# RENDƎR
### Reflecting Knowledge Diversity

# How to Represent Knowledge Diversity

Andreas Thalhammer[1], Ioan Toma[1], Rakebul Hasan[1], Elena Simperl[2], and Denny Vrandecic[2]
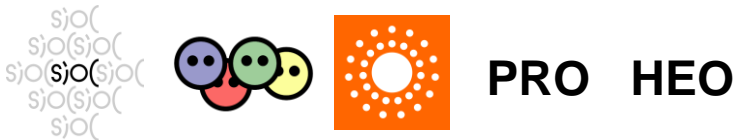
## Motivation:

o Information on the Web includes a **huge diversity** of opinions, viewpoints, sentiments, emotions, and biases.

o The number of tools and techniques to **exctract** diversity-related **semantics** from text is increasing.

o Existing ontologies and metadata specifications **do not** consider diversity-related concepts and properties.

## Knowledge Diversity Ontology (KDO):

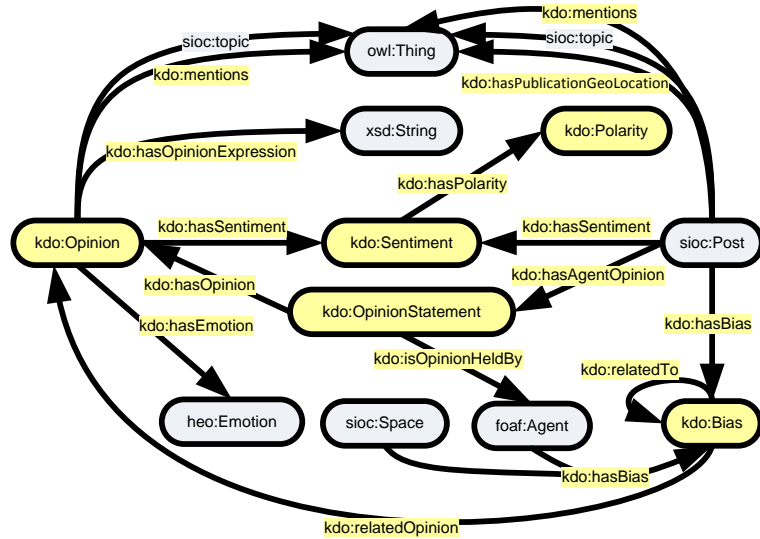o Considers **different angles** on knowledge diversity (RENDER use cases):

Google    Telefónica

o Follows a **light-weight** approach to ontology engineering, reusing concepts and properties from:

sioc    PRO    HEO

o Introduces and relates the core concepts:
- **Opinion**
- **Sentiment**
- **Polarity**
- **Bias**

o Is being **deployed** and **evaluated** in context with the RENDER project.

## KDO core concepts:



## Usage example (Turtle syntax):

```
<#FerdinandMaier> a foaf:Person ;
    foaf:firstName "Ferdinand" ;
    foaf:lastName "Maier" .
<#JamesMcDonald> a foaf:Person ;
    foaf:firstName "James" ;
    foaf:lastName "McDonald" .

<#BBC> a foaf:Organization ;
    foaf:name "BBC" .
<#FMW> a foaf:Organization ;
    foaf:name "FMW" .
<#Bigat> a foaf:Organization ;
    foaf:name "Bigat" .

<#Opinion1> a kdo:Opinion ;
    kdo:hasOpinionExpression "the takeover will happen and benefits both
    parties" .

<http://www.bloomberg.com/article/c2lj3h3j4j4> a kdo:NewsArticle ;
    pro:isRelatedToRoleInTime [ a pro:RoleInTime ;
        pro:withRole pro:author ; pro:isRoleHeldBy <#JamesMcDonald>] ;
    pro:isRelatedToRoleInTime [ a pro:RoleInTime ;
        pro:withRole pro:publisher ; pro:isRoleHeldBy <#BBC>] ;
    kdo:hasSentiment [ a kdo:Sentiment ;
        kdo:hasPolarity kdo:positivePolarity] ;
    kdo:hasAgentOpinion [ a kdo:OpinionStatement ;
        kdo:isOpinionHeldBy <#JamesMcDonald> ;
        kdo:hasOpinion <#Opinion1>] ;
    sioc:hasContainer [ a kdo:NewsWebsite ;
        sioc:has_space <http://www.bloomberg.com/>] ;
    dcterms:created "2011-03-23" ;
    kdo:hasPublicationGeoLocation <http://sws.geonames.org/2635167/> ;
    dcterms:language "en-UK" ;
    kdo:mentions <http://sws.geonames.org/3165524/> ;
    kdo:mentions <#FerdinandMaier> ;
    kdo:mentions <#FMW> ;
    kdo:mentions <#Bigat> .
```

[1]STI Innsbruck (firstname.lastname@sti2.at), [2]Institute AIFB (firstname.lastname@kit.edu)

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