

# Three challenges in Web IR

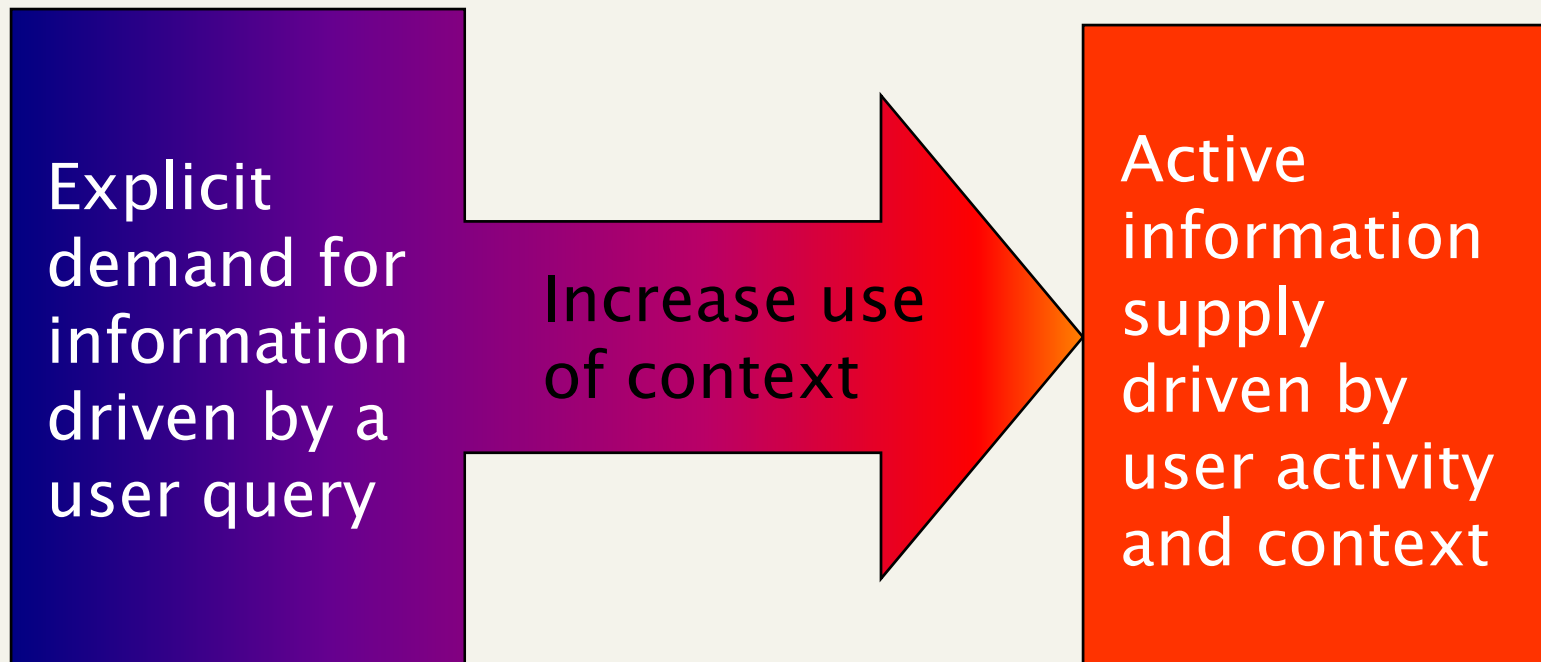
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# From Information Retrieval to Information Supply

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# From Information Retrieval to Information Supply:

## Car Navigation: Maps → GPS



Now...



# Search economics

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- Advertising in general and search driven ads in particular are the economic engine behind the web
- Slew of scientific challenges
  - Mechanism design (bidding, pricing, etc)
  - On line matching (budgets, etc)
  - Economics (auction theory, advertising, micro & macro economics, etc)
  - User experience, privacy, etc
  - Information supply
    - Match context with information

# Social search

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- The next chapter of the Web story seems to be collective but specialized sharing on a mass scale
  - Lots of communities driven by common interests and the availability of enabling tools
- Challenge: **leverage “human computing”**
  - metadata/user-generated content in the form of tagging, sharing, connections, reviews, etc
    - Flickr, Delicious, Blogs, Groups, Explicit Social Networks, etc
  - Social engineering/tools to stimulate HC: ESP game, MySpace, Human Experts, etc
  - Technical & UI aspects: how do we incorporate people’s opinion in search results? Recommender systems, reputation, networks, etc.

# Thank you !

For questions:  
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