

Semantic Web: Can I be Optimistic and Cynical at the Same Time?

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Is the Semantic Web going to happen?

- **Short answer: maybe (I sure hope so)**
- **Long answer: we have to make sure that certain key aspects are viable**
 - **ontologies: how are they developed, adopted, deployed, ... ?**
 - **business model(s)**

Ontologies

- **#1: Creating an ontology is hard**
- **#2: Getting a committee to agree on anything is hard**
- **Consequently, I prefer the “Darwinian approach”**
 - **strong/popular ontologies win**

Business Models

- **Early on, certain dominant business models emerged for the WWW**
 - e.g., advertising: charge money from advertisers, make content free for the large audiences
- **What are the dominant business models for the Semantic Web?**
 - if we are creating this stuff for machines to consume, what is the role of advertising?
 - (please come talk to me if you have good ideas)