WWW – Tutorial Unit 9 – WT 2010

1. Explain how the GoodRelations ontology can improve e-commerce on the Web. Discuss its impact on
   a. Precision and recall, and
   b. Data reuse.

2. Name the most important conceptual elements of the GoodRelations ontology.

3. How can manufacturers help all of their retail partners improve the visibility of their products with GoodRelations? Why is this important?

4. Explain the role of typed links between (a) product models and (b) offers/products for e-commerce on the Web of Linked Data.

5. What is the conceptual difference between (a) the offer for new items made on a typical store page vs. (b) a used item offered via an eBay auction? How does GoodRelations cater for this difference?

6. Explain the interplay between GoodRelations and eClassOWL or freeclassOWL.

7. Using the Turtle syntax for RDF, model the following scenarios:
   a. Paul Panther offers to sell his Apple iPad for 499 EUR to Endusers. He is willing to ship via UPS and accepts MasterCard or Visa credit cards.
   b. Miller Burger Flippers Inc. is a company operating three restaurants in Munich. They are all opened Mondays through Saturdays from 9:00 – 22:00. (Invent valid addresses for the three restaurants.)