



# Microformats

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# Problem

web 4 humans

vs

web 4 computers



# What is a microformat?

It is an approach  
to **annotate data**  
**semantically** in a  
webpage



# Example xhtml

```
<div>  
  <a href="http://www.dayures.net/">  
    Carlos Tejo  
  </a> from  
  <span>HCI-RG</span>  
</div>
```



# Example hCard

```
<div class="vcard">  
  <a href="http://www.dayures.net/">  
    Carlos Tejo  
  </a> from  
  <span>HCI-RG</span>  
</div>
```

Microformats have a root element.

hCard root elements have the class value="vcard".



# Example hCard

```
<div class="vcard">  
  <a class="fn"  
  href="http://www.dayures.net/">  
  Carlos Tejo  
  </a> from  
  <span>HCI-RG</span>  
</div>
```

## Formatted Names:

```
class="fn" (root)  
class="given-name"  
class="family-name"
```



# Example hCard

```
<div class="vcard">  
  <a class="url fn"  
  href="http://www.dayures.net/">  
  Carlos Tejo  
  </a> from  
  <span>HCI-RG</span>  
</div>
```

URL:

class="url"



# Example hCard

```
<div class="vcard">  
  <a class="url fn"  
  href="http://www.dayures.net/">  
  Carlos Tejo  
  </a> from  
  <span class="org">HCI-RG</span>  
</div>
```

Organization:

class="org"





# Example hCard

```
BEGIN:VCARD  
VERSION:3.0  
N:Carlos;Tejo  
FN:Carlos Tejo  
URL:http://www.dayures.net  
ORG:HCI-RG  
END:VCARD
```



# Semantic



is **NOT** the Semantic Web!!!





# Semantic

**RDFa**, W3C proposal in order to express semantic information in (X)HTML documents



# Theory

- People and Organizations (**hCard**)
- Calendars and Events (**hCalendar**)
- Locations (**geo**)





# "Live" Examples

➔ <http://www.flickr.com/photos/nextors/map/>





# "Live" Examples

→ Firefox Extension Tails Export



Exporting microformats via bluetooth



# Questions

It's your turn!

**Questions?**