

# Preface

At first sight, mashups are easily defined. They integrate existing web resources in order to produce helpful new resources or services. Users are in focus—they are thought to easily create mashups for a current use situation.

Mainly because of their simplicity, their reuse of existing resources, and their user orientation, mashups are so widely distributed on the web.

Mashups are semantic mashups—to different degrees. Some understanding of the incoming resources is a precondition for combining them reasonably. Selective perception is common, but evidence for non-semantic mashups is still missing. Until further notice we assume that the semantic features of mashups are ubiquitous. They are prime mashup properties, convincing by their practical value and more.

Mashups are wide-spread and their proper ordering is notoriously difficult. Koschmider et al.<sup>1</sup> promise to elucidate the mashup hype (sic) distinguishing mashups depending on

- what mashups display:
  - dimension 1: presentation mashups, data mashups, functionality mashups
  - dimension 2: mapping mashups, photo/video mashups, search/shopping mashups, news mashups
- where mashups are put together: server-side mashups, client-side mashups
- how mashups get input: extraction mashups, flow mashups
- mashup users: consumer mashups, business or enterprise mashups

Every real existing mashup is entitled to participate in a choice of these categories, and to add some others that Koschmider et al. do not mention. Mashups mixing client-side and server-side activity are as normal as mashups obtaining content by information extraction from text and picking up video clips. More examples are easy to imagine but not needed.

The chapters of this book render a part of real-life mashup diversity. Their basic organization is simple.

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<sup>1</sup><http://mashup.pubs.dbs.uni-leipzig.de/files/paper14%5B1%5D.pdf>.

- The two overview chapters of the beginning take readers around in the mashup environment:
  - First mashups are followed through their manifold habitats/ecosystems.
  - The second chapter concentrates on the regulations (standards, guidelines, APIs) that mashups must rely on for integrating web resources of independent producers.
- In the next sequence mashups are traced in their web home stations. The semantic mashups must be explained in more detail, whereas web environments like DBpedia or search engines are familiar to almost all readers. In contrast the Web of Things (WoT) is new and of big impact. Mashups in web contexts are considered in chapters on:
  - DBpedia mashups
  - mashups for web search engines
  - mashups for sensors and the web of things
 Chapters of this group may be particularly attractive for a developer audience.
- With the following properly application-oriented mashups, the lovers of multi-colored and specialized mashup domains will get their money's worth. The authors explain mashups on:
  - mathematical knowledge
  - speech
  - emergency crisis management
  - similarity usage
  - traveling
  - in-town surroundings

Especially here, readers may be taken to fields where they run out of prior knowledge. To ease their life, the book ends with a substantial glossary and subject index.

A book covering a wide range of mashups must assemble a group of authors contributing chapters on their own research fields. The authors of this book met during the AI Mashup Challenge. It ran four times, first at the 2009 German AI Conference in Paderborn and the last three times during the Extended Semantic Web Conferences (ESWC) 2010–2012.

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Lucca, Italy

Brigitte Endres-Niggemeyer



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