

Web Search Basics

Introduction to Information Retrieval

INF 141/ CS 121

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Content adapted from Hinrich Schütze

<http://www.informationretrieval.org>



Overview

- Introduction
- Classic Information Retrieval
- Web IR
- Sponsored Search
- Web Search Basics
 - Size of the Web
- Web Users
- Spam

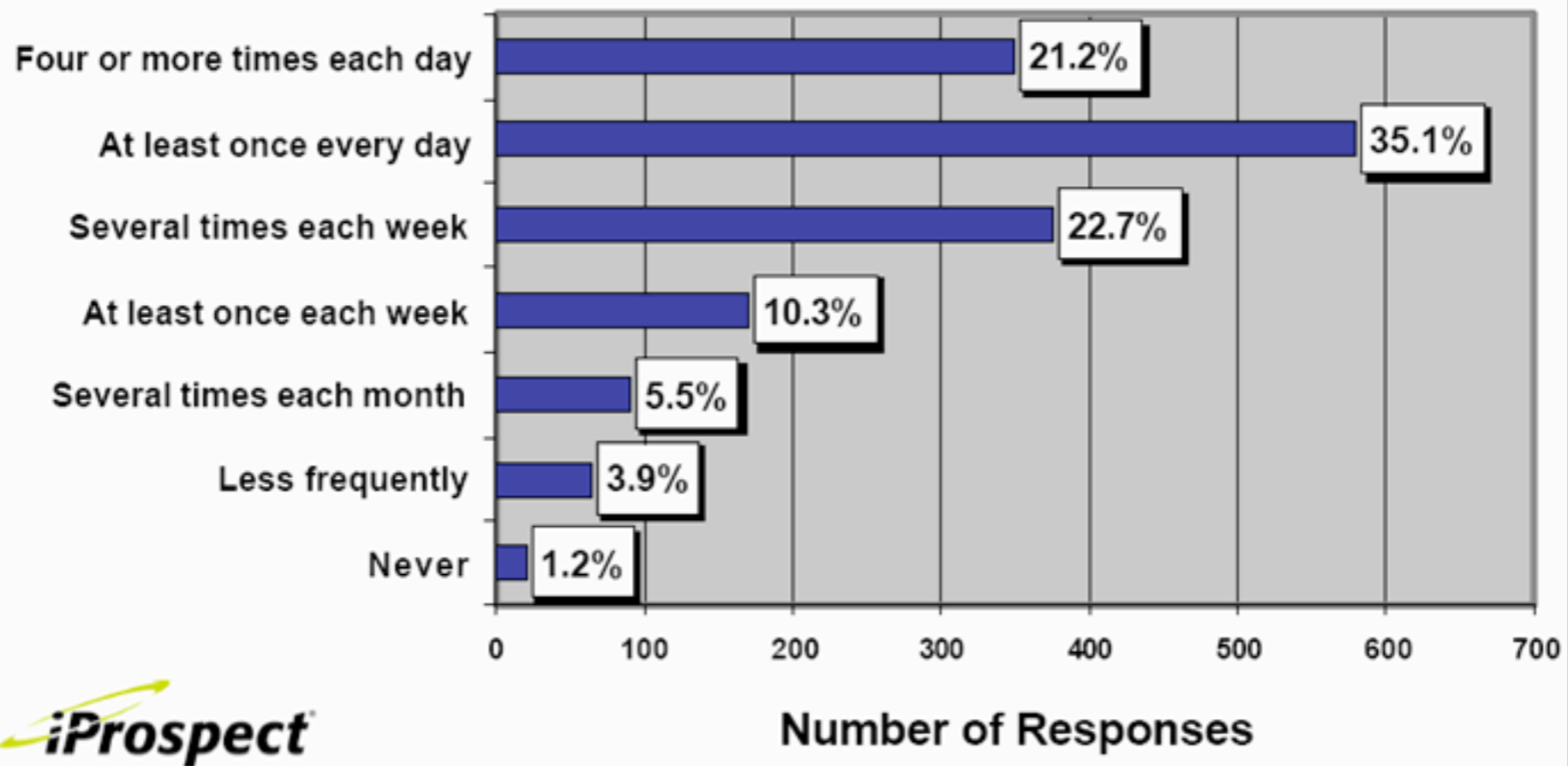


Search use ...

(iProspect Survey, 4/04,

<http://www.iprospect.com/premiumPDFs/iProspectSurveyComplete.pdf>)

How often do you use search engines on the Internet?



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 American 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

