



Web of Pages

Web Site

Web Page (Collection of content)

- Text
- Docs/Assets
- Links

Web Page

- Text
- Links

Cookies

- user id
- preferences/permissions
- other state

Questions (Prosaic and Technical)

- How busy is my server (performance logs)
- What is the profile of browsers/client and which locations are common (web server log of headers / IP addresses)
- Which external sites do users come from and then go to (link analysis)
- Which pages were accessed? (hit counters) how long did users spend on each page?
- Which assets were downloaded?
- Can I reconnect with a user through cookies, logins?
- What can I do to make my site more technically robust? More interesting/sticky?
- What are the routes to commercialise my content?

Social Networks

Community of Interest (Forum/Page/Event)

- User A
- Profile
- Actions / History
- Assets (Images, Content)

User B

Community of Interest

User A



Web of People

Questions (Analytical and Commercial)

- Who is my user?
- What categories do they belong to?
 - Demographic
 - Membership/Interest
 - Ownership/Usage
- What actions/choices have they made?
 - Repeated behaviour Re-sell
 - Cross-selling / Up-selling
- Who are they related to?
 - Who do they already know?
 - Who do they have features in common with?
 - Are they influencers / influenced by recommendations?
- What information/services/products can I match from the profile
- What are the routes to monetise the networks content ?

Repositories

Themes (Projects, Locations, Communities, Ideas)

Dataset A

Data

Metadata

- licenses
- discussions
- links

- to visualisations
- to other formats/representations
- to related material
- to interested/responsible people

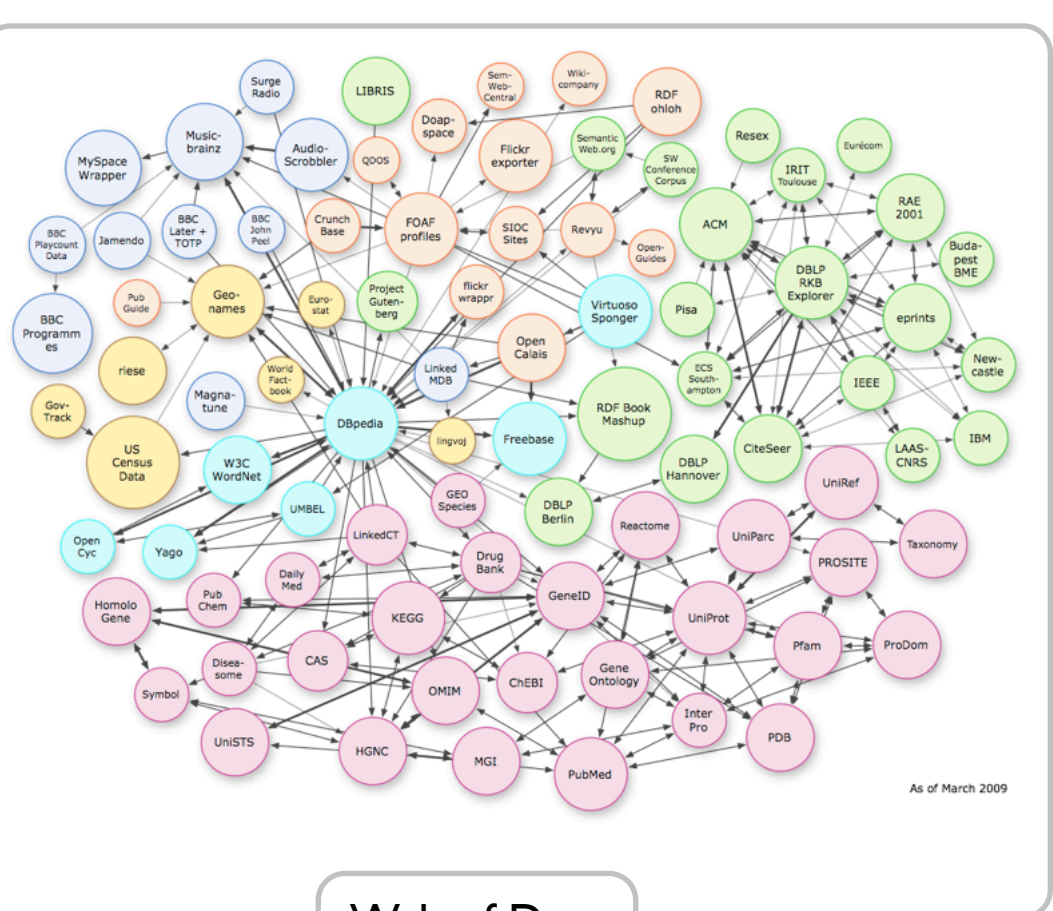
Dataset B

Themes (Projects, Locations, Communities)

Dataset C

Questions (Broad and Conceptual)

- What is this data?
 - Topic
 - Format
 - Size/Scope/Validity/Resolution
- Who can access this data?
 - Individuals/Groups/Systems - Technical Permissions
 - Licenses
 - Owners (IP holders) vs other Parties
 - Terms of use / Jurisdiction
 - Warranty
 - Fee
 - Liability
- Is this related to other data we can access
 - Internally
 - Externally



Web of Data