

Search is Dead! Long Live Search

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ABSTRACT

Back in the heady days of 1999 and WWW8 (Toronto) we held a panel titled "Finding Anything in the Billion Page Web: Are Algorithms the Key?" In retrospect the answer to this question seems laughably obvious - the search industry has burgeoned on a foundation of algorithms, cloud computing and machine learning. As we move into the second decade of this millennium, we are confronted with a dizzying array of new paradigms for finding content, including social networks and location-based search and advertising. This panel pulls together senior experts from academia and the major search principals to debate whether search will continue to look anything like the 2-keywords-give-10-blue-links paradigm that Google has popularized. What do emerging approaches and paradigms – natural language search, social search, location-based search – mean for the future of search in general?

Categories and Subject Descriptors

H.4 [Information Systems]: Miscellaneous

General Terms

Algorithms, Design, Human Factors, Standardization.

Keywords

Search, algorithms, social search, location-based search

1. PANEL BIOGRAPHIES

Andrei Broder is a Fellow and Vice President for Search & Computational Advertising in Yahoo! Research. Previously he was an IBM Distinguished Engineer and the CTO of the Institute for Search and Text Analysis in IBM Research. Broder is a fellow of ACM and of IEEE and was recently elected to the National Academy of Engineering for contributions to the science and engineering of the World Wide Web.

Marti Hearst Dr. Marti Hearst is a professor in the School of Information at UC Berkeley. Her primary research interests are user interfaces for search engines, information visualization,

natural language processing, and empirical analysis of social media. She just completed "Search User Interfaces," the first academic book on the topic..

Barney Pell is currently Partner, Search Strategist for Bing, Microsoft's new search engine. He was most recently Founder and CEO of Powerset, a semantic search startup Microsoft acquired in 2008. His long-time career in artificial intelligence includes work at NASA on the first AI system to fly onboard and control a spacecraft in deep space and the first spoken dialog system in space.

Andrew Tomkins is Director of Engineering at Google Research. Prior to joining Google, Andrew was the Chief Scientist for search at Yahoo! and before that he managed the "Information Management Principles" group at IBM's Almaden Research Center, and served as Chief Scientist on the WebFountain project. His research focuses on measurement, modeling, and analysis of content, communities, and users on the World Wide Web.

Co-organizer and Moderator - Prabhakar Raghavan is the head of Yahoo! Labs. Raghavan's research interests include text and web mining, and algorithm design. He is a consulting professor of Computer Science at Stanford University and formerly editor-in-chief of the Journal of the ACM. He has co-authored two textbooks, on randomized algorithms and on information retrieval. Raghavan received his PhD from Berkeley and is a member of the National Academy of Engineering and a fellow of the ACM and of the IEEE. Prior to joining Yahoo!, he was the chief technology officer at Verity and has held a number of technical and managerial positions at IBM Research.

Co-organizer – Elizabeth Churchill is a Principal Research Scientist at Yahoo! Research. She was formerly a Senior Research Scientist at PARC and before that lead of the Social Computing Group at FX Palo Alto Laboratory. She is the current Vice President of ACM SigCHI (the Association of Computing Machinery's Special Interest Group on Computer Human Interaction).

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