

**TLDI- LoD:**  
***The Last Drive-In with Joe Bob Briggs* Linked Open Data Project**

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**Abstract**

*The Last Drive-In with Joe Bob Briggs* is a television show where the titular character of Joe Bob Briggs shows horror and exploitation films, and provides commentary on the films and information about the making of the film and about the people involved. This project aims to compile data about the films which have been shown and to publish it as 5-star linked open data. The project also aims to create a website where this data can be explored, displayed, and analyzed in creative ways.

## **Aims and Objectives**

*The Last Drive-In with Joe Bob Briggs* Linked Open Data Project, or TLDI-LoD for short, will look at the tv series *The Last Drive-In with Joe Bob Briggs*. On each episode of the show, the host, Joe Bob Briggs, shows two films, and discusses each of them. There are also sometimes guests on the show. This project will include data about which films have been shown, as well as which guests have been on the show. It will also have data on Joe Bob's ratings and the Drive-In Totals he lists for each film. The show usually shows horror, but also shows a variety of exploitation and action films as well. TLDI-LoD will provide a way to explore the show as well as the films that have been shown. A website will be created to provide access to this information. There will be a SPARQL endpoint which can be accessed, but there will also be search functions so users can query the data without having to directly access SPARQL. Film scholars who may be interested in the data may not be familiar with SPARQL, but this gives them the ability to explore the data without having to learn SPARQL.

## Workflow and Tasks

This project will use a centralized approach.

1. Create an ontology based off of schema.org
  - a. Determine which classes and properties will be used from schema.org
  - b. Create additional properties particular to this project.
  - c. Determine which properties are required for each class and which are optional.
2. Compile data.
  - a. Data will be taken from Wikipedia and refined using Openrefine.
  - b. Joe Bob's Drive-In Totals will be compiled by watching the introductions to each film.
  - c. For films with little or data on Wikipedia, a transcript of Joe Bob's commentary will be made, and data will be taken from this transcript using a text crawler.
  - d. Assign entities URIs based on the patterns described in the next section.
  - e. Link entities to their corresponding entities from VIAF, Wikidata, and IMDB.
2. Format data in rdf.
  - a. Data will be in a .csv file and a converter will be used to create files in rdf.
  - b. Data will be available in multiple rdf formats: rdf/xml and Turtle to start with.
3. Design website for displaying and querying data.
  - a. Display data as a knowledge graph.
  - b. Create SPARQL endpoint.
  - c. Create search functions so queries can be done without directly accessing the SPARQL endpoint (similar to OCRE).
4. User testing.

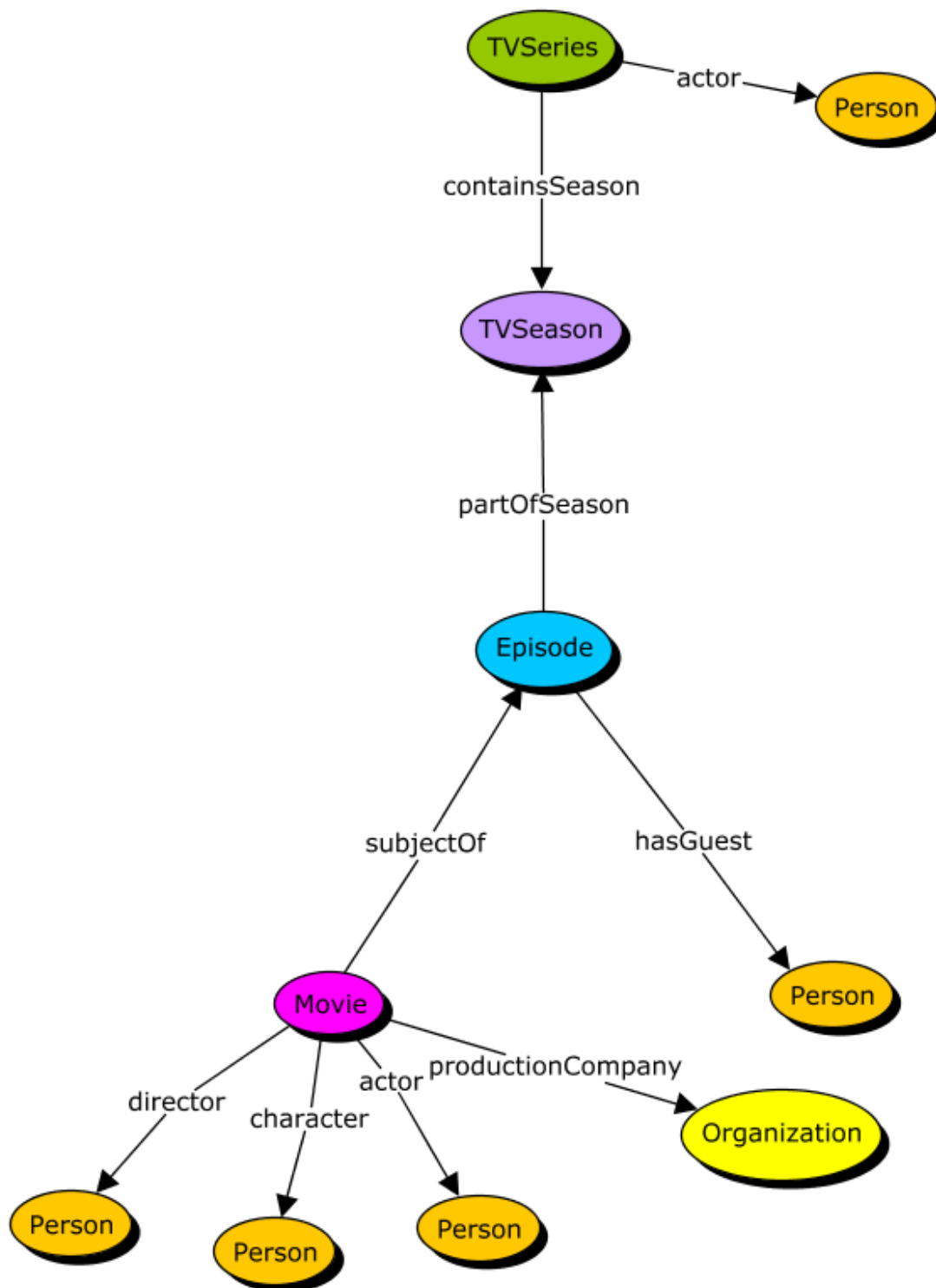
## Major Ontological Classes and Their URIs

This ontology will be based on schema.org. Classes and most properties will be taken from schema.org, but there will be some properties added particular to this project. URIs will be human-readable.

- Movie
  - For remakes, the year will be added. Numbers for sequels will follow the formatting used in the title.
  - Examples:
    - Chopping\_Mall
    - Halloween
    - Halloween\_2018
    - Halloween\_II
    - Halloween\_4
- TVSeries
  - Last\_Drive\_In
- TVSeason
  - Specials between seasons will be treated as a season, and will be numbered according to the season they are prior to. The original marathon is also described as a season.
    - Season\_1
    - Special\_1
    - Marathon
- Episode

- Specials are titled.
  - A\_Very\_Joe\_Bob\_Christmas
- Episodes in the regular season are numbered, and the URI will consist of the season number followed by the episode number.
  - Ep1\_3
- Person
  - Felissa\_Rose
  - Joe\_Bob\_Briggs
  - Doug\_Bradley
- Organization
  - Relevant organizations include production companies and distribution companies.
    - Not\_the\_Funeral\_Home\_LLC
    - Cinemarque\_Entertainment
    - Cineriz
    - RLJ\_Entertainment

## Concept Map





### **Limitations and Future Enhancement Possibilities**

One of the limitations for TLDI-LoD will be access to Joe Bob's commentary. Over time, Shudder removes some of the films. They do have just the commentary available for most of the episodes, but not all of the latest season. This may affect what data can be found for some episodes. It is also important to be aware of copyright laws and how that may affect the data in this project. It is important to be aware of whether there is any data that cannot be shared with an open access license.

While *The Last Drive-In* is the focus of this project, future projects can add Joe Bob's previous show, *Monstervision*, as well as information from other horror host's shows, such as Elvira, Svengoolie, and *Mystery Science Theater 3000*.

## Alignment and Consolidation

The project will follow Tim Berners-Lee's five-star deployment scheme to create 5-star open linked data.

Stars	Requirements	How this Project Fulfills the Requirements
★	Available on the web under an open license	The data files will be published with an open access license, such as Creative Commons CC0.
★★	Available as machine-readable structured data.	The data files will be formatted in .csv tables.
★★★	Uses a non-proprietary format.	They will be available in .csv
★★★★	Uses URIs to label things.	Each entity will be given a URI following the patterns laid out in the previous section.
★★★★★	Link to other data.	Entities will be linked to VIAF, as well as Wikidata and IMDB.

### **Plan to Extend the Data**

The next phase of TLDI-LoD would involve creating or acquiring transcripts of each episode, and using a text-crawler to extract data from the episodes themselves, about the films that are shown. In each episode, Joe Bob and his guests detail a variety of information about the films, such as things about the production history, and about the people involved with the films, like other roles actors have had, or other films a director has been involved in. This is a valuable source of information, especially for some of the lesser known films and actors. Creating this data and connecting it to the initial data for the project, as well as to other linked datasets will add value to this project for researchers.

In addition, the show is still airing, which means there will be new data to incorporate regularly. A plan will be created for adding data after each new episode or special is aired in order to keep the information up to date, with a goal of being updated within a week of airing.

## Plan for Data Use and Reuse

A website will be created to house TLDI-LoD's data, with a variety of options for interacting with the data:

- Files for this dataset will be available for download in a variety of formats, including .CSV, RDF/XML, and Turtle to start with, but other formats can be added over time.
- A SPARQL endpoint will be accessible, with examples of queries.
- There will also be a search function, similar to [OCRE](#), which allows users to query the data set without directly accessing the SPARQL endpoint.
- There will be an interactive visualization of the data to explore, similar to the [Linked Jazz visualization](#).

Dataset will be registered in Datahub, with multiple formats available for download.

## References

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**Appendix A: Additional Properties**

<b>Property</b>	<b>Expected Type</b>	<b>Description</b>
For <i>Movie</i>		
joeBobRating	Number	The rating given to the film by Joe Bob in the episode.
deadBodies	Integer	The number of breasts in the film as listed in the Drive-In Totals.
numberBreasts	Integer	The number of breasts listed in the Drive-In Totals for the film.
driveInAcademyAward	Person	People from the film who are given “Drive-In Academy Award nominations” by Joe Bob.
For <i>Episode</i>		
hasGuest	Person	A person who is a guest on that episode.

**Appendix 2: Sample Queries**

1. List the films shown in order by Joe Bob's rating.
2. List all films that have been shown by a particular director, or starring a particular actor.
3. From which countries of origin have films been shown? How many for each country?
4. List the ten movies with the highest number of dead bodies.
5. How many people have more than one Drive-In Academy Award nomination?

### Appendix 3: Example

#### Data Visualization

This example visualization shows data about the film *The Little Shop of Horrors* (1960). For the full dataset, there would be many more films, which may link to the entities shown in this visualization.

