

## EINLADUNG

Zeit: Donnerstag, 24.01.2008, 16.30 Uhr

Ort: AH I, Ahornstr. 55

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Titel: Delivering Relevant Search Results  
on a Global Scale

### Abstract:

For an ever growing population of Internet users, search engines are the dominant technology for finding the information they need. Most of these users have high expectations to retrieve relevant results, while demanding an interface that is intuitive and efficient to use with minimal or no training. At the same time, user attention has become a highly contested asset in e-commerce and changes in result rankings of major search engines can significantly affect revenue streams on a global scale.

This talk will focus on challenges that a commercial search engine faces to deliver relevant results on a global scale, leading to questions like: How can we make better sense of user queries? How can we help users to better express their information needs? How can we evaluate relevancy ranking in Web search engines? What techniques are used by people to try defeating IR algorithms and how can we counter them?

Es laden ein: Die Dozenten der Informatik