

Semantic Web Awareness Barometer 2008:

From Research to Application

Berlin, 20.03.2009

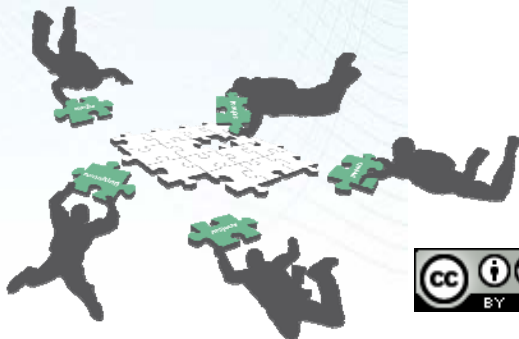


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Background

Project partners	<ul style="list-style-type: none"> • Semantic Web Company, Vienna • Corporate Semantic Web, Berlin • Know Center, Graz
Method	Online-Survey viral distribution / validity!
Periode	01. Nov. 2008 - 22. Jan. 2009
Response	531 Drop Out: 51,6%
Valid Datasets	257 Application-oriented: 96 // Research-oriented: 161
Colour legend	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="background-color: #92d050; padding: 5px; border: 1px solid black;">Application-oriented</div> <div style="background-color: #ff9900; padding: 5px; border: 1px solid black;">Research-oriented</div> <div style="background-color: #add8e6; padding: 5px; border: 1px solid black;">Application & Research</div> </div>



Research Questions

Awareness about and application of Social Software

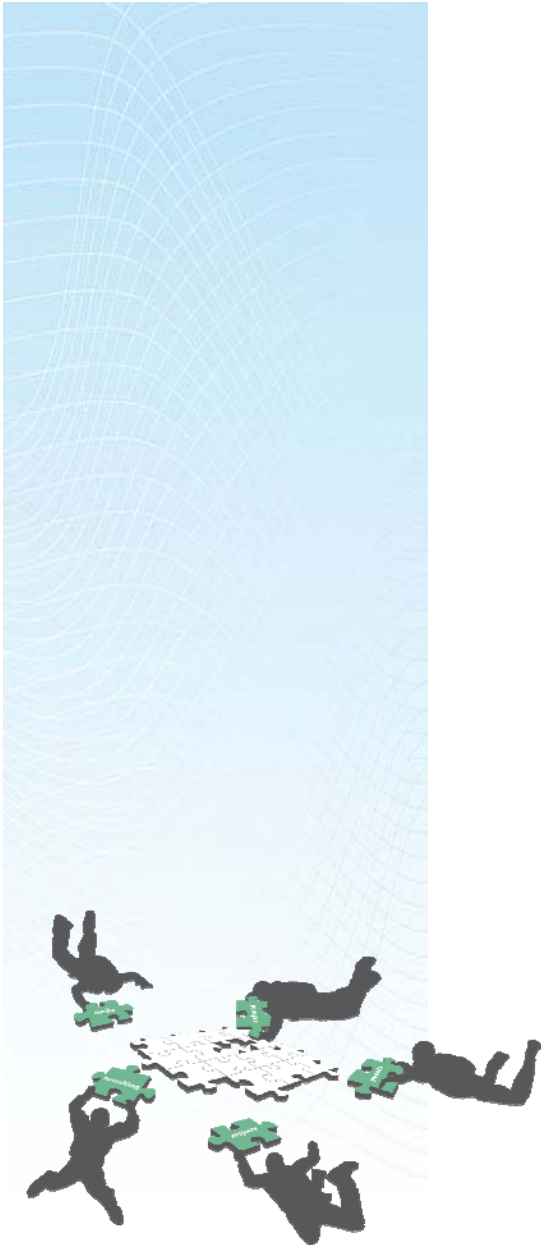
Awareness about and application of Semantic Web

Differences between application-oriented and research-oriented actors

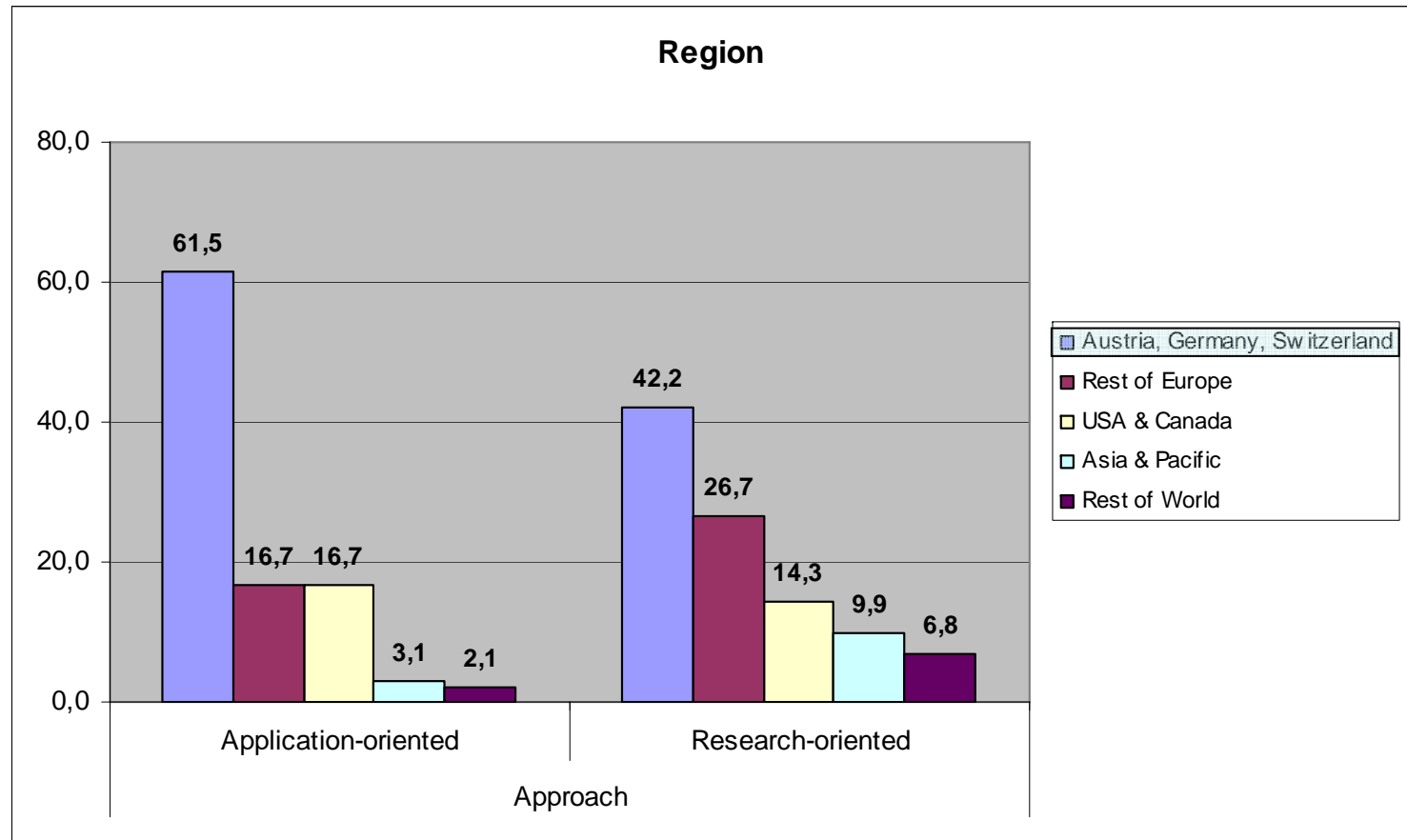
Differences deriving from region, IT competence & Semantic Web familiarity



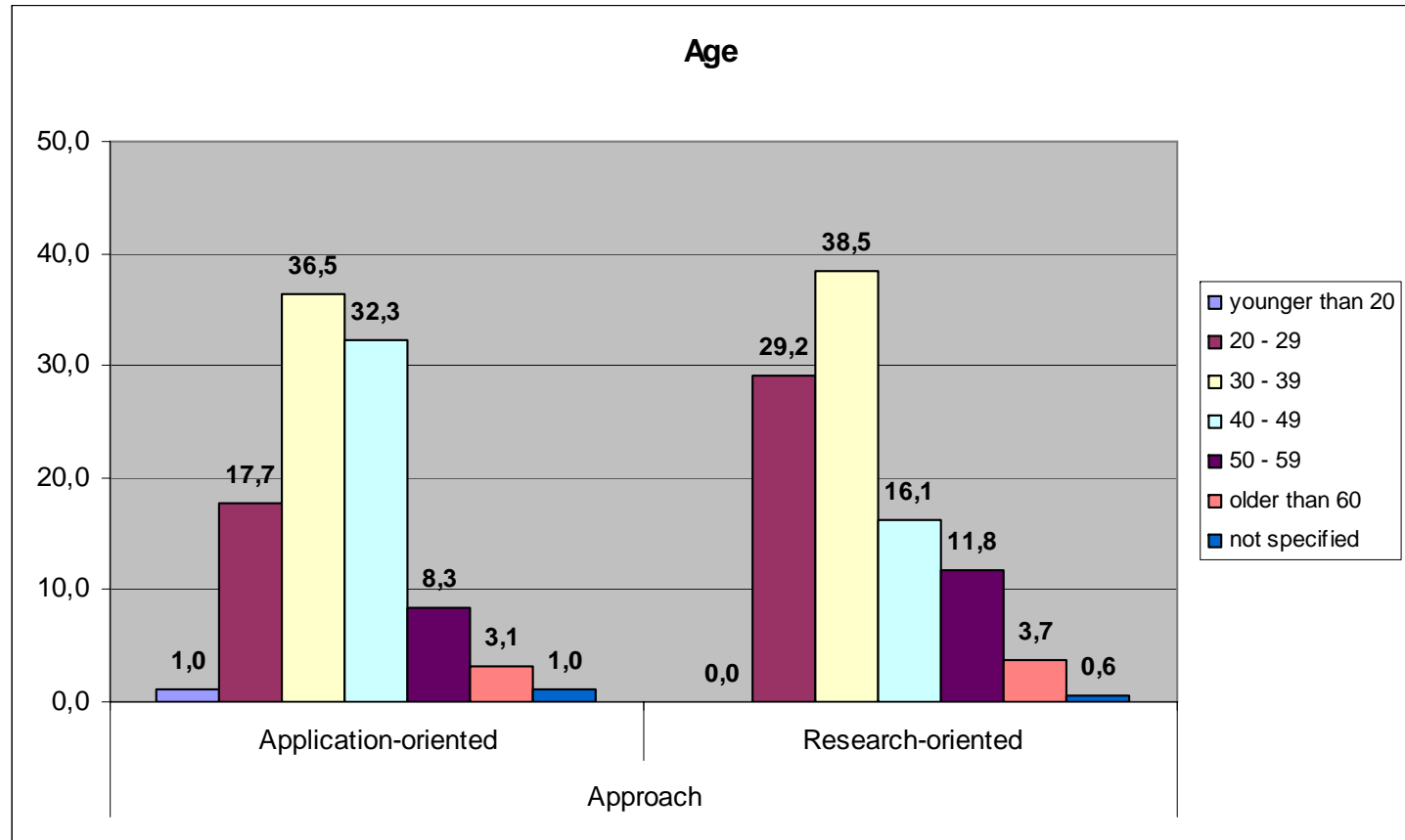
Who participated?



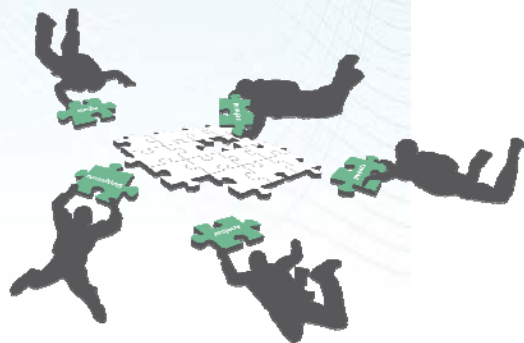
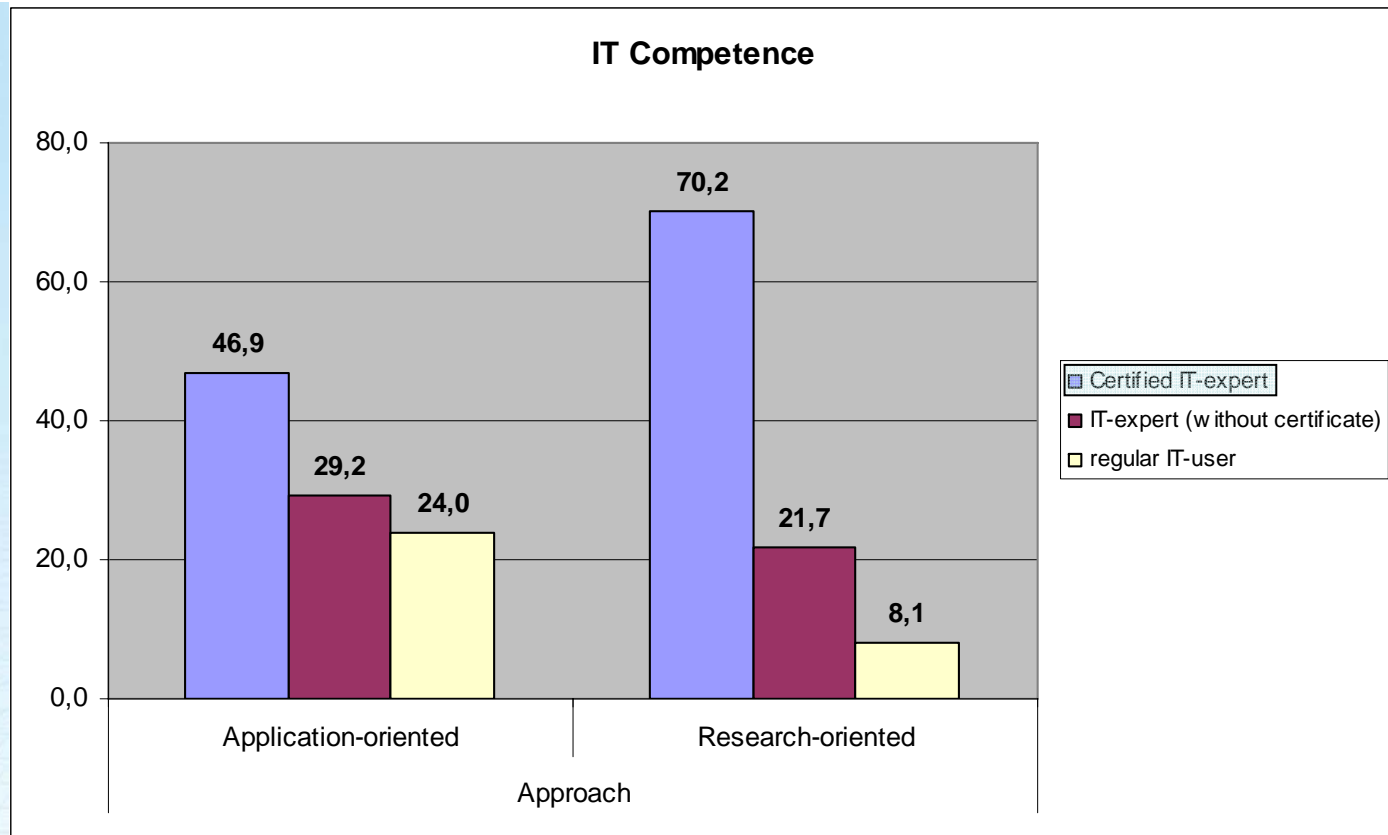
Good coverage of Austria, Germany and Switzerland



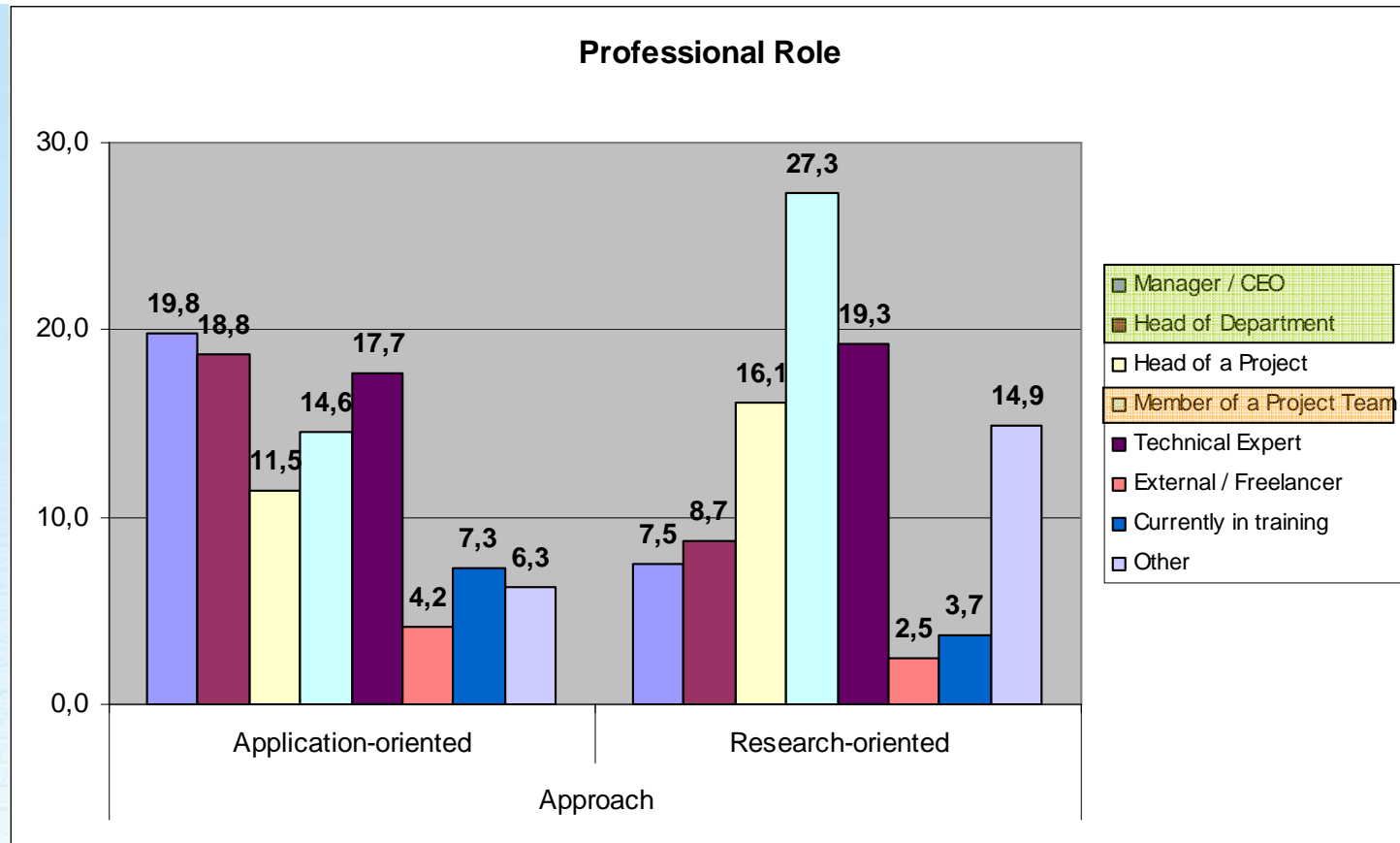
The Web is in its 30s!



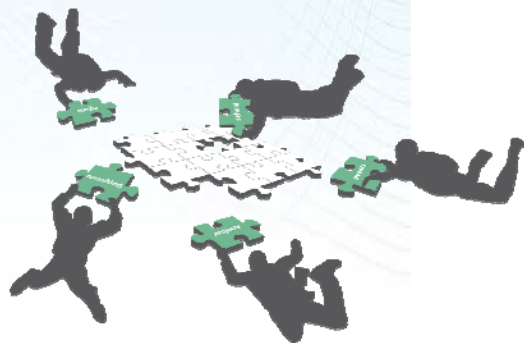
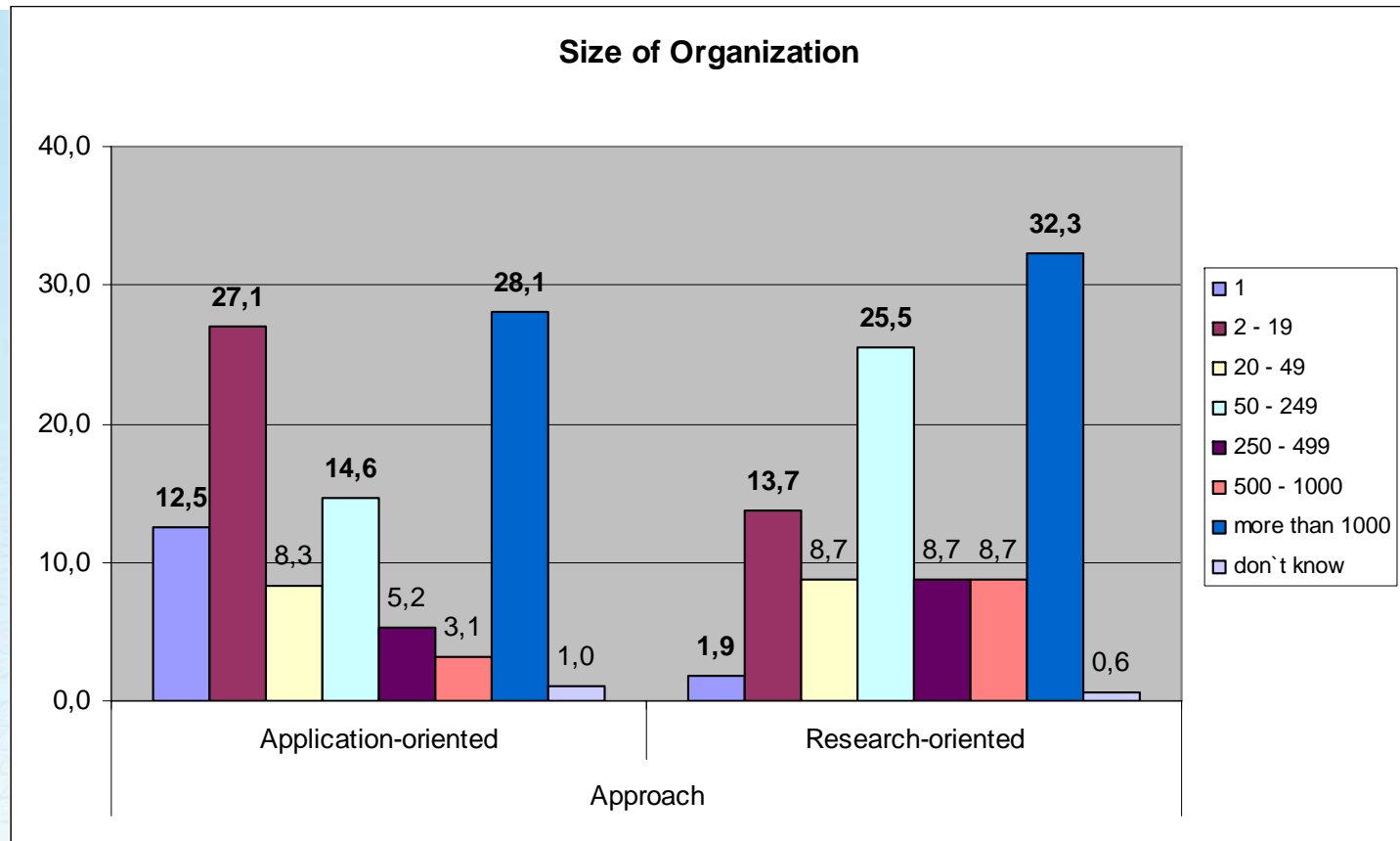
High level of IT competence



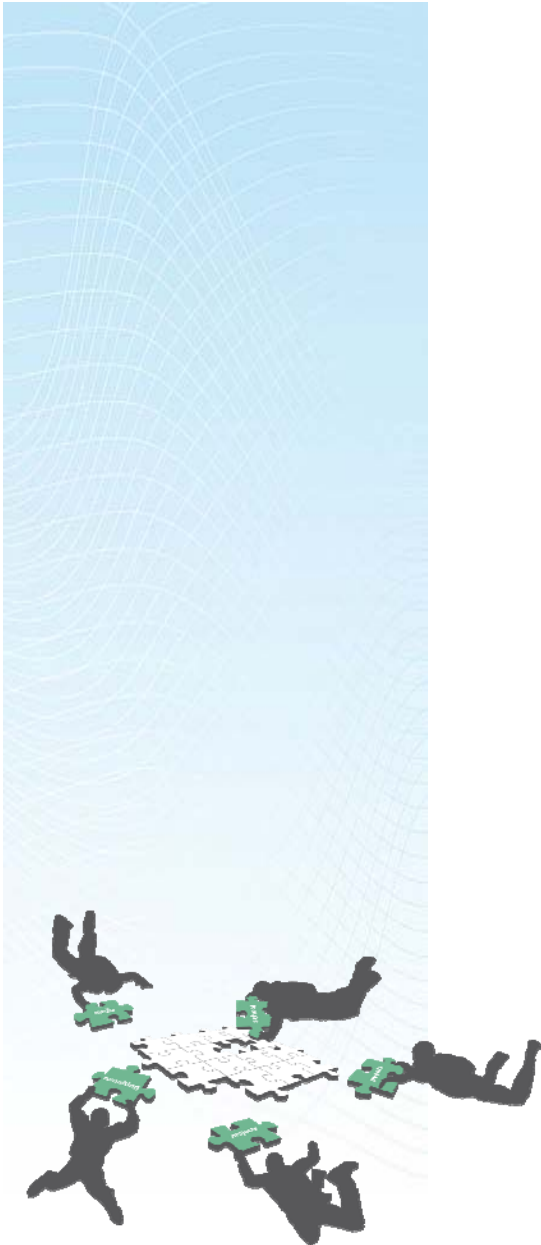
The Web has reached the decision makers



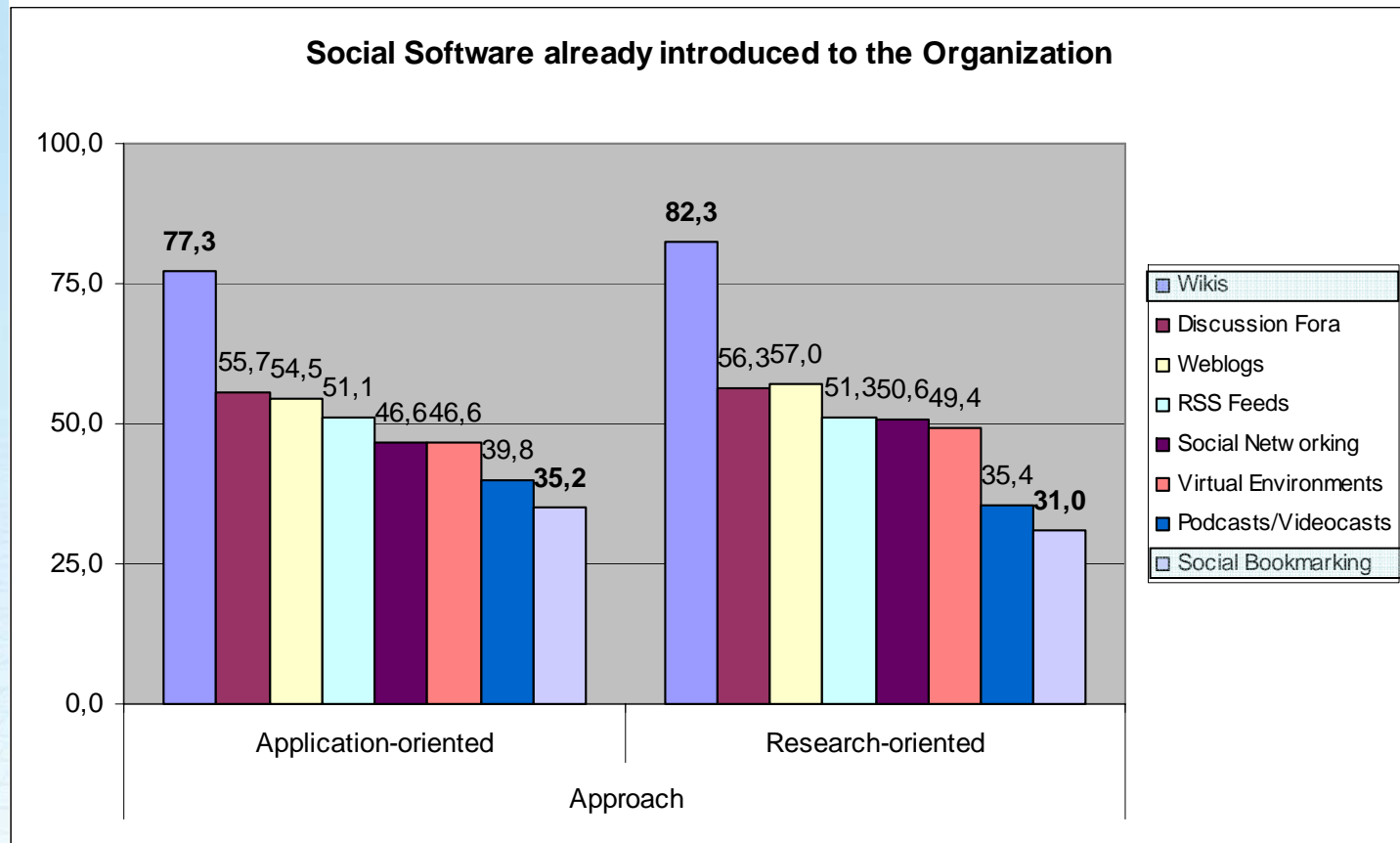
Small & large organisations dominate!



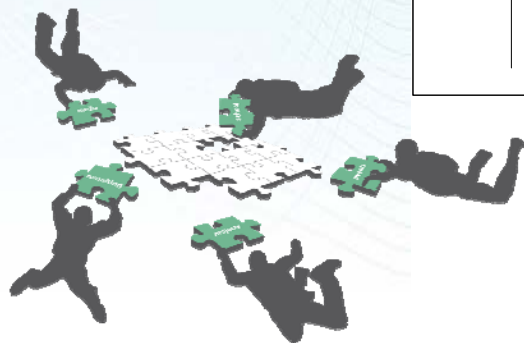
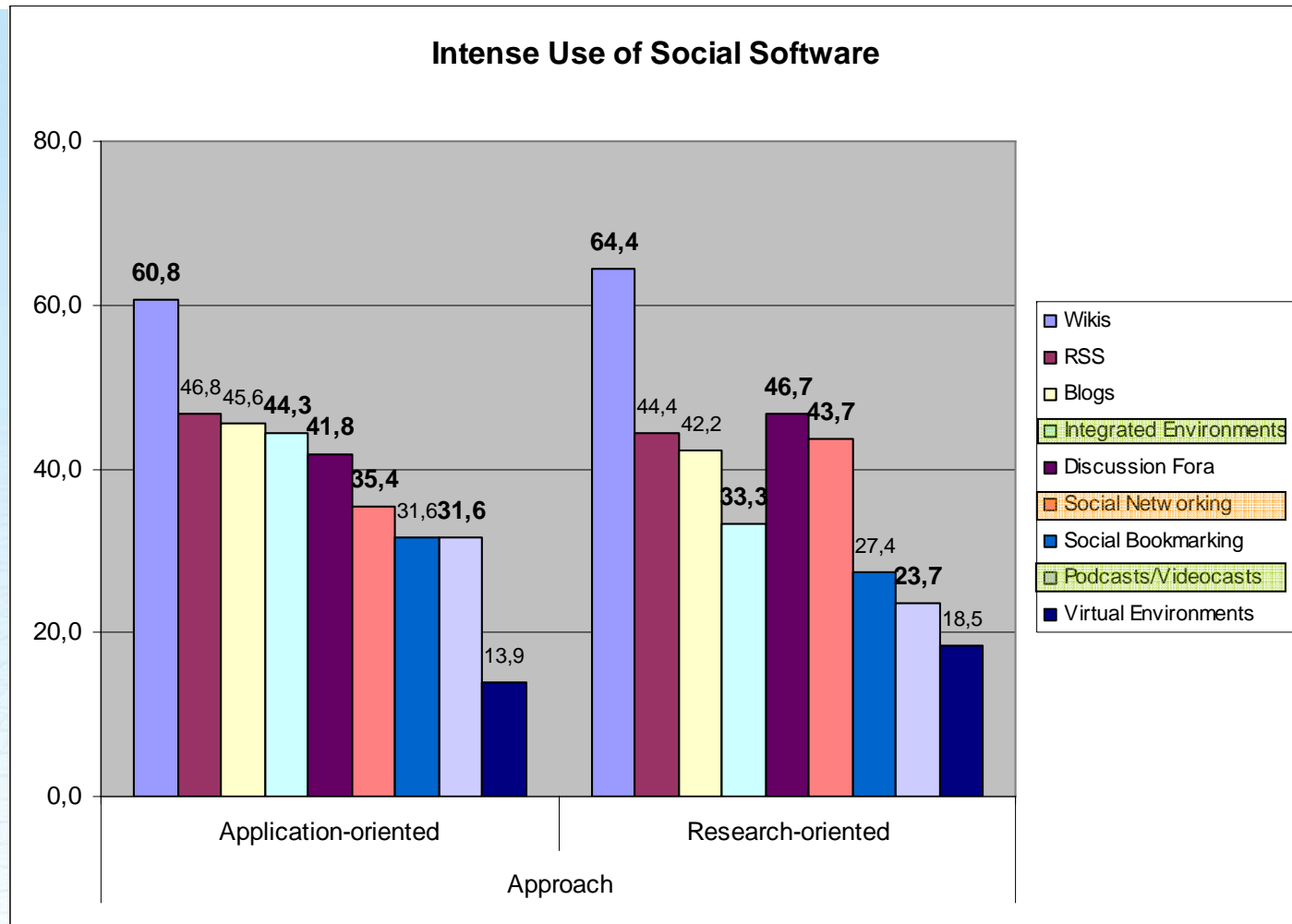
Awareness & Use of Social Software



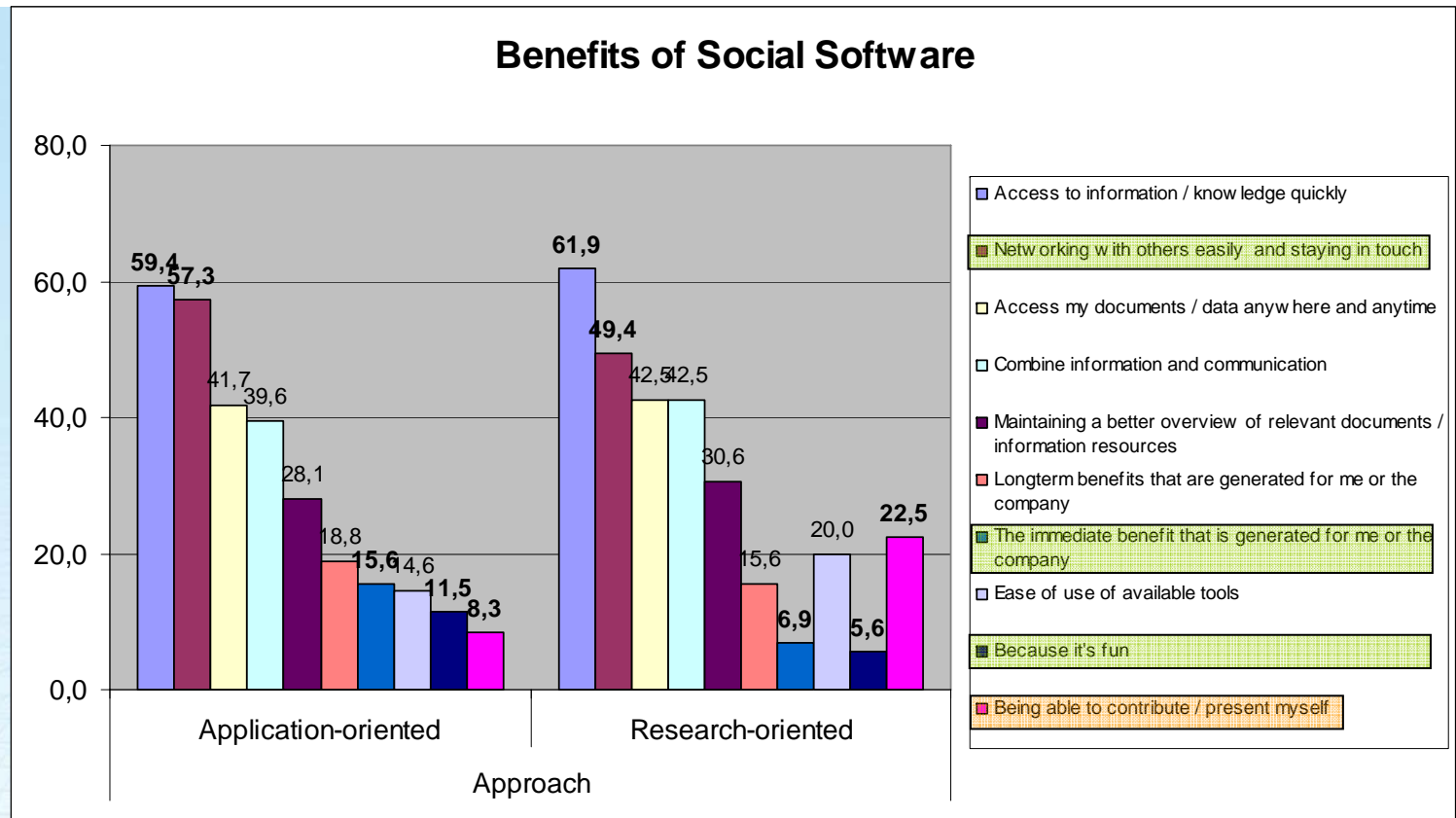
Wikis are king! Social Bookmarking stays behind.



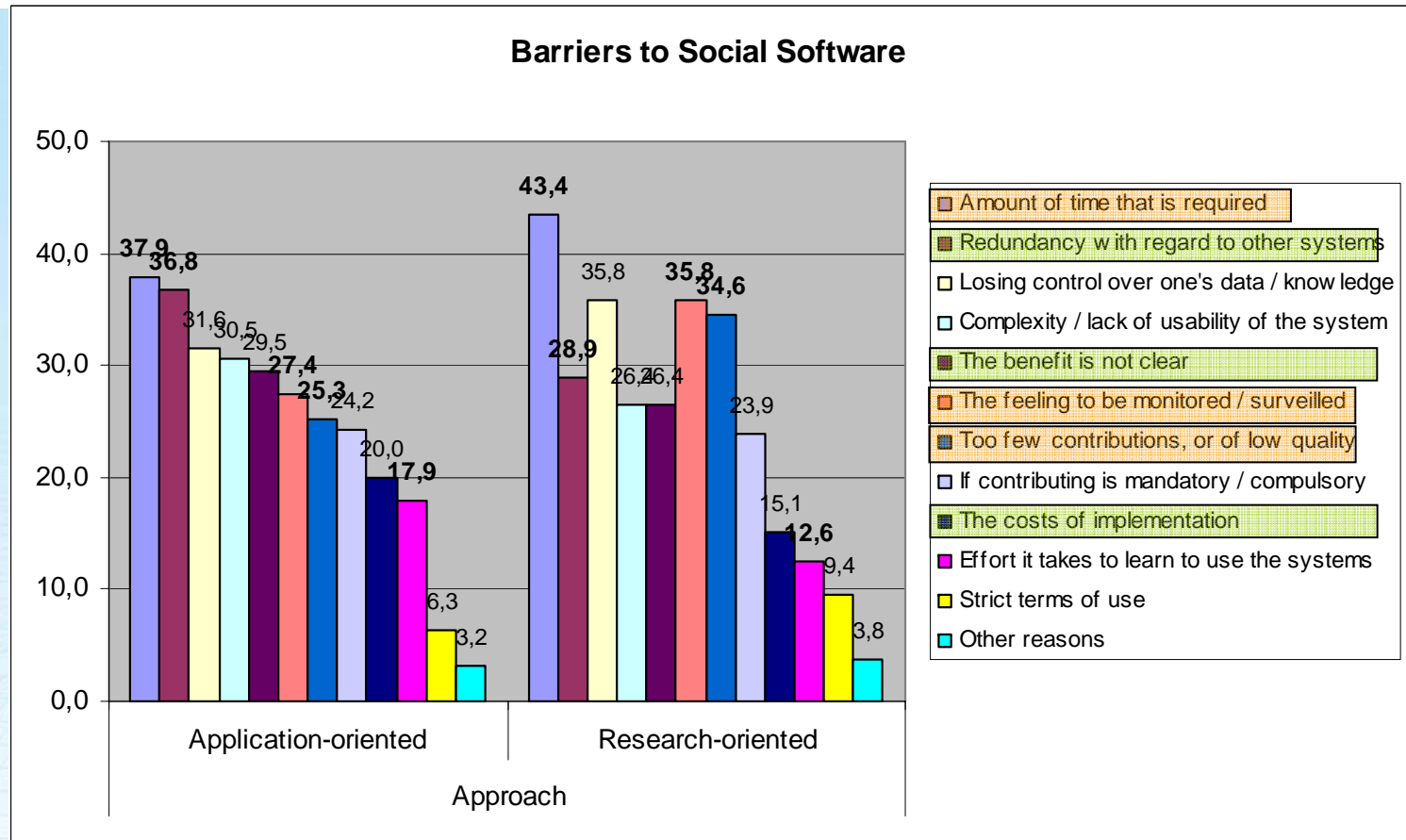
Differring applications & usage patterns



Differing motives for the use of Social Software



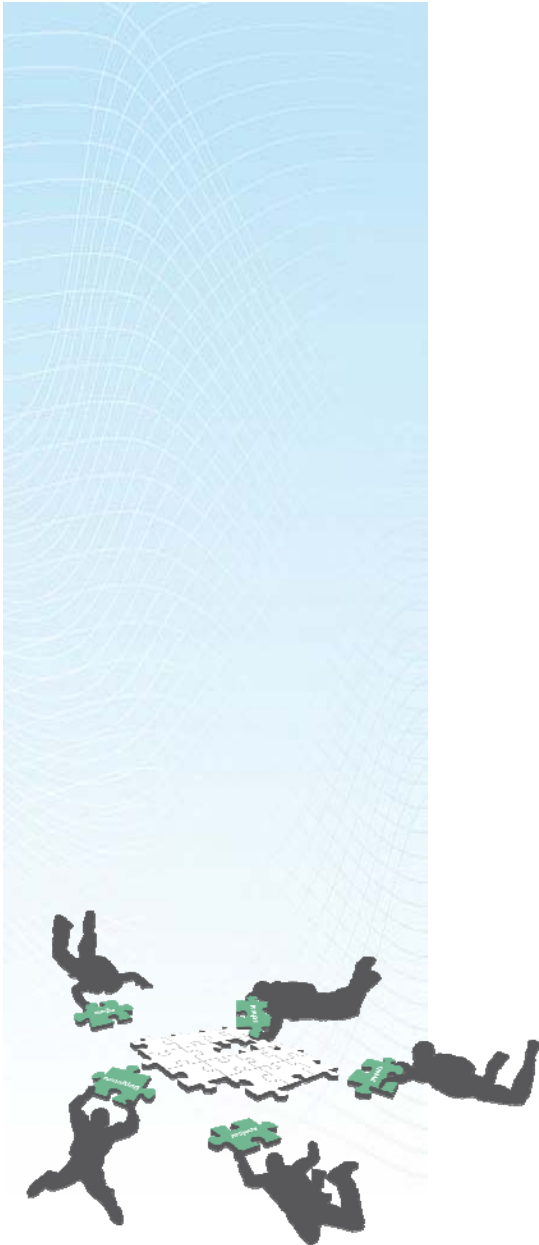
Differring notions about barriers



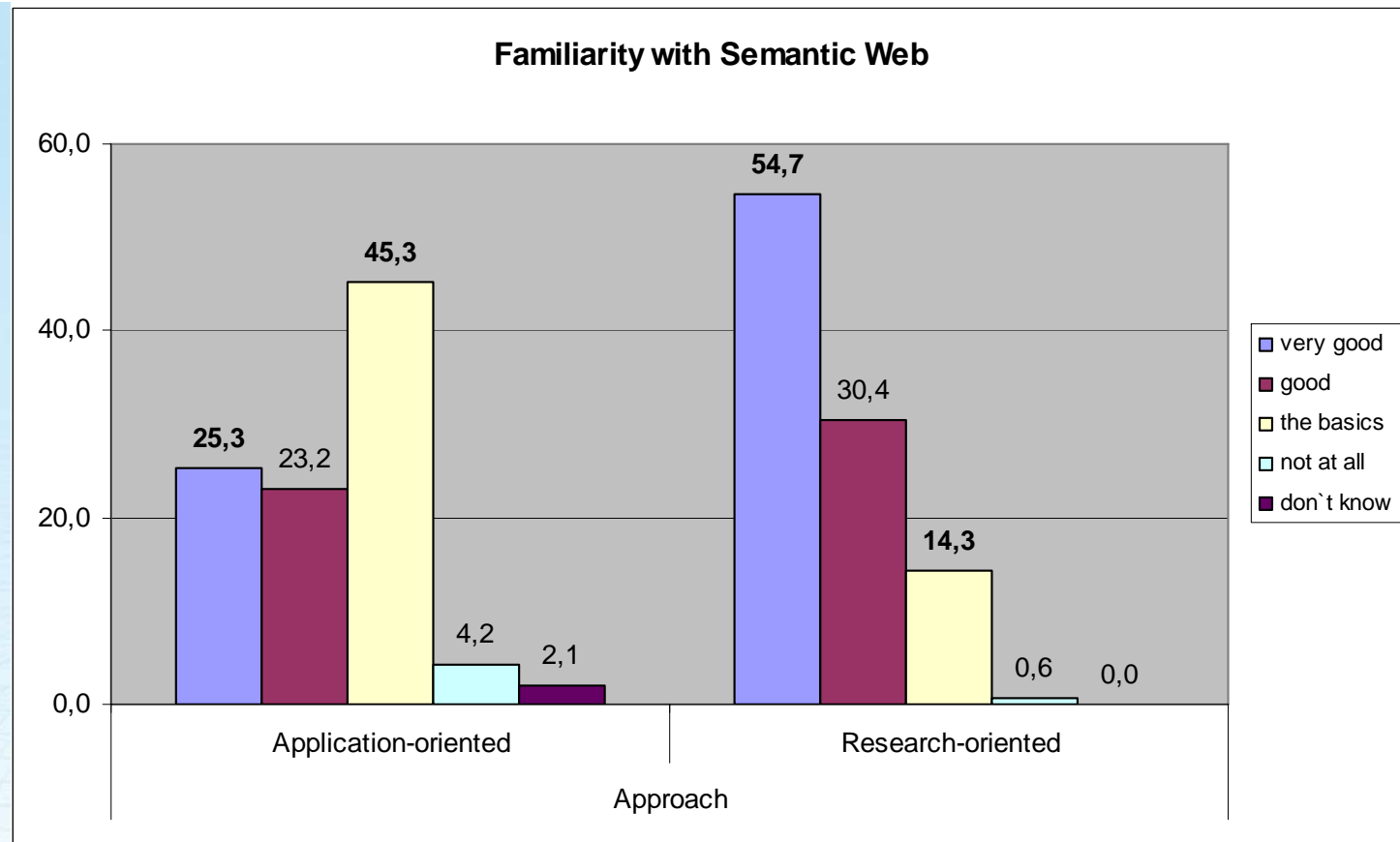
Semantic Web

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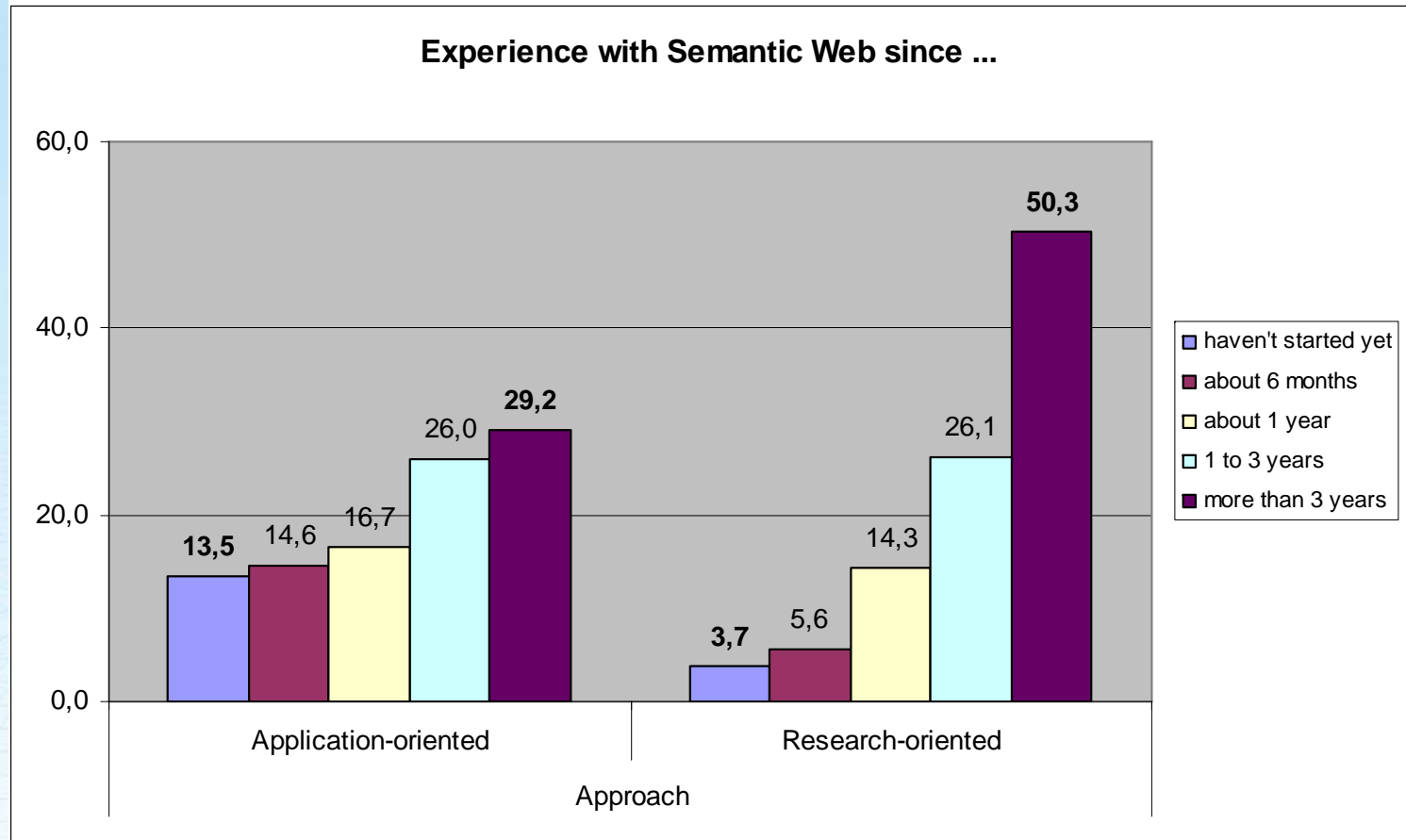
Experience, Expectations & Readiness



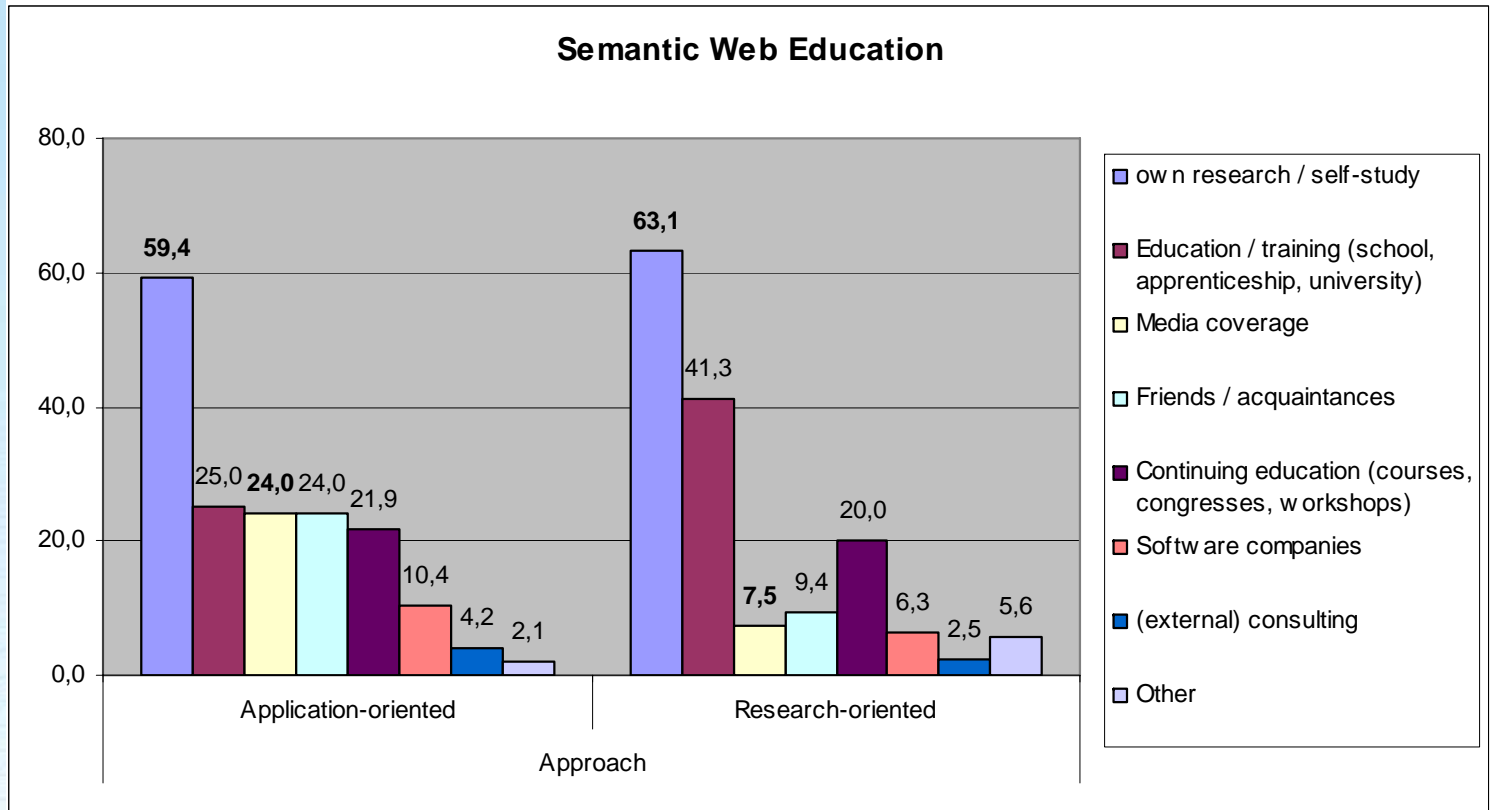
Semantic Web is something familiar!

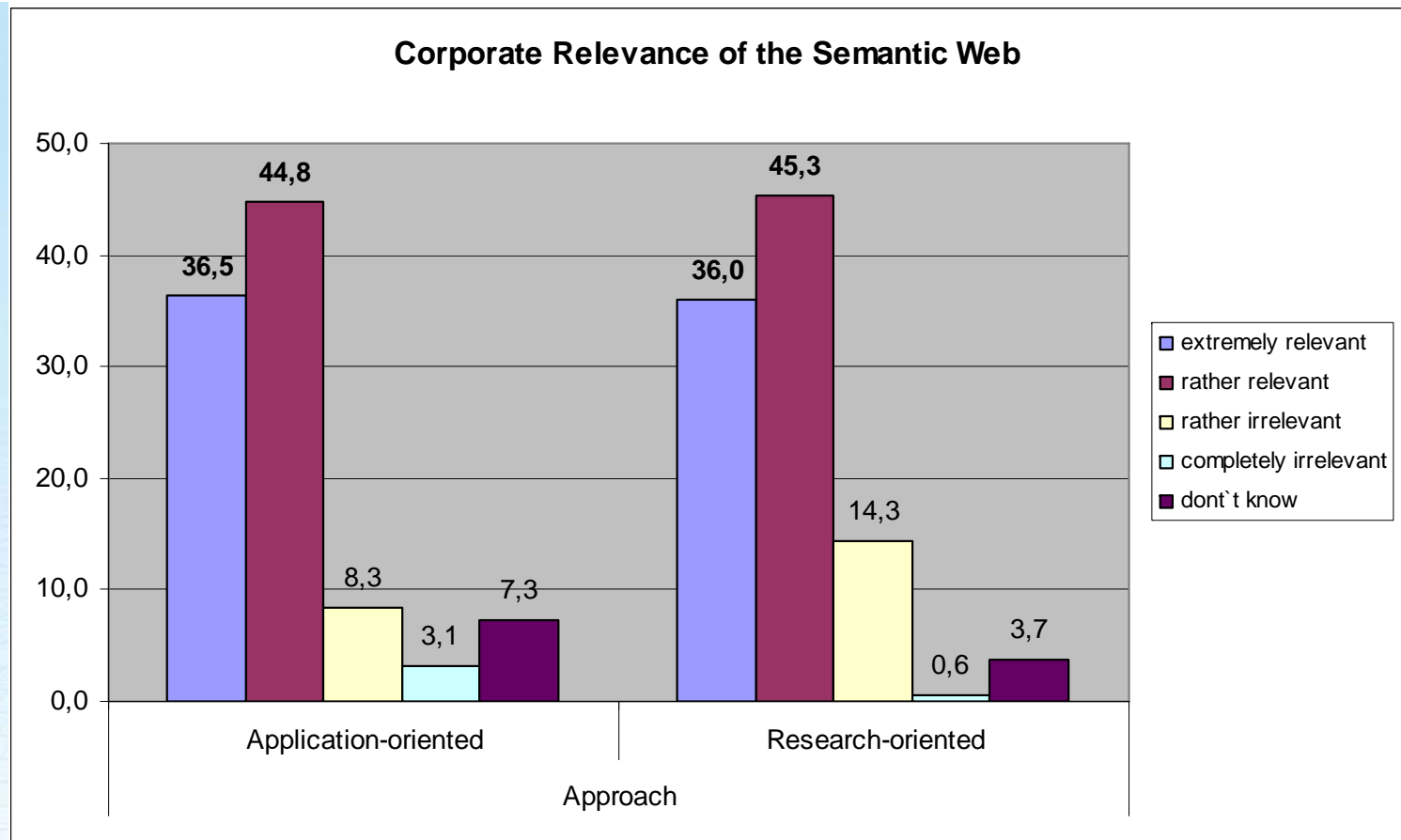


Application-oriented catch up - but where are the young academics?



„I taught myself about the Semantic Web.“

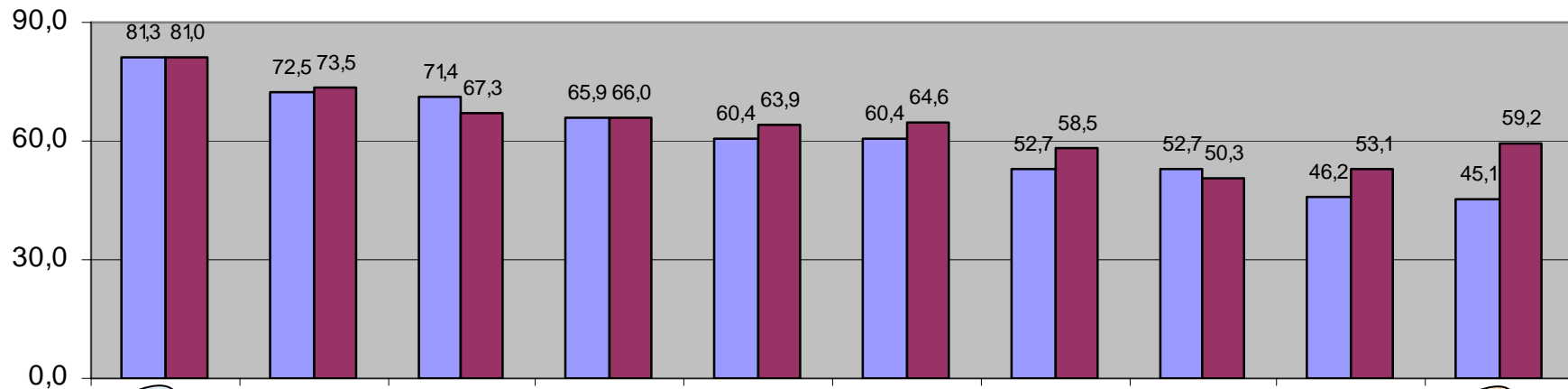




Search - the killer app! Integration costs & data control might be important aspects.

Benefits of the Semantic Web

■ Approach Application-oriented ■ Approach Research-oriented



Improving search relevance

Lower search effort

Support Annotation / Tagging

Improve Recommendations

Lower costs to structure information

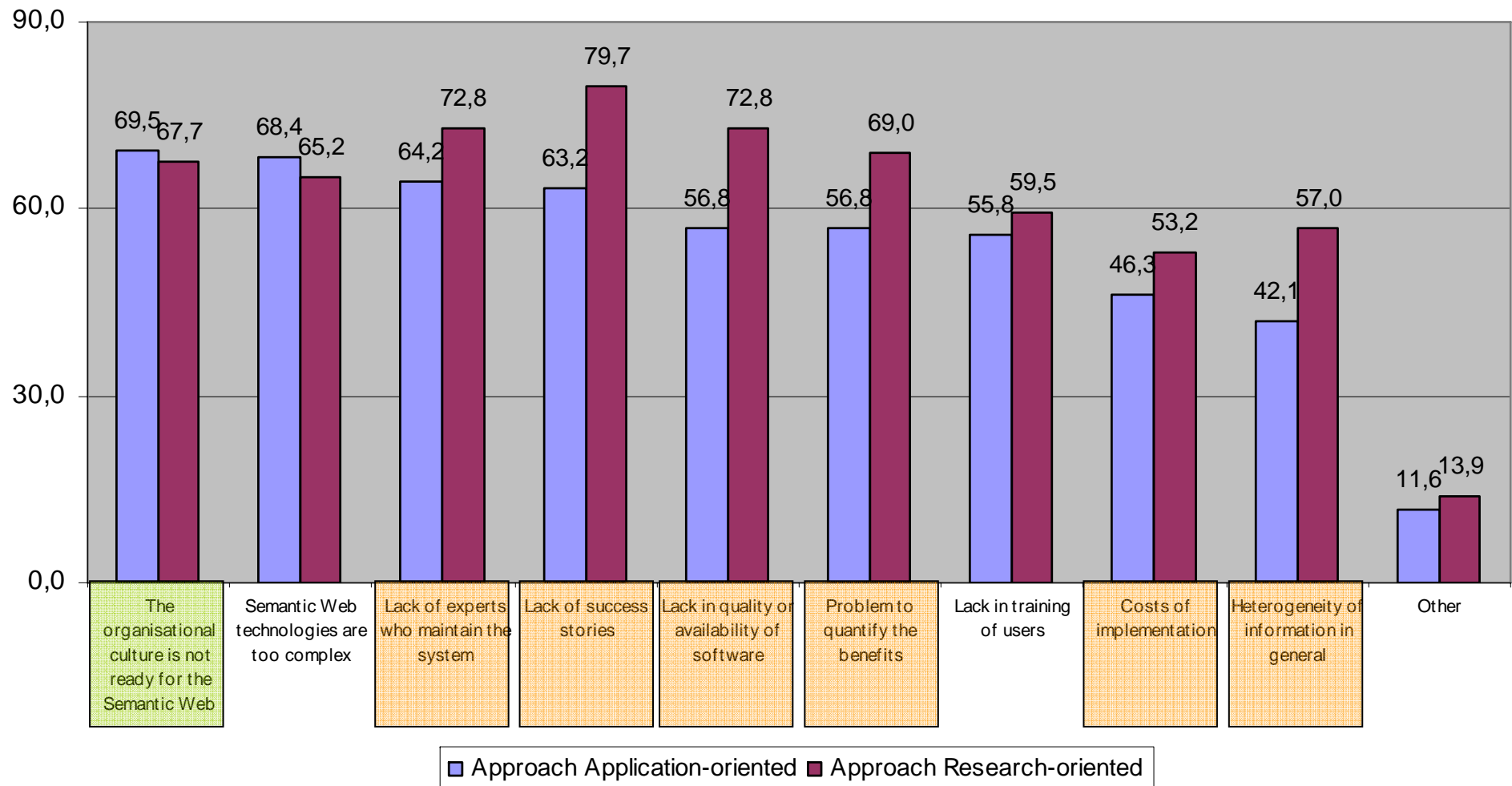
Better overview over documents / data

Improved personalization

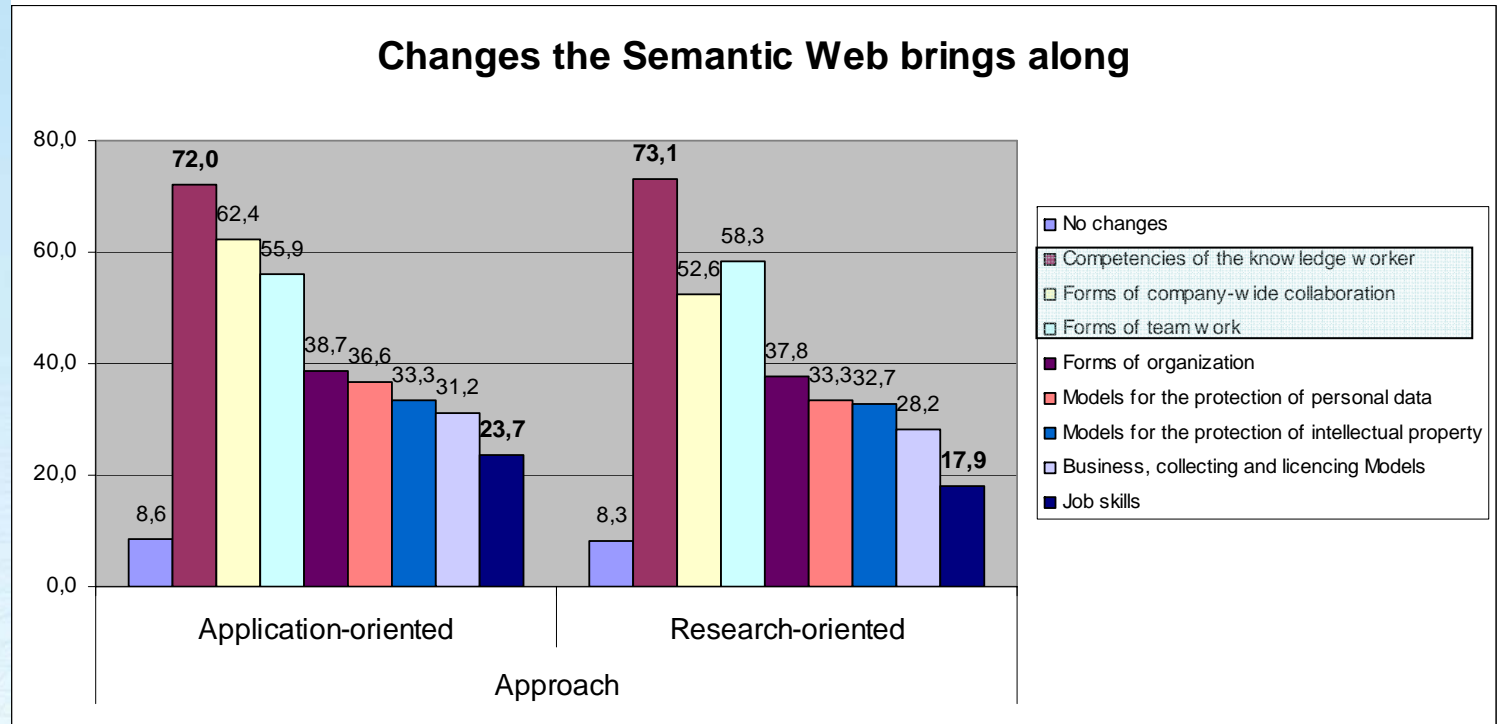
Better control over data / documents

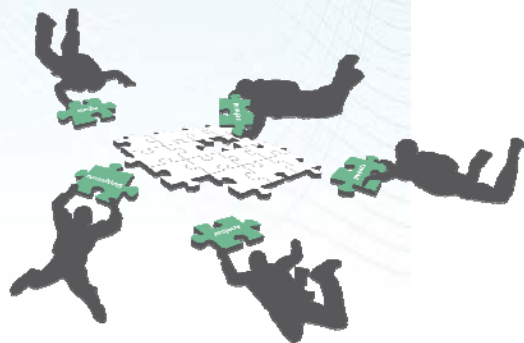
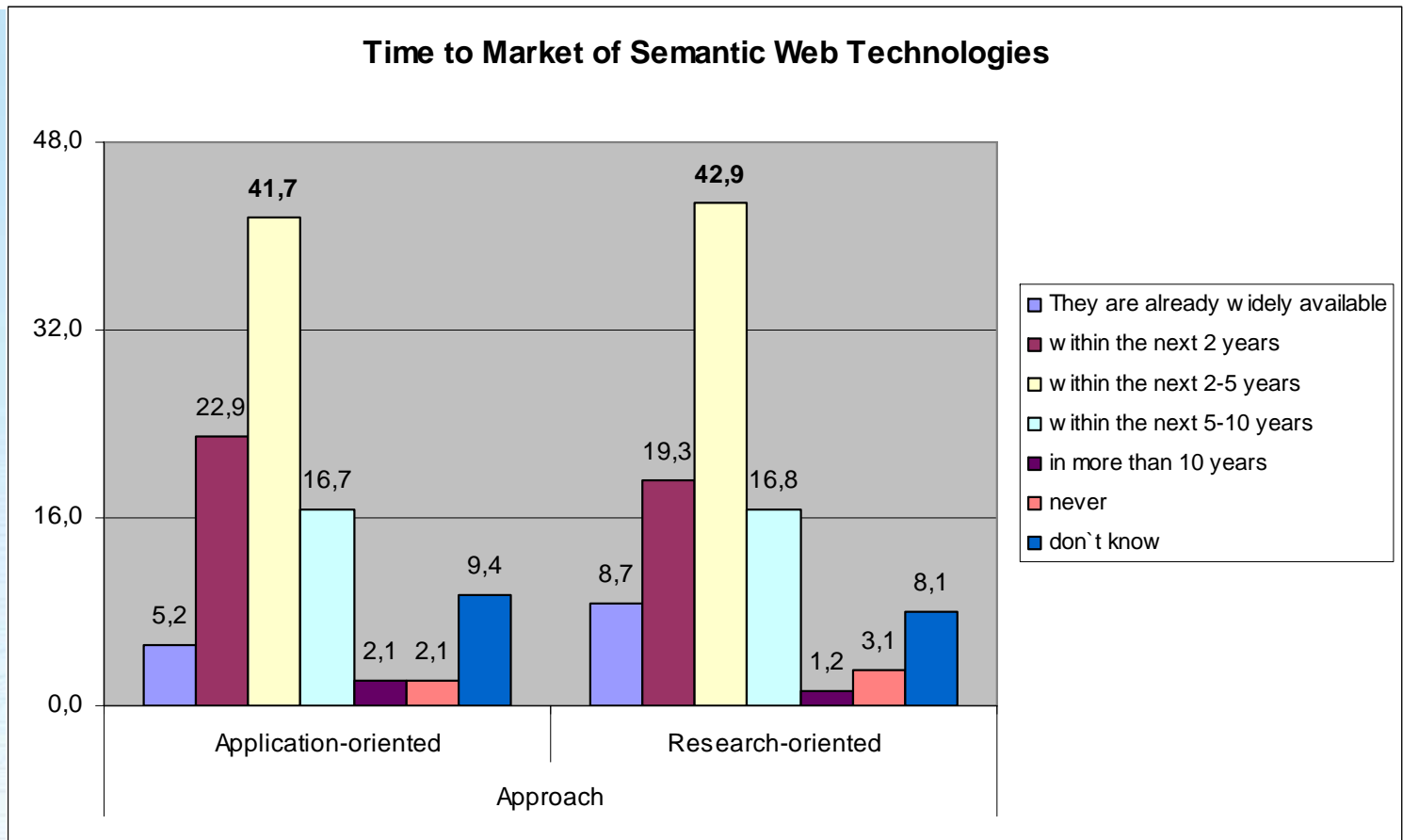
Lower costs of data integration

Barriers to the Semantic Web

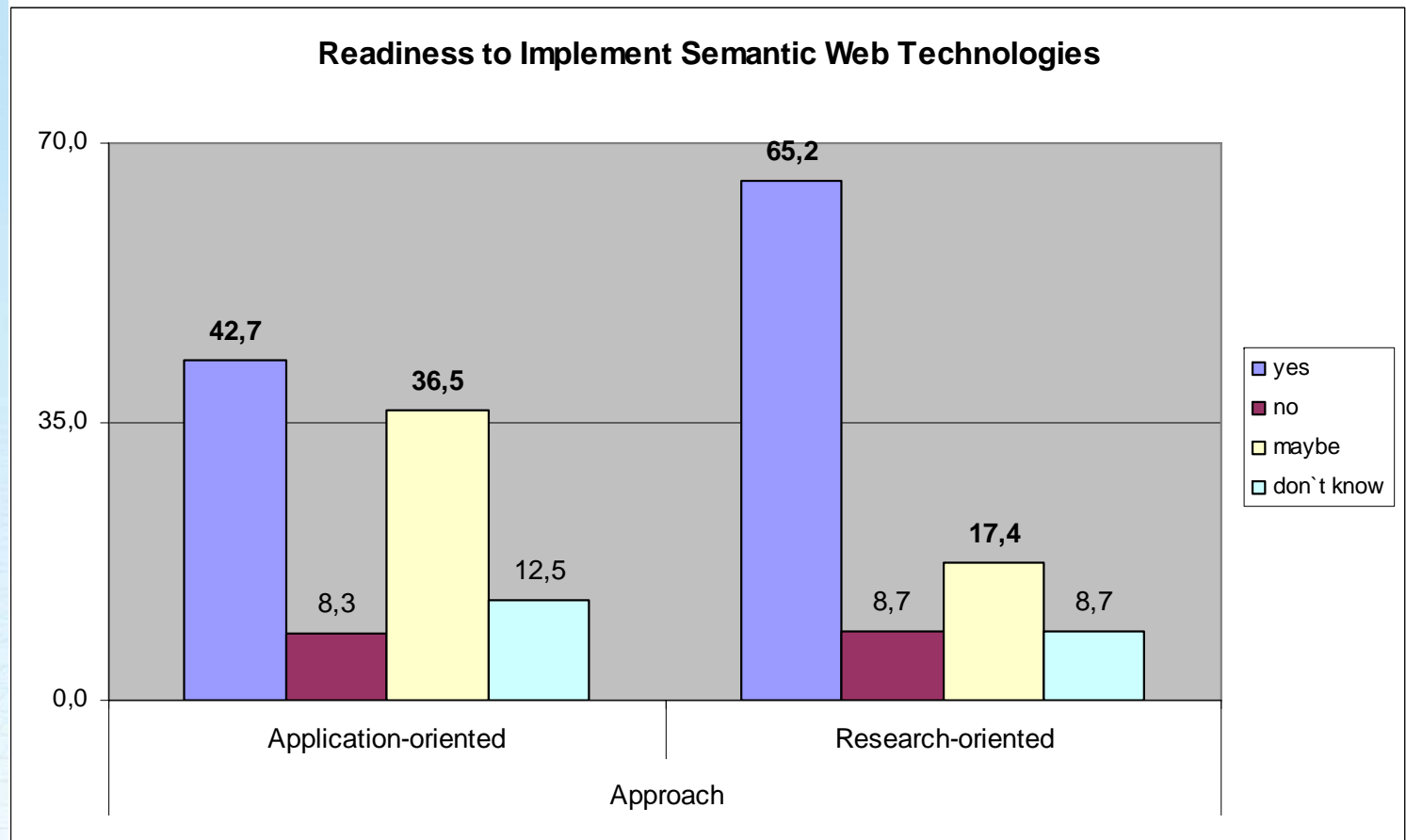


Competencies and collaboration will change ...

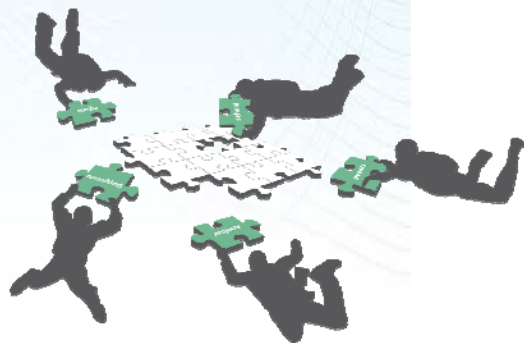
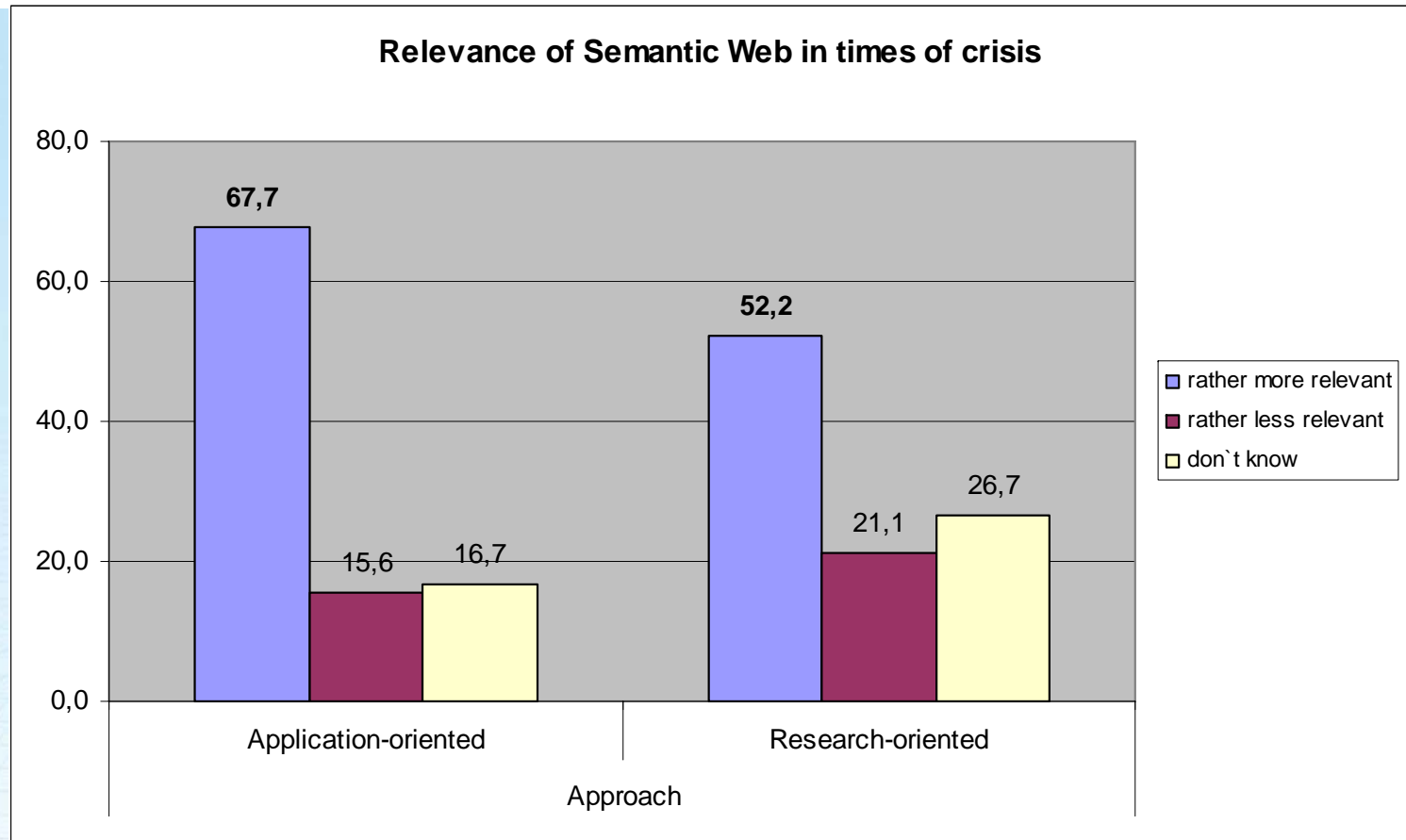




So ... what are you waiting for?



Expectations are high!



Social Software

1. Wikis are king! Social Bookmarking stays behind.
2. Differring applications & usage patterns of social software
3. Differring notions about the benefits of and barriers to Social Software

Semantic Web

1. Semantic Web is something familiar!
2. Application-oriented catch up - but where are the young academics?
3. „I taught myself about the Semantic Web.“
4. Semantic Web has a corporate relevance!: Search - the killer app! Integration costs & data control might be important aspects.
5. Differring notions about the barriers?
6. Competencies and collaboration will change ...
7. Time to market 2 - 5 years!
8. No differences in region, IT competence & familiarity



Thank you for your attention!

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