

WordLift

Meaningful Navigation Systems and Content Recommendation for News Sites running WordPress



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Code

The source code (GPL) of version 3 is available on GitHub:

PHP - <https://github.com/insideout10/wordlift-plugin>

Js - <https://github.com/insideout10/wordlift-plugin-js>

Docs - <http://insideout10.github.io/wordlift-plugin/docs/namespaces/default.html>



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WordLift

- Wordpress is the most used publishing platform in the web
- WordLift enhances WordPress with semantic capabilities:
 - *analyze*: parse text for Named Entity Recognition
 - *suggest*: propose semantic related media and content
 - *search*: cloud based SPARQL endpoint
 - *organise*: admin UI to create and edit entities and their properties
 - *browse*: faceted search UI for content mentioning the same entity
 - *visualize*: add UI widgets to frontend (chord, map, timeline, navigator)
 - *share*: embed microdata markup in content



Redlink (text)

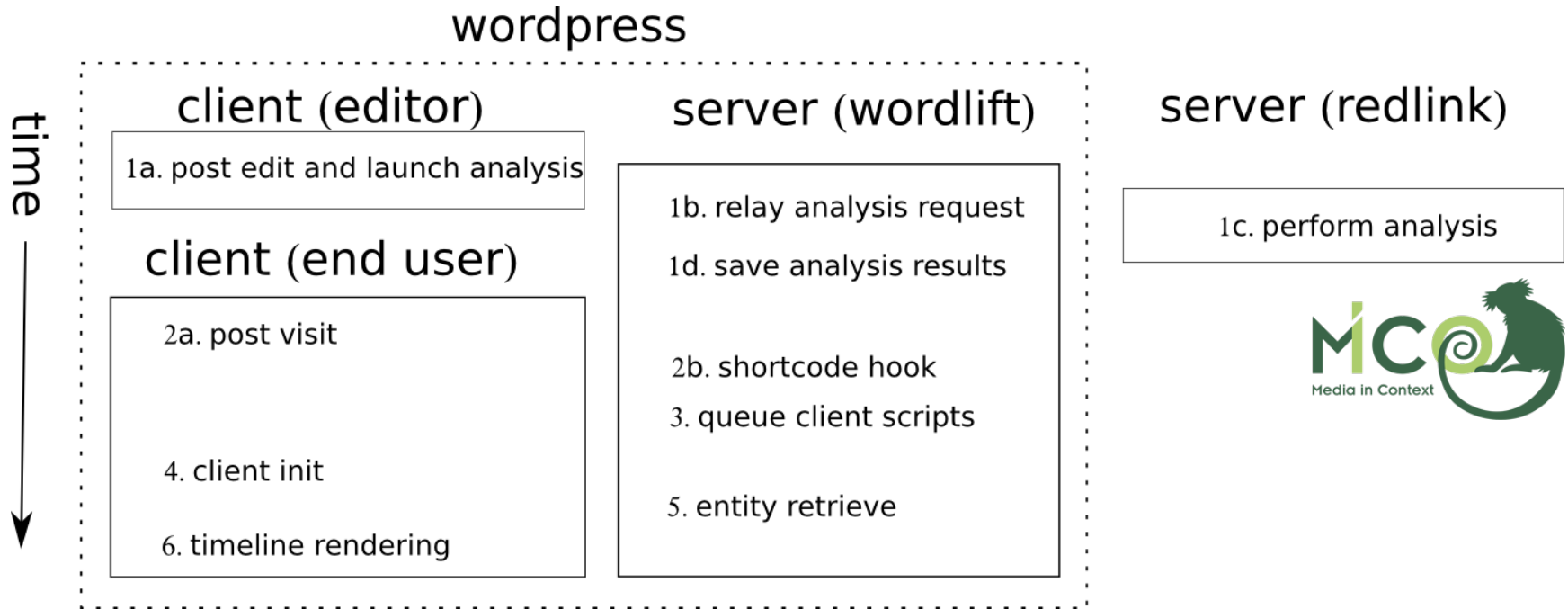
- Named entities are stored in the local WordPress database as well as in an optimized triple store in the cloud running Apache Marmotta.
- Annotation and entities are accessible via a Web Page and also using RDF, N3 and JSON-LD formats.
- The triple-store can be queried via SPARQL.

MICO (media)

- Enables media analysis, enrichment and recommendation following the same pattern already described for textual content.



Architecture and information flow



Real world use case:

Greenpeace Italy is planning to use WordLift to:

- increase website traffic
- increase user retention
- decrease time spent in content enrichment and annotation

DEMO

Feedback is welcome!



- which datasets would you use to enrich your web content?
- which visualization would you like to be included in WordLift?
- in general, how would you help content publishers (i.e. online news) through semweb technologies?