Definition

- “web-based approach to semantic markup that seeks to re-use existing XHTML and HTML tags to convey metadata and other attributes” (Microformats wiki)

- “allows information intended for end-users (such as contact information, geographic coordinates, calendar events, and the like) to also be automatically processed by software.” (Microformats wiki)

- “Designed for humans first and machines second, microformats are a set of simple, open data formats built upon existing and widely adopted standards.” (microformats.org)

- How we interpret website text versus how a machine (web server, etc.) interprets website text
How does it work?

- HTML/XML markup tags don’t describe what the information means.

- Microformats add semantics - use attributes of markup tags to indicate presence of metadata:
  - “class”: specifies a classname for an element
    - Normally points to a class in a style sheet
    - Also used by Javascript to make changes to HTML elements in a specified class
  - “rel”: specifies relationship between current document and a linked document
Adding Microformats to Existing HTML Code

**HTML Code**

```html
<div>
  <div>Joe Doe</div>
  <div>Jo</div>
  <div>The Example Company</div>
  <div>604-555-1234</div>
  <a href="http://example.com/">http://example.com/</a>
</div>
```

**HTML Code with vcard Microformat**

```html
<div class="vcard">
  <div class="fn">Joe Doe</div>
  <div class="org">The Example Company</div>
  <div class="tel">604-555-1234</div>
  <a class="url" href="http://example.com/">http://example.com/</a>
</div>
```
How Microformats Are Interpreted by Browsers

```html
<div class="vcard">
  <div class="fn org">
    Wikimedia Foundation Inc.
  </div>
  <div class="adr">
    <div class="street-address">
      200 2nd Ave. South #358
    </div>
    <div>
      <span class="locality">
        St. Petersburg
      </span>,
      <span class="region">
        FL
      </span>
      <span class="postal-code">
        33701-4313
      </span>
    </div>
    <div class="country-name">
      USA
    </div>
  </div>
  <div>
    Phone: <span class="tel">
      +1-727-231-0101
    </span></div>
  <div>
    Email: <span class="email">
      info@wikimedia.org
    </span></div>
  <div>
    Fax: <span class="tel">
      +1-727-258-0207
    </span>
  </div>
</div>
```

Live example

Here are the Wikimedia Foundation’s contact details, as a live hCard:

Wikimedia Foundation Inc.
200 2nd Ave. South #358
St. Petersburg, FL 33701-4313
USA
Phone: +1-727-231-0101
Email: info@wikimedia.org
Fax: +1-727-258-0207
Browser Support for Microformats

- Firefox
- Internet Explorer
- Operator 0.9.5.1
- DOOMP
- Michromeformats by brckbost

Displays any microformats on the page. Supports hCard, hCalendar, hReview and hRecipe.

Install
What else can I do with Microformats?

Current Microformats Available

- hAtom – for marking up Atom feeds from within standard HTML
- hCalendar – for events
- hCard – for contact information; includes:
  - adr – for postal addresses
  - geo – for geographical coordinates (latitude, longitude)
- hNews – for news content
- hProduct – for products
- hResume – for resumes or CVs
- hReview – for reviews
- hTrademark – for trademarks
- rel-directory – for distributed directory creation and inclusion[^8]
- rel-enclosure – For multimedia attachments to web pages[^9]
- rel-license – specification of copyright license[^10]
- rel-nofollow, an attempt to discourage 3rd party content spam (e.g. spam in blogs).
- rel-tag – for decentralized tagging (Folksonomy[^11])
- xFolk – for tagged links
- XHTML Friends Network (XFN) – for social relationships
- XOXO – for lists and outlines

Beta/Upcoming Microformats

- hAudio – for audio files and references to released recordings
- hRecipe[^13]
- citation – for citing references
- currency – for amounts of money
- figure – for associating captions with images[^14]
- geo extensions – for places on Mars, the Moon, and other such bodies; for altitude; and for collections of waypoints marking routes or boundaries
- species – For the names of living things.
- measure – For physical quantities, structured data-values.[^15]
Resources

General Information


Browser Plug-ins/Add-ons

- Operator Add-on for Firefox http://kaply.com/weblog/operator/
- MiChromeFormats for Google Chrome https://chrome.google.com/extensions/detail/oalbifkmclbnmjlljdemhjilkmpnjil