Knowledge Hives
Recommendations for e-commerce and knowledge bases

dr. Sebastian R. Kruk, Mariusz Cygan, Arkadiusz Kwoska
Outline

- Knowledge Hivies - who are we?
- Our vision
- Our business model
- Helping to build Semantic Web ecosystem
- digi.me - social semantic recommendation solutions testbed
- Why Knowledge Hives?
Knowledge Hives

- Goal: deliver social semantic recommendation solutions for knowledge bases and e-commerce

- Web 3.0 startup that grew out of research on prototype products:
  - semantic digital library - JeromeDL
  - social semantic bookmarking - notitio.us

- The team:
  - dr. Sebastian Kruk, cutting edge research
  - Mariusz Cygan, getting things done
  - Arkadiusz Kwoska, pumping revenue stream
Recommendations

- Various search goals (*Rose and Levinson*): resource seeking, navigational, informational

- People (in general) are too lazy to search or lost in the hyperspace (*Kruk et al, 2008: Evaluation of JeromeDL*)

- “Semantics” are not quite the same as “Semantic Web”
  - Social interaction and contribution
  - Linked data
Recommendations for e-commerce

- People are looking for goods and services not links
- Search goals: resource seeking, navigational

Solution:
- recommend matching profile and resource similarities,
- help to navigate towards purchase
Recommendations for knowledge bases

- People are looking for answers not set of links
- Questions are hard to define
- Search goal: informational, navigational

Solution:
- Recommend on the current context
- Help to navigate towards the answer
Roadmap to success

1. Research prototypes
   - FOAF Realm
   - S3B
   - Jerome DL
   - Didaskon
   - MarcOnt
   → notitio.us

2. Building Web 3.0 ecosystem
   - Semantic School
   - digi.me
   - Open Vocabulary

3. Generating revenue
   - Recommendations for e-commerce
   - Knowledge Bases
   - Recommendations for Knowledge Base

Copyright @ KnowledgeHives.com
Building Web 3.0

- Partnership with research institutes:
  - **Ireland**: DERI Galway, University College Dublin
  - **Poland**: Technical University of Wroclaw, Gdansk University of Technology
  - **USA**: Western Kentucky University

- Initiating and supporting open source projects:
  - JeromeDL, MarcOnt, FOAFRealm, S3B
  - Vulcan, Hermes, OpenVocabulary

- OpenVocabulary.info - bringing more semantics into the Web

- SemanticSchool.com - building awareness of semantic solutions (and needs!)
digi.me

* the product
  * bookmarking with semantic annotations
  * social sharing, **recommendations** and privacy
  * internationalization and localization
  * based on research on: semantic technologies, knowledge sharing, e-learning, social networks, semantic digital libraries, HCI

* the technology
  * semantic web infrastructure: RDF, interconnected annotations, expressivity, vocabularies, reasoning
  * social networking: FOAF, interconnected users, sharing
  * enterprise-ready solution: JEE platform
Why Knowledge Hives?

- core competence: innovative business solutions based on advanced research
- clearly defined business model
- everyone says they do it - WE DELIVER
- solutions for wide range of potential customers from e-commerce through corporate and knowledge workers