Web Search at 15

- Number of pages indexed
  - 7/94 Lycos
  - 65 - 10^6 millions
  - 97 - 10^6
  - 98 - 10^7
  - 01 - 10^9 billions
  - 05 - 10^10

- Types of content
  - Web pages, newsgroups
  - Images, videos, maps
  - News, blogs, spaces
  - Shopping, local, desktop
  - Books, papers, many formats
  - Health, finance, travel

Support for Searchers

- The search box
- Spelling suggestions
- Query suggestions
- Auto complete
- Inline answers
- Richer snippets
- But, we can do better

Support for Searchers

- What's available
- How it's accessed

Search and Text

User Context

Task/Use Context

Document Context

Systems/Prototypes
- New capabilities and experiences
- Algorithms and prototypes
- Deploy, evaluate and iterate

Evaluation
- Many methods, scales
- Individual components and their combinations

Modeling Users
- Short vs. long term
- Individual vs. group
- Implicit vs. explicit

Using User Models
- Stuff I've Seen (re-finding)
- Personalized Search
- News junkie (monthly)
- User Behavior in Ranking
- Domain Expertise at Web-scale

Temporal Dynamics

Inter-relationships among Documents
- Categorization and Metadata
  - Reuters, spam, landmarks, web categories ...
  - Domain-specific features, time
- Interfaces and Interaction
  - Stuff I've Seen, Phlat, Timelines, SWISH
  - Tight coupling of browsing and search

Redundancy