

The Future of Search

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Abstract:

Search has played a central role in the evolution of the Internet, enabling us to find what we create, and transforming the ways we interact with business, government, and knowledge. And yet, our understanding of search and our metrics for evaluation remain crude and insufficient to the task ahead. What do precision and recall mean in a Web 2.0 world where everything is miscellaneous? Is relevance even relevant? And, where does search end? In this seminar, I explore analytics, personalization, visualization, social navigation, ubicomp, and other signposts on the bumpy road to ambient findability.