

Extending Schema.org to Improve Education Resource Discovery & Accessibility



What is Schema.org?



A data structure to describe 'things' on the web agreed upon by the major search engines to improve search & discoverability



Schema.org – Food for Thought



Search results for **Potato Salad**

Michael Jay | + Share

Web Images Maps Shopping Recipes More Search tools

About 30,400,000 results (0.32 seconds)

Ad related to **Potato Salad**

McCormick Potato Salad - mccormick.com
www.mccormick.com/greek-potato-salad
Mix Up Your **Potato Salad** w/ A Dollop of Greek Yogurt!

Potato Salad Recipe : Ina Garten : Recipes : Food Network
www.foodnetwork.com/recipes/ina.../potato-salad-recipe/
★★★★★ Rating: 5 - 360 reviews - 30 mins
Get this all-star, easy-to-follow Food Network **Potato Salad** recipe from Ina Garten .
Review - New Potato Salad - Potato Salad Videos

Potato Salad Recipes - Allrecipes.com
allrecipes.com/recipes/salad/potato-salad/
Recipes for creamy, delicious **potato salad**. More than 190 **potato salad** recipes, including the classic mayo and eggs version.
Best Potato Salad Recipes - Old Fashioned Potato Salad - American Potato Salad

Potato salad - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Potato_salad
Potato salad is a dish made from boiled potatoes, the versions of which vary throughout different regions and countries of the world. Although called a salad, it is ...

Potato Salad Recipe | Simply Recipes
www.simplyrecipes.com/recipes/potato_salad/

Potato salad
Dish

Potato salad is a dish made from boiled potatoes; versions of which vary throughout different regions of the world. Although called a salad, it generally considered a side dish, as it usually accompanies the main course. Wikipedia

Nutrition Facts
Potato salad

Amount Per 1 cup (250 g)

Calories 357

Total fat 20 g



More

Schema.org – Food for Thought



Search results for **Potato Salad** by Michael Jay. Search tools and filters are available.

Web Images Maps Shopping Recipes More Search tools

Ingredients Any cook time Any calories Any time All results College Park, GA

Ad related to **Potato Salad**

[McCormick Potato Salad - mccormick.com](#)
[www.mccormick.com/greek-potato-salad](#)
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Potato Salad Recipes - Allrecipes.com
[allrecipes.com/recipes/salad/potato-salad/](#)
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Potato Salad Recipe | Simply Recipes
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Nutrition Facts
Potato salad

Amount Per 1 cup (250 g)	% Daily Value
Calories 357	
Total fat 20 g	

Schema.org – Food for Thought



Search results for "Potato Salad" on Google.

Search bar: Potato Salad

Filters: Web, Images, Maps, Shopping, Recipes, More

Ingredients filter:

Ingredients	Yes	No
Potatoes	<input type="checkbox"/>	<input type="checkbox"/>
Mayonnaise	<input type="checkbox"/>	<input type="checkbox"/>
Paprika	<input type="checkbox"/>	<input type="checkbox"/>
Mustard	<input type="checkbox"/>	<input type="checkbox"/>
Pepper	<input type="checkbox"/>	<input type="checkbox"/>
Onion	<input type="checkbox"/>	<input type="checkbox"/>
Boiled eggs	<input type="checkbox"/>	<input type="checkbox"/>

Search results:

- [Potato Salad - mccormick.com](#)
greek-potato-salad
Potato Salad w/ A Dollop of Greek Yogurt
- [Recipe : Ina Garten : Recipes : Food Network](#)
network.com/recipes/ina.../potato-salad-recipe/
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Review - New Potato Salad - Potato Salad Videos
- [Potato Salad Recipes - Allrecipes.com](#)
allrecipes.com/recipes/salad/potato-salad/
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Potato salad is a dish made from boiled potatoes, the versions of which vary throughout different regions and countries of the world. Although called a salad, it is ...
- [Potato Salad Recipe | Simply Recipes](#)
www.simplyrecipes.com/recipes/potato_salad/

Right sidebar:

Potato salad

Dish

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Nutrition Facts

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Schema.org – Food for Thought



Search results for "Potato Salad" on Google.

Search bar: Potato Salad

Filters: Web, Images, Maps, Shopping, Recipes, More

Ingredients, Any cook time, Any calories, Any time, All results, College Park, GA

Ad related to McCormick Mix Up Your

Potato Salad Recipes : Food Network

www.foodnetwork.com/recipes/ina.../potato-salad-recipe/

★★★★★ Rating: 5 - 360 reviews - 30 mins

Get this all-star, easy-to-follow Food Network Potato Salad recipe from Ina Garten .

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Nutrition Facts

Potato salad

Amount Per 1 cup (250 g)

Calories 357

Total fat 20 g

Schema.org – Food for Thought





Search results for "Potato Salad" on a search engine. The search bar contains "Potato Salad" and the user is logged in as "Michael Jay".


Filters: Ingredients, Any cook time, Any calories, Any time, All results, College Park, GA.


Ad related to **Potato Salad** ⓘ


- ✓ Any calories
- Less than 100 cal
- Less than 300 cal
- Less than 500 cal

McCormick Potato Salad - m
www.mccormick.com/greek-pots
Mix Up Your **Potato Salad** w/ A Do

Potato Salad Recipe : Ina G www.foodnetwork.com/recipes/ina.../potato-salad-recipe/ 
 **★★★★★** Rating: 5 - 360 reviews - 30 mins
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Nutrition Facts
Potato salad ▾

Amount Per 1 cup (250 g) ▾	% Daily Value
Calories 357	
Total fat 20 g	

Schema.org – Food for Thought



The screenshot shows a search engine interface with the search term "Potato Salad". The search results are filtered by "Any time". A dropdown menu is open, showing options: "Any time" (selected), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...".

Search results:



- Ad related to Potato Salad**
[McCormick Potato Salad - mccormick.com](http://mccormick.com)
www.mccormick.com/greek-potato-salad
Mix Up Your **Potato Salad** w/ A Dollop of Greek Yogurt
- Potato Salad Recipe : Ina Garten : Recipes :**
www.foodnetwork.com/recipes/ina.../p
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Get this all-star, easy-to-follow Food Netw
Garten .
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- Potato Salad Recipe | Simply Recipes**
www.simplyrecipes.com/recipes/potato_salad/

Right-hand side content:

- Potato salad**
Dish
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- Nutrition Facts**
Potato salad
- Amount Per** 1 cup (250 g)
- Calories** 357
- Total fat** 20 g

Schema.org – Food for Thought



 Michael Jay 


Web Images Maps Shopping **Recipes** More

Ingredients


Ad related to **Potato Salad** ⓘ

[McCormick Potato Salad - mccormick.com](#)
www.mccormick.com/greek-potato-salad ▾
Mix Up Your **Potato Salad** w/ A Dollop of Greek Yogurt!

[PHILADELPHIA Summer Potato Salad Recipe - Kraft Recipes](#) 📄
www.kraftrecipes.com ▸ [recipes](#) ▾
Presto! This tangy better-for-you **potato salad** gets extra pep from PHILADELPHIA Reduced Fat Italian Cheese & Herb Cooking Creme.

[Creamy Potato Salad Recipe | MyRecipes.com](#) 📄
 www.myrecipes.com/.../creamy-potato-salad-50400000119... ▾
★★★★☆ Rating: 4 - 9 reviews - 74 cal
Light mayonnaise and nonfat Greek yogurt add creaminess without excess fat to this fingerling **potato salad**. A ½-cup portion has only 2.5 grams of fat.
Ingredients: eggs, potatoes, mayonnaise, mustard, pepper

[Caesar Potato Salad with Bacon Recipe - Kraft Recipes](#) 📄
www.kraftrecipes.com ▸ [recipes](#) ▾
All will certainly hail this great **Caesar Potato Salad** with Bacon as one of the best—and also one of the easiest to prepare.

[Potato Salad Bites Recipe - Tablespoon](#) 📄
 www.tablespoon.com ▸ ... ▸ [Appetizers](#) ▸ [Cold Appetizers](#) ▾
★★★★★ 2 reviews - 2 hrs 20 mins - 30 cal

Schema.org – Food for Thought





Search results for **Potato Salad**

Michael Jay | Share | Search tools

Web Images Maps Shopping **Recipes** More Search tools

Ingredients Less than 15 min Less than 100 cal Clear

Ads related to **Potato Salad**

- McCormick Potato Salad - mccormick.com**
www.mccormick.com/greek-potato-salad
Mix Up Your **Potato Salad** w/ A Dollop of Greek Yogurt!
- Easy Potato Salad Recipe - ask.com**
www.ask.com/Easy+Potato+Salad+Recipe
Search for Easy **Potato Salad** Recipe Find Quick Results now!
Ask.com has 6,477 followers on Google+
- Light Potato Salad Recipe | Taste of Home**

www.tasteofhome.com/Recipes/Light-Potato-Salad/Rating
10 mins - 63 cal
My husband and I are both from big families, so we're always getting together. The first time I served this nutritious **salad**, everyone loved it.—Sharon Thom ...
Ingredients: potatoes, celery, dill, pepper, onion, parsley, mint, lemon juice ...
- Pimiento Potato Salad Recipe | Taste of Home Recipes**

www.tasteofhome.com/Recipes/Pimiento-Potato-Salad-2/
★★★★★ 1 review - 10 mins - 65 cal
"A neighbor shared the recipe for this easy overnight **salad**," reports Dora Ledford of Rockwall, Texas. Tender potatoes and crunchy celery get refreshing flavor ...
Ingredients: potatoes, onion, celery, italian dressing

Ads

- Hellmann's® Official Site**
www.hellmanns.com/
Celebrate 100 Years of Bringing Out The Best Together w/ Hellmann's®!
- Easy Potato Salad Recipes**
about.com/Easy+Potato+Salad+Recipes
Search for Easy **Potato Salad** Recipes. Find Expert Advice on About.com.
- Potato Salad Recipe With Egg**
www.webcrawler.com/
Search multiple engines for **potato salad** recipe with egg
- Potato Salad**
www.foodnetwork.com/
Find Your Perfect Summer Side Dish View Photos, Videos, Recipes & More

See your ad here »

Recipe Tagging Example



```
<div itemscope itemtype="http://schema.org/Recipe">
```

```
<div itemprop="nutrition" itemscope  
itemtype="http://schema.org/NutritionInformation">
```

```
  Nutrition facts:
```

```
    <span itemprop="calories">240 calories</span>,  
</div>
```

```
Ingredients:
```

```
  - <span itemprop="ingredients">3 or 4 ripe bananas,  
  smashed</span>
```

```
  - <span itemprop="ingredients">1 egg</span>
```


Learning Resources Metadata

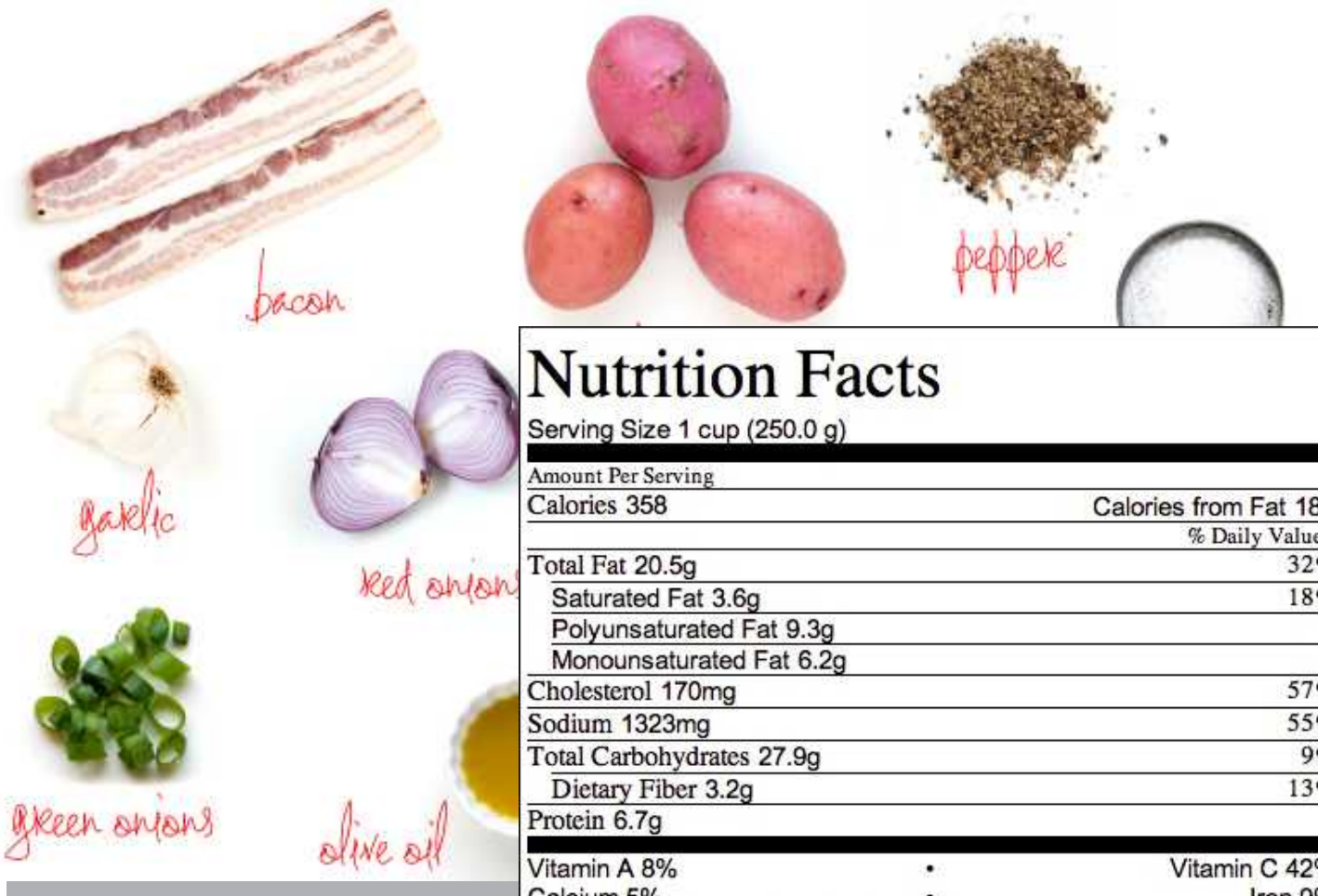


SCHEMA.ORG



inBloom

So, why do we need a standard?



Nutrition Facts

Serving Size 1 cup (250.0 g)

Amount Per Serving	
Calories 358	Calories from Fat 185
	% Daily Value*
Total Fat 20.5g	32%
Saturated Fat 3.6g	18%
Polyunsaturated Fat 9.3g	
Monounsaturated Fat 6.2g	
Cholesterol 170mg	57%
Sodium 1323mg	55%
Total Carbohydrates 27.9g	9%
Dietary Fiber 3.2g	13%
Protein 6.7g	
Vitamin A 8%	Vitamin C 42%
Calcium 5%	Iron 9%

* Based on a 2000 calorie diet

Why Now? Kinda' Perfect Storm



Goal: Make it easier and more convenient to find learning resources that meet specific student and class needs.

Curriculum
Standards

Intersection of
three opportunities

LRMI

Schema.org

Resource
Registries
(Learning Registry)

The LRMI Properties v1 (lrmi.net/the-specification)



General Terms (Schema.org): Educational Terms:

- title/name
- URL
- Description
- Image
- Topic
- created (date)
- Creator
- Publisher
- inLanguage
- Mediatype
- technologiesRequired
- technologiesRecommended
- Use RightsURL
- is based on

- intendedEndUserRole
- educationalUse
- timeRequired
- typicalAgeRange
- interactivityType
- learningResourceType

Competency related:

- educationalAlignment
- Description
- URL
- Alignment Type
- educationalFramework
- targetDescription
- targetName
- targetURL

TAGGER

New Import Export Version 1.1

Help Report Issue CCSS Web

Resources Output History

General Education Alignment

Title: BrainPOP ESL - Infinitives - A High Probability
 URL: http://www.brainpopesl.com/level3/unit4/lesson3/
 Language: EN_US
 Topic/Subject: Infinitives, Probability
 Created By: BrainPOP ESL
 Usage Rights URL: http://www.brainpop.com/educators/useragreement/
 Publisher: BrainPOP
 End User: Student
 Age Range: 5-8,8-10,10-12,12-14,14-16,16-18
 Learning Res Type: Activity,Hands-on,Online,Video,Quiz,Lesson Plan
 Media Type: Flash,Flash/Quicktime
 Group Type:

End User
 Age Range
 Educational Use
 Interactivity Type
 Learning Resource Type
 Activity
 Assessment
 Audio
 Broadcast
 Calculator
 Discussion
 E-Mail
 Field Trip
 Hands-on
 In-person/Speaker
 Kinesthetic
 Lab Material
 Lesson Plan
 Manipulative
 MBL (Microcomputer Based)
 Model
 On-Line
 Online
 Media Type

USERNAME _____ PASSWORD _____ GO

LEVEL 3

- Unit 1: Biking is a Workout!
- Unit 2: Let's Go Rowing
- Unit 3: A High Probability
- Unit 4: Talent Show
- Unit 5: Thanks for Nothing!

4.3 A High Probability - Infinitives

- TEACHING TOOLS
- WORD LISTS
- HELP
- Know More!
- Words, Words, Words!
- Play It!
- Read It!
- Write It!
- Hear It, Say It!
- Warm Up!
- You Can Do It!

ISLE Open Education Resources Search

Filtering Options

Standards Browser

Grade Level

Access Rights

Career Cluster

Educational Use

End User

Group Type

Language

Media Type

Resource Type

Search Tips

Language

English



Reset Filters

Sorting Options

Most Relevant

Newest

Oldest

Liked

Disliked

Best Rated

Most Visited

Most Favorited

Most Commented

Resource Type

- Alternate Assessment
- Formative Assessment
- Interim/Summative Assessment
- Self Assessment
- Assessment Item
- Course
- Game
- Reading Material
- Demonstration/Simulation
- Syllabus
- Lab Material
- Career Information
- Reference Material
- Learning Task
- Image/Visuals
- Learning/Curriculum Map
- Manipulative
- Rubric/Scoring Guide
- Unit
- Primary Source
- Other

Found 662 results.

5 10 25 50 67 Jump to Page / 67

... fullscale museum in America devoted to ... in part by Eric Carle the renowned author and classic The Very Hungry Caterpillar the ... ebrating the art that we are first exposed to ac

Show More >>



www.carlemuseum.org • English • RIGHTS RESERVED

Created: 2/4/2013 10:05:40

... ce skills in English mathematics problem ... d research skills Teachers can email a blank ... nswer Key Update for significant corrections and



[Take me back to the old version of FREE >](#)

Search the Registry

Federal Resources Only

Browse By Subject

- ▶ [Arts & Music](#) (2,028)
- ▶ [Science](#) (62,262)
- ▶ [Health & Phys Ed](#) (138)
- ▶ [U.S. History Topics](#) (11,587)
- ▶ [Language Arts](#) (896)
- ▶ [U.S. Time Periods](#) (988)
- ▶ [Math](#) (4,298)
- ▶ [World Studies](#) (981)

Browse By Standard

Multistate

- ▶ Common Core Mathematics (2,694)
- ▶ Council of Teachers of Mathematics (1,214)
- ▶ Geography Education Standards (1,797)
- ▶ Science Education Standards (25,555)

FEATURED RESOURCE

Ratios

Source: SRI International on behalf of The National Science Digital Library



The screenshot shows a webpage from Purplemath.com. At the top, there are several promotional banners: 'L.L. Bean FREE SHIPPING', 'SAVE 10% ON SHOP WITH PURPLEMATH', and 'HAPPY END OF OCTOBER 24'. Below these, the Purplemath logo and 'The Purplemath Forums' are visible. The main content area is titled 'Ratios' and includes a search bar with the equation $\sqrt{x^2+2}$ and a 'Search' button. There are also several sidebar advertisements, including one for 'FREE Registration' for a 'Kumon Math and Reading Program'.

TWITTER

Tweets

[Follow @FreeResources](#)

 **Federal Ed Resources**  25 Oct
@FreeResources
On this day in 1764 John Adams married Abigail Smith. More on the Adams' in FREE:
free.ed.gov/?page_id=6&que...
Expand

 24 Oct

Easy on... Easy on (a running)



Sandbox Server

Welcome to your sandbox server. If you can read this, it means the server is up and running properly.

This sandbox expires in 3 days.

For more information about how to use your sandbox server, visit these links:

LRMI

- [The 1.1 Specification](#)
- [LRMI Publisher FAQ](#)
- [Creative Commons FAQ about LRMI](#)
- [LRMI Google Group \(and discussion list\)](#)

Learning Registry

- [Learning Registry for Publishers](#)
- [Learning Registry for Developers](#)
- [Learning Registry Getting Started Wiki](#)
- [LR Technical Specification Document](#)

Learning Resource Metadata Initiative » Blog

- [Save the Date: Free LRMI Webinar Set for November 20](#)
- [Looking Back, Looking Forward](#)
- [States, Districts See Value of LRMI Tagging](#)

From Initiative to Consortium



Gates Foundation funded to International Consortium

**DRAFT BYLAWS
OF THE
LEARNING RESOURCE METADATA INITIATIVE CONSORTIUM**

OCTOBER 2013

DRAFT 1 FOR REVIEW



All about Shifting



Move from...

Resource	to	Learning
Institution	to	Learner
Media	to	Engagement
Adopted	to	Discovered

What About Accessibility?



Addressing the needs of ALL Students

Discover Learning Resources based on disability needs and learner preferences

- Compatible with AT, WCAG guidelines
- Leverage MathML, tactile graphics and image descriptions
- Have closed-captioned video

Leveraging Access For All



- Gates Foundation funded Benetech to develop a Schema.org proposal for Accessibility Metadata that would be complementary to LRMI
- Benetech assembled a broad Working Group of experts
 - AEP (LRMI), APH, Dublin Core, EDItEUR (ONIX), Gooru Learning, IMS Global, IDRC, NCAM, SRI (Learning Registry)
- Proposal submitted to Schema.org in April 2013
 - Influenced heavily by IMS Global Access for All
 - Released under a Creative Commons BY-SA License

Accessibility Properties



Access Mode

- auditory, textual, visual, colorDependent

Media Feature

- alternativeText, longdescription, MathML, caption, transcript

Alternatives

- hasAdaptation, isAdapatationOf

Access Hazard

- flashing, motionSimulation, sound

Others

- displayTransformability, AccessAPI, controlFlexibility

<http://a11ymetadata.org>

Application to Books Part 1



```
<span itemscope="" itemtype="http://schema.org/Book">
```

```
<meta itemprop="accessMode" content="textual" />
```

```
<meta itemprop="accessMode" content="visual" />
```

```
<meta itemprop="mediaFeature"  
content="longDescription" />
```

```
<meta itemprop="mediaFeature"  
content="structuralNavigation" />
```

```
<meta itemprop="mediaFeature" content="MathML" />
```

...

Application to Books Part 2



```
<meta itemprop="hasAdaptation"  
content="https://www.bookshare.org/...&downloadFormat=DA  
ISY_TEXT_ONLY" />
```

```
<meta itemprop="hasAdaptation"  
content="https://www.bookshare.org/...&downloadFormat=BR  
F" />
```

...

Application to Books Part 3



```
<div class="adaptationLinks">
<span itemscope itemtype="http://schema.org/Book">
<meta itemprop="isAdaptationOf"
content="https://www.bookshare.org/browse/book/679044"
/>
<meta itemprop="bookFormat" content="EBook" />
<meta itemprop="accessMode" content="auditory" />
<meta itemprop="mediaFeature"
content="structuralNavigation" />
<meta itemprop="encodingFormat" content="MP3" />
<meta itemprop="encodingFormat" content="Audio" />
<a itemprop="url" href="https://someurl">Audio</a>
</span>
```

The End Result



Search for “history” titles on Bookshare and filter by presence of image descriptions:

Google custom search

About 4 results (0.30 seconds)

[World History: Journey Across Time - Bookshare - Accessible Books ...](#)

Bookshare - Accessible Books for Individuals with Print Disabilities.
www.bookshare.org/browse/book/111624

[World History Ancient Civilizations - Bookshare - Accessible Books ...](#)

Bookshare - Accessible Books for Individuals with Print Disabilities.
www.bookshare.org/browse/book/112037

[Prentice Hall America History of Our Nation - Bookshare ...](#)

Bookshare - Accessible Books for Individuals with Print Disabilities.
www.bookshare.org/browse/book/140216

[History Alive! The Ancient World - Bookshare - Accessible Books ...](#)

Bookshare - Accessible Books for Individuals with Print Disabilities

<http://www.a11ymetadata.org/bookshare-tags-over-195000-titles-with-accessibility-metadata/>

Application to Video



```
<div itemscope="" itemtype="http://schema.org/Movie">  
<meta itemprop="accessMode" content="visual" />  
<meta itemprop="accessMode" content="auditory" />  
<meta itemprop="mediaFeature"  
content="audioDescription" />  
<meta itemprop="mediaFeature" content="captions" />
```

YOUR VIDEO HTML CODE HERE

```
</div>
```


Application to Images



```
<span itemscope=""  
  itemType="http://schema.org/ImageObject">  
  <meta itemprop="accessMode" content="visual" />  
  <meta itemprop="accessMode" content="tactile" />  
  <meta itemprop="accessMode" content="auditory" />  
  <meta itemprop="mediafeature"  
  content="tactileGraphic" />  
  <meta itemprop="mediafeature" content="braille" />  
  <meta itemprop="learningResourceType"  
  content="illustration" />  
  <meta itemprop="typicalAgeRange" content="15-16" />  
  IMAGE HTML MARKUP HERE  
</span>
```

Upcoming Filters for Free.Ed.Gov



Filter

Active Filters:

Primary Doc

By content type:

Video

Primary Doc

Animation

Photo

By accessibility features:

Description

BRF

MP3

DAISY

EPUB 3

Adoption Status



- In active discussion with Schema.org reps
- Bookshare book detail pages are tagged
- Learning Registry integration with [Free.Ed.gov](https://www.free.ed.gov/)
 - Bookshare and Khan Academy videos
- EPUB 3.0.1 support Schema.org metadata
 - which includes LRMI and soon accessibility properties
- In discussions with eBook publishers and distributors
- Exploring use for accessible image registry

Resources and Contact Info



- <http://schema.org>
- <http://lrmi.net>
- <http://a11ymetadata.org>
- <http://bornaccessible.org>

Gerardo Capiel, gerardoc@benetech.org @gcapiel

Michael Jay, michael@edusystemics.com @edReflector

Project Twitter Hashtags:

#LRMI

#a11ymetadata