What we did

• The history of web search
  • Goto, Google, Yahoo, Bing
  • Web Search page layout
• The incentives and ad model in IR
  • Who uses search?
  • What is it for?
  • How is it funded?
• Scaling
  • WEB IR vs Class IR
What we did

- Ranking
- The web as a corpus
- The web as a graph
- The size of the web
- Web search user behavior
- Query variation
- SEO
What we did

- Crawling algorithm and architecture
- Mercator
- Index construction
- Term-Document matrices
- Term-Document representation
- Latent Semantic Indexing
- MapReduce architecture
- Evaluation
- Recent advances in IR
What we did

- Went through the IR text book
- Read 7 papers
- Assignments
  - Text processing
  - Crawling
  - Posting lists *2
    - Hadoop
  - Query execution
- 4 quizzes
• The end (of lecture)