

**The First International Workshop on**

**Living Web:**

**Making Web Diversity a true asset**

collocated with the 8<sup>th</sup> International Semantic Web Conference ISWC-2009  
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## Introduction

The large diversity underlying the content creation process of the Web contributes a lot to the wealth and value of the Web. This diversity is a consequence of many factors (e.g., cultural background, opinion) and it has always been largely present in the Web. However, lately it has been further boosted by the success of Social Web applications. As a consequence, it has become more and more difficult to get a balanced view on a given subject using current search technology.

The goal of this workshop is to discuss and highlight the potentials that are inherent in diversity and that today are only marginally exploited, as well as the risk of biasing through the Web. Furthermore, it will discuss research ideas and results – especially in the area of semantics but also multimedia and linguistic technologies - that are relevant for enabling **“Living Web” Technology**, i.e., technology that more systematically looks into diversity, helps identifying bias and different viewpoints, and – in summary – **leverages diversity for exploiting its full potential to the Web user**.

The discussion and investigation of the topic diversity is of special interest at this point in time due to three factors:

- Technologies that are required for creating effective and efficient diversity-aware have matured to a status that enables their application for this challenging task. This refers to the effectiveness of these technologies in achieving results of sufficient quality to enable deeper analysis such as looking for bias, diversity and opinion (e.g., NLP and extraction technology) as well as to the scalability of the technologies (e.g., large progress in technologies for semantic data management). These technologies provide a substantial **foundation** for creating diversity-aware technology.
- The wide adoption of Social web application and the associated creation of high volumes of diverse user generated content and content annotation, produce a wealth of highly diverse content. This wealth makes the creation of diversity a rewarding **opportunity** at this point in time.
- At the same time exactly the success of the social web applications as well as the general democratization of the publication process raise a **growing need** for the technology that helps in dealing with the partly biased and opinionated content in an adequate way to deliver adequate information for all kinds of decision making processes.

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