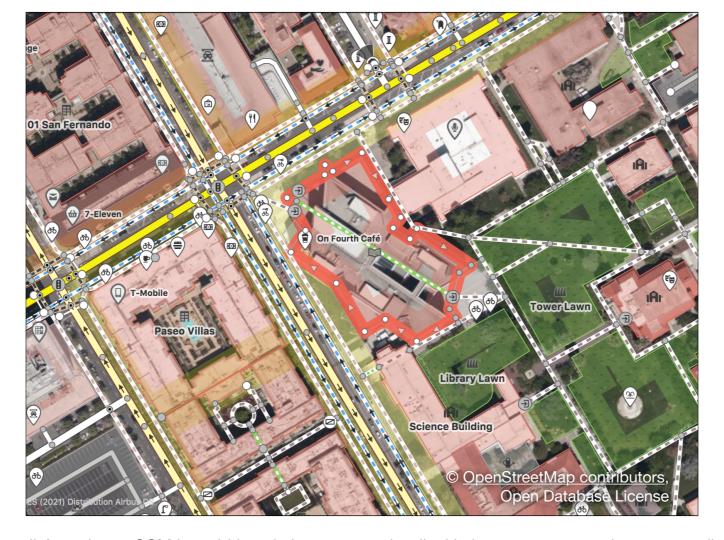


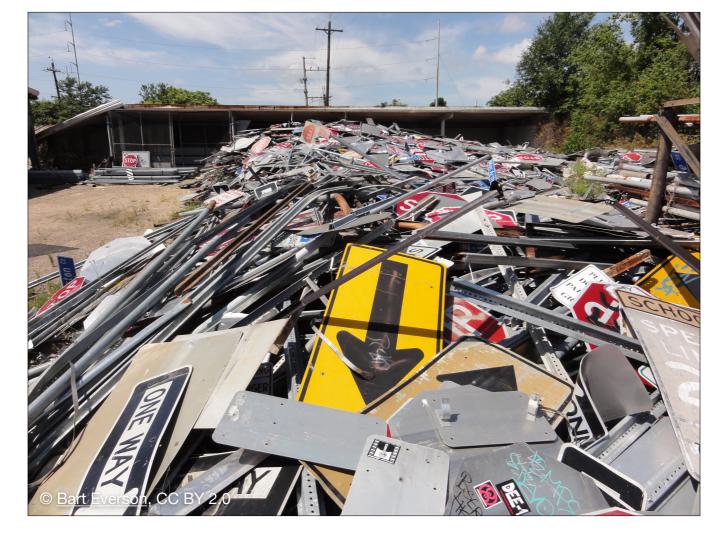
Hi, my name is Minh, and you're going to learn about integrating Wikidata with OpenStreetMap.



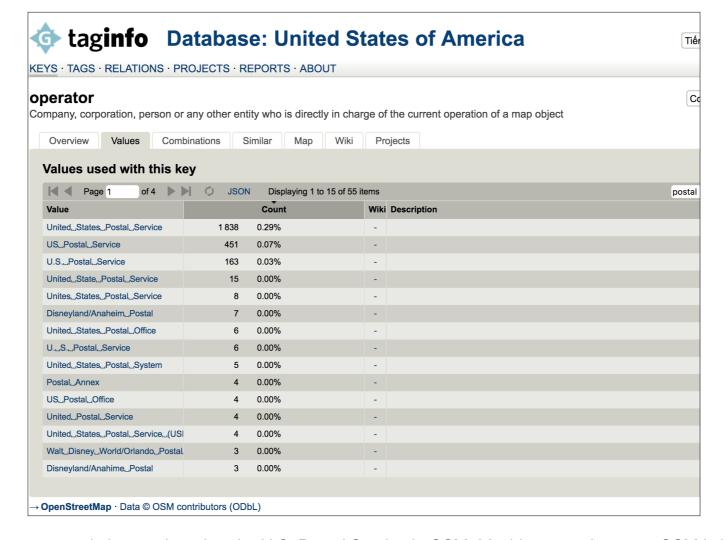
OSM is the wiki world map. Like Wikimedia's projects, OSM is ambitious in its scope and radical in its openness to volunteer contributions.



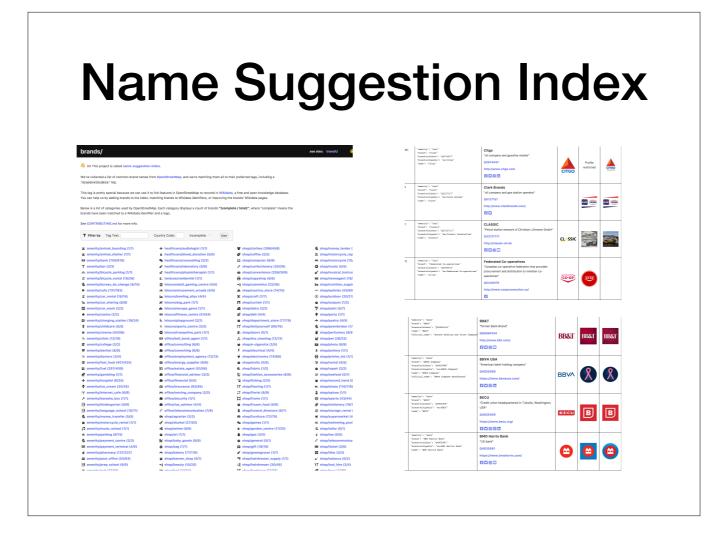
If you dive into raw OSM data for the first time, your first reaction is likely to be... colorful. The data is amazingly uneven.



A mess, even. But the most important thing is that we're collecting it.



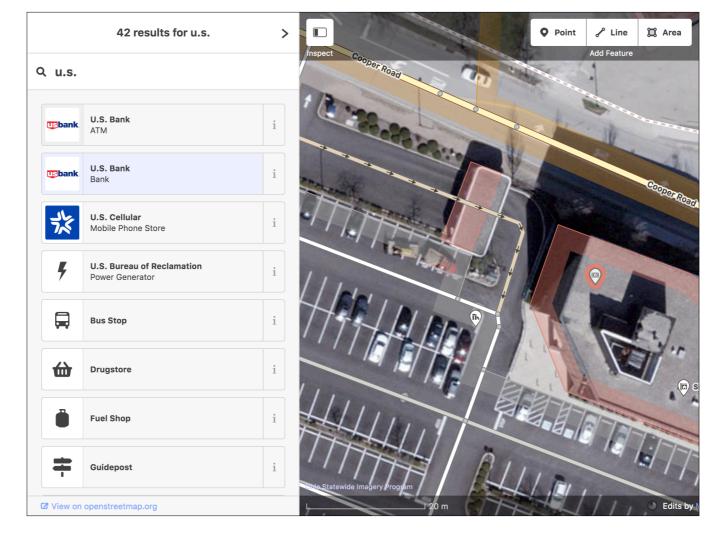
For example, here are all the different ways people have referred to the U.S. Postal Service in OSM. It's this messy because OSM is built on a folksonomy of tags, kind of like MediaWiki categories.



One effort to improve the consistency of OSM tagging is the name suggestion index. It's a catalog of brands and organizations that have standardized tag presets in OSM.

761	"amenity": "bank" "brand": "BB&T" "brand:wikidata": "Q95984154" "name": "BB&T" "official_name": "Branch Banking and Trust Company	BB&T "former Bank Brand" . Q95984154 http://www.bbt.com/	вват
161	"amenity": "bank" "brand": "BBVA Compass" "brand:wikidata": "Q4835088" "brand:wikipedia": "en:BBVA Compass" "name": "BBVA Compass" "official_name": "BBVA Compass Bancshares"	BBVA USA "American bank holding company" Q4835088 https://www.bbvausa.com/	BBVA
< 50	"amenity": "bank" "brand": "BECU" "brand:wikidata": "Q4835409" "brand:wikipedia": "en:BECU" "name": "BECU"	BECU "Credit union headquartered in Tukwila, Washington, USA" Q4835409 https://www.becu.org/	BIEICIU
202	"amenity": "bank" "brand": "BMO Harris Bank" "brand:wikidata": "Q4835981" "brand:wikipedia": "en:BMO Harris Bank" "name": "BMO Harris Bank"	BMO Harris Bank "US bank" Q4835981 https://www.bmoharris.com/	\(\text{\ti}\xititt{\text{\ti}\text{\text{\text{\text{\text{\text{\text{\text{\text{\text{\text{\text{\text{\text{\text{\text{\text{\text{\text{\tex{\tex

Each preset in NSI comes with a set of tags, including machine-readable Wikidata QIDs.



When you map something in OSM, these presets make it easy for you to use the standardized raw tags.



On Wikidata, the brand has statements about many aspects of the brand that would never be considered germane to OSM.



What's the point of tagging OSM features with Wikidata QIDs? It's all about being able to analyze OSM data with federated queries, aka crosswalks.

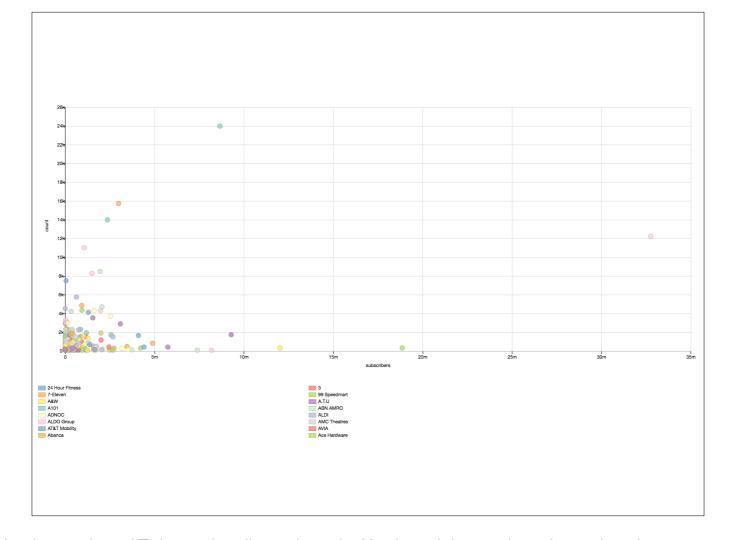
```
OSM Sophox

    Help 
    ▼

    Tools ▼

                      1 #defaultView:ScatterChart
                     2 SELECT (SUM(?subscribers) AS ?subscribers) (SAMPLE(?count) AS ?count) (SAMPLE(?name) AS ?name) WHERE
                     3 hint:Query hint:optimizer "None" .
                   5 {
                     # Query OpenStreetMap for
              7 SELECT ?wd (COUNT(*) AS ?count) WHERE {
                                         # Commercial brands
E
                                       ?osm osmt:brand:wikidata ?wd.
                   10
                                      }
                11 GROUP BY ?wd
                # With at least 100 locations
                  13 HAVING(?count >= 100)
                  14 }
                  16 # Query Wikidata for
                 17 SERVICE <a href="https://query.wikidata.org/sparql">SERVICE <a href
                 # The brand's Twitter user name
                  19
                                  ?wd p:P2002 [ps:P2002 ?twitter; pq:P3744 ?subscribers].
                  # Get the brand name
                  22 OPTIONAL {
                  23    ?wd rdfs:label ?name.
                                     FILTER(LANG(?name) = "en")
                  24
                  25
                                 }
                   26 }
                   27 }
                   28 GROUP BY ?wd
                   29 ORDER BY DESC(?count)
```

This is Sophox, a fork of the Wikidata Query Service that Yuri Astrakhan set up. You use the SPARQL query language to query both OSM and Wikidata at the same time.



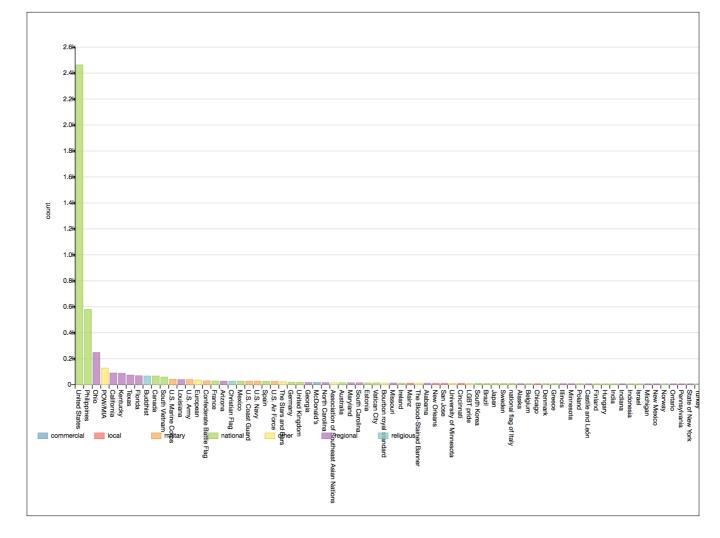
The query you just saw plots brands by the number of Twitter subscribers along the X axis and the number of store locations mapped in OSM along the Y axis. You can see Starbucks standing out on Twitter and McDonald's standing out on OSM.



Here's a different view of the same data: the logos of those brands.



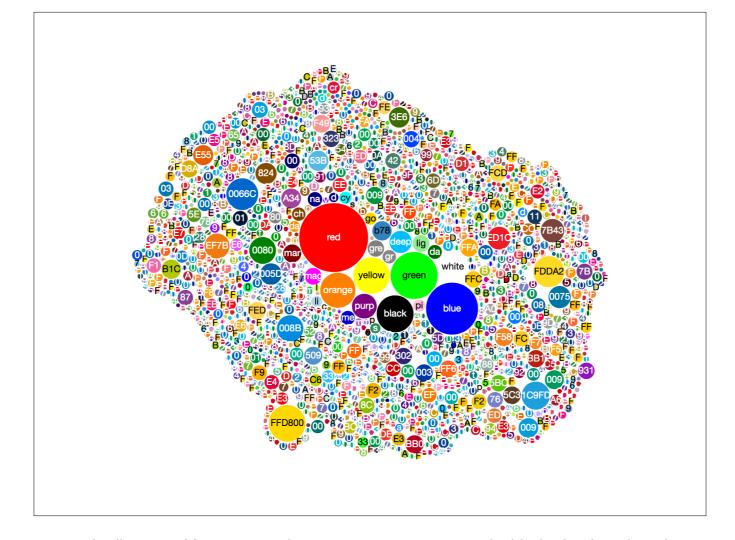
But federated queries are about much more than branding.



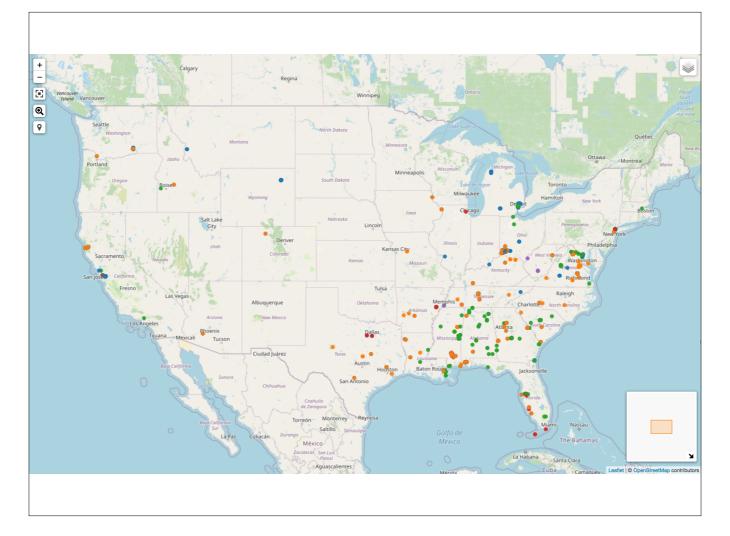
Here's my favorite: a leaderboard of the most commonly mapped flags in OSM, color-coded by what the flag represents. How else would you quantify the prevalence of a given flag on flagpoles worldwide? Currently the U.S. is on top, followed by the Philippines and Ohio.



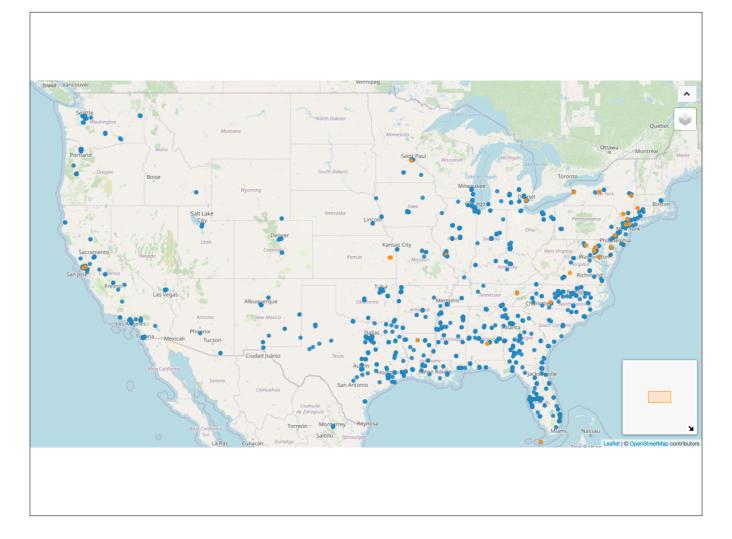
And there's a long tail of obscure flags, like the Bourbon royal standard, and common ones we haven't mapped enough of yet, like LGBT pride flags and McDonald's flags.



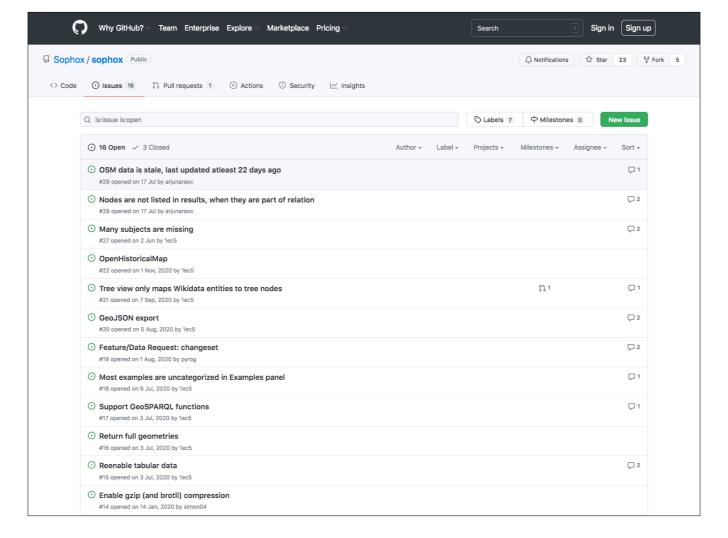
A bubble chart of route colors for bus routes and rail routes. You can see that most routes are tagged with the basic colors, but mappers have branched out and tagged very specific shades of blue, green, etc.



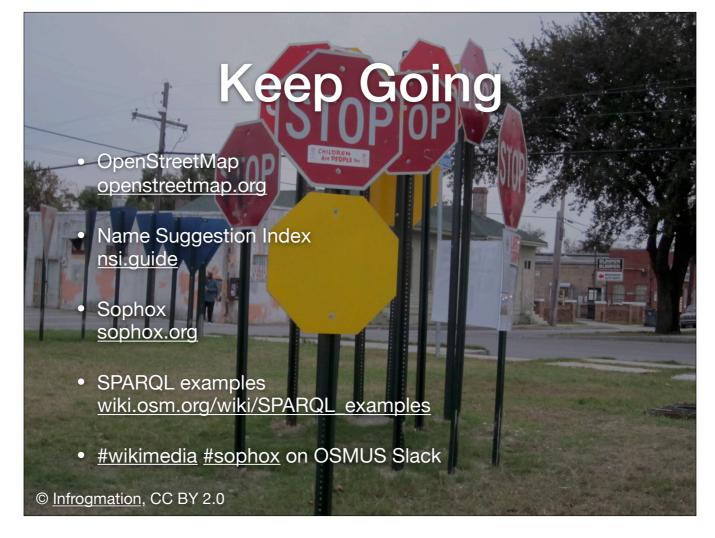
These queries aren't just for our visual enjoyment. Here's a map of memorials and other namesakes of notable Confederates, slave traders, segregationists, etc. The memorials and their locations come from OSM but the namesakes' identities come from Wikidata. Not all of these things are even notable enough for Wikidata – small-town streets, shops, and even named rooms inside buildings.



On the positive side, here's a map of memorials and namesakes of Black human rights activists and abolitionists.



Unfortunately, Sophox isn't in great shape these days. In the past few months, it has developed some serious issues including missing data that impacts the queries I just showed you. The tool is running on Google Cloud but not very well. We're looking for a suitable host for it.



Here are links to the sites I showcased in this talk, along with a wiki page containing all the Sophox queries and more. Thank you!