



microformats

Web Standards Group London
UOW DECSE

blog roll

```
<ul>
  <li><a rel='me'
    href='http://cackhanded.net/'>Norm</a></li>
  <li><a rel='colleague friend met'
    href='http://adactio.com/'>Jeremy</a></li>
  <li><a rel='co-worker friend met'
    href='http://allinthehead.com/'>Drew</a></li>
</ul>
```

creative commons

Drew has been assimilated on Flickr - Photo Sharing!


http://flickr.com/photos/mn_francis/233673547/

Signed in as [cackhanded](#) (7 new) Help Sign Out

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Drew has been assimilated

ADD NOTE SEND TO GROUP ADD TO SET BLOG THIS ALL SIZES ORDER PRINTS ROTATE DELETE



Uploaded on [September 4, 2006](#) by [cackhanded](#)

cackhanded's photostream

1,860 photos
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Tags

- 125 Shaftesbury Avenue [x]
- Yahoo! [x]
- Yahoo! Europe [x]
- Drew McLellan [x]
- mashup or shutup [x]
- mashup or shutup tshirt [x]
- hack day [x]
- hack day tshirt [x]
- branding [x]
- corporate whore [x]
- schwag [x]

[Add a tag](#)

Additional Information

 [Some rights reserved.](#) (edit)

 Taken with a Nokia N80.
[More properties](#)

Note the freebie "hack day" t-shirt. Note the branded lanyard. Note the "I'm so happy to be here" expression.

Resistance is futile.
This photo has notes. Move your mouse over the photo to see them.

creative commons

Drew has been assimilated on Flickr - Photo Sharing!

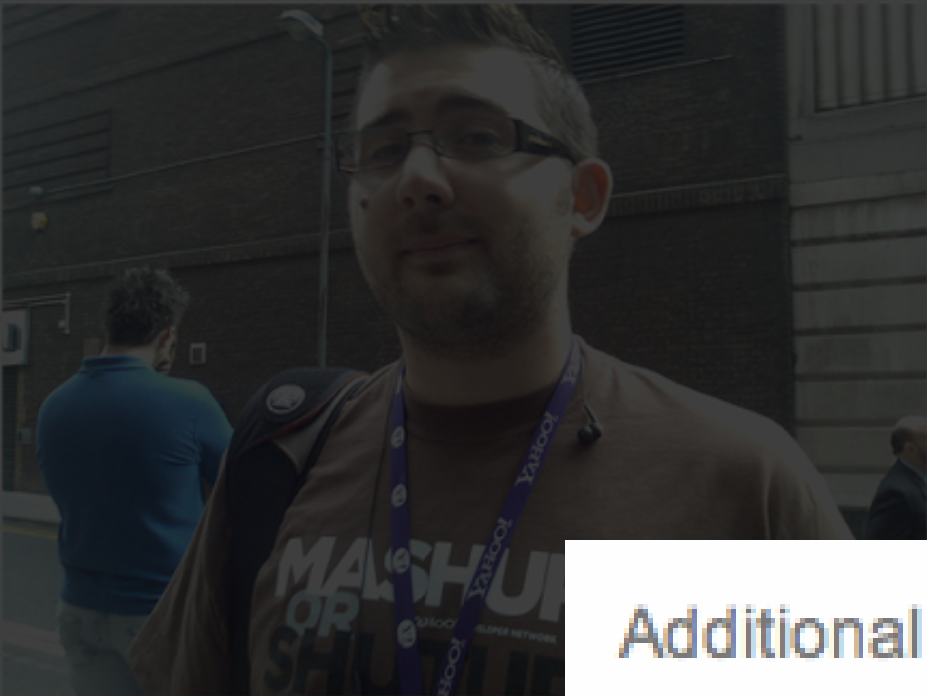
http://flickr.com/photos/mn_francis/233673547/

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Note the freebie "hack day" t-shirt. Note the branded lanyard here "expression".

Resistance is futile.

This photo has notes. Move your mouse over the photo to see them.

Taken with a Nokia N90. More properties

Additional Information

  Some rights reserved. (edit)

creative commons

```
<a href='http://  
creativecommons.org/  
licenses/by-nc/2.0/  
rel='license'  
>Some rights reserved</a>
```

microformats

W3C's "Semantic Web"

vs.

the semantic web

Semantic Web

2001 W3C kick-off seminar

2002- ?

visible metadata

“Out of sight,
out of mind”

visible metadata

“Out of site,
out of mind”

semantic web

“Microformats are
human-readable first,
machine-readable second.”

semantic web

2003 XFN

2004 rel-license

2004 VoteLinks

2005 rel-nofollow

semantic web

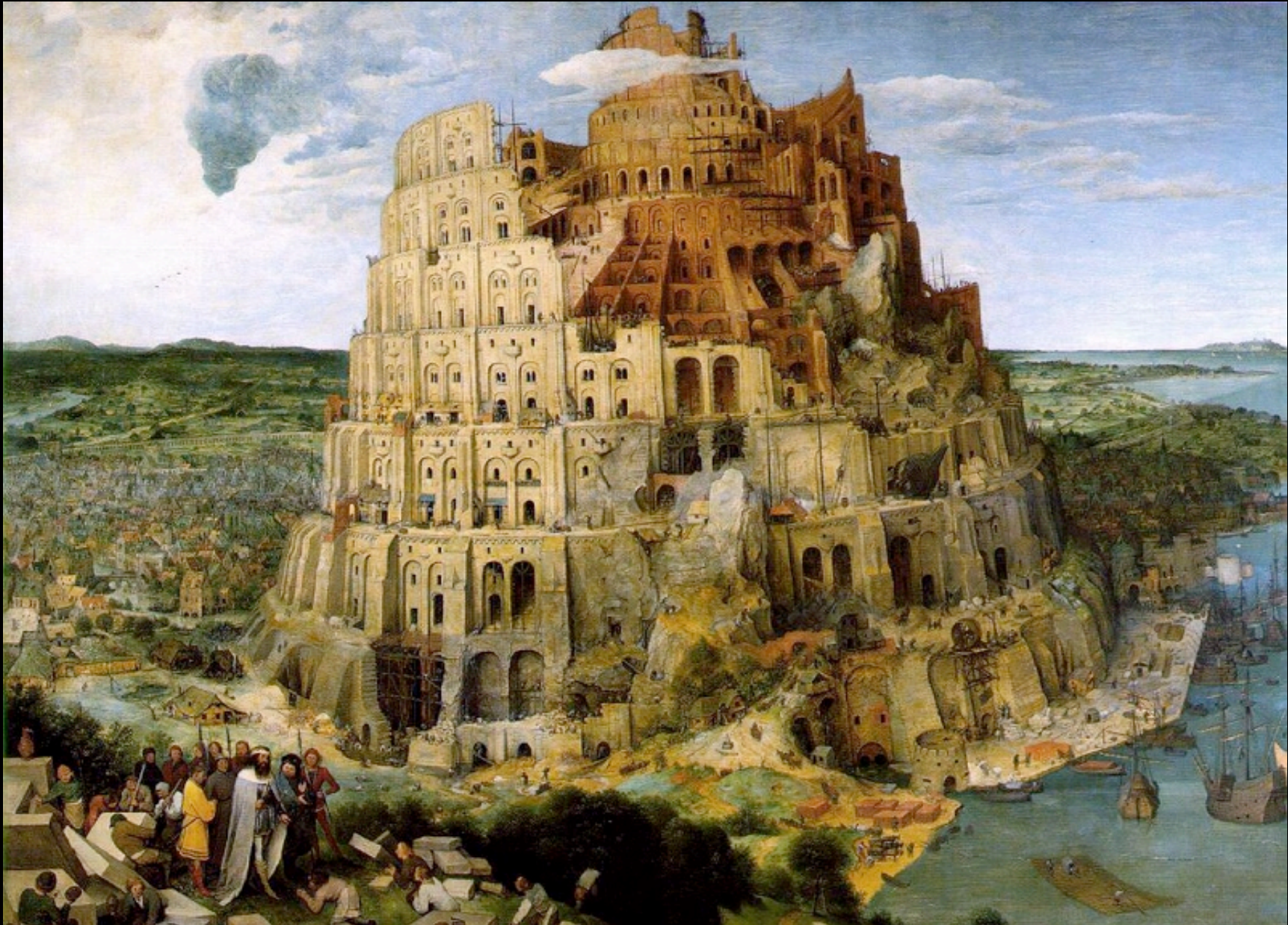
2005-06-20

microformats.org

semantic web

hCalendar, hCard, rel-tag,
adr, geo, hAtom, hResume,
hReview, rel-directory, rel-
payment, xFolk, rel-
enclosure, rel-home ...

XML namespaces?



XML namespaces?

**[http://microformats.org/
wiki/namespaces-
considered-harmful](http://microformats.org/wiki/namespaces-considered-harmful)**



XML namespaces?

XFN, rel-license, XOXO,
VoteLinks, rel-nofollow,
hCalendar, hCard, rel-tag,
adr, geo, hAtom, hResume,
hReview, rel-directory, rel-
payment, xFolk, rel-
enclosure, rel-home ...

real world

WordPress

Yahoo!

Google

Technorati

Edgeio

BlogSkins

and many, many, many more

real world

```
<div class='vcard'>  
<?php  
// share 15m+ new hCards  
?>  
</div>
```