



**Transient Semantics
and Microformats**

BEGGAR'S DOG, HOBOKEN

2360-15

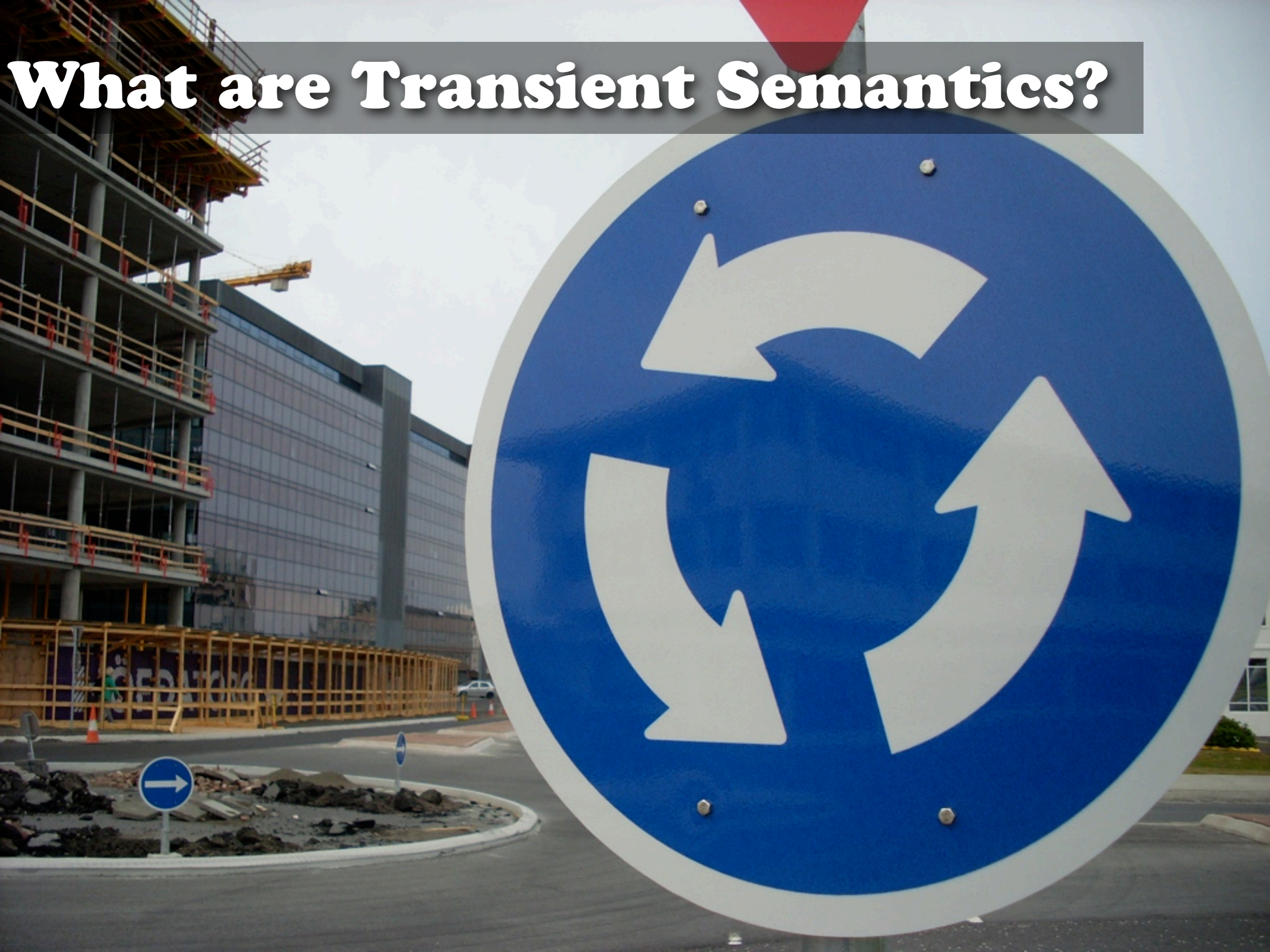
What is Transient?



B26

What are Semantics?

What are Transient Semantics?





Real World Transient Semantics

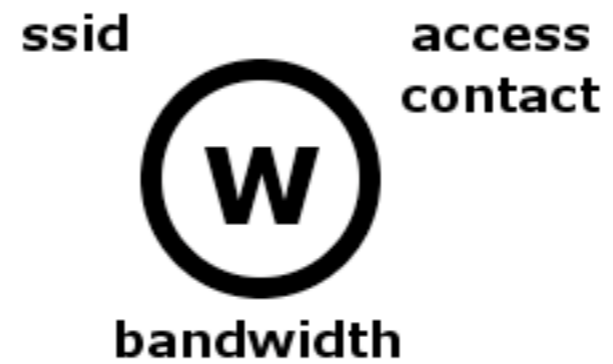
open node



closed node



WEP node



Warchalking



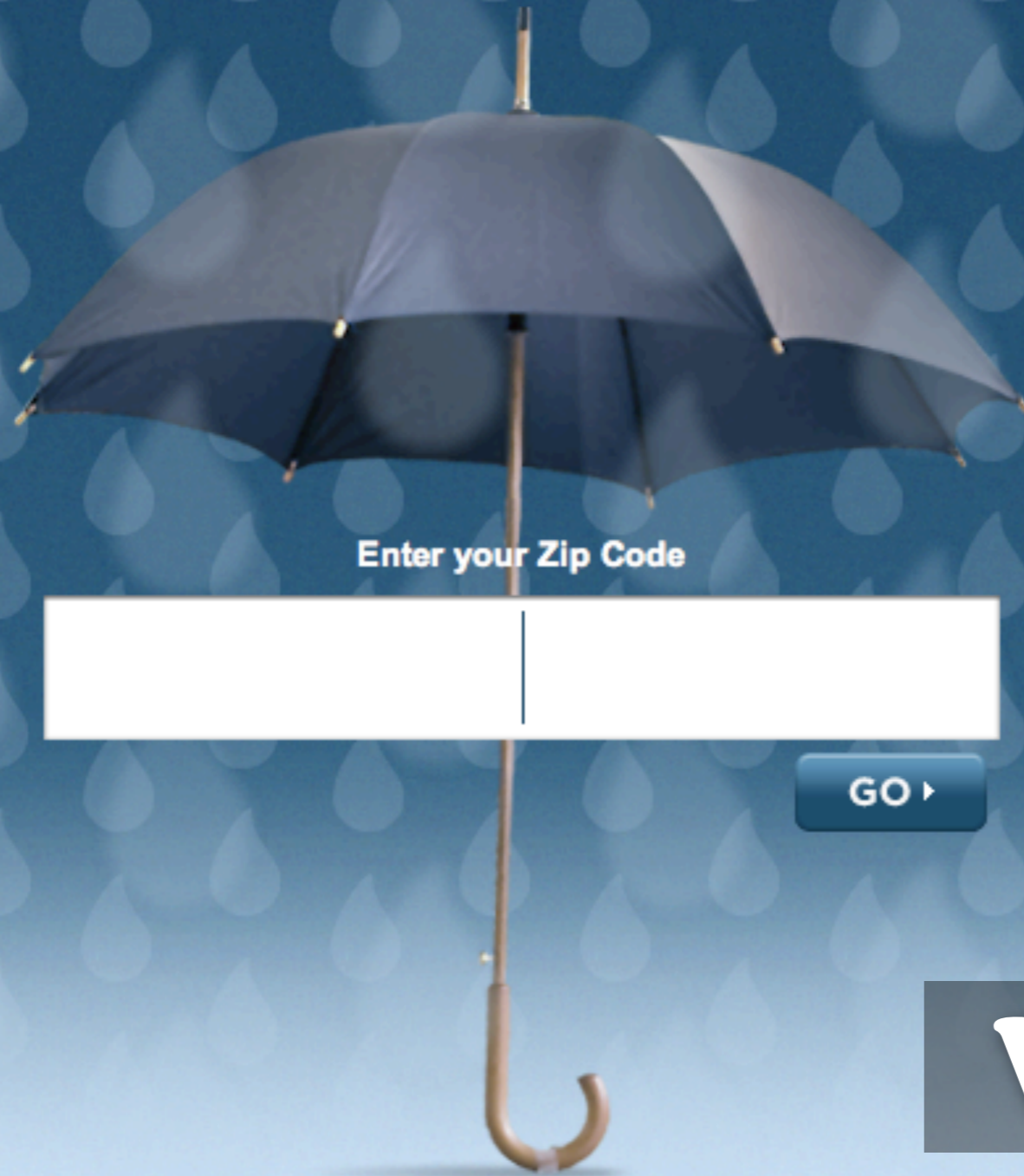
Electronics



Road Signs

UMBRELLA TODAY?

"It's like totally the simplest weather report ever, Julie."



Enter your Zip Code

GO ▶

Weather

UMBRELLA TODAY?

"It's like totally the simplest weather report ever, Julie."

NO

We will text message you on days you'll need umbrella with our weather report. Enter your cell below.

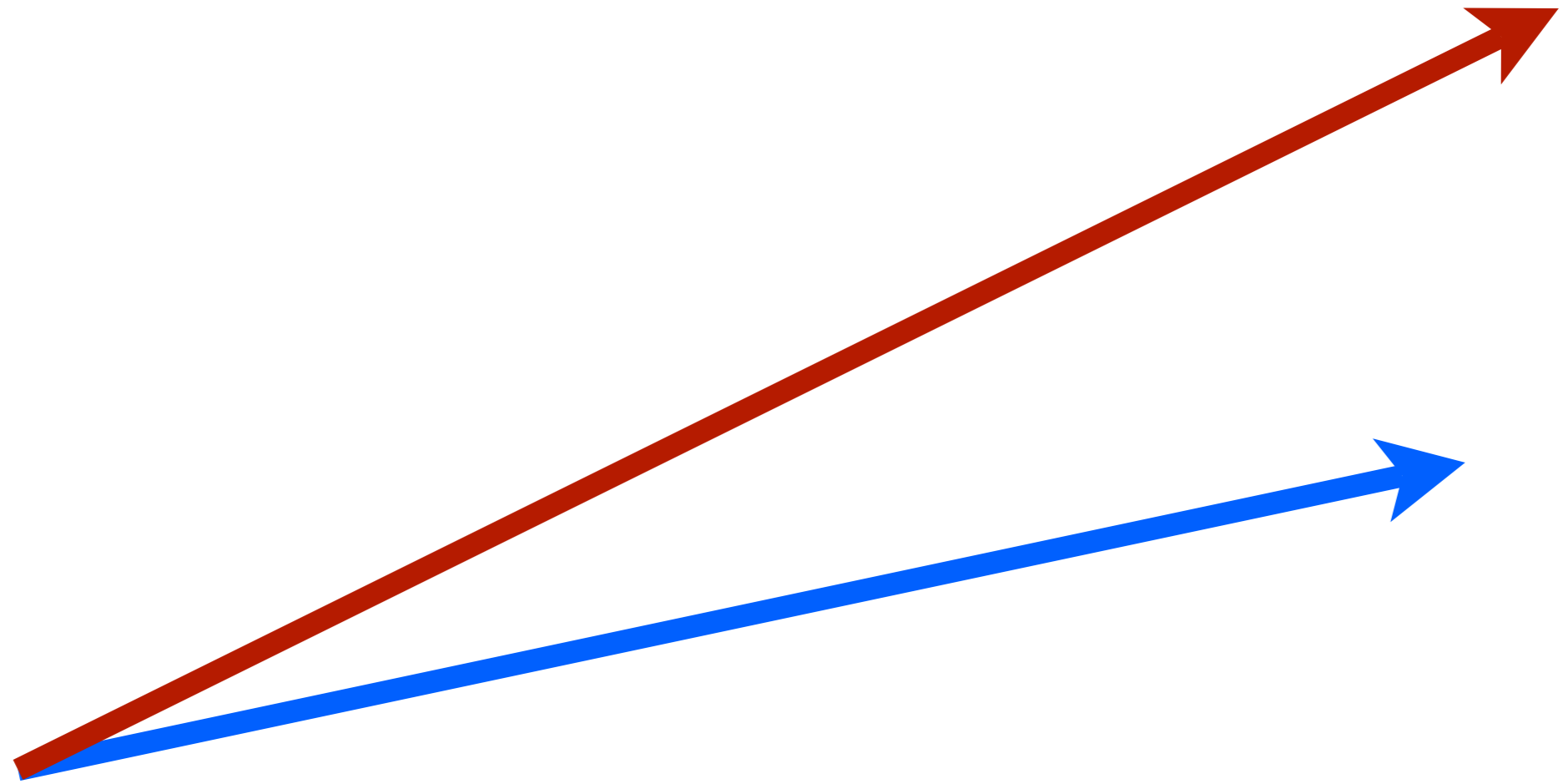


We'll schedule your weather reports for

Who's your cell carrier?

GO ▶

Weather



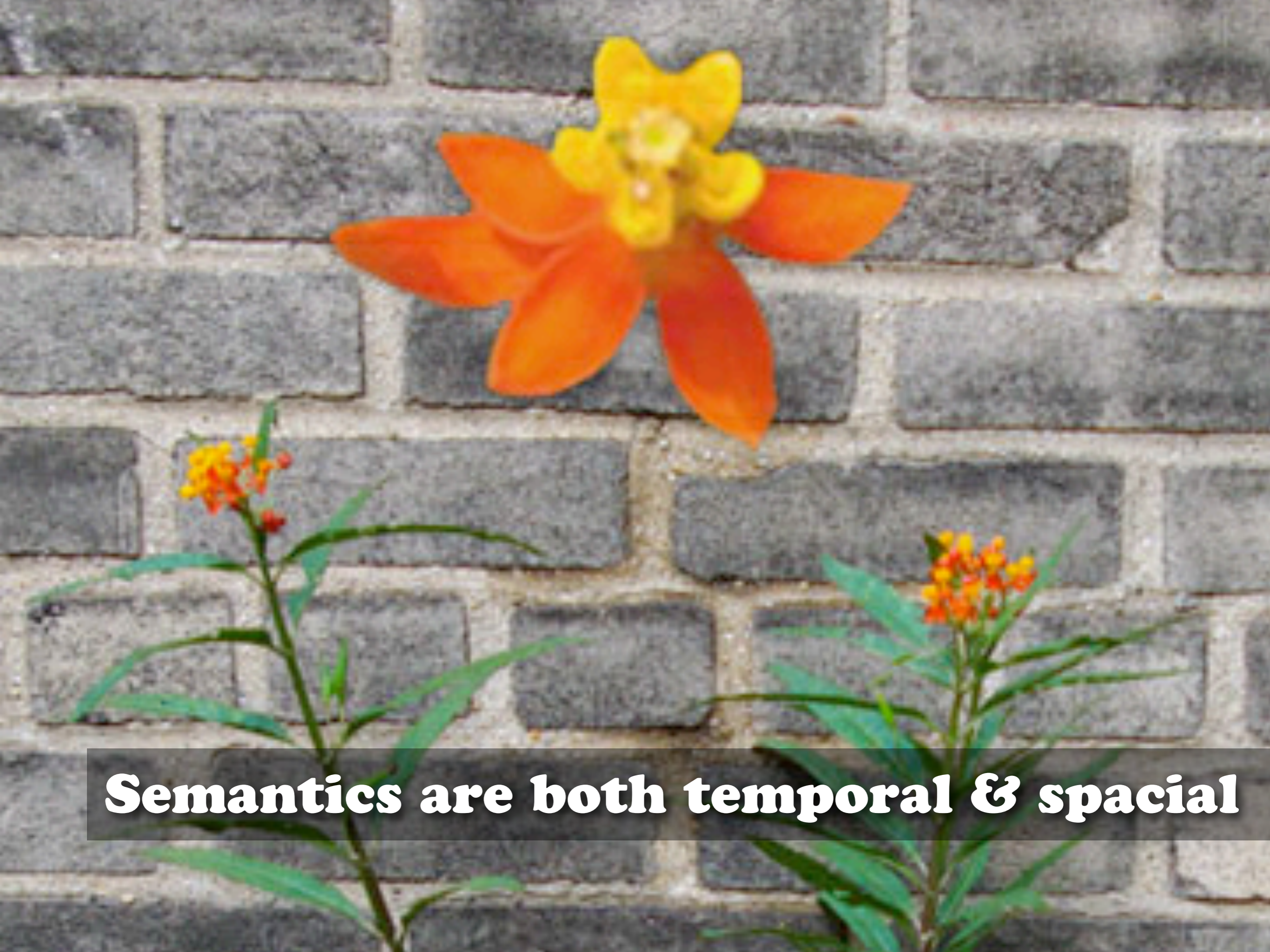
Semantics are both temporal & spacial

Semantics are both temporal & spacial

← LOOK LEFT



Semantics are both temporal & spacial



Semantics are both temporal & spacial



ooh,
sticky!

TEA

English Quiz



English Quiz

Punctuate the following:

Woman without her
man is nothing

**Woman, without her
man, is nothing**

**Woman: without
her, man is nothing**


English Quiz

♂ Male

Woman, without her
man, is nothing

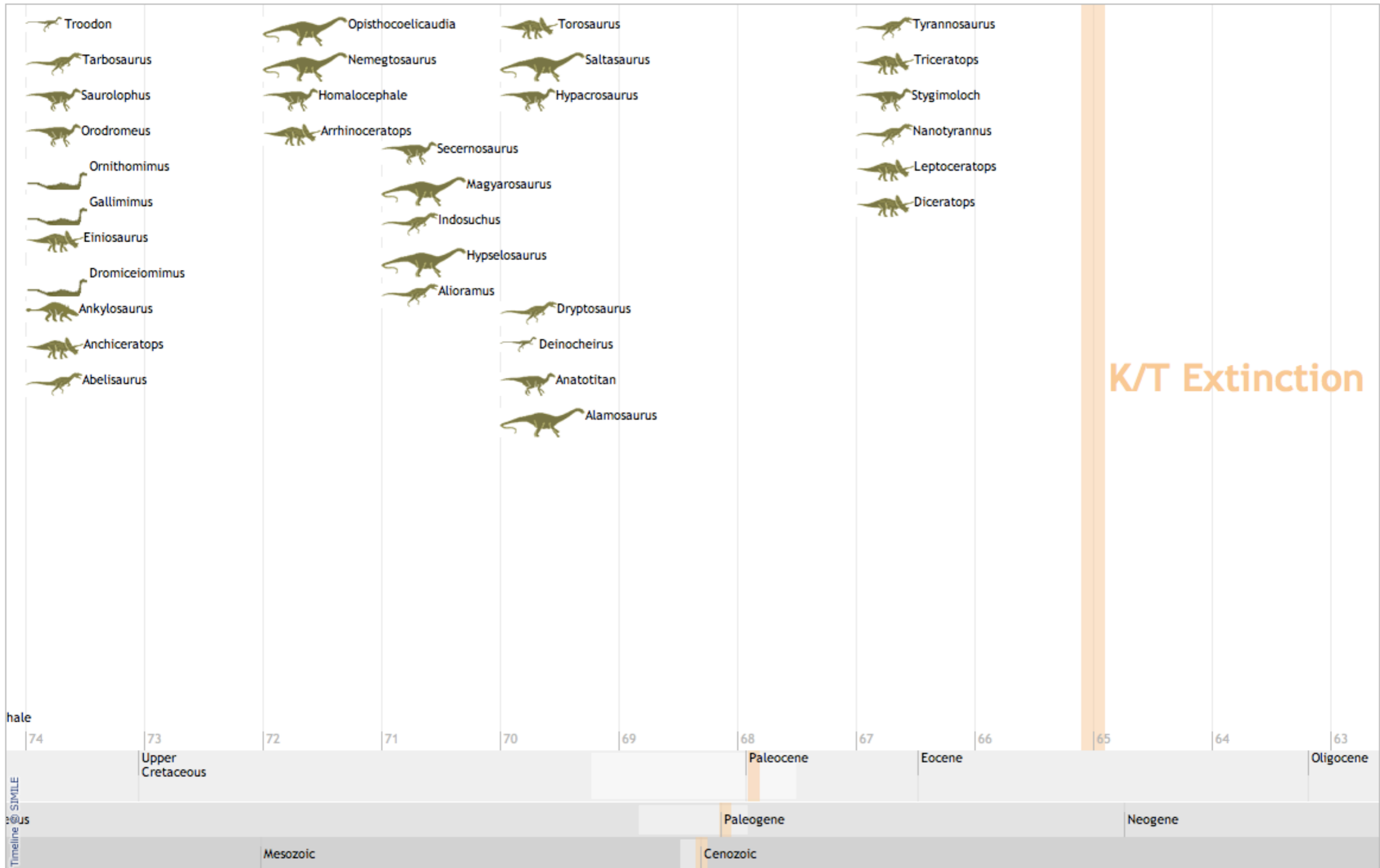
♀ Female

Woman: without
her, man is nothing

The background of the image is a repeating damask pattern. It features large, ornate floral motifs with intricate scrollwork and smaller floral elements, all rendered in a dark brown or black color against a light beige or cream-colored background. The pattern is symmetrical and repeats across the entire surface.

Semantics on the web

Time Scales



Time Scales





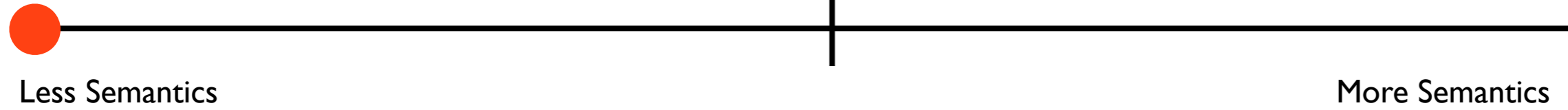
LOKAÐ

What does the mean for the web?

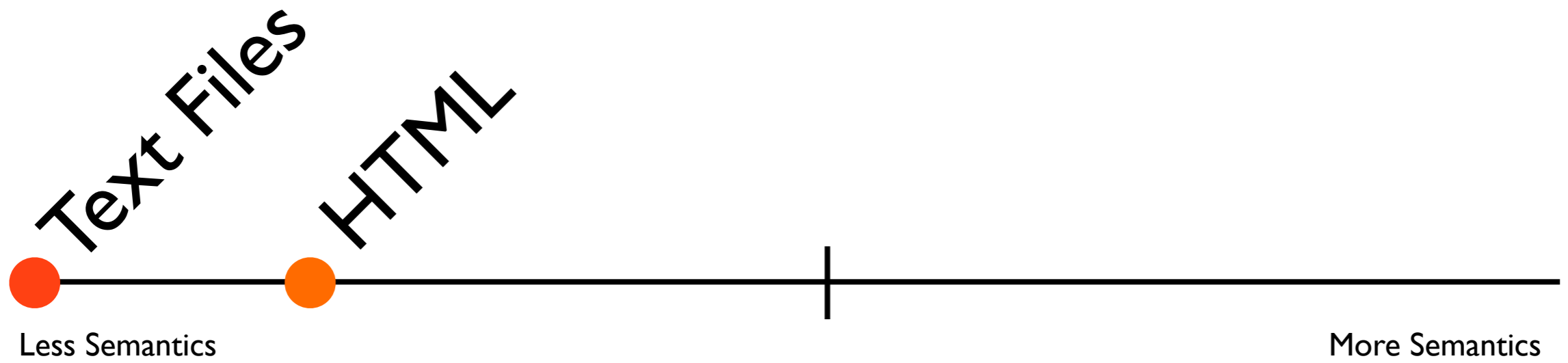


Sliding scales of semantics

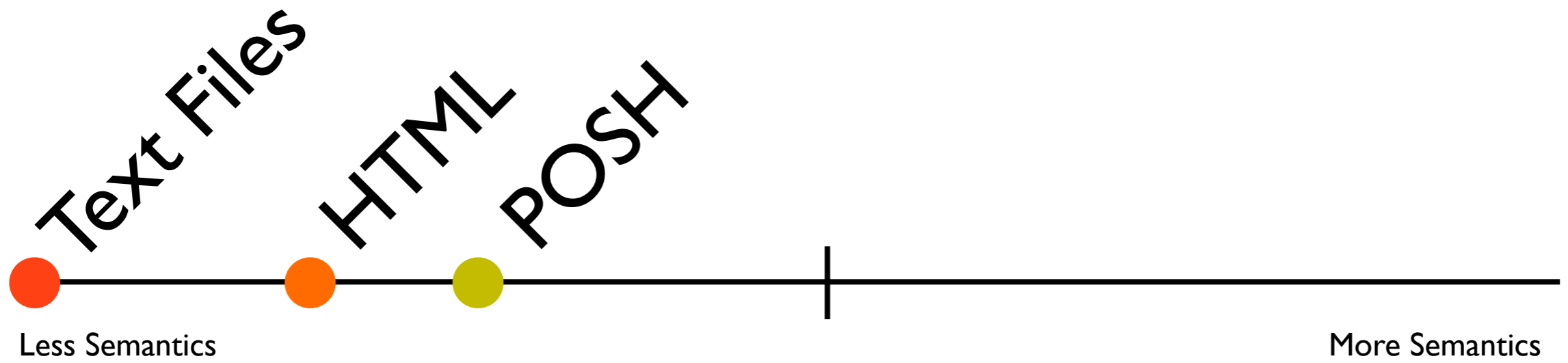
Text Files



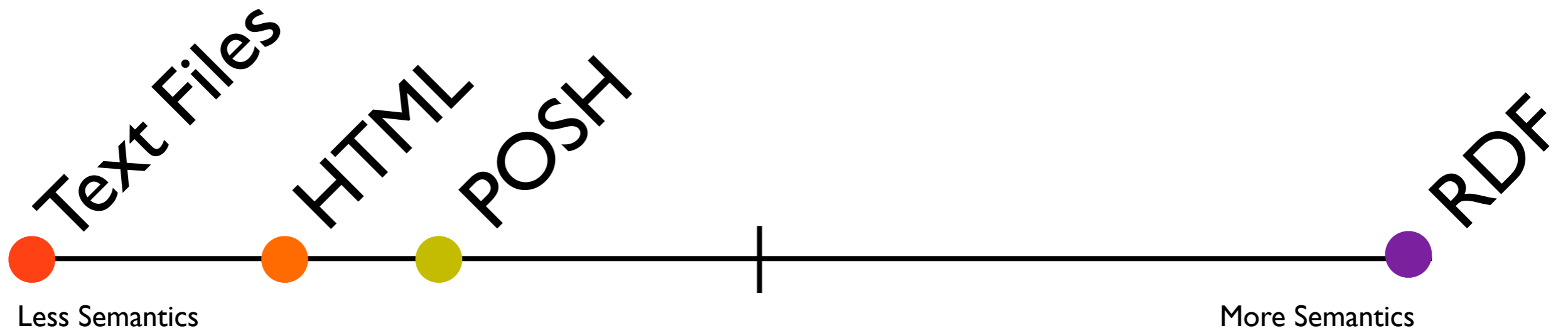
Semantic Scale



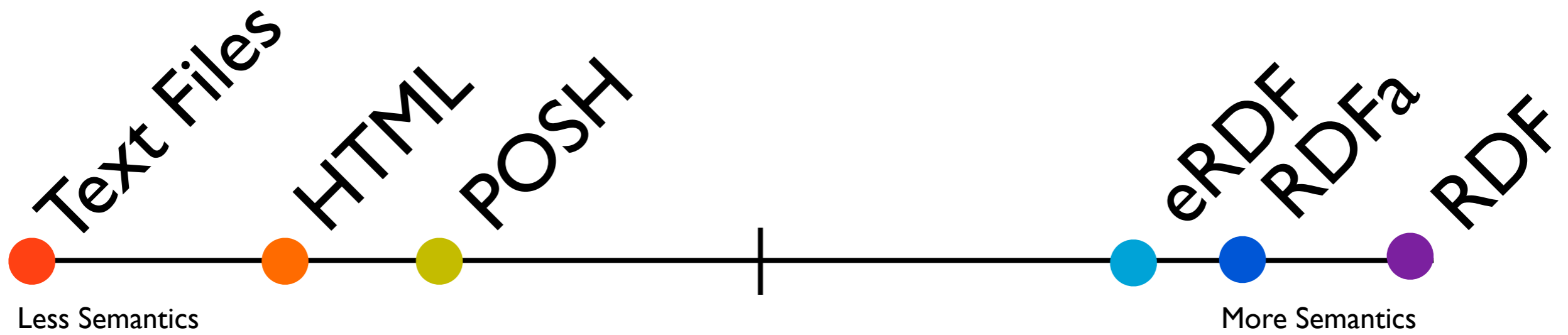
Semantic Scale



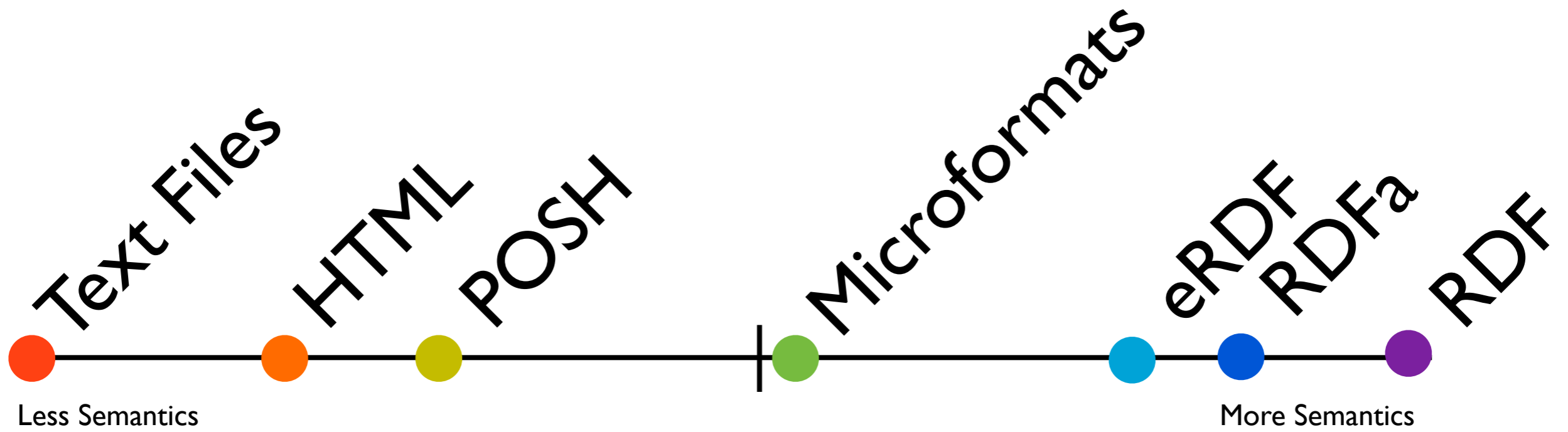
Semantic Scale



Semantic Scale



Semantic Scale



Semantic Scale

**REL
&
CLASS**

Popular Formats

hCard

hCalendar

hCard

Brian Suda

hCard

`<div>Brian Suda</div>`

hCard

```
<div class="vcard">
```

```
Brian Suda
```

```
</div>
```

hCard

```
<div class="vcard">
```

```
<a href="http://suda.co.uk/">
```

```
Brian Suda
```

```
</a>
```

```
</div>
```

hCard

```
<div class="vcard">
```

```
<a href="http://suda.co.uk/"
```

```
class="fn url" rel="me">
```

Brian Suda

```
</a>
```

```
</div>
```



October 15 - 16 - 17, 2008

hCalendar

[About](#) | [Live](#) | [Program](#) | [Speakers](#) | [Participants](#) | [Practical](#)

Schedule

Last updated on: Tuesday, October 14th 10:14AM WEST.

Take this schedule with you: [Subscribe](#) | [Download](#) | [Mobile](#)

Day 1 – Workshops

	Room 1	Room 2	Room 3	Room 4
08:30 – 09:00	Registration (1st day)			
09:00 – 12:00	Jeff Ausura Silverlight for Designers	Geoff Marslett Character Animation in a Flash	Nick Weldin Open Tecnology opening up the room	Tijmen Shep Creating Social interventions with basic wireless technology
12:00 – 13:30	Lunch (1st day)			

You're not logged in. [Login.](#)

Shift Schedule is now available [here](#)

Info

SHIFT – Social and Human Ideas For Technology

15 to 17 October 2008

Contact us at info@shift.pt

[Know more about the organizers](#)

Sponsors





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hCalendar

- Registration (1st day)
- Silverlight for Designers
- Character Animation in a Flash
- Open Tecnology opening up the room
- Creating Social interventions with basic wireless technology
- Lunch (1st day)**
- Silverlight for Designers - (cont.)
- Guerilla Usability Testing
- Open Tecnology opening up the room - (cont.)
- Creating Social interventions with basic wireless technology (cont.)
- A DeepZoom Primer
- P2P Energy Management: The Social Energy Meter
- Proximity Services
- CMS Joomla 1.5
- Registration (2nd day)
- Welcome
- Design Fiction
- Why We Need to Listen to our things?
- Managing knowledge acquisition with uScrum
- Social Intelligence
- Tiny Photos, Big Picture
- Bioinformatics
- Home Made Ubiquitous Computing
- Why should I bother?
- When nerds dream big: nuancing a wireless utopia.
- WikiLive
- Globalization is Tribalisation
- Electrosmog and beyond electricity
- Lunch (2nd day)
- Knowledge, networks and
- Digital Tools as Extensio
- Tapping the Mainline: De
- Media Training

- Export Event
- Add to 30 Boxes
- Bookmark with Firefox
- Add to Google Calendar
- Add to Yahoo! Calendar

Debug

Schedule is now
available here

cial and Human Ideas
r Technology
17 October 2008

at info@shift.pt
about the organizers

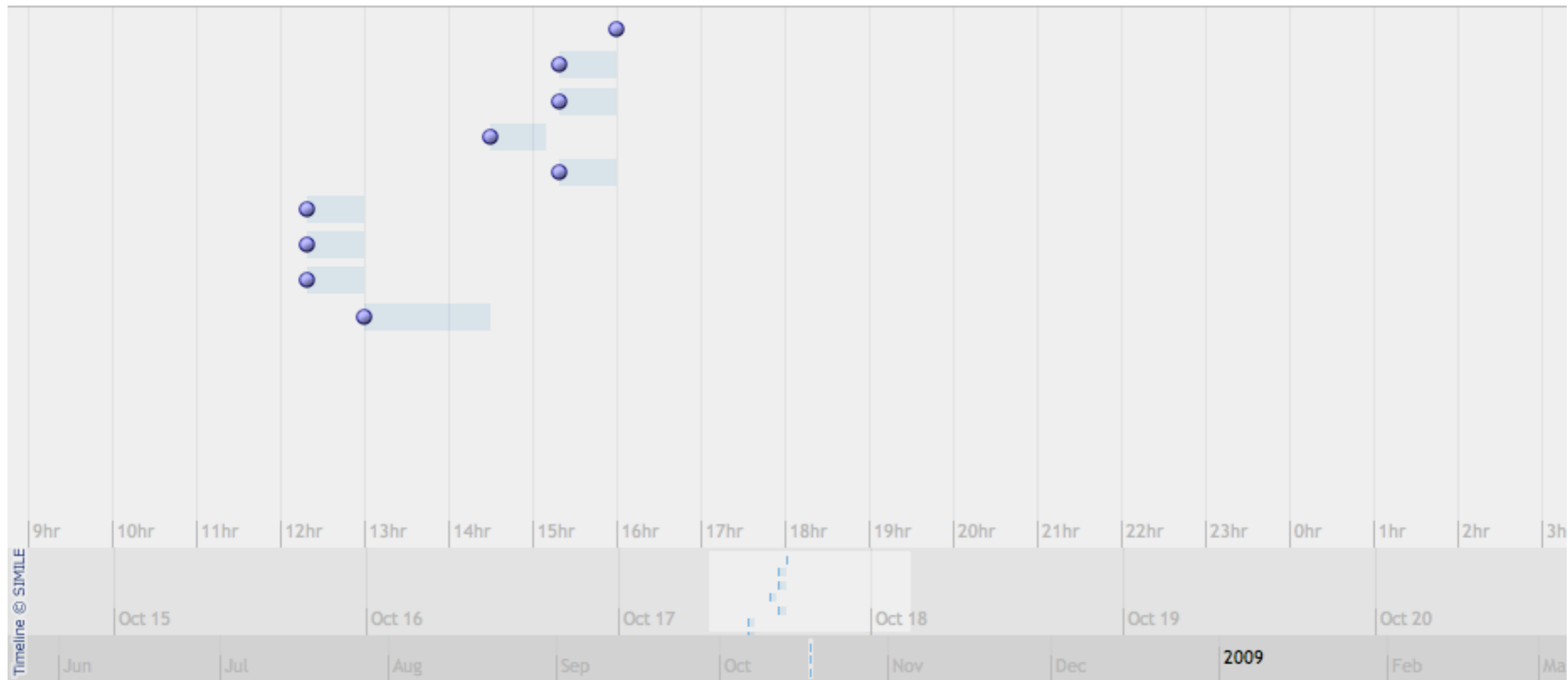
sapo.pt

<http://addons.mozilla.org/firefox/4106>

hCalendar

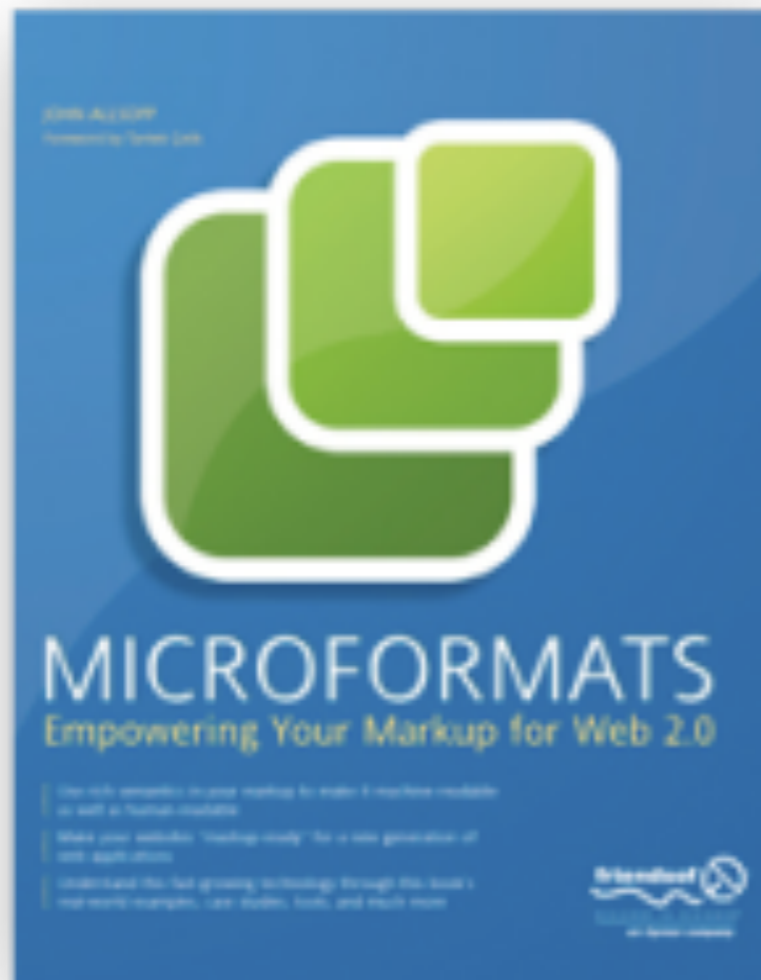
2008	Sunday, Oct 12	Monday, Oct 13	Tuesday, Oct 14	Wednesday, Oct 15	Thursday, Oct 16	Friday, Oct 17	Saturday, Oct 18
all-day							
08:00							
09:00				Registration (1st day)	Registration (2nd day)	Registration (3rd day)	
10:00				09:00-09:00 Cre Soc for ventioners with wireless technology - Room 4	09:00-09:00 Silverlight for Design-ers - (cont.) - Room 1	09:30-09:30 Social Real S	09:30-09:30 Transient
11:00					10:00-10:20 Ma Soc Des Why We	10:00-10:20 Cat Inte The Digital	
12:00				12:00 Lunch (1st day)	11:00-11:30 Bio Hor Why Tiny Photos,	11:00-11:30 Fac Sus Saa Visual Com-	
13:00					12:00-12:20 Wik Glo Elec Gutten	12:00-12:20 Usa Arti Bec Digital ART	
14:00				13:00-13:30 Cre Ope Gue Silverlight Soc nle abil for Design- ventioners - (cont.) with the Room - Room 1	13:00 Lunch (2nd day)	13:00 Lunch (3rd day)	
15:00				14:00-14:30 Tod Tap Knc Media,	14:30-14:30 Why (Why e Experience		
16:00				15:00-15:20 Squ Sch Dig Predicting	15:20-15:20 What Makir Bridging so-		
17:00				16:00-16:30 P2P A/D CMS Proximity Mar Zoo 1.5 Services me Prii Rod Room 3 Soc Room 1 gy Meter - Room 2	16:00-16:30 Cap SAP Whe Portable De-		
18:00					17:00-17:20 Des Syn Glo The holy		
19:00							

hCalendar

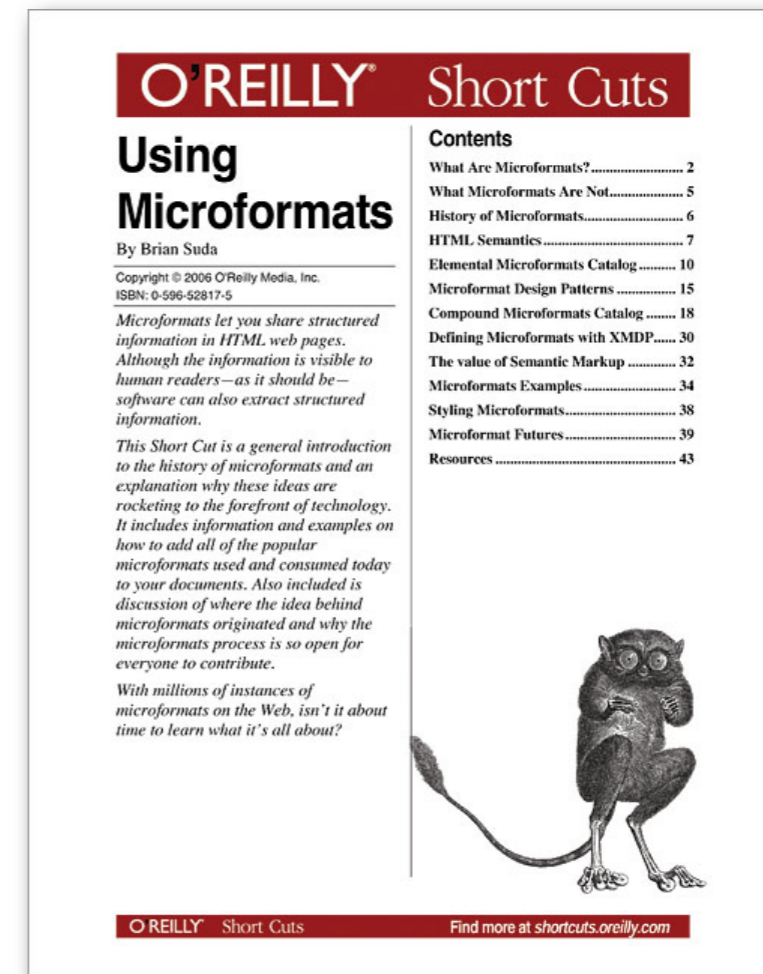


Resources

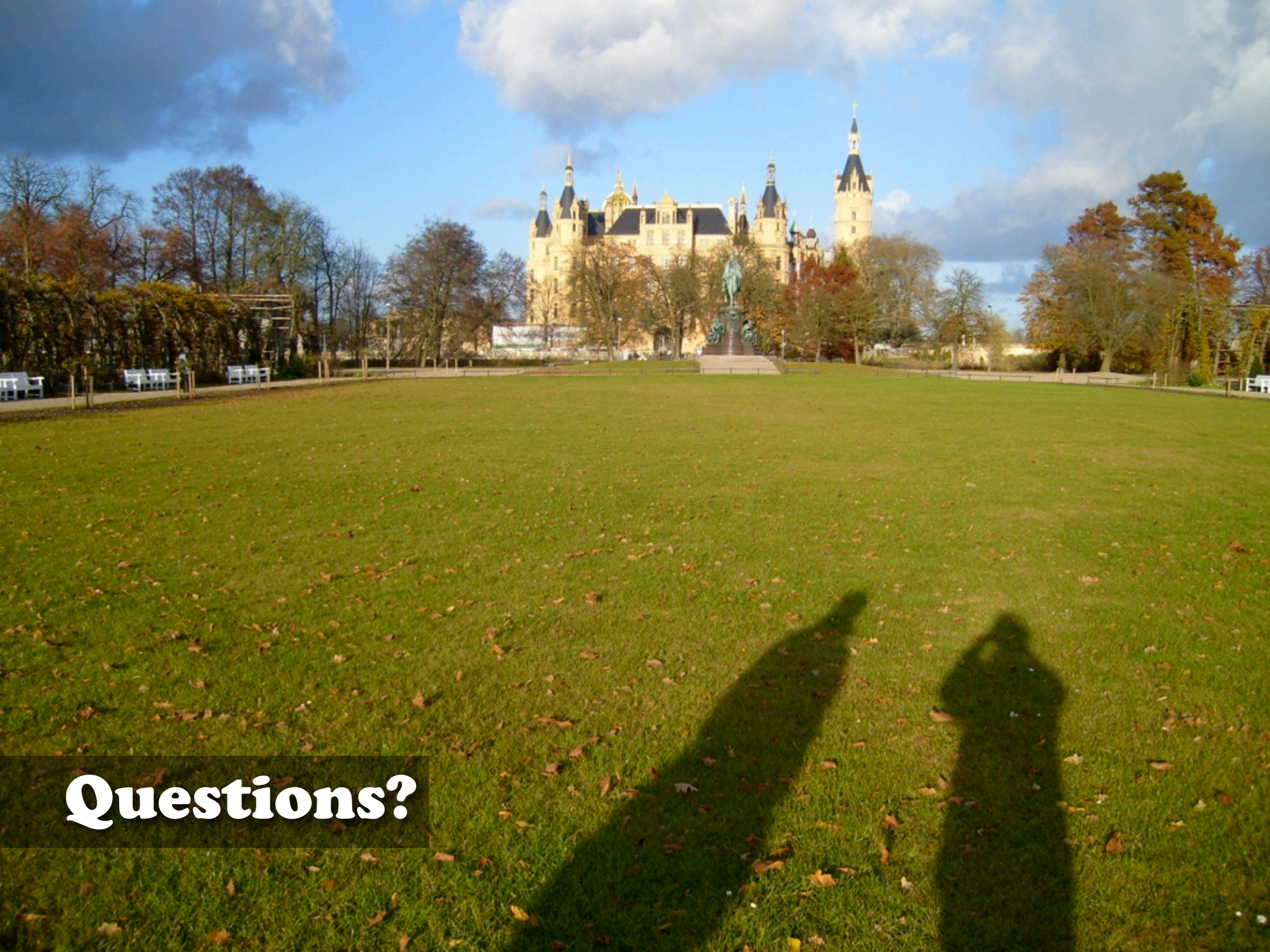
- ➔ <http://microformats.org/wiki/>
- ➔ <http://planetmicroformats.com/>
- ➔ <http://microformatique.com/>
- ➔ <http://suda.co.uk/publications/SHiFT08/>
- ➔ <http://microformats.org/discuss/>
- ➔ <irc://irc.freenode.net/#microformats>



By John Allsopp



By Brian Suda



Questions?