Overview

• Introduction
• Classic Information Retrieval
• Web IR
• Sponsored Search
• Web Search Basics
  • Size of the Web
• Web Users
• Spam
Search use ...
(iProspect Survey, 4/04,
http://www.iprospect.com/premiumPDFs/iProspectSurveyComplete.pdf)
Without search engines the web wouldn’t scale

• No incentive in creating content unless it can be found.
  • Taxonomies, bookmarks can’t keep up
  • Or can they? (de.licio.us)

• The web is both a technology artifact and a social environment
  • “The Web has become the ‘new normal’ in the America way of life; those who don’t go online constitute an every-shrinking minority” [Pew Foundation report, January 2005]
Without search engines the web wouldn’t scale

• Search engines make aggregation of interest possible:
  • Create incentives for very niche players
    • Economical - specialized stores, providers, etc.
    • Social - narrow interests, specialized communities
  • The acceptance of search interaction makes “unlimited selection” stores possible
    • Amazon, Netflix, etc.
Without search engines the web wouldn’t scale

- Search turned out to be the best mechanism for advertising on the web, a $15 billion plus industry.
- Growing very fast (entire US advertising industry is $250 billion though)
- Sponsored search marketing is about $10 billion