommons.org/OpenWeb_2008 *

* which utilizes Semantic MediaWiki, another way to build the Semantic Web without knowing it

