Entity Search on the Web

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Categories and Subject Descriptors

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ABSTRACT

More than the half of queries in the logs of a web search
engine refer directly to a single named entity or a named set
of entities [1]. To support entity search queries, search en-
gines have begun developing targeted functionality, such as
rich displays of factual information, question-answering and
related entity recommendations. In this talk, we will pro-
vide an overview of recent work in the field of entity search,
illustrated by the example of the Spark system, a large-scale
system currently in use at Yahoo! for related entity recom-
mendations in web search. Spark combines various knowl-
edge bases and collects evidence from query logs and social
media to provide the most relevant related entities for every
web query with an entity intent. We discuss the methods
used in Spark as well as how the system is evaluated in daily
use.

1. REFERENCES

[1] Jeffrey Pound, Peter Mika, and Hugo Zaragoza, *Ad-hoc
object retrieval in the web of data*, Proceedings of the
19th international conference on World wide web (New
York, NY, USA), WWW '10, ACM, 2010, pp. 771–780.